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# VOCES 2021

## COMMUNITY ENGAGEMENT MARKETING TOOLKIT

### AMERICAN EXILE

*A film by John Valadez and Carleen L. Hsu.*

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Major funding for VOCES is provided by the National Endowment for the Arts (NEA) and the Corporation for Public Broadcasting (CPB). VOCES is presented by PBS SoCal.

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# VOCES 2021

## COMMUNITY ENGAGEMENT MARKETING TOOLKIT

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### CAMPAIGN SNAPSHOT

The VOCES 2021 community engagement campaign features two brand new, eye-opening and thought-provoking documentaries: **LETTERS TO ELOÍSA** and **AMERICAN EXILE**.

Each of these films provides multiple ways to engage with your audience on themes important to not only the Latinx community, but to anyone with an interest in history, social activism, literature and more.

This marketing toolkit provides content you can use to promote the broadcast and your virtual event/s around **AMERICAN EXILE**. It includes relevant hashtags, partners, logos, images, and suggested language for social media posts.

### CAMPAIGN GOALS:

1. MEET YOUR AUDIENCE WHERE THEY ARE
2. ENGAGE WITH THEM ON TOPICS THEY CARE ABOUT
3. PROVIDE THE HIGH-QUALITY CONTENT THEY EXPECT FROM YOUR STATION

### TOOLKIT CONTENTS

- Approved summary and scheduled air date for **AMERICAN EXILE**
- Funding language and logos for use on promotional materials related to LPB and **AMERICAN EXILE**
- Social media promotional content and resources, including:
  - Hashtags
  - Social media accounts for Latino Public Broadcasting, filmmakers and more
  - Suggested content for social media posts
- A preferred title image to be used in event marketing materials
- Additional stills from the film for use on social media and in marketing materials

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### CONNECT WITH LATINO PUBLIC BROADCASTING

- **LPB Website:** [www.lpbp.org](http://www.lpbp.org)
- **Twitter:** @LPBMedia
- **Instagram and Facebook:** @LatinoPublicBroadcasting
- **LinkedIn:** Latino Public Broadcasting

Questions? Reach out to Clare Pister Grotting at [clare.pister@lpbp.org](mailto:clare.pister@lpbp.org) or Monica Medina at [monica.medina@lpbp.org](mailto:monica.medina@lpbp.org)

## AMERICAN EXILE - A film by John Valadez and Carleen L. Hsu

*Premieres Tuesday, November 16, 2021 at 10 pm ET (check local listings) on VOCES on PBS*

### FILM SYNOPSIS

Fifty years ago, brothers Valente and Manuel Valenzuela both volunteered and fought in Vietnam. They returned home decorated and disabled. Now approaching their 70s, they've received notices of deportation. Distraught and confused, the brothers were shocked to learn that they are not alone. Because of changes in national policy, thousands of veterans are being deported.

So, they don their uniforms for one last fight; to bring deported veterans and their families back home. It's a mission that will leave one brother exiled in a foreign land, while the other will go all the way to the White House.

Filmed over the course of seven years, **AMERICAN EXILE** is the story of two unlikely war heroes who are reluctantly transformed into veteran's rights activists. Their fight would eventually help change national policy, and with it the lives of veterans and their families across the nation. As a result of the Valenzuela brothers' efforts, President Biden ordered, on July 3, 2021, the Department of Homeland Security to immediately create a process for deported veterans and their families to return home to the United States.

### FUNDING CREDITS

**When possible, please include the following language on materials that promote this film:**

AMERICAN EXILE is a co-production of Burning Box Studio and WKAR Public Media/East Lansing in association with Latino Public Broadcasting with funding provided by the John D. and Catherine T. MacArthur Foundation, Michigan State University, WKAR, the New York State Council for the Arts, ITVS and the National Association of Latino Arts and Culture. AMERICAN EXILE is presented by PBS SoCal and WKAR Public Media/East Lansing.

Major funding for VOCES is provided by the National Endowment for the Arts and the Corporation for Public Broadcasting. VOCES is presented by PBS SoCal.

Please include the following logos on all promotional materials. These logos can be found in a shared [Google Drive Folder here](#).

- LPB Logo
- VOCES Logo
- PBS SoCal Logo
- WKAR Logo

### CONNECT WITH AMERICAN EXILE

- Film website: [americanexilefilm.com](http://americanexilefilm.com)

## PREFERRED TITLE IMAGE



Please use this image on materials that promote your virtual event around **AMERICAN EXILE** - including event invitations, Facebook event listings, and slides during the event itself. This image should also be used for promotion of the broadcast. Different sizes are available in a shared [Google Drive Folder here](#).

## PROMOTIONAL SOCIAL MEDIA POSTS

Below are five suggested social media posts promoting the broadcast and/or a virtual event around **AMERICAN EXILE**. Alongside each image, you will find suggested language to use on Facebook, Instagram and LinkedIn, and separately we have included edited text for use on Twitter. Placeholders for your station's name, event date, time and a registration link are highlighted in yellow.

