

PRAYER IN AMERICA

OUTREACH FINAL REPORT

Rounds 1 and 2
Submitted by Outreach Extensions

www.prayerinamerica.org

Dream, Explore, Experience
-The Duncan Group-

Iowa Public
Television



Introduction and Summary

*"This is the best discussion guide we've seen on the topic."
PRAYER IN AMERICA Advisory Group, WGTE/Toledo*

*"Very well done, balanced and informative. Kudos to you for a quality presentation!"
Michael Noyes, Religion-themed Painter and Calligrapher*

*"As a result of this project WSIU has been asked to assist in organizing the activities of Interfaith Week during April and to help plan a new initiative on peace in our communities. Clearly, WSIU and PBS are perceived as critical partners in faith based initiatives in our region. The PRAYER IN AMERICA program, music CD, book and website were really outstanding."
Beth Spezia, WSIU/Carbondale, IL*

*"As Head Resident Assistant at a Baptist university, I want to use this film as a catalyst for discussion of prayer outside of Protestantism. I will screen the video for my staff of 12, as well as offer an open invitation to my resident hall of over 300 men. My goal in showing this is to increase the religious awareness of my staff. Although this is a Baptist school, not all students here are Baptist. My staff should understand difference in prayer and be able to engage residents of different faiths in an educated way."
Daniel Lay, Head Resident Assistant, Oklahoma Baptist University*

In summer 2006, Outreach Extensions was retained by Iowa Public Television, the presenting station for **PRAYER IN AMERICA**, to work in conjunction with IPTV and The Duncan Group, producers of the documentary, on a comprehensive national outreach campaign for the two-hour public television program. The national outreach campaign used **PRAYER IN AMERICA** as a catalyst to bring people together in interfaith dialogue. It was designed to stimulate discussion about the role of prayer from contemporary perspectives. The emphasis was on interreligious dialogue - respectful of the unique contributions different religious groups have made to the shaping of the religious history of the United States.

Original campaign objectives were:

- To increase public awareness of, and build interest in, the two-part documentary series, **PRAYER IN AMERICA**, and the national outreach campaign as a means to advance interfaith dialogue about the role of prayer in public life.
- To develop and distribute media tools and resources to support community utilization of **PRAYER IN AMERICA** among key target audiences and promote long-term use within communities.
- To build upon local strengths, support coalition building, and establish sustainable interfaith dialogue in collaboration with public television stations and their local partners.

Projects will increase awareness of interfaith groups and motivate them to establish ongoing discussions after the initial screenings or facilitated workshops.

- To enable local faith leaders and communities to formulate meaningful interfaith dialogue and increase public understanding about topics such as:
 - The role of prayer or spirituality in their town or city
 - Controversial and potentially divisive issues
 - Prayer in relation to culture
 - The role of faith in pushing for civil change
 - Values of religious freedom and democracy
 - The role and impact of prayer in American history and in people's everyday lives
- To encourage media to recognize the importance of prayer in American life and culture.

The outreach campaign incorporated various community constituencies. For **faith leaders**, the production offered a strategic opportunity to build bridges to interfaith community engagement - using media to open communication with today's media savvy audiences. **Special outreach** was also made to seminaries and departments of religion at colleges and universities; in conferences; through national partners; and to the larger community - congregations, lay leaders, ministerial groups, and chaplains in prisons and military settings. (See separate community engagement report, attached).

Like the production, the campaign was multi-faith and inclusive - offering a broad-based approach that appealed to viewers across interfaith lines. After reviewing an early treatment of the film provided by The Duncan Group, Outreach Extensions proposed an outreach campaign centering around five contemporary outreach themes:

- **Prayer and Armed Conflict** explores Americans' prayers for peace building, particularly in this time of war. The module encourages group discussion and contemplation and recognizes the need to feel secure and at peace in our nation. Content for this session may include War and Peace, Reflections on War, Terrorism, and the Case for Democracy. Workshop participants can create dialogue on how prayers are expressed for our soldiers and military leaders as well as citizens of countries with which America is in conflict.
- **Prayer and Social Justice** considers the impact and expressions of prayer in historical and contemporary developments in our nation's history. Workshop participants can compare and contrast prayerful examples in the American Civil Rights Movement with contemporary topics such as Immigration Reform.
- **Prayer and Forgiveness:** Many varying faith traditions, as well as individuals practicing no formal religion, share a common belief that individuals can fall short of their promise, but be redeemed by a change in behavior and belief. The workshop studies the notion of redeemed and redeemer and engages in discussion regarding Prisoner Reentry, Victim - Perpetrator Reconciliation, Recovery from Alcohol and Substance Abuse, and Transformation.
- **Prayer and the Constitution** considers influences from America's early history as well as contemporary constitutional issues. It examines the history of prayer and religious practices and how the faith and values of America's founding fathers influenced the Constitution. Topics include the historic/judicial/constitutional issues surrounding faith-

based prison programs, prayer in schools and public places, and prayer and religion in general.

- **Prayer and Crisis** explores both individual and collective prayer responses to challenging experiences. In times of crisis, how do Americans deal with events such as 9/11 and Hurricane Katrina, as well as with conflicts affecting families and communities? In addition, what is the role of prayer in healing, whether for individuals, communities, or our nation?

These themes were used to develop a **comprehensive community resource guide** for use by outreach staff at public television stations; seminaries and departments of religion at colleges and universities; houses of worship; and community groups. The resource guide features essays from a number of scholar theologians, including several featured in the PRAYER IN AMERICA documentary. The guide also includes discussion questions on each of the five outreach themes that can be used to stimulate interfaith dialogue.

An extensive Web site (www.prayerinamerica.org) was developed to support the broadcast and the national outreach campaign for PRAYER IN AMERICA. The Web site contains a six-minute trailer for the documentary on its home page. Additional features on the site include a narrative of the American Prayer project envisioned by James P. Moore, Jr.; a description of the documentary and The Duncan Group; a blog section for dialogue on many aspects of prayer; the 200-page community resource guide; a selection of interfaith resources, including a prayer directory and interfaith calendar; and a "watch and listen" section featuring local productions from public television station grantees.

The Web site continued to evolve since its launch in May 2007.

- From July 2007's report: Outreach Extensions continues to update content regularly on the site, including blog posts, day-in-the-life testimonials and rotating content on the home page. The next outreach event, hosted by Fellowship in Prayer in Princeton, NJ is currently on the home page.
- From October 2007's report: We continue to expand content on the Watch & Listen (<http://www.prayerinamerica.org/watch-listen/>) portion of the site. New content for December will include the town hall from Connecticut Public Television and a panel discussion from WCTE/Cookeville, Tennessee. We've also uploaded an audio presentation on *What is Prayer?* from Iowa Public Television (<http://www.prayerinamerica.org/get-involved/stations/iowa-public-television/>).
- From November 2007's report: Outreach Extensions has continued to post new blog topics on the PRAYER IN AMERICA Web site. Check out new posts at: <http://www.prayerinamerica.org/2007/12/should-a-presidential-candidates-religious-beliefs-be-considered/> and <http://www.prayerinamerica.org/2007/11/religious-expression-in-the-public-square-during-holy-days/>.
- From December 2007's report: Outreach Extensions has negotiated with our Web support team to continue concentrated efforts through May 2008 to secure sponsored Web advertising for the Web site and to coordinate our blog entries and other updates with special key word searches on Google and Yahoo! search engines. This strategy will help ensure continued traffic to the site and the potential to engage new visitors in our blogs and other interactive features of the site.
- From February 2008's report: In the next few weeks, Outreach Extensions will add larger profiles of grantee activities under each station's link (check out station pages at

<http://www.prayerinamerica.org/get-involved/stations/>). These will be culled from the final station grantee reports, due February 29, 2008.

A cornerstone of the outreach campaign was its **station grants program**. In January 2007, 20 public television stations were awarded grants to conduct outreach activities using PRAYER IN AMERICA.

Twelve stations received \$7,500 grants, which were used for local productions (i.e. televised town hall meetings, local public affairs shows, or on-air and online video vignettes). Seven stations received \$4,000 grants to incorporate local screenings and discussions into their plans. Many of these stations also included significant Web site content. One station, Connecticut Public Television, received a \$10,000 grant for its enhanced local production). Projects were authorized to begin March 1, 2007 and were, in most cases, completed by January 31, 2008 with final reports due by February 29, 2008.

Grantees completed a wide array of project activities at the local community level, including Web sites, panel discussions and screenings, and on-air productions. Project highlights include the following:

- **Connecticut Public Television** - CPTV's primary outreach activity for PRAYER IN AMERICA was to host a live televised town hall meeting following its two-day broadcast of the documentary. The panelists included clergy representing Protestant, Catholic, Muslim, Jewish, Buddhist, and Hindu faith traditions. Vice President and Station Manager Jay Whitsett reported, "Seeing the variety of religious leaders come together for an open dialog was a CPTV first! We plan to continue to develop these relationships."
- **Iowa Public Television** - IPTV conducted numerous outreach activities, including a half-day facilitated workshop at the station, using the themes of *prayer and forgiveness* and *prayer and crisis*. A highlight of the workshop was Father Dan Krettek's interfaith panel, "*What is Prayer?*" Panelists representing the Jewish, Buddhist, Christian and Islamic traditions spoke from their own culture and tradition with particular attention to the more mature and developed understanding of the practice of prayer. Participants were extremely pleased with the workshop, rating it 8.9 out of a possible score of 10.
- **KLRN/San Antonio** - San Antonio, with its immigrant origins and immense military presence, is a true microcosm of the nation's cultural and religious diversity. This blended community of multiple cultural backgrounds, traditions, and faiths has created—not a religious tinderbox where emerging faiths and values cause conflict—but a potential resource for enriching the community on individual faith-based traditions. Through a televised town hall discussion, KLRN provided an opportunity for local religious representatives and community members to explore religious and cultural differences within San Antonio and discuss the importance of prayer as a unifying tradition of all religious types. The one hour was broken into two sessions—each with its own focus and panelists. KLRN's Vice President for Education Lisa McGrath remarked, "Program viewers were able to see prayer as a unique, unifying force for celebrating diversity of opinions and viewpoints while still bringing people together at a grander level to 'reach higher ground.'"
- **KNPB/Reno** - KNPB's *Prayer in Northern Nevada* included a facilitated half-day workshop, as well as production and media components. Its local production, *Openline: Power of Prayer*, produced a number of calls from the public who wanted to pose a question of the interreligious panel within the 60 minute program. In-studio audience members also contributed to the *Openline* discussion by addressing question to the panelists. Three panelists participated in the *Openline* program

representing the Hindu, Catholic and Methodist faiths. The *Openline* program can be viewed on the PRAYER IN AMERICA Web site at <http://www.prayerinamerica.org/watch-listen/>).

- **Maryland Public Television** - MPT's plan was centered around a 30-minute broadcast special on healing individuals and communities through prayer and forgiveness. Its project goal was to promote enhanced learning and awareness about the power of prayer and forgiveness in all of our lives. MPT convened an advisory collaborative of partners that helped to develop this idea into a television production. The collaborative also helped to identify local/regional stories of forgiveness through different forms of prayer and their healing effects on individuals and groups. These stories included examples of traditional Eastern, Western, and other spiritual practices of prayer/meditation, both in personal and communal settings.

- **Milwaukee Public Television** - MPTV's outreach plan included four major components: a) Premiere of the first hour of PRAYER IN AMERICA (PIA) at Milwaukee Public Television's (MPTV) monthly *Community Cinema* series on January 10, 2008 at MPTV partner organization Discovery World www.discoveryworld.org, followed by a discussion featuring Outreach Extensions' Denise Blake and PIA researcher/co-producer Patricia Ostermick of the Duncan Group; b) Public forum and broadcast of "Politics, Power and Prayer" on MPTV's weekly show *4th Street Forum*, February 7, 2008 <http://www.milwaukeeeturners.org/fourth-street-forum/>; c) Screening and discussion of the *Prayer and Forgiveness* segment at Wisconsin Lutheran College, Schwan Concert Hall on Tuesday, February 5; and d) Screening and discussion of "*Prayer and Social Justice*" segment hosted by the Office of Interfaith Affairs at the Archbishop Cousins Center of the Archdiocese of Milwaukee on Monday, February 11. MPTV's senior producer Raul Galvan was inspired by the station's efforts: "It was gratifying to premiere the documentary to interested audiences and to engage in stimulating discussion."

- **Rhode Island PBS** - The station's coalition of faith leaders led to a productive interfaith conference and production of two 30-minute programs that provided discussion and critical analysis of prayer in America and the local relevance of the topics discussed in the national documentary. The station confidently met or exceeded its five project objectives: To increase public awareness of and build interest in PRAYER IN AMERICA and Rhode Island PBS; To support community utilization and long-term use of PRAYER IN AMERICA, as well as increase awareness of interfaith groups and motivate them to establish ongoing discussions; To build and establish interfaith dialogue in collaboration with Rhode Island PBS; To enable local faith leaders and communities to have meaningful interfaith dialogue and increase public understanding about topics discussed in PRAYER IN AMERICA; and To encourage the media to recognize the importance of prayer in American life and culture. The station accomplished these elements with an active, committed advisory council which included the Rhode Island State Council of Churches; American Baptist Churches of Rhode Island; Rhode Island Board of Rabbis; Muslim American Dawah Center of Rhode Island; and the Roman Catholic Diocese of Providence.

- **WCTE/Cookeville, TN** - WCTE was first in its project implementation with its discussion following the tragedy at Virginia Tech last spring. WCTE took this opportunity to kick off its PRAYER IN AMERICA campaign and held a panel discussion about the use of prayer in response to crisis on its own university campus and nationwide. Remarked Outreach Coordinator Cindy Putman, "One of the most interesting things that came out of this panel discussion was the story of one panelist's loss and how he and his family used prayer as a tool for forgiveness and healing. Hector Black's daughter was murdered by a random act of violence and through prayer he was able to forgive the man who killed his daughter and developed a relationship with him as he serves a life sentence in prison." WCTE held a follow-up screening and panel discussion on November 6, 2007 for a general dialogue about prayer.

- **WDSE/Duluth, MN** - WDSE's Dan Corbett summed up the station's outreach campaign results: "What WDSE hoped to accomplish through the project was to build bridges of understanding and productive cooperation between communities of faith. Two public forums were held at Temple Israel in Duluth and the College of St. Scholastica, a Benedictine Catholic university. The third public forum was not grant-funded, but developed because of the success of the project and was held in the new Islamic Center for the Twin Ports. Holding these forums in three different faith-related locations was a significant factor in achieving the project's outcomes. Some participants had never been in a Muslim, Jewish or Catholic facility."

- **WETA/Washington, DC** - Remarked Outreach Director Ferne Barrow, "On February 27, 2008, the PRAYER IN AMERICA workshop took place at the station's headquarters in Shirlington, Virginia. Fifty-five faith and community leaders came from all parts of the metropolitan Washington area to spend 4 ½ hours learning and sharing with each other. About 60% of the participants were clergy and 40% were non-clergy, representing local organizations such as the YMCA, Leadership Council and Anacostia Coordinating Council. To help provide direction for the project, WETA formed an advisory committee of individuals representing the faith community. WETA was honored to have James Moore facilitate a lively interchange among the participants on prayer and social justice. In addition, Reverend Dr. Harold Dean Trulear facilitated the discussion on prayer and forgiveness. The energy level was very high before, during and after the workshop was over. Several participants were exchanging contact information before we ended the event."

- **WFYI/Indianapolis, IN** - WFYI collaborated with three organizations: the Spirit and Place Civic Festival, the Christian Theological Seminary (CTS) and the Inclusiveness Committee of St. Luke's United Methodist Church for its outreach campaign. The major events were held on November 8, 2007, featuring special guest James P. Moore, author of *Prayer in America*. **Clergy Breakfast:** co-hosted by WFYI and the Inclusiveness Committee of St. Luke's United Methodist Church, this breakfast offered participants an opportunity to sample the broadcast, hear of Moore's passion and inspiration for the project, and to be in conversation with him. It also provided clergy who might not usually interact with a chance to do so. Participants included those from the Jewish, Protestant, Muslim, and Catholic faiths. Each received a signed copy of Moore's book and the PRAYER IN AMERICA outreach guide. **Class Lecture:** James Moore was the guest lecturer for Dr. Scott Seay's seminary course on Holiness, Pentacostalism, and Charismatic Movements. Students viewed clips of the series, listened to comments made by Moore, and engaged in lively dialogue with him. Class members were presented signed copies of Moore's book. Of note were the plans for at least two congregations to use PRAYER IN AMERICA for Lenten study. **Spirit and Place Civic Festival:** This annual Central Indiana civic festival celebrates the spirit and the place of the community, and calls upon arts, religious, and humanities organizations to collaborate on interactive events that explore a given theme. The theme for the 2007 festival, *Living Generously*, enabled WFYI and its partner, CTS, to help guests consider whether or how prayer in American culture has been a generous act. Guests viewed a segment of the documentary and engaged in lively dialogue with James Moore.

- **WGTE/Toledo** - WGTE used non-broadcast media formats (blogs and videotaped testimonials) to create a significant Web presence for its PRAYER IN AMERICA campaign. Station outreach staff were pleased with the project's outcomes, which included: ability to act as a neutral convener (for the advisory committee) of persons from diverse backgrounds, many of which had never met before; providing a Web page for a civilized exchange of ideas. All were tolerant and open-minded; encouraging dialogue about prayer with the on-air vignettes.

- **WIPB, Muncie, IN** - WIPB-TV formed a planning team of nine people from different faiths to plan its facilitated workshop that took place in November 2007. The planning team met monthly to discuss the goals and content of the workshop. Along with discussions of *prayer and social justice* and *prayer and The Constitution*, the planning group created opportunities for multicultural expressions of prayer with a Native American drummer and a Hindu dance group who performed. The people who attended the workshop were then able to apply for a small grant to hold their own PRAYER IN AMERICA outreach event. Four organizations applied to WIPB: Temple Bethel of Muncie; Bethel A.M.E. Church; Matters of Diversity and Equality Organization; and the Unitarian Universalist Church who partnered with The Muncie Interfaith Fellowship and the Converging Streams Ministry.
- **WLRN/Miami** - The project brought the community of South Florida together to understand how prayer is an integral part of people's lives. WLRN's symposium and screening helped to increase understanding with a goal of achieving reconciliation and healing between various religions. South Florida is unique in that over 149 languages and countries are represented. The community brings with them various beliefs and, most importantly, they bring prayer - a universal tool for most every religion. The Alvin Sherman Library at Nova Southeastern University was WLRN's partner for this community outreach event. The staff made the decision to create a photo exhibit and prayer wall to accompany the screening event and also provided a group of students to videotape the panel discussion. In follow-up to the screening event, WLRN invited James P. Moore to be interviewed on its *Tropical Currents* radio program. Host Joseph Cooper shares his microphone with a wide range of guests including community leaders, artists, scientists, historians, political thinkers and more who bring issues of interest to South Floridians. WLRN Public Radio is heard on 91.3 FM throughout Monroe, Miami-Dade, Broward, and Palm Beach counties.
- **WLVT/Bethlehem, PA** - WLVT/PBS 39 partnered with the Salesian Center for Faith and Culture at DeSales University to offer a screening of PRAYER IN AMERICA and a discussion surrounding the topic of *prayer and armed conflict*. The evening was hosted by PBS 39 VP for Education & Outreach, Teri Haddad and moderated by Father Thomas Dailey, Director of the Salesian Center. Prior to the screening, the station hosted a dinner for panelists and special members of the community, including leaders of the Lehigh Valley Conference of Churches. Reports Stacy Shillinger, WLVT's Director of Education and Outreach, "We were particularly pleased by the reception we received from panelists we approached to participate in the event. We were also impressed by the level of discussion at dinner and during the Q&A with the screening audience. We received emails from several participants following the event, citing the need for this type of exchange and the value they perceived it had."
- **WSIU/Carbondale, IL** - As part of its PRAYER IN AMERICA outreach campaign, WSIU Public Broadcasting completed editing and production of a video documentary of its *Ties That Bind Town Hall 2006 Meeting*. They broadcast this video, along with PRAYER IN AMERICA and other faith based programming, and repeated the broadcasts several times. Outreach staff created a panel of faith leaders to engage the community and hosted a Town Hall Meeting in WSIU's TV studio.
- **WTTW/Chicago** - WTTW achieved its objectives to bring discussions of PRAYER IN AMERICA to various settings in the Chicago-land area. WTTW's first screening and panel discussion was the result of a new collaboration with the McCormick Tribune Freedom Museum. Although attendance was reduced due to inclement weather, participants rated the event highly and would like to attend more events at both the Freedom Museum and others sponsored by WTTW. WTTW's subsequent events at the Salem Baptist Church and DePaul University (with Dr. Aminah McCloud, featured in the documentary), were equally well-received. WTTW is pleased to have expanded its reach to faith communities in our viewing area and to develop new relationships among these community stakeholders.

- **WTVI/Charlotte** - Through PRAYER IN AMERICA screenings and discussions, WTVI connected with area congregations, university religious studies educators/students, and community leaders and organizations. WTVI used PRAYER IN AMERICA screenings and panel discussions and other campaign resources as a catalyst to initiate programs and outreach activities that WORK for the Charlotte community. WTVI worked with a number of new partners on this project, including Myers Park Baptist Church; Mecklenburg Ministries; and the Mecklenburg Clergy Association.

- **WVPT/Harrisonburg, PA** -- WVPT produced and aired unique local programming with supportive web elements to showcase the diverse religious beliefs on the role of prayer and faith held by those living in the WVPT viewing area and promoted a respect for and an appreciation of those who hold these beliefs. Campaign resources paid for: the production team and host to plan, produce and record four new *Consider This* programs; the updating of the local production "*Living in Virginia: Life of Peace in a Time of War*" for broadcast. (This included adding the funding credit); the close captioning of these programs; the creation, production and uploading of the web elements on www.wvpt.net; and the promotion of the shows included in this project.

- **WXXI/Rochester, NY** -- WXXI and planning team members used grant funds and national outreach campaign materials to develop three facilitated, interfaith workshop/dialogues designed to meet the needs of the Rochester community. The goal of these forums was to define a common thread among faiths and focus on obtainable goals. Rochester has a rich history of interfaith dialogue. Groups such as the Center for Interfaith Studies and Dialogue at Nazareth College, the Commission on Christian-Jewish Relations, InterFaith Forum of Rochester, and Rochester Women's Interfaith Coalition are committed to ongoing dialogue among Rochester's diverse faith communities. PRAYER IN AMERICA provided materials for this already engaged group of community leaders to look at and discuss *Prayer and Crisis* and *Prayer and Armed Conflict* - how they relate to the local community - and then to share strategies with their constituents.

GENERAL OUTCOMES

- Station outreach projects garnered a reach of more than five million impressions (see chart on next page).
- Station outreach staff were able to cultivate new relationships, often for the first time with religious bodies.
- Campaign participants continued the dialogue on prayer through interfaith connections at the local level
- The outreach campaign often brought new viewers to the broadcast of PRAYER IN AMERICA
- Grantees leveraged financial awards with additional local support
- PRAYER IN AMERICA campaign resources, i.e., community resource guide, facilitated workshop guide, e-newsletters, DVD copies of the documentary, and project staff technical assistance enabled grantees to reach a high level of success

Final grantee summaries are included on the following pages, along with select proof-of-performance materials.

GRANTEE	Events	Distribution of Materials	Web Site	On-Air Outreach/Promotions	Outreach Broadcast	Partners	Total
Connecticut Public Television	50	40,000	5,000	50,000	16,000		111,050
Iowa Public Television	75	200	0	1,500	0	5,000	6,775
KLRN/San Antonio	200	10,000	12,000	600,000	120,000	1,000	743,200
KNPB/Reno	80	600	350	16,200	10,000	100	27,330
Maryland Public Television	350	435	43,000	587,000	65,000		695,785
Milwaukee Public Television	83	200		20,000	14,000		34,283
Rhode Island PBS	51	200	0	221,000	300,000	8,000	529,251
WCTE/Cookeville, TN	120	1,000	4,000	2,000	40,000	500	47,620
WDSE/Duluth, MN	174	212	1,700	25,000	0	10,000	37,086
WETA/Washington, DC	350	5,500	1,000	330,030	0	1,000	337,880
WFYI/Indianapolis	134	86	5,315	329,000	0	575,900	910,435
WGTE/Toledo, OH	15	75	1,200	375,000	10,000	100	386,390
WIPB/Muncie, IN	437	110	12,454	6,100	0	1,971	21,072
WLRN/Miami	200	800	300	100,420	0	40	101,760
WLVT/Bethlehem, PA	100	5,000	14,000	161,000	0	4,000	184,100
WSIU/Carbondale, IL	5,250	500	7,500	5,000	5,000	0	23,250
WTTW/Chicago	200	5,000	0	0	0	2,000	7,200
WTVI/Charlotte	4,165	3,500	821	825,000	0	3,500	836,986
WVPT/Harrisonburg, VA		87	3,117	15,400	16,000	50	34,654
WXXI/Rochester, NY	<u>100</u>	<u>124</u>	<u>20,900</u>	<u>140,000</u>	<u>0</u>	<u>3,000</u>	<u>164,124</u>
PRAYER IN AMERICA Web Site			<u>40,000</u>				<u>40,000</u>
TOTAL	12,134	73,629	172,657	3,809,650	596,000	616,161	5,280,231

GRANTEE: Connecticut Public Television

FINAL REPORT

Submitted by Jay Whitsett, VP & Station Manager
\$10,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 10 Fully achieved (circle response)

Please explain:

- Fantastic response to the program from viewers
- Guests want do more programming like this
- Show is being used an outreach tool

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 10 Completely satisfied (circle response)

Please explain.

- Seeing the variety of religious leaders come together for an open dialog was a CPTV first.
- This is how the *Connecting our Communities* initiative works
- Bringing people together through partnerships to share content to a larger audience
- We complete the show and the partnerships continue

Original Abstract:

As a follow-up to PRAYER IN AMERICA, CPTV will produce a one-hour town hall meeting that will examine the topics raised in the film. The town hall meeting will be interactive, with guest experts, studio audience, live calls as well as e-mails. Discussion will also revolve around the state of prayer in Connecticut and other relevant issues. The program will be made available for outreach initiatives throughout the community. Promos will run 2-3 times a day one week prior to the airdate.

CPTV and WNPR serve the entire state of Connecticut - reaching an estimated 750,000 television viewers and more than 180,000 radio listeners each week.

Total number of people your station will reach through project activities: 26,000 viewers

Final Report narrative:

On November 28, 2007, CPTV held an in-studio conversation with Connecticut clergy and religious leaders about prayer. The program reached 10,000 Connecticut households and a viewership of 16,000. Questions were posed by call-in viewers, email participants, and in-studio audience members and ranged from Constitutional issues to similarities and differences in prayer traditions among various religious faiths, to the role that prayer can play in the lives of those with addictions. The program is being streamed on the PRAYER IN AMERICA Web site at <http://www.prayerinamerica.org/watch-listen/>.

Project outcomes / intended impact: Report the measurable outcomes for your project and the overall impact you achieved. What was different as a result of your project?

It was measured by the positive viewer response after the program concluded. For our viewers they received a heightened awareness of prayer and spirituality coupled with counseling. This was a CPTV first.

Community Partner(s): Identify your community partner(s)/coalition(s) and describe their roles in the project. What worked effectively in your relationship(s) and what could have been improved? How will your station/organization continue to work with these partners and build sustainable relationships?

For this project we partnered with the Capitol Region Conference of Churches (CRCC). CRCC's mission is to unite, empower, and enable faith communities to provide faith-based social service programs. From its Web site, "Now more than ever, our support services are needed to meet vital needs within our community. Racial and ethnic health disparities are rampant in Hartford, where the city's high level of socioeconomic stress has attracted national attention. Hartford has the state's highest rate of single-parent households, as well as the state's second-highest poverty rate. By transforming our sorrow over such statistics into action, we can change our reality, one neighborhood at a time. As we provide resources and expertise that support faith-based services, we invite you to share in our mission."

Additionally, because of its role in supporting faith-based social services, CRCC has been designated by the federal government as *Office of Faith-Based and Community Initiatives* (OFBCI) for the state of Connecticut. As an OFBCI, CRCC provides information, training, limited funding, and publicity to support faith communities and faith-based groups that provide social services addressing community needs. Working closely with their Executive Director we were able to connect with a variety of religious leaders in the state. We are currently working with CRCC on producing a monthly magazine show shot in the field, featuring religious topics and concerns.

Promotion: Describe how you promoted your project. What benefits resulted from this promotion?

The program was promoted on our web site, in CT Magazine, on our air, as well as through church/temple services. Promotion built viewership.

Evaluation Plan: How did you evaluate your project? Ratings, viewer and participant feedback
What lessons did you learn and how might you do things differently on future projects? We would look to take the program out of the studio either as a monthly magazine show or regional town halls shot on location. We need to create sustainability. We can't let the content come and go.

Reach/Impact

Number of people you reached through broadcast: 16000

Number of people you reached through events/activities: 50

Number of people you reached through promotions: 50,000

Number of materials you disseminated (total number of all materials combined that you distributed to the community): 40,000

Number of people who visited the Web site: 5,000

MONTHLY PROJECT UPDATES - Connecticut Public Television (NOTE: Provided to Document Project Implementation)

January 2008 Update: All Grantee Activities Completed.

December 2007 Update: All Grantee Activities Completed. *NOTE: Outreach Extensions followed up with the in-studio participants who left email addresses to apply for a copy of the film to use in their own ministries and programs. Three participants completed applications and were sent copies of PRAYER IN AMERICA. All participants were added to the PRAYER IN AMERICA outreach newsletter database.*

November 2007 Update: The program was hosted by Mr. Stan Simpson, a columnist with the Hartford Courant, and featured a multi-faith panel. Religious leaders on the panel included:

Prof. Abdullah T. Antepi, Associate Director of Islamic Chaplaincy Program & Interfaith Relations
The Duncan Black Macdonald Center for the Study of Islam and Christian-Muslim Relations, Hartford Seminary

Chaplain Antepi is Turkish born and a doctoral student at the Hartford Seminary. The seminary's Islamic Chaplaincy and Interfaith Relations program is the nation's only accredited Islamic chaplaincy program.

Rev. Shelley Copeland, Executive Director
The Capitol Region Conference of Churches

Rev. Shelley D.B. Copeland serves as the Executive Director of The Capitol Region Conference of Churches, a 104-year-old ecumenical organization serving a regional network of over 300 Protestant and Roman Catholic churches in Greater Hartford. Rev. Copeland is also Director of the federally-designated CT Office of Faith-Based and Community Initiatives (OFBCI), which is housed at The CRCC. She received her Bachelor of Arts degree in Communication from Central Connecticut State University; a Master of Arts Degree in Religious leadership from Hartford Seminary and a Master of Divinity Degree from Yale University Divinity School. She is an ordained minister in the African Methodist Episcopal Zion Church and for six years she served as a pastor of an innovative multi-ethnic congregation called Workman Memorial A.M.E. Zion Church. An adjunct faculty member at Hartford Seminary and Yale Divinity School, Rev. Copeland continues to lecture regularly and has been published on issues impacting African American children and families, clergy sexual misconduct prevention; womanist sexual ethics and faith-based services. In addition to her service with The CRCC, Rev. Copeland serves as founder and president of Faith Community Development Institute; a lecturer for Virtuosity Communications and member of the ministry staff of Metropolitan A.M.E. Zion Church in Hartford's North End.

Rabbi Robert Orkand
Temple Israel, Westport

Rabbi Robert Orkand has served Temple Israel as its Senior Rabbi since 1982. Born in Los Angeles, CA, Rabbi Orkand earned a B.A. in 1967 from California State University at Northridge. He earned a BHL and a MHL from Hebrew Union College - Jewish Institute of Religion and was ordained from HUC - JIR in 1973. Following his ordination, he served in Miami, Florida and Rockford, Illinois, before coming to Westport. In March of 1998, Rabbi Orkand was awarded an honorary Doctor of Divinity Degree by Hebrew Union College, recognizing 25 years of service to the Reform Movement. Rabbi Orkand is past Chair of the National Commission on Jewish Education for the Reform Movement. He was a member of the national Camp Commission of the Reform Movement, the Publications Committee of the Central Conference of American Rabbis, the Small Cities Committee of the CCAR, and has chaired the Program Committee of Eisner Camp Institute in Great Barrington, MA. He is co-chair of the Rabbinic Council of the Association of Reform Zionists of America/World Union for Progressive Judaism.

Dr. Shyamala Raman, Director of International Studies
St. Joseph College

Shyamala Raman has been a faculty member at Saint Joseph College for the past twenty years. She is currently professor of Economics and International Studies and Director of International Studies. She also chairs the Social Science Division. She has taught a wide variety of courses in economics, finance and in international studies. She has been involved in several curriculum projects at the College, the most recent one being the development of the BA in International Studies. At the May

2001 Commencement, she was awarded the Reverend John J. Stack award for teaching excellence.

During the past three years, under Sister Claire Markham's mentorship, she has been giving public talks on ecological economics, sustainable economic development and has been promoting the Earth Charter. As Director of two successful summer residential institutes on International Studies for high school juniors and seniors sponsored by the Capitol Region Educational Council, she has been an ardent educator on such topics. She has also been a member of the consortial faculty that worked on the Talent grant program overseen by Sister Claire Markham.

Shyamala received her undergraduate degree in economics and her first Master's degree from Madras University in Madras, India. She also holds a Master's Degree in Liberal Studies from Wesleyan University and a Master's Degree in Business Administration from the University of Connecticut. Her doctorate in economics, which is also from the University of Connecticut, is in the field of industrial organization.

Father John Gatzac
Archdiocese of Hartford
Crossroads Magazine Executive Producer and Co-host

Fr. John performed his seminary studies at St. Thomas Seminary, Bloomfield, Connecticut, where he received an A.A. degree; St. John Seminary, Brighton, Massachusetts, where he received a B.A. in Philosophy; and he completed his priestly formation at the Pontifical North American College, Rome, Italy. While in Rome, Fr. John earned his S.T.B. degree and an M.A. in Theology from the Pontifical Gregorian University. On June 29, 1975, the Feast of Saints Peter and Paul, Fr. John was ordained to the priesthood by the Holy Father, Pope Paul VI, in St. Peter's Square at the Vatican. Fr. John celebrated his 30th Jubilee of priestly ordination on June 29, 2005.

Bill Ford
Dharma Teacher

Bill Ford has been studying Buddhism for almost 30 years. He taught English for 33 years in Yonkers high schools before retiring in 2002, and says that Buddhism helped him evolve into a more compassionate educator. "Buddhism is about inner development, and I do consider it to be a religion," he says. "In the Judeo-Christian tradition, including Islam, God is the center of the universe. Buddhism gives you a different way to perceive the universe, starting with the incredible relationship of all things. It's important to get support from the group and a sense of community because there's a lot there."

October 2007 Update: CPTV producer Jay Whitsett reports that the station accomplished the following tasks during this reporting period:

- Mailed out final cut of program to producer and content partner
- Continued to meet with the Executive Director of the Capital Region Conference of Churches and producer
- Finalized host for town hall meeting
- Began to call potential guests and studio audience members for the program
- Met with promotion department to discuss promos for the program
- Met with education department to discuss additional possible outreach activities
- Met with corporate communications for guide promotion
- Met with web developer for streaming the program and developing web content

Additionally, Outreach Extensions' Judy Ravitz, Ken Ravitz and Denise Blake had an extensive conference call with town hall producer Ron Ropiak to brainstorm topics for the show and provided him with an array of campaign resources in preparation for the broadcast. CPTV will stream the program on its web site and will also make a podcast available.

CPTV has planned the following broadcast schedule: PIA Part I - **Monday, November 26th at 10pm**; PIA Part II - **Tuesday, November 27th at 10pm**; Town Meeting - **Wednesday, November 28th at 8pm**.

September 2007 Update: CPTV is narrowing its focus to prepare for the town hall meeting on November 28, 2007. In this reporting period, CPTV:

- Reviewed the rough cut DVD of the documentary
- Interviewed possible hosts for the program
- Continued to discuss the topic with the Executive Director of the Capital Region Conference of Churches
- Continued meetings with the producer
- Produced an advertisement for their monthly member magazine

August 2007 Update: This month, CPTV accomplished the following tasks for PRAYER IN AMERICA:

- Met with the Executive Director of the Capital Region Conference of Churches (COC). The station is anticipating that COC will be a content partner. Discussions revolved on various Connecticut-related themes to history of prayer and the variety of religions and religious activity in the state. Discussions also covered the different types of religions that would make up the panel. A possible host and guests were discussed.
- All print materials have been sent to the Exec. Dir of COC
- Producer is now beginning to put the show together

July 2007 Update: During this reporting period, CPTV staff have completed the following:

- Continued to meet with the producer
- Put together a list of possible panelists
- Begun the search for the host
- Attended a variety of church services

CPTV is tentatively planning the following schedule:

- Documentary Part I Monday, November 26th at 10pm
- Documentary Part II Tuesday, November 27th at 10pm
- Town Meeting Wednesday, November 28th at 8pm

June 2007 Update: CPTV is continuing its planning efforts for a live telecast this fall. During this reporting period, the following items were accomplished:

- Met with the producer that was hired last month.
- Shared all the documents that was sent on the show
- Had conference call with marketing and Denise to review program needs
- Continue research phase.

May 2007 Update: During this reporting period, the station achieved the following:

- Hired a producer for the town hall meeting
- Reviewed PIA guide with producer and members of the education department
- Sent guide and associated materials to community partners and staff that will assist with the live telecast
- Began the research phase

April 2007 Update: During this reporting period, CPTV conducted the following:

- Continued discussions with the Capital Region Conferences of Churches.
- All producer candidates have been interviewed. Choice should be made by the end of May.
- Continued micro site discussions.
- Met with education coordinator to see if there are any other additional outreach opportunities.
- Once we receive a screening copy of the program, we'll begin content development

March 2007 Update: CPTV is still in its initial stages of development and coordination for PRAYER IN AMERICA

GRANTEE: Iowa Public Television

FINAL REPORT

Submitted by Mary Bracken, Outreach and Communications Coordinator
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 **8** 9 10 Fully achieved (circle response)

Please explain:

Our Des Moines event was at full capacity with 50 attendees. They represented Iowa's diverse religious and spiritual practices.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 **8** 9 10 Completely satisfied (circle response)

Please explain.

The results of the workshop day were marvelous. However, we would have liked to see more follow-through by the attendees, generating events on their own following the workshop.

Original Abstract:

IPTV will conduct a facilitated workshop for faith leaders and representatives of interfaith, multicultural, and immigration-related organizations. This primary workshop, hosted in Des Moines, will be offered on the ICN, Iowa's interactive fiber optics network, allowing participation from a statewide audience. Screenings and discussions will follow the workshop in at least three Iowa locations: central, western, and eastern Iowa. These events will serve as a springboard for local "Know Your Neighbor" panels, which will continue indefinitely following the broadcast.

Iowa Public Television is a statewide network, serving all of Iowa's 99 counties, and viewers in the six adjacent states. IPTV is available free, over the air to all of Iowa's nearly 3 million residents. IPTV serves the following broadcast markets: Des Moines/Ames; Cedar Rapids/Waterloo/Dubuque/Iowa City; Quad Cities; Mason City/Austin/Rochester; Sioux City; Omaha/Council Bluffs; Ottumwa/Kirksville. More than one million viewers a week watch IPTV. Iowa Public Television's Educational Web sites enjoyed 1,244,776 unique visitors during fiscal year 2005.

Final Report narrative:

On October 18, 2007, Iowa Public Television hosted a facilitated workshop with Denise Blake of Outreach Extensions. The PRAYER IN AMERICA Iowa steering committee has been meeting monthly since May preparing for this day. Denise had advised that we should cap the participants at 50, and we did have 52 attendees.

The event began with an informal continental breakfast and registration. The group then moved into IPTV's Maytag auditorium for the welcome and introduction by IPTV Executive Director, Dan Miller. Mary Bracken, IPTV Outreach Coordinator explained the day's agenda, and Denise Blake, Outreach Extensions Project Director introduced the documentary and discussion themes.

After an opening prayer and introduction of the steering committee and facilitators, the attendees introduced themselves. Each person also indicated one thing that they hoped to learn during the workshop.

Following an introductory preview from the documentary, Father Dan Krettek led an interfaith panel discussion on "*What is Prayer?*" Panelists representing the Jewish, Buddhist, Christian and Islamic traditions spoke from their own culture and tradition with particular attention to the more mature and developed understanding of the practice of prayer.

Following a screening of a video segment on Prayer and Forgiveness, the attendees broke into small discussion groups, lead by facilitators who are also steering committee members. Discussion of key questions occurred during a working lunch in the 8 breakout rooms. Denise facilitated discussion, asking for a report out from various groups.

We screened a segment from Prayer and Crisis and returned to the same small group for discussion surrounding that topic. A spokesperson from each small group again reported key findings to the group at large. Mary Bracken encouraged all attendees to use the day as a model for continued outreach around the PRAYER IN AMERICA topics.

Each attendee received workshop materials, a copy of Jim Moore's book, *Prayer in America*, and a CD copy of the panel presentation, "*What is Prayer?*"

The "*What is Prayer?*" workshop was featured for two days on local radio, following a half hour radio program with IPTV outreach coordinator Mary Bracken and panel moderator Father Dan Krettek. The steering committee has submitted an op-ed piece and hopes to see it in newspapers closer to broadcast.

