

Making Connections Media Outreach Initiative
FAMILY ECONOMIC SUCCESS
Multi-Year National Outreach Campaign
WAGING A LIVING (2005 - 2006)
ROSEVELT'S AMERICA (2007)

Through generous funding from The Annie E. Casey Foundation and the Corporation for Public Broadcasting, Outreach Extensions developed and implemented an outreach campaign that expands 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 focuses 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 may also consider 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, two of which are reported here. 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 *Rosevelt'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 ROSEVELT'S AMERICA, the Family Economic Success campaign was extended to support community utilization of this important film.

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 – are extending their activities by utilizing ROSEVELT'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. The following report provides information on participating stations and site teams including details on their outreach plans and current activities. Plans include 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 has provided campaign oversight, developed specialized media resources, and offered

technical assistance to stations and sites throughout the campaign. Information on the campaign and community activities is reported on the MCMOI Web site; available outreach resources are downloadable.

Providence, Rhode Island

2007 ROSEVELT'S AMERICA Update: *Making Connections Providence (MC-P)*, Rhode Island PBS, and their lead partner, the John Hope Settlement House, will distribute copies of ROSEVELT'S AMERICA with other Family Economic Success partners who will use it to assist their constituencies. In addition, based on the successful 2007 Building Strong Families Financial Literacy Fair, *Making Connections Providence* will lead efforts with the John Hope Settlement House and other FES partners to plan a **2008 Building Strong Families Financial Literacy Fair**. (See description immediately below.)

2007: Rhode Island PBS, *Making Connections Providence* and the John Hope Settlement House are continuing their "Building Strong Families" campaign. The three organizations have brought together a team of community partners – experts in their respective areas – who are engaged in helping to build sustainable futures for low-wage workers and their families, to expand public awareness and dialogue, and to affect change. The group recently completed their successful **Building Strong Families Financial Literacy Fair on January 13, 2007**. The theme of the fair was "Get Financially Fit for the New Year." The event was preceded, on January 10, by a press conference kick-off for EITC/VITA at the John Hope Settlement House. Senator Juan Pichardo and Representative Grace Diaz were approached to be speakers for the campaign. A planning meeting on December 19, 2006 resulted in a detailed action plan with responsibilities assigned. **People in attendance** at the meeting included: Vivien King, Housing Network of Rhode Island; Tara Quinn, West Elmwood Housing & Development Corporation; Ronnie Young, Greater Elmwood Neighborhood Services; Shirley Winslow, Rhode Island PBS; Max Arias, John Hope Settlement House; Mary Rockwell, John Hope Settlement House; John Symynkywicz, John Hope Settlement House; John Prince, *Making Connections Providence*; and Sally Turner, *Making Connections Providence*. **Organizations that participated in the fair** included: Dorcas Place, Citizens Bank, Coastway Credit Union, Bank RI, West Elmwood Housing, Woonsocket Neighborhood Development Corporation, Housing Network of RI, FDIC, Washington Trust, John Hope Settlement House, Community College of RI, and EITC/VITA. The fair included information about and workshops on: financial aid for post-secondary education, financial education workshops, debt counseling, affordable homeownership, establishing low- or no-cost bank accounts. It also provided free income tax preparation and services for formerly incarcerated individuals and their families.

2006: Rhode Island PBS, *Making Connections Providence*, and the John Hope Settlement House brought together a team of community partners – experts in their respective areas – who are engaged in helping to build sustainable futures for low-wage workers and their families, to expand public awareness and dialogue, and to affect change. Starting in September 2006, the campaign will continue until January or into spring – reaching more than 325,000 people directly. Overall, the campaign is intended to work with low-income families, to increase their income, their savings, and their assets to create stronger families. It is also intended to inform the working poor about various resources that are available to help them, including the Earned Income Tax Credit.

Elements of the campaign, which is titled "Building Strong Families," include:

- Rhode Island PBS (RIPBS) broadcast WAGING A LIVING on September 7, 2006.
- RIIPBS broadcast a one-hour town hall forum entitled ***Don't Borrow Trouble***, following WAGING A LIVING, focusing on predatory lending and other issues affecting the working poor. The format was similar to that of *The Business of Reentry*, which brought together government, business, and community leaders to discuss economic issues. Panelists included Vivien King, Housing Network

RI; (State) Senator Juan Pichardo, (D) Senate District 2: neighborhoods of Elmwood, Reservoir Triangle and the West End in Providence; Andie Hollifield, Center for Responsible Lending (Washington, DC); Christopher Lefebvre, attorney, Consumer and Family Law Center; and John Polangio, RI Attorney General. The town hall was broadcast on September 7, 2006 on RIPBS; the taping occurred on August 9, 2006. Copies of the broadcast are available to the *Making Connections* site for ongoing utilization.

- Two all-day workshops were held at the Community College of Rhode Island for residents in the poorest communities in Providence, particularly those (West End, Elmwood, and South Side) served by the project's community partners. Sessions covered housing, education, and building income/assets. Policy makers and influentials were also be targeted.
- The campaign launched an education effort that incorporated the Federal Deposit Insurance Corporation's "Money Smart" program, a financial literacy program that teaches money skills – including banking relationships – to people outside the financial mainstream.
- A number of community-based "how-to" seminars and workshops focused on building financial assets and other topics.

