



# Making CONNECTIONS

JANUARY 2003, VOL. 3 NO. 1

## EITC Campaigns Help Families Realize Their Dreams

By Diane M. DiGiacomo, APR  
Communications Officer, The Piton Foundation

Usually, it takes years to see the results of efforts to help disadvantaged families realize a better life. Sometimes, it takes so long, we never do get to see the results for ourselves.

Efforts to educate lower-income taxpayers about the Earned Income Tax Credit (EITC), and other tax credits they are due, often mean the immediate difference between a family making ends meet or falling further into economic distress.

Under the best of circumstances, these efforts can assist working families improve their ability to save, and

ultimately build wealth, become economically stable and give their children a better chance for success.

I know this for a fact, because for four years I have run the EITC campaign at The Piton Foundation in Denver, CO. I have been hugged by parents whose refunds allowed them to avoid eviction, and I have attended a housewarming for a single mother who saved her Earned Income



A Denver outreach volunteer helps a taxpayer prepare forms at a free community tax site.

Tax Credit for three years for a down payment on her first home.

These are the reasons the Earned Income Tax Credit is often referred to as one of the most successful federal anti-poverty programs ever developed. Its impact on a working family's income can be considerable. For families earning \$24,000 a year, it can be worth \$1900, about the average EITC for workers raising children.

In Denver alone, 60,000 families received EITC refunds of more than \$90 million in 2002. Studies show that

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families use their refunds to meet immediate needs such as paying rent, utilities and car repairs. But they also invest in building assets for the future, including saving for post-secondary education, buying homes and starting businesses.

That's why several years ago, The Piton Foundation expanded its outreach to include free tax preparation services in high poverty neighborhoods. We saw that families were paying too much of their refunds for tax preparation and costly rapid refund loans. And recently, as a *Making Connections* site, we've linked asset-building products and services – like Individual Development Accounts and low-cost bank accounts – to our outreach and tax preparation activities. The EITC is a tool that can be leveraged to assist low-income families to build assets. This ultimately means a stronger community for us all.

In Denver, to build awareness about EITC, our marketing effort includes disseminating more than one million pieces of printed materials through

community organizations and employers. Community groups include schools, churches, government agencies and nonprofit organizations. We target companies that employ large numbers of lower-wage workers, such as retail, hospitality, childcare and health care.

Our primary media strategy is to target outlets that reach our audience, often minority-owned newspapers and radio stations. The strongest partnership is the one we have with the local ABC affiliate in Denver, which runs public service announcements and news stories for us. This kind of mainstream media coverage gives our efforts greater credibility.

The EITC campaign has been and will continue to be an integral part of the work The Piton Foundation does to improve life for disadvantaged children and families in Denver. The ultimate results may not be seen for many years, until today's low-income children become productive citizens, but we have found even the short-term rewards to be extremely satisfying.

## Earned Income Tax Credit Critical to Family Economic Success

At this time of year, communities engaged in The Annie E. Casey Foundation's *Making Connections* are encouraging families who qualify for the Earned Income Tax Credit (EITC) to take advantage of this wealth-building opportunity.

To support The Annie E. Casey Foundation's initiative, Outreach Extensions is conducting a pilot

campaign at five public television stations that serve Casey neighborhoods. These include Connecticut Public Television/Hartford, KCTS/Seattle, KET/Louisville, KLRN/San Antonio, and WFYI/Indianapolis.

Each site will design its own project. Initiated in December 2002, the projects will end on April 15, 2003. If the pilots are successful, Outreach

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MEDIA  
*Outreach*  
INITIATIVE

### THE PITON FOUNDATION

is a private operating foundation in Denver, Colorado. The foundation develops and implements programs to improve public education, expand economic opportunities for families, and strengthen low-income neighborhoods in Denver. It works as a community partner in the Casey neighborhoods with AECF and Rocky Mountain PBS.



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Extensions will notify stations about the availability of grants for 2004. By linking the project to BREAKING THE CYCLE (BTC) through storyline content, Outreach Extensions will utilize BTC's campaign as a springboard for additional activity in 2005.

There are many families who are unaware of this tax program. In an effort to help meet the Casey Common Grounds Outcomes, several stations share their local plans with us. WFYI/Indianapolis and Connecticut Public Television (CPTV) share more complete plans.

WFYI plans to provide the following resources:

- develop a public service announcement in English and Spanish,
- broadcast the PSAs on WFYI and its sister station WTBU to ensure greater visibility,
- disseminate information via Ready To Learn partners,
- provide Members Magazine and Web site publicity, and
- feature the information at spring events, including Share a Legacy Family Day.

WFYI will produce a public service announcement (PSA) that will broadcast on WFYI during PBS Kids Shows. They will also use a Spanish version of this PSA on WTBU during the two PBS Kids shows used on that station, PLAZA SESAMO and DRAGON TALES.

