



Making CONNECTIONS

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LEGACY Bill Signed Into Law! Congratulations to Generations United and all of the LEGACY supporters who made this possible!

For more than three years, Generations United has served as a partner in the National LEGACY Outreach Campaign, which has engaged community leaders, policy-makers, and the public in discussing and acting on the issues that are so powerfully portrayed in the film.

The LEGACY documentary again served as a centerpiece of Generations United's 12th International Conference, held on October 15-18, 2003 in Old Town Alexandria, Virginia. The conference theme was "Uniting Generations to Build a Better World." It was GU's largest conference with more than 275 persons in attendance.

Nickcole Collins Pierre, whose family's compelling story is told in producer/director Tod Lending's LEGACY, attended the opening event of the conference, at which the documentary was shown. Her grandmother Dorothy Collins' experiences rearing her grandchildren became the impetus for the LEGACY legislation that was signed into law on December 16, 2003 as part of the American Dream Downpayment Bill.

A Wednesday in Washington™ GrandRally To Leave No Child Behind® for Grandparents and Other Relatives Raising Children was



Nickcole Collins Pierre greets Senator Hillary Rodham Clinton.

held on October 15, 2003 on the West Grassy Front of the United States Capitol in Washington, DC. The GrandRally was designed to focus on issues of concern to the 2.4 million grandparents and other relatives rearing children who are keeping families together.

Welcoming caregivers from across the country, the GrandRally provided another venue to focus on the then-pending LEGACY legislation. Attended by Senator Hillary Rodham Clinton, Marian Wright Edelman, Jim Parkel, and several members of Congress, the GrandRally was collaboratively hosted by Generations United, the Children's Defense Fund, AARP, the Child Welfare League of America, and the National Committee of Grandparents for Children's Rights.

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Excerpts from GU's Press Releases

In December, the U.S. House of Representatives unanimously passed legislation to provide safe and affordable housing to grandparents and other relatives raising children. Included in the American Dream Downpayment Bill, intergenerational housing provisions, known as the LEGACY Act of 2003, will help provide housing to the more than six million children living with grandparents or other relatives across the U.S. The U.S. Senate unanimously passed the American Dream Downpayment Bill in November 2003.

“Obtaining safe and affordable housing is a serious concern for many grandparent and other relative caregivers, many of whom live on fixed incomes or in senior housing where children are now allowed,” said Donna Butts, executive director of Generations United. “LEGACY will help provide needed housing support for these caregivers who keep families together and save taxpayers more than 6.5 billion dollars a year by keeping children out of the formal foster care system.”

The committed work of Representatives Michael Capuano (D-MA) and Jack Quinn (R-NY) in the House in partnership with strong advocacy from Senators Debbie Stabenow (D-MI), Mike DeWine (R-OH), and Mary Landrieu (D-LA) in the Senate made possible the passage of these provisions to help caregiver families.

Three provisions from the LEGACY Act were signed into law as part of the American Dream Downpayment Bill: to create national demonstration projects that provide opportunities within HUD's Section 202 programs to develop housing specifically for grandparents and other relatives raising children; to provide training for HUD personnel regarding grandparent- and other relative-headed families; and to call for a national study of the housing needs of grandparent- and other relative-headed families.



“I am extremely pleased that Congress has passed these LEGACY Act provisions,” said Congressman Capuano (D-MA), who was the lead sponsor of the bill....The LEGACY Act is an important step forward to update our national housing policy to recognize these families and help create real opportunities for safe, affordable places for intergenerational families to live.”

Generations United is the only nonprofit membership organization focused solely on promoting intergenerational strategies, programs, and policies. GU's membership includes over 100 national, state, and local organizations and individuals representing more than 70 million Americans. One of GU's core initiatives is the National Center on Grandparents and Other Relatives Raising Children, which educates policymakers, publishes and distributes education materials, and provides training and technical assistance to caregivers and professionals serving caregiver families.



LEGACY Awards Presented

On Thursday, February 26, 2004, Generations United thanked all of the partners who worked so tirelessly on behalf of the LEGACY legislation with a press event in the Hugh Scott Room of the United States Capitol in Washington, DC. In addition to remarks by filmmaker Tod Lending and Nickcole Collins Pierre, the panel featured Alphonso Jackson, Acting Secretary, Department of Housing and Urban Development, and Terrell Halaska, Special Assistant to the President for Domestic Policy, The White House. Donna Butts, GU's executive director, moderated the event.

Awards were presented to co-sponsors of the LEGACY bill, including Senator Mary Landrieu (D-LA), Senator

Mike DeWine (R-OH), Senator Debbie Stabenow (D-MI), Senator Hillary Clinton (D-NY), Representative Michael Capuano (D-MA), and Representative Jack Quinn (R-NY).

Generations United is now working to assure that the provisions from the law are implemented. GU is in contact with HUD to discuss the development of the application for the demonstration programs and training for HUD personnel. Several members of Congress have sent a letter to HUD leadership urging prompt implementation of LEGACY.

Generous funding for the National LEGACY Outreach Campaign has been provided by The Annie E. Casey Foundation, The John D. and Catherine T. MacArthur Foundation, and the W.K. Kellogg Foundation.