Additional community partners include Housing Network of RI, Greater Elmwood Neighborhood Services, The Family Life Center, United Way of RI, The Elmwood Foundation, West Elmwood Housing, Stop Wasting Abandoned Property, Dorcas Place, Statewide Housing Action Coalition and the Internal Revenue Service.

Completed community activities include the following:

- **August 19, 2006, Back to School Celebration:** Rhode Island PBS set up a table to pass out information on WAGING A LIVING and the televised forum on *Don't Borrow Trouble*. Information concerning the Earned Income Tax Credit was distributed at the same time. The station spoke to 350 families as well as to Providence Mayor David Ciccilline, Rhode Island Attorney General Patrick Lynch, and Senator Juan Pichardo. All officials expressed an interest in the project.
- **September 17, 2006, Celebration of National Neighborhood Day:** This block party informed residents about the Earned Income Tax Credit, the Waging A Living/"Building Strong Families" project, and the renovation of their neighborhood. Providence Mayor David Ciccilline attended.
- **October 19 and 26, 2006, Calling All Home and Condo Hunters:** Ronnie Young, Director of Community Building and Planning, conducted a condo ownership course. Its purpose was to prepare individuals to purchase affordable condos that become available in the Greater Elmwood section of Providence.
- **November 1, 2006, Community Forum:** As part of their *Waging A Living/"Building Strong Families"* campaign, *Making Connections* Providence, Rhode Island PBS, and the John Hope Settlement House hosted a community forum about affordable housing in the State of Rhode Island. This event took place at Providence's Liston Campus of the Community College of RI in the auditorium. Translation services were available. The high cost of housing in the state affects a large part of the population – including moderate wage workers, low-income families, recent graduates and young families just starting out, senior citizens, and people with disabilities. The panel examined the impacts of the current lack of affordable housing as well as proposed solutions. Among the topics for discussion were the Affordable Housing Bonds, Question 9 on November's ballot, issues of supportive housing for former offenders, and smart investments. The moderator for the event was Ray Rickman, of Rickman Group Consulting. Panelists included Sharon Conard-Wells, Executive Director of West Elmwood Housing Development Corporation; Elizabeth Burke-Bryant, Executive Director of RI Kids Count; Kamila Barzykowski of the United Way of RI; Jorge Elorza, Assistant Professor of Law at Roger Williams University; and Brenda Flores of Neighborworks of Blackstone River Valley.

2006: EITC Spots: Site team coordinator Robyn Frye designated the John Hope Settlement House as the lead agency for the production of Earned Income Tax Credit (EITC) informational spots. Rhode Island PBS was advised to work with John Symynkywicz at the House. John was responsible for content, taglines, timelines, and alternative opportunities. RIPBS was responsible for producing the spots. RIPBS broadcast the spots from January through April, 2006. Copies of the spots have been distributed to *Making Connections* Providence for community use.

2006 EITC Campaign: On June 19, Providence Mayor David Cicilline, Rhode Island Senator Jack Reed, *Making Connections* Providence Site Coordinator Robyn Frye, and United Way of RI President/CEO Anthony Maione gathered at the John Hope Settlement House to announce the results of the 2006 Providence Earned Income Tax Credit Campaign (EITC). The John Hope Settlement House is the lead agency and fiscal agent for the Providence EITC Campaign currently funded by the United Way of Rhode Island and *Making Connections* Providence, an initiative of The Annie E. Casey Foundation. The 2006 Campaign reached 1,629 households in Providence, a 148 percent increase over the 2005 Campaign. Sixty percent of all participants reside in the six lowest income neighborhoods of Providence including the *Making Connections* neighborhoods of the West End, South Providence, and Elmwood.

The John Hope Settlement House is continuing to work closely with the Collaborating Partner Sites, *Making Connections* Providence, the United Way of RI, and The Annie E. Casey Foundation staff to develop and implement a “Family Financial Asset Building” Campaign to continue this work year round. A key part of this work includes the **“Waging A Living Campaign,”** a collaborative effort of *Making Connections* Providence, the John Hope Settlement House, Rhode Island PBS and other strategic partners that will facilitate the ongoing work in helping communities galvanize interest and investment in workforce development and economic opportunity strategies by public, private, and philanthropic stakeholders. Sally Turner, *Making Connection* Providence, is communications coordinator for the “Waging A Living Campaign.” Organizers plan to expand the campaign over the next year, to reach more low-income taxpayers. The Rhode Island General Assembly is also considering an expansion of the Rhode Island earned income credit.

In attendance at the June 19 press conference, the *Providence Journal* was so impressed with the **WAGING A LIVING documentary** that it featured it on the front page of the business section ten inches long by four columns wide. The *Providence Journal* is the major newspaper for all of Rhode Island.

Des Moines, Iowa

2007 ROSEVELT’S AMERICA Update: *Making Connections* Des Moines (MC-DM) plans to host a **screening/panel discussion event** and a **financial literacy/employment supports fair** in early June 2007 to coordinate with the **fifth annual local observance of World Refugee Day** (scheduled for June 23) and the broadcast of ROSEVELT’S AMERICA and *A Promise Called Iowa* on Iowa Public Television (IPTV) in late June or early July. The project will raise awareness of issues facing refugees, especially non-thriving refugee populations, with a focus on issues around finding employment. Leveraging existing community action with respect to refugee resettlement and workforce development, the project will also aim to strengthen/broaden the connection to various refugee populations in the *Making Connections* neighborhoods. As with all site efforts, activities will steer toward uplifting solutions to any barriers revealed and building upon partnerships that have been developed. Existing and potential partners include MC-DM, IPTV, Refugee Cooperative Services, Iowa Asian Alliance, and ISED Ventures (with conduits to other community partners and residents). Secondary support comes from the coalition sponsoring the World Refugee Day observance: Lutheran Services in Iowa/Catholic Charities Refugee Cooperative Services, State of Iowa Department of Human Services Bureau of Refugee Services, Des Moines Area Religious Council, and Cottage Grove Avenue Presbyterian Church.

