

Making Connections Media Outreach Initiative Sample Campaign Highlights For 2005 Outreach Extensions

I. Background

Launched in February 2001 through the generous support of The Annie E. Casey Foundation (AECF), the Making Connections Media Outreach Initiative (MCMOI) benefits 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 offers outreach strategies and media resources to support 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 22 cities include: 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, and Washington, DC. Each campaign articulates Core Results related to economic opportunity, social networks, and quality services and supports.

II. Site Communication and Services

Outreach Extensions continues to provide technical assistance and communication services to the *Making Connections* sites, particularly those in Phase 2. Site visits were made to the following cities in 2005: Hartford, CT; Louisville, KY; Oakland, CA; Providence, RI; San Antonio, TX; and Seattle, WA. A planned visit to Milwaukee, WI in December was cancelled due to weather; it has been rescheduled for January 2006. The visits address important goals:

- To inform the sites about upcoming outreach campaigns and support strategic planning to incorporate media resources within their work.
- To assist sites in utilizing outreach campaigns and media resources to achieve specific Core Results.
- To advise sites on leveraging media resources to have a broader impact, including creating partnerships and linking the work of the site to community and statewide initiatives.
- To build bridges among the outreach campaigns to increase efficiencies and achieve a more sustainable impact.
- To enrich opportunities for sites and residents.
- To advance collaboration between the site(s) and public television station.

In addition to the site visits, Outreach Extensions is always available via telephone and e-mail. In September, Outreach Extensions worked with Joy Thomas Moore and Grace Giermek to create a new communications tool for sites. A site specific report, in the form of bulleted items, summarizes activities and outcomes for each of the outreach campaigns in which the site is participating. Activities highlight how media is incorporated in their work and advances the results they are able to achieve. Each site's report will be updated on a quarterly basis so that the site can use it in reporting its work to The Annie E. Casey Foundation.

III. MCMOI Outreach Campaigns

Signature campaigns and series for 2005 included AGING OUT, which dealt with youth emancipating from the foster care system; the Reentry National Media Outreach Campaign, which features services and supports for former prisoners reentering families and communities; *Ready To Learn*, which focuses on the Core Result “Children are healthy and ready to succeed in school”(see site specific reports); and WAGING A LIVING, which focuses on two Core Results “Families have increased earnings and income,” and “Families have increased levels of assets.” Start-up campaigns included the Enhancement of Social Networks and EYES ON THE PRIZE. Joy Thomas Moore informed Outreach Extensions about AECF’s emphasis on social networking; OE will work with Audrey Jordan as she begins to implement the project in *Making Connections* sites. Judi Hampton, sister of Henry Hampton, invited Outreach Extensions to design and manage the outreach campaign for the reprise broadcast of Blackside Inc.’s 14-part EYES ON THE PRIZE television series in 2006. AECF has designated funds for station grants and the Oral History Project.

Highlights from these projects are provided in the following attachments:

- A. Reentry National Media Outreach Campaign: Highlights
- B. Reentry National Media Outreach Campaign: Sample Newsletter
National Association of Blacks in Criminal Justice Electronic Communications Network
- C. Making Connections Media Outreach Initiative Activities: *Making Connections* Site Specific Reports
- D. WAGING A LIVING – Grid showing planned station and site activities
- E. EYES ON THE PRIZE Media Outreach Campaign: Community Partnerships (Work in Progress)
- F. AGING OUT: Campaign Highlights: Selected Projects

A. Reentry National Media Outreach Campaign: Highlights

Launched in spring 2003, the Reentry National Media Outreach Campaign expands public awareness and dialogue, provides media-based resources, and works in partnership with key organizations engaged in local initiatives to strengthen families and neighborhoods. The multi-year campaign facilitates discussion and decision making about solution-based reentry programs that foster public safety and support healthy communities. The Annie E. Casey Foundation is vital to the project as a strategic partner as well as a funder. Important to *Making Connections* sites, the campaign provides resources that strengthen the service and program offerings of faith and community-based organizations, and expand networking and resource development opportunities.