(Left to right): Alyce Myatt, formerly of the MacArthur Foundation; Ken Ravitz, Outreach Extensions; Nickcole Collins Pierre, LEGACY documentary; Tod Lending, LEGACY filmmaker; Judy Ravitz, Outreach Extensions; Joy Thomas Moore, The Annie E. Casey Foundation; Dorothy Jackson, LEGACY documentary

LEGACY



Making Connections: Local Meets National



(Left to right): Sammy Moon, Louisville; Betty Andrews, Des Moines; Brenda Johnson, Indianapolis; and Mike Salius, Hartford

Outreach Extensions was invited to participate in a *Making Connections* meeting in San Antonio, Texas. The Annie E. Casey Foundation held a communications meeting entitled "Pumpin' Up the Volume: Making Communications Go From Nice to Essential" on March 1 to 3, 2004. Participating *Making Connections* sites included Denver, Des Moines, Hartford, Indianapolis, Louisville, Milwaukee, Oakland, San Antonio, Seattle, and Providence.

The session on "what public television can do for you" was held at KLRN on Tuesday morning. It provided an overview of productions/outreach campaigns in the Making Connections Media Outreach Initiative, including the Reentry National Media Outreach Campaign, as well as a presentation on PBS' *Ready To Learn* and how it can assist the local AECF sites. The MCMOI Web pages on AECF's site were presented, along with the Reentry Campaign's Web site. In addition to KLRN and the local San Antonio site team, several sites talked about their local projects and their process/results in working with the local stations. Information and outreach prototypes were offered for BREAKING THE CYCLE (and Workplace Essential Skills), WHAT I WANT MY WORDS TO DO TO YOU, and AMERICAN FAMILY. Objectives for the public television session were to:

- Present diverse approaches to the process and structure of the Making Connections Media Outreach Initiative.
- Encourage familiarity with the MCMOI pipeline of productions/outreach campaigns to provide site teams with the knowledge they need to work with their local public television stations.
- Share among the sites the range of projects/activities and customization available to help them tailor their campaigns to local community assets and needs.

Mary Rich, vice president of education at KLRN, commented on how delighted she was with the opportunity to co-present the station's outreach projects with Yolanda Rios Rangel, local site coordinator for the *Making Connections* San Antonio site team. She asked, "Where would our work be without them?" Mary is very pleased with the partnership. The station's outreach advisory board, including individuals from the AECF sites, come up with ideas for the campaigns and have encouraged the station to provide resources/workshops in Spanish. "The value of the MCMOI is building relationships that are sustained through ongoing projects – so that you understand community needs and can effectively address them."





AMERICAN FAMILY – JOURNEY OF DREAMS

AMERICAN FAMILY, PBS' widely acclaimed drama series, chronicles the multigenerational saga of one family's pursuit of the American dream. The new miniseries AMERICAN FAMILY – JOURNEY OF DREAMS interweaves the Gonzalez family's courageous escape from the Mexican Revolution to seek a better life in America with the sacrifices the family made in the 1990s to send their first-born son to medical school and the consequences of those sacrifices as seen through the prism of the war in Iraq. The new miniseries premieres Sunday, April 4 at 7pm.

Major funding for the AMERICAN FAMILY – JOURNEY OF DREAMS television series is provided by Johnson & Johnson, the American Legacy Foundation, the Corporation for Public Broadcasting and PBS.

NATIONAL OUTREACH CAMPAIGN

The AMERICAN FAMILY National Outreach Campaign brings a new focus on health and wellness while continuing the emphasis on the importance of family sharing and learning. The campaign will again focus on building stations' capacities to reach and serve Latino families and neighborhoods, as well as on helping stations to build sustainable relationships with local Latino organizations.

STATION GRANTS PROGRAM

PBS and CPB have awarded Cycle Two grants to 52 stations to engage their local communities in outreach activities that benefit intergenerational families. Seventeen projects, described below, are in The Annie E. Casey Foundation's Making Connections cities. A range of workshops, events, and screenings will be conducted in association with diverse community partners.

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AMERICAN FAMILY – JOURNEY OF DREAMS Grants

CPTV Connecticut Public Television's goal is to deliver information on diabetes and heart disease to Hartford's Hispanic community and ultimately help to reduce the incidence rate of these diseases. SCREENING: CPTV will host a screening in late March for members of Hartford's Hispanic health and social services communities.

Detroit Public TV Detroit Public Television's project will increase awareness of diabetes and programs serving the health needs of Hispanic families in Detroit. The station will partner with several health organizations to sponsor the first ever health fair as part of the annual Cinco de Mayo Fiesta. SCREENING: DPTV will host a screening in April at the station.

GPTV Georgia Public Broadcasting's SCREENING EVENT at its Atlanta headquarters will celebrate family and Latin culture, including a performance by Latin artists that will be taped for broadcast on the station's radio show "Latin Beat." GPTV will use footage from the event to produce a spot celebrating Latino families that will air around AMERICAN FAMILY.

Iowa Public Television (IPTV) and Making Connections, Des Moines will partner to hold a SCREENING EVENT in the Making Connections neighborhood in April. Information will be presented on the dangers of

lead-based paint, an issue of great importance to the Iowa Latino population.

KET Extending efforts already underway in Louisville, Kentucky Educational Television (KET) will use AMERICAN FAMILY to build its capacity to reach and serve Latino families throughout the state. KET has designed its outreach to address a broad range of health issues, with particular attention to smoking cessation and prevention and prenatal care.

KCTS SEATTLE KCTS will conduct a train-the-trainer workshop and three Ready To Learn workshops for Latino parents and caregivers of young children in Yakima and Seattle. These workshops will incorporate the "Heart to Corazón" healthy eating and fitness activities. KCTS will also provide outreach materials to its community partners and at local community events.