This project was guided by a central Iowa steering committee. We met monthly from May through August, and more frequently in September and October. Members included a Muslim Imam; Director of the Office of Communications, Catholic Diocese of Des Moines; Communications Director of the Iowa Methodist Church; a teacher of meditation and Buddhist philosophy; A Roman Catholic Pastor and spiritual director of Emmaus House; Buddhist practitioner; Executive Director of the Jewish Federation; A Baptist Pastor and representative of the Black Ministerial Alliance; Director of the Office of Faith Formation, Catholic Diocese of Des Moines; A Presbyterian Pastor; A Representative from the Iowa Dialogue Center; A Pastor, Disciples of Christ and Chair of Contemplative Outreach.

Although we attempted to break tasks into smaller working groups, those groups never really came together. The large group worked well together, and I believe new working relationships were formed in the process. The group could come together again for a specific project. This was a first step toward that.

To promote the workshop, each faith organization published event notices in their newsletters and worship bulletins. Emails were also very helpful. IPTV gained recognition as a community convenor. This also helped build interest in viewing the broadcast program.

We used the evaluation form provided by Outreach Extensions to disseminate to workshop participants. Thirty attendees completed an evaluation sheet and returned it the day of the workshop.

Workshop evaluations were extremely positive, telling us that the workshop was very informative, the presenters responded to the needs of the participants, and that the documentary will be very effective in attendees' ministries or programs. Most of the attendees will use the resource guide in their programs, although just slightly more than half use media regularly.

Feedback was based on a 10 point scale, with 10 being the highest.

What is your overall evaluation of today's workshop?	8.9
How informative did you find the workshop?	8.8
How effective were the presenters in responding to the needs/interests of participants?	8.4

How effective do you think the PRAYER IN AMERICA documentary will be to your ministry or program?
7.8

How effective do you think the PRAYER IN AMERICA Community Resource Guide will be to your ministry or program? 6.5

How often have you used media resources, e.g., television programs, videotape, audiotape, in your ministry or program? 5.2

Reach/Impact

Station events + workshops	75
Community events	
Distribution of outreach materials	200
Web site visitors	
Promotion/Publicity of outreach activities	1,500
On-air (outreach and outreach promotion only)	
Partner(s)' Contacts/Activities (unduplicated)	<u>5,000</u>
TOTAL	6,775

Broadcast Viewership (based on time period averages for Nov. 2007)

Hour 1	Sunday 12/9 8 pm and Sunday 12/23 5 pm	49,720
Hour 2	Sunday 12/9 9 pm and Sunday 12/23 6 pm	47,500

MONTHLY PROJECT UPDATES - Iowa Public Television (NOTE: *Provided to Document Project Implementation*)

January 2008 Update: All Grantee Activities Completed.

December 2007 Update: All Grantee Activities Completed.

November 2007 Update: IPTV's Mary Bracken has continued work on the PRAYER IN AMERICA outreach campaign by providing technical assistance to local organizations wishing to use campaign resources. Mary also made contact with Sandy Casey Martis, a college of Father Dan Krettek's at All Saints Episcopal Church in Austin, Texas. Mary alerted Karen Quebe, the outreach director at KLRU, Austin's public television station. Karen, in turn, spoke with her programmer about airing the program, which is tentatively scheduled for February or March 2008.

October 2007 Update: On October 18, Iowa Public Television hosted a facilitated workshop with Denise Blake of Outreach Extensions. The *Prayer in America* Iowa steering committee has been meeting monthly since May preparing for this day. Denise had advised that we should cap the participants at 50, and we did have 52 attendees.

The event began with an informal continental breakfast and registration. The group then moved into IPTV's Maytag auditorium for the welcome and introduction by IPTV Executive Director, Dan Miller. Mary Bracken, IPTV Outreach Coordinator explained the day's agenda, and Denise Blake, Outreach Extensions Project Director introduced the documentary and discussion themes.

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- What is your overall evaluation of today's workshop? 8.9
- How informative did you find the workshop? 8.8
- How effective were the presenters in responding to the needs/interests of participants? 8.4
- How effective do you think the PRAYER IN AMERICA documentary will be to your ministry or program? 7.8
- How effective do you think the PRAYER IN AMERICA Community Resource Guide will be to your ministry or program? 6.5
- How often have you used media resources, e.g., television programs, videotape, audiotape, in your ministry or program? 5.2

The *What is Prayer?* presentation was featured for two days on local radio, following a half hour radio program with IPTV outreach coordinator Mary Bracken and panel moderator Father Dan Krettek. The steering committee has submitted an op-ed piece and hopes to see it in newspapers closer to broadcast.

Additionally, as part of its outreach efforts for PRAYER IN AMERICA, IPTV's Mary Bracken and faith advisory committee member Father Dan Krettek went to the KWKY studios and taped a show with Anne Marie Cox. There will be three PRAYER IN AMERICA programs on KWKY 1150 AM -- October 24, 25 & 26 with repeats after Thanksgiving on November 28, 29 & 30 from 5:00 - 5:30 p.m. each day:

Part 1: Mary and Father Dan (interview about PRAYER IN AMERICA)

Part 2: Father Dan and Rabbi Kaufman

Part 3: Charlie Day (Buddhist), Rev. Keith Ratliff, Sr. (Christian) and Ako Abdul-Samad (Muslim).

On Dec. 8, 2006, the feast of the Immaculate Conception and KWKY Radio joined the growing number of Catholic radio stations in the United States. For 30 years, KWKY Radio was the voice of evangelical Christianity in central Iowa. Recently, a group of Catholic businessmen and clergy from the Des Moines area formed the non-profit organization St. Gabriel Communications in order to bring Catholic radio to Des Moines. St. Gabriel Communications then purchased KWKY from the long-time owners, the Putbren

family. St. Gabriel Communications and the Putbreses feel that this change will allow them to use their resources to answer the call of the late Pope John Paul II for a "new evangelization."

September 2007 Update: The PRAYER IN AMERICA Iowa steering committee held its fifth planning meeting on Monday, September 17 at Iowa Public Television. Attending: Anne Cox, diocese of Des Moines; Charles Day, Buddhist practitioner; Fr. Dan Krettek, pastor; Deborah Guthrie, Buddhist; Pastor Irvin Lewis, Black Ministerial Alliance; Paul Witmer, pastor; Mary Bracken, IPTV

Registration for the event will be on the Web at www.iptv.org/workshop and includes choices for lunch. Each member is sending a reminder email this coming week to encourage registration.

The committee further discussed the *What is Prayer?* segment of the facilitated workshop.

Pivotal questions:

- What perspectives in each practice of prayer most unite us?
- What within our traditions serves to unify people?

Plans continue to make a CD of the *What is Prayer?* panel for all attendees. Art McClanahan believes he can make enough dubs quickly and have them for all of the attendees at the conclusion of the day.

Anne Marie reviewed her proposed op-ed piece. Since the air date has not been determined, we decided to hold the piece until after the event. Anne Marie will take pictures of several facilitators and attendees, and include quotes from each on why they attended and the significance of the October 18 interdenominational gathering.

August 2007 Update: IPTV has finalized its plans for an October 18 facilitated workshop in the station's Maytag Auditorium. Father Dan Krettek has taken the responsibility as the lead local facilitator.

The workshop will begin with a continental breakfast and registration. After an opening prayer and introduction to the documentary and outreach campaign by Denise Blake, Father Dan has assembled a multifaith panel to discuss the topic of *What is Prayer?* Panelists represent Christian, Jewish, Muslim, and Buddhist faith traditions.

The remainder of the day will be spent in screenings and group discussions/exercises around the topics of Prayer and Forgiveness and Prayer and Crisis.

July 2007 Update: IPTV's Mary Bracken submitted this report: Iowa Public Television hosted our third planning meeting for PRAYER IN AMERICA on Monday, July 16, 2007. During the first 30 minutes, we welcomed the new committee members - Anne Marie Cox, Charlie Day, Deborah Guthrie and Cheryl Fournier - and reviewed our progress and planning to date with them. We shared the clips from the program, and explained the selection of our "two and a half" themes: Prayer and Forgiveness, Prayer and Crisis and "What is Prayer?"

Our facilitated workshop will be held on Thursday, October 18.

Father Dan Krettek shared his thoughts on Jim Moore's book and the group asked about the differences between the book and the documentary. Fr. Dan also shared some quotes from *Searching for God in America* by Hugh Hewlitt.

After some discussion, it was decided to open the invitations for the facilitated workshop to clergy, educators and lay leaders. Some suggested segregating the clergy, while others advised against that.

We discussed the facilitated workshop, the opportunity to process some ideas and the importance of reconvening at a later date. That thought gives the workshop meaning, purpose and the possibility of building into something more than a single event.

The idea surfaced to discuss “what is the best from each of our traditions” and the highest common denominator in prayer. The thought is to point out the similarities rather than the differences.

The group agreed that the discussion of “what is prayer?” should have a slot in the workshop agenda. Mark Finkelstein asked Fr. Dan if he would facilitate that session, and he agreed.

We are also working on screening events in Dubuque and Council Bluffs Iowa prior to the broadcast.

June 2007 Update: The second meeting of the Iowa steering committee for PRAYER IN AMERICA was held at Iowa Public Television on June 18. Dr. Art McClanahan led the opening prayer. Mary Bracken, IPTV, briefly explained that “outreach” extends the life and increases the value of programs broadcast on public television. IPTV will use PRAYER IN AMERICA as a springboard to open up dialogue about the various aspects of prayer. Denise Blake is the national project manager who works with Outreach Extensions. Denise traveled from Atlanta to be with us and outlined the many resources available to us to help guide and support out outreach efforts.

The primary purpose of the meeting was to plan for a facilitated workshop in Iowa, prior to the November broadcast of the 2-hour documentary. That five hour event is tentatively scheduled for the third week in October, either the 16th or 18th.

Following the May 22 meeting, the Iowa group chose *Prayer and Forgiveness* and *Prayer and Crisis* as our two areas of concentration. We also had some discussion regarding “What is Prayer”, following an email from Father Dan.

Denise will return to Iowa to assist the group with our facilitated workshop. The group's initial thought was to target clergy and religious leaders, with a goal of 50 attendees. Denise suggests compiling invitation lists, and sending them to Mary. Experience shows better attendance through direct invitations, rather than simply making it available to all. Others suggested making the workshop available to all interested in prayer.

May 2007 Update: Iowa Public Television hosted our first formal planning meeting with the Iowa steering committee for PRAYER IN AMERICA on May 22. Committee members include representatives from the Muslim, Jewish, Roman Catholic, United Methodist and Disciples of Christ faith traditions and also those who practice contemplative prayer.

First was a description of the two-part documentary, and tentative broadcast plans. Then, senior producer Duane Huey talked about the production and those involved in the content decisions. A good deal of time followed in discussion of the two areas for Iowa project focus. The Jewish representatives were quite concerned that the “Prayer and Armed Conflict” area would degenerate into political discussions that we could not control. The committee members took the Community Resource Guide with them for further study. Each will email IPTV with their comments and concerns and choices for IPTV's two project focus areas. Denise Blake will join this expanded group on June 18 for a planning day.

April 2007 Update: Iowa Public Television is holding its first Central Iowa steering committee meeting the week of May 21. Outreach Coordinator Mary Bracken lists the following objectives for the meeting:

- View a brief clip to familiarize everyone with *Prayer in America*
- Get a sense of the available resources to support Iowa outreach activities
- Identify faith and cultural leaders in Iowa to invite to a facilitated workshop in June or July
- Select two campaign themes for local work.

March 2007 Update: IPTV is in the beginning stages of developing appropriate partnerships for the core planning committee. Initial contacts and conversations are slow in developing, and IPTV has yet to

build any sense of cohesiveness, although individual conversations have been promising. Outreach coordinator Mary Bracken has tentative commitments from Contemplative Outreach of Central Iowa and a Buddhist representative.

GRANTEE: KLRN/San Antonio

FINAL REPORT

Submitted by Lisa McGrath, Vice President, Education and Outreach
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 10 Fully achieved (circle response)

Please explain:

We had to reschedule the taping due to panelist scheduling conflicts, and this seemed to slow our momentum.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 10 Completely satisfied (circle response)

Original Abstract:

San Antonio's extensive community reflects the nation's cultural and religious diversity. This blended population of multiple cultural backgrounds and faiths has resulted in an enriching resource for educating the community on individual faith-based traditions. Through a televised town hall discussion, KLRN will provide an opportunity for local religious representatives and community members to explore religious and cultural differences within San Antonio and discuss the importance of prayer as a unifying tradition.

The decision to focus on San Antonio's multiple faiths in relation to individual cultures is largely based on the city's diversity and pluralism. Though predominantly composed of Catholics and Protestants, the city's population features a sizeable portion of non-Christian faiths as well. In 2000, over 27,000 individuals in San Antonio were listed as adherents to Jewish, Taoists, Buddhists, Muslim, and other faiths. This diversity can be attributed to many things - namely San Antonio's military town status, which draws a culturally and spiritually diverse population, as well as the city's strong immigrant history. As a result of these population boosts, the city features a diverse culture that is reflected in the city's large multi-faith population. The city's demographics reflect this diversity: Hispanics make up 58.7 of the population, African Americans account for 6.8 percent, and Anglos make up 31.8 percent.

Final Report narrative:

San Antonio's extensive community, a result of the city's immigrant origins and immense military presence, is a true microcosm of the nation's cultural and religious diversity. This blended community of multiple cultural backgrounds, traditions, and faiths has created—not a religious tinderbox where emerging faiths and values cause conflict—but a potential resource for enriching the community on individual faith-based traditions. Through a televised town hall discussion, KLRN provided an opportunity for local religious representatives and community members to explore religious and cultural differences within San Antonio and discuss the importance of prayer as a unifying tradition of all religious types. The taping was conducted on Feb. 12, 2008 in KLRN's Robert L.B. Tobin Studio and aired on KLRN on Feb. 28 from 8:00-9:00 PM. The one hour was broken into two sessions—each with its own focus and panelists.

Desired Outcomes of the Dialogue for Session 1:

- Explore what prayer means to people in San Antonio.

- Explore what it means to practice faith in San Antonio and how prayer has acted as a force for hope in times of conflict and crisis for individuals and the community at large.
- Identify the different forms prayer can take.
- See prayer as a unique, unifying force for celebrating diversity of opinions and viewpoints while still bringing people together at a grander level—its use to “reach higher ground.”

Participants for Session 1:

- Rabbi Chaim Block, Executive Director, Chabad Lubavitch of South Texas
- Father Eddie Bernal, Pastor, St. Benedict’s Catholic Church
- Dr. Joseph J. Rogers, Department of English, Classics & Philosophy, University of Texas at San Antonio
- Reverend Buckner Fanning, Pastor (Retired), Trinity Baptist Church

Desired Outcomes of the Dialogue for Session 2:

- Explore what it means to practice faith in San Antonio and how it influences social justice activities in the community.
- Explore the role of prayer in transformation and how that fits with social justice activities.
- Explore how prayer has influenced social justice activities and how they differ from charitable activities.
- Explore the role of prayer in healing for individuals and communities.

Participants for Session 2:

- Carla Pineda, M.S., Executive Director, Women at the Well House
- Elvia Gonzales, Executive Director, Guadalupe Community Center (cancelled day of the event)
- Paul A. Parks, D.Min., Executive Director, Ecumenical Center for Religion and Health
- Jeremy Everett, Director of Community Ministries, Baptist Child and Family Services

Project outcomes / intended impact: Report the measurable outcomes for your project and the overall impact you achieved. What was different as a result of your project?

The airing of our local production reached an estimated audience of 120,000 across KLRN’s viewing area of San Antonio and south central Texas. This project set into motion the importance of people from differing faiths to come together and dialogue.

Community Partner(s): Identify your community partner(s)/coalition(s) and describe their roles in the project. What worked effectively in your relationship(s) and what could have been improved? How will your station/organization continue to work with these partners and build sustainable relationships?

KLRN’s partners included St. Benedict’s Catholic Church, Chabad Lubavitch of South Texas, UTSA, Guadalupe Community Center, Ecumenical Center for Religion and Health, and the Baptist Child and Family Services. Scheduling face-to-face meetings proved very challenging, so most discussion was handled via web or phone. KLRN hired a facilitator early in the project, who was instrumental in helping to format the town hall and develop the content/outcomes.

Promotion: Describe how you promoted your project. What benefits resulted from this promotion?

KLRN promoted the taping of the town hall through emails to station members and through the project partners, who were encouraged to invite members of their respective fellowships/organizations. The airing of the local production was promoted on KLRN's website.

Evaluation Plan: How did you evaluate your project? What lessons did you learn and how might you do things differently on future projects?

We looked at the number and variety of organizations that were involved and who were represented on the panel. We had Catholic, Baptist, and Jewish faiths represented, as well as a variety of community organizations that have a religious base.

Reach/Impact:

Station events + workshops	120,000
Community events	N/A
Distribution of outreach materials	N/A
Web site visitors	12,000
Promotion/Publicity of outreach activities	10,000
On-air (outreach and outreach promotion only)	600,000
Partner(s)' Contacts/Activities (unduplicated)	1,000
TOTAL	743,000

Broadcast Viewership

Hour 1	120,000
Hour 2	120,000

MONTHLY PROJECT UPDATES - KLRN/San Antonio

(NOTE: Provided to Document Project Implementation)

January 2008 Update: KLRN has re-scheduled the taping of its town hall for Tues., Feb. 12, 2008. The taping will be conducted with a studio audience and will include the following panelists:

Rabbi Chaim Block

Executive Director, Chabad Lubavitch of South Texas

Father Eddie Bernal

Pastor, St. Benedict's Catholic Church

Rev Buckner Fanning (Retired)

Trinity Baptist Church

Joseph J. Rogers

Department of English, Classics & Philosophy, University of Texas at San Antonio

Carla Pineda, M.S

Executive Director, Women at the Well House

Elvia Gonzales-Confirmed

Executive Director, Guadalupe Community Center

Paul A. Parks, D.Min.--Confirmed

Executive Director, Ecumenical Center for Religion and Health

Ms. Linda Jimenez, who is well-experienced in facilitating, will moderate the panel, with questions/comments taken from the studio audience. The forum will air on KLRN on Feb. 28.

December 2007 Update: Unfortunately, KLRN had to postpone the taping of the panel discussion that was to accompany the airing of PRAYER IN AMERICA in December, as two of the six panelists scheduled for the Dec. 13 taping had to cancel due to unforeseen circumstances. KLRN is working to reschedule the taping for late January or early February. Reports Lisa McGrath, "It was a challenge to get the panelists scheduled during the busy holiday season, and two canceled the day of the taping. The production staff is re-grouping, and will reschedule the studio taping for January."

November 2007 Update: KLRN secured a facilitator, Ms. Linda Jimenez, who is well-experienced in facilitating groups. A meeting with KLRN production and education staff and Ms. Jimenez occurred on Mon., Nov. 26. During this time, the focus for each of the 30-minute local broadcasts, panelists for each broadcast, and the studio set-up were determined. The taping is scheduled for Thurs., Dec. 13, in front of a live studio audience, with the airdates scheduled for Thurs., Dec. 20 and Thurs., Dec. 27.

Our confirmed panelists are below. The first panel will cover spirituality and prayer in our community—commonalities between the faiths. The second panel will delve deeper into how prayer complements various aspects of community life—from homelessness to reentry.

Panel #1

Rev. Dr. E. Thurman Walker
Pastor, Antioch Missionary Baptist Church

Rabbi Leonardo Bitran
Congregation Agudas Achim

Father Eddie Bernal
Pastor, St. Benedict's Catholic Church

Panel #2

Carla Pineda, M.S.
Executive Director, Women at the Well House

Elvia Gonzales
Executive Director, Guadalupe Community Center

October 2007 Update: KLRN will air PRAYER IN AMERICA on **Thursday, December 20** and **Thursday, December 27** at 8 PM. Each of these broadcasts will be followed by a half-hour locally-produced companion program, filmed in KLRN's Robert L.B. Tobin Studio that will develop from the documentary. The station will produce these two segments in one taping session during the week of December 10th in front of a live studio audience.

Panelists are being confirmed at this time. The panel will involve a multifaith group, reflecting the religious diversity of the community. KLRN is also awaiting confirmation from a potential facilitator.

September 2007 Update: KLRN is continuing its plans for a November town hall meeting.

August 2007 Update: KLRN's Lisa McGrath reports that the station's outreach and production departments met to determine the set-up needed in the studio for the town-hall meeting, including

number of seats, placement of panelist tables, facilitator area, etc. More details will be provided in the station's September report.

July 2007 Update: KLRN's Director of Production reviewed the PRAYER IN AMERICA Teaser DVD in order to begin the creation of the format and direction of the town hall meeting. The station is currently looking at dates on the calendar in which to tape the town hall in KLRN's studio, and for potential hosts.

June 2007 Update: May and June are auction time at KLRN; planning for the one-time production related to PRAYER IN AMERICA will pick up in August and September, with the production scheduled to air in October.

May 2007 Update: At this point, KLRN is continuing its planning. Most project activities will occur this fall.

April 2007 Update: Following April's planning meeting, initial contact has been made with potential panelists, with the next meeting tentatively scheduled for late May.

March 2007 Update: At a preliminary planning meeting, KLRN production and education staff began developing the context for the local broadcast, which is projected for September. As there won't be any screenings or other outreach conducted, the planning meeting focused specifically on the broadcast component. Recommendations for facilitators were discussed, as were potential panelists and various formats.

GRANTEE: KNPB/Reno

FINAL REPORT

Submitted by Jasmine Tua, Community Outreach and Volunteer Coordinator
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Fully achieved (circle response)

Please explain:

We were successful in bringing over ten different faiths together to share in each others' differences and similarities, as well as reflect on issues as a community and not just as individual faiths.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Completely satisfied (circle response)

Please explain:

The response to the workshop and the *OpenLine* program were very positive. Many wanted to further community activities around prayer and were thankful for the opportunity our outreach efforts provided.

Original Abstract:

Prayer in Northern Nevada will include a facilitated half-day workshop, as well as production and media components. Participants at the workshop will be provided with tools to continue interfaith dialogue about two specific prayer topics and prayer as they relate to individual religions. KNPB's goal is to stimulate awareness and appreciation of various faiths within our community so that diverse voices converge toward shared understanding.

The *Prayer in Northern Nevada* project will concentrate on two activities. First, an infrastructure will be developed to support ongoing dialogue among faith organizations of Reno's community and public television members/viewers. This dialogue will focus on the concept of prayer, its definition, its manifestation, and its impact on social justice. Second, KNPB will produce a number of services and products complimentary to the broadcast programs and designed to be used within these local discussion activities. The result will be a major general education initiative that supports PRAYER IN AMERICA.

The *Prayer in Northern Nevada* DVD will feature a collection of highlights of the various activities of the project. Beginning with the half-day workshop, the DVD will include shared insights, excerpts of discussions, lessons used within adult education classes at houses of worship, and personal thoughts about prayer. Workshop participants will be encouraged to videotape personal statements about prayer, which will be included in the DVD. Certain interviews will also be used in promotional spots for broadcast in interstitial material and on KNPB's Web site.

Final Report narrative:

KNPB convened a group of ten faith representatives to advise our outreach efforts leading up to the PRAYER IN AMERICA Workshop and *Openline: The Power of Prayer*. This committee, along with the Outreach Coordinator, used provided materials such as flyers and James P. Moore's book to promote the broadcast and PRAYER IN AMERICA Workshop. To promote the PRAYER IN AMERICA Workshop as well as our local production *OpenLine: The Power of Prayer*, various flyers, emails and the PRAYER IN AMERICA Community Resource Guides were shared with many organizations and congregations. Through doing so, on November 1, 2007, 31 participants gathered at the workshop, which created dialog. We

screened segments of the broadcast and shared thoughts and positions on topics such as *Prayer and Social Justice* and *Prayer and Healing*.

Segments of the workshop and artistic performances were captured as well as interviews by attendees. This material was used during our local production *Openline: The Power of Prayer*. Packets of PRAYER IN AMERICA postcards with broadcast times were distributed to all participants with the intention of reaching fellow practitioners who were unable to attend the workshop.

Openline: The Power of Prayer was promoted at this workshop in addition to local ads which were placed in local newspapers. Emails were sent out to organizations in Nevada to participate in the *Openline* program by calling in or contributing as an audience member. *Openline* extended our outreach efforts by opening the conversation of prayer to all of Northern Nevada. DVDs were sent to all workshop participants giving them the tools needed to share testimonials, the *Openline* program and workshop highlights. The DVD allowed faith representatives to keep the dialog alive through sharing the contents with others in the community.

Project Outcomes/Intended Impact

Thirty one people attended the workshop held on November 1, 2007. Various faiths contributed to the open dialog that took place at the event. We were able to capture seven different testimonials which would be then used on air during the *Openline* and Prayer DVD. Religions represented included Hindu, Catholic, Bah'ai, Christian Science, Baptist, Lutheran, Jewish, Unitarian Universalist, and Methodist.

Two hundred postcards were distributed to fellow practitioners by workshop participants. *Openline: Power of Prayer* produced 16 calls from the public who wanted to address a question within the 60 minute program. Ten audience members also contributed to the *Openline* discussion by addressing question to the panelists. Three panelists participated in the *Openline* program representing the Hindu, Catholic and Methodist faiths. (The *Openline* program can be viewed on the PRAYER IN AMERICA Web site at <http://www.prayerinamerica.org/watch-listen/>).

The overall impact of our outreach efforts was very strong. As a result of the workshop and *Openline*, many wanted to hold their own screenings in the future. Feedback from several participants expressed their gratitude for bringing the issue of prayer to the table and encouraged our station to do further outreach in this area. Our objective, which was to encourage a variety of faiths to come together and discuss prayer and social justice as well as prayer and healing, was successful. Many found the differences and commonalities surprising which brought about unity in a diverse community. Our efforts to resume work with our local faith community, which began with a two-year NCO project, Open Talk, Open Minds was successful.

Community Partners

Our partners included ten faith-based organizations. The planning team members included Pastor John Auer, First United Methodist Church; Rabbi Myra Soifer, Temple Sinai; Pastor Jay Hull, Covenant Presbyterian Church; Pastor Carl Wilfrid, Good Shepard Lutheran Church; Rev. Terry McCray, Bethel A.M.E. Church; Trip Barthel, representing the Baha'i community; Richard Flyer, City Wide Prayer Network; Pastor Jerry Beck, Church of Nazarene; and Fr. Chuck Durante, Our Lady of Wisdom Catholic Church.

The role of these partners was to use their worship bulletins, newsletters and e-blasts to publicize the project. Their aid allowed our outreach efforts to reach a wide variety of faith-based communities which increased awareness of prayer as it relates to social justice and forgiveness. They also shared the provided DVD within their organizations to further the project and reach those who were unable to attend. Our relationship with our partners was very useful in contacting other organizations, developing the content of the workshop and contributing to the promotion of the broadcast, the *Openline* program and the workshop. Our station will continue to work with our partners, as we have for the past four years, in all outreach projects in the future. We have found that our partners share in

the importance in reaching out to the community in positive and educational means. Further projects will include their participation and guidance in reaching as many in the community as possible.

Promotion

Contacting the faith-based organizations greatly contributed to the promotion of this project. Through their contributions in e-blasts, newsletters and worship bulletins, establishing relationships with other organizations became easily attainable. Emails which promoted the project and broadcast were sent through contacts established by the ten partner faith-based organizations. In addition, KNPB produced on-air spot promoting the project and broadcast. The project was also featured on our website, www.knpb.org, as well as in KNPB's monthly program guide, *Take 5*, which reaches over 8,000 members. We also used our monthly member e-newsletter and placed ads through trades with local newspapers. KNPB also sent press releases to the local media. PRAYER IN AMERICA postcards also promoted the broadcast of PRAYER IN AMERICA by distributing packages of 25 to each faith leader who in turn, distributed them to their organization.

Evaluation Plan

Evaluation of this project considers the amount of people we were able to touch through our efforts, our network that was established, as well as the relationships we were able to continue. In addition, we are able to evaluate this project through the comments and written documentation created by participants at the workshop. Feedback was collected through captured interviews, emails and conversations held after both events. There are many lessons that were learned after the planning and execution of the project. In order to ensure participation, diligence and persistence, promotion through various facets is essential. With the help of our partner faith-based organizations and material provided by the outreach campaign, our network has greatly increased.

Those who were unable to attend the workshop contributed in the *Openline* program. In the future, an evaluation form for participants would have helped determine how successful our project was. Additional screenings of the broadcast would have also contributed to the amount of participants at the workshop. Should the screenings have taken place prior to the workshop, participants may have felt more equipped with information provided in the broadcast for discussion at the workshop. Having realized that, we plan to implement a thorough evaluation form as well additional screenings to maximize our outreach efforts.

Target Audience

The participants that we served were faith-based organizations residing in northern Nevada. The faiths who attended were diverse and the ages of participants were varied. College students as well as elderly attended the workshop and also contributed in the *Openline* program. Many of those who participated in the workshop were congregational members, Pastors, Reverends and Chaplains who came with one or two others of the same congregation or organization. A balance of men and women were represented at both activities.

Reach/Impact:

Station events + workshops	10,031
Community events	58
Distribution of outreach materials	600
Web site visitors	348
Promotion/Publicity of outreach activities	15,700
On-air (outreach and outreach promotion only)	500
Partner(s)' Contacts/Activities (unduplicated)	<u>10</u>
TOTAL	27,247

Broadcast Viewership

Hour 1	8,000 (estimate)
Hour 2	8,000 (estimate)

MONTHLY PROJECT UPDATES - KNPB/Reno

(NOTE: Provided to Document Project Implementation)

January 2008 Update: All Grantee Activities Completed.

December 2007 Update: All Grantee Activities Completed.

November 2007 Update: Reports Jasmine Tua, "We held our workshop on November 1, 2007 with great success. Approximately 31 people attended who were of various faiths. The workshop facilitated by Denise Blake and Jim Moore was broken into two segments that revolved around prayer and social justice and prayer and healing. Small groups discussed the topic and then the discussion was open to a large discussion with a facilitator. The discussions were great and diverse.

Several people contributed to our "man on the street" interviews. These interviews aired on our *OpenLine* program dedicated to PRAYER AND AMERICA. Our panelists for the show were John Auer and Rajan Zed. We had approximately 17 calls from the public and a live studio audience. The hour-long program was a success because it brought together a large amount of diverse people who focused on what prayer in America means. We are in the process of formatting our DVD's that will be handed out to all workshop participants and there is talk of additional screenings of PRAYER IN AMERICA through several workshop participants."

October 2007 Update: On October 4th, KNPB's outreach staff had a meeting with their planning committee for PRAYER IN AMERICA in preparation for their November 1st workshop. At the meeting, the group discussed potential local arts performers and the agenda, and held a brief screening of the two-hour program.

Outreach coordinator Jasmine Tua sent invitations to almost every faith-based organization in Reno, as well as to religious organizations on the campus of University of Nevada Reno. She also emailed invitations to those who showed interest in previous faith luncheons hosted by KNPB.

Outreach Extensions note: The KNPB workshop on November 1st went extremely well! Jim Moore and Denise Blake attended and participated as guest facilitators on the topics of Prayer and Social Justice and Prayer and Forgiveness. The group as had an interest in discussing the topic of Prayer and Healing. The participants were quite diverse, reflecting many of the faith traditions represented in Reno - Christian, Jewish, Hindu, Bahá'i, and Buddhist. KNPB staff will provide their report on this activity in greater detail in their November report.

September 2007 Update: Outreach staff have continuously been in contact with their planning group and have set up a meeting for October 4, 2007 to present a partial screening of PRAYER IN AMERICA, particularly Social Justice and Prayer and Forgiveness sections. They will also be discussing the inclusion of several performances by local artists. They group will also brainstorm recruitment of faith representatives for the workshop.

To help identify workshop participants, new outreach coordinator Jasmine Tua attended an interfaith luncheon that consisted of a variety of faith community representatives. At the luncheon, she had the opportunity to promote the November 1st workshop and the two part series as well as recruit any additional representatives that may want to participate in the workshop. After the October 4th

meeting, KNPB should have a firm understanding of what the workshop will look like. KNPB plans to air PRAYER IN AMERICA Sunday, November 25, 4:30 - 6:30 pm.

August 2007 Update: New outreach coordinator, Jasmine Tua, reports, "We have been in contact with participants via email to let them know that we will be having a meeting in mid-September to discuss the workshop's layout and content. We have currently planned a conference call with Denise Blake for Thursday, August 30, to go over the format of the workshop and to touch base about our progress as the event draws closer. Once we have ironed out the layout of the workshop with Denise, we will send a meeting invitation to our participants which will request names of all leadership teams."

July 2007 Update: KNPB has hired a new outreach coordinator, Jasmine Tua. During this reporting period, Outreach Extensions has spent time getting Jasmine up to speed on the project and planning for the November 1 workshop.

June 2007 Update: Reports Pat Miller, "Our main activity over the past month has been planning internally for the implementation of our project, including our workshop now scheduled for November 1. We have not met again face-to-face with our faith partners, but we have communicated with them via email. The project and the workshop have been promoted by partners at various events with their congregations, including the first ever inter-denominational picnic held a few weeks ago. Several partners have also commented that they have read the book and are energized about working on the event."

May 2007 Update: This month's report was provided by Patricia Miller, KNPB's vice president for education. She reports, "With Sherri Dangberg's retirement on May 15, we are in a transition period until our new Outreach Coordinator, Tara Shepperson, assumes her position June 18. I'll be in touch as soon as we know her contact information, which has not as yet been set up."

Before Sherri left, she followed our April meeting with local faith leaders with emailed thanks and planning notes. When Tara is with us, she will initiate a listserv for these folks so that we might generate discussion about the project over the summer.

Our PRAYER IN AMERICA event is scheduled for November 1 at KNPB's Community Room. Our primary vehicle for promotion will be through the faith communities who are our partners."

April 2007 Update: On April 19, KNPB held its second planning meeting with 24 members of the faith community in attendance. Denise Blake from Outreach Extensions was present to facilitate the meeting. This was a significant meeting, bringing together a very broad spectrum of clergy, building on the station's first meeting with 10 members present. The two-hour luncheon meeting included an agenda which defined outreach for those who were not familiar with the concept, an excellent overview of the national PRAYER IN AMERICA project as well as local resources and plans for the half-day workshop in the fall. The group chose November 1 as the date for the half-day workshop. Denise Blake is conferring with Jim Moore to confirm this date.

Subsequently, KNPB's outreach director, Sherri Dangberg, e-mailed those in attendance at the meeting to alert them that they will be called upon to continue to meet and plan the details for the fall workshop as well as sustainability of the project.

Minister James Bas has volunteered to serve as chairperson of the group and is working on a flyer to use as a recruitment tool for additional clergy to serve on the committee, as well as participants for the workshop.

Inspired by the PRAYER IN AMERICA project, local clergy and congregants have decided to create other opportunities for interfaith collaboration, including an interfaith picnic on May 19 and a prayer caravan. A local rabbi has instituted an informal "Go to church with the Rabbi" effort on several

Sundays this summer. Her intent is for her congregants to have an interfaith experience by visiting local churches.

March 2007 Update: KNPB has been working with its ten person planning committee. Outreach director Sherri Dangberg has been in touch with them via e-mail and phone calls. On March 29th, Sherri met again with KNPB's key leader for the project, John Auer, pastor of First United Methodist Church. The purpose was to identify other key leaders within the religious community and begin the process of bringing them to the table. Pastor Auer is more than willing to open the door for KNPB and be included in any face-to-face meetings with new partners to present the merits of the project. KNPB's next planning meeting will be April 19, 2007. Outreach Extensions' Denise Blake will be present as advisor and facilitator.

GRANTEE: Maryland Public Television

FINAL REPORT

Submitted by Faith Michel, Director of Outreach

\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved (circle response)

Please explain:

We delivered on everything promised throughout the grant project.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 **8** 9 10 Completely satisfied (circle response)

Please explain:

Overall, I believe we obtained successful results, but our scheduling difficulties in November/December hampered our efforts to tie our public affairs component directly into the PRAYER IN AMERICA broadcast.

Original Abstract:

Maryland Public Television (MPT) will produce a 30-minute broadcast special around the healing powers of prayer and forgiveness across religious beliefs. In consultation with community partners, this production will have a regional focus, and will be broadcast in conjunction with PRAYER IN AMERICA. Numerous repeat broadcasts will occur throughout the life of the CLF initiative. Additionally, MPT will host a special preview screening/discussion event as part of its Campaign for Love & Forgiveness activities.

MPT's plan centers around a 30-minute broadcast special on healing individuals and communities through prayer and forgiveness. The recent example of the Amish community welcoming the family of the gunman who killed several Amish schoolchildren is an example of this principle. The gunman's family also participated in grieving rituals amidst a maelstrom of negative, sensationalist media attention. That small gesture touched the hearts of all who heard this story, and offered an alternative for dealing with tragedy and loss to a national audience. The spiritual beliefs and practices of the Amish enabled them to heal the victims' families, the gunman's family, their own community, and (through the media) the world at large.

Clearly, media plays an important role in spreading healing, educating viewers about other solutions for dealing with life's hardships, and providing real, tangible examples of these alternatives. The goal of this project is to promote enhanced learning and awareness about the power of prayer and forgiveness in all of our lives. MPT will convene an advisory collaborative of partners that will help to develop this idea into a television production. The collaborative will help to identify local/regional stories of forgiveness through different forms of prayer and their healing effects on individuals and groups. These stories will include examples of traditional Eastern, Western, and other spiritual practices of prayer/meditation, both in personal and communal settings.

A statewide broadcaster, MPT's signal reaches beyond the State of Maryland into Washington DC, northern Virginia, eastern West Virginia, southern Pennsylvania, Delaware, and parts of southern New Jersey. Its membership is currently around 60,000 individuals and families.

Final Report narrative:

MPT bridged its PRAYER IN AMERICA activities into its ongoing Campaign for Love & Forgiveness, bringing a ready-made audience for this film. PRAYER IN AMERICA was broadcast on MPT on November 26, 2007 during National Family Week, with substantial tune-in promotion. Also intended for November 26 was a segment on *Direct Connection* to focus on prayer and forgiveness with related interview footage taped at MPT's April 2007 [Day of Forgiveness](#) (http://mpt.org/mptinthecommunity/programs/loveandforgiveness0607_overview.html#forgiveness), and the subsequent PRAYER IN AMERICA broadcast. Because of scheduling difficulties, that segment was rescheduled for [December 3](#) (<http://www.mpt.org/publicsquare/dc/archive/2007/071231.cfm>). Dr. Gordon Livingston, local author and psychologist was the in-studio guest. He also served as a panelist at MPT's April 2007 Day of Forgiveness event. His interview gave his personal views on prayer and the process of forgiveness. He also fielded a few viewer calls and their questions/statements. This segment was edited and posted on MPT's [YouTube](#) (<http://youtube.com/marylandpublictv>) page. MPT posted a [blog](#) (<http://thebuzzatmpt.blogspot.com/2008/01/power-of-forgiveness.html>) (22,000 page views) that promoted this segment online.

MPT's Year 2 [kickoff dinner](#) (http://mpt.org/mptinthecommunity/programs/loveandforgiveness_phase02.html) for the Campaign for Love & Forgiveness in October 2007 featured clips from PRAYER IN AMERICA screened for the 50 participants. PRAYER IN AMERICA discussion guides were also distributed to event attendees.

As part of its campaign, MPT sub-granted some of its Fetzer Institute funding to five local organizations to conduct their own forgiveness conversations using campaign resources. MPT supplied these Seeds of Forgiveness grantees with copies of the PRAYER IN AMERICA DVD and discussion guide. Final reports from these sub-grantees will be due in May 2008.

Project outcomes / intended impact: Our original intention for this project was to create online and broadcast opportunities for long-term engagement and discussion on the topic of prayer and forgiveness. Folding our efforts into our Campaign for Love & Forgiveness was a natural fit, and helped us attain that goal with an audience ripe for discussion and engagement.

The *Direct Connection* segment provided us with a format that we could edit into an easily-digestible internet video. The PRAYER IN AMERICA documentary and companion resources provided valuable resources for our Campaign for Love & Forgiveness discussion community. Our five Seeds of Forgiveness grantees deliver our original objective in-community, and our content on social networking sites brings the discussion to a long-term virtual community. This content will remain available online through MPT for the duration of our Campaign for Love & Forgiveness (June 2009).

Community Partner(s): Our Campaign for Love & Forgiveness partners were our chief collaborators on this project. Our relationships with the Baltimore Community Foundation, the Center for Jewish Education, Towson University, and a few individuals have been magnified with the addition of PRAYER IN AMERICA to our campaign. One partner remarked how much better-resourced our campaign was this year. Our campaign followers and Seeds of Forgiveness participants are appreciative for more discussion resources in video and print formats. PRAYER IN AMERICA was a valuable component of this year's campaign. We'll continue on with these groups throughout the third year of the campaign and on other similar projects.

Promotion: Promotion played a big role in our grant activities. PRAYER IN AMERICA was prominently featured in our broadcast tune-in promotion, with on-air spots and radio spots on a local NPR station (est. 450,000 impressions). In print, PRAYER IN AMERICA and *Direct Connection* was a featured PrimeTime Pick in our November 2007 member guide (+70,000 circulation). Our electronic *Primetime*

Spotlights newsletter (+2,000 circulation) featured PRAYER IN AMERICA and *Direct Connection* during the week of November 23-27.