2006: Making Connections Des Moines (MC-DM) received a grant to **produce video vignettes** called ***Waging a Living: Des Moines Perspectives*** on low-wage workers, the barriers they face to better economic conditions, and the opportunities that have helped them. The site selected individuals who serve as “bridges” between the working poor in *Making Connections* neighborhoods and the community at large or who, as residents, have grown from their personal story and now mentor to others. They discuss barriers to working out of poverty and offer ideas for ways things can be done differently in the areas of: policy, access to affordable health care, better paying jobs, and post-secondary education and vocational training.

The following vignettes were produced:

- **Elia Cardenas**, job coach, ISED Ventures, describes Des Moines reality, barriers the people she helps encounter, her personal story, and ideas for solutions and the effectiveness of her women’s support group (with cutaways to this).
- **Dayna Chandler**, social worker, focuses on the effects on family and the barriers they face, her personal story, and ideas for solutions.
- **Bob Veal**, a carpenter union representative who has been a key part of the MCDM apprenticeship job pipeline, discussed why they support hiring persons into living wage positions from the neighborhoods. Those hired include minorities, former offenders, women, and homeless individuals.
- **Nicole Martin-Wright**, who is personally struggling to work out of poverty, also serves as a mentor/example to her children, female youth, and other women.

The goals of the vignettes are to expose the difficulties of working out of poverty and to show ways the Des Moines community can support and enable change. By framing the subject in terms of fairness and opportunity and by demonstrating a pathway to better outcomes, the vignettes encourage people from many viewpoints to participate in the solution-finding process.

Video production began in July and was completed in October. Two of the vignettes were used as part of the August 29 **premiere and forum event**, which was done in collaboration with **Iowa Public Television** and **Mercy College of Health Sciences**. Along with a discussion guide, the vignettes are available to church groups, resident groups, and others – to raise awareness, extend discussion, and take action. They will continue to be used in site events related to family economic success. Sponsors of the Des Moines video are The Annie E. Casey Foundation, *Making Connections Des Moines*, and Munoz Productions.

The *Waging a Living: Des Moines Perspectives* preview was shown as part of the ***Waging a Living: Opportunities for Action*** preview at the premiere and forum event at Brennan Lecture Hall at Mercy College of Health Sciences on August 29. The event’s purpose was: (1) to promote the upcoming broadcast of **WAGING A LIVING** on statewide Iowa Public Television; (2) to reveal the barriers (practices and policies) keeping low-wage workers in Des Moines from earning a living wage as well as the opportunities for low-wage workers to overcome those barriers, and (3) to encourage people to take action to address the issues exposed by the documentary and vignettes. Audience members included individuals and groups associated with the work of *Making Connections Des Moines*, residents/resident leaders; community-oriented service groups; leaders in the arenas of government, business, education, and faith; and concerned citizens.

The event schedule included a welcome by Barbara Quijano-Decker, President of Mercy College of Health Sciences, a welcome and overview of the event program by Family Economic Success (FES) workgroup member Suzanne Erwin, and an introduction to **WAGING A LIVING** by Mary Bracken, Iowa Public Television. Following screenings of a 30-minute overview of **WAGING A LIVING** and the video vignettes produced by *Making Connections Des Moines*, participants discussed what it means to be among the working poor in Des Moines and offered ideas to improve their circumstances. Small groups then formed around the issues of 1) access to/need for post-secondary education and vocational training, 2) access to better paying jobs (pipeline), 3) access to public benefits including affordable health care, and 4) policy barriers and solutions. Led by resident facilitators/co-facilitators, each small group focused on 2-3 key questions, discussed what they had seen/heard, and

brainstormed solutions. Ideas were brought back to the full group for sharing and further conversation. Assisted by a facilitator, the full group offered solutions/ideas for action. Suzanne Erwin provided closing remarks. A reception was hosted by members of the MC-DM FES workgroup with food from a *Making Connections* neighborhood restaurant. Childcare was provided by professionally-trained members of the *Making Connections*-supported Caregivers Network.

Event invitations were sent by mail to about 300 *Making Connections*-associated persons and groups and by e-mail to 700 with the invitation passed on to numerous other groups and individuals. Information was also posted on IPTV's Web site. Some 125 people attended, representing a good cross-section of the community. One individual was overheard saying the viewing of the videos was "life changing." Both Des Moines Area Community College and Mercy College of Health Sciences received copies of the WAGING A LIVING documentary for placement in their libraries and use in classroom education. The MC-DM FES Workgroup continues to use the documentary to spur discussion and understanding in their new study circles.

In addition, *Making Connections* Des Moines and Iowa Public Television worked with the local American Red Cross to let viewers know about the availability of the statewide 2-1-1 helpline with an information crawl throughout the broadcasts of WAGING A LIVING on August 31 and September 3. IPTV prepared and aired the crawl to a statewide audience. MC-DM provided resource information for 2-1-1- staff to use with people who called for help with their personal "waging" issues, and American Red Cross coordinated the response with 2-1-1 partners across Iowa.