**\*High resolution versions of these images, as well as additional images that are approved for use in this campaign, can be found in a shared [Google Drive Folder here](#).**

SUGGESTED POST LANGUAGE	SUGGESTED IMAGE
<p><b>For Facebook/Instagram/LinkedIn:</b></p> <p>The Illegal Immigration Reform and Immigration Responsibility Act of 1996 expanded what infractions are deportable to include minor offenses, and is applicable to veterans. It also eliminated judicial discretion (judges could no longer consider exemplary military service, physical or psychological injury that occurred during military service, or the destruction and break-up of families), and the legislation was retroactive. This effectively created a kind of “double jeopardy” for military veterans. “Double jeopardy” is illegal in the United States when applied to US citizens, but for non-citizens there is no such protection.</p> <p>Meet some of the veterans impacted by this act in “American Exile,” a new documentary from @latinopublicbroadcasting.</p>	A photograph showing a group of military veterans in uniform. Some are saluting. In the background, there is a building with a sign that says "Pediatric Dentistry".

Attend a pre-broadcast virtual screening, followed by a discussion with filmmaker John Valadez on [date] at [time]. Free. Register at [link].

**For Twitter:**

The 1996 Immigration Responsibility Act expanded what infractions are deportable to include minor offenses, and is applicable to veterans. Meet some of the impacted veterans in @lpbmedia's film #AmericanExile. Attend a virtual screening with the filmmaker. [link]

**For Facebook/Instagram/LinkedIn:**

Olivia Sagura's daughter was 20 when she was killed in combat in the Iraq war. Olivia's husband Alberto drowned his grief in alcohol. Arrested on a DUI, this Gold Star father is threatened with deportation under the Immigrant Responsibility Act.

Hear the rest of the story by watching "American Exile," a new documentary from @latinopublicbroadcasting.

Join us for a free screening and discussion with filmmaker John Valadez on [date] at [time]. Register at [link].

#veteransday

**For Twitter:**

Ashley was 20 when she was killed in combat in the Iraq war. Her dad drank away his grief. Arrested on a DUI, this #GoldStarFather awaits deportation under the Immigrant Responsibility Act.

Join us for a screening & discussion of #AmericanExile on [date]. [link]. #veteransday



**For Facebook/Instagram/LinkedIn:**

When citizen soldiers have trouble with the law, they can get help from the VA, but non-citizen soldiers get deported. Want to learn more? Be sure to watch the new documentary from @latinopublicbroadcasting and VOCES, "American Exile," on [station], [date] at [time]. #veteransday

**For Twitter:**

When citizen soldiers have trouble with the law, they can



get help from the VA, but non-citizen soldiers get deported. Want to learn more? Be sure to watch the new documentary from @lpbmedia, #AmericanExile, on [station], [date] at [time]. #veteransday

**For Facebook/Instagram/LinkedIn:**

“You don’t know until you personally receive a deportation [notice] what that does to you. It turns your world apart,” says Valente Valenzuela. “Sometimes when things get too difficult, I get on my bike and just take off.”

In honor of Veterans Day, join us for a pre-broadcast virtual screening and discussion with filmmaker John Valadez featuring @latinopublicbroadcasting’s “American Exile,” about exiled veterans and their families and the movement to bring them home. Free. Join us on [date] at [time]. Register at [link].

**For Twitter:**

“You don’t know until you personally receive a deportation what that does to you. It turns your world apart.”

In honor of #VeteransDay, join us for a screening & discussion of #AmericanExile, about exiled veterans and their families. [date] at [time]. Register at [link] @lpbmedia



**For Facebook/Instagram/LinkedIn:**

“What I learned was so shocking, I couldn’t believe that someone had lived through this experience,” recalls filmmaker John Valadez in an interview with @latinopublicbroadcasting.

Go behind the scenes of the documentary “American Exile,” about exiled veterans and their families, and the movement to bring them home. Read more at lpbp.org/blog

Pictured: Director, Producer, Writer John J. Valadez

**For Twitter:**

“What I learned was so shocking, I couldn’t believe that someone had lived through this experience,” recalls filmmaker John Valadez in an interview with @lpbmedia about his film #AmericanExile. Read more at lpbp.org/blog #veteransday



## SCHEDULING EVENT EMAIL INVITATIONS & SOCIAL POSTS

It is recommended to send out virtual event email invitations and reminders no more than two weeks ahead of the scheduled event, and to send out at least three additional reminders afterwards. Of course, schedule your station's event promotions according to what works best for your audience, however if it is helpful, a basic schedule of promotions is below for your consideration. Note that all four emails can be identical with the only difference being an updated subject line, examples are below.

1. Two weeks ahead of event: Social post promoting event and email invitation #1
  - a. Example email subject line: Join [Station] for a screening & discussion with the filmmaker of "American Exile"
2. One week ahead of event: Social post promoting event and email invitation #2
  - a. Example email subject line: Register today for a pre-broadcast documentary screening & discussion with filmmaker John Valadez
3. One day ahead of event: Social post promoting event and email invitation #3
  - a. Example email subject line: One day away: "American Exile" screening & discussion with filmmaker John Valadez
4. One hour ahead of event: Social post promoting event and email invitation #4
  - a. Reminder | Virtual screening & discussion of "American Exile" starts in one hour