



Latino Public Broadcasting | VOICES Season 5
Outreach Guide for *Adios Amor: The Search for Maria Moreno*

Thank you for taking the extra step to encourage viewers of *Adios Amor: The Search for Maria Moreno* to think critically about the film and its themes, and to share their thoughts with others in their community. According to U.S. Census projections, it is anticipated that the U.S. Latino population will grow by 167% between 2010 and 2050. As Latino Americans expand their impact economically, culturally and politically, they will contribute more and more to our ongoing national conversations about identity and empowerment.

As the demographic landscape continues to shift, public media can play a significant role in building bridges of understanding by presenting audiences with trustworthy content and neutral spaces for meaningful dialogue. Community conversations hold tremendous potential to enrich our understanding of our unique and varied stories, as well as our shared values, forging a future as a nation whose strength lies in its diversity.

This outreach guide offers themes to inspire conversation, as well as tips for planning events, suggestions for community partners and speakers, social media strategies and discussion questions, supplemental readings and free resources to accompany the film.

Film Summary: Set in 1950s and 60s California, *Adios Amor* recaptures the forgotten yet epic struggle of Maria Moreno, a determined migrant mother who became an early outspoken leader in the movement for farmworker rights years before Dolores Huerta and César Chavez launched the United Farm Workers.

- Website: www.adiosamorfilm.com
- Trailer: <https://www.youtube.com/watch?v=5Cqyj-MPcJg>
- Downloadable Trailer: <https://vimeo.com/243694687>
- Facebook: www.facebook.com/adiosamorfilm

Themes for Outreach & Topics for Discussion

- Women’s Leadership in Social Justice Movements
- The Farmworkers’ Movement as a Civil Rights Struggle
- Immigration, Migrant Labor and the American Dream
- Hunger (Food Insecurity) in America
- Race and income disparity/poverty
- The role of photography and audio recording in social history
- How are history narratives shaped and who shapes them?

Community Partners: *Adios Amor* presents an opportunity to strengthen or cultivate partnerships with community organizations whose mission is allied with the issues and themes explored in the film. Partners can participate in a number of ways, providing resources and expertise, recommending experts for roundtables or presentations, hosting events that serve the needs of their communities, engaging their constituents, and spreading the word about the broadcast.

Organizations to consider partnerships with include:



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- Educational institutions, such as local universities, colleges, community colleges, and high schools, with a special focus on first generation students and the teachers that serve them; programs in history, women’s students, Latinx Studies, civics and photography.
- Public libraries
- Local centers for photography and digital arts education, such as [Youth in Focus](#)
- Radio stations serving the Latino American community, such as Radio Bilingüe (a national network; [see station list here](#)) and La Campesina Radio Network
- Community organizations, such as NALEO (National Association of Latino Elected and Appointed Officials), local Concilios; UnidosUS (formerly National Council of La Raza); MALDEF (Mexican American Legal Defense Fund); MANA (Mexican American Women's National Association)
- Farm labor unions or service organizations active in different regions:
 - Alianza Nacional de Campesinas (National Farmworker Women’s Alliance)
 - United Farm Workers (UFW), California/West Coast
 - California Rural Legal Assistance (CRLA), California
 - Pineros y Campesinos Unidos del Noroeste (PCUN), Oregon
 - Familias Unidas por la Justicia (Families United for Justice) Washington state
 - Campesinos Sin Fronteras, Arizona
 - Coalition of Immokalee Workers, Florida
 - Farmworker Association of Florida (FWAF), Florida
 - Farm Labor Organizing Committee (FLOC), Ohio/North Carolina
 - Indiana Migrant and Seasonal Farmworker Coalition, Indiana
 - Centro Campesino, Minnesota
 - La Union del Pueblo Entero (LUPE), Texas

Speakers/Facilitators: If the opportunity is available, have an expert speaker introduce the film and themselves at the top of the program. Make the film available to the speaker and recommend that they watch in advance. Then ask this speaker to facilitate the audience conversation, adding their thoughts on the questions and topics at hand throughout. Potential sources for speakers/facilitators:

- Filmmaker or producer
- Representative from partner/co-sponsor organization
- Faculty from Latinx Studies, women’s studies departments, or history at local university or college
- Representative from farmworker or food worker associations
- Representative from a local historical society (such as California Historical Society)
- Local Latina community leaders (such as City Council Representatives)
- Food justice, anti-hunger or sustainable agriculture activists

Audience: Station members; general audience; partner/co-host constituencies; clergy and faith-based groups; civic leaders; K-12, college and adult education teachers; food justice and sustainable agriculture groups; labor unions; hunger and anti-poverty activists.