WFYI will produce flyers for Ready To Learn workshops and events between January 1 and April 8 including the annual community Share a Legacy Family Day, and will include information on its Web site and Members Magazine. In addition, WFYI will also mail information to 175 childcare centers. WFYI is also producing a segment for COMMUNITIES BUILDING COMMUNITY on EITC. The show premieres in March.

The station's evaluation plans include tracking viewership/ratings data, number of flyers distributed, and most importantly, the number of people in Indianapolis (especially in the Casey neighborhoods) who apply for the tax credit.

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## **WFYI** TELEPLEX **WFYI/Indianapolis Relies on Strong Community Partnerships**

**By Gail Thomas Strong  
Director of Learning Services**

WFYI proposes to partner with the Family Strengthening Coalition and Community Solutions, Inc. to increase the level of public awareness and subsequent utilization rate of EITC, particularly in the Casey neighborhoods in Indianapolis. Their community partners will begin marketing EITC in January 2003 via flyers, stand-up displays in grocery stores, barber and beauty and nail shops, libraries, community centers and congregations. In February, partners will purchase poster space on 33 city buses.

**BUILD YOUR  
FUTURE WITH THE  
EITC AND OTHER  
TAX CREDITS**



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## **CPTV Has Two-Pronged Approach to EITC**

**By Steve Futernick**  
Sr. VP, Strategic Development

The proposed Communications Campaign from Connecticut Public Television/Hartford to raise awareness of the Earned Income Tax Credit will be two pronged with outreach and broadcast components.

The outreach will consist of materials for Ready To Learn content providers and include: distribution of literature at 10 training workshops for daycare providers, parents, grandparents and other caregivers. They hope to reach 200 attendees at these workshops. Literature will also be distributed to 1,500 caregivers in a CPTV *Kids Care Kit* as part of *Fatherhood Initiative* – 100 kits will be given out at family resource centers, early learning centers, 21st Century programs and other sites.

There will also be a CPTV-sponsored *Family Science Expo* on April 3 - 6. CPTV will distribute literature about EITC at this 12th Annual event that attracts 20,000 people.

The broadcast component will include a 30-second informational spot which will be an edited version of "Earn It-Keep It-Save It" tagged with a local phone number and e-mail address for further information with 25 broadcasts to air February 1 - April 15 on CPTV during family programming.

## **OTHER STATION PLANS**

**KLRN/San Antonio** is planning to do a series of three spots in English and Spanish. One will kick off a press conference in January. A second set of spots will air a minimum of four times weekly over three months as an awareness about EITC. A third set will be produced for commercial air.

**KCTS/Seattle** A multi-pronged effort to build awareness of EITC will include a press conference, an array of print advertising and local radio spots airing on multiple stations. KCTS will also produce a story on EITC that will air on its weekly public affairs show. This will inform viewers about the EITC initiative; VITA sites (free volunteer income tax assistance); e-filing and financial literacy training and resources to help families create/maintain a budget and start a savings account.

**KET/The Kentucky Network** serving Louisville, and working with the local Casey site team, will develop a faith-based pilot program on EITC in partnership with a faith congregation. An evaluation component will measure impact.



## *Making Connections* Web Site to Launch in February

Three years ago, the Annie E. Casey Foundation launched *Making Connections*, an all-out effort to support work that demonstrates the simple premise that kids thrive when their families are strong and their communities supportive. What began as a demonstration project in selected neighborhoods in 22 cities has now blossomed into an intricate network of people and groups committed to making strong families and neighborhoods their highest priorities.

In *Making Connections* cities, examples abound of communities working individually and collectively to win the support, commitment, and leadership of residents, public and private agencies, businesses, faith-based leaders, civic organizations, and grass-roots groups — often with unexpected, inspiring, and intriguing results. Now, we can add a new phase to our communication effort, and the sharing of these success stories. The Annie E. Casey Foundation and Outreach Extensions are pleased to announce the February launch of the *Making Connections* Web site. We will notify stations via e-mail about the site's launch and its URL.

Designed by Billo Communications and produced by Outreach Extensions, with the assistance of many of you, this

exciting, colorful and dynamic site brings together all of the important *Making Connections* Media Outreach Initiative campaigns in one place. It truly is a tangible and concrete effort to showcase the successes, goals and objectives of the MCMOI as an umbrella initiative. The site offers an important mechanism to inform community constituencies, internal station staff, policy leaders, and the philanthropic community.

The site is well designed and easy to navigate. It lists local and national campaigns funded by The Annie E. Casey Foundation and provides information on your local efforts. The introduction to the site gives an overview of the MCMOI, its goals, objectives, benefits and features. As you navigate the site and review each individual outreach campaign, the sections are divided into Overview/Synopsis, About the Campaign, Campaign Activities, and Tools and Resources. In addition, each campaign has a colorful Campaign Status Bar which alerts visitors to gauge where a certain campaign is in development: Program in Production, Currently Airing, or Local Activities Occurring. This will be a terrific way for stations and partners to assess where any given project is at any moment.

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The site also contains streaming video examples of programming and promos and clips of local events surrounding exciting outreach activities by stations and community partners.