Louisville, KY

2007 ROSEVELT'S AMERICA Update: Kentucky Jobs with Justice, the Metropolitan Housing Coalition, and Women in Transition – working in collaboration with *Making Connections* Louisville and Kentucky Educational Television – are adding ROSEVELT'S AMERICA to their campaign resources. The film will be used in community settings, including screenings/discussions, to help outreach participants address Family Economic Success issues.

2006: For their outreach campaign in association with WAGING A LIVING, **Kentucky Educational Television (KET)** and ***Making Connections Louisville* (MC-Louisville)** decided to focus on a broad education and awareness campaign, with the ultimate goal of creating a community-wide constituency capable of influencing policy on a state level. To do this, they issued a competitive RFP to acquire a lead campaign agency – an established and respected community partner already engaged in awareness and policy reform related to poverty and living wage issues. The RFP was sent to organizations such as Women in Transition, Metropolitan Housing Coalition, Kentucky Youth Advocates, Kentucky Jobs with Justice, Coalition for the Homeless, the Jefferson County Public School System Adult Education Department, and Kentuckians for the Commonwealth. Proposed projects could focus on a range of core issues facing many low-wage earners (and presented in the documentary). Proposals were due on June 30, 2006.

2006/2007: **Kentucky Educational Television** and ***Making Connections Louisville*** selected the WAGING A LIVING outreach plan submitted by Kentucky Jobs with Justice, the Metropolitan Housing Coalition, and Women in Transition, which will work in partnership on the project over the next nine months. **Kentucky Jobs with Justice** is serving as the grant manager for funds and reporting. Overall goals are to: educate business, community, faith, labor, and student groups on the realities of poverty; bring these groups to the table to devise neighborhood strategies for reducing poverty; and mobilize constituencies on issues that affect working people. The project, which began in August 2006, expects to reach 5,500 people.

Formed in 1992, **Kentucky Jobs with Justice (JWJ)** is a state-wide organization, based in Louisville, which brings together a diverse coalition to fight for economic justice, protect the rights of working people, and support community struggles to build a more just society. For 17 years, the **Metropolitan**

Housing Coalition (MHC) has been advocating for fair, decent, and affordable housing in the Louisville region and in the state. Its coalition of over 170 member organizations represent financial institutions, local government, private and nonprofit housing developers, faith-based institutions, labor unions, advocacy groups, and service providers. **Women In Transition** (WIT) is a grassroots community organization run by and for poor people. Using a human rights framework, it creates systemic change in social welfare policies while empowering leadership among the poor. The majority of members reside in the *Making Connections* neighborhoods.

The three organizations plan to include allies such as the Coalition for the Homeless, Kentuckians for the Commonwealth, and Kentucky Youth Advocates. They also hope to build relationships with the Center for Neighborhoods and the Jefferson County Adult Education Program. Since MHC will be engaged in a foreclosure study in the *Making Connections* neighborhoods during this project, it will be instrumental in door-to-door education and distribution of flyers about events in these areas.

Project activities included the following:

- The project began with a public viewing of WAGING A LIVING on August 29 at the Kentucky Theater, on the same day that KET aired the documentary. Jobs with Justice then offered rotating viewings of the individual character stories at its display booth at Labor Day at the Zoo on September 4. In October, Jobs with Justice showed Barbara's story, "Hustling Backwards," to 200 women at the Southern Rural Black Women's Initiative for Economic and Social Justice.
- The education effort includes using the Study Circles Resource Center's model of community dialogues focused on overcoming poverty. Within the Study Circles, participants break into small groups after viewing the abridged version of the film. Each group has a different facilitator with knowledge in one of the following five areas: affordable housing (MHC staff), education, healthcare, minimum wage (JWJ staff), and public assistance programs (WIT). The first study circle was formed in the Phoenix Hill neighborhood in November.
- The individual videos will also be incorporated into the Dismantling Classism workshops offered by Women In Transition to educate people who are middle to high income or have some higher education. Provided by low-income members of WIT, the workshops challenge stereotypes about poor people and offer interactive tasks such as balancing a poverty-level budget. The workshops are held in the target neighborhoods and local colleges.
- Individuals will attend screenings in all four *Making Connections* neighborhoods. They will participate in discussion, create and commit to future action steps, and learn about *Making Connections* Networks and Job Pipeline as resources. In addition, more than 20 house parties (screenings/discussions) will be hosted throughout Metro Louisville; interested individuals will create action steps to deepen their commitment to poverty issues locally. House party networks are keyed into the *Making Connections* Network circle. At the beginning of October, eight house/community screenings had been scheduled for the next two months.
- At the MHC General Membership Meeting in December, 100 individuals viewed the film and participated in group discussions, leading to action steps. Audience members left with an understanding of the issues and their connection to affordable housing and healthcare concerns. Interested individuals created action steps to deepen their commitment to issues.
- Educational resource packets including the film have been given to five local financial institutions and five east-end churches to host screening and discussion events.

The project is also using existing educational tools provided by KET. In addition, bulletin inserts have been provided to local congregations; other local groups have received fact sheets. MHC, JWJ, and WIT created consistent marketing and educational materials for distribution at all film screenings.