KETC – St. Louis, MO Through its SCREENING EVENT in early April, KETC will reach underserved families in the metropolitan St. Louis area. The event will build awareness of the series and stimulate discussion about concerns Latino families may have within their communities. KETC will provide information on the station's Spanish-language education resources.



KLRN will co-sponsor a family health fair that will feature an AMERICAN FAMILY screening and health-oriented demonstrations in association with at least 11 local partners. Project goals are to use the fair as a kick-off event for follow-up workshops, gauging local needs for health information, and to deepen KLRN's relationship with agencies that serve the Latino community. SCREENING: The station will host four screenings.

KPBS KPBS (San Diego, CA) will engage the Latino community in activities that address health and wellness issues important to them. Activities will include: mini health fair, after-school workshops in collaboration with the Girl Scouts, screening AMERICAN FAMILY at the Latino Film Festival, participating in community events with MANA and the Chicano Federation, and offering Ready To Learn workshops using the "Heart to Corazón" curriculum. SCREENING: KPBS will host a screening at the Institute for Peace and Justice in late March.



KQED (San Francisco, CA) will spotlight Latino health issues through a media campaign and community activities. The station will partner with at least nine other organizations to host its 3rd annual Día de los Niños event. KQED will also present two bilingual health workshops to parents to raise awareness about asthma. SCREENING:

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AMERICAN FAMILY – JOURNEY OF DREAMS Grants

Engaging all partners, KQED's screening will be the culminating event of the station's outreach campaign.



Milwaukee
Public
Television
(MPTV)

will conduct an AMERICAN FAMILY Health Fair, engaging underserved Latino families living in the city's south-side neighborhoods. It will provide intergenerational information and health screenings intended to improve the health and wellness of Latino families.

The New Jersey Network (Camden) will create/distribute two issues of a bilingual newsletter on health issues, risks, and solutions for Latino families, focusing on children's health, fitness, and nutrition, with information provided by the AMERICAN FAMILY National Outreach Campaign, Johnson & Johnson, NJN, and other sources. SCREENING: NJN will host a screening at the station in April.

WGBH – Boston, MA As part of this first-time effort to reach Latinos, WGBH is planning a month-long asthma awareness program (*Todo sobre el Asma*) for parents in collaboration with established partners in medical and public health arenas. Activities also include "Heart to Corazón" workshops and a mini health fair. SCREENING: A screening of AMERICAN FAMILY will take place at WGBH or the Children's Museum in Boston.

WETA – Arlington, VA (Washington, DC)

WETA will continue its work to reach Latino families, focusing on raising awareness and educating families about health issues and risks. Activities include distributing materials and conducting seven "Heart to Corazón" workshops. SCREENING: WETA will partner with the Smithsonian Center for Latino Initiatives to screen segments from the new series and present a panel discussion with Latino health experts.



WFYI (Indianapolis, IN) and its partners will promote better health outcomes for Latino children and families, also focusing on good health and school readiness. The station will conduct 11 "Heart to Corazón" parent workshops and create two special "Heart to Corazón" mailings for childcare providers. An interstitial on children's nutrition and fitness will be created/broadcast in English (WFYI) and Spanish (WTBU). SCREENING: WFYI and its partners will host a screening at the Wheeler Arts Center, in an area with many Latino families.

WHYY – Philadelphia, PA

WHYY will build on the 2002 "Latina Salud" project that explored cultural barriers to quality medical care for Latina women. In addition, the station's 2004 "Familia Saludable" health fair will be incorporated into Penn's Landing Hispanic Fiesta on Philadelphia's waterfront. SCREENING: WHYY will host a screening during the second week of April in its Independence Foundation Civic Space.

WYES – New Orleans, LA

In collaboration with several community partners, WYES will host a SCREENING of AMERICAN FAMILY to strengthen the station's bonds with civic leaders and community groups that might not otherwise have a venue to interact. The event will expand awareness of local Latino social service practitioners and community support organizations.

For more information on the AMERICAN FAMILY National Outreach Campaign, please contact Outreach Extensions (310.589.5180, jroutext@aol.com) or Monica Medina, project director: 619.594.7152, mmedina@kpbs.org.



THE FOLLOWING RESOURCES SUPPORT LOCAL ACTIVITIES:

- **AMERICAN FAMILY HEALTH FAIR: FROM A TO Z**

This comprehensive module assists stations in planning and implementing a health fair in collaboration with a range of local health partners.

- **AMERICAN FAMILY FITNESS FUN FOR ALL**

Fun activities for families and groups are provided, including suggestions on how to conduct a fitness event as part of a family reunion or block party. Activities include the Healthy Family Promise, Pathways to a Healthy Heart, and Walking ... A Step in the Right Direction (National Diabetes Education Program).

- **"HEART TO CORAZÓN" WORKSHOP FOR PARENTS AND CAREGIVERS**

In collaboration with the National Latino Children's Institute (NLCI), Outreach Extensions developed a new health-based workshop for parents and childcare providers. Designed for use by outreach coordinators and *Ready To Learn* coordinators, the workshop focuses on Healthy Eating and Fitness.

- **"TWO THINGS YOUR FAMILY SHOULD KNOW ABOUT SMOKING"**

Developed by the National Latino Council on Alcohol and Tobacco Prevention (LCAT), this brochure encourages individuals to stop smoking. In English and Spanish, the brochure offers data on the effects of smoking as well as provides strategies to quit smoking.



