



Engagement Toolkit

for public television stations
and community partners



www.OnTwoFrontsMovie.com

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I. Introduction

ABOUT THE FILM

On Two Fronts: Latinos & Vietnam is a new film by Mylène Moreno that explores the rich history of Latino service in the Vietnam War, and invites all Americans to honor the contributions and sacrifices made by Latino soldiers and their families in a war that defined a generation.

Latino Americans have made profound contributions to American life in many unique and important ways. Latinos' sense of patriotism as Americans is robust, but has been too often overlooked in our society. Many Latinos have served their country in visible ways, even making the ultimate sacrifice in defense of our national cause.

On Two Fronts also encourages us to look again at the way all of our soldiers were drawn into the Vietnam War, and how they returned, and to appreciate the service of veterans who have more recently returned from wars in Iraq and Afghanistan.

ABOUT THE CAMPAIGN:

The community engagement campaign for *On Two Fronts* will focus on creating opportunities to understand and honor military service by Latinos in the U.S. armed forces and to celebrate Latino patriotism as distinctly American. *On Two Fronts* will broadcast nationally on PBS during Hispanic Heritage Month, currently scheduled for Tuesday, September 22, at 10:00 PM. Local PBS stations in select markets will participate in the *On Two Fronts* community engagement campaign.

The campaign will include activities and materials that encourage deeper discussions about some aspects of the Vietnam War that hold important lessons and continue to be relevant to our nation's life today. Notable among such issues are the inequities of the draft as implemented in the Vietnam era and other ways in which the war disproportionately affected minorities, the poor and working class, and those with fewer options in civilian life.

On Two Fronts is working closely with Veterans Coming Home, a national initiative in support of veterans funded by the Corporation for Public Broadcasting (CPB).

ABOUT THIS TOOLKIT:

This brief toolkit summarizes the recommended activities and available materials for PBS station partners and community-based partner organizations. All partners are encouraged to be creative and come up with their own distinct ways to use the film.

For those interested in turnkey activities and different perspectives on how to leverage the wonderful resources available through the *On Two Fronts* campaign, this guide will be a handy reference.

For any questions about this toolkit or the campaign in general, please contact Impact Media Partners LLC (contact information at the end of the document).

II. Campaign Resources

Film Website:

<http://www.ontwofrontsmovie.com>

Other Toolkits and Guides:

1. Discussion and Viewer Guide (PDF)
 2. Home Viewing-Party Guide (PDF)
 3. Educator Guide with Standards-Aligned Lesson Plans
- **All are available for download at the film website above**

Social Media Accounts:

1. Facebook: <http://www.facebook.com/LatinosVietnam>
2. Twitter: @LatinosVietnam
3. Instagram: @LatinosVietnam
4. YouTube: https://www.youtube.com/channel/UC_eNciEIDU7Spaidgju2GYw

Video Assets*:

1. Full-Length Feature Film (83:30)
2. Engagement Featurette: "Greenlee County" (26:00)
3. Four Educational Video Modules (available at PBS Learning Media & the film website):
 - a. "It Was Our Duty to Serve" (12:00)
 - b. "Veterans' Memorial" (3:00)
 - c. "Alternate Perspectives on the War in Vietnam" (12:00)
 - d. "Compulsory Service: The Draft" (10:00)

*A limited number of DVDs with all video assets will be made available to participating PBS stations. The full-length feature and the "Greenlee County" featurette will only be available on DVD).

PUBLIC MEDIA RESOURCES BEYOND THE CAMPAIGN:

CPB-Funded Veterans Coming Home: <http://veteranscominghome.org>

Coming back to civilian life brings new challenges, new opportunities, and compelling stories of courage and accomplishment. Public media tells those stories so community members can better understand the veteran experience. And, through Veterans Coming Home, public media supports and engages veterans as they transition to civilian life. Learn more about the kinds of support and resources available. See how public media stations across the nation are honoring veterans in key communities.

Stories of Service on PBS.org: <http://www.pbs.org/veterans/stories-of-service/home/>

This is a collection of veterans' stories and programs on PBS, resources for veterans, and educational and other engagement materials.

III. Campaign Activities

Whatever the particular goals or objectives your station or organization may choose to work toward when using *On Two Fronts*, consider the approaches offered below to framing your work — whether an event or other activities — and consult the other campaign materials, including the Discussion Guide and Educators Guide (linked to above) as an important way to inform your activities.