To build sustainability, new contacts are integrated into the organizations' existing databases in order to increase their base of support. Project participants are referred to various job pipelines and career development opportunities that will allow them to wage a living.

Hartford, CT

2006: Rebroadcast Interactive Town Hall/Production (see below). Connecticut Public Television rebroadcast its production, *Making it Work: Family Economic Success*, a collaboration with *Making Connections Hartford*. The station reached an audience of 25,000.

2005: Interactive Town Hall/Production: The *Making Connections Hartford* site team identified a need to create more visibility for its recommendations on economic self-sufficiency. Its report, *The High Cost of Being Poor in Hartford*, is based on a mapping survey conducted in the sites. Connecticut Public Television (CPTV) partnered with the site team to present *Making it Work: Family Economic Success*, a one-hour interactive televised town hall meeting. With guest experts, a live studio audience, pre-produced roll-in segments, along with viewer call-ins and live e-mails, this program examined the way communities can work together to improve the well being of children, families, and neighborhoods. In the show, which was broadcast statewide on June 14, 2005, parents voiced concerns about their current living situations and how they are working to increase their abilities to provide true economic security for their children. As part of roll-in segments, cameras documented families in Hartford who are facing economic challenges. The program also told the story of how economically disadvantaged children must have good health and school success in order to improve their chances to grow up with a strategy for self-empowerment. The program looked at what is being done to develop practices and policies to effect change, as well as about potential collaborations among public and private sector leaders at national, state, and local levels. Project partners included the Mayor's office (Hartford); local and national foundations such as Hartford Foundation for Public Giving and The Annie E. Casey Foundation; and community-based organizations, including United Way, Southend Community Services, Co-Opportunity, and others.

Making Connections Hartford communications specialist Mike Salius reported the following **project outcomes**: The Town Hall brought the partners together to discuss Family Economic Success (FES) issues. The process solidified the partnerships: where they had worked individually in different areas of FES, the project helped them to work collaboratively. Ongoing activities include job coaching, occupational training, literacy training, and homeownership opportunities. The broadcast of the Town Hall meeting helped to create public awareness of FES issues as well as built esteem (internal) and prestige (external) for *Making Connections Hartford*.

Indianapolis, IN

2005/2006: With partners including the **Asset Building Committee** of the *Making Connections* site teams, Purdue Cooperative Extension, and the Boner Community Center, **WFYI** is assisting Indianapolis residents in learning about asset building resources and the traps to avoid. Over the last 18 months, the station has met with a variety of groups and shared information about the documentary and campaign resources. WFYI has used *The Money Trap* (produced by The Annie E. Casey Foundation), individual character stories in *WAGING A LIVING*, and the Discussion Guide. Participants in the activities have learned about and accessed resources (e.g., bankers and credit counseling, EITC) to help create a more stable economic situation for themselves.

In spring 2005, WFYI and a *Making Connections* site team consultant offered screenings of *WAGING A LIVING* stories (video shorts) to a combined neighborhood advisory site team meeting and then a second screening specifically for the Martindale Brightwood advisory group. A third screening was offered to the Asset Building Committee. That screening, in part, resulted in a re-design for the Earned Income Tax Credit (EITC) program for the site. The team decided to host a "super day" in 2005 in which people could not only get their taxes done, but be immediately connected with housing, banking, credit, and other resources.

In summer 2005, WFYI presented *The Money Trap* documentary to a group of 30 high school students as part of a job readiness summer training and academic enrichment program, called Financial Foundations, hosted by **the John H. Boner Community Center**. As they completed the program, they were assisted in opening bank accounts and developing "practice" budgets.

WAGING A LIVING was the primary media resource used in a financial literacy workshop, offered twice, in the 2005 Family Strengthening Summit. The workshops were presented by the Asset Building Committee, which includes organizations such as Consumer Credit Counseling, IRS, banks and credit unions, and the Indianapolis Neighborhood Housing Partnership. Close to 100 participated in these workshops. Not only were they given financial planning tools, but they could also connect immediately with community resources.

In 2006, WFYI partnered with **Purdue Cooperative Extension** to provide education about financial literacy and asset building to youth and parents, including residents in the two *Making Connections* neighborhoods. WAGING A LIVING screenings and discussions were conducted for Science Bound/USA, Get Checkin' (teaches youth to manage a checking account), and Youth Entrepreneurship. The first of these workshops, on October 3, 2006, focused on financial pressures presented by parenting middle and high school students. This was part of a series in which parents of first generation college students are supported in their parenting practices for six years to ensure these youth make it to Purdue's School of Science. In addition, WFYI met with the lead educator for financial literacy at Purdue, which resulted in the opportunity to broadcast WAGING A LIVING on the on-campus channel. Purdue staff has used the video in statewide training and content meetings.

Earned Income Tax Credit: WFYI and the **Indianapolis Asset Building Campaign team** partnered to implement the 2005 Earned Income Tax Credit (EITC) campaign. WFYI produced radio spots to recruit volunteers for EITC and to encourage residents who were eligible to schedule tax preparation appointments. WFYI duplicated and disseminated EITC flyers to RTLL partners throughout Marion County. WFYI will participate in the 2006 EITC campaign, broadcasting spots, recruiting volunteers and disseminating information if the site believes that will be useful.