- **MY BABY'S IMMUNIZATION BOOK/LAS VACUNAS DE MI BEBÉ**

Developed by the National Alliance for Hispanic Health, and co-branded with AMERICAN FAMILY, this 52-page bilingual booklet provides a schedule of recommended immunizations for infants and children and information about vaccine-preventable diseases. It answers questions about "what parents should know about infant immunization," and contains a "my baby" record, up to 18 months of age.

- **AMERICAN FAMILY – JOURNEY OF DREAMS FAMILY TREE**

The Family Tree helps families to explore and document traditions across the generations. This project focuses not just on names and birth dates, but also on the experiences that shaped their family.



National Partners Enrich the AMERICAN FAMILY Campaign

New partners bring a wealth of resources and support to the campaign, including expertise on health and wellness issues. Partners continuing from the first season of AMERICAN FAMILY build upon the family sharing and learning aspects of the earlier campaign. Affiliates and members of the national organizations will join with stations to plan and conduct health fairs and health workshops, offer family activities, participate in community celebrations, and host screenings.

The **National Alliance for Hispanic Health** is the foremost national resource on Hispanic health issues. Alliance members deliver culturally proficient and linguistically appropriate health and human services to over 12 million persons annually. (www.hispanichealth.org)

Established in 1989, the **National Latino Council on Alcohol and Tobacco Prevention** continues to be the nation's only national organization dedicated exclusively to preventing tobacco use and alcohol abuse in the Latino community. (www.nlcatp.org)

Generations United is the only national membership organization focused solely on promoting intergenerational strategies, programs, and policies. (www.gu.org).

National Latina Health Network is dedicated to strengthening and developing networks of Latina leaders in public health, and building local and national community health partnerships, which enhance the quality of life for Latinas and their families across the nation. (www.nlhn.net)

National Diabetes Education Program is a federally sponsored initiative that involves public and private partners to improve the treatment and outcomes for people with diabetes, to promote early diagnosis, and to prevent the onset of diabetes. The program is sponsored by departments within the following organizations: the U.S. Department of Health and Human Services, the National Institutes of Health, and the Centers for Disease Control and Prevention. (<http://ndep.nih.gov/>)

The **National Council of La Raza** was established in 1968 to reduce poverty and discrimination, and improve life opportunities for Hispanic Americans. NCLR works toward this goal through (1) capacity-building assistance to support and strengthen Hispanic community-based organizations and (2) applied research, policy analysis, and advocacy. (www.nclr.org)

The **League of United Latin American Citizens** advances the economic condition, educational attainment, political influence, health, and civil rights of Hispanic Americans through community-based programs operating at more than 600 LULAC councils nationwide. (www.lulac.org)

The **National Latino Children's Institute** is the only national Latino organization that focuses exclusively on children. Incorporated in 1997, NLCI promotes and implements the National Latino Children's Agenda, a statement of principles essential for the development of Latino children. (www.nlci.org)

MANA, A National Latina Organization empowers Latinas through leadership development, community service, and advocacy. Serving both teens and adults, MANA encourages Latinas to value education and build social capital in order to create a community of informed women who are actively engaged in forging a better quality of life for all Hispanics in the U.S. (www.hermana.org)

A division of the U.S. Department of Veterans Affairs, the **Readjustment Counseling Service** assists war veterans and their family members, helping them to make a successful post-war adjustment in or near their respective communities. (www.va.gov/rcs)

The **American Diabetes Association** is the nation's leading nonprofit health organization providing diabetes research, information, and advocacy. Founded in 1940, the ADA conducts programs in all 50 states and the District of Columbia, reaching more than 800 communities. (www.diabetes.org)

National Coalition For Women With Heart Disease is the nation's only patient advocacy organization founded by and for women heart patients. (www.WomenHeart.org)

The **National Association of Latino Arts and Culture** is dedicated to the promotion, preservation, and development of the cultural and artistic expressions of the diverse Latino populations within the United States. (www.nalac.org)

The **National Hispanic Council on Aging** improves the quality of life for Latino elderly, families, and communities through advocacy, capacity and institution building. (www.nhcoa.org)

The **Association of Hispanic Arts** fosters an appreciation of Latino arts and culture as an integral part of America's diverse cultural landscape. (www.latinarts.org)

Latino Public Broadcasting provides a voice for America's diverse Latino community. In an effort to educate audiences about the richness of Latino culture, LPB supports and nurtures artists and helps bring diverse experiences to public broadcasting. (www.lpbp.org)



STATION ACTIVITIES!

screenings
outreach
workshops
etc.

The Hite Foundation Funds Station Activities

Outreach Extensions received a grant from The Hite Foundation, which has a significant focus on child welfare policy, to conduct an educational outreach campaign in association with **WHY CAN'T WE BE A FAMILY AGAIN?** Nine stations organized

outreach campaigns that engaged social workers, substance abuse counselors, and child welfare workers in their communities. Primary activities included screenings and facilitated discussions. Additional funds from The Annie E. Casey Foundation helped to build sustainability.

Produced and directed by Roger Weisberg and Murray

Nossel for Public Policy Productions, **WHY CAN'T WE BE A FAMILY AGAIN?** was broadcast on public television stations on January 27, 2004. The documentary tells the story of two brothers in the care of their grandmother and their struggle for permanency.