Promotion: Promote on air, website, e-blasts, and social media. Distribute fliers through partners, in partner lobbies and send electronically to station members.



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Social Media | Tips & Ideas

- Connect with the film on Facebook: www.facebook.com/adiosamorfilm
- Create a centralized Facebook event page and be sure to make all participating partners co-hosts. For RSVPs, this event page must link to Eventbrite, which is a free service for tracking reservations. This event page can be updated with the latest event updates, news, and contact information.
- Consider engaging your Facebook audience by live streaming the speaker presentation and/or post-screening discussion via Facebook Live, Instagram or Twitter. Then promote the broadcast or if the event takes place after the broadcast, provide the link where people can stream the film online at www.pbs.org.
- The filmmakers of *Adios Amor* rely extensively on black and white photos to reconstruct Maria's story. Pre or post event, invite followers to post black and white photos depicting their life stories and/or someone they deem to be an unsung hero like Maria Moreno on social media using an easy-to-remember and relevant hashtag, such as #AdiosAmor #MyMariaMoreno

Community Conversation | Suggestions & Tips

- **Part I:** Screening. Begin with brief opening remarks and screen film (approx. 1 hr 5 min).
- **Part II:** Community Conversation (approx. 25-30 min). The moderator should lay out Community Norms for the conversation, such as ground rules for civility; encouraging participants to give voice to personal, family and community experiences; asking questions that move the conversation forward; and suggesting connections between local conditions and those portrayed in *Adios Amor*; and then proceed through 3-4 discussion questions, giving each one three to five minutes for audience members to discuss with a neighbor or in a small group. End with a question that inspires solution-oriented action. Spend final 10 minutes having volunteers share ideas about how to solve this issue in their community.
- **Handout:** Provide participants with a follow up activity to do at home in the form of a 1-page handout with instructions on finding a photograph, writing a brief story about it or the memory it evokes, and then sharing the photo and story on social media (see above).
- **Speaker/Facilitator:** If the opportunity is available, have an expert speaker introduce the film and themselves at the top of the program. Then ask this speaker to facilitate the audience conversation, adding their thoughts on the questions and topics at hand throughout.
- **Audience:** Station members, college or high school students, general audience, partner constituencies and members, civic leaders, educators, local, regional and state policy makers, elected officials.
- **Promotion:** Promote on air, website, e-blasts, and social media. Distribute fliers through partners, in partner lobbies and send electronically to station members.

Discussion Questions: After the screening of the documentary, ask audience members to turn to a neighbor or form small groups of up to eight people. Ask them to identify a note taker and someone who will represent each group and summarize results when discussion ends. Provide the following questions with the suggestion that each group spend a few minutes at the beginning choosing a couple questions:

1. Was there a person, story, image or fact from the film that particularly resonated with you?



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2. What inspired Maria Moreno to become a community organizer and advocate for the workers, what was her “fire in the belly”?
3. How did Maria bring attention to the cause? What characteristics made her a good spokesperson?
4. What does Maria Moreno’s story convey about the plight of farmworkers and their strength and perseverance?
5. How did Al Green and Maria’s tactics differ? Why was she pushed out of AWOC and left out of the United Farmworkers movement? Despite this, what values drove her forward into her next phase of life as a minister?
6. What might have happened if Maria had continued with the union? What impact or changes did she make? What stayed the same? What is the same or different for farmworkers today?
7. Are there groups of people (specific occupations or otherwise) in your community that might relate to what the farmworkers experienced during Maria’s time?
8. Why do you think Maria Moreno’s story was left out of history?
9. Discuss the use of photos, audio recordings, and oral history as important tools in retelling Maria’s story.
10. What tools do we have today that help us record history as it is happening?
11. What can we do to help ensure important stories like this are remembered and recorded?
12. Ultimately, what was Maria’s message? What is her legacy and how can we honor her sacrifices and memory?
13. What are the takeaways from this story and discussion that you might share with others?