Our outreach website featured PRAYER IN AMERICA on the [Campaign for Love & Forgiveness pages](http://mpt.org/mptinthecommunity/programs/loveandforgiveness_phase02.html) (http://mpt.org/mptinthecommunity/programs/loveandforgiveness_phase02.html), with additional mentions and links to the PRAYER IN AMERICA site on the [Direct Connection page](http://www.mpt.org/publicsquare/dc/archive/2007/071231.cfm) (<http://www.mpt.org/publicsquare/dc/archive/2007/071231.cfm>) and in the program search section. Web traffic for the outreach site was nearly 19,000 during the months of PRAYER IN AMERICA postings. Additionally, we sent a GetActive messaging (+335 distribution) to our Campaign for Love & Forgiveness e-mail list specifically promoting the PRAYER IN AMERICA website, the series companion book and music CD, the 12/3 Direct Connection episode and the 1/16 blog. PRAYER IN AMERICA was also featured on our [Myspace](http://www.myspace.com/marylandpublictelevision) (<http://www.myspace.com/marylandpublictelevision>) page in November 2007.

Evaluation: Project evaluation was largely qualitative, as our project was production-based. We collected informal feedback from our event participants and partners. Judging by our web traffic and viewership, we feel we reached a significant number of people in this area. With this project, we learned some hard lessons from the production world. It can be difficult combining project timelines with production timelines and constraints. We had to make some changes on the fly, but in the end our efforts delivered the promised products and brought the PRAYER IN AMERICA broadcast and accompanying resources to a wide audience. We also continue to learn how to best utilize these new online spaces, and how to best engage this “new” audience with public television.

Target Audience: Largely, the Campaign for Love & Forgiveness audience (which includes social workers, clergy and lay leaders, and other community leaders), plus general adult viewership and 18-35 year olds using social networking websites.

Reach/Impact:

Station events + workshops	200
Community events	150
Distribution of outreach materials	435
Web site visitors	43,000
Promotion/Publicity of outreach activities	522,000
On-air (outreach and outreach promotion only)	65,000
Partner(s)' Contacts/Activities (unduplicated)	n/a
TOTAL	630,485

Broadcast Viewership

Secondary	Primary	Total		
9233	15801	25034	PRAYER-AMERICA	9:00 PM
11541	13741	25282	PRAYER-AMERICA	9:30 PM
12695	8183	20878	PRAYER-AMERICA	10:00 PM
4617	6600	11217	PRAYER-AMERICA	10:30 PM

Secondary	Primary	Total	
4617	3292	7909	Direct Connection

MONTHLY PROJECT UPDATES - Maryland Public Television (NOTE: Provided to Document Project Implementation)

January 2008 Update: During this final reporting period, Maryland Public Television posted its *Direct Connection* interview with Dr. Gordon Livingston discussing prayer and forgiveness on YouTube (<http://www.youtube.com/watch?v=r59ed4ptlrI>). Outreach Extensions will also receive a copy of this production for the national PRAYER IN AMERICA Web site. MPT outreach staff also added a blog entry on the MPT Web site promoting this interview. On January 29th, MPT sent a *GetActive* message promoting PRAYER IN AMERICA resources sent to 309 organizations and individuals interested in this campaign. The text of this communication is included below:

PRAYER IN AMERICA

Resources for Your Community Discussions

This past November, MPT was proud to broadcast the premiere of *Prayer in America*, a two-part documentary that explores contemporary debates about the role of prayer through the lens of history. By asking rhetorically, "How did we get here?" the show examines the ways in which prayer has contributed to and continues to shape the American experience. As one of its themes is "prayer and forgiveness," this film and accompanying materials are a great resource to support your own community discussions about love and forgiveness.

- *Prayer in America* website: www.prayerinamerica.org
 - view the trailer, participate in interfaith blogs, learn more about the documentary
 - view excerpts, including a clip on prayer and forgiveness
 - access an interfaith directory of prayers for forgiveness
 - request a DVD copy of the film for use in your community
 - download guides for community resources and facilitating workshops
- One Nation Under God: The History of Prayer in America
 - book by James P. Moore, Jr. upon which the documentary is based
 - also available in audiobook
- The Many Voices of One Nation Under God
 - two-CD compilation and music companion to Moore's book
- Dr. Gordon Livingston interview on MPT's Direct Connection
 - noted local author and psychologist speaks about forgiveness
 - (remember him from our April 2007 Day of Forgiveness panel?)
- My January 16 blog on MPT's The Buzz, "The power of forgiveness"
 - post your own comments and start an online discussion
 - invite others to visit our blog and join our Campaign for Love & Forgiveness
 - Contact me if you'd like to write a related guest blog entry

We hope these many source materials will add another dimension to your own conversations about love and forgiveness. If you know of others, please send them along so we may share them with others; or post it on The Buzz, MPT's public blog.

Be sure to share this email with others, and invite them to join our growing Campaign.

Peace,

Faith E. Michel

MPT Director of Community Outreach Initiatives

They also distributed PIA DVDs and resource guides to five *Seeds of Forgiveness* grantees for use in their community discussions. All grantee activities now completed.

December 2007 Update: On December 3rd, MPT taped its Direct Connection interview segment with Dr. Gordon Livingston (rescheduled from 11/26 due to production issues) - Viewership: 82,411 households. MPT is now editing this segment for YouTube and other online posting in January. *NOTE: Outreach Extensions will provide a link to this location from the PRAYER IN AMERICA Web site.*

For its final grant activity, MPT is drafting online and print *GetActive* messaging to its membership to announce PRAYER IN AMERICA resources, including discussion guide, DC segments online, and website.

November 2007 Update: Maryland Public Television aired PRAYER IN AMERICA on November 26, 2007, during the prime-time slot of 9:00 pm. The broadcast was followed on December 3rd with an episode of *Direct Connection* with an interview with Dr. Gordon Livingston (rescheduled from 11/26 due to production issues). This episode reached 82,411 households. The segment will be edited and posted on YouTube in December and will also be made available for the national PRAYER IN AMERICA Web site.

To promote these outreach activities, PRAYER IN AMERICA and *Direct Connection* segments were featured in the November 2007 member guide, in the November 23-29 MPT Primetime Spotlight e-newsletter, in 12 radio spots on WYPR-FM, in on-air promo spots on MPT, and online on www.mpt.org.

October 2007 Update: During this reporting period, MPT confirmed Dr. Gordon Livingston to speak on the topic of Prayer and Forgiveness for a live in-studio taping for the November 26th episode of its local *Direct Connection* public affairs program. As part of its bridge programming for its PIA outreach activities, this episode will precede the broadcast of PRAYER IN AMERICA on Maryland Public Television. The following synopsis was included in MPT's electronic newsletters:

Dr. Gordon Livingston - November 26, 2007

Best Selling Author, "Too Soon Old, Too Late Smart" and "Never Stop Dancing"

National best-selling author, Dr. Gordon Livingston, discusses his journey of faith with Jeff and how he found hope after losing two sons within a year. The experience has led to a series of best selling books reflecting on the true meaning of faith, hope and what's really important in life. At 9pm, MPT will the two-part documentary, "PRAYER IN AMERICA" which asks the question, *What role has prayer played in shaping the development and history of America?* Based on the book of the same name by James P. Moore, Jr., the documentary explores contemporary debates about the role of prayer through the lens of history. By asking rhetorically, *"How did we get here?"* the show examines the ways in which prayer has contributed to and continues to shape the American experience.

Related Link: [Prayer in America](#)

The following tasks were also completed in October:

- PRAYER IN AMERICA featured as a PrimeTime Pick in MPT's November 07 members guide
- Screened 6-minute teaser DVD at 10/22 Campaign for Love and Forgiveness kickoff dinner
- Publicized PiA website, broadcast date, and lead-in *Direct Connection* episode
- Finalized web content to include PiA links and info

September 2007 Update: During this reporting period, MPT's outreach director Faith Michel has:

- Ordered radio promotional tune in spots on WYPR (NPR station) to run prior to the statewide November 26th broadcast of PRAYER IN AMERICA
- Confirmed plans with the *Direct Connection* production team to run an interview segment on the 11/26 episode

- Developed plans for 10/22 Campaign for Love & Forgiveness (CLF) kickoff event to include excerpt screenings of PRAYER IN AMERICA (PiA) and distribution of PiA discussion guides
- Drafted web content for the web site to include PiA broadcast and resource info

August 2007 Update: Maryland Public Television has reserved November 26 at 9 PM for its broadcast on MPT. The station's *Campaign for Love & Forgiveness* kickoff event is scheduled for 10/22. The agenda will include screening excerpts from PRAYER IN AMERICA.

Outreach Director Faith Michel followed up with production staff re: booking guests for the *Direct Connection* episode to support the Prayer in America broadcast. She's expecting confirmation of guest bookings and taping date next month.

July 2007 Update: MPT is bridging two related campaigns for a series of activities this summer and fall. MPT's planning retreat for the Campaign for Love & Forgiveness partners is scheduled for August 9th. From that, MPT staff plans to produce a timeline of activities that includes PRAYER IN AMERICA components.

June 2007 Update: A meeting was conducted on June 22 with the Maryland Humanities Council regarding their Dr. Martin Luther King, Jr. Initiative and how we can fold our work in with their initiative. More information can be found at: <http://www.mdhc.org/programs/mlk.htm>. Discussions will continue through the summer to develop concrete plans.

May 2007 Update: Maryland Public Television has been steady in planning and implementation of its PRAYER IN AMERICA activities. This month, MPT:

- Logged field tapes from its April 23 Day of Forgiveness event
- Began discussions with Campaign for Love & Forgiveness partners to plan out Year 2, including PRAYER IN AMERICA activities

April 2007 Update: This month, an MPT camera crew documented the station's April 23rd *Day of Forgiveness* screening/panel discussion event as part of MPT's ongoing *Campaign for Love & Forgiveness* project. Many of the panelists had personal stories of forgiveness to tell. MPT captured on-camera interviews with some panelists on the role of prayer in their journeys of forgiveness. Outreach director Faith Michel expects to use this footage on-air this fall to support the PRAYER IN AMERICA broadcast.

MPT outreach staff also convened an internal station meeting with its content and production colleagues, where they brainstormed on-air plans around PRAYER IN AMERICA. After screening the DVD trailer, the group decided to use the interactive format of the weekly public affairs show, *Direct Connection*, to continue the dialogue with a broader audience. Community partners will help identify appropriate guests for a live 15-minute segment of a *Direct Connection* episode this fall. The topics will revolve around prayer and forgiveness amongst different spiritual, cultural, and racial groups. Viewers participate with email and call-in questions. Immediately following the show, cameras will continue to roll, capturing continued discussion with in-studio guests. All tape captured will be edited into a reel, segmented by topic for educational use in future discussion events and premiere screening. Edited segments will also be made available for online streaming.

March 2007 Update: MPT is moving ahead on its plans for a broadcast in conjunction with PRAYER IN AMERICA. After extensive conversations with Outreach Extensions, MPT wants to package its broadcast in such a way that it can also be used in modules on the national PRAYER IN AMERICA Web site.

MPT is dedicating an episode of its weekly public affairs show, *Direct Connection*, to this effort. The episode will feature a short clip from PRAYER IN AMERICA, and will have three panelists discussing prayer and forgiveness. The final segment of the show will include panelists' responses to e-mails and viewer call-ins.

MPT is bridging earlier local efforts to the PRAYER IN AMERICA campaign. On April 23, 2007, MPT is hosting a screening of the film, THE POWER OF FORGIVENESS, at the Baltimore Community Foundation. The one-hour film looks at how anger and grief can damage lives and examines the role forgiveness plays in promoting physical, mental, and spiritual benefits. This event will be hosted by NPR's Mike Steiner and will feature the filmmakers and Dr. Gordon Livingston, a psychiatrist specializing in bereavement and forgiveness.

MPT will use b-roll from this event in its PRAYER IN AMERICA outreach activities later this fall.

GRANTEE: Milwaukee Public Television

FINAL REPORT

Submitted by Raul Galvan, Manager, Program Production

\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 **7** 8 9 10 Fully achieved (circle response)

Please explain:

The project brought together Milwaukee religious leaders for a dialogue about Prayer - some who work with each other regularly and others who don't. In that respect, the sessions were successful and provided awareness of the upcoming broadcast. In terms of attendance, the programs were disappointing. Eerily without fail, they took place on evenings with some of the worst winter weather we've had in years.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 **6** 7 8 9 10 Completely satisfied (circle response)

Please explain:

Moderately satisfied. It was gratifying to premiere the documentary to interested audiences and to engage in stimulating discussion . . . disappointing to see the low turnouts.

Original Abstract: MPTV will produce 60 minutes (which may be broadcast as two 30 minute specials) of follow-up material to PRAYER IN AMERICA as well as organize at least four community screenings/discussions focusing on Prayer and Social Justice. These screenings/discussions will take place prior to the broadcast of PRAYER IN AMERICA. Milwaukee continues to be plagued with intense segregation, high teenage pregnancy, and homelessness. Wisconsin ranks first in the country in the number of incarcerated African-American males, the majority from Milwaukee.

The goals of this outreach projects are:

- To raise awareness in the community about PRAYER IN AMERICA.
- To initiate discussions about prayer, and how it is being used in the community to seek solutions for the community's societal ills.
- To explore potential uses of prayer, perhaps in conjunction with social action, as a powerful tool in addressing societal problems.

Final Report narrative:

This outreach project consisted of five components:

a. Premiere of the first hour of PRAYER IN AMERICA (PIA) at Milwaukee Public Television's (MPTV) monthly *Community Cinema* series on January 10, 2008 at MPTV partner organization Discovery World www.discoveryworld.org, followed by a discussion featuring Outreach Extensions' Denise Blake and PIA researcher/co-producer Patricia Ostermick of the Duncan Group

b. Public forum and broadcast of "Politics, Power and Prayer" on MPTV's weekly show *4th Street Forum*, February 7, 2008 <http://www.milwaukeeeturners.org/fourth-street-forum/>. (Program description: For many Americans, politics and religion are linked. Others want the two kept well apart. What does the presence of religion in politics mean for pluralistic America?) The show was taped in front of a "studio" audience at the landmark Milwaukee Turner Hall and featured moderator Jack Murtaugh along with guests Renee Crawford, JD, Associate Director, ACLU-WI and Political Blogger; Rick Eseberg, JD, Assistant Professor, Marquette Law School and Political Blogger; Susan

Vergeront, Associate Pastor, First Presbyterian Church and former Wisconsin State Representative; Marcus White, Executive Director, Interfaith Conference of Greater Milwaukee.

c. Screening and discussion of "*Prayer and Forgiveness*" segment at Wisconsin Lutheran College, Schwan Concert Hall on Tuesday, February 5. The audience included a number of college students, one of the intended outcomes, and not surprisingly, drew a predominantly Lutheran crowd. It was moderated by MPTV's Raul Galvan and featured guests: Dr. Mark Braun, Theology Professor at Wisconsin Lutheran College and former parish pastor; David Lerman, Member of Congregation Shir Hadash and Assistant District Attorney in Milwaukee County; Pastor Mel Lawrenz, Elmbrook Church - arguably the largest "mega-church" in the Milwaukee area and Sister Phyllis Vater, a retired Catholic nun.

d. Screening and discussion of "*Prayer and Social Justice*" segment hosted by the Office of Interfaith Affairs at the Archbishop Cousins Center of the Archdiocese of Milwaukee on Monday, February 11. Moderator was Raul Galvan and included guests: Marcus White (see b.); Peter Goldberg, Member of Congregation Shir Hadash and an Assistant Public Defender; Craig Schwalenberg, Assistant Minister at the First Unitarian Society of Milwaukee; Pastor Darryl Williams, St. Mark's AME Church and Rev. Mark Jeske, Senior Pastor at St. Marcus Lutheran Church and Speaker, *Time of Grace* Television show.

e. Broadcast of PRAYER IN AMERICA, Parts 1 & 2: February 12, 2008 at 8pm & 9pm on Milwaukee Public TV's Channel 10 and Channel 10 HD. The show aired on HD courtesy of producers who provided the station a copy of the show on High Definition.

Project outcomes / intended impact

a. Community Cinema screening.

First screening of the show publicly in Milwaukee. Considerable effort and \$1,179 of radio advertising was invested into promoting the event. In addition, the station promotion department was able to book Chip Duncan, producer of PIA on Milwaukee Public Radio's Lake Effect show, at 10am on Jan. 9th to discuss the documentary (http://wuwmm.com/programs/lake_effect/view_le.php?articleid=361) and promote the screening. The screening at Discovery World put the documentary on the minds of about 25 audience members, who were given copies of the documentary, courtesy of the Duncan Group and the WUWM listeners. There was hearty discussion between the audience and the discussants.

b. Forum and broadcast of "*Politics, Power and Prayer*" on MPTV's weekly show *4th Street Forum* Program aired on Friday, February 8 at its usual 10pm slot and repeated on Sunday. The Friday broadcast registered a respectable 1.1 rating or about 11,000 households, and the repeat on MPTV's Channel 36 Sunday afternoon, drew a .3 rating, or approximately 3,000 households. The PRAYER IN AMERICA broadcast was promoted visually and verbally a number of times within the program. In addition, the *4th Street Forum* program was also available on the Wisconsin On-Demand Channel for 30 days on Time-Warner cable systems in Southeast Wisconsin. There were approx. 25 people who attended the Forum in person.

c. Screening and discussion of "*Prayer and Forgiveness*" segment at Wisconsin Lutheran College (WLC) on Tuesday, February 5.

Screened *Forgiveness* segment and presented a discussion on stage at the WLC Schwan Concert Hall. Discussion generated some interesting perspectives, as well as some questions from the audience. The majority of the crowd was made up of WLC college students, but unfortunately there was little involvement on their part. The crowd numbered 25, in weather which resembled the near blizzard experienced during the Community Cinema screening.

d. Screening and discussion of "*Prayer and Social Justice*" segment hosted by the Office of Interfaith Affairs at the Archbishop Cousins Center of the Archdiocese of Milwaukee on Monday, February 11.

Screened *Social Justice* segment and presented discussion at the Archbishop Cousins Center of the Milwaukee Archdiocese on a bitterly cold night with temperatures around 0 degrees. A big part of this segment included archival footage of Milwaukee Civil Rights marches and the discussion was perhaps the best of all of the sessions, but the attendance was the smallest, with an audience of only six folks. The concept of prayer to a Divine Being was the subject of discussion between the Unitarian pastor and the Jewish Assistant Public Defender and Marcus White discussed Archbishop Desmond Tutu's prayer routine, gleaned while White was an intern with Tutu in South Africa.

Community Partners

The outreach campaign included the Duncan Group, producers of the documentary and a number of individuals who participated in advisory capacities. It also included partners who hosted the events.

The advisory committee consisted of a group of interfaith leaders in the community, including Judith Longdin, Director of the Office of Interfaith Affairs at the Archdiocese of Milwaukee; Marcus White, Executive Director of the Interfaith Conference of Greater Milwaukee; Janan Najeeb, Director of the Muslim Women's Coalition of Milwaukee; and Harriet McKinney, Executive Director of the American Jewish Committee. The committee met once during the summer of 2007 and was consulted later in the year for potential discussants. Lois Maurer, who was hired by MPTV to coordinate the outreach effort, was in frequent contact with committee members.

Even though the committee members were extremely helpful in identifying potential guests, their expertise might have been utilized better had we begun to make plans for the screening earlier and perhaps convened the committee again in the fall prior to Thanksgiving.

MPTV was grateful to the organizations which offered space for the screening/discussions, among them Discovery World who is an ongoing collaborative partner of MPTV; the Turners Hall 4th Street Forum organization and its programmer Deidre Martin, with whom the station continues to work on a weekly basis; Wisconsin Lutheran College and former station producer Sharon Patterson who worked hard to offer space, and provided post-event snacks and refreshments; and Judi Longdin and the Archdiocese of Milwaukee.

We continue to work with Discovery World and the 4th Street Forum organizations and have collaborated and will continue to work with the individuals on the committee. In the last few years, MPTV has produced a number of religious-themed documentaries in which committee members have been interviewed and they will continue to be tremendous resources for the station.

Promotion

The project and its various components were promoted in a varied manner and an effort was made to hold all the screenings and discussion prior to the broadcast of the documentary. The promotion campaign was initiated by PIA producer Chip Duncan's appearance on Milwaukee Public Radio and its popular *Lake Effect* show.

Using grant funds, MPTV bought thirteen radio spots promoting the PRAYER IN AMERICA Community Cinema screening at Discovery World. The spots were aired on local station WTMJ-AM and a local religious station WDJP-FM, Relevant Radio. The screening was also promoted on the General Manager's letter on our website <http://mptv.org/insidemptv/insidethebox.php>

The 4th Street Forum broadcast and taping date was promoted on air with ongoing 30-second spots which aired the week prior to the 4th Street broadcast while the Forum itself was promoted extensively through the Forum's extensive e-mail lists. The Wisconsin Lutheran College screening was promoted at the College with posters and through word-of-mouth and emails to the Lutheran Community while the

Archdiocese screening was promoted with e-mails to Catholic parishes in Milwaukee and mentions in worship bulletins.

The promotion effort helped to bring people to the sessions. The Community Cinema screening for which we drew about 25 audience members would have drawn many more members had a late afternoon/early evening snowstorm not hit the area, and the Forum drew an average crowd. The WLC screening drew a respectable number of students and College personnel while the Archdiocese screening promotion effort was less successful and negatively impacted by the weather.

Evaluation Plan

The evaluation process for the outreach campaign was not as strong as we'd hoped. We asked attendees to fill out the evaluation form in the resource guide only once, and very few people completed them. In the future, we will assign a person to identify and track down audience members and make a more aggressive effort to get audience members to fill out evaluation forms.

Target Audiences

Through our on-air and community appearance, we served a variety of audiences. Our broadcast of the 4th Street Forum reaches a consistent and highly educated audience of Southeast Wisconsinites as well as community leaders. It also reaches a diverse audience as the show's subject matter is often related to matters of concern to subaltern communities. The Community Cinema also drew a demographically diverse group ranging in age from high schoolers to retirees. The Wisconsin Lutheran College screening drew mostly a college-aged audience.

In retrospect, we should have held one of the community sessions in the African-American community.

Reach/Impact:

Station events + workshops	25
Community events	58
Distribution of outreach materials	20
Web site visitors	N/A
Promotion/Publicity of outreach activities	5,000
On-air (outreach and outreach promotion only)	15,000
Partner(s)' Contacts/Activities (unduplicated)	0
TOTAL	21,003

Broadcast Viewership – February 12, 8pm & 9pm

Hour 1	0.7 rating – estimated 6,000 Households
Hour 2	0.9 rating – estimated 8,000 Households

MONTHLY PROJECT UPDATES - Milwaukee Public Television
(NOTE: Provided to Document Project Implementation)

January 2008 Update: During this reporting period, Milwaukee Public Television taped its 4th Street Forum using PRAYER IN AMERICA as the background for its discussion theme, POLITICS, POWER AND PRAYER. They expect 100 participants to take place in this local discussion. MPTV has two more scheduled screening/discussion events at Wisconsin Lutheran College and the Archdiocese of Milwaukee. PRAYER IN AMERICA airs on MPTV on February 12, 2008.

December 2007 Update: Outreach Extensions' Denise Blake is traveling to Milwaukee for a screening and discussion of PRAYER IN AMERICA on January 10, 2008. The following news release was issued by MPTV:

December 21, 2007
For immediate release
Community Cinema Offers
Prayer In America

A one-hour preview of a new documentary, Prayer In America, will be the next presentation in the MPTV Community Cinema series at Discovery World, 500 N. Harbor Drive, Milwaukee, Thursday, Jan. 10, at 7 p.m. The monthly film series, sponsored by Milwaukee Public Television, is free and open to the public. The program examines how prayer has contributed to the fabric of American history, culture, and everyday life.

The multi-faith television special will be presented in two, one-hour specials. They will premiere Tuesday, Feb. 12, on MPTV-10 at 8 p.m. and 9 p.m. Prayer In America is a production of the Milwaukee-based Duncan Group. The preview will include a panel discussion featuring Denise Blake, project outreach director, and Patty Ostermick, a researcher for the documentary and a veteran member of the Duncan Group.

The two-part series examines the nature of prayer, its relationship to science, and its contributions to everyday life. Presented with an objective, journalistic approach, the documentary is designed to inspire dialogue that could lead to greater understanding. It is based in part on the book, *One Nation Under God - The History of Prayer in America* by James P. Moore, Jr.

MPTV Community Cinema is one of a number of new services, special events and local programs commemorating Milwaukee Public Television's 50th anniversary. MPTV is a viewer-supported service of Milwaukee Area Technical College.

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For more information, contact Kay Tierney, Publicist, MPTV (414) 297-7512.

Outreach Extensions is also working with MPTV to support its efforts with the 4th Street Forum, mentioned in the August report.

November 2007 Update: MPTV is continuing its planning and coordination activities for PRAYER IN AMERICA.

October 2007 Update: MPTV is continuing its planning and coordination activities for PRAYER IN AMERICA.

September 2007 Update: MPTV is continuing its planning and coordination activities for PRAYER IN AMERICA.

August 2007 Update: MPTV plans to introduce its original production to support the broadcast of PRAYER IN AMERICA as part of its annual 4th Street Forum. 4th Street Forum is a nonpartisan program, which promotes public discussion of political and social issues that are of concern to our community. Each week during the season, a panel of experts presents their views on a chosen topic and explores solutions with the audience and the 4th Street Forum moderator.

Milwaukee Public Television (MPTV) tapes the forums in front of a live audience at Milwaukee Turner Hall for later broadcast on Fridays, 10:00 p.m., Channel 10 and again on Sundays, 3:00 p.m., Channel 36. The 4th Street Forum audience is an important part of the program. It is a unique opportunity for

the public to ask questions of the panelists. The forums are free and run from September through May. This particular forum will take place in January 2008.

4th Street Forum is also available as a podcast for portable media players and can be accessed at www.milwaukeeeturners.org.

July 2007 Update: MPTV is continuing its planning and coordination activities for PRAYER IN AMERICA.

June 2007 Update: MPTV is continuing its planning and coordination activities for PRAYER IN AMERICA.

May 2007 Update: MPTV is continuing its planning and coordination activities for PRAYER IN AMERICA.

April 2007 Update: MPTV is continuing its planning and coordination activities for PRAYER IN AMERICA.

March 2007 Update: During this reporting period, the following primary activities occurred.

1. Outreach staff recruited a five-person advisory committee comprised of Milwaukee religious community leaders.
2. MPTV staff created a two-page handout to share with the outreach project advisory committee.
3. Staff planned an initial meeting with the advisory committee for April 10, 2007 featuring Chip Duncan and Alison Rostankowski, producers of PRAYER IN AMERICA. The meeting was cancelled when committee members failed to confirm their attendance. The meeting will be rescheduled for the week of April 23rd.

GRANTEE: Rhode Island PBS

FINAL REPORT

Submitted by Kathryn Larsen, Program Director
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved (circle response)

Please explain:

Coalition among faith leaders led to a productive interfaith conference and production of two 30-minute programs that provided discussion and critical analysis of prayer in America and the local relevance of the topics discussed in the national documentary.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 **8** 9 10 Completely satisfied (circle response)

Please explain:

We would have preferred greater attendance at the January 24th conference (all of the partners were surprised at the lower turnout despite their promotion efforts). However, the conference objective (to start a meaningful interfaith conversation about the issues raised in PRAYER IN AMERICA) was fulfilled. The two 30-minute productions met or exceeded our expectations.

Original Abstract: PRAYER IN AMERICA will bring together faith leaders from different religious traditions in an interactive town hall to work together toward a common goal of greater understanding. Rhode Island PBS has the opportunity to have greater involvement in the community by involving faith leaders in dialogue at local forums and televising a panel discussion. RIPBS will promote the project in local media, through press releases and radio stations. Informational flyers will be disseminated to congregations at churches, synagogues, and mosques.

RIPBS has a membership of 5,000. It is a state licensee with a weekly cume of 650,666.

Final Report narrative:

RIPBS organized a half-day Interfaith Conference for January 24, 2008 at the University of Rhode Island's Center for Peace and Nonviolence Studies. The target audience was clergy, religious leaders, and interested laypersons. The scheduled keynote speaker was James P. Moore; Denise Blake was gracious to cover his cancellation. The agenda included: preview segments of PRAYER IN AMERICA and breakout sessions for small group discussions on four topics: *Prayer and the Constitution*, *Prayer and Forgiveness*, *Prayer and Social Justice*, and *Prayer and Crisis*. Conference attendees chose two of the four topics. Approximately 35-40 people attended (including facilitators and staff). RIPBS distributed DVDs, the PRAYER IN AMERICA Resource Guide, and other relevant print materials.

As part of its outreach campaign, RIPBS also produced **two local 30-minute programs** to follow PRAYER IN AMERICA episodes. The productions employed two different panels of five members each, and explored the local perspective of the issues and topics presented in PRAYER IN AMERICA.

Project outcomes / intended impact: Report the measurable outcomes for your project and the overall impact you achieved. What was different as a result of your project?

To increase public awareness of and build interest in PRAYER IN AMERICA, Rhode Island PBS:

- Planned and held a half-day interfaith conference that included preview segments of PRAYER IN AMERICA
- Distributed DVDs and Community Resource Guides to partners, conference attendees, and anyone who requested the materials but could not attend the conference;
- Invited the media to the tapings of the local shows
- Launched a station Web log (blog) and promoted the URL at the conclusion of the broadcast

To support community utilization and long-term use of PRAYER IN AMERICA, as well as increase awareness of interfaith groups and motivate them to establish ongoing discussions, Rhode Island PBS:

- Encouraged partners to use and distribute materials within their organizations
- Encouraged conference participants to establish ongoing discussions. In fact, the director of the URI Center for Peace and Non-Violence Studies was so impressed with the conference, he offered the meeting facilities to the group to continue the discussions at a future date.
- Also, conference survey results indicated a majority of respondents considered the Community Resource Guide would be effective in their ministries
- Partners expressed their eagerness to share the discussions with their organizations (Copies of local programs were distributed to the participants)

To build and establish interfaith dialogue in collaboration with Rhode Island PBS, we:

- Contacted leaders of approximately 18 religious groups, and built a project steering committee of five active partners who met on a regular basis to discuss the film and how the issues raised in the film related to life and ministry in Rhode Island, and to design a suitable project to serve the needs of the local congregations and audience.
- Also, based on their experience with this project, our five steering committee members expressed a clear and eager willingness to collaborate on a similar project, or an expansion of this project, as the appropriate opportunities present themselves.

To enable local faith leaders and communities to have meaningful interfaith dialogue and increase public understanding about topics discussed in PRAYER IN AMERICA, Rhode Island PBS:

- Scheduled two breakout sessions in the conference, during which attendees could choose from among four relevant topics: the Constitution, Forgiveness, Crisis, and Social Justice.
- Produced two 30-minute programs, each with a panel of five faith leaders and academics who had expertise in the issues and topics raised in each of the two episodes of PRAYER IN AMERICA.

To encourage the media to recognize the importance of prayer in American life and culture, Rhode Island PBS:

- Invited the media to the tapings of the local shows; offered a screener copy of the film; followed up with news releases about the upcoming broadcast.
- Reporter from *Rhode Island Catholic* spent the second half of the taping at Rhode Island PBS. He viewed the entire second episode, watched the taping of the local program, and spoke with panelists.

Community Partner(s): Identify your community partner(s)/coalition(s) and describe their roles in the project. What worked effectively in your relationship(s) and what could have been improved? How will your station/organization continue to work with these partners and build sustainable relationships?

Ten organizations expressed interest in participating; five partners served as steering committee members:

Rhode Island State Council of Churches	The Reverend Doctor Donald C. Anderson
American Baptist Churches of RI	The Reverend Doctor Liliana DaValle
Rhode Island Board of Rabbis	Rabbi Marc Jagolinzer
Muslim American Dawah Center of RI	Imam Farid Ansari
Roman Catholic Diocese of Providence	Reverend Father John Codega

The diverse members of the steering committee were quick to come to common ground and clearly understood the objectives of the project. They demonstrated indefatigable enthusiasm, peace, and dedication to their faith and this project.

Promotion: Describe how you promoted your project. What benefits resulted from this promotion?

Conference promotion to the general public was deliberately minimal, with the bulk of the promotion going to the desired target audience through our project partners. One conference goal was to introduce leaders of congregations to PRAYER IN AMERICA, so they could bring the information back to their constituents and promote the documentary from the pulpit, and/or organize their own discussion groups. Two "e-postcards" (one Save the Date and one conference agenda) were sent to our 10 contacts, who in turn sent the e-cards to their 8,000 contacts.

Broadcast Promotion:

Ad printed in Providence Business News x 3	<u>99,000 (33,000/wk x 3 wks)</u>
Prime Time magazine	<u>40,000 (monthly circ)</u>
Rhode Island Monthly magazine	<u>42,000 (monthly circ)</u>
Media invitations to program tapings; follow-up news release; reminder notice of PIA part 2	
Successfully placed a story in The Rhode Island Catholic	<u>40,000 (weekly circ)</u>

Launched a station Web log (blog) and invited viewers to share their thoughts. Blog spot aired at the conclusion of the local program.

Also, Rabbi Jagolinzer wrote a column about forgiveness; Rev. Dr. DaValle wrote a blog, and show host Marc Levitt mentioned the program on his Web site

Evaluation Plan: How did you evaluate your project? What lessons did you learn and how might you do things differently on future projects?

Conference attendees completed an evaluation survey. We collected 18 surveys.

Reach/Impact:

Station events + workshops	11
Community events	40
Distribution of outreach materials	200
Web site visitors	N/A
Promotion/Publicity of outreach activities	221,000
On-air (outreach and outreach promotion only)	300,000
Partner(s)' Contacts/Activities (unduplicated)	<u>8,000</u>
TOTAL	529,251

MONTHLY PROJECT UPDATES - Rhode Island PBS
(NOTE: Provided to Document Project Implementation)

January 2008 Update: Outreach Extensions' Denise Blake, attended and spoke at RIPBS' PRAYER IN AMERICA workshop at the University of Rhode Island on January 24th. The attendees were clergy from houses of worship from the entire state of Rhode Island, representing Catholic, Protestant (Baptist, Methodist, Presbyterian, Episcopalian), Jewish, Muslim, and Unitarian Universalist congregations.

The half-day workshop began with continental breakfast and registration. Each workshop attendee received the outreach discussion guide and a copy of the PRAYER IN AMERICA DVD. Following opening remarks from Rev. Don Anderson, executive minister of the Rhode Island State Council of Churches, the first 18 minutes of hour 1 were shown. Participants then self-selected one of four small group discussions, which were subsequently repeated in order for all participants to have two themed discussion opportunities. The workshops were led by a multifaith group:

- Prayer and Social Justice - Father John Codega
- Prayer and Forgiveness - Rev Liliana DaValle and Rabbi Marc Jagolinzer
- Prayer and The Constitution - Imam Farid Ansari
- Prayer and Crisis - Rev Don Anderson

The day concluded with remarks from Denise Blake who spoke about the origin of the American Prayer project, the production, and the outreach campaign. Denise also read the two-page producer's statement provided by Chip Duncan.

Reported RIPBS' Shirley Winslow, "Thank you so much for coming and sharing the outreach activity at the University of Rhode Island. We received many wonderful comments about the program. As you might have guessed, there have requests to do another one, now that the word is out. We are meeting with our advisory board on Friday, February 1st, 2008 to discuss the taping of the two local programs. We will tape them on February 5th and they will air on February 21st and February 28th."

December 2007 Update: Reports Shirley Winslow, "At our most recent meeting with the PRAYER IN AMERICA advisory board we set up the format for the forum at the University of Rhode Island. Lucie Houle, the public information manager for Rhode Island PBS, joined the meeting to receive information for the "save the date" memo. The memo will be sent through the advisory board members' email listings to various churches and religious organizations. In addition to the advisory board meeting we had a meeting with the director for the future programs.

PRAYER IN AMERICA will be broadcast on Thursday, February 21st followed by a local half-hour discussion of Hour 1; and on Thursday, February 28th followed by a local half-hour discussion of Hour 2. The local program will have a host and panel. The program will have filmed portions of the outreach forum held at the University of Rhode Island. We've planned another meeting on Jan. 8th, 2008."

November 2007 Update: Shirley Winslow reports, "Since our last meeting of the PRAYER IN AMERICA advisory board, Imam Farid Ansari, Muslim American Dawah Center of Rhode Island, has secured space in the new building at the University of Rhode Island Nonviolence Center for Peace for the public forum. The date is Thursday, January 24, 2008, 8:30 am to 1:00 pm. The space has a conference room and three breakout rooms.

James P. Moore, Jr., the author of PRAYER IN AMERICA, has been confirmed to participate. Because of Jim's attendance, we were able to confirm Rev. Dr. Don Anderson, Director of the Rhode Island State Council of Churches, to take the lead role for this conference. He is ensuring that his member congregations will be in attendance on January 24th.

Excerpts from this January event will be taped and used as part of two half-hour segments following the broadcast of PRAYER IN AMERICA on February 21 and 28, 2007.

Rev. Anderson and I will be meeting on Friday, November 30th to iron out the details of the workshop. Our next meeting of the advisory board will be December 11, 2007."

October 2007 Update: The PRAYER IN AMERICA advisory group met to plan the forum for the date selected for January 24, 2008. Meeting places were suggested and phone calls were assigned to be made by each advisory committee member. The group is looking for space to accommodate 100 clergy

and members of the general public. Each member of the committee will email all their members to invite them to the forum. It was decided that the group would need to have four breakout rooms for subject discussions. Jim Moore has agreed to participate in the event on January 24th.

September 2007 Update: From outreach coordinator Shirley Winslow, "On September 11, the advisory committee came together under the direction of Denise Blake, our guest speaker. The advisory committee is made up of the following religious leaders: Rabbi Marc Jagolinzer, Iman Farid Ansari, Father Marcos Girgis, Dr. Liliansa DaValle, Dr. Don Anderson, Father John Codega and Ty Cleason. We planned to meet again in October to set up our course of action. We will be putting together our public outreach forum and the broadcast of PRAYER IN AMERICA."

August 2007 Update: RIPBS has sent invitations to local clergy and religious leaders to attend its September 11th meeting, which Denise Blake will attend. The invitees include:

- Representative from an AME church
- Dr. Liliansa DaValle, American Baptist Churches of Rhode Island
- Ty Creason, Episcopal Diocese of Rhode Island
- Imam Farid Ansari, Muslim American Dawah Center of Rhode Island
- Father Marcos Girgis, Rhode Island Orthodox Clergy Fellowship
- Father John Codega (Christ the King Church), Roman Catholic Diocese of Providence
- Rabbi Marc Jagolinzer The Rhode Island Board of Rabbis
- Dr. Don Anderson, The Rhode Island State Council of Churches

Denise will present the national outreach campaign to the participants and help them shape how RIPBS' local town hall meeting will develop.

July 2007 Update: The planning meeting at which Denise Blake is attending has been scheduled for September 11, 2007. Denise will meet with station outreach staff, along with members of its religious planning team, to develop the program elements for RIPBS' November town hall meeting.

June 2007 Update: RIPBS is planning an advisory committee meeting for July 17 or 19, 2007. The committee includes representatives from the Catholic, Protestant Christian, and Muslim faith traditions. Outreach Extensions has also suggested to RIPBS to seek committee members from other religious communities. OE's Denise Blake will travel to Providence to provide support at a committee meeting in July or August 2007.

May 2007 Update: RIPBS is continuing its planning and coordination activities for PRAYER IN AMERICA.

April 2007 Update: Outreach Extensions' Denise Blake is working with RIPBS' Shirley Winslow to help identify suitable participants for the station's planning committee for PRAYER IN AMERICA. Denise has provided Shirley with copies of ONE NATION UNDER GOD, copies of the PRAYER IN AMERICA trailer and a sample meeting agenda to assist Shirley in making initial contacts with local clergy. Denise will travel to Providence to chair the first meeting in late June 2007.

March 2007 Update: RIPBS is still in its initial planning and coordination stages for its local project related to PRAYER IN AMERICA.

GRANTEE: WCTE/Cookeville, TN

FINAL REPORT

Submitted by Reggie Brown, Outreach Manager
\$4,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved (circle response)

Please explain:

We had the opportunity to have two different screening events and doubled our participation outcomes.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Completely satisfied (circle response)

Please explain:

As a result of our events, there is a Bible class being conducted on the book and series in one of our local churches and we have received numerous inquiries about copies of the series.

Original Abstract: WCTE is partnering with Tennessee Technological University's student religious organizations and community representatives. TTU was selected as WCTE's primary partner because it offers a neutral and recognizable center of world religion in the Upper Cumberland region. The following diverse campus organizations will participate in screenings and discussions: African Students Union, Amigos, Baptist Collegiate Ministry, Black Student Organization, Canterbury Club, Chi Alpha Christian Fellowship, Chinese Student Association, Christian Faith Council, Fellowship of Christian Athletes, Intervarsity Christian Fellowship, Japanese Culture Society, Latter Day Saints Student Association, Muslim Student Organization, Newman Campus Ministry, Presbyterian Student Association, United Voices of Praise, University Christian Student Center, International Student Organization, and the Wesley Foundation.

The station will host a screening and a group panel discussion focusing on how different religions respond to crisis with prayer. The station's goal is to bring interdenominational groups together to share and determine the role of prayer in response to crisis in everyday life. The anticipated impact is to educate and enlighten individuals from diverse religious groups on individual practices and beliefs.

