



Be a POV Engage Partner

Brimstone & Glory

By Viktor Jakovleski

Airing July 16, 2018

In Tultepec, Mexico, the whole year is planned around the National Pyrotechnic Festival, nine days of explosive spectacle. In honor of San Juan de Dios, the patron saint of firework-makers, locals spend weeks building enormous and brightly painted papier maché bulls. They equip the *toros* with fireworks and wheel them through the streets, raining sparks in an exhilarating parade. Although Tultepec's dangerous practice of firework production is controversial, each year the town returns to this tradition of folk artisanship and fearless celebration.

Communities around the country are invited to screen *Brimstone & Glory* to start a dialogue around Mexican folk art and cultural heritage and how niche industries can support local economies. Learn more and watch the trailer:

www.pbs.org/pov/brimstoneandglory

Bring the Film to Your Community

Through the POV Community Network, you can screen *Brimstone & Glory* and provide a space for conversation between artists, cultural educators and community members. Screenings and discussions can be held in a variety of settings, including the following:

- Mexican-American cultural groups
- Arts organizations that focus on folk art, craftsmanship and performance
- College/university anthropology departments

Ok, I want to organize a screening. How do I sign up?

Borrow films in just two quick steps:

1. Join the POV Community Network by visiting: pov.org/communitynetwork (A member of our team will approve your registration within one business day)
2. Log in to your account and click "My Events" to register a screening.

Explore POV's Free Educational and Discussion Resources

POV provides educational resources to help group leaders facilitate conversations and provide context for the film, including a discussion guide, a standards-aligned lesson plan, and a list of suggested reading. Download the *Brimstone and Glory* materials at

pbs.org/pov/brimstoneandglory/partner-toolkit

Help Spread the Word About the Film and Resources

Are you connected to organizations and individuals invested in the issues addressed in *Brimstone & Glory*? Know someone who would love to catch the broadcast, join the conversation, or organize a screening? Here are some ways to help spread the word:

- Email: Forward this info sheet to community leaders in your network through individual emails, or through a listserv.
- Newsletter : Visit our [Partner Social Media Toolkit](#) to find sample newsletter blurbs and images you can include in your organization's e-newsletter.
- Social Media: Post about the film and screening opportunity on your website or social media pages (our [toolkit](#) also includes sample language for tweets and Facebook posts).
- Website: Advertise the screening opportunity to your audience on your website.

Frequently Asked Questions

Can I have a preview copy of the film?

Yes. We just ask that you register in our Community Network so we can keep track of the preview DVD.

Can I charge admission for the screening?

Since we lend the DVD for free, we ask that no admission be charged. Part of our mission is to provide these films free of charge so that as many people can see them as possible.

Will POV facilitate the screening for me?

A core part of our work is empowering our partners to host events that will be meaningful and appropriate for their communities - or, in other words, you know your community better than we do. So, we leave the facilitating to you, but provide all the resources you need, free of charge - including the film, step-by-step guide to hosting a screening, discussion guide, materials to promote your event, and other resources.

Quick Facts:

The [POV Community Network](#) has more than 11,000 partners in all 50 states and Puerto Rico. If you are a member of the military stationed abroad or work at a U.S. embassy, you also have access to our films.

POV partners host more than 800 screenings of POV films every year. Audiences range in size from intimate screenings and working groups to large screenings at conferences and national gatherings.

The POV DVD Lending Library has over 170 films available on subjects from mercury poisoning, the affordable housing crisis and student achievement to fashion icon Iris Apfel and renowned activist Grace Lee Boggs.

Questions? Comments? Contact us at events@pov.org or on Twitter [@povengage](https://twitter.com/povengage)