



Introduction

Welcome to the Making Connections Media Outreach Initiative (MCMOI), an exciting new outreach project that has been “in the works” for over a year, through discussions with The Annie E. Casey Foundation (AECF). This important incubation process has resulted in new outreach opportunities, including grants, for stations as well as carefully thought-out strategies that will pave the way for local innovation. Most of all, it will help stations to work strategically with community organizations to strengthen families and build healthy communities. Because it is a long-term initiative, stations will be able to build outreach momentum through involvement in a range of productions. While no one project can solve the complex issues challenging our cities, the diverse MCMOI outreach campaigns will achieve incremental advances to improve individual lives and neighborhoods.

Bridge-Building Strategy

The Making Connections Media Outreach Initiative (MCMOI) emerged from an innovative strategy developed by Outreach Extensions to help stations address the realities of multiple demands to conduct outreach campaigns for national and local programs as well as station, community and public television initiatives. The strategy is that of **bridge-building**, which will help stations to link campaigns that can serve the same audience, address related themes or community issues, utilize the same community partners as well as benefit from shared activities / materials. This strategy will enable stations to utilize resources more effectively, including the time/attention of staff to work on individual campaigns. Essential to the strategy is the opportunity to help stations to **build their capacities** to address significant community issues and garner solution-based community action. On their own, stations can apply this powerful strategy to other local projects and issues.

What is the Making Connections Media Outreach Initiative (MCMOI)?

The Annie E. Casey Foundation is supporting this exciting new enterprise, the Making Connections Media Outreach Initiative (MCMOI), in its 22 Making Connections cities across America. Designed and managed by Outreach Extensions, this vital outreach initiative will link public television stations to local stakeholders, which serve various constituencies, as a means to strengthen youth and families and build more effective communities.

Over the next few years, public television stations will be invited to implement various educational and community outreach campaigns in association with television documentaries and series selected by Outreach Extensions and The Annie E. Casey Foundation. (Note: Not all MCMOI campaigns will be funded by AECF.) MCMOI will provide media tools and resources to help stations increase their capacities to build awareness for and implement solutions to significant community issues.

While we encourage stations to participate in all MCMOI campaigns, we understand that you will select the campaigns that are of greatest interest to your station and community. Your level of involvement may also vary for each of the campaigns that you select.

Stations will benefit from the following:

- **Participation in the high profile Making Connections Initiative**, a community development project funded by The Annie E. Casey Foundation, will link stations to community organizations and leaders, faith-based congregations and leaders as well as elected officials and policy makers to create sustainable community change.
- **Outreach capacity building** will assist stations through production-related campaigns, resources and strategies to maximize station and community assets. Stations will be positioned as the media expert and neutral convener and prepared to partner with strategic organizations around key public television projects. Ongoing technical assistance, customized for each station / market, will be provided by Outreach Extensions.
- **Outreach grants**, in varying amounts, will support stations' participation in various MCMOI television outreach campaigns. Current opportunities, managed by Outreach Extensions, include: *LEGACY*, *This Far by Faith* and *The New Americans*. Additional projects and grant opportunities will follow. Most grants will require competitive applications.
- **Partnerships with nonprofit organizations**, which may offer direct services, content expertise, networking opportunities as well as access to targeted audiences, will enhance stations' effectiveness in the community. To assist local groups in gaining access to the media, stations will be encouraged to create bridges to community organizations and initiatives, including developing joint outreach projects.
- **Joint participation in the MCMOI campaigns** will create opportunities for outreach staff at the 22 stations to share experiences and strategies and build successful outcomes. Every station will be able to approach each campaign from the perspective of its defined goals and community assets. Having a shared creative enterprise and an extended timeline, stations will thrive on experimentation and thinking outside the box.
- **Feedback from Applied Research and Consulting (ARC)**, which will conduct a research study to evaluate the effectiveness of MCMOI, will provide stations with useful data (for their own grant applications and community reporting) as well as guidance for future action.