- Reentry Campaign activities in the *Making Connections* sites are outlined in the site specific *Making Connections Media Outreach Initiative* reports (attached). These include collaborations with public television stations. Outreach Extensions provides technical assistance to sites, stations, and partners to coordinate activities, leverage resources, provide social networking opportunities, and bolster outcomes. This ongoing conversation with sites and stations results in directing campaign resources to new site-directed projects and initiatives.
- In 2005, the Reentry Campaign funded activities conducted by the following organizations: Connecticut Policy and Economic Council in conjunction with *Making Connections* Hartford; Rhode Island PBS in collaboration with *Making Connections* Providence; Detroit Public Television; KLRN/San Antonio, TX; KQED/San Francisco-Oakland, CA; Maryland Public Television; Milwaukee Public Television; WFYI/Indianapolis, IN; WHUT/Howard University Television, Washington, DC; WNET/Thirteen, New York; and the Interdenominational Theological Center, Atlanta, GA. Final reports are due in February 2006.
- Outreach Extensions collaborated with The Annie E. Casey Foundation and the National Alliance of Faith and Justice (NAFJ) to produce a faith-based outreach video for the Reentry National Media Outreach Campaign. Designed for clergy, lay leaders, and general audiences, ***To Serve This Present Age: Reentering Through Faith*** provides an orientation on reentry issues facing formerly incarcerated men and women. NAFJ integrated the content of the video into its own training manual and workshop: *To Serve the Present Age: A Basic Guide to Volunteerism and Mentorship of Adult Offenders*. In addition, excerpts from Tod Lending's OMAR & PETE documentary have been integrated into the training manual/workshop to help workshop participants understand the challenges of reentry. The strategy to include the OMAR & PETE excerpts as a **case study** on the DVD of *To Serve This Present Age: Reentering Through Faith* supports broader reach and an enhancement of resources for faith and secular organizations. The DVD also includes resource/discussion guides for OMAR & PETE as well as *To Serve This Present Age*. 10,000 copies were distributed in 2005.
 - *To Serve This Present Age* utilized a **comprehensive identification and vetting process**, including *Making Connections* site teams, to select organizations that provide replicable services and programs. Organizations in the *Making Connections* sites that were presented in the videos gained national recognition for their work and the potential for new partnerships and resources as well as experienced a sense of pride in their work and community.
- ***To Serve This Present Age* Launch Event:** With over 200 criminal justice professionals, faith-based leaders, and community stakeholders in attendance on July 20, 2005, *To Serve This Present Age: Reentering Through Faith* was screened by the National Alliance of Faith and Justice at the 32nd Annual Conference and Training Institute of the National Association of Blacks in Criminal Justice (NABCJ) in Dallas, TX. Among the distinguished guests at the debut screening event were Mr. Stephen McFarland, Director of the Taskforce on Faith and Community Based Initiatives, U.S. Department of Justice; Mr. Harley G. Lappin, Director of the Federal Bureau of Prisons; and Ms. Gwen Chunn, President of the American Correctional Association. Outreach Extensions offered

comments on the Reentry National Media Outreach Campaign and new video/DVD. Joy Thomas Moore, program officer and partner with The Annie E. Casey Foundation, received an award of appreciation from the National Alliance of Faith and Justice.