1. Screening and Discussion

Community screening and discussion events are a mainstay for most PBS stations, and probably familiar territory for many community organizations. For those that need some good checklists and pointers on running a screening event, please consult the following resources:

<http://www.communitycinema.org>

<http://www.pbs.org/pov/outreach/>

http://www.madeinla.com/files/downloads/MadeinLA_Event_Planning_Toolkit.pdf

Impact Media Partners LLC is also pleased to support your local efforts (contact information at the end of this document).

NOTE: Whatever your approach or specific organizational goals, all screening events must be free and open to the public for this taxpayer-funded public media project.

Framing the Event

Below is a short list of frames, or approaches to consider when organizing a screening and discussion event. This list is not intended to be all encompassing, and everyone is encouraged to develop the right approach for their community.

Each approach, or frame, offers a pathway for organizing an event around a goal, which is stated in the title of each approach. Different approaches might lead to different sets of panelists, different themes for conversation, and different sets of resources and materials available at the event or activities to enrich conversation and learning.

The four approaches offered here are not mutually exclusive; there may be opportunities to connect more than one to a single event.

Additionally, while these suggested approaches are offered as potential frames for a screening and discussion event, they can also inspire many different kinds of gatherings or projects.

Consider extending the approach you choose and building on your screening event with other gatherings or community activities, either digital or live. There are more example events and activities below.

1. Teaching and Learning about Vietnam

The Vietnam War ended over 40 years ago, and younger generations are less familiar with some of the major issues than those of a generation ago. This approach offers an important opportunity for younger generations to learn from their elders, who lived through the Vietnam era, and represents a strong opportunity for intergenerational learning.

Sample Panel:

- A local history professor with expertise in the Vietnam era
- Veteran(s) of the Vietnam War
- A representative from a Latino community organization who can discuss the war from the Latino perspective
- A youth panelist who has some connection to veterans' issues or the war in Vietnam

Discussion Themes and Activities:

- How/why is the Vietnam War still relevant to our politics and foreign policy today?

- What are the greatest lessons of the war in Vietnam?

- Activity: Story Sharing: Many members of the community still have a direct connection to the Vietnam War, either personally or through their families. Consider inviting a selection of people to bring a photo or piece of memorabilia and a brief story to share with the audience.

2. Giving a Platform to Veterans

Regardless of how we remember the war, or what any of us may have learned about it, hearing from those who served in Vietnam can be a deeply moving way to broaden our understanding of the experience. Additionally, providing Vietnam vets with the continued opportunity to tell their sacred stories is a critical aspect of honoring their service.

Sample Panel:

- Veteran(s) of the Vietnam War
- Latino veterans of the Vietnam War, or their family members
- A prominent local veterans' organization that can help the audience better understand this generation of veterans

Discussion Themes and Activities:

- How does this film resonate with veterans who were there?
- What do veterans most want the community to understand and remember about the war?
- How was the war different for Latinos who served than for others?

-Activity: How Many Degrees of Connection to the War?: In an effort to place the war in a historical context, and better understand the relationship of the community to the war, conduct a brief sweep around the audience and ask for participants to say whether they had

- a direct connection to the war (they served or were directly affected by the war);
- a first-degree connection (spouse, parent, immediate family member served or was directly affected by the war);
- a second-degree connection (grandparent, family friend); or
- no direct connection (no one in their family served or was directly affected by the war).

3. Spotlighting Those Who Serve Veterans

Placing the focus on the deep and continuing needs of veterans as they reintegrate into civilian life and publicizing and honoring those who serve them is an important potential frame for an event, and could be seen as an opportunity to connect local veterans directly to services they may not be aware of or know how to access. It may also give members of the community an opportunity to support veterans through the organizations that participate.

Sample Panel:

- Representatives from organizations that provide direct services to veterans (priority to Latino-serving organizations)
- A local journalist who covers veterans' issues
- A pastor or local clergy involved with veterans' issues

Discussion Themes and Activities:

- What are the most important challenges facing veterans?
- What have we learned from how Vietnam veterans returned home?
- How are the needs of the new generation of veterans different from those of previous generations?

