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**Daughter's Memories of her Father, Mexican President Calles (1924),  
Offers Unique View of Revolution And Its Legacy Today  
In POV's "El General," Tuesday, July 20, 2010, on PBS**

*A Co-production of ITVS in Association with Latino Public Broadcasting;  
A Co-presentation with Latino Public Broadcasting*

"A tour de force of cinematic imagination bristling with beauty, contradiction and the epic scope of Mexico's last 100 years of history." – Cara Mertes, Sundance Documentary Institute

***MEDIA ALERT – FACT SHEET***

National Air

Date: **El General** has its national broadcast premiere on **Tuesday, July 20, 2010**, at 10 p.m. on PBS (check local listings) as part of the regular season of the [POV \(Point of View\)](#) documentary series. Now in its 23rd year, POV is American television's longest-running independent documentary series and is the winner of a Special Emmy for Excellence in Television Documentary Filmmaking and the International Documentary Association's IDA Award for Best Continuing Series

The Film: Past and present collide as award-winning filmmaker Natalia Almada (**Al Otro Lado**, POV 2006) brings to life audio recordings she inherited from her grandmother, daughter of Plutarco Elias Calles, a revolutionary general who became Mexico's president in 1924. In his time, Calles was called *El Jefe Maximo* (the Foremost Chief). Today he is remembered as *El Quema-Curas* (the Priest Burner) and as a dictator who ruled through puppet presidents until his exile in 1936. Airing during the centennial of the Mexican Revolution, **El General** moves between a daughter's memories as she grapples with history's portrayal of her father and the weight of his legacy on Mexico today. *Winner of the 2009 Sundance Film Festival U.S. Directing Award: Documentary. A co-production of ITVS in association with Latino Public Broadcasting. A co-presentation with Latino Public Broadcasting.*

Watch the trailer and learn more at [www.pbs.org/pov/elgeneral](http://www.pbs.org/pov/elgeneral).

In the News: **Washington Post: "Two Parties Claim Victory in Mexico Elections After Campaign Marred by Violence,"** by William Booth, July 6, 2010.

"Perhaps the greatest take-away from Sunday's elections is that democracy is surprisingly healthy in Mexico, perhaps more so than many analysts recognize," said Andrew Selee, director of the Mexico Institute at the Woodrow Wilson International Center for Scholars in Washington."

[www.washingtonpost.com/wp-dyn/content/article/2010/07/05/AR2010070502740.html](http://www.washingtonpost.com/wp-dyn/content/article/2010/07/05/AR2010070502740.html)

**Christian Science Monitor: "Drug violence mars Mexico election,"** by Nacha Cattan, July 5, 2010.

"Voters brave enough to cast ballots for governors amid gruesome drug violence in the run-up to Sunday's Mexico election helped the former ruling Institutional Revolutionary Party (PRI) to win nine states handily."

[www.csmonitor.com/World/Americas/2010/0705/Drug-violence-mars-Mexico-election](http://www.csmonitor.com/World/Americas/2010/0705/Drug-violence-mars-Mexico-election)

## Featured

**In the Film:** Historical figures Plutarco Elias Calles, Francisco I. Madero, Emiliano Zapata, General Venustiano Carranza, General Francisco (Pancho) Villa, General Álvaro Obregón, and Lázaro Cárdenas, as well as contemporary street vendors and other countrypeople. Visit [www.pbs.org/pov/elgeneral](http://www.pbs.org/pov/elgeneral) for information about the film's subjects.

## Filmmaker's Statement:

**EI General** "moves between my grandmother's fractured memories of her father, a contentious figure in Mexico's history, and my present-day wanderings through Mexico City," says Director/Co-producer Natalia Almada. "It is both a family memoir and a portrait of Mexico then and now.

"For me, making films is a way of remembering and creating a memory where one is absent or where one is needed for tomorrow. It is an avocation inspired by my curiosity to explore how the past defines who we are today and to create a visual memory that reflects my view of the world."