OUTREACH RESOURCES

Stations received a *Discussion Guide* to assist them in conducting their local campaigns. OE worked with organizations and social work professionals to develop a set of 33 Child Welfare and Social Work discussion questions for the *Guide*.

- The questions on **permanency planning and social work** were developed by Barbara Pine, professor of social work at the University of Connecticut, and Anthony Maluccio, professor of social work at Boston College, drawing from their extensive research, teaching, and agency consultation in the area of child and family services.
- Questions pertaining to **substance abuse** were developed by the **Veritas Therapeutic Community, Inc.**, a family-focused substance abuse treatment program in New York. Veritas' special focus on children and families makes it a one-of-a-kind drug treatment program.
- Murray Nossel, one of the film's producer/directors, developed **social anthropology questions** that are designed to open up an inquiry into the social, cultural, and historical elements underlying the film.
- **Generations United**, the only national membership organization focused solely on promoting intergenerational strategies, programs, and policies, developed questions about **grandparents rearing grandchildren and kinship care**.



Danny (left) and Raymond with their grandmother Erslena.

The *Discussion Guide* is available at:
www.aecf.org/initiatives/mc/communications/mcmoi/wcwba_tools.htm.





STATION ACTIVITIES! *continued from previous page...*


WHY CAN'T WE BE A FAMILY AGAIN? Station Grants


Thirteen/WNET, New York held a screening and panel discussion of WHY CAN'T WE BE A FAMILY AGAIN? on Tuesday, January 27, 2004 in its main studio. The screening was followed by a dialogue about child welfare practice and the effect of substance abuse on families. The event raised awareness about drug addiction and the impact that it has on children and families. The panel featured individuals who participated in the film including Sharoya Llopiz, after-school program director, Center for Family Life; Lolita Jackson McCloud, case worker from the Administration for Children's Services; and Danny Jacob, older son of Kitten Jacob and the focus of the film. The audience consisted of personnel from drug treatment agencies, residential treatment facilities, child welfare counselors, city and state social workers, and deans and students from schools of social work. The project advanced the use of the film as a training tool in professional and classroom settings.

resource for local teachers and their students, and built a network of community partners for ongoing outreach associated with prisoner reentry. Participants included representatives from Women ARISE, Madonna University, Schoolcraft Community College, The University of Michigan (Prison Creative Arts Project), Henry Ford Community College, the University of Detroit, Children's Visitation Project, Big Brothers Big Sisters, Western Wayne County Correctional Facility, the Archdiocese of Detroit, Prison Faith Ministries, and Transition of Prisoners. DPTV provided resources to college-level social work and criminal justice teachers and worked with them to conduct screenings/discussions at their schools.

 **Connecticut Public Television (CTPV)/Hartford** used its *Making Connections* relationships to hold a pre-broadcast screening of WHY CAN'T WE BE A FAMILY AGAIN? for counselors and social workers affiliated with the Village for Families and Children. The *Discussion Guide* supported a facilitated discussion following the film. Those attending were encouraged to alert their colleagues to the broadcast, and the agency was given a copy of the film for its own in-house use. The station also engaged faith and community leaders who function informally in family support, often assisting underserved populations that others cannot reach. This is especially true in Hartford, which has a large Latino population.

 **KLRN/San Antonio** worked with several community partners, including the *Making Connections* network, to bring WHY CAN'T WE BE A FAMILY AGAIN? to key communities. Ron Morales, who assisted KLRN with the project, is a member of the local *Making Connections* staff and responsible for core results relating to families. Ron helped KLRN to bring new partners into the project, including the Worden School of Social Work at Our Lady of the Lake University, The Alliance for Community Health in San Antonio and Bexar County, Voices for Children, Association of Mexican American Social Workers, and the West Side Deanery. Other partners included Casey Family Programs, Edgewood Family Network, Texas Department of Protective and Regulatory Services-Kinship Care, Family Service Association of San Antonio, and the San Antonio Police Department. Partners received a videotape of the program and the *Discussion Guide* to use within their organizations to assist clients and inform stakeholders.

 **Detroit Public Television** (DPTV) engaged social work students in meaningful dialogue on the issue of substance abuse and family dynamics. The project targeted college-level teachers in social work and criminal justice who then hosted screenings for their students and offered classroom and Web-based activities. The project extended the value of WHY CAN'T WE BE A FAMILY AGAIN? as a classroom

 **KPBS/San Diego** – San Diego County is helping parents to recover from addiction so they may return children to a permanent home with less time spent in foster care. The station used the project to build awareness of the devastating affects addiction can have on a family. Providence Place, a residential therapeutic community program for women, screened the film and

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STATION ACTIVITIES! *continued from previous page...*

WHY CAN'T WE BE A FAMILY AGAIN? Station Grants

facilitated a group discussion, which focused mainly on the toll that their own drug and alcohol abuse has had on their families. KPBS also offered WHY CAN'T WE BE A FAMILY AGAIN? and its outreach as a teaching tool for faculty in the San Diego State University (SDSU) School of Social Work. The department head presented the project and film at the Spring Semester retreat in mid-January 2004; faculty and staff were encouraged to show the film in their classrooms. The *Discussion Guide* was presented along with ideas on how they could incorporate them into the curriculum.



