



# THE GRADUATES ★ LOS GRADUADOS

## FEATURED CONTENT:

coming to **INDEPENDENTLENS**

### THE GRADUATES/LOS GRADUADOS

BY BERNARDO RUIZ

**Premiering on the PBS series *Independent Lens* October 28<sup>th</sup> and November 4<sup>th</sup>, 2013**

The film will also be presented online on the Spanish-language channel V-me, online on PBS Video, and on the ground through public events in 100+ cities.

*The Graduates/Los Graduados* is a two-part, two-hour documentary program: hour one focuses on boys and young men and examines what factors typically hold young Latino men back and what can be done to reverse these trends; hour two focuses on girls and young women and explores what can be done to meaningfully harness the potential of young Latinas.

*The Graduates/Los Graduados* explores obstacles to educational achievement along with viable solutions: gangs, bullying, citizenship status, teen pregnancy, zero tolerance, homelessness, and poverty.

### FIVE SHORT FILMS

Short documentary films set in five cities—Detroit, Queens, San Antonio, Oakland and Escondido focus on risk factors and innovative solutions featuring intimate stories of Latino youth at a crossroads. The shorts will be available for viewing on PBS and Univision online beginning October 2013.

**American Graduate: Let's Make It Happen** is a public media initiative, made possible by the Corporation for Public Broadcasting (CPB), to help communities implement solutions to the high school dropout crisis. Working with more than 75 public media stations in over 30 states, and Washington, D.C. and Puerto Rico, and more than 1,000 local partners and schools to keep students on track to graduation, American Graduate empowers individuals at the community level with knowledge through national and local reporting, convenes diverse local stakeholders, and provides access to free resources for students, teachers and parents. Public media is playing a significant role building individual activity, community capacity, and national awareness.

ITVS has launched a multi-platform campaign supporting the American Graduate initiative focusing on engagement with Latino communities across the United States: **American Graduate: ¡Vamos a Lograrlo!** Through this campaign, ITVS will provide an infusion of powerful storytelling with *The Graduates/Los Graduados* and the short films in both Spanish and English. These programs provide a window into the lives of young Latino students and the key moments that changed their destinies.

A FEATURE DOCUMENTARY



5 SHORT FILMS



CAMPAIGN PROMOTION



presented by **ITVS**

## FEATURED CONTENT: (CONT.)

### CAMPAIGN PROMOTION

ITVS will support *The Graduates/Los Graduados* with a fully integrated marketing campaign. The goals of the campaign are to drive viewership to the broadcast premiere on *Independent Lens*/PBS in October, and to raise awareness around the unique challenges and opportunities Latino youth face during high school. In partnership with CPB's American Graduate initiative, the media will consist of on-air, print, web, and social media impact pieces that will drive a diverse and new audience to PBS.



### GET INVOLVED:

ITVS will support community engagement activities on the ground in partnership with local and national organizations, community leaders, and public television stations to address the dropout crisis. Here's how you can get involved:

#### ENGAGEMENT RESOURCES

Engagement and educational materials for use in conjunction with community events, screenings, and other convenings will be available for *The Graduates/Los Graduados* in English and Spanish. These free resources will include:



Discussion Guide



Youth Action Guide



Educational Film Modules



Bilingual Resources

**All resources will be free and accessible for online download and video streaming.**

#### NATIONWIDE EVENTS

Local convenings, special events and ITVS Community Cinema screenings in over 100 cities across the country featuring content from *The Graduates/Los Graduados* will bring together key stakeholders important to advancing dialogue and collaboration in support of our next generation of leaders.

**Up to date event listings will be available online starting August 1<sup>st</sup> at [pbs.org/independentlens](http://pbs.org/independentlens)**

#### ONLINE ENGAGEMENT

A national social media campaign featuring special online screening events and conversations will offer additional opportunities to be part of a growing national conversation on innovative community-led solutions to the dropout crisis.

**For more info contact [cinema@itvs.org](mailto:cinema@itvs.org)**

### ABOUT ITVS

Mandated by Congress in 1988 to bring documentary films featuring underrepresented voices to public broadcasting. Independent Television Service (ITVS) is a global media organization that funds, presents and promotes award-winning documentaries on public, cable, and foreign television; innovative new media projects on the Web; and the Emmy Award-winning series *Independent Lens*. Committed to stories and storytellers that bring missing depth, diversity, and authentic voices to mainstream television, ITVS works with a wide range of U.S. and global partners across civil society, government, and technology sectors to create and use media in new ways that engage audiences as active citizens in their communities and the world.

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