- In collaboration with the National Alliance of Faith and Justice, the *To Serve This Present Age* DVD is available to all 105 federal prisons throughout the country to supervisors of education at each facility for use in the **BOP's pre-release transition** programs for inmates. Request forms have also been forwarded to all Mock Job Fair Coordinators at each institution with the option to provide copies to faith and community representatives who participate in 2006 facility employment or information fairs. This outreach follows the successful effort in February 2005 to distribute *Outside the Walls: A National Snapshot of Community-Based Prisoner Reentry Programs* (DVD).
- **BOP Usage Example:** Gary Ransom, offender employment specialist, FCI McKean, conducted a screening of *To Serve This Present Age*, using it as a tool for the facility's Offender Transition Programs. He commented: *"The Reentry National Media Outreach Campaign, through its resources and materials, has opened my eyes to the importance of faith within an offender's reentry planning. Through the utilization of faith-based organizations, individuals have a much greater chance of becoming productive members of their communities. I also believe that the faith-based component provides valuable insight into the reunification of both families and victims of offenders."* Throughout the past year, Ransom has distributed 75 copies of *Outside the Walls* and 30 copies of *To Serve This Present Age*. He notes that, *"These materials have enabled me to increase community participation in our programs through increased awareness."*
- Outreach Extensions continues to **develop and maintain relationships and collaborations with a range of allies, partners, and advisors**. Examples include: The Annie E. Casey Foundation, Interdenominational Theological Center, National Alliance of Faith and Justice (NAFJ), Federal Bureau of Prisons, Public/Private Ventures, P.O.V. Television Series on PBS, Center for Social Media at American University, Urban Institute, Council of State Governments. These organizations offer strategic advice, review campaign resources, provide access to key audiences, distribute campaign materials, and engage their constituencies in solution-based activities. Other allies including the Maryland Reentry Partnership/Enterprise Foundation, Tuerk House, Federal Resource Center for Children of Prisoners, The Fortune Society, and the Alliance for a Media Literate America helped to develop/ write/review viewer discussion and resource guides in collaboration with Outreach Extensions. The partnership with NAFJ linked the campaign to the 12 City Initiative of the Corporation for National and Community Service and the U.S. Departments of Justice and Labor.
- Outreach Extensions **participated in national and regional conferences** to present the Reentry National Media Outreach Campaign and engage constituencies in utilizing campaign resources. Activities included conducting workshops, serving on panels, sponsoring booths, and distributing materials. Examples include: Samuel DeWitt Proctor Conference, Hampton University Ministers' Conference, SCUPE, Justice Sunday, Transition of Prisoners, National Council of La Raza, National Congress of Community Economic Development, American Correctional Association, Congress of Correction, Association of Halfway House Alcoholism Programs of North America, Inc., U.S. Conference of Mayors, National Conference of Black Mayors, National Conference on Volunteering and Service, American Parole and Probation Association, Congressional Black Caucus, National Conference on Offender Reentry, National TASC Conference on Drugs and Crime, Women Working in Corrections and Juvenile Justice Conference, and the Virginia Community Criminal Justice Association. Outreach Extensions also created speaking opportunities for individuals presented in Reentry Campaign documentaries such as William "Pete" Duncan whose story is told in OMAR & PETE.
- On November 17, 2005, in partnership with *Making Connections* Providence, the Family Life Center, Rhode Island Department of Corrections, and the Roger Williams University School of Justice Studies, Rhode Island PBS produced and broadcast ***The Business of Reentry***. The public information forum discussed employment opportunities for formerly incarcerated Rhode Islanders.

Moderated by Peter Wells, president of the Family Life Center's Board of Directors, the panel featured the director of the Rhode Island Department of Labor and Training, a representative of the Providence Mayor's office, the director of the Family Life Center, a business owner who employs formerly incarcerated men and women, and one of his employees. The one hour program is available as a streamed video on the Reentry National Media Outreach Campaign's Web site.