-Activity: Invite representatives from veterans' service organizations to present volunteer opportunities for community members who want to support veterans. Ideally, three different opportunities allows for some choice. Use butcher paper or other colorful ways for attendees to sign up and volunteer.

4. Connecting to Post-9/11 Veterans and Servicemembers

While this film focuses on the experience of Latino veterans during the Vietnam War, events and community discussions can include other voices beyond Vietnam-era veterans. By reaching out to and including veterans of our nation's more recent foreign wars in Iraq and Afghanistan, we can acknowledge and honor the service of all veterans, and also connect some of the lessons of the Vietnam War to our country's current military posture and the challenges that confront us.

Sample Panel:

- Latino and other veterans from the wars in Iraq and Afghanistan
- A local journalist who covers veterans' issues
- A local professor with expertise in military or foreign policy
- Representatives from Latino or other local community organizations who can speak about the effects of the more recent wars on communities of color and the working class

Discussion Themes and Activities:

- What are some of the ways in which this film about the Vietnam era resonates with veterans of more recent wars?
- In what ways do more recent veterans think their experiences have been different?
- Activity: Exploring Connections to the Wars in Iraq and Afghanistan: To better understand the relationship of the community to these recent wars, conduct a brief sweep around the audience and ask for participants to say how the wars may have affected them or their families directly.

NOTE: In addition to local veterans and experts you may decide to recruit for the discussion portion of your events, the filmmaker, Mylène Moreno, is available to come to a small number of events, pending scheduling and budget. The *On Two Fronts* campaign has a limited amount of travel money to support a small number of trips. Please contact Impact Media Partners LLC if you are interested in inviting the filmmaker or a subject from the film (the availability of subjects cannot be guaranteed and will vary widely from person to person).

2. Honoring Service

In addition to screening and discussion events, the *On Two Fronts* campaign has consulted with a number of partners about how to create opportunities to honor the service of our veterans. One theme that emerges frequently is the separation or distance that many veterans and civilians feel from one another as a result of their very different life experiences.

The activities below have been designed to provide opportunities for veterans and civilians alike — together or separately — to take action and learn more about service and to connect to veterans and their experience in new and hands-on ways

1. Mapping the Memorials

- a. In nearly all communities, and certainly in every city, there are numerous memorials to the service of our military veterans. Whether they be statues, murals or other public art works, plaques, buildings named “in memoriam,” or other ways that communities have seen fit to honor our veterans, too often these physical memorials have been allowed to slip from memory: Who do they honor or depict? What is the story that inspired a particular monument?

By creating a list of these monuments or memorials (great and small) and transferring that list to a Google map, your station or organization can publish that map on your website or on social media, and help others connect to the often-forgotten heritage of our veterans and how we have honored them.

- b. Mapping memorials is a fun and easy project that can easily be completed by a PBS station, community organization, or even a family or individual.
- c. How to create a Memorial Map:
 - i. Create a list of at least 6 (preferably 10 or more) local monuments, pieces of public art, memorial buildings, or other public items honoring veterans and their service. **We recommend giving priority to moments that specifically honor the service of Latino veterans.**
 - ii. Create a Google map with at least six pinpoints of these monuments. To populate the map, secure a photo of each memorial and a minimum of three sentences describing the monument and, where possible, the servicemember(s) depicted/honored, the reason for this declaration, and any other pertinent information.
 - iii. Send the map to the *On Two Fronts* engagement team no later than August 17, 2015 (for Station Engagement Partners) or September 15 for other partners.
 - iv. Publish the map in a suitable location on the station or organization website or blog during the campaign (it should not be taken down before Veterans’ Day 2015).
 - v. Post the URL of the published map to Facebook and other social media sites you have access to.

2. Walk the Memorials

- a. Nothing is as simple or invigorating as a walk that gets you right out into the community. Next time you take a walk, consider walking a route between two, three, or four of the monuments on a map published for your community.
- b. Do it together: Consider organizing a walk with friends and family, or gathering a group of coworkers and visiting one or two memorials during a lunch break or after work.

- c. Bring a smartphone and look up information about the memorials as you walk, and talk and learn about what they represent.
- d. However a walking tour of the memorials in your community shapes up, take pictures and post them to your Facebook feed, and be sure to tag @LatinosVietnam so that we can capture your community engagement.