Some media projects selected for the MCMOI, because of their family / neighborhood strengthening content, may be produced for broadcasters other than PBS. In that event, Outreach Extensions will do everything possible to secure PBS broadcast or broadcast on local PBS stations in the 22 cities. For all MCMOI campaigns, we will offer local / national strategies and partnerships that will augment stations' local activities, including Web sites, print materials and events.

How did the MCMOI begin?

Through the National *LEGACY* Outreach Campaign, Outreach Extensions began working with The Annie E. Casey Foundation on its ten-year Making Connections Initiative. AECF's goals for *LEGACY* coincide with its goals for Making Connections: to strengthen families and build more effective communities. (The National *LEGACY* Outreach Campaign was generously supported

by The Annie E. Casey Foundation, The John D. and Catherine T. MacArthur Foundation and W.K. Kellogg Foundation.)

The first step was to create an effective public television model for *LEGACY*, which would bring the station together with local organizations engaged in the Making Connections Initiative. *LEGACY*, while produced for HBO, held the possibility for a later broadcast on PBS stations. Since we had experience working with Monica Medina and were confident that she could deliver results, we selected KPBS to help us develop the first model.

What made the project work for KPBS was linking *LEGACY* to its new local production/series, *Welfare's Missing Dads / FULL FOCUS*, as well as to ongoing station activities. In addition to the launch event / forum at KPBS, activities included special community dialogues, most in partnership with Making Connections organizations. Additionally, the station incorporated *LEGACY* into two Ready to Learn activities. Its annual Family Day, which drew 7,000 participants, was called Making Connections in recognition of KPBS's affiliation with Making Connections and *LEGACY*. An RTL event for grandparents and their grandchildren was linked to one of *LEGACY*'s themes, intergenerational/grandparents raising their grandchildren. Finally, KPBS, P.O.W.E.R and Cox Communications (HBO outlet) will co-host a premiere of *LEGACY* at Cox in March 2001. P.O.W.E.R, a Making Connections organization, was instrumental in gaining Cox's commitment. Targeting the substance abuse recovery community, this event will feature Wanda Collins, whose recovery story is depicted in *LEGACY*. Organizations in the Making Connections coalition continue to participate on various committees to advise KPBS on additional outreach projects.

KETC/St. Louis and Iowa Public Television have been working with Outreach Extensions over the past several months to develop additional models in association with their local Making Connections coalitions. Iowa Public Television/Tom Rendon participated in The Annie E. Casey Foundation's two-day orientation in Des Moines – at the request of Outreach Extensions. Following the orientation, Tom has strategically arranged individual meetings with the various organizations involved in the local Making Connections coalition. He also prepared a five-phase station plan for *LEGACY* and Making Connections. Joint planning with the coalition began in January 2001.

Mary Pat Gallagher at KETC/St. Louis' chose another starting point. Because the Making Connections coalition was already active, she decided to meet first with one of the major stakeholders. The two of them established a solid relationship and jointly convened a planning event / training at KETC. Representatives of ARCHS (Area Resources for Community and Human Services and Sustainable Neighborhoods / Making Connections) were invited to develop a partnership and begin an outreach plan for St. Louis using *LEGACY* as the cornerstone. Monica Medina assisted Mary Pat in conducting the meeting and presenting the work of KPBS. The ambitious five-hour information / planning session focused on themes including Faith, Intergenerational Relations, Economic Literacy and Youth. Next steps include scheduling a meeting to begin planning and implementing the outreach activities for St. Louis constituencies. Additional organizations, including faith-based congregations, will be invited to subsequent meetings.

The Annie E. Casey Foundation had already believed that media plays an essential role in motivating and mobilizing community action. Now, with the success of these models, Casey is confident that public television stations are effective partners in helping Making Connections organizations gain access to the media to bring public attention and resources to critical issues.

