

CAMPAIGN IMPACTS

Sample Outreach Extensions' Campaigns for the Making Connections Media Outreach Initiative

For the past seven years, Outreach Extensions has created landmark outreach campaigns in association with television documentaries as part of the Making Connections Media Outreach Initiative (MCMOI), which was generously funded by The Annie E. Casey Foundation. The MCMOI offered media support to local coalitions that were part of AECF's *Making Connections*, a multi-faceted, long-term effort to improve the life chances of vulnerable children by helping to strengthen their families and neighborhoods. A national consulting firm, Outreach Extensions develops and implements solution-based media outreach campaigns that extend the impact of documentaries beyond television into local communities.

LEGACY

Beginning in January 2000, Outreach Extensions (OE) designed and implemented the landmark three-year, \$1.0 million national outreach campaign to accompany Tod Lending's Academy Award®-nominated documentary LEGACY. From the beginning of the campaign, OE advanced a dual strategy to utilize the strengths of both HBO/Cinemax (audience reach and media power) and PBS (targeted audiences, community outreach expertise and on-the-ground activities, role of stations as neutral conveners, and PBS Online) to reach and serve communities. This strategy helped to build a seamless campaign for the July 2001 Cinemax premiere broadcast and later (November 2002) PBS broadcast. The campaign was funded by The John D. and Catherine T. MacArthur Foundation, The Annie E. Casey Foundation, and the W.K. Kellogg Foundation (Phase 1 only).

The campaign successfully used a documentary film as a platform for social action, including efforts to achieve federal housing legislation on behalf of grandparents rearing their grandchildren. The Transportation, Treasury, and Housing and Urban Development appropriations bill signed into law on November 30, 2005 included \$4 million for LEGACY Housing Demonstrations. Along with Outreach Extensions, Generations United, one of the national outreach partners, was instrumental in this unprecedented outcome.

The production of two outreach videos, *Legacy of Community Action* and *Legacy of Faith*, repurposing footage from the documentary, created a springboard for local discussion and action – working in partnership with local initiatives to strengthen youth, families, and communities. The message of LEGACY was profound; the eventual triumph of the Collins family powerfully illustrated the possibility that more families, drawing on community support structures, could reach stability and safety.

The external evaluation by Applied Research and Consulting reported that, by February 2002, the campaign had reached more than 562,000 individuals through outreach activities, publications, and broadcasts of local productions; had 33,600 Web site visitors; and distributed more than 5,300 *Legacy of Faith* videos, 4,800 *Legacy of Community Action* videos, almost 2,500 copies of the Legacy Community Action Toolbox, and about 11,250 separate Toolbox sections. The national campaign had facilitated over 1,000 community and faith events and screenings and organized 103 appearances of Collins family members at events and screenings.

Reentry National Media Outreach Campaign

Through generous funding from The Annie E. Casey Foundation, Outreach Extensions launched the Reentry National Media Outreach Campaign in 2003 – which proved to be a highly successful endeavor. The original two-year timeline extended to six as new media tools and resources were developed to serve diverse audiences. During these six years, ending in 2008, the Reentry Campaign raised community awareness as well as facilitated discussion and decision making about solution-based prisoner reentry programs that fostered public safety and supported healthy communities. Secular and faith-based community coalitions and organizations joined reentry efforts to assist formerly incarcerated men and women and their families.

Organized a sustainable awareness campaign through an extended media pipeline of 17 broadcast documentaries on reentry. OMAR & PETE, the campaign's core documentary, reached a cumulative audience of 1.3 million. Together, the 17 documentaries reached 9.4 million viewers.

Developed and distributed a range of media tools and resources that served diverse audiences. Free screening copies (over 55,000 copies of videos and DVDs) enabled a wide range of nonprofit community and faith-based organizations and institutions (education, criminal justice, government) to raise awareness, mobilize audiences, and build reentry networks, programs, and support structures. Reentry tools and resources included:

17 television documentaries

Two public radio documentaries

Episode in a children's television series

Two DVDs of specialized outreach videos and resource guides

One non-broadcast outreach video

Computer CD-ROM for youth

Print materials – reentry resource guide and discussion/resource guides for most productions

Comprehensive and interactive Web site (www.reentrymediaoutreach.org)

Communication vehicles including the bimonthly Reentry E-Newsletter

Created *Outside the Walls: A National Snapshot of Community Based Prisoner Reentry Programs* (DVD) to showcase innovative and effective reentry programs across the country – 23 video vignettes and profiles of 96 reentry programs. Distributed 17,500 to a range of reentry stakeholders. Hundreds of community based organizations shaped new services, recruited staff and volunteers, and shared reentry projects using *Outside the Walls*.