WFYI/Indianapolis, in partnership with the Martin Luther King, Jr. Multi-Service Center and the Marion County Commission on Youth (MCCOY), hosted a screening of WHY CAN'T WE BE A FAMILY AGAIN? on February 4, 2004 in a four-hour session. The partners invited staff who serve children, youth, and seniors in the community centers of Indianapolis sites, youth workers from faith-based youth programs, and community-based youth programs such as Kaleidoscope, Boys and Girls Clubs, Girls Inc., and similar agencies. In addition to the screening, grandparents provided testimonials about their experiences in Indianapolis, and attorneys from the Children's Law Center offered information. Faculty from Butler University were also present. Event partners emphasized helping agency staff connect with resources so that families' needs are met. Agencies crafted plans to strengthen family services in their centers.

WHYY/Philadelphia – On January 15, 2004, a three-hour screening/workshop was held in the Independence Foundation Civic Space at WHYY's headquarters on Independence Mall. The audience consisted of social work professionals from addiction prevention services/programs, family service programs, and educational institutions. This included staff from the Philadelphia Department of Human Services, Thomas Jefferson Hospital, Children's Aid Society, and Schools of Social Work at the University of Pennsylvania and Temple University. A related tool kit was developed to

facilitate discussion and examine the needs of families facing similar challenges. WHY contracted with Cathi Tillman, MSW, who directed the station's successful LEGACY screening and discussion, to develop a target audience, design and lead the event, and develop the tool kit.



WYES/New Orleans hosted a screening and discussion event for WHY CAN'T WE BE A FAMILY AGAIN? at the station on January 14, 2004. The event helped to strengthen the bonds among WYES outreach, community groups, and civic leaders that may not otherwise have a venue in which to interact in similar partnerships. Community partners for this outreach effort included: FBI Community Outreach, Substance Abuse Services Alliance, New Orleans Office of Public Health, Family Services of Greater New Orleans, and faith-based organizations and social services agencies that serve families at risk.

KUAT/Tucson – Collaboration between KUAT and The Kinship and Adoption Resources and Education (KARE) Family Center, resulted in a two-part campaign. For part one, on January 29, 2004, as a lead-in to its broadcast of WHY CAN'T WE BE A FAMILY AGAIN?, KUAT aired a segment on its nightly newsmagazine *Arizona Illustrated* about a local woman who is rearing her twin grandsons. The second part of the campaign involved a mailing to 75 social service organizations and schools of social work. The mailing included a videotape of WHY CAN'T WE BE A FAMILY AGAIN? along with its *Discussion Guide*, a videotape of the *Arizona Illustrated* segment, and a brochure on the KARE Center. The KARE Center is a program of Arizona Children's Association and Casey Family Programs in partnership with the Pima Council on Aging, the Arizona Department of Economic Security, and the University of Arizona's Cooperative Extension. Staff from the KARE Center will provide follow-up to organizations that received the mailing and provide technical assistance to help them organize small group screenings and discussions of the film.



STATION ACTIVITIES!

Reentry Outreach Efforts Continue With a New Documentary

Outreach efforts in the Reentry National Media Outreach Campaign continued with the broadcast of **WHAT I WANT MY WORDS TO DO TO YOU**. This 90-minute film aired on public television on December 16, 2003 as part of the POV series. **WHAT I WANT MY WORDS TO DO TO YOU** offers an unprecedented look into the minds and hearts of the women inmates of New York's Bedford Hills Correctional Facility. The film goes inside a writing workshop led by playwright Eve Ensler, consisting of fifteen women, most of whom were convicted of murder. Through a series of exercises and discussions, the women delve into and expose the most terrifying places in themselves, as they grapple with the nature of their crimes and their own culpability. The film culminates in an

emotionally charged prison performance of the women's writing by acclaimed actors Glenn Close, Marisa Tomei, Rosie Perez, Hazelle Goodman, and Mary Alice.

Judith Katz, Executive Producer/ Producer, Gary Sunshine, Writer/Co-Producer, and Madeleine Gavin, Editor/Co-Producer.

Screening grants awarded to several MCMOI stations and community organizations extended the reach of this groundbreaking documentary. Grant recipients received a discussion guide for youth developed and written by Faith Rogow, Ph.D., Insighters Educational Consulting, in collaboration with Outreach Extensions, and reviewed by Arlene F. Lee, Director, Federal Resource Center for Children of Prisoners. Stations were also able to access additional resources through the Reentry Web site (www.reentrymediaoutreach.org) and the POV site (www.pbs.org/pov), on which an adult guide was housed. The grants were funded by The Annie E. Casey Foundation.



Top left: Eve Ensler's prison writing workshop; Bottom right: Actors' performance at Bedford Hills Correctional Facility.

Untitled

— by Christina Gonzales

*I do not want for no one to hear her screaming
I try to hush her up but she's like a fire blazing
Please stop the yelling
Can you hear her?
I see her like a light in the dark, far down the hall
I can't turn her off
I do not want for no one to see her or hear her
Shhhhhh please
She's the disease in me
Please go away
The light is almost off
And the yelling only I could hear
I do not want it to be alive
But it's clear that this disease won't die*

Poem written in an outreach workshop conducted by KPBS.