After this Phase One launch, we will also be updating periodically so you will be able to provide additional information on outreach activities as your local projects move forward. You will also be able to take advantage of

exciting new expansions where you can exchange ideas and ask questions of your colleagues.

We hope that this site will become a useful tool to you in your communication, outreach campaign participation, building local partnerships and funding opportunities. Please consider linking to this site from your local station site, as appropriate, for your campaigns.

The screenshot shows the website's header with the logo and navigation menu. The main content area features a video player for 'The Nigerian Ogonis look forward to coming to America.' Below this are sections for 'national campaigns' and 'local campaigns', each with a list of projects. A central text block provides a welcome message and details about the MCMOI project. On the right, there are navigation links and a video player showing a '2' on a film strip.

**Making CONNECTIONS**  
A Neighborhood Transformation Family Development Initiative

MC HOME ABOUT MC MC SITES RESULTS TARC COMMUNICATIONS LOCAL LEARNING PARTNERS MC NETWORK

MCMOI / Subnav / Subnav / Subnav / Subnav

**making connections media outreach initiative** ◀HOME

About MCMOI MCMOI Newsletter Objectives & Outcomes MCMOI Benefits MCMOI Features

**The Nigerian Ogonis look forward to coming to America.** PLAY VIDEO

**national campaigns**

- American Family
- Aging Out
- This Far By Faith
- Justice That Heals
- Legacy
- Learning To Live: James' Story
- A Brooklyn Family Tale
- Liberty's Kids
- The New Americans
- Matters Of Race
- Redemption/Reentry Campaign
- Breaking The Cycle

**local campaigns**

- Super Jails/Juvenile Justice Project (San Francisco/Oakland)
- Defying the Odds (Atlanta)

Welcome to the Making Connections Media Outreach Initiative (MCMOI), an exciting outreach project supported by The Annie E. Casey Foundation (AECF). Launched in February 2001, the MCMOI links public television stations to local stakeholders as a means to strengthen youth and families and build healthy communities.

Designed and managed by [Outreach Extensions](#), the MCMOI partners public television stations with community organizations, and positions them as key stakeholders and media resource providers. Over the next few years, stations will be invited to implement various educational and community outreach campaigns in association with selected national television documentaries and series, local television and radio productions, new media ventures, and site-specific media opportunities. Current activities are presented in the "Campaign Activity" section of each program.

If you are unable to view the video clip below, you may need to download the latest version of Macromedia Flash. [CLICK HERE TO DOWNLOAD](#)

Click below to play a video clip:  
WFYI Making Connections

2

**The site will showcase the goals and objectives of the MCMOI and serve to inform community partners, station staff and funders.**



# STATION ACTIVITIES!

screenings  
outreach  
workshops  
etc.

## LEGACY Outreach Campaign is Tremendous Success

By Denise Blake Thomas, OE Director of Training

# LEGACY

A FILM BY TOD LENDING



Congratulations to those of you who participated in the overwhelmingly successful National LEGACY Outreach Campaign! We are very excited that all of us have worked together to complete an important phase of the Making Connections Media Outreach Initiative. This major outreach campaign allowed us to share the lives of the Collins family over the course of five years, as they struggled with many issues that plague the inner city such as drug abuse, violence and how to gain access to much needed community services such as education, religious organizations, housing and social services.

Because of these themes presented in LEGACY, it becomes the bridge for important outreach efforts for the upcoming BREAKING THE CYCLE and REENTRY campaigns that examine

the difficulties encountered by low-income wage workers and prisoner's reintegration into society. The Earned Income Tax Credit pilot project also becomes relevant to this important work in communities (*see accompanying articles*).

Most MCMOI stations, and several other sites outside of our network, hosted LEGACY screenings, discussions, and workshops, and utilized the community resource materials found in the LEGACY Community Action toolbox and on the Web sites.

One of the most rewarding aspects of this project for communities was the opportunity to meet members of the Collins family and to have them participate in local events. Various members of the family participated

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## STATION ACTIVITIES!

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in more than thirty events during 2002. Those stations that hosted the family know how gracious and warm they are, and the tremendous value that they added to LEGACY outreach activities. They continue to be very brave and forthcoming in detailing many aspects of their past, as well as their current challenges.

During the course of the outreach campaign, over 375 local community events have been organized and over 10,000 outreach tapes have been distributed. With this kind of success, this campaign has truly been a winner for local sites.

In case you haven't yet seen the 11-minute LEGACY epilogue, don't miss your chance to view it on the LEGACY PBS Web site at [www.pbs.org/legacy](http://www.pbs.org/legacy). You'll see

**ONE OF THE MOST REWARDING ASPECTS OF THIS PROJECT FOR COMMUNITIES WAS THE OPPORTUNITY TO MEET MEMBERS OF THE COLLINS FAMILY AND TO HAVE THEM PARTICIPATE IN LOCAL EVENTS.**

Nickcole's husband and their baby girl, Amari; Wanda with her husband, Tyrone; Alaisa in her kindergarten classroom; and Dorothy continuing to enjoy her new home. Marquise "Jack" is also featured, and talks candidly about his continued grief over the death of his brother, Terrell, and his efforts to stay sober.