Produced *To Serve This Present Age: Reentering Through Faith* (DVD) to provide a comprehensive orientation on reentry for clergy and lay leaders including exemplary reentry programs. In association with the National Alliance for Faith and Justice, 16,000 were distributed and hundreds of professional faith and lay leaders trained staff and volunteers to create reentry ministries and support services.

Provided grants to local *Making Connections* sites and public television stations. Reaching more than 4.2 million people, their work resulted in the development and distribution/broadcast of additional reentry media assets and resources such as:

Local productions

Town hall meetings / broadcasts
Television and radio programming
Interstitial spots / PSAs
Educational/print materials
Promotion and advertising
Web sites and online communications
Ready To Learn early education and parent/caregiver trainings
Station and community events
Community outreach activities

Cultivated strategic alliances to gain reentry expertise, distribute campaign resources, and engage key audiences and stakeholders. These included the Federal Bureau of Prisons, Urban Institute, Council of State Governments, the National Alliance of Faith and Justice, Interdenominational Theological Center, P.O.V. television series on PBS, Public/Private Ventures, the 12-City Initiative, and the Center for Social Media at American University. Recruited allies, The Fortune Society, and the Alliance for a Media Literate America to help such as the Maryland Reentry Partnership/Enterprise Foundation, Tuerk House, Federal Resource Center for Children of Prisoners write/review discussion and resource guides for campaign documentaries.

Participated in numerous national and regional conferences to present the Reentry National Media Outreach Campaign and engage their constituencies. Examples include American Parole and Probation Association, American Correctional Association, Virginia Community Criminal Justice Association, National TASC Conference, and Transition of Prisoners Annual Conference. Activities included conducting workshops on how to use media, serving on panels, sponsoring booths, and distributing media resources. Created speaking opportunities and provided compensation for individuals presented in Reentry Campaign documentaries; their involvement humanized the issues, motivated audiences, and built self-esteem for themselves.

Created a replicable media model of a long-term awareness effort around a pressing social issue that resulted in solution-based action. Elements of this strategic initiative included media asset building, research to illuminate key issues and best practices, partners and advisors, resource development, collaborations, community engagement, communications, and sustainability.

THIS FAR BY FAITH / Faith Into Action

While the target audience of the national outreach campaign was similar to that for the production, THIS FAR BY FAITH, namely African-American congregations and religious leaders, the *content* presented to these audiences was unique to the campaign. The focus shifted from historic to contemporary religious figures and to innovative faith-based social action programs. Outreach Extensions' solution to achieve this new focus was to produce video modules on carefully selected faith-based programs and to develop community social ministry materials and workshop modules to facilitate utilization of the materials and replication of the programs in other communities. To highlight this shift in content and intent, the outreach campaign was named Faith Into Action. Since the outreach funder was The Annie E. Casey Foundation (AECF), the 22 cities in its *Making*

Connections Initiative were specifically targeted for participation – bringing the sites together with public television stations. Another purpose of the campaign was to engage faith leaders, serving black or underserved communities, as stakeholders in AECF's *Making Connections* Initiative and to introduce them to the educational and community mobilization potential of their local public television stations.

In collaboration with the national outreach partner, the Interdenominational Theological Center (ITC) in Atlanta, Outreach Extensions developed a *Faith Into Action Resource Guide* that focused on six contemporary issues of social ministry: Faith and Economic Development, Faith and Criminal Justice, Faith and Health, Faith and Leadership Development, Faith and Diversity, and Faith and Identity Formation. The 152-page, spiral-bound guide supported the unique way faith-based institutions create neighborhood solutions. The companion outreach video, *Faith Into Action*, offered 15-minute segments on successful faith-based programs that addressed the six social ministry themes. Both the guide and video provided information and examples of faith community best practices that could support faith leaders in taking an active role in family strengthening and community building.