- The Reentry Campaign supported efforts by *Making Connections* Providence and the Family Life Center for a **voter education public service campaign**. Dean Radcliffe-Lynes produced five 30-second PSAs, one of which is in Spanish with English subtitles. The theme of the campaign is: **If Democracy Matters, Every Voice Counts**. The spokesperson in each PSA cites the importance of the right to vote and then identifies people who don't have that right even though they've already paid their debt to society. The scripts were reviewed by Frank Gilliam and George White at UCLA who assisted with framing appropriate messages. For example, the script featuring James Campbell, professor, African American-studies, Brown University is: *"In 1965, President Lyndon Baines Johnson signed the Voting Rights Act, giving every American citizen an equal right to vote. Today men and women from every racial and ethnic background are still not participating in this basic freedom. Business owners, PTA members, war veterans, and other tax paying citizens – denied the right to vote because of mistakes they made in their past. They've done their time, but can't be heard."* Other PSAs feature Myrth York, former Democratic candidate for governor; Sabina Matos, executive vice-president, Rhode Island Latino Political Action Committee; Peter Slom, formerly incarcerated husband/father who founded the Juvenile Hearing Board in his community; Bishop Robert E. Farrow, pastor, Holy Cross Church of God United (Republican).
- In November 2005, the U.S. Secretary of Labor, Elaine L. Chao, announced the awarding of nearly \$20 million in grants for the **President's Prisoner Re-Entry Initiative** (PRI). The initiative is designed to reduce recidivism and help non-violent prisoners prepare for work as they reenter the community. Thirty community-based organizations received an average award of \$660,000 to participate in this effort. According to a confidential source, the Department of Labor screened the Reentry Campaign's *Outside the Walls: A National Snapshot of Community-Based Prisoner Reentry Programs* to inform their selection process – specifically its focus on reentry practices to achieve results. One organization, the Safer Foundation in Chicago, is a grant recipient. In January 2006, Outreach Extensions sent a letter to all grant recipients to introduce them to the Reentry Campaign and offer them media resources and technical assistance.
 - The **Directors Council in Des Moines**, which is featured in *To Serve This Present Age* received a grant in the amount of \$660,000 from the U.S. Department of Labor as part of the President's Prisoner Re-Entry Initiative. The Directors Council will continue to utilize Reentry Campaign media resources. In 2006, the *Making Connections* site and The Directors Council will be offered the opportunity to do a special screening of OMAR & PETE that will include the participation of William "Pete" Duncan.
 - Community Partners in Action received a grant of \$666,671 from the President's Re-Entry Initiative. The project provides job training, mentoring, and other services to prepare former prisoners for new lives as productive workers. ***Making Connections Hartford*** is currently working with Community Partners in Action to determine what type of Reentry Campaign media resources would help to augment DOL grant activities.
- The Reentry Campaign has **launched a Florida reentry media strategy**. (1) Finishing funds have been provided for a 20-minute film on the Beaches Chapel / Lawtey Correctional Institution, *I Was in Prison and You Came to Visit Me* (Bryan Hickox Pictures). Outreach Extensions (OE) anticipates distributing 500 copies in Florida, including those reaching prison chaplains. (2) AECF has commissioned the Urban Institute to conduct an evaluation of the Lawtey Faith Based and Character Building Prison. OE has initiated conversations with the Urban Institute to package the evaluation report with the Beaches Chapel film on a DVD that the Reentry Campaign will distribute. In addition, the Reentry E-Newsletter will report on the evaluation and provide a link to the complete

study. (3) The Reentry Campaign also participated in the Florida Reentry Summit, presented by Project Safe Neighborhoods, in December 2005 in Miami.

- Urban Institute is hosting a cross-site **reentry training** in Washington, DC at the end of January, 2006. *Making Connections* sites selected organizations that would participate in the training. Sites include Denver, Des Moines, Hartford, Indianapolis, Louisville, Milwaukee, Oakland, Providence, San Diego, and Seattle. Organizations that attend such as The Piton Foundation, United Way of Connecticut, United Way of Central Indiana, the Child and Family Policy Center (Des Moines), will be engaged in the mapping of *Making Connections* sites. Outreach Extensions will attend the session to offer Reentry Campaign media tools and resources to support their work on reentry. In addition, OE anticipates that the mapping projects will be presented on the Making Connections Media Outreach Initiative Web site.
- The National Alliance of Faith and Justice (NAFJ) has been actively distributing *To Serve This Present Age: Reentering Through Faith* at conferences and training events around the country.
 - In Chicago on August 15 – 16, 2005, NAFJ joined leaders from across the country for the **Reentry Volunteer Kickoff Conference** hosted by the Corporation for National and Community Service and the U.S. Department of Justice. Key national and community leaders shared their valuable experiences with practitioners, provided insight, and offered networking opportunities. Teams from Charleston, SC; Chicago, IL; Cleveland and Columbus, OH; Dallas, TX; Indianapolis, IN; Miami, FL; Philadelphia, PA; Portland, OR; Washington, DC; Oakland, CA; and Providence, RI, attended the conference. This initiative will engage more than 40 full-time AmeriCorps*VISTA members to help local projects build capacity, develop reentry resources with faith-based and community groups, and mobilize volunteer support for reentry and mentoring. Reverend Warren Dolphus, president of NAFJ, will offer technical assistance to selected sites and make Reentry Campaign resources available to them.
 - On September 24, 2005, Addie Richburg was a presenter at the Reentry Forum sponsored by Congressman Danny K. Davis, 7th District – Illinois, as part of the 35th Annual **Legislative Conference of the Congressional Black Caucus Foundation**. Ms. Richburg offered a video presentation of the Reentry National Media Outreach Campaign and distributed copies of *To Serve This Present Age*.
 - On November 2, 2005, Reverend Dolphus, NAFJ, presented *To Serve This Present Age: Reentering Through Faith* at a one-day summit entitled “Law Enforcement and the Faith Community Working Together to Promote Justice.” The purpose of the summit was to build understanding and promote collaboration between communities of faith and law enforcement. Hosted by the **Washington State Working Group on Race and Reconciliation in Law Enforcement**, the event was held at the Washington State Criminal Justice Training Center in Burien, WA. Co-sponsors included the WSCJTC, WRICOPS, the King County Sheriff’s Office, and CWU-Law and Justice Department.
- Outreach Extensions is working with filmmaker Adam Blank to introduce his new film **FROM PRISON TO HOME** into the Reentry National Media Outreach Campaign. Scheduled for completion in May 2006, the documentary follows four men who participated in a special parole program based in Portland, OR as they leave prison and attempt to reenter their families and communities. The film raises awareness about such roadblocks to reentry as the lack of money, housing, and employment, and loss of voting rights.
- In 2005, Outreach Extensions and the Reentry Campaign collaborated on **five OMAR & PETE screening events organized by P.O.V.**, the PBS series that presented the film to national television audiences. Events included: (1) September 16, Transition Program, Dutchess County Jail, Poughkeepsie, NY. (2) September 22, Minnesota Correctional Facility in Shakopee – the state’s only women’s correctional facility. (3) September 23, Carbondale, IL – Public television