LEGACY resource materials are still available on the [www.legacymovie.com](http://www.legacymovie.com) Web site. Please feel free to download and reproduce these materials for distribution to your outreach audiences.

## LEGISLATION UPDATE

For those of you who have been following the L.E.G.A.C.Y. legislation introduced by our Generations United partner, the bill did not pass Congress in 2002. We are pleased to report that members of Congress are committed to work for re-introduction and passage of the bill in 2003. Senators Landrieu (D-LA), DeWine (R-OH) and Stabenow (D-MI) have planned an introduction in the Senate for late January. The introduction of a companion bill in the House will follow. Both will have bipartisan support.



**LEGACY**



STATION ACTIVITIES!

# Two MCMOI Stations Plan Economic Literacy Projects

By Mary Rich, VP for Education  
KLRN/San Antonio

KLRN/San Antonio and Iowa Public Television are joining together to develop *Money in a Basket*, an effort designed to help families develop economic literacy. Based on outreach experiences at both stations, the request for economic literacy has emerged as a critical need among community based organizations. Family economic success has become a primary focus of *Making Connections* activities in many cities and as part of the Casey Common Ground Outcomes.

**Economic literacy** (some refer to this as money management) is the knowledge of and familiarity with the concepts and language of economics, business, and finance. An economically literate person knows how to earn and manage personal income, understands the role of money and economics in life choices, and knows how to participate in the economic web of his or her community. Indicators for the *Making Connections* activities point to the need for families to connect to economic opportunities. Economic literacy can be a first step in helping families achieve economic success, considered a cornerstone that will help strengthen both families and entire communities.

*Money in a Basket* will develop three economic literacy workshops, introduce a series of basic concepts about economic realities of life in the United States, increase knowledge

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## STATION ACTIVITIES!

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and skills related to these concepts, and enable participants to think and choose responsibly as consumers, savers, investors, citizens, members of the workforce and effective participants in a global economy. The workshops will use the economic literacy standards and benchmarks established by the National Council on Economic Education ([www.ncee.net](http://www.ncee.net)).

This project will borrow from the successful model for economic literacy development (*see sidebar*). Research into economic literacy shows that the primary teachers of economics are parents. Family-based activities will direct parents as they work with their children on tasks that introduce economic literacy concepts or provide opportunities to practice economic literacy skills. Elements of the workshops will use national programming to present and teach key concepts and to help decode economic media messages. Take-home activities will encourage family-based explorations of content through program viewing, book reading, field trips and direct application of workshop principles into family life.

With the implementation of the materials in Iowa and San Antonio, an evaluation is planned. The lessons will be edited based upon that feedback before they are made available to all public television stations in late 2003 or early 2004. Lessons will be available in Spanish and in English. MCMOI stations may consider implementing these lessons with THE NEW AMERICANS or BREAKING THE CYCLE outreach activities.



### National Center for Family Literacy

defines family literacy  
as having four key components:

- 1 developmental experiences for children;
- 2 basic skills instruction to parents or primary caregivers;
- 3 working with parents and children together so they share the learning experiences;
- 4 bringing parents together in peer support groups.



## STATION ACTIVITIES!

# DEFYING THE ODDS Tells Story of Student Success

Georgia Public Broadcasting (GPB) in Atlanta has been involved in an exciting local outreach campaign called DEFYING THE ODDS. First broadcast on GPB in October 2002, DEFYING THE ODDS tells the dramatic stories of five high school students who were given a chance to break free from their impoverished neighborhoods to make something of their lives. All of them attended high school in Atlanta from 1996-2001. Started in 1988, the project goal was to change the destinies of 250 first grade students living in Atlanta and nine other cities within the United States. Randomly selected from poor, inner-city neighborhoods, the students were promised a full college scholarship upon graduation from high school. The odds against their getting this far were extraordinary.

GPB followed five of these students over several years: from the tenth grade through graduation in 2000 or 2001 and on to college. All five students are now in college.

In collaboration with Georgia Public Broadcasting, Outreach Extensions created a 16-page *Resource Guide for Parents, Schools, and Community Organizations* which offers character bios, screening suggestions, discussion



questions, and information on community resources in the Atlanta metropolitan area. Producer Pam Roberts packaged short vignettes on two of the youth in a 30-minute videotape, *Tiffany and Calvin Defy the Odds*, to facilitate discussions in classrooms and after-school programs. The vignettes and *Resource Guide* were distributed to public, private, and parochial high schools and junior high schools in the Atlanta area, as well as to youth-serving organizations like Boys & Girls Clubs, Girls Scouts, and after-school programs, through the support of The Annie E. Casey Foundation.