Launch Campaigns for MCMOI

The launch campaigns for the Making Connections Media Outreach Initiative include *This Far by Faith*, *LEGACY* and *The New Americans*. Here are descriptions of these productions / outreach campaigns.

➤ ***This Far by Faith***

Premiering on PBS in fall 2001 (tentative), *This Far by Faith* is Blackside, Inc.'s major new television series and civic outreach initiative. Six hours of powerful storytelling present a dramatic interpretation of the African-American religious experience. This landmark media project explores the connection between faith communities and the development of African-American cultural values and practices, and celebrates the role of religion in addressing the social, political, economic, and educational ideals central to American society – the development of citizens, the creation of leaders, the formation of communities and the political empowerment of people.

Outreach opportunities are available from Blackside as well Outreach Extensions, which is managing an enhanced campaign for the 22 cities in the Making Connections Initiative. Outreach resources from Blackside include a civic education Web site, companion volume, video and print resources, as well as ten \$10,000 grants, which have already been awarded to community institutions or public television stations. For the 22 cities, resources (videotapes and print) developed by Outreach Extensions focus on contemporary social ministry themes, highlighting faith community examples of "best practices," which will prepare faith-based leaders to strengthen families and improve neighborhoods. Stations may apply for \$3,500 MCMOI grants to organize events, which will train faith leaders on effective use of the materials and inform them about other useful programming in the MCMOI pipeline. Outreach Extensions will provide the trainers.

➤ **LEGACY**

Produced by Nomadic Pictures, the 90-minute *LEGACY* documentary is the inspired work of filmmaker Tod Lending. Over a five-year period, the film captures a family passing through dramatic and unexpected transitions following the shooting death of 14-year-old Terrell Collins, a straight-A student and neighborhood leader. *LEGACY*'s compelling personal stories about individual Collins family members resonate with diverse audiences who share similar challenges and experiences and who are motivated to improve their lives.

Extending the impact of the documentary, the National *LEGACY* Outreach Campaign expands public awareness and dialogue as well as works in partnership with local initiatives to strengthen youth, families and communities. The message of *LEGACY* is profound, with the power to motivate communities to care about those who are struggling with poverty. The eventual triumph of the Collins family powerfully illustrates the possibility that more families, drawing on community support structures, can reach stability and safety.

Designed and managed by Outreach Extensions, the campaign is generously funded by The John D. and Catherine T. MacArthur Foundation, The Annie E. Casey Foundation and W.K. Kellogg Foundation. Outreach resources and tools include a Web site, the *LEGACY Community Action Toolbox*, 35-minute *Legacy of Community Action* videotape, 35-minute *Legacy of Faith* videotape, and grants for community organizations and public television stations.

➤ ***The New Americans***

Globalization may be the most significant force shaping the start of the new millennium. Perhaps the most visible, yet misunderstood, aspects of it for everyday Americans are the profound changes underway in the ethnic make-up of the United States. The influx of immigrants and refugees is at an all-time high, as is America's historic ambivalence toward "new Americans."

Stylistically and thematically *The New Americans* will be, in the manner of Kartemquin Educational Film's previous work, *Hoop Dreams*, a documentary series that goes inside the lives of immigrants and refugees. It will hook viewers by intimately connecting them to the day-to-day drama of their lives, following them from the homelands and refugee camps they leave behind through their first pivotal years in America. Slated for broadcast in fall 2002, the stories in the series will focus on Ogoni refugees from Nigeria, Dominican baseball players, a Palestinian bride, a computer programmer from Bangalore and a Mexican and a Vietnamese family working as meatpackers in rural Kansas.

The New Americans National Outreach Campaign will offer valuable tools and resources for groups interested in exploring America's diverse immigrant experience. Planned outreach components, designed and implemented by Outreach Extensions, include *The New Americans* Station Toolbox, Adult Education Package, and Public Television Station Grants. In addition, the Television Race Initiative will design opportunities for Community Dialogue and Civic Engagement.