3. Refresh the Memorials

- a. When you research or visit the memorials, one thing you may find is that many of them may be in some state of disrepair, or at least could use a good clean and polish! Consider gathering a small group and taking aside a couple of hours (or a couple of days for a more ambitious project) to refresh one or more of the memorials on your way. Maybe they just need some soap and water, or a little bronze polish for a plaque. Perhaps pick up trash and debris that crowds a statue or a small park. Whatever the level of work, your participants can take pride that they are helping restore the memory of those who served.
- b. Whatever kind of refresh you opt for, take plenty of pictures — and even video — of you and your group and post them to your Facebook feed, and be sure to tag @LatinosVietnam so that we can capture your community engagement.

4. Rededicate the Memorials

- a. Another nice way to bring the community together around the idea of honoring our veterans and their service is to do an unofficial “rededication” of a memorial.
- b. Gather a group of interested people — including veterans and nonveterans — and hold a simple ceremony where you rededicate the memorial in question to the memory and honor of those who have served, and consider pledging to do more in your community to support those veterans who are in need.
- c. Your small, unofficial rededication could become larger and official with some collaboration with your local city, town, or county.
- d. Whatever you do for a rededication, take plenty of pictures — and even video — of you and your group and post them to your Facebook feed, and be sure to tag @LatinosVietnam so that we can capture your community engagement.

5. Create New Memorials

- a. Consider any number of community event types (a pancake breakfast, block party, potluck, church social — the sky’s the limit) and plan a gathering for 25, 40, or even 100 people.

- b. Invite everyone to bring basic art supplies (cardboard, poster board, paint, markers, glue, glitter, etc.) and create one (or several) temporary memorials that celebrate the service of all our veterans.
- c. Invite veterans from the community to be on hand, and to say a few words if appropriate.
- d. Consider getting more ambitious and working with more durable materials for a larger temporary structure (wood, metal, stones, bricks, spray paint, etc.).
- e. Consider approaching churches or community groups about allocating modest resources to create a small plaque that can be displayed somewhere appropriate, and use your event to dedicate the new memorial.

PARTNER ORGANIZATIONS:

There is a broad array of potential community partners to work with on activities around *On Two Fronts: Latinos & Vietnam*. In fact, the number of veterans-related organizations and organizations representing the Latino community are rather numerous; this bodes well for building local partnerships.

Here are some of the organizations that Impact Media Partners LLC is currently working with on this project (this list is by no means meant to limit your outreach, but to give you ideas and inspire you to make connections locally):

- USC Center for Innovation & Research on Veterans and Military Families
- Los Angeles Mayor's Office on Veterans Affairs
- Los Angeles County Department of Military and Veterans Affairs
- National Veterans Foundation
- American Legion of California
- Institute for Military Personnel, Veterans, Human Rights & International Law
- *La Plaza De Cultura y Artes*
- Latino Heritage Los Angeles
- L.A. Works
- United States Veterans Initiative

Veterans Coming Home also has a list of partner organizations and 12 public television stations that have been working on veterans' issues locally over the past year.

The community engagement campaign for *On Two Fronts: Latinos & Vietnam* is funded with major support from the Corporation for Public Broadcasting (CPB), and additional support from Latino Public Broadcasting.

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**ON TWO
FRONTS**
Latinos & Vietnam



For more information about *On Two Fronts: Latinos & Vietnam* and filmmaker Mylène Moreno, please visit the film's website where this and other educational and engagement materials can be downloaded: www.OnTwoFrontsMovie.com



On Two Fronts: Latinos & Vietnam was funded by the Corporation for Public Broadcasting, and presented nationally by PBS beginning September 22, 2015. Check local listings.

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P A R T N E R S

The community engagement campaign for *On Two Fronts: Latinos & Vietnam*, including the creation of this and other resources, is being led by Impact Media Partners. For more information about how to get involved in the campaign, reach us at:

info@impactmediapartners.com .

To learn about our broader portfolio of work, please visit our website at:

www.impactmediapartners.com .



On Two Fronts: Latinos & Vietnam is working closely with Veterans Coming Home. Funded by the Corporation for Public Broadcasting and led by Wisconsin Public Television, Veterans Coming Home builds on public media's strengths to address the needs of veterans in local communities. www.veteranscominghome.org

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