station WSIU hosted a screening and discussion of OMAR & PETE in partnership with the First United Methodist Church, the Illinois Department of Employment Security, Good Samaritan Ministries, Southern Illinois Adult Transition Center, and Southern Illinois University Carbondale. (4) September 27, Eastfield College substance abuse counselor training class in Mesquite, TX. (5) October 29, Ames, IA – The Margaret Sloss Women's Center hosted a screening of OMAR & PETE for students and the local community as part of the closing ceremony of the Iowa State University Global Citizenship Symposium.

- Outreach Extensions provided a slate of Reentry Campaign productions to Baltimore City's **Reentry Center**. Created in July 2005, it is a service of the Mayor's Office of Employment Development, the Baltimore Workforce Investment Board, and multiple workforce partners. Baltimore City believes that the more assistance people receive when returning to the community, the greater their chance for reentry success. Approximately 100 people visit the center each day for services. Reentry Campaign productions are shown on a rotating basis in the waiting room of the center.
- Outreach Extensions has initiated conversations with **Free Speech TV** to broadcast a slate of Reentry Campaign productions, including PRISON LULLABIES, *Outside the Walls*, *To Serve This Present Age*, and *Center for Young Women's Development*. Community screening events may be organized to correspond with the broadcasts. Free Speech TV's Web site will announce the project and link to the Web site of the Reentry Campaign. In addition, its viewers will be invited to subscribe to the Reentry Campaign's E-Newsletter. The publicly-supported, independent, nonprofit TV channel is a project of Public Communicators, Inc. It is available nationally on the DISH Satellite Network; selected programs are available on 140 community access cable stations in 30 states.

B. Sample Reentry E-Newsletter

- Working with Addie Richburg of the Federal Bureau of Prisons and the National Alliance of Faith and Justice (NAFJ), Outreach Extensions produced a **Special Edition Reentry E-Newsletter for law enforcement and correctional stakeholders** to encourage their use of Reentry Campaign resources. The E-Newsletter featured articles on *To Serve This Present Age: Reentering Through Faith*, provided suggestions on how to use Reentry Campaign resources, and reported on specific use by law enforcement and corrections professionals. The E-Newsletter was disseminated in December 2005 by Ms. Richburg to several thousand readers, including U.S. Attorneys, Corporation for National Services State Commissioners, Criminal Justice Departments at colleges and universities, and the National Crime Prevention Council.
- See attached E-Newsletter and the full list of contacts reached by NAFJ. The latter document is called: National Association of Blacks in Criminal Justice Electronic Communications Network.

C. Making Connections Media Outreach Initiative Activities: *Making Connections* Site specific reports

- As recommended by Joy Thomas Moore and Grace Giermek, Outreach Extensions created a set of site-specific reports to summarize their engagement in Making Connections Media Outreach Initiative campaigns. The first set was mailed in October 2005. For this year-end report, the January 2006 versions of nine site reports are attached; the Denver chart is the October version. These charts were sent to the *Making Connections* sites on January 3rd to assist them in presenting their media/communication projections for their site work plans, which were due on January 10. New entries are shown in red – updated from the first edition. Revisions were based on conversations with each site as well as the local public television station. The media outreach layer was intended

to be helpful in enriching opportunities for the *Making Connections* neighborhoods and residents. Updates will be sent to sites on a quarterly basis.