These programs and examples are just the beginning. We look forward to a creative enterprise with all stations in the 22 Making Connections cities!

The Annie E. Casey Foundation (AECF) is supporting the **Making Connections Media Outreach Initiative (MCMOI)**, which is designed and managed by **Outreach Extensions**. The purpose of this vital outreach effort is to link public television stations to local stakeholders, which serve various constituencies, as a means to strengthen youth and families and build effective communities.



The Annie E. Casey Foundation



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Features of the Making Connections Media Outreach Initiative (MCMOI) include:

- ◆ **Sustainability:** The MCMOI is a multiple year enterprise that will build sustainability for stations to address local issues and create effective solutions.
- ◆ **Bundling:** Over the next few years, targeted outreach campaigns will be part of the MCMOI umbrella, establishing an ongoing series of campaigns that will address family strengthening and neighborhood transformation issues.
- ◆ **Selectivity:** Stations will be encouraged to participate in all campaigns, but will be able to select the campaigns that are of greatest interest to the station and community. We expect different levels of station involvement on a campaign-by-campaign basis.
- ◆ **Support services:** Outreach Extensions will offer ongoing technical assistance on an individual station basis, as well as facilitate communications among MCMOI stations to build a strong infrastructure and communications network.
- ◆ **Customized campaigns:** Stations will be able to customize campaigns to engage their local Making Connections organizations, utilize local resources and address local issues.
- ◆ **Quality products:** All of the MCMOI outreach campaigns will have effective media tools and resources, which can be used in diverse local community settings.
- ◆ **Strategic partners:** All of the MCMOI outreach campaigns will have strategic national partners, which will contribute substantively to both content and implementation.
- ◆ **Bridge-building strategy:** We'll provide materials and strategies to link discrete MCMOI outreach campaigns on a continuing basis so that stations will build their capacities to conduct and transition multiple campaigns cost-effectively. Stations will also be able to link campaigns to their own initiatives, including Ready to Learn services and community events.
- ◆ **Stakeholders:** Stations participating in the MCMOI will have campaign content and resources to work on a long-term basis to address community issues in partnership with the local Making Connections organizations and other local alliances.
- ◆ **Incremental gains:** The MCMOI will set realistic goals to implement local solutions, utilizing each campaign to address one or more issues related to family strengthening and neighborhood transformation. We understand that gains will be incremental across many campaigns and over time.
- ◆ **Strong positioning:** We're working to position stations to have a meaningful role in Making Connections. We'll provide tools and resources to assist stations' efforts to be neutral conveners, facilitators and media outreach experts.
- ◆ **Win-win results:** This long-term joint enterprise offers Making Connections organizations access to media and brings stations to the table with important local stakeholders.
- ◆ **Financial resources:** We are committed to supporting station participation. Whenever possible, we'll provide planning and / or implementation grants.

Making Connections Media Outreach Initiative

Outreach Objectives & Outcomes

Preliminary objectives and anticipated outcomes have been formulated for the 22-city Making Connections Media Outreach Campaign. These include:

- Create outreach campaigns that assist public television stations in their work to incorporate local needs and priorities in national campaigns.
- Establish a meaningful role for public television stations within The Annie E. Casey Foundation's Making Connections Initiative. Enhance stations' relationships with key community stakeholders; and provide media access for Making Connections coalitions.
- Develop accessible and relevant media tools and resources to advance viewership and community utilization of television programming and its outreach materials / activities with key target audiences.
- Offer customized technical assistance to advance station involvement in the various MCMOI campaigns. A communications process will encourage networking among stations to share information, successes and strategies.
- Build upon local assets and support cooperative activities between the Making Connections community organizations and local public television stations to mobilize resources, implement activities and achieve solutions. Efforts will support long-term sustainability within stations, community organizations and neighborhoods.
- Provide resources and bridge-building strategies to public television stations to enable them to manage a series of outreach campaigns cost-effectively and strategically. This includes building bridges among the campaigns and linking them to station and community initiatives.