Final Report narrative:

WCTE set out to host a panel discussion on Tennessee Tech's campus featuring the documentary, PRAYER IN AMERICA, with audience participation and open discussion about the impact of prayer on people, society, and communities.

WCTE got a head start on our first event following the tragedy at Virginia Tech last spring. We took this opportunity to kick off our PRAYER IN AMERICA campaign and held a panel discussion about the use of prayer in response to crisis on our own university campus and nationwide. This event took place on April 25, 2007. One of the most interesting things that came out of this panel discussion was the story of one panelist's loss and how he and his family used prayer as a tool for forgiveness and healing.

Hector Black's daughter was murdered by a random act of violence and through prayer he was able to forgive the man who killed his daughter and developed a relationship with him as he serves a life sentence in prison.

Following this event, news spread across our community about the grant and what WCTE intended to do as a result of receiving it. WCTE believes that awareness was raised among the panelists and barriers of religious differences were put aside as panelists realized that prayer is a unifying tool in all spiritual arenas.

We began planning for another screening event, scheduled for Tuesday, November 6, 2007 at 7:00 pm at Tennessee Tech University's Backdoor Playhouse. We contacted all the panelists, and distributed the PRAYER IN AMERICA Community Resource Guide and DVD teaser to TTU professors and Cookeville High School teachers, inviting them and their students to the event.

We distributed the postcards provided by the national outreach campaign and placed our local contact information on the back. We also gave the books to our panelists and encouraged them to read them before the November event.

Promotion:

WCTE ran spots from our April 2007 event to promote the November screening. We ran public service announcements on local radio stations, in newspapers, and on the WCTE Web site and community bulletin board. Several churches made announcements to their congregations about the documentary and local screening events.

Evaluation:

We looked at the increase we had in audience participation from the first screening to the final one and saw a marked increase. WCTE also saw increased hits on our web site for information about the event. Phone calls came into the station from residents wanting follow-up information on the outreach campaign.

The only difficulty we encountered was finding a female representative for our panel. When we do this type of community outreach in the future, we will make sure that women are represented on the panel.

Reach/Impact:

Community events	120
Distribution of outreach materials	1000
Web site visitors	4000
Promotion/Publicity of outreach activities	2,000
On-air (outreach and outreach promotion only)	40,000
Partner(s)' Contacts/Activities (unduplicated)	500
TOTAL	47,620

Broadcast Viewership

Hour 1	400,000
Hour 2	400,000

MONTHLY PROJECT UPDATES - WCTE/Cookeville, TN
(NOTE: Provided to Document Project Implementation)

January 2008 Update: All Grantee Activities Completed.

December 2007 Update: All Grantee Activities Completed.

November 2007 Update: Reggie Brown reports, "WCTE held its PRAYER IN AMERICA screening and panel discussion on Tuesday, November 6, 2007 at Tennessee Tech University's Backdoor Playhouse. The event included a panel of seven local church and organization leaders. The audience was made up of high school and college students and the general public. The screening was very well received and the panelist remarks were diverse. Ironically, the first person to speak during the discussion was a local activist and atheist. This is not the way that we would have planned the discussions to begin, but it turned out to be the catalyst that we needed. Everyone was very complimentary and appreciative of the film and the panelists. More than 50 persons were in attendance. We have pictures and footage being put together as we speak."

October 2007 Update: During this reporting period, WCTE staff have been planning its PRAYER IN AMERICA screening event scheduled for Tuesday, November 6, 2007 at 7:00pm at Tennessee Tech University's Backdoor Playhouse. Outreach staff have confirmed panelists and distributed the Community Resource Guide and DVD teaser to TTU professors and Cookeville High School teachers to encourage them to invite their students to the event. Staff have also received the PIA postcards and will distribute to TTU, high schools, community centers, and local houses of worship.

WCTE is running spots from its previous event in April. They also have PSA's on local radio stations, newspapers and WCTE's web site and bulletin board. WCTE will air the documentary **November 21st 8:00 pm** and again on **November 28 at 8:00 pm**.

September 2007 Update: Reggie Brown reported that the station is running spots recorded at its April 2007 event at Tennessee Tech University. Outreach staff have stayed in touch with the panelists and partners from our first event and now that they have received the feed date for PRAYER IN AMERICA, will set a date for the next event and screening.

August 2007 Update: WCTE is continuing its planning and coordination activities for PRAYER IN AMERICA.

July 2007 Update: WCTE is planning its next PRAYER IN AMERICA screening event for November to coincide with broadcast. The station held its initial event in April in response to the tragedy at Virginia Tech. For this main screening event, outreach staff will invite the same panelists to participate: Dr. Michael Clark, Dr. Wali Kharif, Dr. Robert Owens, Dr. Bud Alexander, Curtis Grah, Hector Black, Joe Nate and Lillian Hartgrove. The screening will take place at Tennessee Tech University's Backdoor Playhouse in the evening. Invitees will include student organizations, faith-based organizations and houses of worship, and the general public. PSA's will run in the Herald Citizen Newspaper, radio, church bulletins, campus flyers and the WCTE community bulletin board and web site. The agenda for the event will consist of presentations by each panelist, the screening and audience/panel discussion.

Copies of PRAYER IN AMERICA literature will be distributed and panelists will receive a copy of *One Nation Under God: The History of Prayer in America*.

June 2007 Update: Reports WCTE's Cindy Putman, "We have continued our discussions with all the groups that participated in our first round table discussion. The books arrived [copies of ONE NATION UNDER GOD, provided by Outreach Extensions] and we are in the process of distributing them to the panelists to read. Reggie has been in contact with a member of the Christian Science Church since 1975 and he is very interested in the project. We are in the process of making some PSA's from the footage recorded at our round table discussion and will begin to air them to promote our big event in the fall on the campus of Tennessee Tech."

May 2007 Update: WCTE is continuing its planning and coordination activities for PRAYER IN AMERICA

April 2007 Update: On April 25, 2007, WCTE's Reggie Brown hosted a screening/discussion at the Playhouse on the TTU campus using the PRAYER IN AMERICA teaser in response to the tragedy at Virginia Tech. The station's outreach theme for PRAYER IN AMERICA is prayer and crisis, and they wanted to provide an immediate outlet for local participants to discuss the topic. Panelists were Dr. Don Loskot/Catholic; Dr. Bud Alexander/Tennessee Technical University (TTU) campus minister; Dr. Michael Clark/TTU, Presbyterian; Dr. Wali Kharif/TTU History Professor; Dr. Robert Owens/TTU Director Minority Student Affairs; Hector Black/Quaker Community; Curtis Grah/TTU FCA President.

WCTE opened the event with an introduction of the PRAYER IN AMERICA documentary. The panelists introduced themselves and then all participants viewed the six-minute teaser. The moderator, Cindy Putman, began the discussion with terrific questions that were suggested in the grant documents. Posters of the different prayers found in the outreach documents provided by Outreach Extensions were displayed on the stage on easels and were perfect for the event. Outreach staff distributed descriptions of the documentary and follow up information. The audience and panelists were in agreement that this was a timely and necessary response to a tragedy that could have occurred on the TTU campus.

Says Reggie Brown, "Everyone is looking forward to the screening of the documentary and follow-up discussion. We felt very accomplished doing this early screening because the dialog between different groups has started. We are editing footage from this event and will get a copy to you as soon as possible for the national Web site. Thanks again, for all of your support."

March 2007 Update: WCTE is still in its initial stages of planning and coordination for its local PRAYER IN AMERICA campaign.

GRANTEE: WDSE/Duluth, MN

FINAL REPORT

Submitted by Dan Corbett, Director of Lifelong Learning
\$4,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved (circle response)

Please explain:

What we hoped to accomplish through the project was to build bridges of understanding and productive cooperation between communities of faith. This was certainly achieved. The two grant-funded public forums were at Temple Israel in Duluth and the College of St. Scholastica, a Benedictine Catholic university. The third public forum, which is NOT grant-funded but an additional forum that developed because of the success of the project, is in the new Islamic Center for the Twin Ports. Holding these forums in three different faith-related locations was a significant factor in achieving the project's outcomes. Some participants had never been in a Jewish or Catholic facility. This will certainly be true of the mosque for the third forum. Many series materials were distributed as a result of this project to more than 300 different faith communities in the region.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Completely satisfied (circle response)

Please explain:

The forums and the programs were very successful. My own level of satisfaction is not a "10" because I thought the forum facilitators at the first two forums were so careful of being tolerant of all participants that they didn't exercise enough direction of the forums. Some of the panelists would not move beyond a personal faith perspective, despite having been selected because of a group affiliation. This will be addressed in the third forum on March 27th, which will have a much more active facilitator. This is the only area that I thought needed additional work.

Original Abstract: How does prayer shape American culture? This question is the focus for the WDSE project. The project goal is to facilitate interfaith dialogue about the impact of prayer on national culture and identity. Outreach activities will concentrate on the themes of Prayer and Armed Conflict and Prayer and Social Justice. The focus question will be addressed through local programs, facilitated interfaith discussions, dissemination of project materials, and screenings of the documentary. WDSE is working with its regional Interfaith Council, the Catholic Dioceses of Duluth and Superior, and Temple Israel.

Final Report narrative:

WDSE initiated a region-wide project with a primary objective of building bridges of understanding and productive cooperation between dissimilar groups in our area, especially faith community groups. To do this, partnerships were created in the civic, economic, educational, cultural, social, geographic, and racial communities to help accomplish this goal. The core of the project included the involvement of more than 300 area faith communities. Currently in our region, faith communities operate in relative isolation from communities of other faiths. Our project clearly demonstrated this. A majority of the participants in the first two public forums for the project, which were held at Temple Israel in Duluth and the College of St. Scholastica, indicated they had never been in a Jewish or a Catholic facility before the forum.

Faith is often seen as a divisive factor in modern cultures, with internecine conflict in the Middle East, Northern Ireland, and many other places as prominent examples. Hope for these situations and for the

less obvious examples of conflicting belief systems, even in places like Duluth, Minnesota, lies in the educative practices of increasing awareness and knowledge about different belief systems and engaging significant numbers of people in constructive dialogue about the impact of what we believe on how we live. To accomplish this, WDSE is working with our regional Interreligious Forum at the College of St. Scholastica, the region's Interfaith Council, the Catholic Dioceses of Duluth and Superior, Temple Israel, CHUM (Churches United in Ministry), the new Islamic Center of the Twin Ports, etc.

Promotion: Describe how you promoted your project. What benefits resulted from this promotion?

The project used the power of broadcast television to reach a large audience. The national two-part documentary PRAYER IN AMERICA and two local programs titled "Holy Twin Ports" and "Blessings" were used for this purpose. These broadcast programs were well-promoted by the station, with project materials disseminated to every faith community in the region. The most extensive faith community mailing in the region is that of CHUM. The mailing labels were given to us, directing letters, materials, etc., to 312 area faith communities. These materials are intended to spark discussion within these communities and to help promote the broadcasts and the outreach activities.

The PRAYER IN AMERICA programs were initially broadcast in December of 2007. The holidays, however, made it very difficult to schedule the public forums. As a result, two public screenings/discussions were held on January 22, 2008 at Temple Israel in Duluth on theme "Prayer and Social Justice" and on February 12, 2008 at the College of St. Scholastica on the theme "Prayer and Armed Conflict." The public forums were held to offer participants the opportunity to move beyond the more passive viewing experience to a direct learning experience. Informational letters were sent to all 312 area faith communities offering packets of information, especially on the theme for the specific forum. Many faith communities responded to these mailings. Press releases were also sent out by WDSE and the Interreligious Forum about each forum.

The first public forum at Temple Israel on "Prayer and Social Justice" had 47 participants. The panelists were Rabbi Amy Bernstein of Temple Israel, Zainudeen Popoola of the Islamic Center, pastor Vernon Green of Christ Temple Victory Center, and Al Hunter of the Manitou Rapids First Nation of the Ojibwe. The moderator was Douglas Bowen-Bailey of Peace United Church of Christ. A 10½ minute clip of PRAYER IN AMERICA-PART I was used to spark discussion and familiarize participants with the quality of the program. The forum was interesting, but the moderator wasn't strong enough to keep the panelists focused and the audience actively engaged.

The second forum was on February 12, 2008, at the College of St. Scholastica on the theme of "Prayer and Armed Conflict." More than 75 people attended this forum. The panelists were Sister Timothy Kirby of St. Scholastica, Dr. Sabah Alwan, a member of the Duluth Muslim Community, Pastor Tim Martenson who is the wing chaplain of the 148th fighter wing to the Minnesota Air National Guard, and Chuck Smith, a member of the Fond du Lac Ojibwe Veterans Committee. The forum moderator was Dr. Gary Boelhower, the chair of Theology Department at the College of St. Scholastica.

The forum questions focused on ideas such as:

- "Can there be a just war and what is your faith perspective on this?"
- "Can the phrases 'God is on our side' and 'Holy war' be defended from your faith perspective?" and
- "What role is the civil religion playing in current armed conflict?"

An 11 minute clip of PRAYER IN AMERICA-PART II on the evolution of the civil religion in the U.S. was used to help focus questions. This was a very contentious forum. Again, the moderator wasn't strong enough to keep everyone focused. The Air Force chaplain tried to justify all current military operations from a personal faith perspective, and the other panelists kept ducking the large issue questions and tried to answer also from a personal perspective. The audience was frustrated with this, with several people using the word "arrogant" to describe some of the panelists. This was a much

more interesting forum than the first, but the discussion needed to stay focused on addressing the questions posed.

Project outcomes / intended impact: Report the measurable outcomes for your project and the overall impact you achieved. What was different as a result of your project?

One of the most significant measures of the success of the project is the request by the project participants to hold a third forum, which would be paid for by the participating organizations rather than through grant funding. This forum will be held on March 27, 2008 at the Islamic Center of the Twin Ports. The panel is still being selected, but the moderator will be a well-known History professor who is very skilled in keeping panelists focused on the questions posed. The theme of the forum will be "What have we learned, and where do we go from here?" This theme is another indication of the success of the project's outcomes.

In March, PRAYER IN AMERICA is being broadcast on Monday, March 10th (Part I, 11:30 p.m.), March 11th (Part II, 11:30 p.m.), March 23rd (Part I, 5:00 p.m.), March 30th (Part II, 5:00 p.m.). All of the partnering organizations received dubs of the programs to help with panelist selection and question formation. For the first forum, 50 copies of the "Prayer and Social Justice" materials were copied and distributed. For the second forum, 100 copies of the "Prayer and Armed Conflict" materials were copied and distributed.

An important element in building bridges of understanding and productive cooperation among diverse elements of the population includes being open to the belief that multiple viewpoints can be valid for most human activities. This project did a good job of doing just that.

Evaluation Plan: How did you evaluate your project? What lessons did you learn and how might you do things differently on future projects?

The project evaluation for the public forums was done by written evaluations and many oral comments. Almost everyone thought the project was needed and appreciated the opportunity to engage in a collaborative dialogue. This was the most common statement in the evaluations. The second most common statement dealt with the panelists' need to stick to the posed questions. This is a lesson learned. Involving a strong, skilled moderator for a panel discussion will definitely be part of future planning.

Target Audience(s):

The primary target audiences were the 312 faith communities in the viewing area. A secondary but also important target groups were college and high school students affiliated with different faith communities. This group was more in evidence at the second forum than the first. We tried to involve civic community leaders, but this didn't result in any measurable success.

Reach/Impact:

Station events + workshops	40 (planning sessions)
Community events	134 (two public forums)
Distribution of outreach materials	150 theme materials
	50 series materials
	12 DVD dubs
Web site visitors	1700
Promotion/Publicity of outreach activities	25,000
On-air (outreach and outreach promotion only)	
Partner(s)' Contacts/Activities (unduplicated)	<u>10,000</u>

TOTAL

36,874

Broadcast Viewership

Hour 1

Still being determined

Hour 2

Still being determined

MONTHLY PROJECT UPDATES - WDSE/Duluth, MN

(NOTE: Provided to Document Project Implementation)

January 2008 Update: Reports Dan Corbett, "The first public forum for PRAYER IN AMERICA was held on Tuesday, January 22, 2008, at Temple Israel in Duluth. The forum topic was Prayer and Social Justice. Forty-two people attended from a wide variety of faith communities and other institutions. The four panelists were: Rabbi Amy Bernstein of Temple Israel, Zainudeen Popoola of the Islamic Community of the Twin Ports, Pastor Vernon Green of Christ Temple Victory Center, and Al Hunter of the Manitou Rapids First Nation in Ontario and a professor of Ojibwe language and culture at the College of St. Scholastica. The panel moderator was Doug Bowen-Bailey of Peace United Church of Christ.

The forum included a welcome to the Temple, an 11½ minute long clip from the first hour of PRAYER IN AMERICA, an introduction of the panelists, panelist insight on two major questions: "How do you define social justice?" and "How does prayer- in relationship to belief, practice, or both - affect your work in striving for social justice?" Following this interchange, panelists and forum participants dialogued on the following questions: "What aspects of prayer do you perceive as common to many religious/cultural traditions?" "What beliefs/practices associated with prayer are unique to your own religious/cultural traditions?" and "Do any of these unique qualities about your tradition's prayer present outsiders with challenges to acceptance and/or understanding?"

Over 300 faith community organizations were contacted by letter and many by direct contact to inform them about the forum. High schools and college ministry groups were also notified. Copies of the booklet, "Prayer and Social Justice" were copied and given to all participants. The forum was successful in that it generated a lot of questions and interest in the broadcast and upcoming forums.

The next forum is on Tuesday, February 12, 2008, 7-9 p.m., in Somers Hall, The College of St. Scholastica, in Duluth, Minnesota. The panelists include a sister from the Benedictine Monastery who has written about Catholicism and war, a Muslim professor, an army chaplain, and a Native American shaman who is also a veteran. The moderator has not yet been determined. Approximately 400 faith-based organizations and colleges/schools will be notified. A larger audience is anticipated for the 2nd forum.

The broadcast of PRAYER IN AMERICA was in December, but it is being rebroadcast because of the public forums. Part 1 will be rebroadcast on Sunday, March 23, 2008 at 5 p.m. and Part II will be rebroadcast on Sunday, March 30, 2008 at 5 p.m. A 3rd public forum will be held following the broadcast to effect closure on "What we have learned" and "Where do we go from here?" This will be held at the new Mosque in Duluth."

December 2007 Update: Outreach Extensions received the following report from Dan Corbett, "The project partners have met numerous times but wouldn't/couldn't agree on the format for our PRAYER IN AMERICA public events or the dates for these events. To facilitate the process, I made dubs of the programs and gave the dubs to each of our primary partners. The dubs were watched by the principal players of each organization.

On Friday, December 20, 2007, the partners all met with station representatives to finally plan out this portion of the grant project. Many people representing many organizations have now watched the programs. Planning by committee is always slow and sometimes frustrating. This is even truer when religious organizations are involved because of doctrinal differences, liturgical calendars, etc.

The primary project partners are: Temple Israel (only synagogue north of the Twin Cities), Interreligious Forum Advisory Board, the College and Monastery of St. Scholastica, the Arrowhead Interfaith Council Board, Catholic Diocese of Duluth, Catholic Diocese of Superior, St. Mark's AME Church, CHUM (Churches United in Ministry), WDSE. The history and sociology departments of area colleges, reservations, and faith community organizations in area high schools and colleges will also be involved as target audiences but not as planning partners.

The dates selected for our two public events are:

- **Sunday, January 20, 2008 at Temple Israel in Duluth.** The topic will be Prayer and Social Justice.
- **Sunday, February 3, 2008 at the College of St. Scholastica.** The topic will be Prayer and Armed Conflict.

These dates allow Rabbi Amy Bernstein, one of our area's most influential and charismatic religious leaders, to help facilitate the first event before leaving for sabbatical in Israel. The Duluth-Superior Area Community Foundation has developed a region-wide effort called "The Civility Project." The Foundation will be asked to help with the format to promote a productive but civil discussion of the topics.

After viewing the dubs, the partners decided to use clips from the programs as visuals for each area of discussion. A panel for each topic area will be created but the clips will help avoid the "talking head" format of most panel discussions and, also, help to generate an audience for watching the two part series. Following each selected clip, a panelist will offer a short informed presentation, with questions thrown open to other panelists and to the audience. The programs themselves will be shown in February following the two public discussions. The broadcast dates have not yet been set. The partners want to add a third public meeting, following the broadcasts. This is still being determined. The wonderful (and voluminous) materials provided on each topic were copied and distributed to all of the partners. The public events will be well-attended (God willing—sorry, just a small joke), and we should have a significant audience for the broadcasts."

NOTE: Outreach Extensions is communicating with Mr. Corbett about taping one of these events for inclusion on the PRAYER IN AMERICA Web site.

November 2007 Update: Reports Dan Corbett, "The meeting between our partners to finalize preparation for the two outreach events planned for PRAYER IN AMERICA has been postponed twice this month and will not occur until Tuesday, December 4, 2007. The partners are: Rabbi Amy Bernstein of Temple Israel in Duluth and Elyse Carter Vosen from the College of St. Scholastica in Duluth. They have both been working with the Interfaith Council and many other organizations. The meeting on Tuesday, December 4th will finalize the exact dates for the outreach events. The locations have already been finalized at the College and the Temple. The primary topic for discussion is the format to be used for our two selected areas: Prayer and Armed Conflict, Prayer and Social Justice. Rabbi Amy, who is a charismatic and well-known public speaker, is leaving for Israel on an unexpected temporary assignment. This is why the meeting had to be rescheduled and options in addition to panel discussions considered. This will all be finalized on December 4th."

October 2007 Update: WDSE will record the two parts of PRAYER IN AMERICA on the feed date on November 11th. The programs will be **broadcast in December following Chanukah and before Christmas.** Reports Dan Corbett, "We wanted to be time-sensitive to the Holy Days of Judaism and Christianity but still take advantage of the religious nature of the month of December. The two public forums we will hold will be at the end of November, following Thanksgiving.

The forums will be held at two sites: The Benedictine College and Monastery of St. Scholastica, and Temple Israel. Both sites are in Duluth, Minnesota, the largest urban area in our viewing area. The Interfaith Council will be a major player in setting up these forums. The forums are on the agenda for the Interfaith Council meeting on Tuesday, November 6th. The Interreligious Forum at the College of St. Scholastica will meet for the third time with me on November 14 to finalize plans for the forum."

September 2007 Update: This month has been spent working on building the coalition WDSE is using to build a large viewer base for the PRAYER IN AMERICA programs and well-attended public events. Following up on initial contacts, connections were made with the Interreligious Forum, the Interfaith Council, the Catholic Diocese of Duluth, the Catholic Diocese of Superior, Temple Israel, CHUM, the College of St. Scholastica, the Benedictine Monastery, St. Mark's AME Church, the ELCA and Missouri Synods of Lutheran Churches. Dan Corbett is making a presentation on October 10th for the Interreligious Forum at the College of St. Scholastica and on October 2nd at the Interfaith Council. Temple Israel in Duluth will be the site of one large public event; the College of St. Scholastica will be the site of the other public event. The topics for our forums seem to be well-received. There is considerable attention being paid to how to continue the dialogue beyond our two public events.

August 2007 Update: From Dan Corbett, "Our project remains focused on two public gatherings, each using a central question (Prayer and Armed Conflict, Prayer and Social Justice) as defining elements for the series and event promotion, program development, discussions and follow-up. In trying to develop the largest possible informational base from which to expand awareness of the PRAYER IN AMERICA programs and our grant project events, we are developing partnerships with organizations that have connections to many other organizations. WDSE has found this to be the most effective way to build a large audience base in our region. Our work with the Council of Churches hasn't progressed beyond the "interest" stage. Active partnerships, however, are being formed with Churches United in Ministry (CHUM), which comprises 38 Protestant and Catholic congregations; and the Arrowhead Interfaith Council, which is our region's only connection to Muslims living in the area (there is no mosque).

We are in the process of developing a link with the Poverty Commission for the State of Minnesota (initiated by the State legislature in June, 2007) which includes 18 members of the legislature as commissioners. An event on September 27-28 with the region's Expanding Horizons homeless and poverty project will include nine of these commissioners and a lot of publicity. This would be an important partnership to form for our Prayer and Social Justice event. Early September will have our partnerships in place, specific dates for public events, and a concerted promotion plan."

July 2007 Update: WDSE's representative, Dan Corbett, has had surgery and is out of the office until August 14. Outreach Extensions will resume communications with Dan at that time.

June 2007 Update: During this reporting period, WDSE outreach staff held meetings with representatives from Temple Israel and the College of St. Scholastica, which are the sites of the public discussions in WDSE's project. Panelists, format, promotion, additional partnerships were the primary topics.

May 2007 Update: Meetings were held with Rabbi Amy Bernstein of Temple Israel in Duluth (only synagogue north of the Twin Cities) and the temple council about the public viewing of PRAYER IN AMERICA and the facilitated discussion, and this has been approved. Rabbi Amy is currently in Israel with youth and others from the temple, but she returns in the middle of June and the date, time, panelists, and format will all be set in place along with promotional activities. A meeting was also held with the College of St. Scholastica and the Benedictine Monastery about the second public viewing and facilitated discussion. There is a possibility of including this as part of the College's ongoing and very successful and well-attended Center for Peace and Justice program series. This would encourage many more attendees. This, too, will all be in place by June.

April 2007 Update: WDSE has secured two locations for its facilitated screenings/discussions. The College of St. Scholastica in Duluth and the Benedictine Monastery will host one discussion and Temple Israel will host the other discussion.

Initially, the College was going to host a discussion on Prayer and Armed Conflict. This would be done in conjunction with the Center for Social Justice at the College, which has developed a large following and could include this discussion as one of its events ensuring a large crowd. Temple Israel was going to host a discussion on Prayer and Social Justice. With the inclusion of the Center for Social Justice, however, more planning is needed regarding the best location for each of these planned discussions. Every faith community in the region has been notified about the upcoming series and the two discussion topics.

March 2007 Update: Grant activities during March included follow-up meetings and conferences with partners that expressed initial interest when the grant proposal was submitted. Meetings were scheduled and held at Temple Israel, the Benedictine Monastery, St. Paul's Episcopal Church, Peace Church, and St. Mark's AME Church. The intent of these meetings was to continue the earlier dialogue about using the PRAYER IN AMERICA series as a learning tool for congregations and, also, to help structure two large public meetings. Each of the partners listed above continues to express interest and support for the project. Public screenings/discussions haven't been scheduled yet.

GRANTEE: WETA/Washington, DC

FINAL REPORT

Submitted by Ferne Barrow, Senior Director, Outreach & Education Services
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved (circle response)

Please explain:

Through other faith-based projects, WETA garnered good relationships with the faith-based community. We consider this audience very important to everything we do at the television station. My goal at the outset of *Prayer in America* was simple: Deepen WETA's connection with the faith-based community in the Greater Washington metropolitan area.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Completely satisfied (circle response)

Please explain:

With the many challenges we faced developing the project, I am very pleased with the results. I would have rated the project a 10 had there been more diversity among the religions represented. We did, however, have a diverse group of Christians, and two persons who practice the Jewish faith.

Original Abstract: WETA will apply for a Tier One grant to develop a campaign to encourage discussion of the role of prayer during war time. WETA's strategy for reaching its audience is threefold: market the series and outreach to houses of worship, faith groups, and university theological classes; organize a facilitated workshop around the theme Prayer and Armed Conflict; and develop partnerships that will heighten awareness of the broadcast and its outreach.

WETA is planning to bridge PRAYER IN AMERICA with the Ken Burns documentary THE WAR, scheduled to air in September 2007. The Interfaith Conference of Metropolitan Washington has also expressed interest in partnering with WETA to host a screening and panel discussion to support the documentary.

WETA is a community licensee serving the Greater Washington area. In an average week, 1.3 million viewers tune in to TV 26. The station serves an urban population and has approximately 140,000 members.

Final Report narrative:

On February 27, 2008, the PRAYER IN AMERICA workshop took place at the station's headquarters in Shirlington, Virginia. Fifty-five faith and community leaders came from all parts of the metropolitan Washington area to spend 4 ½ hours learning and sharing with each other. About 60% of the participants were clergy and 40% were non-clergy, representing local organizations such as the YMCA, Leadership Council and Anacostia Coordinating Council.

To help provide direction for the project, WETA formed an advisory committee of individuals representing the faith community. Based on the committee's recommendations, the PRAYER IN AMERICA workshop focused on the themes of *prayer and forgiveness* and *prayer and social justice*. To generate an audience, WETA mailed and email the promotional flyer to over 1,000 churches across the Greater Washington metropolitan area; to African-American, Asian and Hispanic special interest groups; and local libraries.

WETA was honored to have James Moore facilitate a lively interchange among the participants on prayer and social justice. In addition, Reverend Dr. Harold Dean Trulear facilitated the discussion on

prayer and forgiveness. The energy level was very high before, during and after the workshop was over. Several participants were exchanging contact information before we ended the event.

All attendees received the community resource guide, project partner list, facilitator bios, books and resource list, one-sheet on how to get PRAYER IN AMERICA printed resources, the series DVD and companion book, WETA local production DVD set and WETA tote bag.

Below is a listing of other activities:

- December 2, 2007: A portion of the documentary was screened for members of St. George's Episcopal Church after the 10 am service. Refreshments were provided for attendees. There were 56 people in attendance, primarily older African-Americans. PIA postcards, website information and other resources were distributed.
- January 8, 2008: WETA screened a segment of the documentary for a senior citizen group at Macedonia Baptist Church. Twenty-two people were in attendance, primarily African-American. I also distributed PIA postcards and website information.
- January 15, 2008: This was the original date for the PRAYER IN AMERICA workshop. Due to a low response rate, the event was rescheduled for February 27.
- January 27, 2008: PRAYER IN AMERICA aired at 4 p.m. on WETA.

Project outcomes / intended impact: Report the measurable outcomes for your project and the overall impact you achieved. What was different as a result of your project?

I tracked and measured the success of my project by the following:

- The number of completed surveys we received back from participants.
- The number of positive surveys we received.
- The number of people attending the workshops and screening events.
- The number of queries about future workshops.
- Enthusiasm of workshop participants and the knowledge they gained from each other.
- The fact that participants did not want to leave WETA after the workshop; they wanted to continue to fellowship.
- Letters from two participants saying "thank you" for inviting them to the workshop.

All of the aforementioned items as well as the community activities helped strengthen the partnership that WETA has developed with the faith community. The screening events helped WETA continue efforts to build new, diverse and non-traditional audiences. This project brought enhanced resources to the community, a positive perception of the documentary and of WETA. It also enhanced the strategic goals that WETA has set forth.

Community Partner(s): Identify your community partner(s)/coalition(s) and describe their roles in the project. What worked effectively in your relationship(s) and what could have been improved? How will your station/organization continue to work with these partners and build sustainable relationships?

WETA's PRAYER IN AMERICA steering community promoted the series to their constituencies, helped to develop the workshop and reviewed promotional material. The group was comprised of local clergy and a university academic. We were fortunate to have Denise Blake and James Moore attend our first meeting and share valuable insights. There was much discussion about the project, best time to air the series and how to sell the project to clergy. The group listened intently to James Moore. Having him participate in the meeting sold the project to the advisory team.

Advisory committee members included:

- Reverend Scot Moore - Judah Temple A.M.E. Zion
- Reverend Grier Green - The Messiah Bible Church
- Reverend Leslie Tune - formerly of the National Council of Churches
- Reverend Dr. Harold Dean Trulear - Howard University School of Divinity
- Reverend Leonard Hamlin - Macedonia Baptist Church
- Reverend Todd Brown - First Baptist Chesterbrook

I could not have asked for a better group of advisory members. They cared about the project and were extremely engaged. (One of my advisory members, Reverend Leslie Tune, received a stipend from Outreach Extensions to promote the documentary at a National Council of Churches conference). In addition, two of WETA's advisory committee members for PRAYER IN AMERICA currently serve on the WETA Community Advisory Council.

It is important to remember that clergy work at the grassroots level and that they are tied into many other organizations in the community. The PRAYER IN AMERICA workshop has laid the basis for a strong network that WETA will call on in the future.

Promotion: Describe how you promoted your project. What benefits resulted from this promotion?

WETA's promotional efforts for the project included:

- A letter from Kevin Harris, WETA's General Manager of Television, was mailed to churches promoting the two-hour series.
- Over 5,000 flyers promoting the broadcast and the workshop were distributed at WETA events as well as to churches, YMCAs, African-American organizations, Hispanic organizations, Asian groups and libraries.
- Information on the series was highlighted in the station's weekly e-newsletter for WETA members. The listserv is sent to 30,000 people.
- Internally, the project was included in the Television department's online February WETA TV Update of priority projects. This document has proven to be a valuable tool for other WETA departments as they communicate with their stakeholders.
- The workshop was posted on WETA's special events page.
- Distribution of 1,000 PRAYER IN AMERICA postcards to churches in the area.
- WETA promoted the series, as well as the companion website in radio spots on WAVA 105.1, a local contemporary Christian talk radio station. The 15 second spots aired January 23, 24, 25, 26, 27 during morning, afternoon and evening dayparts.

Evaluation Plan: How did you evaluate your project? What lessons did you learn and how might you do things differently on future projects?

We distributed the PRAYER IN AMERICA facilitated workshop evaluation to get feedback from participants. All of the evaluations were positive.

Listed below are some responses to the question, *What did you like best about this workshop?*

- Commonality of prayer in our religious traditions

- Meeting folks from across the area discussing “prayer”
- Hands on approach of each attendee when separated in groups
- Meeting the people and the discussions you springboarded
- Knowing that others pray for our country
- The organization, information and diversity of faiths
- The workshop was very inclusive and non-judgmental
- The frankness of James Moore and Harold Trulear
- Prayer and Social Justice as a moral issue
- Interaction, communication with one another; sharing ideas
- The handouts were clear and easy to read
- The spiritual energy
- Thoughtful dialogue and discussion
- The giveaways (video, printed material, book)

One of the lessons WETA learned is that pastors are extremely busy and often don't have time or enough help to respond to the various requests they receive. To boost attendance at the workshop, follow-up calls and emails were sent to all clergy who responded to the original event or to those we had emails for after the invitations were mailed.

Reach/Impact:

Station events + workshops	10,000
Community events	350
Distribution of outreach materials	5,500
Web site visitors	100
WETA internal newsletter	300
WETA listserv to members	30,000
Promotion/Publicity of outreach activities	300,000
On-air (outreach and outreach promotion only)	0
Partner(s)' Contacts/Activities (unduplicated)	1,000
 TOTAL	 47,414 (not including radio)

Broadcast Viewership

Hour 1	35,000
Hour 2	35,000

MONTHLY PROJECT UPDATES - WETA/Washington, DC
(NOTE: Provided to Document Project Implementation)

January 2008 Update: WETA has confirmed its rescheduled PRAYER IN AMERICA workshop for Wednesday, February 27, 2008. Jim Moore and Denise Blake will be in attendance. Local clergy (and members of WETA's faith advisory council) will facilitate small group discussions on *prayer and social justice* and *prayer and forgiveness*.

December 2007 Update: WETA/Washington, DC will host its PRAYER IN AMERICA workshop during the week of February 18, 2008. Subjects covered during this session will include *prayer and social justice* and *prayer and forgiveness*. The workshop will be held at WETA's offices, 2775 South Quincy Street, Arlington, VA, from 9:00 am to 1:00 pm. The workshop will conclude with lunch. We hope that James P. Moore, Jr., author of *Prayer in America*, the book that inspired the documentary, will be present and will sign books following the workshop.

November 2007 Update: Now that presenting station obligations for THE WAR have concluded, Ferne Barrow can now devote more time and attention to activities to support PRAYER IN AMERICA. WETA is proposing new dates for its facilitated workshop for January 15 or 16, 2008. WETA is now awaiting confirmation of availability from Jim Moore before proceeding with its efforts to secure additional workshop leaders and general participants.

October 2007 Update: Because WETA is the presenting station for The War, outreach director Ferne Barrow and her programmer have elected to air PRAYER IN AMERICA in January 2008 to not bury it with The War and already committed holiday programming. The accompanying facilitated workshop will also take place in January.

September 2007 Update: On September 18, 2007, Denise Blake convened a planning meeting with WETA's outreach director Ferne Barrow and a group of local scholar-theologians. Jim Moore was a special invited guest. The group viewed the trailer for PRAYER IN AMERICA and discussed which outreach themes might be best suitable for WETA's workshop. Consensus was built around using the themes of Prayer and Armed Conflict and Prayer and The Constitution, with a workshop date set for December 4, 2007. Discussions were had regarding a suitable location, including the Washington National Cathedral, WETA, and Georgetown University. Ferne will work with the planning group to confirm additional details leading to the December workshop.

August 2007 Update: Outreach Extensions' Denise Blake is attending a planning meeting at WETA on September 20, 2007. Outreach Extensions has also provided WETA with a number of individuals and organizations for the station to partner with on its outreach activities.

July 2007 Update: WETA is corresponding with a Washington, DC representative from the National Council of Churches to gather names of diverse clergy to serve on her planning group. Outreach Extensions has also provided Ferne Barrow with the names of suggested participants for the committee. In addition Ferne and OE have tentatively identified dates for Denise Blake to attend a planning meeting (week of September 17) and to hold the facilitated workshop (early November).

June 2007 Update: Ferne Barrow reports, "It is very tentative that The Interfaith Conference of Metropolitan Washington will participate in any local outreach or promotion for the series. Although they applauded the work that went into the Community Resource Guide, some of their Board members still hold concerns over the lack of multifaith representation in the documentary. They have asked to see footage from the series." *NOTE: Outreach Extensions has alerted WETA that outreach video modules will be available later this summer and has suggested other faith-based partners to help advise their outreach plans for PRAYER IN AMERICA.*

May 2007 Update: Reports Ferne Barrow, "WETA outreach staff had a nice meeting with Clark Lobenstine, executive director of The Interfaith Conference of Metropolitan Washington and his staff, about the project on May 23. They are very interested in working with WETA TV 26 to develop outreach for PRAYER IN AMERICA as long as all activities target a multifaith community. I have sent Clark a formal letter outlining the partnership, which he will share with the IFC Board at their upcoming meeting this month."

Should the IFC Board of Directors approve the proposed partnership, IFC will promote the project in the Washington, D.C. metropolitan area and at their annual concert in November, and will also have representation on any WETA panel discussion supporting the project.

April 2007 Update: Outreach Director Ferne Barrow reports, "We are just starting work on the project. I received a call from Clark Lobenstine, Executive Director, Interfaith Conference of Metropolitan Washington, stating that his organization decided not to participate with the project on the national level but would still like to work with WETA. I am scheduled to have a conversation with him next week."

March 2007 Update: WETA is still in its initial stages of planning and coordination for PRAYER IN AMERICA.

GRANTEE: WFYI/Indianapolis

FINAL REPORT

Submitted by Gail Thomas Strong, Outreach Director
\$4,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Fully achieved (circle response)

Please explain:

Would have liked more congregations to have been present at the breakfast to increase the likelihood of use of the materials.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Completely satisfied (circle response)

Please explain:

Would have liked larger audiences, but overall, WFYI is pleased with results.

Original Abstract: WFYI has a successful history with outreach based on religion and matters of faith through projects including several *Religion and Ethics Newsweekly* grants, *This Far By Faith*, *Heritage*, and *The Question of God*. The station has gained experience working in partnership with faith-based institutions and hosting respectful and engaging interfaith conversations. In a community that values its religiosity and contains Christian, Jewish, Buddhist, Sikh, and Islamic houses of worship, community dialogue is rich and vibrant. WFYI and Christian Theological Seminary will engage the community in at least two opportunities for interfaith dialogue using PRAYER IN AMERICA resources, one led by a seminary professor and the second, a site visit by Mr. Moore. The event featuring Mr. Moore will be part of an annual civic festival on the arts, humanities, and religion. Two other events will help PRAYER IN AMERICA to be used in congregational settings.

Final Report narrative:

WFYI is grateful for the opportunity to conduct outreach for PRAYER IN AMERICA, and with our partners, we are pleased at the outcomes. WFYI collaborated with three organizations: the Spirit and Place Civic Festival, the Christian Theological Seminary (CTS) and the Inclusiveness Committee of St. Luke's United Methodist Church. Through the strategies used, the partners reached clergy, lay leaders, students, and community members.

Project Description

The campaign for PRAYER IN AMERICA began in the summer months of 2007, when Dr. Scott Seay, excited about the content of the book and the documentary, offered a "warm up" activity, Faith of the Founding Fathers. This course was offered through the CTS Faith Learning Initiative, a quarterly seminary outreach series open to lay leaders and interested members of the public. It attracted eight community members. WFYI presented each of the class members with a copy of James Moore's book upon completion of the class and information about the planned Spirit and Place event, breakfast and broadcast. Dr. Seay offered a second Faith Learning Initiative class in fall 07 using the discussion guide for PRAYER IN AMERICA. Again, eight registered for the class.

The largest portion of the outreach for PRAYER IN AMERICA occurred on November 8, when James Moore visited Indianapolis in order to speak at three events as described below.