### Teacher's Learning Network Partners on Project!

PeachStar, a division of Georgia Public Broadcasting, also created curriculum and lesson plans to accompany DEFYING THE ODDS, which can be found at [www.gpb.org/peachstar](http://www.gpb.org/peachstar). Established in 1994 by an act of the Georgia Legislature, PeachStar provides learners of all ages with opportunities to learn skills and concepts that are applicable to real life.

Defying  
the Odds





Looking Ahead ...

## MCMOI Stations Prepare for Workplace Essential Skills Pilot Project

By Lee Allen  
BREAKING THE CYCLE Project Director

**W**ORKPLACE ESSENTIAL SKILLS (WES), a series produced by Kentucky Educational Television (KET) and developed in partnership with PBS LiteracyLink and the National Center on Adult Literacy, is a multi-media (television/videos, print, Internet) project. Its purpose is to prepare low-income workers to improve their reading, writing, math, and job skills. Its anticipated outcomes are to assist these workers in finding a new job, training for a better job, or becoming more successful on the job they already have.

The content is designed to prepare workers with hands-on solution based activities that improve critical thinking and problem solving skills. The four WES content areas are Employment, Communication & Writing, Reading, and Math. They cover such relevant workforce topics as Matching Skills and Jobs, Ready for Work, Learning at Work, The Language of Work, and Communicating with Co-Workers and Supervisors. Workbooks and online lessons support the television programs/videos.

WORKPLACE ESSENTIAL SKILLS will be Phase One of the outreach

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**The content is designed to prepare workers with hands-on solution based activities that improve critical thinking and problem solving skills.**

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campaign for the 2005 BREAKING THE CYCLE documentary, produced by Roger Weisberg of Public Policy Productions. The WES training component is targeted directly to workers. In 2004 and 2005, the outreach campaign will continue to target workers but also include employers, families and public policy leaders to the outreach efforts.

To support utilization of WES in Casey sites, support materials created for the project will also provide strategies to incorporate AECF's 14 Common Ground Outcomes. The pilot project will launch in the spring at KCTS/Seattle (tentative) and continue in the summer at WFYI/Indianapolis. These stations will receive grants from AECF for the pilot project. Discussions are also underway with KET/The

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Breaking  
the Cycle



## Looking Ahead ...

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Kentucky Network, serving Louisville, and Milwaukee Public Television about launching WES in their communities.

Stations will work with the local partners and site teams to identify appropriate adult learning centers, which will conduct the local WES program. All sites will already be engaged in adult education or literacy instruction.

Public television stations will receive \$3,500 grants to implement the WES program in their communities. The grants will support partnership development with adult learning centers as well as stations' responsibilities to convene partners. Station personnel will participate in the train-the-trainers session and maintain communications with the learning centers and site participants.

Each community site will receive a \$4,000 grant to support the engagement of selected adult learning centers; the number of centers will vary by site. This will enable the centers to purchase needed televisions and VCRs as well as the appropriate WORKPLACE ESSENTIAL SKILLS tapes, student workbooks, teacher guides, and Internet resources. It will also support their participation in the train-the-trainers session to learn how to use the materials. Each center will support the training efforts of 100 low-income workers at each site.

To launch the project, Outreach Extensions has contracted with Kentucky Educational Television's Director of Training and Workforce Development. The trainer will

conduct a local "train-the-trainer" workshop for representatives from each site (learning centers, stations and their partners and the AECF local site team leaders and communications specialists) who will facilitate the skill development and economic opportunity efforts.

The training will provide adult education specialists from each training center with the needed skills to implement the WES program successfully. Technical assistance offered during the training will cover appropriateness of content, class size, and selection of curriculum materials. This "how to" training will result in a greater likelihood of ongoing implementation of local sites for WES to benefit more low-income workers.

If the pilot project is successful, this excellent training opportunity may also be provided for other *Making Connections* sites, so stay tuned. If you would like to find out more information about WES, please visit:

[www.pbs.org/literacy/wes/info\\_wes.html](http://www.pbs.org/literacy/wes/info_wes.html).

### WORKPLACE ESSENTIAL SKILLS PROGRAM



**TARGET**  
**low-income workers**



**TARGET**  
**workers, employers, families and public policy leaders**



Looking Ahead ...

## THE NEW AMERICANS Outreach Resources

By Megan Burke, Outreach Associate  
KPBS/San Diego

What is it like to move to a new country and start a new life? How does uprooting your family affect children? What planning and fortitude does it take to make the journey?

Just mailed to stations, the America, My New Home workshop is designed to support your local outreach efforts in the Latino community as well as bridge your AMERICAN FAMILY campaign with the upcoming PBS series, THE NEW AMERICANS. Produced by Kartemquin Educational Films, the new series follows the search for the American dream as seen through the eyes of immigrants and refugees from Nigeria, India, the Dominican Republic, the Israeli-occupied West Bank, and Mexico. The series is scheduled to premiere in Fall 2003.