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Twenty-Two Making Connections Neighborhoods / Cities

Public television stations in the 22 Making Connections Neighborhoods / Cities are invited to participate in the Making Connections Media Outreach Initiative. This includes all stations within an overlap market.

- Atlanta
- Baltimore
- Boston
- Camden
- Denver
- Des Moines
- Detroit
- Hartford
- Indianapolis
- Louisville
- Miami
- Milwaukee
- New Orleans
- Oakland
- Philadelphia
- Providence
- San Antonio
- San Diego
- Savannah
- Seattle
- St. Louis
- Washington

The Annie E. Casey Foundation (AECF) is supporting the **Making Connections Media Outreach Initiative** (MCMOI), which is designed and managed by Outreach Extensions. The purpose of this vital outreach effort is to link public television stations to local stakeholders, which serve various constituencies, as a means to strengthen youth and families and build effective communities.



The Annie E. Casey Foundation

The Making Connections Media Outreach Initiative offers media support to local coalitions that are part of AECF's *Making Connections*, a multi-faceted, long-term effort to improve the life chances of vulnerable children by helping to strengthen their families and neighborhoods. The Foundation's intent is to stimulate and support a local movement that engages residents, civic groups, political leaders, grassroots groups, public and private sector leadership, and faith-based organizations in an effort to help transform tough neighborhoods into family-supportive environments.



March 21, 2001

Dear Station Manager:

The Annie E. Casey Foundation is supporting an exciting new enterprise, the Making Connections Media Outreach Initiative (MCMOI), in 22 cities across America. The purpose of this vital outreach initiative is to link public television stations to local stakeholders, which serve various constituencies, as a means to strengthen youth and families and build effective communities. The MCMOI is designed and managed by Outreach Extensions, a national consulting firm that specializes in comprehensive, high profile educational and community outreach campaigns for media projects.

What does this opportunity mean for your station? Over the next few years, your station will be invited to implement various educational and community outreach campaigns in association with selected television documentaries and series. Our objective is to provide media tools and resources to help your station increase its capacity to build awareness for significant community issues as well as garner solution-based community involvement. Your station will benefit from:

- **Participation in the high profile Making Connections Initiative**, a ten-year community development project funded by The Annie E. Casey Foundation, will link your station to diverse community organizations and leaders, educational institutions, faith-based congregations, as well as elected officials and policy makers, to create sustainable community change.
- **Outreach capacity building** will assist your station through production-related campaigns, resources and strategies to maximize station and community assets. Your station will be positioned as the media expert and neutral convener and prepared to partner with strategic organizations around key public television projects. Ongoing technical assistance, customized for each station / market, will be provided by Outreach Extensions.
- **Outreach grants**, in varying amounts, will support your station's participation in various MCMOI television outreach campaigns. Current grant opportunities, managed by Outreach Extensions, include: *This Far by Faith*, *LEGACY* and *The New Americans*. Additional projects and grant opportunities will follow. Most grants will require competitive applications.
- **Partnerships with nonprofit organizations**, which may offer direct services, content expertise, networking opportunities as well as access to key audiences, will enhance your station's effectiveness in the community.
- **Feedback from Applied Research and Consulting (ARC)**, which will conduct a research study to evaluate the effectiveness of MCMOI, will provide stations with useful data (for grants and community reporting) as well as guidance for future action.

Competing programs and social issues may restrict the level of effort and resources stations can give to any one series. The MCMOI is addressing this situation head-on through creating "bridge-building" strategies that will help outreach staff link various campaigns on a continuing basis. This will enhance your station's attention to community issues while, at the same time, help your station to manage finite resources. Additionally, all MCMOI campaigns will support

PBS priorities, especially local/national strategies and partnerships that will augment your station's local activities, including Web sites, print materials and events.