Clergy Breakfast: co-hosted by WFYI and the Inclusiveness Committee of St. Luke's United Methodist Church, this breakfast offered participants an opportunity to sample the broadcast, hear of Moore's

passion and inspiration for the project, and to be in conversation with him. It also provided clergy who might not usually interact with a chance to do so. Twenty-six attended, and participants included those from the Jewish, Protestant, Muslim, and Catholic faiths. Each received a signed copy of Moore's book and the PRAYER IN AMERICA outreach guide. Several took away samples of the show or the edited sampler that WFYI created. Of particular note from the breakfast were plans forming with the Benedictine Center to offer a study series on Prayer, and an initiative led by St. Luke's to form an interfaith dialogue series using the book and series as background for discussion. Several congregations expressed interest in co-hosting or participating in such a series.

Class Lecture: James Moore was the guest lecturer for Dr. Scott Seay's seminary course on Holiness, Pentecostalism, and Charismatic Movements. Seven students viewed clips of the series, listened to comments made by Moore, and engaged in lively dialogue with him. Class members were presented signed copies of Moore's book. Of note were the plans for at least two congregations to use PRAYER IN AMERICA for Lenten study.

Spirit and Place Civic Festival: This annual Central Indiana civic festival celebrates the spirit and the place of the community, and calls upon arts, religious, and humanities organizations to collaborate on interactive events that explore a given theme. The theme for the 2007 festival, *Living Generously*, enabled WFYI and its partner, CTS, to help guests consider whether or how prayer in American culture has been a generous act. Following an introduction by Denise Blake, nearly 70 guests viewed an edited version of the rough-cut first show and engaged in lively dialogue with James Moore. St. Luke's inclusiveness committee members extended an invitation to join an interfaith dialogue, and a drawing was held for 13 of Moore's books. Twenty PRAYER IN AMERICA outreach guides were shared with the audience and all were directed to the website for additional supports. Before and following the event, guests enjoyed refreshments and networked.

Project Outcomes/Impact

WFYI and its partners had three broad goals to accomplish with the project:

- *The community would examine the prayerful responses Americans have had to crisis and social justice; this examination will be a way to be more prayerful and thoughtful in the future.
- *WFYI would be seen as an active participant in civic discourse on topics that shape our community and the lives of its citizens.
- *Christian Theological Seminary would have content that will challenge and stimulate clergy and lay leaders, and will introduce a new resource to its campus.

WFYI believes all three of these goals were met. People were able to participate in events and were affected by promotional activities that positioned the partners as having content expertise and resources. Participants were asked to examine their own beliefs, broaden their understanding of American history, and lead conversation with others.

The project also had some specific outcomes.

- Sixteen people enrolled in the Faith Learning Initiative classes, learned of the book (and some received it), used the discussion guide in class, and explored the topic more fully.
- Twenty-six attended the clergy breakfast, and all received resources for us in congregational studies, along with copies of a clip reel. WFYI also dubbed copies of the rough-cut clip reel after the event for congregations that requested it. Evaluations revealed that guests were impressed with the resources, glad of the opportunity to learn of the project, and grateful for the networking and possibility of further interfaith opportunities.
- Of those attending the Spirit and Place event, evaluations revealed that 83% felt the event was high-quality, 77% felt they gained a deeper understanding of the topic, 97% felt they'd learned more, 76% felt encouraged to follow up on the topic, and 97% believed they'd had good opportunities to participate in conversation.

Community Partners

WFYI worked with terrific community partners. Collectively they helped us build audience, identify people likely to be interested in the programs we offered, and lent their considerable communication resources to the project. Each partner saw the project as integral to the mission and outreach of their organization.

Christian Theological Seminary lent their content expertise to the project via two faculty members. Dr. Scott Seay, a specialist in church history, offered two courses to community members as a part of the quarterly Faith Learning Initiative series. In addition, he invited James Moore to be a guest lecturer in one of his seminary classes. Dr. Carol Johnson, who coordinates outreach and interfaith activities, assisted in the development of the Spirit and Place event, communicated with interfaith clergy about the breakfast and the Spirit and Place event, and used other communications resources of the seminary to draw attention to the events and the broadcast. In addition, CTS enabled WFYI to use its facility for the event.

St Luke's United Methodist Church Inclusiveness Committee approached WFYI to be a partner after learning of the series. Led by Maria Blake, the committee agreed to co-host the clergy breakfast in the church fellowship hall and invite interfaith colleagues. WFYI and CTS also invited clergy from many faiths. In addition to offering the space, St. Luke's provided the coffee, has plans to initiate an interfaith dialogue series, and publicized the broadcast in its newsletter.

Spirit and Place Civic Festival, though an informal partner, was a significant one. Spirit and Place provides the framework for more than 80 events over a three-week period. Many people look forward to festival events and build schedules for participation. Spirit and Place contributed significant publicity (e.g., home page placement on the web site, noting Moore as a national speaker, printing 50,000 catalogs) and an evaluation tool.

Promotion

WFYI promoted the Spirit and Place event on radio, in its e-newsletter, in the member magazine, and in event flyers. Specific invitations were extended for the clergy breakfast and the Faith Learning Initiative was promoted in the magazine, as well. Spirit and Place included information about the event on its website and in its catalogues. Because James Moore is a national speaker, the event was listed on a special index and received special website placement. CTS promoted the Faith Learning Initiative classes via catalogs and email and extended the breakfast invitation to its interfaith mailing list. Posters were also made for the Spirit and Place event. St Luke's invited its inclusiveness committee members and also used its internal communication vehicles.

The net result was that an interfaith group attended all but the lecture at CTS, a very rewarding outcome, and it ensured that resources were placed in many congregations.

Evaluation

WFYI developed a short feedback form for the clergy breakfast and used the form mandated by Spirit and Place for their event. Both were sufficient for the project. Of most interest were the comments about learning more information, the presentations being engaging, and the desire to use the materials in congregational or retreat settings from clergy at the breakfast. Of the guests at the Spirit and Place event, 83% said the overall quality was high, 77% felt they'd gained a deeper understanding of the topic and 97% claimed that they were interested in learning more about the topic. Further, 76% said they felt they were encouraged to participate, and 93% rated James Moore's presentation as excellent.

Reach/Impact:

Station events + workshops	118
Community events (Faith Learning Initiative)	16

Distribution of outreach materials	86
Web site visitors	5,315
Promotion/Publicity of outreach activities	91,260
On-air (outreach and outreach promotion only)	318,000
Partner(s)' Contacts/Activities (unduplicated)	575,954
TOTAL	990,749

Broadcast Viewership

Hour 1	13,900
Hour 2	12,900

MONTHLY PROJECT UPDATES - WFYI/Indianapolis *(NOTE: Provided to Document Project Implementation)*

January 2008 Update: All Grantee Activities Completed.

December 2007 Update: Outreach Extensions will upload portions of Jim Moore's remarks from the evening CTS event on the PRAYER IN AMERICA Web site. All Grantee Activities Completed.

November 2007 Update: Reports Gail Thomas Strong, "November was the prime month for activities for WFYI. Accompanied by Denise Blake, James Moore presented at three events on Nov. 8, and each will have reach beyond the day.

In partnership with St Luke's United Methodist Church's Inclusiveness Team, and Christian Theological Seminary, WFYI invited local clergy to attend a breakfast to preview the film and to gather congregational resources. St Luke's invited their clergy and committee members, CTS sent the invitation to its interfaith committee and other clergy, and WFYI sent the invitation to a diverse group of about 75 pastors and religion department chairs of local colleges. We were able to accommodate 40 and 25 attended. From that breakfast, which included Christian, Muslim and Jewish leaders, plans are being laid for a discussion series. In addition, the Sisters of St. Benedict, Temple Beth-El Zedek and Hooverwood plan to do a series on the film. All guests received copies of James' book and the discussion guide.

In the afternoon, James presented at a class at CTS, Holiness, Pentecostalism and Charismatic Movements, a lecture for seven students. All students received a copy of the book, which was also featured at the CTS bookstore. In conversation with some of those students later that evening, two planned to offer this as Lenten studies in their congregations.

Finally, in the evening, James presented at CTS in an event that was part of the Spirit and Place Civic Festival. Sixty-eight people attended, and a dozen books were used as door prizes. Guests were offered the opportunity to join in the St Luke's study and nine responded to that invitation. About 20 minutes of the film was presented, followed by comments and Q&A. Of particular interest was the ability to explore the way Americans' prayer lives have reflected generosity. Questions and discussion were rich. All the remaining discussion guides were distributed with comments about plans for congregational study. Evaluations from the event were very positive, with the only negative comments have to do with issues like parking. Food was served, which encouraged further conversation.

We are very pleased at the response of the community to the events and the seriousness of those who attended all three. Their interest was genuine and their discussion reflected that."

October 2007 Update: Reports Gail Thomas Strong, "WFYI and its community partners have put major emphasis this month on building the audience for the three scheduled events in November. All the press and invitations have been issued. Christian Theological Seminary, WFYI and St Luke's United Methodist Church have issued hundreds of invitations to clergy and lay leaders for the Nov 8 breakfast, using existing groups and databases. Some invitations have been e-invites and others, paper. Radio and TV promo spots are running for the Spirit and Place event on WFYI and broadcast. The information has gone out on WFYI and CTS e-newsletters and in WFYI's member magazine for Oct and for Nov. WFYI media releases will go out next month. Separately, the Spirit and Place web site (<http://www.spiritandplace.org/EventDetails.aspx?EventScheduleID=718>) and magazine have been released, with James Moore listed as a national speaker, and the event description as a part of each communication tool." PRAYER IN AMERICA will air on WFYI on November 13th.

September 2007 Update: Reports Gail Thomas Strong, "By the end of this month we will have designed an e-invite for the clergy breakfast and distributed it to our two outreach partners for that event. Earlier this month the Spirit and Place catalogues and website became available. Just over 50,000 copies of the catalog were printed and are in distribution. WFYI has also developed a separate Spirit and Place poster for use and all station events between Sept and Nov 8. Dr. Scott Seay has begun to register students for the Faith Learning Initiative course he is offering on American Prayer. The paperback copies of Mr. Moore's books arrived, which will be distributed to students at Christian Theological Seminary."

August 2007 Update: From Gail Thomas Strong: "During the past month WFYI has met with one of its partners, St Luke's United Methodist Church, to assign tasks for the clergy breakfast. In addition, we published the first advance notice of the documentary in the member magazine in conjunction with the announcement of a companion class being taught by Dr Scott Seay. A *save the date* notice will be written this week to appear in the October Member Magazine."

July 2007 Update: During this reporting period, WFYI staff have approved press copy for Spirit and Place and Christian Theological Seminary. Additionally, Gail Thomas Strong has been working with Outreach Extensions to go over the events in which Jim Moore and Denise Blake will participate on November 8.

From Gail Thomas Strong to Denise Blake:

Here's what we envision:

10 a.m., St Luke's United Methodist, 86th and Meridian: "coffee with clergy/clergy breakfast." We will invite ordained, professional and lay leaders of congregations for an event that would last 90 minutes. During that time, in addition to a meal, we would want Jim to speak about his passion for the project, what he learned, and be open to questions. I would then like either you or I to introduce the ways this might be used in congregational study.

Likely 1:00 - 3:00 (No one is at CTS right now to confirm the ending time). CTS is on the southwest side of the Butler University Campus, near 42nd and Michigan Rd. Jim Moore to address a forum at CTS that will be open to Dr. Scott Seay's students, but also more broadly to the seminary. We opted for this rather than one class because it would provide more exposure for the project. At this, we can screen, engage in dialogue and have Mr. Moore offer a lecture about his findings and understanding of how prayer has shaped the outreach themes.

The Spirit and Place evening event will also be at CTS. I expect Carol Johnson will welcome us to CTS and introduce me. I introduce you, and you can present Mr. Moore. We plan for a screening of no more than 20 minutes and then a discussion that Jim would lead based on the themes of reconciliation and social justice. The theme of Spirit and Place is *Living Generously*, so we'd hope the discussion would add meaning to the theme. We will have books available for sale at the event.

June 2007 Update: In the past month, WFYI and Christian Theological Seminary (CTS) have met. WFYI sent copies of James Moore's book to the students enrolled in *Faith of the Founding Fathers*, a Faith Learning Initiative course at CTS taught by Dr Scott Seay. With the book, students received word of a course planned for the fall (yet to be named) to accompany the outreach, notice of the documentary, and notice of the events planned for James Moore's visit. In addition, WFYI and CTS are solidifying language for press for the two organizations as well as the Spirit and Place Festival, and has submitted language about partners to Outreach Extensions for the national Web site. WFYI also met briefly with an outreach pastor for St Luke's United Methodist Church about the clergy/lay breakfast planned for Nov 8.

May 2007 Update: This month, WYYI:

- Met with its community partner, Christian Theological Seminary, and spoke with a representative of St Luke's United Methodist Church, a new partner, to solidify decisions in advance of print deadlines. We have determined that St Luke's will host a morning event for Mr. Moore on Nov 8. This will be a gathering for clergy, lay leaders, and adult education leaders. CTS will then host Mr. Moore at a forum at CTS at 1:00 that day. A class on Pentecostalism will be required to attend (in lieu of their 2:00 class that day), but using the pre-existing forum model will open it up more broadly within the CTS community. The Spirit and Place event will be that evening.
- CTS held a community course, *Faith of the Founding Fathers*, as an introduction to the work in the fall. Many expressed a desire for more on the topic, so we see them as helping to seed the Faith Learning Initiative. Dr. Scott Seay will lead on PRAYER IN AMERICA beginning in October.

April 2007 Update: During this reporting period, Gail Thomas Strong reports that, "Four events occurred which will help us to meet goals for the grant.

- First, Maria Blake, a parishioner at St Luke's United Methodist Church, contacted WFYI to offer additional partnership for the clergy and lay leader gathering in November. The ability to partner with them, as well as Christian Theological Seminary, will help to build audience for the event.
- Next, the Spirit and Place Civic Festival approved the program proposal, though with the request that the title be changed.
- Third, Dr Scott Seay at Christian Theological Seminary is offering a course on *Faith of the Founding Fathers* beginning in May. If there are sufficient enrollments, this will be an extra offering, one not planned on in the original proposal.
- And, we were also pleased with the opportunity to meet with Outreach Extensions' Denise Blake on April 13th to lend further advice on structuring out outreach plan."

March 2007 Update: WFYI submitted a formal application to the Spirit and Place Civic Festival with Christian Theological Seminary as a partner. This application describes the event that will feature Mr. Moore as a speaker and will include a screening of part of the documentary, book sales, and sharing of discussion guides. WFYI will receive formal word on the acceptance of that application by Festival staff after April 14.

WFYI is very pleased that St Luke's United Methodist Church will co-sponsor the clergy coffee in November. Maria Blake, a member of St Luke's, approached the station and WFYI is excited about this partnership.

WFYI will meet with Denise Blake on April 13. Dr. Carol Johnston from Christian Theological Seminary will also be a part of that meeting. At this point, WFYI and its partners are on track. Planning for fall events will begin in earnest in late April.

GRANTEE: WGTE/Toledo, OH

FINAL REPORT

Submitted by Kathleen Smith, Director of Early Learning & Outreach
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 **7** 8 9 10 Fully achieved (circle response)

Please explain:

Our goals of establishing a platform for a civilized exchange of ideas and driving tune-in to the program were realized, but our goal of reaching diverse voices, especially those of the under 30 crowd were not as successful as we had hoped.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 **7** 8 9 10 Completely satisfied (circle response)

Please explain:

Our Web page did receive some sincere contributors, and in spite of meetings and electronic reminders to an Advisory Committee that was made up of members of many faiths, we had primarily a "Christian" response. We sent preview copies of the program to youth groups, college professors (55 in all) with little or no response. We did produce five vignettes and scheduled a preview/discussion event, but the night of event we had inclement weather (which would have made for dangerous driving). We had to cancel and posted all the discussion materials on the Web page.

Original Abstract: WGTE will build an extensive Web page at wgte.org, challenging a diverse group of participants to reveal the personal significance of prayer around the topics raised in the program's episodes. Participants in WGTE's NCO Leadership Summit on interfaith discussion will judge the best in each of the five categories. These essays will become five vignettes for both television and radio. A station event will premiere the spots and promote tune-in for PRAYER IN AMERICA.

Final Report narrative:

WGTE assembled an advisory committee, which included members of many cultures and faiths. We gathered them for a luncheon and kept them informed via email. We sent them copies of the discussion guide and a copy of the preview DVD and asked them to use their influence to encourage (particularly young people) to blog on our Webpage at www.wgte.org.

We realized early that if we wanted people to respond to the issues in the documentary, (and choose the most eloquent to produce into vignettes) we would need to send out preview copies of the DVD. We mailed these to about 55 college professors, youth group leaders, and others, after first contacting all of them via email. We offered to hold screenings on campus, make presentations in classes (philosophy, religious studies and sociology). We had only two offers of looking at the film and "getting back to us."

We created an on-air promo that encouraged viewers to visit our Webpage and tell us what prayer meant to them. Though we had several categories on our web page, the general prayer topic was the most popular in terms of responses.

We established a deadline for responses, then invited the Advisory Committee to review all the blogs and vote on those which they deemed the most eloquent. (In spite of the fact that we had a professor of Islamic Studies and the President of the Muslim Student Association from the University of Toledo on our Advisory Committee, none of the blogs were written by someone of that faith.) The committee chose five of the blogs for promotion - four Christian perspectives and one Jewish. Each of those

chosen (all women) was invited to read their blogs on tape. (We edited them slightly for timing, although each person had final control over her script.)

We used the vignettes to promote the program, and particularly the preview/discussion event, which was scheduled the evening before the broadcast of the program. Our plan was to air a clip from the program which talked about prayer and how it unites Americans particularly during times of crisis. We were using part of the first segment from the first hour. Our plan was to ask how a national tragedy (like 9-11, Hurricane Katrina) or a personal tragedy may have affected the prayer-life of the participant. We were going to use the discussion guide to look at the section on Prayer in Crisis and ask those who were at the event to find a prayer that seemed most like one they were likely to pray. Our event was to be facilitated by a member of the Advisory Committee - a person of faith who works in healthcare. We had about 25 persons scheduled to attend; but by noon we realized that the weather was going to prevent many from attending, so we cancelled and called everyone who had made a reservation. We told them that we would post the discussion handouts on the web page, along with all the vignettes, which we did.

Project outcomes / intended impact: Report the measurable outcomes for your project and the overall impact you achieved. What was different as a result of your project?

- We were able to act as a neutral convener of persons from diverse backgrounds, many of which had never met before. (There were eleven people on the committee.)
- We provided a Webpage for a civilized exchange of ideas. All were tolerant and open-minded. (There were 17 blogs). Monthly, our Webpage gets about 10,000 hits. (There were 1,200 hits on the *By Reason of Faith* page.)
- We encouraged dialogue about prayer with the on-air vignettes. Not all of the response was positive. Some persons (email and viewer comment line) accused us of proselytizing and violating what was "proper fare" for public television.

Community Partner(s): Identify your community partner(s)/coalition(s) and describe their roles in the project. What worked effectively in your relationship(s) and what could have been improved? How will your station/organization continue to work with these partners and build sustainable relationships?

Our Advisory Committee was a coalition which we formed - persons represented Asian, African-American and Latino cultures, Protestants and Catholics, Buddhist, Jewish, Islamic and Hindu faiths and cultures.

Our larger vision was to create a larger project around interfaith dialogue. The group seemed to struggle with the fact that while they represented organizations that should have a voice at the table; they were not the leaders of those organizations who could make commitments going forward.

Promotion: Describe how you promoted your project. What benefits resulted from this promotion?

We used our air to promote the program and the event, ads in college newspapers, the Web site, the bi-monthly program guide and our station listservs. We sent a press release which netted a nice article in the Toledo Blade's Saturday Religion page as well as a local Hispanic newspaper.

Evaluation Plan: How did you evaluate your project? What lessons did you learn and how might you do things differently on future projects?

We had little opportunity to evaluate our project. Since our event was cancelled, the chance to get feedback on-site from those participants was not possible. Vignettes are our strength, but we've learned that they work the best when they complement the national program. We tried to make these

be a response to the program's content and realized that we had tried to put the cart before the horse. It was difficult to communicate a clear expectation to the students or the Advisory Committee, since the program had not been broadcast. Without access to the program, no one had a clear context for the project.

It should be noted, however, that the local commission on Interfaith Dialogue took the leftover discussion guides (about 6) to use with their group in future meetings.

Reach/Impact:

Station events + workshops	15
Advisory committee meeting	
Community events	0
(25 were scheduled to attend cancelled event)	
Distribution of outreach materials	75
Discussion guides/preview DVDs	
Web site visitors	1,200
<i>By Reason of Faith</i> page only (10,000 homepage w/banner)	
Promotion/Publicity of outreach activities	174,455
(Sat. Blade article 138,500; BG News ad 9,500;	
Independent Collegian Ad 5,000; El Tiempo article 4,000;	
Postcard mailing, 200; ERC listserv 2,200; Program Guide, 15000;	
Email to professors, 55)	
On-air (outreach and outreach promotion only)	200,000
(promos and/or vignettes on WGTE TV)	
Partner(s)' Contacts/Activities (unduplicated)	100
TOTAL	375,845

Broadcast Viewership

Hour 1

Hour 2

Note: Since we are not a major market (71) and this was not a "sweeps" month, we estimate we attracted 5,000 to 10,000 households for the two hours total.

MONTHLY PROJECT UPDATES - WGTE/Toledo, OH
(NOTE: Provided to Document Project Implementation)

January 2008 Update: All Grantee Activities Completed.

December 2007 Update: Reports Kathy Smith, "With the help of our Advisory Committee, we selected six blogs posted on our webpage for potential testimonials. Of the six we invited, five agreed to do so. We help re-script these to less than a minute, so that we could use them to promote the program and the outreach pre-screening event. We aired the program on December 13th and the screening event was set for December 10th.

We produced five testimonials and aired them as planned. (These taped blogs can be found online at www.wgte.org/faith). We had also planned to show them at the screening event, along with a clip of the program around prayer in crisis. A VP at ProMedica, Toledo's largest hospital, had agreed to lead a discussion on prayer in crisis - both national (as in 911 and Katrina) but also personal crisis. We created a handout of all the prayers that were in the discussion guide that were listed as intercessory prayers that the plan was to engage people in talking about how those prayers fit with their own faith traditions.

Unfortunately, the day before the screening event, Toledo experienced a major ice storm and even the next evening when the event was to occur (the cold continued) made for unsafe driving conditions. We had 25 people registered for the event, but we cancelled it, contacting them all and offering to send them handouts, etc. We also posted the handouts on our web page - asking people to engage in a virtual discussion based on our plans. We are also posting all the testimonials on our webpage.

The Saturday before our event, we did get a nice article about the program and our planned event on the religion page of the Toledo Blade.

We were not able to reschedule the pre-screening. The weather forecast prior to the broadcast was not good and the air date was set. Given the proximity to the holiday season, we didn't feel we would be able to assemble a reasonable group of people before the broadcast.

One of the women who did a testimonial was disappointed with the program (She lost a son at 19 years and told about how prayer helped her through that) - she felt we should have put more emphasis on the local spots. (We explained our position.). Another viewer wrote to say that one of the testimonials he saw, was inappropriate for public television. It was one Christian woman's view of her personal prayer (a poem)."

November 2007 Update: Reports Kathy Smith, "We received 16 blogs on our web page at wgte.org/faith and our advisory committee chose six that we are hoping to film as personal testimonials. Of the six people we contacted, three are already scheduled to come in early next week, two are still choosing a time, and one declined. (These will also be used to promote the program and the outreach event.)

We've identified a community leader as a facilitator for our preview event on Dec. 10th. We sent out 225 postcards (we printed those provided) to advisory committee members, those who attended previous outreach events and others to remind them of the broadcast and to register for the preview event."

Sample Blog comment: **Listening** by jltrautman (Posted: Monday, December 10, 2007 12:12:51 PM)
I agree that crisis usually prompts us to prayer. I believe in each individual's direct access to the Divine, but recognize the power of community prayer.

I try not to make my prayers petitionary, but rather express deep gratitude for many blessings. If I do make requests it is for wisdom and strength to accept change or challenges. I know that many challenges turn out to be blessings in the long run.

Listening is an aspect of prayer that is often overlooked (just as it is in dialog with our fellow humans). Silent prayer and listening for Divine Guidance can be a powerful path to equanimity, even in the midst of pain and turmoil.

October 2007 Update: Reports Kathy Smith:

- We mailed rough cut DVDs of the program along with the discussion guide to 39 individuals - Advisory Committee members, university and college professors, religious youth group advisors and teachers at area parochial high schools along with a letter inviting participation in the project.

- Launched our discussion web page at www.wgte.org/faith
- Designed ads to be placed in college newspapers
- Produced a spot driving viewers to the webpage

We are concerned that even with all the outreach that it may be difficult to get people to express their views. (You can read everything without registering to the site, but you can't write unless you do.) Even though you provide an alias, there may be some reluctance to express deep seated opinions in a public forum. In the next two weeks, if we do not have "essays" that can be chosen for production, we may need to modify our approach.

September 2007 Update: A concern, voiced in our last report was the ability to get the broadcast to the students we want to impact before the broadcast so that we could get their submissions (reactions) and produce testimonials to run around the program - which we have now scheduled for Thursday, December 13 at 9 p.m., with the preview event on Monday, December 10.

We have since been furnished with rough cut copies of the DVD of the program by Outreach Extensions. We sent emails to 38 professors at four different institutions about the project, what we would hope they would encourage students to do, offers of DVDs, etc. So far, two have requested DVDs.

We also sent the same information to our Advisory Committee and scheduled a meeting with them on Monday Nov. 12th to review the blogs and make recommendations about which they would like to see become on-air testimonials.

Our hope is to get the website up and running the week of October 8th. Our web master just resigned so we are regrouping to insure that our timeline is met.

August 2007 Update: Kathy Smith reports, "We have developed a 50-person email/ mailing list of professors of behavioral science, philosophy, religious studies, theology and social justice studies at four local colleges and universities. We've drafted a letter/email communication for them, but feel we need to be more specific about our activities before we contact them.

Our project is around students blogging on their views (like a *This I Believe*) essay. And we are hoping that the program itself will cause them to want to react - that the episodes will stir in them the need/right to be heard - regardless of their own personal views, we would value those views. We wanted to choose the most eloquent of these "blogs" and turn them into broadcast vignettes for our air - around the program.

We think we have put the cart before the horse here, and need to find a way to have the students see some of the programming in order to be able to respond on line.

If some of the episodes are available, we could set up screenings either at the station or in the classroom. Perhaps clips might stream online?

We hope to work out our activity plan with Denise next week. *NOTE: Denise Blake has scheduled a conference call with Kathy and her colleagues on September 13th.*

July 2007 Update: Kathy Smith reports, "We have begun to identify the sociology, philosophy and religious studies college professors at four local colleges and universities (University of Toledo, Bowling Green State University, Owens Community College and Lourdes College) who we might use as a conduit to engage their students in our project.

A meeting with our marketing and web services staff is set to plan the construction, launch and promotion of the web page.

We remain on course. We will likely reconvene the Advisory Group in late August or early September to enlist their expertise in the promotion of the project."

June 2007 Update: WGTE's organizing meeting for its Advisory Group was in May. During June, Kathy Smith sent out updates to those who could not attend, revised the mailing list for the committee and solicited ideas for additional committee members. College professors are on summer hiatus. In August WGTE will begin to contact philosophy, religious studies and sociology professors in hopes that they will incorporate WGTE's project into their fall term syllabi.

May 2007 Update: Kathy Smith reports, The Advisory Committee for our PRAYER IN AMERICA project was assembled and met for lunch on May 22. A copy of the meeting agenda, the grant objectives and deliverables passed to the committee and a list of the committee members are attached. Committee members watched the trailer for the program on the IPTV website and were also given some overview information about the program from the toolkit. The meeting was held to explain the project, get some feedback and general buy-in from the group.

Are you encountering any obstacles or difficulties that we should know about?

Not at this time. One of the acknowledged challenges in marketing this project to young people (20 and 30-somethings) is that our "air" (radio and television) is not where we are most likely to reach them. Committee members are helping us to find those avenues.

Let us know if you have modified any of your planned goals.

We have been encouraged by the committee to include the voices of juniors and seniors in high school. To that end, we have added an additional staff team member - our director of the educational resource center whose job it is to serve K-12 classroom teachers.

April 2007 Update: WGTE's Kathy Smith is scheduling an internal team meeting in the next two weeks (broadcast services, marketing, and outreach) as a first step in gathering an advisory committee for PRAYER IN AMERICA, for a meeting in late May or early June. This advisory committee will consist of the five persons who expressed an interest in the topic of diversity at the Leadership Summit the station held in January 2007. One of these persons is a professor of political science at a local community college and will be instrumental in helping the station include college students in the project, which is one of Kathy's outreach goals. The station team will be brainstorming way to stretch the advisory committee of five persons to a point that it is more diverse.

March 2007 Update: WGTE is just beginning its project planning process. WGTE's Leadership Summit, held early in the year, was the first step in a broader project on diverse voices and common threads. Those who participated in that event, who have indicated an interest in moving forward, will be the basis for the station's advisory committee for the PRAYER IN AMERICA project.

One of WGTE's goals is to engage university students in the process of "adding their voices" to the discussion. Just this week, WGTE outreach staff attended an event at the University of Toledo to learn about service learning that will enable the station to make inroads to students and professors.

GRANTEE: WIPB/Muncie, IN

FINAL REPORT

Submitted by Lori Georgi, Membership and Outreach Manager
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Fully achieved (circle response)

Please explain:

I gave it a ranking of 9 because I, along with my partners, was very pleased with the success of this outreach campaign. We feel like we accomplished the goals we set out to do, which were to: raise community awareness regarding the role of prayer in our nation's fabric and its impact on the daily life of diverse populations in east central Indiana; provide an outlet for multiple generations to voice their perspectives on issues of faith and spirituality; and encourage ongoing interfaith dialogue within our community.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Completely satisfied (circle response)

Please explain:

I gave it a 9 because I was very pleased with results of our outreach campaign. The only thing that I wish we could have done was the local program. But I was extremely pleased with our website.

Original Abstract: A recent legal challenge over prayer in the Indiana legislature and a controversy witnessed on the steps of Muncie City Hall provided a strong impetus for WIPB-TV and its partners to pursue opportunities to engage east central Indiana in interfaith dialogues. The project team will accomplish its goals through a facilitated workshop and follow-up stipend-supported activities, student-developed video segments on interfaith issues, and a locally produced panel discussion broadcast in conjunction with PRAYER IN AMERICA. WIPB-TV and its partners have chosen to focus on the theme of Prayer and Social Justice, aligning well with the goals and objectives of Ball State University's Center for Peace and Conflict Studies.

Recently, the citizens of Indiana were polarized over a legal challenge to the current prayer practices in the state legislature, brought about by the Indiana Civil Liberties Union on behalf of four people, including a Quaker lobbyist. In November 2005, a federal judge issued the decision to bar the Indiana House from opening its sessions with specifically Christian prayers, ruling that such prayers amounted to "an official endorsement of the Christian religion." The judge further advised the House Speaker that invocations and other prayers should not use the name of Jesus Christ or Christian terms. Subsequently, several religious leaders have issued a statement that House prayers should honor religious diversity.

WIPB-TV serves 20 counties in east central Indiana and western Ohio that include nearly 400,000 rural, urban, and migrant households. WIPB is a university licensee and has approximately 2,000 members.

Final Report narrative:

WIPB-TV formed a planning team of nine people from different denominations to plan our facilitated workshop that took place in November 2007. The planning team met monthly to discuss the goals and content of the workshop. In April 2007, Denise Blake came to our planning meeting to discuss the PRAYER IN AMERICA national outreach campaign and to guide us in planning our own outreach. On October 13, 2007 our group hosted a PRAYER IN AMERICA-themed Interfaith Fellowship Dinner. During this event Lori Georgi, WIPB Outreach Manager, spoke about the PBS program and the facilitated

workshop. Throughout the evening different individuals from various religions stood up and told how they pray.

On November 9, 2007 we conducted our facilitated workshop that included Jim Moore and Denise Blake. Our event was held at Minnetrista Cultural Center from 8:00am-1:00pm. We started off the morning with an opening prayer by Thomas Perchlik, a local Unitarian Universalist Minister. Then Denise spoke about the national program and outreach initiative. Jim Moore addressed the audience about his *America Prayer Project* so that everyone could see the depth of the project.

The two topics that we concentrated on were *Prayer and Social Justice* and *Prayer and the Constitution*. Denise showed clips from each of these segments from the PBS program PRAYER IN AMERICA. After each clip the participants broke up into small groups and participated in a facilitated discussion. To break up the day we had a Native American drummer and a Hindu dance group who performed. This workshop was very well received by all that attended. At the workshop we gave out the following materials:

- Community Resource Guide
- PRAYER IN AMERICA Book
- Postcards (that were provided) that promoted the dates and times WIPB aired PRAYER IN AMERICA.
- Flyer for the book

The people who attended the workshop were then able to apply for a small grant to hold their own PRAYER IN AMERICA outreach event. Four organizations applied to WIPB: Temple Bethel of Muncie; Bethel A.M.E. Church; Matters of Diversity and Equality Organization; and the Unitarian Universalist Church who partnered with The Muncie Interfaith Fellowship and the Converging Streams Ministry.

Temple Bethel of Muncie watched one hour of PRAYER IN AMERICA with a ceremony before the program marking the end of the Sabbath called Havdalah, and followed by a carry-in supper specifically to further the joyous feeling that comes on a Saturday evening. The church plans to watch the other hour next month and follow it with a discussion.

The Unitarian Universalist Church, along with The Muncie Interfaith Fellowship and Converging Streams Ministry, conducted an Interfaith Forum and Dinner which featured Rabbi Raine Teller who is the former academic dean at All Faiths Seminary International in New York City. For her "second career" she has established HaShem's House which is a post-denominational synagogue and interfaith house of prayer located in Austin, Texas. At the beginning of the dinner we gave the Rabbi the PRAYER IN AMERICA book. To our surprise she was a speed reader and had already read 57 pages in the book by the time she spoke so she referred to the book many times throughout her presentation. We also showed a 20 minute clip from the program. This event was very well received by the participants. We had a hard time getting them out of the building when it was over.

The other two organizations have their events planned for later this year.

Next, WIPB worked with two students who shot footage and created video vignettes of local people and their thoughts on prayer. The students were able to get an interview with Tony Dungy, the coach for the Indianapolis Colts and the author of "Quiet Strength." WIPB staff created an extensive website to highlight all of the video vignettes that were shot and edited. This site went up in January right before the primetime airing of PRAYER IN AMERICA. We also used the Tony Dungy spots on their air around the airing of PRAYER IN AMERICA to promote the website.

We were not able to produce a local program due to scheduling conflicts with the production staff so that is why we created such an extensive website. This, in my opinion, worked out much better because we were able to showcase all of the interviewees.

Project outcomes / intended impact:

Measured outcomes:

- Planning Committee- nine people
- Interfaith Dinner/ Prayer Discussion- 34 people
- Facilitated Workshop - 27 participants/ Dancers and others who came later- 10
- Completed Activities for Grantees:
 - Temple Bethel- 26 people
 - Unitarian Universalist Church - 25 people
- Upcoming Activities for Grantees:
 - Bethel A.M.E. Church- estimated attendance - 15
 - Matter of Diversity and Equality - estimated attendance- 300
- Website for January/February 2008 - 12,454 hits

Overall impact:

- Able to reach several different denominations and explore the impact of prayer in these individuals' lives
- We were able to assist others through the grant to facilitate discussions and hold their own outreach on PRAYER IN AMERICA
- Exposure through our website - allowing us to reach and educate website viewers on the local views of prayer

Community Partners:

The Muncie Interfaith Fellowship was our main partner on the project. This organization seeks to foster understanding between faiths and serves as an opportunity for people from different religious traditions to share and appreciate each others' teachings while working together for the good of the Muncie Community. This organization helped with every event we did for this project. Some of the members were the key members of the planning committee that WIPB put together to plan the activities for PRAYER IN AMERICA. They also promoted the facilitated workshop to their members throughout the community.

BSU Center for Peace and Conflict Studies was another partner whose director, George Wolfe, was a key leader on this project. He offered the Center for planning committee meetings.

Both of these organizations worked very hard to make this outreach campaign a success. The people involved all felt like they had a vested interest in it from the beginning. Having monthly meetings with the planning committee kept the project in their current radar which, in the long run, made the activities a success.

I would work with these two partners again on future projects. And my hope is that they will continue to use the resources that they were given at the PRAYER IN AMERICA workshop with their congregations in the future.

Promotion:

WIPB, along with our partners, promoted all events as follows:

- Flyer invitations - sent to a list of individuals from the planning committee and mailing list from Christian Ministries.
- E-Flyers - sent through e-mail to specific individuals as well as to the Ball State University Community, Muncie Interfaith Fellowship members
- WIPB Program Guides - sent to 2000 members
- Website

- On-air for the website

The benefit of our promotion was the ability to get the word out to a variety of people who were not members of the Muncie Interfaith Fellowship. This way we weren't speaking to the choir, so to speak. We were also able to reach the academic community such as educators and their students.

Evaluation Plan:

WIPB used evaluations at the facilitated workshop (Denise Blake has the results of those evaluations). At all the other events we received verbal feedback from participants.

Every outreach that I do I learn something new. I would have to say with this particular project I learned how open minded and willing people were to learn about other religious practices. I don't think I would do anything different on future projects.

Target Audience:

We served the general public, ministers, church leaders, college professors, college students, and people of various religions.

Reach/Impact:

Station events + workshops	37
Community events	85 + 315 upcoming events
Distribution of outreach materials	50 resource guides/ 60 books
Web site visitors	12,454
Promotion/Publicity of outreach activities	6071
On-air (outreach and outreach promotion only)	N/A can't determine
Partner(s)' Contacts/Activities (unduplicated)	1971
 TOTAL	 =====
	21,043

Broadcast Viewership

Hour 1	<u>N/A</u>
Hour 2	<u>N/A</u>

We don't have the capabilities to record ratings because we are a small station. We reach 400 thousand households.

MONTHLY PROJECT UPDATES - WIPB/Muncie, IN

(NOTE: Provided to Document Project Implementation)

January 2008 Update: During this reporting period, WIPB completed its Web site with all of the webisodes on it. To view, visit www.wipb.org and click on the PRAYER IN AMERICA icon. Profilees include Tony Dungy, Head Coach of the Indianapolis Colts; Khalid Sajjad, President, Ball State University Muslim Student Association; and Rev. Maria Williams Hawkins, Deacon, African Methodist Episcopal Church, Muncie.

Reports Lori Georgi, "Local faith-based organizations are turning in mini-grant requests. There are three activities scheduled for the month of February. One of the organizations is bringing in Rabbi Raine Teller (an interfaith leader) from Texas to take part in one of the presentations."

December 2007 Update: Reports Lori Georgi, "We have been working on transcribing local interviews and editing them into segments. These interviews will then be used around our broadcast of PRAYER IN AMERICA in January. Instead of a local broadcast, we will also be creating a web page dedicated to our local activities around PRAYER IN AMERICA and have all of the different interviews streamed on the site as well as video from our local workshop."

November 2007 Update: Reports Lori Georgi: "On November 9th we had our all day workshop for PRAYER IN AMERICA. Denise Blake and Jim Moore attended and spoke at the workshop. The workshop was a success. I heard a lot of good comments from participants. They really enjoyed the day and the information."

As part of my grant I am giving out mini grants for people who attended the workshop to do their own screening and discussions. I have received three applications so far, and I know of at least three more who will be applying. This outreach initiative has been extremely well received.

WIPB aired PRAYER IN AMERICA in November on two consecutive Sundays, November 18 & 25. Now we are in the process of putting together the local program that will air in January in conjunction with our second airing of PRAYER IN AMERICA."

NOTE: Outreach Extensions has posted an update to this event, along with photos, on the Web site at <http://www.prayerinamerica.org/get-involved/stations/wipb/>.

October 2007 Update: WIPB's workshop is finalized for November 9th. The local facilitators are confirmed as are all the other details. Invitations were mailed several weeks ago to local clergy and laypersons. Lori Georgia also sent a subsequent mailing using the PRAYER IN AMERICA postcards and a separate email reminder.

On October 13th WIPB hosted an Interfaith Fellowship Dinner where a clip of PRAYER IN AMERICA was presented. Attendees from various faiths stood up and spoke about how they pray.

September 2007 Update: Lori Georgi reports, "We have scheduled the Interfaith Dinner that we will be having on October 13, 2007 in anticipation of the clergy workshop on November 9th. I am meeting with my PRAYER IN AMERICA project team on October 2nd to make final arrangements for the November 9th workshop. We will be sending invitations, a press release, and flyers to churches in the next couple of weeks. My project team will be bringing a list of people they want specifically invited to the workshop. I am meeting separately with the local facilitators for the workshop on October 8th to discuss what we need to accomplish."

August 2007 Update: From Lori Georgi: "I had a meeting with my planning group and we are very close to finalizing the agenda for the November 9th workshop. We have selected two local facilitators and are looking for at least two more in case our numbers at the workshop exceed 50. The workshop will have to end by 1pm instead of 2pm because our Muslim community has prayer services at 1pm. Everything is falling into place. The next step is identifying people to attend the workshop. I plan to send out invitations the first week of October."

Our planning group will be having a Muncie Interfaith Fellowship dinner on October 13 (date was changed). At this meeting we plan to talk about the workshop and encourage people to attend.

We already have one screening and discussion group planned for after the November workshop with the Unitarian Church. They haven't set the date yet but it is in their plans."