STATION ACTIVITIES! *continued from previous page...*

MEDIA
Outreach
INITIATIVE

WHAT I WANT MY WORDS TO DO TO YOU Screening Events



KLRN/San Antonio - For its screening event, KLRN partnered with Milagritos Program, Inc., which works with at-risk youth, and Woman at the Well House Ministries. One of the programs presented in *Outside the Walls: A National Snapshot of Prisoner Reentry Programs*, Woman at the Well House Ministries provides a home and support system for recently released women inmates. Ana Arredondo from Milagritos Program helped KLRN select the Casa Confianza Adult Day Care building as a venue for the event on December 18, 2003. Those who attended included the partners, other nonprofit organizations, and members of the general public. Scheduled for 90 minutes, the event lasted two hours to accommodate the group discussion. Audience feedback was strong; the event was impressive because of the honesty and candor of participants and also because it helped to dispel stereotypes. Additional outcomes included new contacts between community organizations that expressed an interest in sharing professional advice on how they achieve success with their clients.



Detroit Public Television – DPTV created a screening event for criminal justice students at two nearby universities, Wayne State University and The University of Michigan-Dearborn. A special invitation was also extended to staff at Big Brothers Big Sisters. Panel members included faculty from Wayne State and UM-Dearborn as well as representatives from reentry

programs such as Women ARISE (Accept Responsibility, Initiate Self Enhancement) and Prison Fellowship. DPTV was able to use the opportunity to strengthen existing ties with both universities and to become better acquainted with community groups involved in reentry services. A new component of Women ARISE is the Post-Release Opportunities for Vocational Education program, which provides resources for women to attend vocational and trade school as well as college. Prison Fellowship serves a population of over 22,000 in southeast Michigan. DPTV distributed resource guides to all invitees and videotapes on request.



KPBS/San Diego used the film to reach out to women who have been incarcerated and who are working on reentering their communities – both clean and sober and with new skills. WHAT I WANT MY WORDS TO DO TO YOU was used to help them express their own feelings regarding their incarceration and drug addiction. For the project, KPBS worked with two partners – Providence Place and San Diego State University. A long-term residential therapeutic community program, Providence Place assists adult female parolees (and their children) who have a history of substance abuse and criminal behavior. Dinner and discussion followed a





STATION ACTIVITIES! *continued from previous page...*

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screening of the first half of the film. The remainder of the film was then shown and the women were asked to fill out an evaluation. Then, in February, a staff member from the Creative Writing Department at San Diego State University conducted a writing workshop with the women.

WHYY/Philadelphia

On December 9, WHYY hosted a screening and discussion at The Prince Music Theater, a regional theater that also has film and education programs. The audience consisted of university writing teachers and students; other professional and amateur writers; people who work in various programs for prisoners; artists, filmmakers, filmgoers, and others. Many were familiar with the work of Eve Ensler. Following the screening, a lively and thoughtful discussion was led by two local writers: one a psychologist and the other a theater professor at Temple University who has worked with individuals in prison. One of the discussion themes that emerged was: "if anyone thought they didn't have anything in common with a convicted murderer, they were wrong." The project enabled WHYY to work with a new partner, Blue Sky, a nonprofit organization that works with writers and promotes their works as a means of bridging cultural and ethnic divides. As a result of the event, WHYY has met with a local filmmaker who is planning a similar media project with a regional prison system. Additionally, the local Books Through Bars organization asked for a copy of the show for potential use in a writing workshop at a women's pre-release facility.



KQED/San Francisco (Oakland)

centered its outreach around a four-day workshop in the 'Sister Pod' at the San Francisco County Jail. The film was used as a catalyst to lead incarcerated women through a series of writing, speaking, and performance exercises. Artists/teachers Shailja Patel and Laleh Khadavi designed a unique curriculum using segments of the film to frame each of the four sessions in the workshop. The station replicated the four-day workshop in the Lower San Antonio (LSA) Neighborhood of Oakland. To reach post-release, formerly incarcerated women, KQED partnered with the Alameda Ex-Offender Providers Alliance, which has 25 community partners in Alameda County; many are located in the LSA neighborhood and work together on post-incarceration issues. The four-day workshop was led at the community partner's site by master artists/teachers Laleh Khadavi and Shailja Patel. The workshop culminated in a group reading that was open to the public.





STATION ACTIVITIES! *continued from previous page...*

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WFYI/Indianapolis and its community partners have planned an extended outreach campaign with events and trainings from January through November 2004. Each event will focus on the power of writing as a tool for prevention, expression, reconciliation, and understanding among different audiences connected with the justice system. In the beginning of 2004, all 6 – 12 grade English teachers in the Metropolitan School District of Perry Township participated in two-day workshops that focused on the film. Staff screened the film and then modeled Ensler's workshop with the teachers. Two objectives were: teachers would understand ways they can be more supportive of students' writing development, and teachers would understand their students better and connect them with counselors, if needed. This strategy was a useful tool in a district that has an increasing number of children with incarcerated parents. In spring 2004, WFYI will partner with CraineHouse, a transitional facility in Indianapolis for women leaving prison. The project will launch a writing therapy program at CraineHouse. In November 2004, WFYI will partner with Volunteers of America (VOA) to screen this film at the 2004 Spirit and Place Civic Festival and host a panel discussion. The event will build awareness of the needs of women as they leave prison and reenter their communities.

Unitarian Church North, Mequon (Milwaukee), WI.

The church learned about WHAT I WANT MY WORDS TO DO TO YOU from Big Brothers Big Sisters of Milwaukee. The group conducted two screenings of the film in January at their church. They invited members of the congregation, participants in the Milwaukee Intercity Churches Allied for Hope, a group working on prison reform and criminal justice issues in the greater Milwaukee area, and the NAACP, which is also engaged in prison reform work. They also invited members of groups with which they have partnered in the past and plan to work in the future, including the Benedict Center.