## Filmmaker Bio: **Natalia Almada, Director/Co-producer**

Natalia Almada's directing credits include the experimental short "All Water Has a Perfect Memory" and **Al Otro Lado** (POV 2006), her award-winning debut feature documentary about immigration, drug trafficking and *corrido* music. Her work has screened at the Sundance Film Festival, the Museum of Modern Art, the Guggenheim Museum and the Whitney Biennial, as well as at international film festivals, universities and conferences and on television networks such as PBS, ARTE and VPRO. Almada is a MacDowell Colony Fellow and a 2008 Guggenheim Fellow. Her awards include U.S. Directing Award at Sundance in 2009 and Best Documentary Feature at Cine Las Americas in 2009. She earned a master of fine arts in photography from the Rhode Island School of Design and divides her time between Mexico City and Brooklyn, N.Y.

## Credits:

Director:	Natalia Almada
Co-producers:	Daniela Alatorre, Natalia Almada
Editor:	Natalia Almada
Cinematographer:	Chuy Chavez
Original Music:	John Zorn, Marc Ribot, Shahzad Ismaily
Executive Producer for ITVS:	Sally Jo Fifer
Executive Producer for POV:	Simon Kilmurry

### POV Series Credits:

Executive Producer:	Simon Kilmurry
Executive Vice President:	Cynthia López

**EI General** is a Co-production of ITVS in Association with Latino Public Broadcasting.

Running Time: 86:46

2009 Awards: U.S. Director Award: Documentary, Sundance Film Festival  
Best Documentary Feature, Cine Las Americas  
Coral Award, Havana International Film Festival  
Special Mention, SANFIC

(For a complete list of festivals, go to [www.altamurafilms.com](http://www.altamurafilms.com).)

POV Website: POV's **EI General** companion website, [www.pbs.org/pov/elgeneral/](http://www.pbs.org/pov/elgeneral/), offers a streaming video trailer of the film, an interview with the filmmakers, a list of related websites, organizations and books, a lesson plan, discussion guide and these special features:

- Multimedia Timeline: An overview of Mexican history from 1900 to the present
- Additional Video: Contemporary Mexican historians and writers reflect on Mexico's history through the lens of prominent thinkers including Octavio Paz, Mark Twain, Hannah Arendt and Chris Marker, as well as Plutarco Elias Calles.

Outreach: POV works with public television stations and national and community-based groups across the country to foster community dialogue around the issues presented in the film. For a list of upcoming screenings and screening events for **EI General**, go to: <http://www.pbs.org/pov/outreach>.

POV also works with nationally recognized media educator Dr. Faith Rogow to develop a discussion guide with background information to help event organizers carry out discussions around the film's content. Cari Ladd has created the lesson plan. Shaun Briley of the San Diego Public Library has compiled a multimedia resource list of related books and videos that further explore the issues. The materials are available free of charge at [www.pbs.org/pov/elgeneral/](http://www.pbs.org/pov/elgeneral/).

DVD: **EI General** has been released on DVD for educational use by [Women Make Movies](#). [Arthouse Films/ New Video](#).

Pressroom: Visit POV's pressroom, [www.pbs.org/pov/pressroom](http://www.pbs.org/pov/pressroom), for press releases, downloadable art, filmmaker biographies, transcripts and special features.

POV: Produced by American Documentary, Inc. and now in its 23rd season on PBS, the award-winning **POV** series is the longest-running showcase on American television to feature the work of today's best independent documentary filmmakers. Airing June through September, with primetime specials during the year, **POV** has brought more than 300 acclaimed documentaries to millions nationwide and has a Webby Award-winning online series, *POV's Borders*. Since 1988, POV has pioneered the art of presentation and outreach using independent nonfiction media to build new communities in conversation about today's most pressing social issues. More information is available at [www.pbs.org/pov](http://www.pbs.org/pov).

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