NOTE: Three social ministry themes – Faith and Economic Development, Faith and Health, and Faith and Criminal Justice – were translated into Spanish.

Eighteen PBS stations received grants to host facilitated workshops for faith leaders in their communities. Based on their interests and needs, each community selected up to three topics for exploration and action, using the media resource materials developed by the campaign. The project's community partner, the ITC, provided content expertise as well as personnel to conduct the workshops. Workshop evaluations were a critical measure of the project's success. Participants across the board gave high marks on overall workshop value, information received, and intention to use media in their future work. Both the *Faith Into Action Resource Guide* and the *Faith Into Action* training video were very well received in all sites. Participants also mentioned the opportunities for networking, fellowship, and action planning as particularly valuable components of the outreach workshops.

WAGING A LIVING and ROSEVELT'S AMERICA (Family Economic Success)

The Family Economic Success campaign illustrated how Outreach Extensions achieved funder objectives (*Making Connections*' Core Results) and built campaign bridges from one documentary to another, in this instance two documentaries by Public Policy Productions. The campaign is also notable for its involvement across four years.

Through generous funding from The Annie E. Casey Foundation and the Corporation for Public Broadcasting, Outreach Extensions developed and implemented an outreach campaign that expanded public awareness and dialogue about families striving to make work pay. Part of the Making Connections Media Outreach Initiative (MCMOI), the Family Economic Success campaign focused on two Core Results – Families have increased earnings and income and Families have increased levels of assets. In addition to financial and employment issues, projects also considered health, education/training, and housing, which have an impact on family stability and the ability to build assets. *Making Connections* sites participating in the campaign were also encouraged to create opportunities for resident engagement and leadership as part of their projects.

The four-year campaign had three phases. Phase One, 2003-2004, a long-lead campaign in readiness for WAGING A LIVING, featured employment skill-building for

adults and Earned Income Tax Credit initiatives. Phase Two, 2005-2006, focused on expanding public awareness and dialogue, working in partnership with public television stations, *Making Connections* sites, and community organizations to build sustainable futures for low-wage workers and their families. The broadcast of *Roosevelt's America* in 2007, Phase Three, extended opportunities for community engagement through funding by The Annie E. Casey Foundation.

The Phase Two campaign was launched in 2005 to support community utilization of Public Policy Production's completed film, *WAGING A LIVING*, which was broadcast as part of PBS' acclaimed P.O.V. series during its 2006 season. Then, once producer-director Roger Weisberg secured a broadcast date (April 25, 2007 on PBS) for *ROOSEVELT'S AMERICA*, the Family Economic Success campaign was extended to support community utilization of this important film.

Attaining almost 2.9 million impressions, ten *Making Connections* sites and public television stations conducted customized outreach campaigns to support local community engagement in relation to *WAGING A LIVING*: Providence, RI; Des Moines, IA; Louisville, KY; Hartford, CT; Indianapolis, IN; San Antonio, TX; Milwaukee, WI; St. Louis, MO; Baton Rouge, LA; and San Diego, CA. Three of these sites – Providence, Des Moines, and Louisville – extended their activities by utilizing *ROOSEVELT'S AMERICA*. In addition, WNET/New York and P.O.V. hosted a screening and panel discussion for *WAGING A LIVING* at WNET/Thirteen's studios. Station and partner plans included a range of opportunities: local production and programming, capacity-building workshops for low-wage workers, screenings/panel discussions, and community events to stimulate solution-based activity. Outreach Extensions provided campaign oversight, developed specialized media resources, and offered technical assistance to stations and sites throughout the campaign.

EYES ON THE PRIZE

Nineteen grants were awarded to public television stations through support from the Corporation for Public Broadcasting. Nine additional grants were provided to *Making Connections* sites by The Annie E. Casey Foundation. The campaign stimulated creative collaborations between public television stations and dynamic local partners such as the Southern Christian Leadership Conference (SCLC), the Association of African American Museums, and the National Council of Churches USA. Total impressions from the campaign (including outreach broadcast, Web, materials distributed, promotion, and events) were more than seven million.