San Antonio, TX

2006: Local Production: *Making Connections San Antonio (MC-SA)* and KLRN joined together to produce a 30-minute companion documentary to WAGING A LIVING, focusing on local family economic issues. In addition to being broadcast on KLRN following WAGING A LIVING on August 29, ***Gaining Ground*** was also broadcast on October 18 and 19. A screening of *Gaining Ground* was held on August 24 at the Margarita Huanes Learning & Leadership Development Center. 450 people attended, including students enrolled in the Huanes Community Center's adult learning classed. KLRN sent copies of the local production to all organizations involved in the production so they could conduct screenings as well as use it as part of their work. Additionally, a project Web site was created: www.klrn.org/money. On June 7, 2007, *Gaining Ground* received a **Proliner Award of Excellence**, which recognizes professional achievement in the field of communications.

The project began with two preliminary focus group meetings, which brought together MC-SA partners to brainstorm ideas for the production, were held. The consensus was that since WAGING A LIVING effectively raises awareness about the problems faced by low-wage earners, KLRN's local production would introduce viewers to local solutions. An independent producer was hired. The MC-SA site team provided contact organizations in the neighborhood and made suggestions on whom to interview for the documentary. The site also suggested creating job shadowing opportunities for youth in relation to the production.

The following interviews were completed in February: Mario Resendez, project manager, COSA IDA; John Scarfo, project manager coordinator, COSA VITA (Volunteer Income Tax Assistance); Kim Arispe, director, Center for Work and Family and an MC-SA consultant on Family Economic Success

(FES) work; Dennis Campa, director of the city's Department of Community Initiatives as well as head of the MC-SA FES workgroup and an Annie E. Casey Fellow; and Rebecca Brune, United Way. Victor Azios, MC-SA's Team Leader, was also interviewed.

Two Success Story interviews were filmed: Lisa Elizondo, who bought a house and used VITA services, and Evelyn Lopez, a businesswoman who operates a restaurant in the MC-SA area and received support through Accion, Texas.

B-roll-shoots included the following organizations: Edgewood Family Network and the Center for Work and Family. Our Lady of the Lake University's (OLLU) Center for Women in Church and Society, in collaboration with Edgewood Family Network, Benitia Family Center, and the City of San Antonio Department of Community Initiatives, opened the Center for Work and Family (CWF) for West Side residents. CWF is a one-stop shop that provides a network of free financial services, counseling, and other public resources. Made possible through a grant from The Annie E. Casey Foundation and others, CWF aims to educate families about building a healthy financial foundation.

Making Connections San Antonio (MC-SA) and KLRN participated in **an internship program with Our Lady of the Lake University** as part of the documentary production and Family Economic Success campaign. The intern, Sabrina Zertuche, graduated in May with a degree in Communications Art. Sabrina, who started work the second week of March, received 150 hours of credit for her internship. Her work helped to meet the goals of the site team to bring valuable information to San Antonio residents as well as build alliances among project partners. Our Lady of the Lake University (OLLU) is one of the Anchor Partners that assists MC-SA, particularly in the area of Family Economic Success, and oversees and manages the MC-SA VITA sites as well as the recently opened Center for Work and Family.

2005-2006: Workplace Essential Skills Special Project for Hurricane Evacuees: KLRN conducted an outreach project to assist Hurricane Katrina and Rita evacuees through offering workshops, based on **Workplace Essential Skills** (WES), which were led by trained adult educators. WES, a PBS program with accompanying instructional materials, helps adult learners to become better informed and more highly skilled for the world of work. The curriculum and materials are aimed at adults who are at the pre-GED (6th- 8th grade) reading level.

WES workshops were made possible through partnerships with Northside ISD, Edgewood ISD, the City of San Antonio's Department of Community and Initiatives, Communities in Schools, and Merced Housing Texas. While Northside ISD's Adult Education department assisted KLRN in the recruitment and training of qualified adult educators to lead session workshops, Mary Hull Elementary in that district provided the location for one workshop. Other partnerships aided KLRN in locating evacuees and identifying people most in need of assistance, as well as in conducting promotional activities.

Through its extensive list of community contacts, KLRN distributed information regarding available WES resources. **Workshop promotional spots** ran on KLRN prior to actual workshop sessions. Additionally, promotional spots aired surrounding each broadcast episode of Workplace Essential Skills to advertise kits available to any hurricane evacuee who wished to utilize the curriculum according to their own schedules and needs. Working with Communities in Schools, Merced Housing Texas, and Family Services San Antonio, grassroots promotional efforts were employed to deliver flyers directly into the hands of evacuees. Persons from Alamo WorkSource also offered their consulting services to session-goers at the Artisan property session. Media releases were sent out to area newspapers, and notices were sent to school districts to notify the parents of their new students from Louisiana. Announcements were also sent to over 16,000 educators in KLRN's school services membership.

2006: Earned Income Tax Credit: KLRN updated the PSAs created in 2005 with current tax-year information. The spots (English and Spanish) ran 118 times and reached 600,000 people.

Milwaukee, WI

2006/2007: Local Production: Milwaukee Public Television is developing a 30-minute documentary on Bronzeville. Residents in the *Making Connections* neighborhoods who held lost manufacturing jobs will be interviewed. Production has started; the anticipated broadcast date is 2007.