America, My New Home draws upon one of the stories featured in THE NEW AMERICANS—the Flores family, Pedro and Ventura, and their six children. Though Pedro has been working in Kansas for 13 years, his family stayed behind in Mexico. Their story is one of family reunification as

well as their preparations to immigrate. We follow Pedro's journey home to Mexico and the family's struggle to gain approval to enter the U.S. The process of immigration and its challenges are only part of their experience. Emotionally, they must also deal with change and uncertainty, their sense of loss in leaving home and family behind, and their hope for a better life in America.

The workshop was created as a way for Outreach and Ready To Learn coordinators to reach Latino parents and other caregivers of Latino children, particularly Latino immigrants. The themes from the program are woven through the workshop, which follows the Ready To Learn Triangle format—view, do, and read. Activities range from helping participants to reflect on their own journeys and create journey albums, to writing their own "I Am From" identity poems and assisting young children with life changes. PBS programming descriptions and reading suggestions offer additional resources. A videotape of clips from both

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## Looking Ahead ...

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AMERICAN FAMILY and THE NEW AMERICANS support presentation of the workshop.

these key findings can help you to address three of the Common Ground Outcomes.

### THE NEW AMERICANS

outreach campaign is a collaborative effort among the Independent Television Service (ITVS), Active Voice (AV), National Issues Forum, and Outreach Extensions. ITVS is providing production and presentation funding for THE NEW AMERICANS, including a Community Connection Project (CCP) civic engagement campaign that consists of an interactive Web site, innovative ESL curricula, and workshops at community colleges. AV is developing a range of practical materials for community stakeholders, including new tools to help them focus public attention on immigrant and refugee issues in 21st century America. The National Issues Forum (NIF) is creating a non-partisan issue book, "The New Challenges of American Immigration: What Should We Do?" for public forums as well as a moderator guide and starter video to prompt deliberation regarding immigration policies. Outreach Extensions is focusing its efforts on ways to strengthen families and communities through utilization of the America, My New Home curriculum as well as through a grants program for stations participating in the Making Connections Media Outreach Initiative.

Two additional documents created by Outreach Extensions will assist you in linking outreach efforts to AECF's Common Ground Outcomes. "THE NEW AMERICANS / Flores Family and AECF's Common Ground Outcomes" relates events in the Flores family's story to the outcomes – showing positive steps as well as the results of being unable to achieve some outcomes. A set of questions supports discussion and two activities (one referring to AMERICAN FAMILY's "Sharing Our Stories" curriculum) suggest ways that parents can strengthen their sense of belonging in their new communities, build social networks, and support the development of their children. The "Fact Sheet: Children in Immigrant Families Study" highlights findings of a study released by the Urban Institute in November 2002 and shows how

The storybook used in the America, My New Home workshop, *Un Nuevo Sol/A New Sun*, beautifully written by Max Benavidez and Katherine Del Monte, evokes feelings and memories through comparisons between the country of origin and the new one. Please contact Ken Ravitz at 310.589.5180 or [jroutext@aol.com](mailto:jroutext@aol.com) to purchase additional copies.

The America, My New Home workshop was developed by the National Latino Children's Institute (NLCI) in collaboration with Outreach Extensions. Founded in 1997, NLCI is the only national Latino organization that focuses exclusively on children. Additional content was provided by Alma Morales Riojas, president and CEO of MANA, a national Latina organization.

We offer special thanks to the following Outreach and Ready To Learn colleagues for providing their expertise during the development of this workshop: Tom Rendon, formerly with Iowa Public Television; Stefanie Malone, KCTS/Seattle; Lariza Dugan-Cuadra and Kathleen Acord, KQED/San Francisco; and Cathy Lloyd, KPBS/San Diego.

In addition to providing the America, My New Home curriculum/workshop to MCMOI stations, The Annie E. Casey Foundation generously supported its distribution to all Ready To Learn outreach professionals.



*Looking Ahead ...*

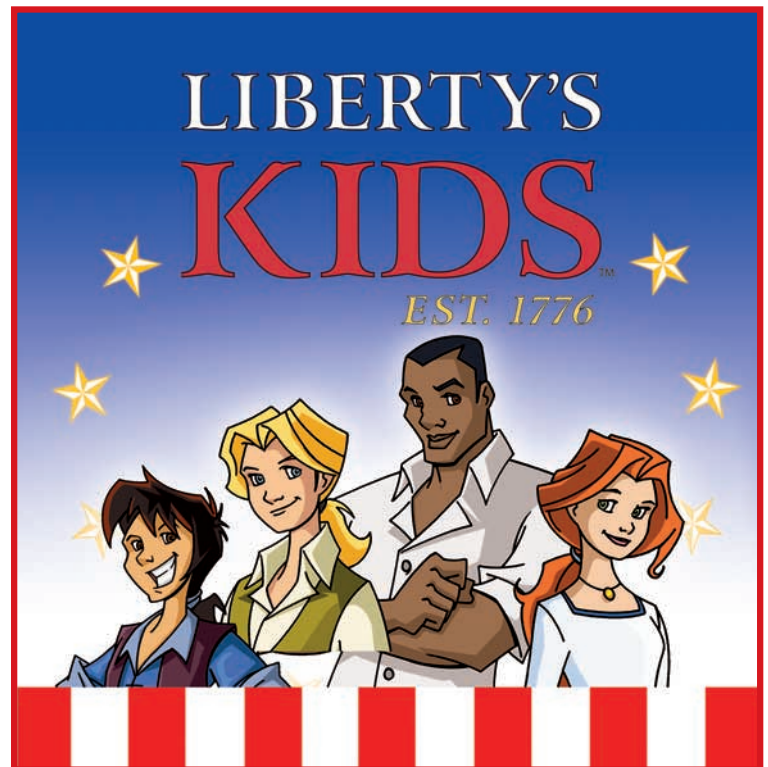
## **LIBERTY'S KIDS Workshop to be Highlighted at RTL Conference**