Supplemental Reading

Non-Fiction

1. *Beasts of the Field: A Narrative History of California Farmworkers, 1769-1913* by Richard Steven Street (2004)
2. *Bitter Harvest: A History of California Farmworkers 1870-1941* by Cletus Daniel (1982)
3. *Chavez and the Farm Workers* by Ronald B. Taylor (1975)
4. *Curious Unions* by Frank Barajas (2012)
5. *Dark Skin, White Gold: California Farm Workers, Cotton, and the New Deal* by Devra Weber (1994)
6. *Defiant Braceros: How Migrant Workers Fought for Racial, Sexual, and Political Freedom* by Mireya Loza (2016)
7. *Everyone Had Cameras: Photography and Farmworkers in California, 1850-2000* by Richard Steven Street (2008)
8. *Factories in the Field: The Story of Migratory Farm Labor in California* by Carey McWilliams (1969)
9. *Fresh Fruit, Broken Bodies: Migrant Farmworkers in the United States* by Seth Holmes (2013)
10. *From Out of the Shadows: Mexican Women in Twentieth-Century America* by Vicki Ruiz (1998)
11. *From the Jaws of Victory: The Triumph and Tragedy of Cesar Chavez and the Farm Worker Movement* by Matt García (2013)
12. *The Fruits of Their Labor: Atlantic Coast Farmworkers and the Making of Migrant Poverty, 1870-1945* by Cindy Hahamovitch (1997)
13. *Growing up in La Colonia* by Margo Porras (2019)



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14. *Herstory: Una historia ilustrada de las mujeres/Herstory: An Illustrated History about Women* (Spanish Edition) by Maria Bastaros, Nacho Moreno & Cristina Daura (2019)
15. *The Migrant Project: Contemporary California Farm Workers* by Rick Nahmias (2008)
16. *Migrant Imaginaries: Latino Cultural Politics in the U.S.-Mexico Borderlands* by Alicia Schmidt Camacho (2008)
17. *Strategies of Segregation* by Dr. David G. Garcia (2018)
18. *The Union of Their Dreams* by Miriam Pawel (2010)
19. *Trampling Out the Vintage: Cesar Chavez and the Two Souls of the United Farm Workers* by Frank Bardacke (2012)
20. *Why David Sometimes Wins: Leadership, Organization, and Strategy in the California Farm Worker Movement* by Marshall Ganz (2009)

Fiction

1. *The Grapes of Wrath; In Dubious Battle; Of Mice and Men* by John Steinbeck
2. *Under the Feet of Jesus* by Helena Maria Viramontes (1996)
3. *Y no se lo trago la tierra/And the Earth Did Not Devour Him* (bilingual) by Tomas Rivera (2015)

For Youth

1. *Amelia's Road* by Enrique Sanchez and Linda Jacobs Altman (2002)
2. *Calling the Doves* by Juan Felipe Herrera (2001)
3. *Dolores Huerta: Labor Leader and Civil Rights Activist* by Robin Doak (2008)
4. *Esperanza Rising* by Pam Muñoz Ryan (2002)
5. *Jessie De La Cruz: A Profile of A United Farm Worker* by Gary Soto (2000)
6. *Voices from the Fields: Children of Migrant Farmworkers Tell Their Stories* by S. Beth Atkin (2000)

Additional Resources

About Maria Moreno: [The Unsung History Makers: Maria Moreno](#): Interactive lesson plan for grades 5-9 that uses primary and secondary sources such as video and audio to unravel the mystery of Maria Moreno, while encouraging students to search out an unsung history maker in their own community. Aligned with National Standards and available for free via PBS LearningMedia.

Farm Labor History: One of the most celebrated films of all time, Edward R. Murrow's [Harvest of Shame](#) exposed the plight of America's farm workers on a Thanksgiving Day broadcast in 1960, a time when Maria Moreno was organizing for the Agricultural Workers Organizing Committee. Over 50 years later, [NPR explores](#) the controversial program and its legacy. Streaming free on CBS.

In [Bittersweet Harvest: The Bracero Program 1942-1964](#) the National Museum of American History utilizes photographs and oral histories to examine the experiences of bracero farm workers and their families, while providing insight into Mexican American history and historical context to today's debates on guest worker programs.



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The award-winning PBS documentary *The Fight in the Fields: Cesar Chavez and the Farmworkers Struggle* provides a [timeline of farm labor history](#) from 1903-2003, as well as a [bibliography](#) and resources related to Cesar Chavez, non-violence, and farmworker organizing.

The PBS documentary *The Delano Manongs: Forgotten Heroes of the United Farm Workers* tells the story of Larry Itliong and the Filipino farm workers who launched the Delano Grape Strike of 1965 that brought about the creation of the United Farm Workers Union (UFW). While the movement is known for Cesar Chavez's leadership and considered a Chicano movement, Filipinos played a pivotal role.