Milwaukee Public Television is producing a **30-minute documentary on Bronzeville**, an African-American neighborhood in Milwaukee that flourished from just after World War I until the late 1950s. With a working title of *Punching In*, the documentary will focus on the neighborhood as well as the plight of jobs in Milwaukee. It will look at time past, when manufacturing jobs made it possible for African Americans to create a network of strong families and a community that produced a generation of educated professionals. What happened to those jobs? And what challenges do today's workers face in transitioning from the manufacturing to the information age? Opportunities to conduct outreach in the *Making Connections* site, including a screening and panel discussion, are being considered.

St. Louis, MO

KETC and its community partners are working together to ensure that foster youth transitioning to independence receive much needed job and financial literacy training, support, and awareness building through the **WAGING A LIVING** campaign. Partners include: United Way of Greater St. Louis, Youth In Need, Covenant House, Family Resource Center, and Epworth Children's Home. In collaboration with the United Way, **KETC** coordinated a **financial sustainability campaign** for 40 foster youth from the St Louis area. The youth have received individual development accounts with a promise to match their savings up to \$2,000 by the United Way. Additionally, the youth attend biweekly workshops to develop their financial literacy.

KETC and the United Way conducted a **WAGING A LIVING Summit** for youth and the groups supporting them. Held on Saturday, October 21, the summit included a screening of **WAGING A LIVING** as well as resources and a panel discussion. The event was led by Orvin Kimbrough, a former foster youth and now a minister and the head of Faith Beyond Walls. Approximately 75 people attended, including 40 youth and staff from partner organizations. Social work students from St. Louis University and University of Missouri, St. Louis were facilitators and recorders at each table. The individual stories (video shorts) of Barbara Brooks and Jerry Longoria were used as discussion tools at the summit, supported by the Discussion Guide. All attendees received a copy of **WAGING A LIVING**.

KETC's **WAGING A LIVING** campaign created an opportunity for foster youth to learn the reality of making a living wage in the U.S. Many of the youth fear that they, too, will have difficulty attaining financial independence simply because of their history in foster care. This project informed youth about the reality that many Americans struggle to make it in our society, but it also gave them tools to envision a different ending to their own stories. This project provided the impetus to create an Individual Development Account program that will now be administered annually by the **United Way of Greater St. Louis** – a goal that the organization had always wanted to fulfill, but that was made possible through the **WAGING A LIVING** campaign.

Baton Rouge, LA

Louisiana Public Broadcasting (LPB), in partnership with the **Office of Youth Development, Youth Services Division**, presented seven face-to-face 90-minute workshops entitled "Essential Tools for Financial Success," to incarcerated youth at the Jetson and Bridge City Youth Centers during July and August 2006. The seventh workshop was added at the request of the Jetson Youth Center Director.

Participating youth were male, ages 16-21, and single; they represented all races and ethnicities and were primarily from lower social-economic levels. The project was beneficial to the community as well as innovative in that the focus was on incarcerated youth, many of whom will soon be released and seeking gainful employment.

The Office of Youth Development has committed to offering academic and vocational opportunities for youth offenders to help them transition back into their communities. The information in the LPB workshops provided workplace skills, financial literacy, and strategies for employment success. The workshops incorporated selected clips from WAGING A LIVING and information and activities from the Workplace Essential Skills* (WES) series. The workshop incorporated job readiness skills, such as preparing applications, resume development, and job interviewing techniques – including completing the application provided by the Louisiana Department of Labor. Participants also role-played job interviews and received constructive feedback from both the workshop instructors and other participants. Selected clips from the WES video series were used to demonstrate the proper techniques.

The completed information on the employment applications for the Louisiana Department of Labor was posted to its Web site (www.laworks.net) as each participant exited the program; information was also furnished to potential employers. Applicants could be contacted for a follow-up interview. The skills learned for successful resume writing, interviewing skills, and financial literacy assisted in formulating good habits of success for the future and helped prepare them to become better citizens in their communities.

The workshops also utilized content and prepared materials, including some from the WAGING A LIVING outreach campaign, to demonstrate the importance of saving, proper use of credit, job performance, home ownership, personal checking, and financial recovery from catastrophes such as hurricanes Katrina and Rita. A packet was prepared for all participants attending the workshop. VHS copies of WAGING A LIVING were given to the Youth Services employment counselor. Attendance at the workshops was 185, which exceeded the anticipated 150 stated in the grant application.

Additional outreach at **adult education and parenting conferences** was effective in promoting the broadcast as an additional resource for teachers to assist learners.

- WAGING A LIVING clips were shown – and information provided – as part of the **Louisiana Public and Continuing Adult Education** conference on June 6, 2006 in Shreveport, LA.
- A presentation was given at the Louisiana State Department of Education **Louisiana Leads Conference** in New Orleans. Workshops were presented to adult education teachers and supervisors to introduce WAGING A LIVING as a resource for adults preparing for and/or receiving GEDs. Many adult facilities have special interest programs in addition to the GED program.
- Clips were shown at the **Grandparents Raising Grandchildren Center** at their Kick-Off on the morning of the WAGING A LIVING broadcast on September 9, 2006. They received the flyer and additional information about the broadcast. Sixty-five grandparents and grandchildren were present at this program, which is funded by the Barbara Bush Foundation for Literacy.

WAGING A LIVING program materials were posted on LPB's homepage to promote the broadcast. A seven question survey was posted for viewers to express their opinions after watching the film. A tag at the end of the program directed viewers to the Web site. Survey results were as follows:

- More than **80** percent of the viewing audience strongly agreed that the WAGING A LIVING program was informational and realistic.
- **80** percent believed the program succeeded in stressing the difficulties people face when the money they make is not enough to cover their expenses.
- **60** percent felt the minimum wage should be increased.