- Sites include: Denver, Des Moines, Hartford, Indianapolis, Louisville, Milwaukee, Oakland, Providence, San Antonio, and Seattle.

D. WAGING A LIVING

- In November 2005, Roger Weisberg, Public Policy Productions, announced that P.O.V., public television's longest-running showcase for independent nonfiction films, had selected WAGING A LIVING for its 2006 season. The broadcast date is August 28, 2006, which creates opportunities for outreach linkages to Labor Day.
- Eight *Making Connections* sites and public television stations, plus three additional stations, will conduct customized outreach campaigns to support local community engagement. **The attached chart** 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, neighborhood screenings, and community events to stimulate solution-based activity. Projects include: Connecticut Public Television/*Making Connections* Hartford; Iowa Public Television/*Making Connections Des Moines*; KCTS/*Making Connections* Seattle/King County; Kentucky Educational Television/*Making Connections* Louisville; KETC/St. Louis; KLRN/*Making Connections San Antonio*; KPBS/San Diego; Louisiana Public Broadcasting; Milwaukee Public Television/*Making Connections* Milwaukee; Rhode Island PBS/*Making Connections* Providence; WFYI/*Making Connections* sites.

E. EYES ON THE PRIZE

Outreach Extensions will conduct an outreach campaign to extend the impact of the 2006 reprise broadcast of EYES ON THE PRIZE, the most comprehensive television documentary series ever produced on the American Civil Rights Movement. The campaign will primarily target two broad audiences: (1) youth, reaching them through faith-based, human and civil rights organizations, cultural institutions and museums, and schools; and (2) faith leaders and institutions, with a particular emphasis on African-American congregations. Key activities include an Oral History Project, faith-based youth and adult engagement, station/site grants, and tie-ins to civil rights and other organizational events. Building on the catch phrase of the Civil Rights Movement, "passing the torch," the campaign will highlight past memories as well as contemporary issues and solutions.

- Efforts in fall 2005 focused on creating documents to present to the Corporation for Public Broadcasting as background to securing outreach funds. The process of partner development was initiated, as reported in the **attached document on EYES ON THE PRIZE Media Outreach Campaign: Community Partnerships** (Work in Progress). Work also began on the oral history project resource package and a brochure for faith-based audiences.
- *Making Connections* sites will be notified about the series and outreach campaign to build interest in participating. This process of developing customized plans will begin in January 2006 with a visit by Outreach Extensions to Milwaukee, WI to participate in meetings with the public television station and *Making Connections* site. Grant application packages will be sent to site teams and public television stations in spring 2006. Projects will start up in June/July 2006.

F. AGING OUT Campaign Highlights: Selected Projects

A compelling documentary by Roger Weisberg and Vanessa Roth, AGING OUT chronicles the daunting obstacles that youth often encounter as they “age out” of foster care and try to fend for themselves. A production of Public Policy Productions, the show was broadcast on PBS in May 2005. An extensive AGING OUT National Outreach Campaign was funded by the Jim Casey Youth Opportunities Initiative. The Annie E. Casey Foundation provided targeted funding to specific sites that are part of *Making Connections*. Outreach Extensions designed and managed the AGING OUT National Outreach Campaign, which was completed in June 2005.

Participating public television stations/sites were: Atlanta; Chicago, Detroit; Des Moines; Denver, Hartford; Indianapolis; Kansas City, Los Angeles, Louisville, Louisiana, Nashville, New York, San Antonio; San Diego; San Francisco; St. Louis, Providence; and Washington, DC. Outreach Extensions produced a DVD in July 2005 to showcase these projects.

Here are sample projects.