In collaboration with the National Black Programming Consortium, grants provided to Historically Black Colleges and Universities yielded original media-based works that addressed contemporary issues of civil rights, American history, and local and national leadership.

Outreach Extensions produced an Oral History Project Toolkit to assist youth and adults in adding the voices and commentary of those who took part in, observed, or were influenced by the Civil Rights Movement. The Toolkit provided step-by-step procedures, interview tips, and sample questions. A "how-to" workshop agenda assisted facilitators in guiding youth to conduct, record, and report on an oral history interview.

AMERICAN FAMILY

Premiering on PBS in January 2002, the 13-part AMERICAN FAMILY series was supported by a national outreach campaign that helped local PBS stations build and sustain long-term relationships with Latino communities and organizations. For the Season II campaign for AMERICAN FAMILY with 13 new episodes in 2004, Outreach Extensions proposed an innovative outreach strategy and issue: to focus on Latino health issues while continuing the emphasis on family. Important new campaign resources included a “from A to Z” template to conduct a local health fair. Resources developed with national partners included a cessation of smoking brochure, child immunization materials, and a healthy lifestyle component. Funding for both national outreach campaigns was provided by PBS and the Corporation for Public Broadcasting. The campaigns were designed and managed by Outreach Extensions.

2002 Campaign

A comprehensive external evaluation of the outreach campaign was conducted by Applied Research & Consulting LLC. ARC reported that: “Relationship-building was the cornerstone of the campaign. The development of on-going relationships between stations and community organizations was by many accounts the most notable and successful outcome of the campaign. With no exceptions, all respondents reported that the AMERICAN FAMILY National Outreach Campaign served as the impetus for the creation of new partnerships and for building upon partnerships that had already been established. For those public television stations in markets with smaller, growing Latino populations, the campaign was an important starting point. In markets with a larger Latino presence, the outreach campaign provided opportunity for a significant deepening of already-established relationships.

The outreach campaign’s development of a hands-on family album brought together families, community groups, and communities and engaged them in a meaningful exploration of their culture consistent with the AMERICAN FAMILY series. As one of the national partners reported to ARC: *“The smartest thing they did was to tie in the family album with the program. That was very creative and a really smart way to say ‘here’s how you can help develop your community beyond just watching and supporting the program.’ Quite honestly, that would make me want to be super loyal to the program and the people who are providing it because they are really investing in the **community**, which is something we really value.”*

44 stations participated in the outreach campaign, reporting a total of 18,791,008 impressions. Providing an on-air component through promoting outreach activities, highlighting campaign opportunities, and presenting families and *American Family Album* projects substantially extended their reach as did the work of participating local partners. Stations conducted over 200 events: *American Family Album* workshops, Ready To Learn workshops, community screenings and events, workshops for adults and youth, and El Día de los Niños events.

Partnering with Latino organizations was central to the outreach campaign and stations reported notable gains in this area. Stations were also highly motivated to pursue Latino populations, believing that they are an important and growing constituency within their markets. Many stations commented on how AMERICAN FAMILY made it possible to approach the Latino community, that its content and resources “opened the door” for them. Building sustainable relationships took many forms, including board memberships, participation on advisory committees, developing local productions and outreach materials that are relevant to local Latino audiences, and extending the relationships they developed with AMERICAN FAMILY partners to new station outreach campaigns.

Campaign tools supported bridge-building: the “Sharing Our Stories” curriculum could continue to be used by stations in early childhood parenting/provider settings, including Ready To Learn. A second early childhood curriculum, “America, My New Home,” which dealt with immigration issues, linked AMERICAN FAMILY with THE NEW AMERICANS. Outreach Extensions worked with national campaign partner the National Latino Children’s (NLCI) Institute to develop both curricula. Extending some of the concepts from “Sharing Our Stories,” one station worked with NLCI to develop “I Am A Citizen in My Community” for LIBERTY’S KIDS. Adaptable to other programs and series, as well as to station initiatives, the *American Family Album* and online albums continued to be used by stations to engage their communities and partners.