July 2007 Update: From Lori Georgi: "The planning committee had a meeting in July and we are right on track with our plans. The group decided to do two more events besides the workshop. We will be having an Interfaith Dinner in October; this will enable people who will be attending the workshop

to talk about what prayer is to them before they actually take part in the workshop. Then we will do the workshop and sometime after the workshop we will hold a screening and discussion for PRAYER IN AMERICA.

We have also decided to invite three music or dance groups to the workshop to perform. We will have a drumming group, a *Dance for Prayer* group, and *Voices from Triumph*, a gospel group. Each of these groups will perform one song or dance interspersed through out the day.

We have picked two local facilitators for the day to support what the national facilitators, Denise Blake and Jim Moore, will bring.”

June 2007 Update: WIPB’s Lori Georgi has been working with the production students who are shooting the video vignettes that the station will use in its local program as well as on its PRAYER IN AMERICA web pages. WIPB has shot footage of the National Day of Prayer event that took place in Muncie in May 2007. They have also taped an interview with the Indianapolis Colts’ Head Coach, Tony Dungy (a vocal Christian), as well as an interview with one of the Carmelite Sisters.

Lori has scheduled a meeting with WIPB’s planning committee for July 17th to start laying out the November 9th workshop. The committee will start to plug in people and activities for the workshop. Lori has also sent the resource guide developed by Outreach Extensions to the committee so they can review it before the July meeting.

Lori has investigated a possible new partnership. Gail Thomas Strong from WFYI in Indianapolis has shared the name of Dr. Carol Johnston from the Christian Theological Seminary. Lori will contact her in the next few weeks.

May 2007 Update: This month, WIPB concentrated on filming b-roll for use in its interstitials planned for air this fall.

April 2007 Update: WIPB has had three planning committee meetings, including the most recent meeting on April 12th, attended by Denise Blake. Ten clergy and lay leaders representing eight faith backgrounds participated in this two-hour dinner meeting. Denise gave an in-depth explanation of the national media outreach project and spoke to the group about what WIPB can do for its facilitated workshop. The group brainstormed about the different possibilities for this workshop and who was interested in taking leadership and presentation roles for the event. Outreach Extensions has confirmed the participation of Denise Blake and Jim Moore for the workshop on November 9, 2007.

March 2007 Update: WIPB’s Lori Georgi has hosted two planning meetings with an advisory committee. The meetings were designed to introduce planning committee members and the PRAYER IN AMERICA outreach project. The six-minute trailer was screened at the last meeting. The next planning meeting will occur on April 12th. Denise Blake from Outreach Extensions will attend. The date for WIPB’s facilitated workshop will be November 9th.

GRANTEE: WLRN/Miami

FINAL REPORT

Submitted by Mary Kemp, Coordinator, Distance Learning and Community Outreach
\$4,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Fully achieved (circle response)

Please explain:

I was disappointed with my event turn out but feel like it was a very good outreach project.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Completely satisfied (circle response)

Please explain:

I feel like I accomplished most of what I planned to do.

Original Abstract: The project will bring the community of South Florida together in faith to understand how prayer is an integral part of people's lives. This symposium and screening will increase understanding with a goal of achieving reconciliation and healing between the various religions. South Florida is unique in that over 149 languages and countries are represented. The community brings with them various beliefs and, most importantly, they bring prayer - the universal tool for every religion.

WLRN will host a screening at a South Florida library in Broward County and provide a panel and facilitator. The invited audience will include college and high school students as well as various local religious groups and institutions, including seminaries and universities.

Final Report narrative:

The Alvin Sherman Library at Nova Southeastern University was WLRN's partner for this community outreach event. The entire staff was most helpful and made the decision to create an exhibit and also provided a group of students to videotape the panel discussion. Dr. Gary Gershman, an associate professor from NSU, recruited the panel participants from various faiths—Buddhist, Protestant, Jewish and Muslim representatives were on the panel. We will continue to look at ways to partner with the Alvin Sherman Library as well as Nova Southeastern University.

I had postcard made using the PRAYER IN AMERICA "flag" and mailed it to Broward and Miami-Dade residents of various faiths, inviting them to attend the event. In addition, we contacted people via email, a press release, and had a presence on the website for the library. As a result of this project, WLRN developed a good relationship with the Alvin Sherman Library staff and the NSU faculty as well as audio visual and catering support personnel. The dialogue was very good and showed how much the various faiths actually had in common when it comes to prayer.

I learned it was difficult to have an event on campus—we had a problem with not being able to display signs on campus and also it was challenging choosing a day that would work for the various faiths because of all the different events happening in September 2007. It was informal, so I did not have an evaluation, but very positive feedback from all of the stakeholders regarding PRAYER IN AMERICA and the resources on the website.

WLRN Channel 17 aired PRAYER IN AMERICA two times in January 2008. Prior to that, there was a radio interview on 91.3 FM WLRN's Topical Current talk radio personality, Joseph Cooper, with James Moore, the author of PRAYER IN AMERICA.

I submitted the community guides and supporting information to the administrator for Miami-Dade Schools Library and Media Services for evaluation concerning the use of this teacher resource for the classroom. It is currently also available from our WLRN ITV Services Library for this purpose.

Reach/Impact:

Station events + workshops	N/A
Community events with Partner Alvin Sherman Library Exhibit	200
Email of flyer Miami-Dade and Broward Schools	500
Distribution of outreach materials - Library and Exhibit	300
Web site visitors to the NSU Library site for exhibit and event	300
Promotion/Publicity of outreach activities invitation to September 6	400
<u>Post Cards</u>	
A PSA from NSU and WLRN promoting the screening and panel event within Broward and Miami Dade Schools as distributed. The screening and panel discussion was covered by a Miami Herald reporter and Newspaper listing the event--she interviewed Denise Blake at the reception, screening panel event.	
Media Contacts	20
On-air (outreach and outreach promotion only) NPR radio broadcast covered Palm Beach, Broward, Miami-Dade and Monroe Counties prior to the airing in January 2008 with James Moore featured on Topical Currents	100,000 Radio audience
Broadcast Viewership—it aired twice in January 2008 (estimates)	
Hour 1	30,000
Hour 2	30,000

MONTHLY PROJECT UPDATES - WLRN/Miami
(NOTE: Provided to Document Project Implementation)

January 2008 Update: Reports Mary Kemp, "We had James Moore on *Topical Currents* prior to the airing of PRAYER IN AMERICA. *Topical Currents* is a radio program that reaches everyone from Palm Beach and Broward County as well as Miami-Dade and Monroe Counties. WLRN Channel 17 aired the two-part documentary two times in January 2008.

I plan to offer a professional development opportunity for metro-area teachers to use this documentary for 10 in-service credits. I will propose it in January and offer it in February 2008. The participants will development a lesson plan using the material available and watch the documentary—we have it available for one year in our video and DVD library for Miami-Dade School locations. They have 30 days to complete their extension activities and then submit them for 10 in-service points to renew teacher certificates in Florida."

All Grantee Activities Completed.

December 2007 Update: Jim Moore has agreed to be interviewed on WLRN-FM's Tropical Currents radio program on January 10, 2008 at 1:00 pm. Outreach Extensions will request an audio copy of the interview and will link out to the site from the PRAYER IN AMERICA Web site. All Grantee Activities Completed.

November 2007 Update: WLRN has just scheduled airing for PRAYER IN AMERICA in January 2008:

Friday, January 11, 2008 9:00PM to 10:00 PM Part 1
Sunday, January 13, 2008, 7:00PM to 8:00PM Part 1

Sunday, January 13, 2008, 8:00PM to 9:00PM Part 2
Friday, January 18, 2008, 9:00PM to 10:00PM Part 2

WLRN's final outreach activity is a radio interview with James Moore on Topical Currents Talk Radio 91.3 WLRN Public Radio in Miami-Dade, Broward and Monroe Counties.

October 2007 Update: Reports Mary Kemp, "We have completed our screening event. We are now considering excerpts from the panel discussion filmed on September 6th for possible use in the Nova Southeastern University library and for further WLRN outreach and educational services. We are planning to invite Jim Moore to speak on our local NPR talk radio hour "Topical Currents" prior to airing the two part series in January 2008."

September 2007 Update: Mary Kemp reports, "Our screening and panel discussion was held on September 6, 2007 from 6 to 9PM in the Gallery of the Alvin Sherman Library in the Nova Southeastern University Davie Campus. The gallery has a comprehensive exhibit for the event that included a huge prayer wall and panels with pictures and bios of all the documentary participants on the gallery walls. The program was video taped by the students at NSU and *The Many Voices of Prayer in America* was used as background music for the exhibit and the event as well. The six-minute preview was available as well as 150 sets of materials that included the background information on the PRAYER IN AMERICA documentary and the two topics that were discussed: Prayer in Crisis and Prayer in Armed Conflict. The gallery exhibit continues through September 30.

The program included the video provided by PRAYER IN AMERICA. The panel consisted of a representative for the Jewish Faith, the Muslim Faith, Buddhism and the Christian faith. In partnership with NSU, we had a web presence on the NSU Alvin Sherman Library site as well as WLRN. We plan to have a radio dialogue in December prior to our broadcast of the series with James Moore on our local NPR Station program "Topical Currents" (by telephone) possibly with some of our local panel members as well. Denise Blake was there and I did send her some photos. I will make copies of the discussion and send them for the national website."

August 2007 Update: From Mary Kemp: "We are on track for the event. We have a web presence and a press release. <http://www.nova.edu/library/about/events/events.html> and http://www.nova.edu/cwis/pubaffairs/news/july-sept2007/prayer_in_america.html

I have sent out postcards and emailed flyers to Miami-Dade and Broward County Schools. WLRN has a link to the NSU sites and the PRAYER IN AMERICA national site. The setup for the screening and panel discussion as well as the reception is in the Alvin Sherman Library Gallery. Nora Quinlan has put together a great display of Prayer in America with pictures, access to DVD, books and many features. Gary Gershman has provided a panel for the event.

I am putting together the handout for the event which will include information on the two segments: Prayer in Crisis and Prayer in Armed Conflict. The event will be video-taped by NSU for classroom and other promotion uses.

The food for the reception has been ordered and a check submitted to them for the event. The setup for 150 is being handled by Beyssa Buil with the Library and the screening and panel audio visual needs are being set up by NSU Chip Yowell. WLRN is providing a web presence as well and will have volunteers to handle the guest check-in. We will have a special guest for the event—Denise Blake. We have been promised a DVD approximately 30 minutes for the event panel discussion. *NOTE: The DVD was received and is ready to go for the event.*

Terry Morrow, in charge of faith-based groups for students, is promoting the event to the NSU student members. Dr. Gershman is inviting his students to attend.

I will have nice "goodie" bags for the panel participants.

We expect to air PRAYER IN AMERICA as soon as we can after the initial airing in November 2007. The people who attend the event will be informed concerning the airing. I also plan to make available teacher resources for classroom use."

July 2007 Update: From Mary Kemp: At a meeting last Wednesday, July 25, 2007 with the Coordinator of Events, AV persons for NSU, and Public Relations for NSU and the Alvin Sherman Library, I was able to confirm several things:

- The setup will be in the gallery of the library for an audience of 150. Our panel has been assembled with five different faiths represented and Professor Gary Gershman as moderator.
- A postcard is being developed and printed for an invitation and also a link for RSVP and access to the national site on the NSU Library website is in the works.
- A press release for local distribution concerning the event is being prepared by NSU and WLRN.
- The menu from catering has been completed and will be delivered by NSU catering on campus. Invitations should be sent out and press release by mid-August. Also in the meeting was the Faith-Based Student's Organizations Representative.
- Denise Blake is coming! Our final meeting planned before the event is August 22.

NOTE: Outreach Extensions has also worked with the gallery manager at Nova Southeastern University to provide still photos and a copy of the six-minute PIA trailer to create an exhibit for workshop participants to experience during the event on September 6, 2007.

June 2007 Update: WLRN's Mary Kemp reports, "I had a meeting on Wednesday, June 20, 2007 with Marcia Silverstein at Alvin Sherman Library. She put me in touch with Lourdes Rodriguez who is contacting others who may be interested in being a part of the project.

Gary Gershman still has not given me names of panel members, but indicated he would be letting me know by next week if possible—he also needs to give me an estimate of students who will attend so we know how many other guests we can invite from the community and student populations. We are planning to put a link to the web page when the national Web site is available per Mia Landrin from WLRN. Novasoutheastern Communications contact Marcia Siverstein wants to post its questions concerning PRAYER IN AMERICA on their "teen" Blog to garner interest in this project.

I spoke with the facilities person at the library and she will arrange for the setup and arrange for AV and other needs for the Sept 6 event. She also will assist with me getting the catering information for the event.

We are also putting together the flyer and invitations with the logos of PRAYER IN AMERICA, WLRN and NSU Alvin Sherman Library."

May 2007 Update: In May, WLRN distributed the new information concerning PRAYER IN AMERICA to its planning group. There is a meeting planned for mid-June with their partner, NSU Library Alvin Sherman Library, to discuss exhibits, progress and the panel selected for the screening and reception planned for September 6, 2007

April 2007 Update: In April, KLRN outreach staff hosted a second meeting at the Alvin Sherman Library in Davie, Florida. Nova Southeastern University and the library are WLRN's partners in this outreach project.

The date for the screening and panel event will be Thursday, September 6 at 6:00 PM. The moderator for the event will be Professor Gary Gershman. He will submit the confirmed names of the panelists at the next planning meeting on May 16.

March 2007 Update: In February 2007, WLRN's Mary Kemp met with the Alvin Sherman Library and Museum and discussed plans for the PRAYER IN AMERICA event. In attendance were:

- Elaine Blattner, Director of Library Development
- Harriett MacDougall, Director of the Library
- Nora Quinlan, M.S., M.A., Head of Reference (Exhibits)
- Professor Gary Gershman, J.D., Ph.D., Farquhar College of Arts and Sciences, Humanities Nova Southeastern University
- Marcia Silverstein, Director of Community Relations and Marketing

At this meeting it was decided to have the event in the evening with a reception prior to the event. Gary Gershman has a list of possible panel members for the screening and panel discussion. The invited audience will be students from the university, as well as residents of the south Florida community.

On March 14, WLRN hosted another meeting at the Alvin Sherman Library to discuss the September 2007 event. Mia Landrin, communications manager, joined Mary Kemp in representing WLRN. Others in attendance included Nora Quinlan, Professor Gary Gershman, and Marcia Silverstein. The group determined the two themes for the event and began compiling a list of recommended panelists. A small exhibit in the library will be part of the event and reception, which is scheduled for Thursday, September 6, 2007.

GRANTEE: WLVT/Bethlehem, PA

FINAL REPORT

Submitted by Stacy Shillinger, Director of Education and Outreach
\$4,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 **8** 9 10 Fully achieved (circle response)

Please explain:

Among our project goals were to: increase awareness of the broadcast of PRAYER IN AMERICA (met); increase awareness of PBS39 and programming/events we offer to the community (met); provide a forum for discussion of the role of religion in society (met). An anticipated outcome was to have 200 attendees at the screening/discussion. We had approximately 75 attendees.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 **8** 9 10 Completely satisfied (circle response)

Please explain:

We were pleased with the project overall, but would have preferred greater attendance at the event.

Original Abstract: WLVT and The Salesian Center for Faith and Culture at DeSales University will partner to provide a screening and panel discussion for PRAYER IN AMERICA. The specific topic for the panel discussion has not yet been selected.

The screening and discussion will focus on aspects of the role of prayer and spirituality in public and private life; how prayer shapes the unique American experience; prayer in relation to the humanities, arts and culture. After the Project Planning Team has had an opportunity to view portions of the documentary as well as the Community Resource Guide produced by Outreach Extensions, we will further define the topics for discussion, as well as determine panel participants.

Final Report narrative:

On November 15, 2007, PBS 39 partnered with the Salesian Center for Faith and Culture at DeSales University to offer a screening of PRAYER IN AMERICA and a discussion surrounding the topic of *prayer and armed conflict*. The evening was hosted by PBS 39 VP for Education & Outreach, Teri Haddad and moderated by Father Thomas Dailey, Director of the Salesian Center. Prior to the screening, we hosted a dinner for our panelists and special members of the community, including leaders of the Lehigh Valley Conference of Churches.

Panelists for the event included Mark Plaushin, Catholic chaplain at Walter Reed Medical Center; Sajeda Bhallo, Al Ahad Islamic Center; Rev. Dr. Gordon Sommers, Pastor, West Side Moravian Church; and Dr. Laurence Silberstein, Director, Berman Center for Jewish Studies at Lehigh University. Written questions were submitted to the audience, screened by PBS 39 staff, and presented to the panelists for comment.

We were particularly pleased by the reception we received from panelists we approached to participate in the event. Campaign resources were used to provide honoraria to these panelists and to hosts a thank you dinner/event for them with select members of the local community. We were also impressed by the level of discussion at dinner and during the Q&A with the screening audience. We received emails from several participants following the event, citing the need for this type of exchange and the value they perceived it had.

We targeted the college and university student audience as prime participants in this event, and were pleased by their turnout. Of the 75 or so attendees, they constituted the majority of the audience. We were also pleased by the response to our event survey - we had 45 surveys completed and returned.

Campaign resources were used to conduct our public relations, advertising and awareness campaign promoting the event. We placed advertisements in the local newspaper, *The Morning Call*. We also produced 1,000 flyers and 250 posters that were distributed throughout the community and to local congregations. In addition to the normal media outlets we target with our press releases, we also sent releases to our local Diocese, included the information in our elementary and secondary school newsletters, and in our member newsletter, *PBS 39 Matters*.

Project outcomes / intended impact: Report the measurable outcomes for your project and the overall impact you achieved. What was different as a result of your project?

Based on the surveys completed and returned by our attendees, the majority of participants indicated that:

- The information presented in the documentary and at the event was relevant to them
- Their knowledge of the role of religious diversity and prayer in America increased as a result of the screening and panel discussion
- The knowledge they gained will assist them in making important changes in their communities
- The event motivated them to learn more about the topic
- It improved their ability to research and interpret information about the topic
- Participating in the event caused them to view the topic s being more important than previously thought
- They would recommend participation in such an event to others
- The content contained would apply to their social/personal life and family life
- They would recommend participation to others and/or would change their behavior in a meaningful way as a result of the event content
- Participation in the event motivated them to become more involved in their communities

Community Partner(s): Identify your community partner(s)/coalition(s) and describe their roles in the project. What worked effectively in your relationship(s) and what could have been improved? How will your station/organization continue to work with these partners and build sustainable relationships?

Our primary community partner was the Salesian Center for Faith and Culture at DeSales University. The Center's interdisciplinary mission is to promote the interaction of faith and culture, in a mutually beneficial engagement, through academic initiatives that focus on the authentic integration of social concerns and gospel values. The Center hosts events that foster interfaith dialogue and facilitate discussion through lectures, breakfast meetings, and public forums. Given its mission and following, the Center was the perfect partner to host our screening and discussion event. It assisted us in promoting the event and inviting community groups and individuals to attend. The Center was responsible for identifying and securing panelists for the discussion portion of the event.

Our station has a longstanding, productive partnership with DeSales University. We could not be more pleased with this relationship and the work they did with us on this event. We will continue to identify and bring programs of mutual interest and benefit to us and the community for screening and discussion.

Promotion: Describe how you promoted your project. What benefits resulted from this promotion?

By partnering with DeSales University and featuring a panelist from another local university, we were able to raise greater awareness of the program with local university students and faculty. Also, by incorporating panelists from prominent organizations and faiths we were better able to reach those

markets. By selected the prayer and armed conflict theme, we hoped to increase our reach and our audience, given the current military engagement in Iraq. We also extended our marketing efforts to include local military and veterans' organizations. In addition to press releases and email blasts to our local school consortium members, we placed advertisements in the most prominent local newspaper, *The Morning Call*; 1,000 color flyers and 250 posters were distributed to local congregations and posted in libraries, grocery stores and high-traffic locations throughout the Lehigh Valley.

Evaluation Plan: How did you evaluate your project? What lessons did you learn and how might you do things differently on future projects?

We utilized the survey provided by Outreach Extensions, even though it was rather lengthy. Since we received 45 completed surveys from an audience of about 75, we had a very successful response rate. Nearly all responses were positive regarding the event. In the future, we might choose to show more of the program.

We made a very robust PR/advertising effort accompanying the outreach campaign. In the future, we might need to promote more one-to-one, face-to-face with individual groups to increase turnout. The turnout challenge is not unique to this project; it is one we (and likely many other stations) face with our outreach events.

Reach/Impact:

Station events + workshops	100
Distribution of outreach materials	5000
Web site visitors	14000
Promotion/Publicity of outreach activities	161,000
On-air (outreach and outreach promotion only)	0
Partner(s)' Contact/Activities (unduplicated)	4000
TOTAL	184,100

Broadcast Viewership

Hour 1	unable to determine
Hour 2	unable to determine

We are unable to capture Niensens ratings in this market, so specific broadcast viewership cannot be ascertained; however, PBS 39 has broadcast penetration in 2.6 million households.

**MONTHLY PROJECT UPDATES - WLVT/Bethlehem, PA
(NOTE: Provided to Document Project Implementation)**

January 2008 Update: All Grantee Activities Completed.

December 2007 Update: All Grantee Activities Completed.

November 2007 Update: WLVT held a successful event on November 15th. Almost 100 people attended. Stacy Shillinger reports that, "We received many thanks and positive comments from folks at the event, that they felt this was something needed and worthy of their time. Prior to the screening and panel discussion, we held a small thank you dinner for the panelists and selected guests."

October 2007 Update: Stacy Shillinger reports that, "Our promotion plan is in place and well underway. We are printing 1,000 color fliers and 250 color posters for our event on November 15th. Ideally, we would like to ask churches to post one or two posters in their facility and have a few flyers on display for interested parties to take along. A press release was sent to all media outlets and PBS 39 members. We have contracted to place several ads in the largest regional newspaper, The Morning Call. We have also included an ad announcing the event in our PBS 39 *Matters and Education* newsletters (29,000 distribution). We are also targeting announcements to our local VFWs and American Legions as well as the Reserve office here in the Lehigh Valley."

September 2007 Update: WLVT is completing its plans related to the November 15, 2007 screening and panel discussion described below. The station's design team has created posters and fliers as well as an advertisement for the event. A small dinner for the panelists and selected guests may be held prior to the event. DeSales University will promote the paperback reissue of *Prayer in America* in conjunction with the event.

August 2007 Update: From Stacy Shillinger: "The VP for Creative Services and I met with Fr. Thomas Dailey, Director of the Salesian Center for Faith & Culture at DeSales University (DSU). Fr. Dailey concurs with our choice of Prayer & Armed Conflict as the theme for our screening & panel discussion. Here is the preliminary outline of our event:

Prayer in America - Screening & Panel Discussion

Topic: Prayer & Armed Conflict

Thursday, November 15, 2007
7:00 pm in Commonwealth Room - University Center
DeSales University

Host: Dr. Teri Haddad
Moderator: Fr. Thomas Dailey

Potential panelists include:

- Bozkurt (Islam - LV Dialogue Ctr.)
- Rep from Ctr. for Jewish/Christian Understanding @ Muhlenberg (Lutheran/Protestant)
- Director of Berman Center for Jewish Studies from Lehigh U. (Jewish)
- Military Chaplain (Catholic)
- Nelson Quinones (Pentecostal; Hispanic Church)
- Buddhist?

A small dinner for the panelists and selected guests may be held prior to the event. DSU will promote the paperback reissue of *Prayer in America* in conjunction with the event; perhaps Moravian Book Shop could be approached to do the same."

July 2007 Update: Reports Stacy Shillinger, "We met with the new Vice President for Creative Services here at PBS 39 to determine the PR strategy/plan for our event. We have narrowed down the timeframe for our screening event to be between 10/14 and 11/1. We have also determined that our screening and panel discussion will focus on the theme of Prayer & Armed Conflict. We will be meeting with the Dean at DeSales University within the next two weeks to determine our panelists and their preparatory material. We are contacting the Lehigh Valley Conference of Churches to determine if/how they'd like to partner with us on this event."

June 2007 Update: During this reporting period, Stacy Shillinger is continuing her planning efforts for fall activities.

May 2007 Update: This month, WLVT Continued the process of identifying community organizations to add to its mailing list to promote/advertise the screening and panel discussion as well as the air date for the full program.

April 2007 Update: During this reporting period, Stacy Shillinger reports that she has:

- Identified chaplains and their contact information at Lehigh Valley Association of Independent Colleges & Universities member institutions.
- Developed a letter to be sent to chaplains to ascertain their interest in the project and how they might participate or engage their campus communities.
- Begun the process of identifying community organizations that could be added to WLVT's mailing list to promote/advertise the screening and panel discussion as well as the air date for the full program.

March 2007 Update: During this reporting period, Stacy Shillinger, education specialist for WLVT, met with the station's College Consortium Committee to share information about the project. Moravian College expressed an interest in learning more about the project, and will provide Stacy's contact information to their Theological Seminary staff. Stacy also met with the station's leadership team to inform them of the project and passed along grant requirements to the production and trafficking departments so they can plan appropriately. Later in the month, Stacy met with Diane Krause, director of marketing for DeSales University, WLVT's co-host for the screening and panel discussion, to share with her the latest information about the project.

GRANTEE: WSIU/Carbondale, IL

FINAL REPORT

Submitted by Beth Spezia, RTLL and Outreach Coordinator
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 **8** 9 10 Fully achieved (circle response)

Please explain:

WSIU was able to complete all project activities as planned. The number of town hall participants was not as great as hoped.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 **7** 8 9 10 Completely satisfied (circle response)

Please explain:

WSIU was not completely satisfied with this project because the broadcast date for the national program was uncertain until very late in the game. This delay necessitated numerous schedule changes in our planning, both for the broadcast and for the community event. Factors complicating the PRAYER IN AMERICA schedule included activities for *The War* in November and WSIU's pledge programming schedule in November. We were also working to bring in guests from outside the region. As a result of the scheduling uncertainties, Denise Blake was unable to attend our town hall meeting; and we were unable to secure as large an audience as desired. We were very pleased with the personalized attention that Denise Blake provided on this project, as well as the additional media resources. The PRAYER IN AMERICA program, music CD, book and website were really outstanding.

Original Abstract: WSIU's project, "Ties That Bind: Spirituality in Southern Illinois" will enable its TV and FM stations to produce and broadcast an interactive town hall meeting and associated interviews based on and inspired by the national programs, "Ties That Bind" and PRAYER IN AMERICA. WSIU's emphasis for this project is to build upon and sustain key partnerships and facilitated public dialogue with interfaith groups to further understanding and tolerance of unique perspectives.

Commemorating the fifth anniversary of the terrorist attacks on the United States and responding to continuing local community interest in interfaith dialogue, WSIU Public Broadcasting organized, hosted, and videotaped a three-hour town hall meeting on September 20, 2006. The event followed the national premiere of the documentary program, "Ties That Bind" on PBS. This new project will provide WSIU with funding to develop local media programs based on the town hall meeting, and broadcast them in conjunction with PRAYER IN AMERICA during 2007, as well as to assemble local participants once again for further interfaith dialog.

Final Report narrative:

WSIU Public Broadcasting completed editing and production of a video documentary of our *Ties That Bind Town Hall 2006 Meeting*. We broadcast this video, along with PRAYER IN AMERICA and other faith based programming, and repeated the broadcasts several times. We created a panel of faith leaders to engage the community and hosted another Town Hall Meeting in our TV studio.

Project outcomes / intended impact: Report the measurable outcomes for your project and the overall impact you achieved. What was different as a result of your project?

Fewer audience members participated in the Town Hall Meeting than we anticipated and planned for; this was a disappointment but unavoidable. Competing events and evening activities across the University campus and throughout our region were held on November 1st, the scheduled date for our Town Hall Meeting.

We had strong response from area media; including complaints from weekly newspaper reporters about the composition of the panel for the Town Hall Meeting and concerns about faiths not represented by the people on the panel. For the first time during the past seven years that WSIU has been involved in outreach projects on faith topics, we received direct feedback from the conservative evangelical Christian community. We take this as an indication that new audience groups are paying attention to what we are doing!

We measured response to the Town Hall Meeting with a survey created and tabulated in NCO's PlanIt! system. This was the first "beta" use of the newly upgraded survey tool within PlanIt!

We received requests to continue the dialogue; we received favorable comments from Muslims who also expressed a desire to continue the dialogue. As a result of this project WSIU has been asked to assist in organizing the activities of Interfaith Week during April and to help plan a new initiative on peace in our communities. Clearly, WSIU and PBS are perceived as critical partners in faith based initiatives in our region.

Community Partner(s): Identify your community partner(s)/coalition(s) and describe their roles in the project. What worked effectively in your relationship(s) and what could have been improved? How will your station/organization continue to work with these partners and build sustainable relationships?

Leaders from area faith groups, SIUC College of Mass Communication and Media Arts, and artistic circles were our partners for this project. Faith leaders served as panelists during the Town Hall Meeting. SIUC College of Mass Communication and Media Arts, and artistic circles provided production support for the local documentary video. Our relationships are strong; we attracted interest from new faith groups that have not participated in WSIU's activities before; and we will continue to work with these partners.

WSIU was not successful in getting the International Students and Programs to participate as a group; nor did we attract many university students. Collaboration and participation with students continues to be a significant partnership challenge for us. The night of the Town Hall Meeting was also a night with a University ball game. We are challenged to include members of the WSIU Friends Board in initial project planning. This group offered a strong level of participation and contribution to the event, but in future WSIU will try harder to bring the Friends to the table early in the planning stages.

Promotion: Describe how you promoted your project. What benefits resulted from this promotion?

WSIU received a good deal of publicity and inquiries from the media. We used program guides, flyers, posters, post cards, e-mail, and other forms of print promotion to publicize our Town Hall Meeting and associated broadcast programming. We did not use our website extensively to promote the project because our agency has been undergoing a web conversion to Public Interactive toolsets. There were inadequate resources for doing what we hoped on our website.

Evaluation Plan: How did you evaluate your project? What lessons did you learn and how might you do things differently on future projects?

WSIU used a survey of our Town Hall Meeting. Copies of the survey results are enclosed with the final report. Based on survey results, we need to skip lengthy commentary by the panelists and get right to interactive audience discussion in our next Town Hall Meeting.

Reach/Impact:

Station events + workshops	250
Community events	5000
Distribution of outreach materials	500
Web site visitors	7500 (streaming video)
Promotion/Publicity of outreach activities	5000
On-air (outreach and outreach promotion only)	unknown
Partner(s)' Contacts/Activities (unduplicated)	unknown
TOTAL	18,250

Broadcast Viewership

Hour 1	75000*
Hour 2	75000*

*(estimate; no local ratings)

MONTHLY PROJECT UPDATES - WSIU/Carbondale, IL
(NOTE: Provided to Document Project Implementation)

January 2008 Update: All Grantee Activities Completed.

December 2007 Update: WSIU reran the *Ties That Bind* national program and ran the premiere broadcast of its *Ties That Bind* Town Hall Meeting 2006 local program on December 12th at 8 pm. WSIU ran the premiere broadcast of the PRAYER IN AMERICA national programs on Thursday, December 13th at 8 pm. We had some positive viewer response to PRAYER IN AMERICA via e-mail and on our customer service hotline. Depending on availability, WSIU may rebroadcast the programs during spring 2008.

WSIU has been working to create the DVD cover sleeve art for the local programs and making duplicates for complimentary and for sales distribution. Copies will be delivered to Outreach Extensions with the final report.

November 2007 Update: On November 1, WSIU hosted a town hall meeting in the TV studio to continue the interfaith dialogue we began last fall with the *Ties That Bind* program and to screen clips from the upcoming broadcast of PRAYER IN AMERICA. The town hall event was covered in two local newspapers, *The Southern Illinoisan* and the *Carbondale Times*. Promotions included an article in WSIU's *Previews* TV member guide, as well as posters and flyers, which were distributed widely. Town hall participants completed a written survey and results are being recorded in the NCO PlanIT! tool. Survey results will be included in the final grant report. WSIU's broadcast date for PRAYER IN AMERICA is December 13th. We mailed approximately 450 localized PRAYER IN AMERICA promotional postcards before Thanksgiving.

October 2007 Update: From Beth Spezia: "This month WSIU has been preparing for the town hall event. Our TV production team has been getting our TV studio set up for the public dialog. Our format is an introduction by four faith leaders, followed by questions and discussion among the town hall participants, and then presentation of video clips of last year's *Ties That Bind* town hall meeting and a

preview of the PRAYER IN AMERICA program. The town hall meeting will be followed by a reception with refreshments.

WSIU-TV will broadcast these programs on **Wednesday, December 12th at 8 pm** and **Thursday, December 13th at 8 pm**. We will play *The Many Voices of One Nation Under God* CD before and after the town hall meeting, so that participants can enjoy the music. We will be distributing the PRAYER IN AMERICA community resource guides to participants. WSIU has promoted the town hall meeting by sending e-postcards and by posting flyers around campus and around town. WSIU sent a press release and a media advisory.

We have had pre-event coverage so far in the Carbondale Nightlife publication. We are expecting a feature article in tomorrow's (November 1) edition of the *Southern Illinoisan* newspaper. RSVP's have been coming in and we anticipate a good level of participation.

WSIU just received the Prayer in America postcards and we plan to send them out in advance of the local broadcast on December 13th."

September 2007 Update: WSIU set November 1st at 7 pm in the WSIU-TV Studios in Carbondale for the PRAYER IN AMERICA Town Hall meeting. We sent a preliminary save the date notice to a large e-mail list of target audience members. WSIU submitted a cost estimate to Outreach Extensions for additional local production for this Town Hall meeting. We await a response from the producers of this initiative.

Scheduling the outreach event has proven to be very challenging. Considerations in setting a date for our Town Hall have included:

- the national broadcast of PRAYER IN AMERICA
- scheduling of programming and outreach related to The War (which does not conclude until after November 11th, Veterans Day), and
- WSIU's pledge programming schedule.

Our station team has chosen a compromise by hosting the Town Hall early in November, and broadcasting PRAYER IN AMERICA and related programming during the holiday season in December. While this Town Hall date was acceptable for one of our out-of-town guests, it was not open for others. One of the panelists from our previous Town Hall is in India and will not be able to attend; another is teaching class on November 1st and will not be able to attend. We will find replacements for the panelists. We had hoped that Denise Blake from Outreach Extensions would be able to visit our stations and participate as well, but we encountered a scheduling conflict with Denise's travel.

August 2007 Update: WSIU's project team met together to discuss logistics for the broadcast schedule of the national and local programming and the community event in November. SIUC faculty member Jan Thompson and graduate assistant Christopher Yoars began logging and editing the video footage from last fall's *Ties That Bind* town hall meeting. Panelists, community advisory board members, and WSIU staff have been notified about the upcoming event. A feature article was placed in the September/October issue of the WSIU TV Previews Guide. Our production team is preparing a cost estimate for additional footage to be shot during the community event in November, and we will submit that to Outreach Extensions as soon as possible.

July 2007 Update: WSIU is continuing to plan outreach activities for its local PRAYER IN AMERICA campaign. Says, Beth Spezia, "Denise sent me two copies of the "One Nation Under God" CD and it is absolutely *beautiful*. If it is possible to obtain additional copies, I would like to have some to distribute to our guest speakers during our town hall meeting in the fall. Please let me know if these CD's are available and how to obtain them. I may also wish to obtain copies of the companion book for the program." *NOTE: Outreach Extensions will send WSIU three copies of ONE NATION UNDER GOD for its use in outreach activities for PRAYER IN AMERICA.*

June 2007 Update: WSIU is continuing to plan outreach activities for its local PRAYER IN AMERICA campaign. The majority of WSIU's programming and outreach campaign will unfold in the fall.

May 2007 Update: WSIU presented the PRAYER IN AMERICA teaser DVD at its quarterly Friends Board meeting. This is the station's community advisory group. A brief written summary of the project was provided to the Friends, and they were invited to consider their involvement in the town hall meeting during fall 2007. The majority of WSIU's programming and outreach campaign will unfold in the fall.

April 2007 Update: WSIU identified a target date for broadcasting PRAYER IN AMERICA and its local companion program, a documentary of its Town Hall Meeting, which took place in connection with the national broadcast of *Ties That Bind* last fall. WSIU staff plan to conduct another Town Hall Meeting and broadcast PRAYER IN AMERICA and the local companion program during the weeks between Veteran's Day and Thanksgiving in November 2007.

WSIU initiated contacts with ten of its key previous Town Hall Meeting participants. These religious leaders and diversity champions will receive teaser copies of the PRAYER IN AMERICA DVD to preview.

The majority of WSIU's programming and outreach campaign will unfold in the fall.

March 2007 Update: Beth Spezia reports that, "Although we have completed plans for our project and lined up the necessary resources, we have not started our project yet. "Ties That Bind: Spirituality in Southern Illinois" capitalizes upon existing partnerships with faith groups. These organizations are aware of the grant award and stand ready to work with WSIU to deliver a meaningful production and town hall session in fall 2007."

GRANTEE: WTTW/Chicago

FINAL REPORT

Submitted by Shaunese Teamer, Manager of Community Outreach and National Publicity
\$4,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 **8** 9 10 Fully achieved (circle response)

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 **8** 9 10 Completely satisfied (circle response)

Original Abstract: WTTW will coordinate local outreach efforts with faith-based organizations to host two program screenings that will support dialogue and communication based on themes in PRAYER IN AMERICA. By partnering with community based organizations, WTTW's hope is to coordinate publicity efforts that bring a greater participation of individuals to the event. The campaign will also promote existing discussions supported by the station's partners. This is expected to engage new community members with a strong interest in learning about the issues and determining what impact they can make on the community. Station staff will extend invitations to other community based organizations whose mission can be enhanced by utilizing this program within their outreach discussion initiatives.

Final Report narrative:

WTTW achieved its objectives to bring discussions of PRAYER IN AMERICA to various settings in the Chicago-land area. WTTW's first screening and panel discussion was the result of a new collaboration with the McCormick Tribune Freedom Museum. Although attendance was reduced due to inclement weather, participants rated the event highly and would like to attend more events at both the Freedom Museum and others sponsored by WTTW.

WTTW's subsequent events at the Salem Baptist Church and DePaul University (with Dr. Aminah McCloud, featured in the documentary), were equally well-received. WTTW is pleased to have expanded its reach to faith communities in our viewing area and to develop new relationships among these community stakeholders.

Reach/Impact:

Community events	200
Distribution of outreach materials	5000
Web site visitors	-
Promotion/Publicity of outreach activities	-
On-air (outreach and outreach promotion only)	-
Partner(s)' Contacts/Activities (unduplicated)	<u>2000</u>
TOTAL	7,200

MONTHLY PROJECT UPDATES - WTTW/Chicago

(NOTE: Provided to Document Project Implementation)

January 2008 Update: WTTW is completing the final planning arrangements for two additional screenings, one of which will likely be a college or university, and the other at a major house of

worship. They will be interfaith in nature, with panelists for each event representing diverse faith traditions and prayer practices.

December 2007 Update: WTTW is extending its grant period by two months to end in March 2008. The station will likely air PRAYER IN AMERICA around Easter, which this year occurs on March 23. The station is also exploring two more community screenings with local faith-based partners.

November 2007 Update: On Thursday, December 6, 2007, WTTW11 will partner with the McCormick Tribune Freedom Museum to host a screening of PRAYER IN AMERICA followed by a question and answer session. Writer/Producer Alison Rostankowski will introduce the program and will be joined by Dr. Aminah McCloud, Professor of Islamic Studies at DePaul University to discuss the program and answer any questions.

Screening location: The McCormick Tribune Freedom Museum, located at 445 N. Michigan Avenue in Chicago. The McCormick Tribune Freedom Museum is part of the McCormick Tribune Foundation Team. A focus on children, communities and country keeps the foundation true to its mission of advancing the ideals of a free and democratic society.

Event time: The event will take place from 6 - 7:30 p.m. Catered refreshments will be available at 5:30 p.m. since we anticipate attendees will be traveling directly from work, providing time for travel and parking in the downtown area. The actual program will start approximately 6:15 p.m. Below is a draft of the agenda.

We will screen the 15 minute segment of PRAYER IN AMERICA on the theme of prayer and the constitution.

Attendees will be informed about the available outreach campaign media resources that can be requested for their organizational use via prayerinamerica.org

Attendees: The promotion of this event was directed to general audiences and clergy. This screening event was featured in the November and December issues of WTTW's member program guide and was included sent as an eblast invitation to our members. An emailed invitation was also sent to over 300 contacts from previous outreach events, educators and our Chicago media list. The tune in postcards were customized with event information and provided to the professor of religious studies at 14 universities in the Chicagoland area.

An initial discussion was had with Chicago's Moody Bible Institute about hosting a second screening in January or February, however, due to the school's close proximity to the Freedom Museum, event postcards and invitations were posted and distributed to the student body to attend the Dec. 6 screening.

Event postcards were also provided to the McCormick Tribune Freedom Museum to share with their museum visitors and the museum also promoted the screening event to their members.

The purpose of this screening is to inform and educate attendees about the themes highlighted in the series to stimulate further discussion on the issues. There has been some local media coverage about prayer in schools and this screening and discussion will help to address some of the issues from both sides. We have received some responses from media reporters that cover religion and expect them to be joining us for this event.

A second program screening will be coordinated closer to WTTW's airdate of PRAYER IN AMERICA. At this point, the program director has indicated a January or February 2008 airdate.