Looking Ahead ...

Two new productions in the Reentry National Media Outreach Campaign pipeline are coming soon!

MEDIA Outreach INITIATIVE



EVERY CHILD IS BORN A POET

Airing on PBS, April 6, 2004

An incendiary mix of documentary, poetry, storytelling, drama, and performance, EVERY CHILD IS BORN A POET explores the life and work of Piri Thomas, the 75 year-old Afro-Cuban-Puerto Rican author of the classic autobiographical novel, *Down These Mean Streets* (1967). The film is produced by When In Doubt Productions, Inc. in association with the Independent Television Service (ITVS) and Latino Public Broadcasting.



MANHOOD AND VIOLENCE: FATAL PERIL

APT offering, May 2, 2004

Hudson River Film & Video has produced a documentary about a violence prevention project (RSVP: Resolve to Stop the Violence Project) in the San Francisco County Jail. After only four months of intense immersion, 80 percent of its graduates did not return to jail. The documentary follows the men when they return to their communities.





MCMOI NEWS

OUTREACH EXTENSIONS RECEIVES AGING OUT GRANT

Outreach Extensions received a grant from the **Jim Casey Youth Opportunities Initiative** (JCYOI) to conduct an outreach campaign in association with AGING OUT. JCYOI is a national foundation whose mission is to help youth in foster care make successful transitions to adulthood. The Annie E. Casey Foundation provides targeted funding to specific *Making Connections* sites. Emphasizing employment, education, and connections to caring adults, the AGING OUT campaign will expand public awareness and dialogue about foster care and emancipation. Local solution-based activities will transform the way communities view their responsibilities to youth in foster care and improve outcomes for youth. AGING

OUT, a new documentary by Roger Weisberg and Vanessa Roth, chronicles the daunting obstacles that three alumni of foster care encounter as they try to fend for themselves. A production of Public Policy Productions, the show will air on PBS in spring 2005.



Danielle Anderson and Veasna Hover

PREMIERE OF THE NEW AMERICANS

The Independent Television Service (ITVS) presents Kartemquin Films' **THE NEW AMERICANS**, a seven-hour, three-part documentary miniseries that follows a diverse group of contemporary immigrants and refugees from their homelands to their first years in the United States. The series premieres as a part of the critically acclaimed Independent Lens series on PBS stations nationwide beginning Monday, March 29, 2004 at 9 pm ET/PT (check local listings).

Outreach Extensions congratulates the following MCMOI stations that successfully completed outreach projects and screenings to engage their communities in discussions and activities related to **THE NEW AMERICANS**. The nine stations include: Detroit Public Television, Iowa Public Television, KCTS/Seattle, Kentucky Educational Television, KLRN/San Antonio, KPBS/San Diego, KQED/San Francisco, Milwaukee Public Television, and WFYI/Indianapolis.





MCMOI NEWS cont.

THE REENTRY NATIONAL MEDIA OUTREACH CAMPAIGN HAD ITS PUBLIC LAUNCH!

Despite inclement winter weather, a near capacity audience showed up on January 27, 2004 when the Urban Institute hosted a formal presentation for policymakers, law enforcement and corrections professionals, and community leaders working on issues related to the reentry of men and women who were formerly incarcerated. Held at UI's Washington, DC office, the launch event featured welcoming remarks by its president, Robert Reischauer. The Annie E. Casey Foundation was represented by Senior Fellow Bonnie Howard, who talked about the Foundation's role as funder of this important effort to strengthen families and communities.

Reentry Campaign Web Site Goes Live (www.reentrymediaoutreach.org)

Launched in January 2004, the Reentry National Media Outreach Campaign Web site expands opportunities for public access to the outreach campaign. The site provides an overview of the national campaign, all outreach materials, as well as information on national/local campaign activities and events. Content for each television documentary includes a 3 – 5 minute preview clip, producer comments, and customized viewer/discussion guides. The campaign's

cornerstone resource, *Outside the Walls: A National Snapshot of Community-Based Prisoner Reentry Programs* (resource guide and videotape) is featured. For The Annie E. Casey Foundation's *Making Connections* communities, information is also included to suggest how these materials relate to the Foundation's Core Results.

Outreach Extensions is creating **screening opportunities for community groups** that wish to expand their participation in the Reentry National Media Outreach Campaign. In response to high demand for *Outside the Walls* videotapes and requests for films, copies of EVERY CHILD IS BORN A POET and MANHOOD AND VIOLENCE: FATAL PERIL will be made available to houses of worship, social service agencies, reentry programs, and community associations that want to plan screening events, panel discussions and forums, or other activities on the local level. Participating organizations will gain visibility for their work through the Reentry Campaign's media outlets.

For more information on the Reentry campaign, screening opportunities, or to request preview copies, please contact Reentry project director, Denise Blake (DeniseBlake1@aol.com).

INFORMATION & OPPORTUNITIES Outreach Extensions looks forward to welcoming you to its annual Making Connections Media Outreach Initiative (MCMOI) meeting preceding the NCO conference in San Diego. On Wednesday, March 17, 2004, we begin with breakfast at 8:00 am in the Rancho Las Palmas Room on the 3rd floor of the South Tower of the San Diego Marriott Hotel and Marina. You should already have received the agenda for the half-day meeting, which concludes at 12:30 pm. Let us know if you have any questions!



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