2004 Season II Campaign

In the course of the Season II campaign, 53 public television stations across the country joined forces with hundreds of local health and human services organizations and over a dozen prominent national partner organizations. These multi-leveled partnerships created a variety of events, workshops, and activities to fulfill both the goals of the National Outreach Campaign as well as the program goals of each participating organization. Many of the stations and their partners chose to address the health needs of local Latino families primarily through the sponsorship – or co-sponsorship – of community health fairs. Outreach Extensions documented more than 34 million campaign impressions through station events, workshops, material distributions, on-air outreach and promotion, Web sites, and local partner activities. In addition, the national strategic partners helped the campaign to achieve an additional 4.5 million impressions.

Based on the 25 in-depth interviews Applied Research and Consulting (ARC) conducted for the Season II evaluation, researchers confirmed that OE’s health strategy was on target. ARC concluded that the campaign identified and responded effectively to a genuine need for health information and resources in Latino communities. They stated, for example, *“that Latino community members who participated in the outreach campaign are eager for health information and resources and are very open to the kinds of activities that were presented.”* In addition, one local outreach partner commented: *“This project was a good fit for us because we are really about empowerment. The campaign supported our goals by improving awareness of health and nutritional issues. This is a form of literacy that affects school readiness and [children’s] ability to excel academically.”*

CRITICAL CONDITION

Designed and managed by Outreach Extensions (OE), the CRITICAL CONDITION National Outreach Campaign highlighted issues surrounding health care, national policy, and economic development, while at the same time promoting public television’s history of presenting stories about timely issues and underrepresented communities. This strategic public awareness campaign engaged communities and heightened the visibility of health care policy during the run-up to the 2008 presidential election. The campaign demonstrates how OE has pioneered the leveraging of local public television stations’ multiplatform media assets as part of outreach campaigns in association with the broadcast of a national television documentary or series.

Phase One: *Making Connections Sites (2007-2008)* – Funded by The Annie E. Casey Foundation (AECF) Phase One targets its *Making Connections* sites, including their collaborative work with public television stations. Projects raise awareness, expand public dialogue, and play a catalytic role in presenting local issues and

solutions. Stations/sites included *Making Connections* Hartford and Connecticut Public Television, *Making Connections* Indianapolis and WFYI, *Making Connections* San Antonio and KLRN, *Making Connections* Providence, Milwaukee Public Television, *Making Connections* Des Moines, and *Making Connections* Louisville.

Phase Two: Expand Reach to Additional *Making Connections* Markets (2008)

– Funds from The Annie E. Casey Foundation supported the engagement of three additional stations in 2008: Maryland Public Television; KPBS/San Diego, CA; and KCTS/Seattle, WA.

Phase Three: National Campaign (2008)

Spanish language broadcast – As part of its outreach funding from The Annie E. Casey Foundation, Outreach Extensions collaborated with P.O.V., Public Policy Productions, and V-me on a Spanish-language broadcast. A for-profit venture partnered with public television, V-me is a 24-hour digital broadcast network carried on basic digital cable and satellite systems. Reaching 28 million homes and more than 60 percent of all Hispanic households, V-me broadcast a one hour Spanish-language version of CRITICAL CONDITION – comprising the two Latino stories, Carlos Benitez and Hector Cardenas. A host opened the show to establish the context of the stories in relation to the health care crisis. Following the two stories, the host suggested action items for viewers to do.

Broader Public Television Reach – Phase Three invited additional public television stations, especially those in states that were considering strategic public policies related to the health care crisis, to participate in the campaign. Tier One grantees created outreach productions (television and radio) such as broadcast town halls, documentaries, public affairs programs, and vignettes. Tier Two grantees conducted community engagement activities such as screenings, panel discussions, and other activities that can build local solutions.