Why is The Annie E. Casey Foundation supporting this project? The Foundation believes that media plays an essential role in motivating and mobilizing community action. The Foster Care Project, for example, resulted in federal legislation to improve the lives of children in foster care. This successful outreach campaign, in association with *Take This Heart* produced by KCTS / Seattle, was funded by Casey and managed by Outreach Extensions. The current *LEGACY* outreach campaign, also funded by Casey, has many community action successes in addressing a range of social issues. Working with KPBS / San Diego, Outreach Extensions used *LEGACY* as a demonstration project to develop a public television model for working with the Making Connections Initiative. We've also been working with Iowa Public Television and KETC / St. Louis to develop additional models. Casey is confident that public television stations are effective partners in helping Making Connections organizations gain access to the media to bring public attention and resources to critical issues.

Our launch campaigns for the Making Connections Media Outreach Initiative include *LEGACY*, Blackside's *This Far by Faith*, (fall 2001 broadcast) and Kartemquin's *The New Americans* (2002 broadcast). Other outreach campaigns and linking strategies / materials will follow. To introduce the MCMOI and these initial outreach campaigns, Outreach Extensions has sent a Notebook (3-ring binder) to your education, outreach or promotions staff member. As noted earlier, outreach grants are available to support your station's participation in these campaigns.

Public television stations are key stakeholders and important community institutions. We welcome your station's participation in the Making Connections Media Outreach Initiative. We especially look forward to working with you and your staff to create more effective ways to approach educational and community outreach to strengthen families and build healthy communities.

Sincerely,

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March 21, 2001



Dear Education / Outreach Director:

Fasten your seatbelt. It's going to be a long and exhilarating ride! And we'll be with you all along the way.

The Annie E. Casey Foundation is supporting an exciting new outreach initiative, the **Making Connections Media Outreach Initiative (MCMOI)**, in 22 cities across America. *Public television stations in these key markets, including yours, will be invited to participate in a series of campaigns, linked to national productions, over the next few years.* The purpose behind this vital media outreach initiative, which is designed and managed by Outreach Extensions, is to strengthen families and build effective communities.

Based on our own station experience, we know the challenges and conflicts of juggling various local and national outreach campaigns. The number continues to grow because of the recognized value of outreach in extending the impact of a television program and engaging communities in seeking solutions. Producers, funders and stations view outreach as an essential tool to provide critical information, promote dialogue, create opportunities and change lives.

For over a year, we have been working with The Annie E. Casey Foundation to develop a media strategy to enhance the visibility and impact of their Making Connections Initiative. At the same time, we've been working on the development of several new national outreach campaigns for public television, including *This Far by Faith*, *The New Americans* and *TV411*. Anticipating the effect of these varied campaigns on stations, we wanted to create strategies that will help you to select and manage them successfully. This includes:

- offering needed grants and technical assistance to support your local activities
- giving you choices and flexibility in the campaigns you will conduct and
- providing strategies that you can use for other campaigns and station initiatives.

This MCMOI Notebook provides a road map, along with tools and resources, which will help you to implement the various MCMOI campaigns and strategically integrate and customize them within the priorities of your station. This supports the interests of stations to grow their base of local stakeholders, and the recommendation of PBS to localize national campaigns. Rather than offer a string of separate campaigns, our key strategy – bridge-building -- will focus on helping you to create linkages among programs and series, as well as station initiatives. This strategy can then be implemented on an ongoing basis.

Our purpose in developing this comprehensive MCMOI Notebook is to assist education / outreach professionals at various levels of experience. We suggest that you flip through the MCMOI Notebook to see what is available. Examine our initial campaigns and take note of upcoming campaigns to gain a sense of the long-term initiative. Then, take your time in reading the information in the various sections. As you implement the MCMOI and specific campaigns, select the materials that will be most useful to your station. To inform others, you may want to

customize some pages and simply duplicate others. It's up to you. Please be aware of important grant deadlines.