1. Indianapolis, IN

- For almost two years, WFYI and its partners were engaged in work on AGING OUT. A new partner, the Lumina Foundation for Education, was connected to the project by the Jim Casey Youth Opportunities Initiative.
- An event in April served stakeholders and direct service providers of the Guardian Scholars at Ball State University and the ESP! Scholars at IVY Tech Community College and Indiana University Purdue University at Indianapolis. Funded by the Lumina Foundation, these local campus programs offer a constellation of services for enrolled former foster youth. Lumina Foundation also used AGING OUT for staff orientation and to inspire an alliance of grantmakers to support foster care reform in the state.
- On May 5, WFYI partnered with the United Way of Central Indiana to present a public forum at the North United Methodist Church. The 140 guests included program officers from six foundations, state agency leaders, college professors, front-line child welfare workers, foster parents, and youth. Guests at the forum heard from Daniella Rin Hover after viewing her story in AGING OUT. The panel presenters included Gary Stangler, executive director of the Jim Casey Youth Opportunities Initiative; James Payne, head of the newly-created Indiana Department of Child Welfare; Dan Carmin, director of the Marion County child welfare office; and Christine Glancy, vice president for planning and program at United Way.
- The event was used to unveil county-wide planning efforts for *Connected by 25*, which will result in better services for youth in foster care as they age out. In addition to the Jim Casey Youth Opportunities Initiative, the Lumina Foundation is a key partner in this work.
- Working with Mentoring Children of Promise, the Indiana Women's Prison, United Way, and the local Information and Referral agency, WFYI produced three PSAs to promote mentoring of youth whose parents are absent.

2. Louisville, KY

- Kentucky Educational Television (KET) estimates that its outreach campaign reached almost 1.45 million people. *Making Connections* Louisville recommended that KET approach the Coalition for the Homeless, which helped the station convene a working group of service providers. Key organizations involved in the working group were Buckhorn, Home of the Innocents, Maryhurst,

YMCA Safe Place Services, Bellewood, The Cabinet, and Boys Haven. Committed to securing State policy changes, the group invited Bart Baldwin, president of the Children's Alliance of Kentucky, to join them.

- Among the special events were a screening for policy leaders and a sneak preview for former and current foster youth and service providers. A community event included a resource fair that offered information to help youth improve their lives -- from mentoring to education and employment.
- Bart Baldwin led members of the project working group who informed Kentucky legislators about the need for a bill that would allow youth more time to decide on recommitment to the state's care. House Bill 186, submitted by Joni Jenkins increased the decision time available to youth, from six months to two years.
- While HB 186 lacked the necessary funding for passage, the group believes the legislation was a success in bringing the issue of aging out to the attention of state legislators. Working group members have committed to raise the issue again in next year's legislative session.
- The NBC affiliate, WAVE3, dedicated a half-hour episode of its weekend teen program *It's Your Life* to the topic of foster youth emancipation.
- Through an AGING OUT radio grant, KET partnered with the Public Radio Partnership in Louisville. Radio station WFPL produced four eight-minute news segments on foster care issues that aired during local newsbreaks in NPR's Morning Edition. Working with KET, WFPL developed a special broadcast of its public affairs call-in program *State of Affairs*. Broadcast before a live-studio audience, the hour-long program on aging out issues was videotaped for broadcast on KET.

3. State of Louisiana

- Louisiana Public Broadcasting (LPB) joined forces with Capital Area CASA to host three major AGING OUT events, which were designed to engage key stakeholders in meaningful discussions about emancipation. The first event brought together CASA volunteers from three South Louisiana chapters. After viewing the full documentary, the group discussed solutions to assist youth who are aging out of foster care. Youth shared their experiences in foster care as well as their fears about emancipating.
- The second AGING OUT screening, which the station dubbed the "movers and shakers meeting," was held at LPB. Those in attendance included U.S. Senator Mary Landrieu; State Representatives Diane Winston and Cheryl Gray; Office of Community Services Assistant Secretary Marketa Garner Gautreau; Family Court Judge Kathleen Richey; and representatives from the East Baton Rouge Parish District Attorney's Office, Metro Council, and School Board. Representative Diane Winston wants to eliminate barriers to adoption as well as begin life skills training earlier to help prepare teens for independence. Representative Cheryl Gray has asked for a complete audit of the foster care system and will propose legislation to improve every aspect of the system.
- LPB's weekly newsmagazine *Louisiana: The State We're In* featured interviews with many of the stakeholders, including Senator Landrieu, who attended the station's screening event.
- The final screening was held at LPB in May for employees of the State Office of Community Services. AGING OUT resources will be shared with OCS offices in all 64 Louisiana parishes.
- LPB's project and the AGING OUT film started a dialogue and process that will lead to change in Louisiana's foster care system.