EVENT AGENDA - December 6

Welcome

Nathan Richie and Shaunese Teamer
Director of Exhibits and Programs and Manager of Community Outreach
McCormick Tribune Freedom Museum and WTTW11

PRAYER IN AMERICA Preview

Alison Rostankowski, Writer and Producer

PRAYER IN AMERICA Q & A with Alison Rostankowski and Dr. Aminah McCloud, Professor of Islamic Studies at DePaul University

Moderated by Nathan Richie

October 2007 Update: Project planning continues between WTTW and the Freedom Museum. Dr. McCloud has been confirmed as a panelist, along with Alison Rostankowski for the December 6th event. WTTW outreach staff is working with the station programmer to determine a broadcast date for PRAYER IN AMERICA. Outreach Extensions' Judy Ravitz and Ken Ravitz will also be in attendance.

September 2007 Update: Denise Blake and Alison Rostankowski attended a meeting at the Freedom Museum on September 28, at which point Nathan Richie of the Freedom Museum and Shaunese Turner of WTTW, were introduced. Alison screened several portions of the documentary and the group discussed possible strategies for the Freedom Museum and WTTW to partner for PRAYER IN AMERICA community activities. The first event agreed to is a screening and panel discussion on December 6, 2007. In addition to Alison, panelists will likely include Dr. Aminah McCloud, Dr. Catherine Brekus and/or Ebo Patel, executive director of the Interfaith Youth Corps. Before the end of the year, the two organizations will likely work together to host two additional community screenings.

August 2007 Update: The Duncan Group's Alison Rostankowski and Outreach Extensions' Denise Blake are planning a meeting with WTTW staff and the Freedom Museum in Chicago - tentative date, September 28. The group will develop a plan for both organizations to work in partnership on some of the local outreach activities for PRAYER IN AMERICA.

July 2007 Update: WTTW is continuing its planning and coordination activities for PRAYER IN AMERICA. Outreach Extensions is working with The Duncan Group to match WTTW outreach staff with Chicago's Freedom Museum as a potential partner for its outreach activities for PRAYER IN AMERICA.

June 2007 Update: During this reporting period, WTTW outreach staff met with a religious leader currently in the process of finalizing several summer activities for his congregation. They discussed the coordination of a screening for PRAYER IN AMERICA for the fall and ways that they can begin to promote the screening beyond just church members. The plan was to coordinate potential dates with the outreach ministry so that the screening can be promoted in their fall calendar of events or included as a session within a fall retreat schedule.

May 2007 Update: WTTW is continuing its planning and coordination activities for PRAYER IN AMERICA.

April 2007 Update: Shaunese Teamer reports, "Over the past month I have placed calls to contacts that coordinate and are involved in expanded outreach activities within their church community. This past weekend I met with Annette Hudson, a church coordinator in Zion, Illinois who shared some details about an expanded church initiative that brings members from various area churches together to discuss a wide variety of topics. Referred to as CATALYST and CORNERSTONE meetings - these monthly discussions are developed with a curriculum that could support the PRAYER IN AMERICA program screening initiative. With these meetings being coordinated months in advance, I have obtained contact information for program coordinators to discuss the possibility of a screening and discussion as part of their existing campaign."

March 2007 Update: WTTW is still in its initial stages of planning and coordination for PRAYER IN AMERICA.

GRANTEE: WTVI/Charlotte, NC

FINAL REPORT

Submitted by Beverly Dorn-Steele, Director of Education & Outreach Services
\$4,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Fully achieved (circle response)

Please explain:

WTVI achieved its objectives by connecting with area congregations and community organizations to initiate joint outreach activities.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Completely satisfied (circle response)

Please explain:

WTVI and its community partners combined resources to address the themes of Prayer and Forgiveness.

Original Abstract: WTVI believes in the need to collaborate with people from varying ethnic, religious, and economic groups in order to address humanitarian needs in its community. Mecklenburg County has about 750 different congregations or houses of worship. Through PRAYER IN AMERICA screenings and discussions, WTVI will connect with area congregations, university religious studies educators/students, and community organizations that are doing innovative work within the community. WTVI will use PRAYER IN AMERICA screenings and panel discussions and other resources as a catalyst to initiate programs and outreach activities that work for the Charlotte community. WTVI will combine resources from the National Love & Forgiveness Campaign, THE WAR, and PRAYER IN AMERICA to address the themes of Prayer and Armed Conflict and Prayer and Forgiveness.

Final Report narrative:

Through *Prayer in America* screenings and discussions, WTVI connected with area congregations, university religious studies educators/students, and community leaders and organizations. WTVI used PRAYER IN AMERICA screenings and panel discussions and other campaign resources as a catalyst to initiate programs and outreach activities that WORK for the Charlotte community. WTVI combined resources from the *National Love & Forgiveness Campaign*, *The War* and PRAYER IN AMERICA to address the themes of prayer in America.

- WTVI participated in the Myers Park Baptist Church three-day event featuring Stanley Hauerwas, professor of theological ethics at Duke Univ. Divinity School
- Mecklenburg Ministries' monthly "Food for Thought" luncheons served as a vehicle, bringing community leaders and ministers from various ethnic faiths together to discuss the role of prayer in our lives and in our community. A screening event was held at the Covenant Presbyterian Church. The purpose of these monthly conversations is to bring adults in Mecklenburg County together to discuss the role of religion in their lives and the larger life of the Charlotte community. The programs gave adults the opportunity to build relationships across faith and race differences.
- A screening of PRAYER IN AMERICA was held at the Thanksgiving Interfaith Thanksgiving Holiday luncheon. The event was sponsored by Mecklenburg Ministries. A special Thanksgiving Prayer and dramatization written by the local Rev. Amy Jacks Dean was the highlight of the program
- A screening was held at the Mecklenburg Clergy Association "Prayer for the Poor and Homelessness Walk" (11/17/08). Following the screening held at Friendship Baptist Church, the faith community

was called upon to be in prayer for the poor and to focus on the issues of disparity surrounding our community and to enable those without a voice to be heard. A “help the homeless walk” was organized by members of various congregations who participated in a cause that recognizes that caring for the poor is a top priority in our community.

Project Outcomes/Impact

The campaign allowed WTVI to partner with local community organizations, churches and individuals and to provide a unique opportunity to discuss the vital role prayer plays in our lives, which will have a significant impact on our community. The dialogue with interfaith communities created a better understanding of other’s religions, respect for ethical ideals and brought a deeper understanding of how we can work together towards peace.

Community Partners

- Mecklenburg Ministries - an interfaith collaboration of congregations and their members that co-sponsored the monthly “Food for Thought” luncheons.
- University of North Carolina at Charlotte Religious Studies Department provided volunteers for the Myers Park Baptist three-day seminar featuring Dr. Stanley Hauerwas
- Charlotte Clergy Association - co-sponsored Prayer for the Poor and Homeless Walk
- WTVI has set up a task force and will continue our relationships with community organizations by fostering interreligious projects promoting racial and ethnic understanding. These partners will assist with advising WTVI on future programs addressing social needs in Mecklenburg County.

Promotion

WTVI On-Air (Community Bulletin Board)
Inside WTVI, monthly program guide
Press Releases
WTVI web site
Radio Promotion (WAFE -NPR)
Newspaper Advertising
Partner Newsletters

Evaluation

At the conclusion of each event, the facilitators/moderators gathered feedback from the group to determine any meaningful change in participants. Results indicated

- a deeper understanding and appreciation of other’s religions
- Prayer accompanies a belief in a higher being
- There is a process to prayer
- We all pray in some way
- External issues lead to prayer
- Prayer in Schools is questionable
- There are a number of ways to approach the Supreme Being
- Prayer manifests differently for different people
- Deeper understanding of the history, importance and power of prayer in our daily lives

Target Audience

- Members of the Ministry & Clergy (representing 750 different houses of worship)
- University Students (Multi-ethnic students, ages 19-35, from UNCC)

- Community Leaders (School Board, City & County officials)
- Community at Large (Neighborhood Leaders across Char-Mecklenburg)

Reach/Impact:

Station events + workshops	2,125
Community events	2,040
Distribution of outreach materials	3,500
Web site visitors	821
Promotion/Publicity of outreach activities	325,000
On-air (outreach and outreach promotion only)	500,000
Partner(s)' Contacts/Activities (unduplicated)	3,500
TOTAL	836,986

Broadcast Viewership

Hour 1	524,000
Hour 2	518,000

MONTHLY PROJECT UPDATES - WTVI/Charlotte, NC
(NOTE: Provided to Document Project Implementation)

January 2008 Update: All Grantee Activities Completed.

December 2007 Update: All Grantee Activities Completed.

November 2007 Update: WTVI held a PRAYER IN AMERICA Preview Screening at the Interfaith Thanksgiving Holiday luncheon, sponsored by Mecklenburg Ministries. A special Thanksgiving Prayer and dramatization written by the local Rev. Amy Jacks Dean was the highlight of the program.

October 2007 Update: Beverly Dorn-Steele reports the following completed tasks for this period:

- WTVI's PRAYER IN AMERICA screening event was held on October 25 at Covenant Presbyterian Church. The event was designed as part of the monthly "Food for Thought" luncheon co-sponsored by Mecklenburg Ministries. The event included post-screening discussion facilitated by Dr. Maria Hanlin, a former United Methodist Minister.

Among the 60 attendees, 11 different faiths were represented. Discussion centered around the following themes:

- Is there prayer without a belief in God?
- What happens when you pray?
- The prayer process
- Who are we praying to?
- External issues that lead to prayer
- Prayer in Schools
- There are a number of ways to approach the Supreme Being

Promotion

- WTVI on-air
- Inside WTVI Program Guide
- Mecklenburg Ministries e-blasts to members of the Clergy and Community-at-large

- WTVI Information Booth at Myers Park Baptist Church (three day event)
- Guest Speaker was Dr. Stanley Hauerwas, professor of theological ethics at Duke University Divinity School. The event was part of the church's "Jesus in the 21st Century" lecture series. PRAYER IN AMERICA literature was distributed

September 2007 Update: WTVI's outreach staff completed the following activities during this reporting period:

- Phone conference call held Wednesday, 9/19/07 to finalize screening details. The event, part of the bi-monthly "Food for Thought" luncheons, is scheduled for Thursday, October 25 at 12:00 noon. The "exclusive" preview screening will also feature a panel of interfaith experts to discuss the film.
- WTVI participated in the 22nd International Day of Peace Celebration which was held on September 25. The city-wide event, held at St. Peter's Episcopal Church) was designed to unite Charlotteans of different faiths and cultures together to promote a culture of peace and trust among one another in a time when peace can sometimes seem like a distant dream.

People were uplifted by music, song, and prayer and enlightened by words of hope from our youth. It also was a way for citizens to pray for peace in our homes, in our city and in our world. Keynote speaker - Rev. Dr. Casey Kimbrough of Mt Carmel Baptist Church. A WTVI information booth distributed information re: upcoming Prayer in America documentary. In addition, winners of the Youth Peace Essay contest were recognized.

August 2007 Update: WTVI is still planning its October 25th event at Myers Park Presbyterian Church. All activities are on target.

July 2007 Update: During this reporting period, WTVI's Beverly Dorn-Steele held a conference call with partner, Mecklenburg Ministries. The discussion included:

- Date for Screening - 10/25 at Myers Park Presbyterian Church
- Panel (TBD) - Maria Hamlin with Mecklenburg Ministries will research possibilities
- Dr. Stanley Hauerwas will be in Charlotte for two appearances prior to screening; felt it was to our disadvantage to have him as part of the panel

June 2007 Update: WTVI met with representatives from Mecklenburg Ministries for a continuation of previous conversations held in May. Key outcomes from the meeting included the following:

- Suggested dates for screening prior to broadcast
- Inviting someone from broadcast to speak at preview screening
 - Harold Koenig, Stanley Hauerwas or Charles Colson (Bev to check with Denise Blake)

NOTE: Denise Blake followed up with Drs. Hauerwas and Koenig on WTVI's behalf. Both indicated willingness to attend WTVI's outreach events. Beverly Dorn-Steele will follow up with each of them about event particulars.
- Lunch vs. Evening Screening
- Best venue for screening
- Friday Friends Luncheons
- Monthly clergy gatherings
 - Bridge builders
 - Food for Thought
 - Congregational College
 - Coffee Conversations

May 2007 Update: WTVI met with representatives from Mecklenburg Ministries. Topics for the meeting included:

- Date of broadcast
- Suggested dates for screening prior to broadcast

- Inviting someone from broadcast to speak at preview screening
- Best venue for screening
 - Friday Friends Luncheons
 - Monthly clergy gatherings
 - Bridge builders
 - Food for Thought
 - Congregational College
 - Coffee Conversations

Decisions will be made to firm up WTVI's plans with community leaders later this summer.

April 2007 Update: WTVI's Beverly Dorn-Steele is continuing to plan the station's fall outreach activities to support PRAYER IN AMERICA. Her next meeting is May 2, 2007. Outcomes from this meeting will be reporting in the next monthly report.

March 2007 Update: In this reporting period, WTVI representatives (outreach & education director, VP development & marketing, and corporate communications specialist) met with staff from Mecklenburg Ministries to discuss PRAYER IN AMERICA outreach activities. Discussion centered on ways to tie the PRAYER documentary and Prayer & Forgiveness theme with Love & Forgiveness activities and partners. The team will explore whether one of the scholars in the documentary is from North Carolina. If so, is it possible for that person to speak at a local screening? The next meeting is scheduled for Wednesday, May 2, 2007 at Mecklenburg Ministries.

GRANTEE: WVPT/Harrisonburg, VA

FINAL REPORT

Submitted by Gail P. Smith, Director of Corporate Communications
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved (circle response)

Please explain:

After a slight modification was made (due to the fact that we canceled our locally produced discussion series), we added another PRAYER IN AMERICA production to our locally produced interview series. WVPT fully achieved the modified objectives.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Completely satisfied (circle response)

Please explain:

The PRAYER IN AMERICA focus online and on-air during the late summer, fall and winter 2007 provided a sustained emphasis and presence in our viewers' and web visitors' minds. This is an effective way to conduct a promotion campaign.

Original Abstract: WVPT will produce and broadcast unique local programming with supportive Web elements to showcase diverse religious beliefs on the role of prayer in conflict held by those living in the WVPT viewing area, and to promote a respect for and an appreciation of those who hold these beliefs. Denominations include Mennonite; Church of the Brethren; immigrant Hispanic, Russian, Asian, and others; and those considered "traditional."

The awareness and appreciation that this project could generate in a community that is so diverse is important. The viewing area has welcomed substantial immigrant populations. One can drive to the local Wal-Mart and see Russian and Hispanic families still in their church clothes coming to shop on a Sunday afternoon. A bit farther down the road one can pass horse and buggies driven by Old Order Mennonite families who live a "plain" life striving to retain purity apart from temptations of the world. In between, there is a substantial population that grew up here, went to school here, and vividly remembers a time when you knew everyone and no one spoke a foreign language.

WVPT has and continues to recognize and celebrate the history, legacy, culture, and diversity of the viewing area through local programming. Considered part of the "Bible belt," WVPT's viewing area contains very diverse and unique religious populations. Activities planned for this project will extend awareness of and celebrate that diversity. Programming and support Web/print elements will help to address the role of prayer in conflict.

WVPT is a small market station and a community licensee seen in a mostly rural area of 29 counties in western and central Virginia by way of an off-air signal and cable. Recently, WVPT has been added to Dish Network and DirecTV in the Washington, D.C. market, which overlaps its 29-county coverage area to the north. Membership averages 5,000 households a year. Actual full-day viewing averages 50,000 and wvpt.net receives 200,000 hits per month with programming-related pages the most visited.

Final Report narrative:

WVPT produced and aired unique local programming with supportive web elements to showcase the diverse religious beliefs on the role of prayer and faith held by those living in the WVPT viewing area and promoted a respect for and an appreciation of those who hold these beliefs. Campaign resources paid for:

- The production team and host to plan, produce and record four new *Consider This* programs.
- The updating of the local production "Living in Virginia: Life of Peace in a Time of War" for broadcast. (This included adding the funding credit.)
- The close captioning of these programs.
- The creation, production and uploading of the web elements on www.wvpt.net.
- The promotion of the shows included in this project.

Project Specifics:

I. WVPT Local Programming:

Thursday, May 31, 2007, 7:30 p.m.

"Consider This: Dr. Myron Augsburger"

Dr. Myron Augsburger, former president of Eastern Mennonite University in Harrisonburg, Virginia, joins host Richard Parker to discuss religion and specifically the Christian's role in supporting the Iraqi War.

Thursday, July 19, 2007, 7:30 p.m.

"Consider This: Steve Wingfield"

Dr. Steve Wingfield, local author and evangelist, joins Richard Parker to discuss religion and prayer on a local and national level.

Sunday, September 9, 2007, 1:30 p.m.

"Consider This: Archbishop of Galilee Elias Chacour"

An Arab by birth, Christian by faith, and citizen of the modern state of Israel, Archbishop Chacour has become a global ambassador for reconciliation, traveling between the Middle East and other countries, spreading the message of peace.

Sunday, September 16, 2007, 6:00 p.m.

"Living in Virginia: Life of Peace in a Time of War"

"Life of Peace" presents a brief history of the Conscientious Objector (CO) movement from the Civil War to World War II. Focusing on the movement during World War II, the program features interviews with former COs and follows them to their former work camps as they relate their patriotism, their non-violent stance and their pride in serving their country. People interviewed in the show included members of the Mennonite Church and Church of the Brethren who were former Conscientious Objectors, philosophy and religion educators, and ministers from the Mennonite church.

Thursday, December 13, 2007, 7:30 p.m.

"Consider This: Pastor Alvano Gutierrez"

Pastor Alvano Gutierrez describes Grace Covenant Church in Harrisonburg as "one church with two congregations." WVPT's *Consider This* host Richard Parker talks with the pastor about the congregation, the Harrisonburg Spanish community, and assimilation.

Grace Covenant Church has a Spanish and English service, and Pastor Gutierrez says there was a need and vision for a Spanish church because of the large amount of Hispanic people in the area. Grace Covenant Church is one of nine Spanish churches in the area, and has about 315 members in the congregation. The church is hoping to add a third service that will include both Spanish and English.

Thursday, December 27, 2007, 7:30 p.m.

"Consider This: Wendy Miller, Eastern Mennonite University"

Eastern Mennonite University professor and campus pastor, Wendy Miller, talks about prayer with host Richard Parker on "Consider This" Thursday, December 27, at 7:30 p.m.

Wendy Miller describes prayer as a conversation. She says people speak to God and God replies. The reply may not be the same, but God knows what people need to hear. Miller explains that all religions have some sort of prayer. She and Richard Parker discuss these and other issues concerning prayer on this episode of *Consider This*.

II. Web Elements included links to enhance an understanding of diverse religious beliefs and a printable document with questions for a small-group activity.

WVPT used logos, images, wording and video supplied to enhance the PRAYER IN AMERICA portion of wvpt.net. We linked to the national Prayer in America site and streamed our Prayer in America-related programs on www.wvpt.net. We provided the Prayer in Armed Conflict Newsletter and PRAYER IN AMERICA Workshop Guide as PDFs for download and printing. We also created a Small Group Study Questions document and a list of links to local religious groups.

Project outcomes / intended impact: Report the measurable outcomes for your project and the overall impact you achieved. What was different as a result of your project?

Website Statistics:

There were a total of 3,117 hits.

53 Videos were streamed from the page.

The awareness and appreciation that this project generated in a community that is so diverse is important. The viewing area has welcomed substantial immigrant populations. One can drive to the local Wal-Mart and see Russian and Hispanic families in their church clothes coming to shop on a Sunday afternoon. A bit farther down the road one can pass horse and buggies driven by Old Order Mennonite families who live a "plain" life striving to retain a purity apart from temptations of the world. And in between, there is a substantial population that grew up here, went to school here and vividly remembers a time when you knew everyone and no one spoke a foreign language.

Community Partner(s): Identify your community partner(s)/coalition(s) and describe their roles in the project. What worked effectively in your relationship(s) and what could have been improved? How will your station/organization continue to work with these partners and build sustainable relationships?

The planning team included members of the WVPT staff: President & General Manager Bert Schmidt, Vice President & COO Tony Mancari, Production Manager Sarah Downs, Director of Corporate Communications Gail Smith, Director of Programming Wanda Zimmerman, Director of Development Marilyn Maitland, Education Specialist John Neumann, Producer Brent Finnegan. The host of *Consider This* - Richard Parker - was involved in obtaining guests for some of the programs. Community leaders involved in the programming included Mennonite, Brethren and Hispanic ministers, educators and lay persons; the former president of a local Mennonite university; an evangelist and the Archbishop Elias Chacour.

The local educational institutions, educators, churches, and ministers worked very well and very willingly with WVPT. WVPT has and continues to promote the culture, history and legacy of the viewing area and it is appreciated by those who watch and participate in our local programming. The good and positive reactions from those who participated in these local programs will further help the station with projects in the future aimed at serving viewers.

Promotion: Describe how you promoted your project. What benefits resulted from this promotion?

WVPT promoted the project on-air. A total of 107 promos aired.

The web element was present online from August through the project's conclusion in December 2007. The PRAYER IN AMERICA grant link on the home page was placed so that it was seen when the home page opened on both small and large monitors.

News releases were sent to the media to promote the programs and mention of the programs airing as part of this project was added to member emails sent each month.

Benefits: Viewers, web visitors and the media were aware of the PRAYER IN AMERICA grant project and all of its facets. The amount of on-air promotion helped make the station's members and viewers more aware of the project, the topic, the programs, the various guests and their work. The guests were appreciative of the promotion effort and the focus of the PRAYER IN AMERICA project.

Evaluation Plan: How did you evaluate your project? What lessons did you learn and how might you do things differently on future projects?

The communication between the various departments at WVPT concerning this project went well. Everyone understood the project and what it entailed. Completing the project was not a problem. It is unfortunate that WVPT had to cancel its panel discussion show, due to budget restraints. A panel discussion would have added a different approach to the topic.

Target Audience(s): Describe the participants/audiences you served (demographics and circumstances).

Membership averages 5,000 households a year. WVPT's member is typically female, age 50 and above, college educated and with higher-than-average income. Actual viewing full day averages 50,000. The WVPT viewing area includes areas where diverse populations live in work in the poultry and seasonal labor industries. (WVPT's service area is largely agricultural with several small cities.) Immigrant populations in Harrisonburg city schools make up nearly one-third the elementary school population.

Reach/Impact:

Station events + workshops	NA
Community events	NA
Distribution of outreach materials	87
Web site visitors	3,117
Promotion/Publicity of outreach activities	
News releases were distributed to the media promoting the programs broadcast for the Prayer in America grant.	400
Prayer in America information was included in emails to members.	15,000
On-air (outreach and outreach promotion only)	107
Partner(s)' Contacts/Activities (unduplicated)	50
TOTAL	18,761

Broadcast Viewership

WVPT does not have over-night ratings available. Since the PRAYER IN AMERICA two-part special was broadcast in December instead of November, WVPT does not have Nielsen ratings, either. WVPT is small market station and a community licensee seen in a mostly rural area of 29 counties in western and central Virginia by way of an off-air signal and cable. Recently, WVPT has been added to Dish

Network and DirecTV in the Washington, D.C. market, which overlaps our 29-county coverage area to the north.

MONTHLY PROJECT UPDATES - WVPT/Harrisonburg, VA **(NOTE: Provided to Document Project Implementation)**

January 2008 Update: All Grantee Activities Completed.

December 2007 Update: Reports Gail Smith, "In December, WVPT is airing the last two prayer-related programs promised for the PRAYER IN AMERICA grant. We have now fulfilled all of our promises. The final report is the only item left to be completed."

Consider This: Alvaro Gutierrez, Pastor - Iglesia Pacto
and Translator Erick Arnez, Administrative Assistant - Iglesia Pacto

Pastor Alvaro Gutierrez describes Grace Covenant Church in Harrisonburg as "one church with two congregations." WVPT's "Consider This" host Richard Parker talks with the pastor about the congregation, the Harrisonburg Spanish community, and assimilation on Thursday, December 13, at 7:30 p.m.

Grace Covenant Church has a Spanish and English service, and Pastor Gutierrez says there was a need and vision for a Spanish church because of the large amount of Hispanic people in the area. Grace Covenant Church is one of nine Spanish churches in the area, and has about 315 members in the congregation. The church is hoping to add a third service that will include both Spanish and English.

Members of the congregation come from Central and South America, including the countries of Columbia, Bolivia, Guatemala, El Salvador and Mexico. Pastor Gutierrez says that although church members may be from different countries, speaking the same language makes getting along easier and helps keep them together as a family.

Consider This: Wendy Miller, Eastern Mennonite University

Eastern Mennonite University professor and campus pastor, Wendy Miller, talks about prayer with host Richard Parker on *Consider This*, Thursday, December 27, at 7:30 p.m.

Wendy Miller describes prayer as a conversation. She says people speak to God and God replies. The reply may not be the same, but God knows what people need to hear. Miller explains that all religions have some sort of prayer. She and Richard Parker discuss these and other issues concerning prayer on this episode of *Consider This*.

November 2007 Update: Gail Smith reports that, "We are maintaining our PRAYER IN AMERICA web pages. They have a prominent link on the WVPT—Virginia's Public Television home page - www.wvpt.net.

We have produced one more *Consider This* program featuring a local Hispanic pastor. We have one more *Consider This* program to produce featuring a Russian religious leader. Both of these shows will air in December 2007.

We are also broadcasting the two-part series PRAYER IN AMERICA on Friday, December 21, and Friday, December 28, at 10:00 p.m. both days.

These activities will satisfy WVPT's promises for the PRAYER IN AMERICA grant."

October 2007 Update: Reports Gail Smith, "We are maintaining our PRAYER IN AMERICA web pages. They have a prominent link on the WVPT—Virginia's Public Television home page - www.wvpt.net. We are planning two more "*Consider This*" programs featuring Russian and Latino religious leaders. These shows will likely air in December, close to the broadcast of PRAYER IN AMERICA. This will satisfy WVPT's commitments for the PRAYER IN AMERICA outreach grant."

September 2007 Update: From Gail Smith, "We've updated our web pages and they have a prominent link on the WVPT—Virginia's Public Television home page - www.wvpt.net. The printable brochure is online now, along with the recently distributed workshop guide. In September, WVPT re-aired "*A Life of Peace in a Time of War, a Living in Virginia Special*" and *Consider This*: Archbishop Elias Chacour. Our web master is getting the streamed version of these shows online this week. Two more new *Consider This* programs will air in December as the remaining programs promised for the PRAYER IN AMERICA grant.

August 2007 Update: From Gail Smith, "We've completed our web pages and they have a prominent link on the WVPT—Virginia's Public Television home page - www.wvpt.net. The printable brochure is in its final stages and will be added shortly. It has taken the form of discussion questions for a small group, whether it be a Sunday School class, a prayer group or a group of friends.

In September, WVPT will re-broadcast *A Life of Peace in a Time of War, a Living in Virginia Special* on Sunday, September 16, at 6:00 p.m. This program is being updated with the PRAYER IN AMERICA funding statement. The show highlights the history of the Conscientious Objector (CO) movement, which started during the Civil War. COs tell of their love of God and of country, and how they chose alternate service opportunities, often at their own peril, rather than pick up arms to fight during World War II. The *Consider This*: Archbishop Elias Chacour program will also be re-aired in September. These two shows will join the two other *Consider This* programs aired earlier as videostreamed resources on our PRAYER IN AMERICA web pages. (Two more *Consider This* programs are being planned for air before the national broadcast of PRAYER IN AMERICA)."

Are you encountering any obstacles or difficulties that we should know about?

Due to recent layoffs and reduction in local programs, we have gotten permission to do four *Consider This* programs on Prayer in Conflict. This reflects an addition of one *Consider This* show since our roundtable discussion series *Virginia Viewpoints* was canceled. Thank you!

July 2007 Update: *Consider This*: Steve Wingfield Evangelistic Association was produced by and broadcast on WVPT on July 19 at 7:30 p.m. The topic—Prayer in Conflict—was discussed on the program. I am having five DVD copies of the show made, in preparation for the final report. **NOTE:** *Outreach Extensions* has requested one DVD copy of the show to assess its usefulness to upload to the national PIA Web site.

We're continuing to work on the web pages using pieces of the Resource Guide emailed to grant participants. We are proofing copy for the online, printable brochure. Then the copy goes to the Graphic Designer for layout and then up on the web. WVPT's newly designed wvpt.net was launched the first week of July.

Due to recent layoffs and reduction in local programs, we have gotten permission from Outreach Extensions to do four *Consider This* programs on Prayer in Conflict. This reflects an addition of one *Consider This* show since our roundtable discussion series *Virginia Viewpoints* was canceled due to loss of funding. Thank you!

June 2007 Update: *Consider This*: Myron Augsburg was produced by and broadcast on WVPT the last week of May. The topic—Prayer and Conflict—was discussed on the program. I've had five DVD copies of the show made, in preparation for the final report to Outreach Extensions.

Web pages continue to be created, using pieces of the Resource Guide emailed to grant participants by Outreach Extensions. WVPT's newly designed wvpt.net will be launched the first week of July. *NOTE: Outreach Extensions has requested one copy of the DVD to preview in anticipation of uploading the production to the national Web site or to a link on YouTube.*

May 2007 Update: *Consider This:* Myron Augsburg is being produced by and broadcast on WVPT the last week of May. Denise has given approval that this be counted as one of the programs to apply toward the grant, even though it is outside of the September–November window of promised program broadcasts. We anticipate that it will be rebroadcast in the fall.

Web pages are being created, using pieces of the Resource Guide emailed to grant participants. Other web materials forwarded to WVPT's webmaster include descriptions of programs to be broadcast and produced in accordance with this grant.

April 2007 Update: Gail Smith reports, "A document detailing the activities WVPT committed to in the grant application was created and forwarded to all departments and individuals involved. The document details which programs will be rebroadcast September–November 2007, as well as the new programs to be produced and aired. The document also details the web elements WVPT will be responsible for creating and posting to the Internet. The document specifically notes that all elements must contain the funding credit.

A meeting with those involved took place on April 23. At this meeting, the requirements were discussed in detail and questions from those involved were addressed. Everyone seems prepared to work on his or her element of the grant."

March 2007 Update: A document detailing the activities WVPT committed to in the grant application has been created and forwarded to all departments and individuals involved. The document details which local programs will be rebroadcast September to November 2007, as well as the new programs to be produced and aired. The document also details the Web elements WVPT will be responsible for creating and posting to the Internet. It specifically notes that all elements must contain the funding credit.

A meeting with all people involved has been scheduled for April 23. Project requirements will be discussed in detail so everyone is aware of what he or she is responsible for and is given a timeline for completion.

GRANTEE: WXXI/Rochester, NY

FINAL REPORT

Submitted by Shelley Figueroa, Coordinator, Education and Outreach
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved (circle response)

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Completely satisfied (circle response)

Original Abstract: WXXI and planning team members propose to use the grant funds and national outreach campaign materials to develop three facilitated, interfaith workshop/dialogues designed to meet the needs of the Rochester community. The target audience is faith community leaders. The goals of these forums will be to define a common thread among faiths and focus on obtainable goals.

Rochester has a rich history of interfaith dialogue. Groups such as the Center for Interfaith Studies and Dialogue at Nazareth College, the Commission on Christian-Jewish Relations, InterFaith Forum of Rochester, and Rochester Women's Interfaith Coalition are committed to ongoing dialogue among Rochester's diverse faith communities. PRAYER IN AMERICA will provide materials for this already engaged group of community leaders to look at and discuss Prayer and Crisis and Prayer and Armed Conflict - how they relate to the local community - and then to share strategies with their constituents.

Rochester is the third largest city in New York State. WXXI is a community joint licensee (radio/television) that provides viewing services to 387,000 households in eleven county areas and southern Ontario, Canada province. WXXI television is broadcast on 20 cable systems in Western and Central New York.

Final Report narrative:

Beginning in April 2007, WXXI met with key partners, the Upstate New York Chapter of the National Building Coalition Institute (NCBI) to plan its PRAYER IN AMERICA initiative. It was decided that it would be helpful if a planning team was in place that characterized the religious make-up of our community to help plan the workshop/dialogues. WXXI and NCBI identified representatives from the Jewish, Islamic, Catholic, Presbyterian, Native American and Fundamentalist communities to form the planning committee. Over the course of several months, the materials from PRAYER IN AMERICA (i.e. the web, resource guide, program clips), were utilized by the planning committee to organize three facilitated interfaith dialogues. The planning committee was also charged to identify who in our community should be included in the three interfaith workshop/dialogues and when and where they would occur. It was decided that the dialogues be tightly moderated by NCBI. The following dialogues took place:

Dialogue one - November 1, 2007 - Religious Leaders

Attendees included religious leaders providing a unique opportunity for the heads of Rochester's faith based community to come together rather than their designees. This dialogue gave participants a chance to grow in understanding the history of religion in shaping American public policy. This dialogue also provided attendees the opportunity to apply the historical context to today's contemporary society and the issues of our times (many faiths and expressions) to reflect on how and when we pray together and the collective value in doing so, especially around the recent spike in

violence in our community. Attendees requested the opportunity to meet again and discuss PRAYER IN AMERICA and how it relates to the escalation of violence.

Dialogue two - November 29, 2007 - Religious Leaders/Congregational Leaders (lay & clergy)

Attendees included religious leaders and clergy. The dialogue focused around violence in our community and the need for leaders of diverse faith to address the issues and to talk about identifying with people in pain who are from different religious communities. Using the PRAYER IN AMERICA program clips and resource guide sparked a dialogue that created a table with which to bring issues and needs together. Several participants are looking forward to working together to create a vehicle that addresses the issues of armed conflict in our neighborhoods that is typically "slow moving." As a result of "outreach beyond the broadcast" a group of religious leaders will continue to meet to look at the role of interfaith people addressing the crisis of violence in our community.

Dialogue Three - January 23, 2008 - Religious Leaders/Congregational Leaders (lay & clergy) and Public Officials

This was a unique opportunity for our faith based community to come together with public officials. Attendees included religious leaders, clergy and public officials. This session proved to be very challenging to bring public officials to the table, but we were able to get two city council members, two college presidents, the Executive Director of the Monroe County School Board Association, and a representative from the County of Monroe. The discussion focused around the role of prayer in civic life of our community and the nuances surrounding prayer in public places. In addition to a facilitated conversation, Tom Hampson, Attorney, gave an overview of the legal issues. Participants were given the opportunity to:

- Explore for themselves - making the decision about whether to offer prayer, and if so, what considerations, struggles, and concerns come up for them.
- When and how we might pray together during open community activities - communication with diverse audiences
- Exploring when and how we might pray together and how we might expand this experience to more people and more faith communities and to investigate how public officials might encourage such dialogue with in their respective communities

Project outcomes / intended impact: Report the measurable outcomes for your project and the overall impact you achieved. What was different as a result of your project?

The primary goal was to expand opportunities for further dialogue with greater numbers of people. Based on evaluation results and ongoing community dialogue the project outcomes and intended impact was reached:

- Participants received a DVD copy of PRAYER IN AMERICA and the resource book and were encouraged to take these resources back to their religious communities for further use.
- The Interfaith Forum of Rochester showed film clips of the documentary followed by a discussion at their bi-monthly meeting on January 17th.
- Dr. John Walker (participant) brought the conversation to his church and found it very interesting.
- Rev. Gordon Webster (participant) gave a sermon based on the project - he keeps the resource guide in his car and reads portions in between meetings - he finds them very useful.
- The impact of the dialogues fostered interracial and interfaith actions and conversations
- Created a continued discussion about not what is different but what is the same
- The opportunity for additional conversations to contribute the best that religion has to offer - not to condemn.
- The opportunity to expand opportunities for further dialogues beyond the broadcast with greater number of people.

Community Partner(s): Identify your community partner(s)/coalition(s) and describe their roles in the project. What worked effectively in your relationship(s) and what could have been improved?

How will your station/organization continue to work with these partners and build sustainable relationships?

- Upstate New York Chapter of the National Coalition Building Institute (NCBI) took the lead as key partners. They organized a planning team and developed three facilitated interfaith dialogues/workshops. One designed for religious leaders, one for religious leaders and clergy and one for religious leaders, clergy and public officials.
- Planning committee members helped to identify who in our community should be included in the three interfaith workshop dialogues and when and where they would occur. Planning committee members represented the following:
 - Presbyterian Church
 - Catholic Diocese of Rochester
 - Fundamentalist Church Community
 - Baptist Church
 - Jewish Community
 - Muslim Community

WXXI currently has an excellent working relationship with NCBI. We are currently working together on the Campaign for Love and Forgiveness.

Promotion: Describe how you promoted your project. What benefits resulted from this promotion?

- Station Signals - The series broadcast was featured in the January, 2008 member guide (distribution 30,000).
- On Line Education Newsletter - the series broadcast was featured in the January, 2008 monthly e-newsletter. (distribution 8,000 subscribers - and approx. 2,500 additional hits per month)
- The program was promoted on the WXXI's front web page (with a link to the national site)
- Since the dialogues were targeted to specific groups of people, letters of invitation were sent to potential dialogue attendees. The letters were sent by WXXI's President and CEO, Norm Silverstein.
- WXXI utilized the postcards from Prayer in America as a way to promote the local broadcast of the program. (WXXI broadcast on January 6 and 13 at 11 p.m. - Rochester Cable 12 on January 29 & 30 at 7 p.m.). The postcards were distributed to dialogue attendees and distributed via table top displays throughout the community. Promoting the initiative to dialogue attendees served as an excellent conduit to reaching multiple community congregations.
- Letters of invitation were sent to possible participants. The letter came from Norm Silverstein, WXXI President and CEO.

Evaluation Plan: How did you evaluate your project? What lessons did you learn and how might you do things differently on future projects?

WXXI, key partners and the planning committee developed an evaluation for each conversation. Key planning members and the planning committee were interested in knowing what participants took away from their sessions, who participants thought would benefit from these conversations and next steps. The evaluation results were helpful in continuing to plan additional conversations.

Target Audience(s): Describe the participants/audiences you served (demographics and circumstances). Designate the number of people your station reached through project activities: This project served Religious Leaders, Congregational Leaders (lay & clergy), and Public Officials representing the following:

- Access Opportunity Program, SUNY Geneseo College
- Genesee Valley Presbytery
- Center for Spirituality, Nazareth College
- Nazareth College
- Catholic Diocese of Rochester
- Church of the Latter-day Saints
- Jewish Community Federation
- Baptist
- Town of Irondequoit
- Amitabha Foundation
- Methodist Church
- Ganondagan State Historic Site (Native American)
- Interfaith Alliance of Rochester
- Hindu
- Rochester City Council Members
- American Baptist
- Islamic
- Monroe County School Boards
- Zen
- Progressive National Baptist
- Monroe County

Reach/Impact:

Community events	100
Distribution of outreach materials	24 (DVD)
	100 (resource guides)
Web site visitor's	209,000 (WXXI front page)
Promotion/Publicity of outreach activities	30,000 (member guide)
	10,500 (e-newsletter)
	300 (postcards)
On-air (outreach and outreach promotion only)	81,606
Partner(s)' Contacts/Activities (unduplicated)	3,000
TOTAL	1,069,045

Broadcast Viewership

Hour 1 - (January 6 @ 11 p.m. on WXXI-TV 21 (cable 11)	Approx. 3,000
Hour 2 - (January 13 @ 11 p.m. on WXXI-TV 21 (cable 11)	Approx. 3,000

The program also aired on Rochester City 12 - a cable channel for City of Rochester Residents on January 29 and 30 at 7 p.m. Unfortunately there is not way to track how many people watched the program, however, there are approximately 140,000 homes within the City of Rochester who subscribe to cable.

MONTHLY PROJECT UPDATES - WXXI/Rochester, NY

(NOTE: Provided to Document Project Implementation)

January 2008 Update: All Grantee Activities Completed.

December 2007 Update: WXXI hosted the second community conversation on **November 29, 2007**. Attendees included senior religious leaders in our community and clergy. The following attended the PRAYER IN AMERICA screening/dialog:

- The Most Rev. Matthew Clark, Catholic Diocese of Rochester
- Rt. Rev. Jack McKelvey, Bishop, Episcopal Diocese of Rochester
- Iman Yusuf Sharif, Islamic Da'wah Community Center
- Ms. Isobel Goldman, Jewish Community Federation (planning committee)
- Dr. John S. Walker, Progressive National Baptist Convention, Inc.
- Rev. Lawrence Hargrave, Mt. Olivet Place Baptist Church, InterFaith Forum of Rochester (planning committee)
- Mr. Steve Jarose, Upstate New York Chapter National Coalition Building Institute (planning committee)
- Ms. Joyce Herman, Upstate New York Chapter National Coalition Building Institute (planning committee)
- Mr. Chand Mehta, Hindu Temple
- Sr. Gratia L'Esperance, The Interfaith Alliance of Rochester (TIAR), Sisters of Mercy (planning committee)
- Rev. Gordon Webster, Downtown United Presbyterian Church
- Rabbi Alan Katz, Temple Sinai
- Lynne Boucher, Director, Center for Spirituality, Nazareth College
- Fowziyyah Ali, Access Opportunity Program, SUNY Geneseo
- Peter Jemison, Native American - Ganondagon Historic Site
- Rev. Richard Myers, Greater Rochester Community of Churches
- Jay Thompson, Rochester Zen Center
- Fr. Laurence Tracy, Catholic Diocese of Rochester

November 29, 2008 Forum - This conversation was facilitated by Joyce Herman, representing the National Coalition Building Institute. At the request of participants of the first forum, and to further explore the connection of interfaith prayer and dialogue to action, this discussion focused on the crisis of violence in our community. Clips from PRAYER IN AMERICA were shown. Each participant received a DVD copy of the program along with the resource guide to share in their individual religious communities. As a result of these two meetings - the group has decided to continue the dialogue to take action in this arena. Jay Thompson from the Rochester Zen Center will be taking the lead to organize further dialogue.