Section 1, Introduction, will explain more about the MCMOI, including how your station will benefit from participation, and present the campaign's core bridge-building strategy. Objectives and outcomes as well as features of the MCMOI will help you to inform others about how the initiative will engage your station and the community. You'll also find an Overview of Grant Opportunities, highlighting our initial campaigns. Outreach Extensions' campaign structure is provided, with contact information for key staff. Lee Allen, whom most of you know from his work at PTOA, will be your primary contact for station activities.

An essential requirement for station participation in MCMOI campaigns is your involvement with the Making Connections organizations / coalition in your city. As local stakeholders, these organizations offer strategic partnerships that will help you to reach and serve targeted constituencies. We'll guide you through the process, which will begin with your contacting The Annie E. Casey Foundation's local communications specialist. You will then work with that person to convene meetings with members of the Making Connections coalition to plan the various MCMOI campaigns.

Section 1 also focuses on The Annie E. Casey Foundation and its Making Connections Initiative. It lists the 22 participating cities and provides answers to frequently asked questions. This includes larger institutions, such as United Way, as well as smaller grassroots organizations. We will send you the list of the organizations engaged in your city's local Making Connections Initiative, which you can insert in your MCMOI Notebook

Section 2 of the MCMOI Notebook, **Station Participation / Responsibilities**, outlines your responsibilities and benefits and provides contact information and planning tools. This includes start-up / planning models developed by KPBS/San Diego, Iowa Public Television and KETC/St. Louis. Once you have made the decision to participate, and you mail or fax your application for a \$300 station planning stipend, we will forward a check to you.

The launch campaign for the MCMOI, Blackside's six-part *This Far by Faith* series, is presented in **Section 3**. Broadcast on PBS stations is tentatively set for October 2001. Section materials include an introduction to the series and outreach campaigns – with resources available from both Outreach Extensions and Blackside. The focus of the MCMOI campaign is to conduct a faith-based leadership training, with trainers to be provided by Outreach Extensions. All essential materials are here to start your campaign with a community planning meeting. *This Far by Faith's* minigrant application, with grants to be awarded to 15 stations, is due on April 1. The training module and agenda will be sent later.

Section 4, LEGACY Campaign, introduces you to a successful community mobilization campaign managed by Outreach Extensions. For bridge-building purposes, your initial involvement will focus on the African-American faith community. Since it shares that target

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audience with *This Far by Faith*, your station may choose to include *LEGACY* in the faith-based leadership training. One of *LEGACY*'s values as an outreach tool is its emotional connection to viewers – to inspire hope and motivate action. A separate *LEGACY* minigrant application, available to only six stations, may be submitted by July 15.

Section 5 on *The New Americans* is in development. We've simply provided you with an overview of the production and outreach campaign, which you can share with your Making Connections planning committee. We expect to mail the complete section in March, which will include a survey to conduct a station / community ascertainment on local immigrant populations and outreach issues. Two grants are available to each station in the 22 cities: a \$1,000 planning grant to conduct the ascertainment and a grant of \$5,000 to \$10,000 to implement a project based on your ascertainment.

Over the next few months and years, you'll be notified about other MCMOI campaigns. Similar information sections, which you can insert in your MCMOI Notebook, will be mailed to you on a timely basis. Whenever possible, we will provide videotapes of the productions, to give you an early preview of the shows, which you can share with your planning group.

We look forward to working with you on all MCMOI campaigns and welcome your questions and ideas. You will make the key decisions – choosing the campaigns that are of greatest interest to your station and community and deciding on your level of participation. We salute your creativity and enthusiastically await opportunities to brainstorm outreach innovations with you.

Sincerely,

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P.S. Following this letter to you is a copy of the letter we sent to your station manager to inform him / her about the Making Connections Media Outreach Initiative.