The *Latino Americans* series on PBS [Organizing the Farm Worker Movement](#) provides a lesson plan for grades 7-12 aligned with National Standards, as well as [The Farm Worker Movement](#), a video clip (16:20) about how "farm workers play a crucial role in feeding the nation...yet they have suffered extremely poor working conditions for many years." Available for free via PBS LearningMedia.

Scholar María Rodríguez's research documentary [Five Decades Later: The Aftermath of the Grape Strike](#), assesses how the farmworker movement is commemorated; what is—and is not—taught in the schools in regard to its history, and what are the steps being taken to change that. A fascinating tool, especially for teachers, for reflecting on and teaching students about a sense of place and their personal connection to history. Streaming free on YouTube.

[Dolores](#): From Latino Public Broadcasting and Independent Lens, Peter Bratt's documentary chronicles Dolores Huerta's life including her childhood, co-founding the United Farm Workers, her role in the 1960s grape strike and boycott, activism in the 1970s feminist movement, and ongoing social justice advocacy. Discussion guide, video clips and lesson plans aligned with National Standards for grades 6-13+ available free via PBS LearningMedia™.

Farmworkers today: [Farmworker Justice](#) is a national non-profit organization that seeks to empower migrant and seasonal farmworkers to improve their living and working conditions, occupational safety, health and immigration status. They provide [up-to-date resources](#) regarding policy, legislation, statistical information, and testimonies related to farmworkers.

[Alianza Nacional de Campesinas](#) (National Alliance of Farmworker Women) is the first national organization dedicated to empowering women farmworkers to have a leadership seat at the policy table and to organize around issues of domestic violence, employment rights, sexual harassment, healthcare, education, housing and immigration. The Alianza has been at the forefront of the [#MeToo](#) and [#TimesUp](#) movement. There are currently 15 member organizations in over a dozen states, with membership growing.

In [Rape in the Fields](#), PBS Frontline, the Center for Investigative Reporting and Univision investigate the hidden price many migrant women working in America's fields and packing plants pay to stay employed and provide for their families. Streaming free on PBS Frontline.

[99 Great Organizations Confronting Poverty and Hunger](#) is a list of non-profits throughout the U.S. that are conducting anti-hunger and anti-poverty work, including advocacy, education and direct services.



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Storytelling: Adios Amor’s sister project MiHistoria.net is a storytelling initiative dedicated to sharing stories of the Latina experience. Through workshops, presentations, and a bilingual (English/Spanish) online story archive, MiHistoria.net empowers Latinas to become the authors of their own stories. Their website offers an online form to [upload user-generated stories](#).

[The Story Center](#) launched the digital storytelling movement in the 1990s, and today provides workshops for individuals and organizations to transform lives and communities worldwide through the act of listening to and sharing stories. They offer story facilitation, digital storytelling and other forms of participatory media production

Farmworker Photography & Archive Collections

The [Farmworker Movement Documentation Project](#) of UC San Diego contains primary source accounts from the volunteers who built the United Farm Workers (UFW) movement, including oral histories, videos, music, photographs and art.

The [Agriculture Workers History Collection](#) at Wayne State University houses an extensive collection of primary materials and ephemera, including publications, photographs, audio tapes and films documenting the history of agricultural labor in California and a few other states.

[Take Stock: Images of Change](#) houses a unique collection of over 75,000 photographs, including one of the largest collections of images related to the farmworkers’ movement. Their extensive archive features the work of George Ballis and Ernest Lowe, two photographers whose work forms the visual foundation of the documentary *Adios Amor*.

The Library of Congress [Farm Security Administration Collection](#) contains thousands of images of migrant farmworkers taken during the Great Depression by Dorothea Lange, Walker Evans, Russell Lee, Carl Mydans, Arthur Rothstein, Ben Shahn, Gordon Parks, Jack Delano, John Vachon, and Marion Post Wolcott. Dorothea Lange’s iconic photograph *Migrant Mother*, is part of the collection. For [additional information](#) about Dorothea Lange.

Latino Public Broadcasting Contact: Clare Pister | clare.pister@lppb.org

Please let us know about your station’s outreach efforts as this informs LPB’s future initiatives and provides data for final reports. Also, feel free to contact us with questions or suggestions to improve this guide.



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