**By Monica Medina, Director of Education and Outreach  
KPBS/San Diego**

**L**IBERTY'S KIDS, the popular PBS series, will have a major presence at the upcoming Ready To Learn Professional Development Seminar, to be held January 30 through February 2 in Baltimore, MD. Tom Rendon, formerly of Iowa Public Television, and Beverly Dorn-Steele, WTVI, are teaming up to facilitate a session, Stars & Stripes Forever: Turning LIBERTY'S KIDS into a Revolutionary Workshop.

Can LIBERTY'S KIDS work as a Ready To Learn workshop? Absolutely! In this session, participants will learn great activities that use this new PBS series to motivate parents, teachers and providers to make history come alive for kids. The facilitators will also offer tips on developing new partnerships to reach seven and eight-year-olds.

Participants will experience highlights of the best of two different workshops that provide teachers, caregivers and parents ideas to bring the rich historical content of LIBERTY'S KIDS to life for kids. Participants will also learn how to forge partnerships with 21st Century Community Learning



Centers, YMCAs, Boys and Girls Clubs, local historical organizations and schools to provide a ready outlet for these workshops.

LIBERTY'S KIDS is targeted to seven to eleven-year-old children. According to presenter Tom Rendon, "Many of us think of Ready To Learn as a 'preschool service' but it is important to recognize that it is legislatively considered a service directed at parents and childcare providers serving children ages two to eight. If you feel you need more resources in reaching the older age group (seven to eight), then the

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## Looking Ahead ...

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LIBERTY'S KIDS session will give you something to offer them."

The session will help participants connect their local history with LIBERTY'S KIDS. Using examples from North Carolina, these activities may include "Famous People in a Suitcase," making a "Then & Now" Scrapbook and developing a "State Bowl Quiz."

The session will also explore the subject of "social history," a powerful way to help adults understand their own lives as historical events and appreciate how social history can help children think about history in a fun way. Participants will learn about social history using LIBERTY'S KIDS. Other activities may include fast food or newspaper archeology, how we go to school, creating and using "Do I Know You?" activity cards or making an "Our Place in History" newspaper.

Rendon adds, "Due to time limitations, we will not be able to do all these activities but they can all be found in the *LIBERTY'S KIDS Outreach Satchel*. We plan to point participants to the rich array of ideas and resources in the *Outreach Satchel* and give them a chance to experience a few of them. We will also provide tips

**Ready To Learn Professional  
Development Seminar**  
**January 30 - February 2**  
**Baltimore, MD**

**DON'T MISS THIS!**  
**STARS & STRIPES FOREVER:**  
**TURNING LIBERTY'S KIDS INTO A**  
**REVOLUTIONARY WORKSHOP**

**Saturday, Feb. 1**  
**9:30 - 11:00 am**

*The session is powerful way to help adults understand their own lives as historical events and appreciate how social history can help children think about history in a fun way.*

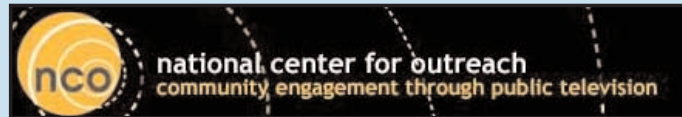
**LIBERTY'S KIDS** will also be featured at the **Producer's Festival and Reception** Saturday evening and at the **Producers' Forum**, Sunday, February 2nd, 8:00 to 10:00 a.m., at which Ready to Learn coordinators will be able to find out more about LIBERTY'S KIDS outreach activities and brainstorm new ideas with colleagues.

and contact information for creating new partnerships."

Stars & Stripes Forever: Turning LIBERTY'S KIDS into a Revolutionary Workshop will be offered at the RTL Conference on Saturday, February 1, 9:30 a.m. to 11 a.m. Don't miss it!



## MCMOI NEWS



*Please Save This Date!*

### **MCMOI MEETING SCHEDULED AT APRIL NCO CONFERENCE IN NEW ORLEANS**

Mark your calendars for **Wednesday, April 9** for our annual MCMOI meeting at the National Center for Outreach Annual Meeting in New Orleans. Although our times are not definite, we are currently planning a half-day meeting that will begin in the morning and go to mid-afternoon. Further details will be provided in an upcoming e-mail alert.