4. San Francisco/Oakland, CA

- KQED successfully raised community awareness about key foster care issues that can lead to community organizing and action. The station worked with two organizations, Honoring Emancipated Youth (HEY) and Alameda County Foster Youth Alliance (FYA), to organize two large community screenings of AGING OUT at the Parkway Theater in Oakland and the Delancey Street Theater in San Francisco. Each screening was followed by a powerful panel of emancipated youth, strong facilitation by a community partner, and a reception. The Charles and Helen Schwab Foundation, the project partner recommended by the Jim Casey Youth Opportunities Initiative, also supported KQED in these events.
- Over a ten-month period, through 13 events and workshops, KQED successfully achieved two core outcomes it had developed with the Lower San Antonio (Oakland) Collaborative and *Making Connections*. These outcomes were:

Core outcome #1: Increase civic engagement of families and youth

Core Outcome #2: Increase informal support networks for families and youth

- The screenings, workshops, and town hall meeting reached audiences that have a direct impact on employment, education, health, and housing for youth who are aging out. Venues included colleges, youth centers, a courtroom, and a town hall meeting. By bringing youth and young adults together with neighborhood residents, the project built a greater sense of connectedness in the community.
- Another partner was the Alameda County Social Services Agency “Family to Family Community Partnership Workgroup,” which is made up of organizations that serve foster youth, including Alameda County Individual Living Skills program, CASA, and Casey Family Programs. The result was a Youth Town Hall in collaboration with the Alameda County Superior Court.
- Funded by the AGING OUT campaign, and hosted by Michael Krasny, KQED Radio’s live public affairs talk show produced a two-hour show that captured first hand experiences as well as the legal, health, and housing issues that face young people aging out of foster care. Reaching 108,000 listeners, the *Forum* broadcast was produced live from the courtroom of Judge Trina Stanley, a former foster youth, at the Alameda Superior Courthouse.

5. Providence, RI

- The State of Rhode Island offers a comprehensive network of programs and services that help emancipating youth acquire important life skills and pursue higher education. For its outreach campaign, the station and its partners wanted to share local success stories with the public.
- For its campaign, Rhode Island PBS (RIPBS) partnered with Casey Family Services, Rhode Island Department of Children, Youth and Families (DCYF), Rhode Island Foster Parent Association (RIFPA), and Rhode Island Council of Resource Providers for Children, Youth and Families (RICORP). Group meetings resulted in activities and strategies to support local and national campaign goals.
- With additional support from Gateway Healthcare, RIPBS produced a one-hour, live, call-in program called “Aging Out in Rhode Island,” hosted by DCYF. The program featured four emancipating youth who told their personal stories including challenges facing them. The second segment presented a panel comprised of the directors of DCYF, an employment program, a college mentoring program, the medical director of children’s services, and a foster mother. Volunteers from the partner agencies and youth in foster care staffed the twelve off-camera phones, taking calls during the broadcast from viewers who asked for information or offered job and mentoring opportunities. Partners received additional calls at their agencies following the broadcast.

- To fulfill a specific need for jobs and mentoring, DCYF staff and emancipating youth are making presentations to Rotary Clubs as a way to engage business leaders.
- December 2005 Update: Rhode Island PBS has maintained a relationship with Adoption Rhode Island, its partner from the AGING OUT campaign. The station reports that Adoption Rhode Island has been participating in The Heart Gallery, a photography exhibit that raises awareness about adoption on a national level. Photographs of more than 100 foster youth from the state of Rhode Island were taken, 21 of which were on display at the Rhode Island State House. The exhibit is now touring the state. The first stop, Trinity Repertory Theater, will display the photos during its run of "A Christmas Carol." The exhibit will also be featured at Cardi Furniture, a retailer known for its charitable work. RIPBS is also working with the Warwick Mall to host an event for children; the station has suggested presenting the exhibit at this event. According to Adoption Rhode Island, the goal of the project is for this exhibit to visit every city and town in Rhode Island so everybody can see the children who are waiting for adoption. The Providence Journal recently published a feature article about the Heart Gallery in Rhode Island. The Heart Gallery was founded by the New Mexico Children, Youth and Families Department in 2001 as a unique way to help children in foster care who are waiting for adoptive families. Stirring portraits, which reveal the children's spirits and individuality, have helped many find permanent, loving homes.



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