



Latino Public Broadcasting | VOCES Season 5
Outreach Guide for *Porvenir, Texas*

Thank you for taking the extra step to encourage viewers of *Porvenir, Texas* 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 the demographic landscape continues to shift, public media can play a significant role in building bridges of understanding by presenting audiences with trustworthy information 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: *Porvenir, Texas* journeys into a dark chapter in American history, a chapter that led to many civilian casualties along the Texas border, from 1910 to 1920, a time of one of the worst, sustained episodes of racial violence in American history. “The Porvenir Massacre” stands out historically as a major incident that should not be forgotten. Yet, many have not heard of it outside of small circles in academia and among the descendants of some of the families that were the most impacted. This history, though well-documented, has yet to be widely disseminated and is absent from current curricula in the public education system.

Themes for Outreach & Discussion

- “Forgotten” History - and how history is recorded
- Racial violence and discrimination along U.S.-Mexico Border
- Resilience
- Perseverance and reconciliation
- Understanding and facing history to mediate current issues
- Oral history
- Human rights

Community Partners: *Porvenir, Texas* presents an opportunity to strengthen or cultivate partnerships with community organizations whose missions are aligned with the issues and themes explored in the film. Outreach 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:

- Educational institutions, such as local universities, colleges, community colleges, and high schools; programs in film, Latino studies, journalism and American history.
- Public libraries
- Local film consortiums
- 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); local chapter of MANA or Hispanic Chamber of Commerce
- Local historical societies



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Speakers/Facilitators

- Filmmaker or producer
- Representative from partner/co-sponsor organization
- Faculty from history or Latino studies departments at local university or college
- Representative from a relevant local historical society
- Local Latino activist
- Latino community leader (such as City Council Representative)

Social Media | Tips & Ideas

- Create a centralized Facebook event page and be sure to make all participating partners co-hosts. The 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 to watch it online at www.pbs.org.
- The idea that the massacre of an entire town in the United States could be forgotten by history, is disconcerting, but the story behind it still relevant today. Ask followers to raise awareness of events that had a great impact in their community – no matter how big or small, using the hashtag #rememberporvenir or #porvenirTX

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 provide guidelines 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 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 sharing responses and ideas generated by question like #5 and 6 below.
- **Speaker/Facilitator:** If the opportunity is available, have an expert speaker introduce the film and themselves at the top of the program. Then ask the 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 two or three questions:



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1. Why do you think the story of *Porvenir* has been so long forgotten? What surprises you about it?
2. This is not just a story about ethnic differences, it is about land, violence and power. Can you recall other instances in history that are similar to this story? What are the similarities and differences between them? What do you think is at the crux of these events?
3. Discuss how atrocities like what happened in *Porvenir* can have effects on people generations into the future. How does the film show this? Is there a specific person or story from the film that resonates with you?
4. Are there issues in your community today that stem from racial intolerance related to land, power or something else? What are they and do you think these issues could unravel into violence? Why or why not?
5. How can you help your community learn from history, so that invaluable lessons are not forgotten and it doesn't repeat itself?
6. What are the takeaways from this story and discussion that you might share with others?

Supplemental Reading

1. *The Injustice Never Leaves You: Anti-Mexican Violence in Texas* by Monica Muñoz Martinez (2018)
2. *The Lynching of Mexicans in the Texas Borderlands* by Nicholas Villanueva, Jr. (2017)
3. *Forgotten Dead: Mob Violence against Mexicans in the United States, 1848-1928* by William D. Carrigan and Clive Webb (2013)
4. *Nights of Wailing, Days of Pain: Life in 1920s South Texas* by Jose Antonio Lopez (2008)
5. *Revolution in Texas: How a Forgotten Rebellion and Its Bloody Suppression Turned Mexicans into Americans* by Benjamin Heber Johnson (2005)

Additional Resources

1. "[Juan Seguin](#)": Short video clip (8:11) from the *Latino Americans* series on PBS. "This video clip from *Latino Americans* focuses on Juan Seguin, who illustrates the complicated story of Texan independence and the racial tension that was part of the westward expansion of Anglo American society. Juan Seguin is a third generation tejano and shares in the vision of a Texas independent of Mexico. He fights at the Alamo alongside Bowie, Crockett and Travis. He survives to be a leader of the new Texas, only to be exiled in the racially motivated violence that would follow." Available to stream for free via PBS LearningMedia.
2. [Extranjeros & Expansion](#): Lesson plan for grades 6-13+ aligned with National Standards and available for free via PBS Learning Media.

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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.