Outreach Extensions will provide travel assistance for those who need it to arrive

early for this important meeting. Adding tremendous excitement and opportunities this year, representatives from The Annie E. Casey Foundation will also be joining us. Stations, once again, will be asked to share rich and successful local initiatives with the group. So, stay tuned for more important information about this exciting opportunity!

### **NEW MATTERS OF RACE OUTREACH EFFORTS**

Milwaukee Public Television (MPTV) and Detroit Public Television (DPTV) join the MATTERS OF RACE campaign.

In Milwaukee, a historically segregated city, the racial tensions continue to grow particularly after a recent incident where a group of youth brutally attacked and murdered an

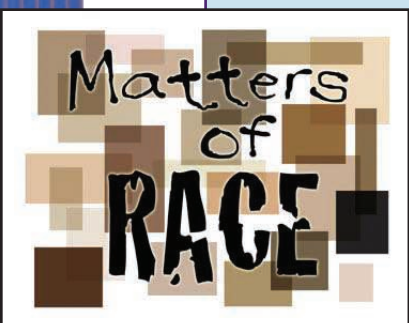
elderly man. Through a community partnership with the 4th Street Forum, MPTV will broadcast a series of community forums on race and how it affects the community, and to open up discourse on how race division is a barrier in Milwaukee.

DPTV plans to involve high school students in its local project. Students will produce three to five minute video



segments on racial identity for broadcast on DPTV and for video streaming on the Web. In addition, DPTV will work with social studies, English and history teachers in all Detroit public high schools to engage students through writing essays for an electronic "Community Diary" posted to the station Web site that will be a catalyst to online discussions on race.

We wish Darlyne Haertlein, Outreach Supervisor, MPTV; and Anne Patten, DPTV Director of Outreach and Program Promotion, good luck with their local efforts.





MCMOI NEWS *cont.*

**TWO MORE STATIONS JOIN THE NEW AMERICANS CAMPAIGN**

Outreach Extensions is pleased to announce that KET/The Kentucky Network, serving Louisville, and WYES/New Orleans have joined the national outreach campaign for

THE NEW AMERICANS. They are planning local activities that will continue the important work they have begun with AMERICAN FAMILY.



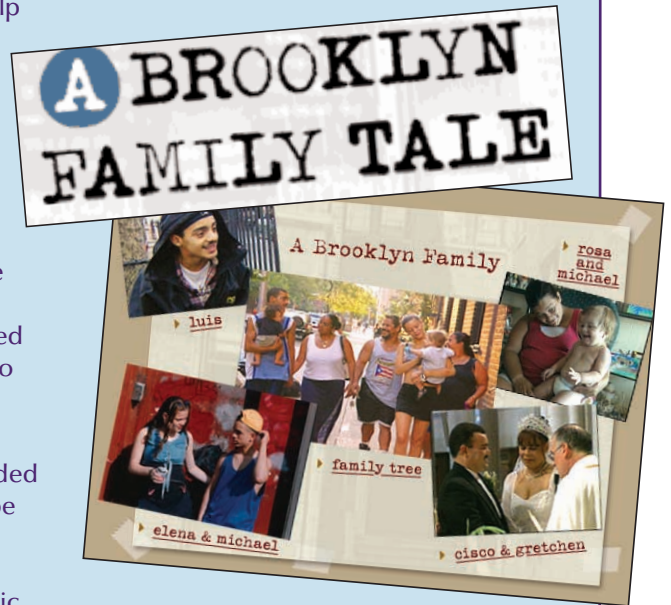
**A BROOKLYN FAMILY TALE OUTREACH SUCCESSFUL AT SCHOOLS OF SOCIAL WORK**

Through support from The Annie E. Casey Foundation, the national outreach campaign for A BROOKLYN FAMILY TALE concentrates primarily on the 22 *Making Connections* cities. The campaign focuses on the services of the Center for Family Life, capitalizing on the extensive research conducted by Columbia University's School of Social Work. Educational materials on [www.pbs.org/familytale](http://www.pbs.org/familytale) help faculty and students of social work to view and discuss the practice of the Center for Family Life as depicted in the documentary.

University of America, Washington, D.C.; University of Kentucky, Lexington, KY; San Jose State University, San Jose, CA; University of Missouri, Kansas City, MO; Boston University, Boston, MA; Indiana University, Indianapolis/Bloomington, IN; University of South Carolina, Columbia, SC; and University of Connecticut, West Hartford, CT.

In 2002, Outreach Extensions announced the availability of grants to schools of social work and encouraged them to visit the Web site to view the educational materials. Outreach materials developed included a set of discussion questions related to help for families and the elements of effective interventions.

A total of nine grants have been awarded for this outreach effort. Projects will be completed by the end of March 2003. Grantees include: University of Pennsylvania, Philadelphia, PA; Catholic



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Generous funding for the Making Connections Media Outreach Initiative has been made possible by a grant from



The Annie E. Casey Foundation