PRAYER IN AMERICA

*Fully funded by The Templeton Foundation, the national outreach campaign provided support to public television stations serving *Making Connections* neighborhoods.*

The PRAYER IN AMERICA campaign was unique in Outreach Extensions' collaborative content development with leading national scholars and theologians, including author James P. Moore, Jr. whose book *One Nation Under God: The History of Prayer in America* inspired the documentary. The campaign focused on five campaign themes: Prayer and Social Justice, Prayer and Forgiveness, Prayer and Armed Conflict, Prayer and the Constitution, and Prayer in Crisis. Public television stations, local houses of worship, institutions of higher education, multicultural organizations, and civic groups convened to discuss, from an interreligious perspective, the role of prayer in issues important to their communities.

Twenty-six grants were awarded in two phases to public television stations for development of Web site content, panel discussions and screenings, and on-air local productions. With a focus on interreligious dialogue in local communities, the campaign partnered with six public television stations to offer structured, content-based forums/workshops facilitated by Outreach Extensions and faith leaders related

to the five outreach themes in PRAYER IN AMERICA. Total impressions from the campaign (including outreach broadcast, Web, materials distributed, promotion, and events) were more than six million.

Local organizations forged community connections through linking campaign activities to special community activities such as the World Day of Prayer, National Day of Interfaith Youth Service, and citywide cultural celebrations that included interfaith dialogue. Targeted outreach was made to seminaries and departments of religion at colleges and universities; at religious conferences; through national partners; and to the larger community – congregations, lay leaders, ministerial groups, and chaplains in prisons and military settings.

Outreach campaign media resources included a Station Outreach Toolkit to support campaign participation; a comprehensive Community Resource Guide (200 pages) developed by Outreach Extensions with essays contributed by scholars, historians, and faith leaders to support interfaith dialogue about PRAYER IN AMERICA and its themes; a community screening version of the documentary; and a bimonthly Electronic Newsletter.

An extensive Web site (www.prayerinamerica.org) was developed by Outreach Extensions to support the broadcast and national outreach campaign for PRAYER IN AMERICA. In addition to traditional production Web elements such as a trailer of the documentary and descriptions of the film and production company (The Duncan Group), the site contained resources and interactive elements to engage visitors: a blog section for dialogue on many aspects of prayer, a prayer directory and interfaith calendar, the Community Resource Guide, and a “watch and listen” section featuring local productions from public television station grantees.

TAKE THIS HEART

A precursor to the Making Connections Media Outreach Initiative, work accomplished by stations in collaboration with local service organizations laid the groundwork for the AGING OUT campaign in 2003/2004.

A long-term campaign to build public will, the Foster Care Project was developed in association with the one hour documentary, *Take This Heart*, produced by KCTS/Seattle. The national community and educational outreach campaign was made possible by grants from The David and Lucile Packard Foundation, The Casey Family Program and The Annie E. Casey Foundation. The Child Welfare League of America (CWLA) was the national community outreach partner. Strategically designed and implemented by Outreach Extensions, the project extended from November 1996 through May 1998.

Public television stations in communities across America were invited to participate in the outreach campaign to build awareness about foster care and mobilize communities to take action to improve the lives of children in foster care.

Five public television stations received Community Service Action Grants. Their local campaigns were distinguished by: intensive collaboration with a community partner and a coalition of other local groups serving youth in foster care and their families, a community assessment process resulting in an action plan, implementation efforts to achieve specific outcomes, and an outcome evaluation.

Thirty public television stations received Incentive Grants to conduct outreach activities within their local communities in coordination with agencies and organizations involved in foster care, and utilizing campaign materials.

Important campaign resources included the Web site, housed on the KidsCampaigns site published by the Benton Foundation; *The Foster Care Project Toolbox*; and the *Take This Heart Community Foster Care Packet*, including a 20-minute videotape and discussion guide. In addition, a "how you can help" brochure was developed, which all stations could customize for local distribution.

External evaluation of the five Community Service Action Grants documented increased recognition of public television as a viable and available tool to educate and effectively address the social needs of communities; an increase in public awareness of needs related to foster care; an increase in public awareness of creative and available opportunities to involve individuals, families, communities and organizations in positively affecting the lives of children, youth and families in foster care; and sustained relationships formed between community agencies and stations that will insure continuation of many activities beyond the life of the project.

A significant project outcome was that, in large measure, the campaign and film led to federal legislation that extended benefits to foster families so they could continue to assist youth aging out of foster care.

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