- **70** percent felt the program accurately presented the barriers that low-wage workers must overcome to escape poverty.
- **80** percent rated their overall reaction to the information in the program as positive.

Louisiana Public Broadcasting's major goal in its WAGING A LIVING project was to conduct six workshops for evacuees from hurricanes Katrina and Rita to illustrate financial strategies needed to build a sound financial future. To accomplish this goal, LPB partnered with the Office of Youth Development, a juvenile corrections program for troubled youth. The two facilities were the Jetson and Bridge City Center for Youth. Both of the facilities had incarcerated youth from the areas affected by Hurricanes Katrina and Rita. Bridge City is located across the river from New Orleans, while Jetson is north of Baton Rouge. LPB will continue to partner with the Office of Youth Development by providing educational services such as LPB CyberChannel/*unitedstreaming* (video-on-demand), GED Connection, and Workplace Essential Skills (LiteracyLink) broadcast and streamed programs. All of these listed services are provided statewide to all youth facilities.

Project efforts enabled LPB to strengthen existing partnerships and build new relationships with the community. In addition to the broadcast on September 9, 2006, WAGING A LIVING was re-aired on two additional dates in Baton Rouge and New Orleans on LPB and LPB Digital Channel.

* Produced by Kentucky Educational Television and developed in partnership with PBS and the National Center on Adult Literacy, Workplace Essential Skills (WES) is a comprehensive integrated multimedia learning system, with television programs/videos, workbooks, an interactive online component, and a teacher's guide. Pilot projects using WES were part of the Phase One WAGING A LIVING campaign.

San Diego, CA

KPBS and its community partner, **El Cajon Collaborative**, offered a ten-week Powerful Families Financial Literacy Training to Spanish speaking parents from June 6 through August 8, 2006. One of the goals of the Powerful Families Program is to increase parents' support networks and involvement in their community. The class was held at Narnaca Elementary School from 5:30 to 8:00 in the evening. Dinner and child care were provided. Segments of WAGING A LIVING were also screened at the Collaborative's summer parenting meetings.

During the opening session of the Powerful Families Financial Literacy Training, *La Trampa Del Dinero (The Money Trap)* was screened followed by a discussion about check cashing and credit. In addition to receiving instruction and a review of their own personal credit reports, ten participants enrolled in a special checking account program offered by Citibank. The program allows them to have three free money orders per month and a debit card with no monthly fee. Following her presentation, the manager of the El Cajon Citibank and a staff member assisted them in completing the necessary paperwork. On another night, participants heard a speaker from an El Cajon credit union. To express their gratitude to Narnaca Elementary School for hosting the literacy training class, parents and children painted U.S. and world maps on the playground. The maps had been something the principal had wanted for some time as an education game for students.

In partnership with the **City of San Diego's Reinvestment Task Force**, KPBS hosted a screening of WAGING A LIVING and CEO roundtable. CEOs from major banking and financial institutions discussed how to help underserved San Diegans with financial issues. Topics included predatory lending as well as the difficulty of purchasing a home in San Diego. The goal of the roundtable was to get people "in power" discussing important issues facing the working poor and use the discussion as a springboard into making change for these people

KPBS partnered with the **California Labor Federation (CLF)** to host a screening and discussion of WAGING A LIVING at its annual **Workforce Partnership Conference** (June 27-29, 2006). Jerry Longoria, whose story is told in the film, was invited to speak during the opening of the conference. Participants also viewed the trailer for WAGING A LIVING. In addition, the station worked with CLF to

plan a screening and panel discussion of Jerry's video short on June 28.

New York, NY

WNET/Thirteen in collaboration with P.O.V. hosted a **WAGING A LIVING screening and panel discussion** in its studio on August 22, 2006. Following the reception, producer/director Roger Weisberg provided opening remarks and introduced the documentary. He shared his insights on making the film and on the individuals who are presented in the film. Panelists were: David Jones, CEO of the Community Services Society of NYC who also sits on the mayor's Equal Opportunity Commission; Linda Gibbs, the newly appointed Deputy Mayor of Health and Human Services for NYC; Jean Reynolds, whose story is told in *WAGING A LIVING*; and Lawrence M. Mead, Professor of Politics at New York University. The discussion was moderated by Rafael Pi Roman, co-host of *Inside Trenton*, a news and public affairs program produced jointly by WNET and New Jersey Network. A program on the working poor was also produced/broadcast on *Inside Trenton*. The event was taped for casting on the P.O.V. Web site. According to WNET, *"It was a great event. The discussion could have gone on for hours."*

WAGING A LIVING was produced and directed by Roger Weisberg and co-produced and co-directed by Eddie Rosenstein, Frances Reid, and Pamela Harris. The documentary was produced by Public Policy Productions in association with Thirteen/WNET (New York). Production funding was provided by The Annie E. Casey Foundation, Ford Foundation, The David and Lucile Packard Foundation, and the Corporation for Public Broadcasting.

ROSEVELT'S AMERICA was co-produced and co-directed by Roger Weisberg and Tod Lending. The film was produced by Public Policy Productions in association with Thirteen/WNET (New York). Production funding was provided by The Annie E. Casey Foundation, Ford Foundation, The David and Lucile Packard Foundation, and the Corporation for Public Broadcasting.



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