WXXI will broadcast PRAYER IN AMERICA on January 6 and 13 at 11 p.m. Also, Rochester City Cable 12 will broadcast the program on January 29 and 30 at 7 p.m.

WXXI will feature the PRAYER IN AMERICA broadcast in the member guide (January, 2008) - Station Signals (circulation 30,000)

The planning committee met on December 10, 2007 to plan the third and final forum. Religious leaders, as well as public officials and school leaders (local school districts and higher education) will be invited. The conversation is scheduled for January 23, 2008 and will examine the role of prayer in the civic life of our community and the nuances surrounding prayer in public places. The tentative plan is to show a clip of the program followed by discussion. Joyce Herman will facilitate the discussion along with a panel consisting of a civil liberties attorney, an elected official, and a religious leader who would most likely be invited to pray in public.

The forums to date have been very successful. As a result from the first two sessions a group of religious leaders have decided to continue the conversations as it relates to violence in our community. Although we feel that it will be challenging to bring elected officials to the table we are confidently looking forward to a successful third forum.

November 2007 Update: WXXI hosted its first community conversation on **November 1, 2007**. Attendees included senior religious leaders in our community. The following attended the PRAYER IN AMERICA screening/dialogue:

- The Most Rev. Matthew Clark, Catholic Diocese of Rochester
- Rt. Rev. Jack McKelvey, Bishop, Episcopal Diocese of Rochester
- Mr. Frank Howard, Amitabha Foundation
- Rev. Alan Newton, American Baptist Churches, Rochester Genesee Region
- Iman Yusuf Sharif, Islamic Da'wah Community Center
- Ms. Isobel Goldman, Jewish Community Federation (planning committee)
- Dr. John S. Walker, Progressive National Baptist Convention, Inc.
- Rev. Lawrence Hargrave, Mt. Olivet Place Baptist Church, InterFaith Forum of Rochester (planning committee)
- Mr. Steve Jarose, Upstate New York Chapter National Coalition Building Institute (planning committee)
- Ms. Joyce Herman, Upstate New York Chapter National Coalition Building Institute (planning committee)
- Rev. Susan Hartley, Genesee Valley Presbytery
- Mr. Chand Mehta, Hindu Temple
- Sr. Gratia L'Esperance, The Interfaith Alliance of Rochester (TIAR), Sisters of Mercy (planning committee)
- Rev. Gordon Webster, Downtown United Presbyterian Church
- Rabbi Alan Katz, Temple Sinai
- Rev. Ruthellen Hoyle, United Methodist Church
- Minister Franklin Florence, Central Church of Christ
- Bishop James Wright
- Lynne Boucher, Director, Center for Spirituality, Nazareth College
- Amala Wrightson, The Zen Center
- Mark Hare, Rochester Democrat & Chronicle Newspaper

November 1, 2007 Agenda:

As we gather, you are invited to introduce yourself to someone you don't know, share something you feel (gratitude at this moment) and share an identity or a passion outside your role as a religious leader.

- Welcome - Norm Silverstein, President and General Manager of WXXI and Joyce Herman, Facilitator
- Go around - who's in the room
- Prayer
- Silent
- An Inclusive Prayer
- Particular prayer to one person, one faith, which the entire group witnesses
- Go around - explain what prayer was like
- Community Resource book
- A chance to speak to one another
- Clip of Prayer in America
- Small groups - experiences of interfaith prayers
- What do we need to know about your group when we pray together
- What works and what doesn't
- Clip of Prayer in America
- Interfaith dialogue (small groups)
- What needs to happen to engage the praying community in Rochester meaningful action?
- What has already worked?

- How can we maintain/offer hope?
- Realistic next steps
- Evaluations - see attached compilation of results
- What are you taking away?
- Who should be invited to the next two forums?

The conversation was facilitated by Joyce Herman representing the National Coalition Building Institute. The following topics were general comments collected from the group (see attached for details):

- Interfaith Prayer
- Prayer and Violence
- Steps already happening in our community
- Suggestions for the future
- Small Group Sharing
- Cautions and opportunities
- General comments from the large group discussions
- Faith Prayer suggestion

The second in this series of three conversations will take place on November 29th. Evaluation results and meeting notes are still being compiled and will be included in the December 30, 2007 report.

WXXI will broadcast PRAYER IN AMERICA on January 6 and 13 at 11 p.m. Also, Rochester City Cable 12 will broadcast the program on January 29 and 30 at 7 p.m.

WXXI will feature PRAYER IN AMERICA broadcast in the member guide - Station Signals (circulation 30,000).

The planning committee will meet in December (date TBA) to plan the third dialogue, tentatively schedule in January, 2008.

October 2007 Update: On October 17, 2007, WXXI and key partners met for a planning meeting. The meeting opened with a silent prayer and participants were able to share what that moment of silent prayer meant to them. The agenda also included discussion about the agenda for the upcoming November 1, 2007 conversation as well as discussion of plans for the second meeting which will host local public officials. The following planning committee members attended the October 17th meeting:

- Sister Gratia L'Esperance, representing the Diocese of Rochester
- Reverend Lawrence Hargrave, representing Mt. Olivet Baptist Church
- Rev. Gordon Webster, representing Downtown United Presbyterian Church
- Joyce Herman, National Coalition Building Institute
- Steve Jarose, National Coalition Building Institute
- Shelley Figueroa, WXXI

The first scheduled conversation will take place at WXXI on Thursday, November 1, 2007. The following are confirmed to attend the PRAYER IN AMERICA screening/dialogue:

- The Most Rev. Matthew Clark, Catholic Diocese of Rochester
- Rt. Rev. Jack McKelvey, Bishop, Episcopal Diocese of Rochester
- Mr. Frank Howard, Amitabha Foundation
- Dr. Mohammad Shafiq, Islamic Center of Rochester
- Rev. Alan Newton, American Baptist Churches, Rochester Genesee Region
- Iman Yusuf Sharif, Islamic Da'wah Community Center
- Ms. Isobel Goldman, Jewish Community Federation (planning committee)
- Dr. John S. Walker, Progressive National Baptist Convention, Inc.
- Rev. Lawrence Hargrave, Mt. Olivet Place Baptist Church, InterFaith Forum of Rochester (planning committee)

- Mr. Steve Jarose, Upstate New York Chapter National Coalition Building Institute (planning committee)
- Ms. Joyce Herman, Upstate New York Chapter National Coalition Building Institute (planning committee)
- Rev. Susan Hartley, Genesee Valley Presbytery
- Mr. Chand Mehta, Hindu Temple
- Sr. Gratia L'Esperance, The Interfaith Alliance of Rochester (TIAR), Sisters of Mercy (planning committee)
- Rev. Gordon Webster, Downtown United Presbyterian Church
- Rabbi Alan Katz, Temple Sinai
- Rev. Ruthellen Hoyle, United Methodist Church
- Minister Franklin Florence, Central Church of Christ
- Bishop James Wright
- Lynne Boucher, Director, Center for Spirituality, Nazareth College
- Jamie Jacobs, Native American
- Amala Wrightson, The Zen Center

Joyce Herman will be facilitating the conversation on November 1st and will finalize the agenda based on suggestions made at the planning meeting on October 17th. All agreed, although Rochester is blessed with interfaith collaborations - the committee agrees that we still have a long way to go. The committee hopes that these conversations will:

- create a forum that will continue in this community
- create a table to bring issues and needs together
- create a vehicle to address the issues of armed conflict in our neighborhoods that is typically "slow moving"
- foster interracial and interfaith conversations
- create a continued discussion about not what is different but what is the same
- Opportunity for conversation to contribute the best that religion has to offer - not to condemn.

The second in this series of three conversations will take place on November 28 or 29th - Joyce is going to see what dates are better for Rochester's Mayor and Monroe County Executive. Joyce suggests that if we can get the mayor or county executive to attend other public officials will follow. It was agreed that area college Presidents and school district Superintendents be included in the second conversation.

September 2007 Update: WXXI continues to work closely with the planning committee and lead partner, the Upstate Chapter of the National Coalition Building Institute. A letter from WXXI's President and CEO was composed and sent to our community religious leaders (40 total) inviting them to the first conversation tentatively scheduled for November 1, 5 or 6th. We are waiting to see what date is best for most. Religious leaders represent Presbyterian, Catholic, Mormon, Christian, Methodist, Jewish, Amitabha, Native Americans, Zen, Episcopal, Baptist, Mennonite, Jain, Reformed Church in America and Islamic faiths.

The planning committee agrees that the session format remain what was agreed at a previous meeting: Each session may require a different structure and format because of the audience. We need to ensure that the forums will be tightly moderated. The introduction will set the tone. We could review the reasons for the gathering, set the agenda, and be sure to capture ideas for follow-up via an evaluation process. This will be an interactive experience for everyone.

Outcomes for this session would be:

- An unique opportunity for heads of faith to come together (rather than their designees)
- A chance to grow in understanding of the history of religion in shaping American public policy
- To apply the historical context to today's contemporary society and the issues of our times (many different faiths and expressions)
- To reflect on how and when we pray together and the collective value in doing so

August 2007 Update: Shelley Figueroa submitted this very interesting and comprehensive report for August:

August 20, 2007 - WXXI and key partners met for a planning meeting.

- V.V. Raman, representing the Muslim Community
- Sister Gratia L'Esperance, representing the Diocese of Rochester
- Isobel Goldman, representing the Jewish Community
- Reverend Lawrence Hargrave, representing Mt. Olivet Baptist Church
- Joyce Herman, National Coalition Building Institute
- Steve Jarose, National Coalition Building Institute
- Dr. Sarwat Malik
- Arun Gandhi

Agenda:

- Opening Prayer
- Timing of Dialogues
- Forum for Public Officials
- Session Format
- Invitation list for senior adjudicatory officials

Opening Prayer - We then shared a moment of silence, where each could pray according to her/his religious tradition. After, Joyce asked for feedback. Knowing that prayer can take many forms, including silence, generic expression, focus within a given tradition, or be the combined effort of all present, Joyce wondered what came up for each of us during this time. Here is the feedback:

Sarwat: Usually a person is designated to share a prayer. I felt isolated in my own Faith. This was not a collective process. I would have liked that.

Arun: Why do we pray? I pray for peace of mind...to center myself. I prefer a silent prayer, so I can focus my mind. I welcome silence. In interfaith situations, one can pray aloud, giving each faith group equal respect, so the dominant faith does not dominate.

Lawrence: In my tradition of African American (Christian) Baptist, prayer is very important. It is an invitation for God's presence to bless a gathering. In my experience, Christians don't get together often across ecumenical lines, let alone across interfaith lines. Prayer can be powerful in interfaith work. It makes a statement about the group intent.

VV: I like prayer as a meditation, to center myself, not to ask for something. For interfaith gatherings, one could say something like "May there be harmony, peace, and well being between the peoples of the world." Our collective gathering is an expression of the unfathomable mystery in our desire to be together.

Joyce: There is an interesting tension between acknowledging the silence, and the yearning to speak and connect with one another.

Isobel: Each morning I say my morning faith prayer. I look forward to being together in interfaith settings to hear someone pray on behalf of all of us.

Sr. Gratia: In the Sisters of mercy, we have so many prayers...of gratitude, petition, and peace. There is a power in sharing prayer and hearing the words of others.

Steve: In interfaith settings, prayer enables me to discover in others what we share collectively. A different word or turn of phrase brings new awareness and meaning. We help to create a sacred space here, which we then carry with us throughout the day, so the space we are in at the moment becomes sacred. Or, we become aware that it is already sacred.

Arun: My grandfather started the Interfaith tradition in India. There are so many religions there. He created a space "in the open" where no one is threatened. Everyone is welcomed. This occurred twice a day. In Memphis, we asked all faiths to gather in prayer for peace, following the Rodney King verdict in Los Angeles. Each speaker had five minutes to say whatever they wanted about the idea of peace or forgiveness. Some people said afterward that "Prayer saved Memphis from exploding."

In response to these profound reflections, Joyce concluded by saying "May this conversation and this sacred space inform us in this project and in our lives."

Timing of Dialogues: It now appears that the film will be airing sometime around Thanksgiving. It was felt that we could do some of the conversations BEFORE the official release date as a motivating factor, and for publicity purposes. Participants could see a clip from the documentary. Scheduling might also be easier before Thanksgiving. WXXI has offered us space to host the dialogues in the studio area. It is a large, neutral, public space suited to such a gathering. Break out space is available. Much discussion was had around dates for the dialogues.

We are thinking of hosting the forum with public officials the second week in January.

The other forums would be earlier in November. Possible dates include:

- Thursday, November 1st (AM/PM)
- Monday afternoon, November 5th
- Tuesday November 6th (AM/PM Election Day)
- Monday November 19th (AM/PM)

Forum for Public Officials: Possible participants include the County Executive, Mayor, and town supervisors. Possible goals could be:

- To foster inter-religious dialogue and open communication with diverse
- Audiences
- To explore when and how we might pray together
- To determine how we might expand this experience to more people and more faith communities
- To investigate how public officials might encourage such open dialogue
- within their respective communities and within the community of Monroe

Session Format: Each session may require a different structure and format because of the audience. We need to ensure that the forums will be tightly moderated. The introduction will set the tone. We could review the reasons for the gathering, set the agenda, and be sure to capture ideas for follow-up via an evaluation process. This will be an interactive experience for everyone.

Invitation list for senior adjudicatory officials: Tentative list includes Bishop Violet Fisher; Bishop McElvey, Bishop Clark; Alan Newton; Dr. Shafiq, other Imams, Hindu Rep (VV Raman will guide us here), Presbytery of Rochester, President Board of Rabbis, Bishop Wright (Church of God in Christ), Unitarian Universalist, Quakers, Church of Latter Day Saints, Native Traditions, Jain, Bahai, Sikh, Buddhist, Spiritualist, etc. Personal follow-up contact of some sort will be necessary to ensure attendance.

Outcomes for this session would be something like:

- An unique opportunity for heads of faith to come together (rather than their designees)
- A chance to grow in understanding of the history of religion in shaping American public policy
- To apply the historical context to today's contemporary society and the issues of our times (many different faiths and expressions)
- To reflect on how and when we pray together and the collective value in doing so

A warm thank you was extended to each of the planners for their insight, caring, and commitment.

Next planning committee meeting - TBA

July 2007 Update: On July 23, 2007, WXXI and key partners met for a planning meeting.

- V.V. Raman, representing the Muslim Community
- Sister Gratia L'Esperance, representing the Diocese of Rochester
- Isobel Goldman, representing the Jewish Community
- Reverend Lawrence Hargrave, representing Mt. Olivet Baptist Church
- Joyce Herman, National Coalition Building Institute
- Steve Jarose, National Coalition Building Institute
- Shelley Figueroa, WXXI

Agenda:

- Goals for the project
- Partners
- Who, what, where & when
- Film Clip (for those who missed the June 5 meeting)

• The meeting began with a few moments of silence and personal prayer followed by a prayer by V.V. Raman. The planning committee discussed ways in which to reach the entire community with this initiative and an effective way to organize the forums/workshops. It was proposed that three forums/workshops be held for three separate constituencies:

- *Political/public officials*
- *Religious leaders*
- *Congregational leaders (lay and clergy)*

At the next meeting, planning committee members will provide the names of appropriate people who can provide lists of who to invite to the separate forums/workshops. It is expected that 30-40 people will attend each forum/workshop.

- Planning committee members agreed that it would be helpful for this initiative for the community to "share" the experience of other congregations. Planning committee members will compile a list of congregations that will make a special effort and invitation to welcome visitors to their congregations. Dates and times will be shared with the community.
- Promotion for all activities planned can be included in WXXI Station Signals, WXXI and partner online web sites and newsletters, etc.
- The forums/workshops will be held at WXXI Studio (A) during the last week in November and first week in December - dates to be discussed at the next meeting.

Next planning committee meeting - August 20, 2007.

June 2007 Update: On June 5, WXXI and key partners met for a planning meeting. Attendees included:

- Reverend Gordon Webster representing the Downtown Presbyterian Church
- Sister Gratia L'Esperance representing the Diocese of Rochester
- Marilyn Mathis representing the Fundamentalist Church Community
- Reverend Lawrence Hargrave representing Mt. Olivet Baptist Church
- Joyce Herman, National Coalition Building Institute
- Steve Jarose, National Coalition Building Institute
- Marion French, WXXI

The agenda included:

- Brief overview of the Grant
- Exploring the Concept of Civil Religion in America
- Who are the Players?
- Where and when the dialogues might occur

It was recognized that although Rochester has been a national leader in promoting interfaith dialogue and understanding, a relatively small number of dedicated people have been at the heart of this initiative. All agreed that this grant will provide the opportunity for further dialogue with greater numbers of people. The key partners viewed the six-minute video clip which added to an even richer discussion. The planning committee is looking at the third week in October for the first of a series of three workshops. Possible venues include Nazareth College Center for Interfaith Studies and Dialogue, Interfaith chapel at the University of Rochester, The Divinity School or Roberts Wesleyan College or Memorial Art Gallery. The committee will meet again on July 11, 12 or 23 (exact date TBD).

May 2007 Update: The scheduled planning meeting for May 31 has been rescheduled for Tuesday, June 7. WXXI key team partners, Steve Jarose and Joyce Herman from the National Coalition Building Institute will meet with planning team members from the Jewish, Islamic, Catholic, Presbyterian, Native American and Fundamentalist community to discuss next steps for this project. The materials that were received from the national PRAYER IN AMERICA campaign will be used for this planning session.

April 2007 Update: WXXI met with key team partners Steve Jarose and Joyce Herman from the National Coalition Building Institute (NCBI). The purpose of the meeting was to plan next steps. It was decided that in addition to the original planning team members that representatives from the Native American and Fundamentalist communities be invited to participate on the planning team. WXXI will host a planning team meeting on May 31 with members from the Jewish, Islamic, Catholic, Presbyterian, Native American and Fundamentalist communities to review program clips and facilitators resource materials so that they can lay out a plan for the community dialogues.

March 2007 Update: WXXI is still in its initial stages of planning and coordination for PRAYER IN AMERICA. Station staff will begin meeting with partners by the middle of April, 2007 to discuss a timeline and plan next steps.

PRAYER IN AMERICA

OUTREACH FINAL REPORT – Round 2 Grantees
Submitted by Outreach Extensions

www.prayerinamerica.org

Dream, Explore, Experience
-The Duncan Group-

Iowa Public
Television 



Introduction and Summary

"I appreciated the opportunity especially to learn about the basic premise behind other religious views. My deepest hope is that during this brief time we shared together that the audience as well as other panelists came away with a new appreciation for the depth and breadth of religious views in America."

--participant, University of Michigan at Dearborn screening

"The show flowed so well, we plan to create sections on our Web site which will break new ground for our web design and development efforts. It is also our intent to consider another outreach effort (of our own) this fall using PRAYER IN AMERICA and another live call-in program. We made a difference in the lives of our guests; they have become closer and communicate better because of our efforts."

--Dan Schiedel, General Manager, RSU Public Television, Claremore, OK

This was an example of public television outreach at its finest! The strong partnership with the very organized Multi-faith Council made this event go as planned with participants wanting more.

--Kathy Smith, Director of Early Learning and Outreach, WGTE/Toledo

"Use of these materials provides a 'best practices' interfaith model when sharing rituals/prayers used at baccalaureates, invocations, benedictions."

--participant, WXXI/Rochester screening

In summer 2006, Outreach Extensions was retained by Iowa Public Television, the presenting station for PRAYER IN AMERICA, to work in conjunction with IPTV and The Duncan Group, producers of the documentary, on a comprehensive national outreach campaign for the two-hour public television program. The national outreach campaign used PRAYER IN AMERICA as a catalyst to bring people together in interfaith dialogue. It was designed to stimulate discussion about the role of prayer from contemporary perspectives. The emphasis was on interreligious dialogue - respectful of the unique contributions different religious groups have made to the shaping of the religious history of the United States.

Original campaign objectives were:

- To increase public awareness of, and build interest in, the two-part documentary series, PRAYER IN AMERICA, and the national outreach campaign as a means to advance interfaith dialogue about the role of prayer in public life.
- To develop and distribute media tools and resources to support community utilization of PRAYER IN AMERICA among key target audiences and promote long-term use within communities.
- To build upon local strengths, support coalition building, and establish sustainable interfaith dialogue in collaboration with public television stations and their local partners. Projects will increase awareness of interfaith groups and motivate them to establish ongoing discussions after the initial screenings or facilitated workshops.
- To enable local faith leaders and communities to formulate meaningful interfaith dialogue and increase public understanding about topics such as:
 - The role of prayer or spirituality in their town or city
 - Controversial and potentially divisive issues
 - Prayer in relation to culture
 - The role of faith in pushing for civil change

- Values of religious freedom and democracy
- The role and impact of prayer in American history and in people's everyday lives
- To encourage media to recognize the importance of prayer in American life and culture.

The outreach campaign incorporated various community constituencies. For **faith leaders**, the production offered a strategic opportunity to build bridges to interfaith community engagement - using media to open communication with today's media savvy audiences. **Special outreach** was also made to seminaries and departments of religion at colleges and universities; in conferences; through national partners; and to the larger community - congregations, lay leaders, ministerial groups, and chaplains in prisons and military settings.

Like the production, the campaign was multi-faith and inclusive - offering a broad-based approach that appealed to viewers across interfaith lines. After reviewing an early treatment of the film provided by The Duncan Group, Outreach Extensions proposed an outreach campaign centering around five contemporary outreach themes:

- **Prayer and Armed Conflict** explores Americans' prayers for peace building, particularly in this time of war. The module encourages group discussion and contemplation and recognizes the need to feel secure and at peace in our nation. Content for this session includes War and Peace, Reflections on War, Terrorism, and the Case for Democracy. Workshop participants created dialogue on how prayers are expressed for our soldiers and military leaders as well as citizens of countries with which America is in conflict.
- **Prayer and Social Justice** considers the impact and expressions of prayer in historical and contemporary developments in our nation's history. Workshop participants were given the opportunity to compare and contrast prayerful examples in the American Civil Rights Movement with contemporary topics such as Immigration Reform.
- **Prayer and Forgiveness:** Many varying faith traditions, as well as individuals practicing no formal religion, share a common belief that individuals can fall short of their promise, but be redeemed by a change in behavior and belief. The workshop studies the notion of redeemed and redeemer and engages in discussion regarding Prisoner Reentry, Victim - Perpetrator Reconciliation, Recovery from Alcohol and Substance Abuse, and Transformation.
- **Prayer and the Constitution** considers influences from America's early history as well as contemporary constitutional issues. It examines the history of prayer and religious practices and how the faith and values of America's founding fathers influenced the Constitution. Topics include the historic/judicial/constitutional issues surrounding Faith-Based Prison Programs, Prayer in Schools and Public Places, and Prayer and Religion in general.
- **Prayer and Crisis** explores both individual and collective prayer responses to challenging experiences. In times of crisis, how do Americans deal with events such as September 11 and Hurricane Katrina, as well as with conflicts affecting families and communities? In addition, what is the role of prayer in healing, whether for individuals, communities, or our nation?

These themes were used to develop a **comprehensive community resource guide** for use by outreach staff at public television stations; seminaries and departments of religion at colleges and universities; houses of worship; and community groups. The resource guide features essays from a number of scholar theologians, including several featured in the PRAYER IN AMERICA documentary. The guide also includes discussion questions on each of the five outreach themes that can be used to stimulate interfaith dialogue.

An extensive Web site (www.prayerinamerica.org) was developed to support the broadcast and the national outreach campaign for PRAYER IN AMERICA. The Web site contains a six-

minute trailer for the documentary on its home page. Additional features on the site include a narrative of the *American Prayer* project envisioned by James P. Moore, Jr.; a description of the documentary and The Duncan Group; a blog section for dialogue on many aspects of prayer; the 200-page community resource guide; a selection of interfaith resources, including a prayer directory and interfaith calendar; and a "Watch & Listen" section featuring local productions from public television station grantees.

A cornerstone of the outreach campaign was its **station grants program**. In January 2007, 20 public television stations were awarded grants to conduct outreach activities using PRAYER IN AMERICA.

Due to the tremendous response to this project and the successes of Round 1 grantees, Outreach Extensions offered **Round 2** grants to six additional grantees. Five grants were awarded in the amount of \$4,000, and one station received \$1,600. Projects were authorized to begin April 1, 2007 and were completed by June 20, 2008 with final reports due by July 15, 2008.

Grantees completed a wide array of project activities at the local community level, including Web sites, panel discussions and screenings, and on-air productions. Project highlights include the following:

- **Detroit Public Television** - Said project manager, Sarah Kittle, "In bringing together the different faith communities, we hoped to move forward within our own larger metropolitan community toward a greater understanding of all faiths. Our physical location is unique in that we have, in Dearborn, the country's largest Muslim population. We also have a very large Black Christian population in the city of Detroit as well as a large and influential Jewish community in the city's northern suburbs. Our project goal was to increase understanding of all that the different religious faiths have in common. We wanted to demonstrate the shared aspects of all faiths. Panelists' concepts of God were varied; their forms of prayer differed. What they agreed upon was that prayer was powerful, very personal, and that we all needed a lot more of it."
- **RSU Public Television/Claremore, OK** - RSU's project generated many ideas from the public: Create on our website a *prayer in Green Country* section that includes streaming video of sound bites not used on air, creating a discussion forum (blog) about prayer, posting all the call-in questions, comments and emails that did not make it on air. The show flowed so well, we plan to create these sections on our web, which will break new ground for our web design and development efforts. It is also our intent to consider another outreach effort (of our own) this fall using PRAYER IN AMERICA and another live call-in program. Says General Manager Dan Schiedel, "We made a difference in the lives of our guests; they have become closer and communicate better because of our efforts."
- **WJCT/Jacksonville, FL** - WJCT partnered with OneJax, an interfaith organization that promotes respect and understanding among people of different religions, races, cultures and beliefs, to present a PRAYER IN AMERICA debate. The project allowed WJCT to create an educational, marketing and advocacy media piece for OneJax to continue the dialogue around public prayer.
- **WFYI/Indianapolis** - WFYI continued its relationship with its primary partner, St. Luke's United Methodist Church with a six-week series of prayer-themed dialogues over dinner. Discussion groups had no leader, and their composition was random each week. What became very interesting was the range of responses and interpretations about the questions. At the session about *Prayer and Forgiveness*, one group explored forgiveness as a foreign policy issue and another group looked at personal relationships. At the session on *What is Prayer?* some explored family prayer practices and others, national prayer. Another group talked about what they learned about prayer as a child.

- **WGTE/Toledo** - WGTE's partnership with the Multi-faith Council of Northwest Ohio allowed both parties to realize the following vision: Drawing together diverse faiths, in mutual respect, friendship, cooperation and service. They were able to develop a panel of faith leaders representing Christianity, Hinduism, Islam, Judaism, and Buddhism.
- **WXXI/Rochester** - WXXI developed partnership with two new organizations during this process. The Upstate New York Chapter of the National Coalition Building Institute, Inc. is a leadership development organization which helps people build community across differences. NCBI works in communities across the world to reduce intergroup conflict, and has helped address issues such as bullying in schools, affirmative action and public policy, and hate crimes, among others. Nazareth College is an independent, co-educational institution with a liberal arts and sciences core offering undergraduate and graduate studies. Nazareth has a strong commitment to experience-based learning and civic engagement. Nazareth promoted and provided their facility for the symposium.

GENERAL OUTCOMES

- Station outreach projects during Round 2 garnered a reach of more one million impressions (see chart on next page).
- Station outreach staff were able to cultivate new relationships, often for the first time with religious bodies.
- Campaign participants continued the dialogue on prayer through interfaith connections at the local level.
- The outreach campaign often brought new viewers to the broadcast of PRAYER IN AMERICA.
- Grantees leveraged financial awards with additional local support.
- PRAYER IN AMERICA campaign resources, i.e., community resource guide, facilitated workshop guide, e-newsletters, DVD copies of the documentary, and project staff technical assistance, enabled grantees to reach a high level of success.

Final grantee summaries are included on the following pages, along with select proof-of-performance materials.

PRAYER IN AMERICA Station Impressions
Round 2 Grantees

	Events	Distribution of Materials	Web Site	On-Air Outreach/ Promotions	Outreach Broadcast	Partners	Total
Detroit Public Television	150	70	5,300	1,419	0	2,000	8,939
RSU Public TV/Claremore, OK	0	300	3,000	300,000	27,000	0	330,300
WJCT/Jacksonville, FL	150	3,000	1,500	500,000	3,000	3,000	510,650
WFYI/Indianapolis	385	385	0	146,000	0	940	147,710
WGTE/Toledo, OH	65	0	2,400	13,000	20,000	500	35,965
WXXI/Rochester, NY	14	100	0	0	0	5,000	5,114
							-
PRAYER IN AMERICA Web Site			<u>45,060</u>				<u>45,060</u>
							-
TOTAL	764	3,855	57,260	960,419	50,000	11,440	1,083,738

GRANTEE: Detroit Public Television

FINAL REPORT

Submitted by Sarah Kittle, Project Manager
\$4,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Completely satisfied

Original Abstract

Detroit Public Television is planning to host a screening and panel discussion of PRAYER IN AMERICA at University of Michigan-Dearborn in June 2008. Activities will be targeted to the interfaith community and the multi-ethnic, multi-cultural student body of U of M-D. Seventy-five people are expected to attend.

The panel will be coordinated by Steve Spreitzer of the Michigan Roundtable for Diversity and Inclusion (formerly the National Conference for Community and Justice). Panelists will reflect the broad range of religious affiliations in Southeast Michigan.

The event will be promoted at the DPTV website, DPTV E-News, through the Michigan Roundtable and by other outreach partners. Footage of the event will also be streamed at the website and used in station presentations.

The goals of Detroit Public Television's PRAYER IN AMERICA outreach project are to increase understanding of how all religious faiths have elements in common and to demonstrate how prayer has played a critical role in shaping the social fabric of the local community. As a result of this project, people will be more aware of the shared aspects of Christian, Jewish, Muslim and other faiths.

Final Report Narrative

The PBS program PRAYER IN AMERICA seeks to answer the question, "How did we get here?" Here in Detroit, we felt it was necessary to go a little further and also ask, "Who *are* 'we'?" and "Where are 'we' going?"

Project Outcomes/Intended Impact

America in metro Detroit is a diverse group of people with a multitude of disparate beliefs. In June, at the University of Michigan-Dearborn (U of M-D) campus, a group of 10 panelists from nine different faiths agreed to come together, watch a screening of the two-hour program, and discuss PRAYER IN AMERICA. They were brought together for us by Steve Spritzer, the director of the Michigan Roundtable for Diversity and Inclusion (MRDI), specifically for the diverse viewpoints that they brought to the discussion.

The panel consisted of a Bahá'í, a Buddhist, a Christian, a Hindu, two Jains, a Jew, a Muslim, a Native American and a Sikh.¹ These men and women—all colors, shapes and sizes—discussed what prayer is to

¹ Ted Amsden (Bahá'í); John Cassetta (Buddhist); Rev. Dr. Wayne Ten Roberts (Christian); Sharada Kumar (Hindu); Mrs. Bhavna Mehta and Mr. Mahesh Vora (Jain); Dr. Mitch Elkiss (Jewish); Haji Naja Bazy (Muslim); Jerilyn Church (Native American); and Raman Singh (Sikh).

them, how they pray, and what they pray for. Among many other things, we learned that prayer is, above all else, a very personal and private matter.

This panel was given an advance copy of the PRAYER IN AMERICA DVD and was told they would each be given 2-3 minutes to talk about what they thought of the program. They were also to be ready to answer questions from the audience, which was comprised of 45 Worldviews conference attendees plus 65 others who were separately registered for the screening alone.

Promotion

To promote the event, we sent an email to 1,419 Filmmunity and Box Office members. We also posted the information on our Community Events Webpage and on our Home page. MRDI used their own contact list, and Worldviews sent emails to individuals who had attended their conference in previous years. Worldviews coordinator Rev. Dan Appleyard also created a flyer which he distributed to his congregation at Christ Episcopal Church in Dearborn.

Working with MRDI, Worldviews, and Sharie Beard of U of M-D, we arranged to have a nicely catered dinner between the two hours of the film. We arranged for gifts for the panelists and for a small camera crew² to shoot film of the event for use on our Website. We were eager to capture what we figured would be thought-provoking, eye-opening and highly controversial footage of outbursts of extreme faith. What we did get was deeper and most encouraging.

In bringing together the different faith communities, we hoped to move forward within our own larger metropolitan community toward a greater understanding of all faiths. Our physical location is unique in that we have, in Dearborn, the country's largest Muslim population. We also have a very large Black Christian population in the city of Detroit as well as a large and influential Jewish community in the city's northern suburbs.

Our project goal was to increase understanding of all that the different religious faiths have in common. We wanted to demonstrate the shared aspects of all faiths. Panelists' concepts of God were varied; their forms of prayer differed. What they agreed upon was that prayer was powerful, very personal, and that we all needed a lot more of it.

Although this discussion seemed mild because there was no argument or raised voices, all of the panelists (with the sole exception of the two Jains³, and only because there were two) were alone in their distinct beliefs. Their core beliefs in virtue and spirituality were similar, but the basic tenets of their faith were at odds. One cannot be a Christian, who believes that Jesus Christ is his personal savior, and be a Buddhist at the same time; however, one can be a Christian who *respects* a Buddhist and interacts with him.

The panelists were very clear on their concept of God—and whether He (or She) even exists. They each stated what they believed, spoke to the issue of submission and how we are humbled by our beliefs and at the same time, empowered by them. We found that we have similar intentions when praying, either for ourselves or for others. We found that all of us agreed that loving and respecting each other was the answer to the problems facing the world.

Another goal of this project was to demonstrate how prayer has played a critical role in shaping the social fabric of the local community. We could have pre-arranged topic discussions which may have helped to excite the audience, such as the hearing held in Hamtramck a few years ago concerning the

² Kathy Dubrish on camera and Elaine Danielian as assistant and sound

³ From Wikipedia—"Jainism is a religion that has traditionally been confined to the Indian sub-continent and parts of the Middle East. However, with immigration policies being liberalized along with increasing multiculturalism in western countries, local Jain populations are rising (especially in Northern America). It is a religion in which there is no supreme 'creator' but all life is considered worthy of respect. It emphasizes this equality of all life, advocating the protection of the smallest creatures."

Islamic "Call to Prayer" being amplified. We chose to let the questions come naturally from the viewing public, and therefore, the questions were of a more peaceable nature.

The very first question tackled the issue of, "Why don't we pray together more often?" because the film talked about how we seem to come together in prayer very easily in times of crisis. The panelists discussed the fact that we, as a people, have a hard time seeing the "oneness," or the commonalities between us. They also discussed the phenomenon known as, "cocooning," in which members of a particular group that believes it under attack will turn away from the outside world and seek support solely among its own members.

The Native American panelist mentioned that some aspects of her belief had been basically pirated by 'New Age' practitioners. Another question, asked by an African-American of the Native American, was how her people coped with the near annihilation of their race by a people who claimed to come in the name of God. She spoke to the fact that, "we can only go forward." Another audience member asked for advice in connecting with today's youth. The panel stressed educating our youth, being open to discussion, and introducing diversity at home. One panel member said she believed they (the youth) were leading the way as far as interfaith dialogue went.

A third goal in showing this screening was to keep the Community Cinema/*Independent Lens* audience engaged and aware of what we were doing. Because we stayed in contact with them and had a film available for them to screen, we feel we were successful in meeting this goal.

We were excited to be given the chance to join with Worldviews and MRDI. As these organizations are ongoing interfaith concerns, through them we were able to give local faith leaders and communities an outlet and an audience for meaningful interfaith dialogue. Through the screening and discussion, we were able to increase public understanding about topics discussed in PRAYER IN AMERICA.

Evaluation

MRDI staff member Tanaya Parker handled the registration for the event and director Steve Spreitzer spearheaded the search for panelists and moderated the discussion after each segment. Worldview's Rev. Dan Appleyard acted as host, and U of M-D's Sharie Beard, Dr. Claude Jacobs and Ed Moran acted as the main facilities coordinator, Worldviews liaison, and technical coordinator, respectively.

We did a respectable job of coming together and working out details, despite the fact that, because of other commitments, we had difficulty all meeting at the same time. Still, with the use of communications technology, (i.e. telephone, email) we all got to the same page. More familiarity with the technical equipment on-site by the presenters would be helpful, but that is only gained by experience.

We will continue to work with MRDI and have actually begun to discuss a youth program tentatively titled "Detroit Doors," which will invite interfaith dialogue between youth groups. There is another MRDI project currently being researched involving the local Jewish community.

Both Christ Episcopal Church and U of M-D have offered their facilities for future screenings and projects. The room we used on the U of M-D campus was perfect for screening, and the staff was very easy to work with, and eager to work with us! We look forward to doing more projects together in the future.

The panelists seemed unanimous in their opinion that the time spent in this project was worthwhile. They expressed their desire to continue the dialogue. One of the panelists said in an email, "I appreciated the opportunity especially to learn about the basic premise behind other religious views. My deepest hope is that during this brief time we shared together that the audience as well as other panelists came away with a new appreciation for the depth and breadth of religious views in America."

Reach/Impact

Number of people you reached through events/activities: 150

Number of people you reached through promotions: 50,000

Number of materials you disseminated (total number of all materials combined that you distributed to the community): 1419

Number of people who visited the Web site: 5,300

Partner contacts: 2000

MONTHLY PROJECT UPDATES - Detroit Public Television

(NOTE: Provided to document project planning and implementation)

May 2008 Update: Reports Marta Hoetger and Sarah Kittle, "Much of the planning has been completed. The event will be from 4:30-8:30 at the UM-D CASL Building on the campus in Dearborn on Monday, June 23rd. It will consist of an introduction by Dr. Lucinda Mosher and a screening [Part I and discussion plus Part II and discussion] with a very informal dinner in between. It includes a 30 minute registration period not part of the actual event.

We will use the atrium in the CASL Building for dining. The atrium and surrounding area can hold 150 people for special events. We will have two separate panels with four or five people on each. Steve Spreitzer and/or Dan Appleyard will moderate the discussions. We will film the discussions and edit the content for video streaming. We'll also use the Web to promote the event, and produce Web content as well."

April 2008 Update: Steve Spreitzer, Executive Director of the Michigan Interfaith Roundtable, has committed to being the facilitator and we've agreed on the date of Monday, June 23rd. Others involved include Dr. Claude Jacobs of the University of Michigan-Dearborn and Rev. Dan Appleyard, the coordinators of the Worldviews Seminar, and Dr. Lucinda Mosher, a visiting professor from NY.

Rev. Spreitzer and Sarah Kittle, who is managing the project for Detroit Public Television, are meeting on May 13th to discuss speakers.

GRANTEE: RSU Public Television/Claremore, OK

FINAL REPORT

Submitted by Dan Schiedel, General Manager
\$4,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Completely satisfied

Original Abstract

RSU Public Television is committed to programming that promotes cultural understanding, minority affairs and the arts. Remarks General Manager, Dan Schiedel, "PRAYER IN AMERICA is a perfect fit to help us generate dialogue that we hope to see foster interfaith alliances and engage our participants, viewers, and sponsors in fulfilling, deepening thought and conservation.

We propose to run the two-part documentary on Tuesday, April 22nd and Wednesday, April 23rd 2008 at 8 p.m. each evening. The following evening, Thursday, April 24th, we plan to create a live call-in program called *Prayer in Green Country*. This one-hour live call-in show will be fashioned as a roundtable discussion hosted by Dr. James Ford, Rogers State University's religion and philosophy professor. Our guests will include five local religious leaders representative of Jews, Muslims, Pentecostal Evangelicals and Holistic New Age school of thought. Our plans are to bring them all together for an evening of candid discussion about prayer, ideals, reconciliation and love. Our local spin-off will air at 8:00 p.m. CST April 24th.

Our target audience is our 1.2 million citizens in northeast Oklahoma (Tulsa DMA). We believe PRAYER IN AMERICA is a perfect fit for the interests of our viewers (the belt buckle of the Bible belt).

Our timeline is to promote this project beginning one month prior to its broadcast and see it through to completion on Thursday, April 24th. Our goals mirror the documentary's goal of reflecting diverse and sometimes conflicting perspectives that inspire viewers to examine the role religion and prayer play in personal lives, politics and culture. We hope to establish interfaith alliances that will continue to create cultural understanding and acceptance for Northeastern Oklahomans."

Final Report Narrative

We ran the two-part documentary, PRAYER IN AMERICA, on Tuesday, April 22nd and Wednesday, April 23rd 2008 at 8 p.m. each evening. On the following evening, Thursday, April 24th, we produced a live call-in program called *Prayer in Green Country*. This one hour live call-in show was fashioned as a round-table discussion hosted by Dr. James Ford, Rogers State University's religion and philosophy professor. Our guests included three local religious leaders representative of Muslims, Protestants/ Evangelicals and Holistic New Age school of thought. We brought them all together for an evening of candid discussion about prayer, ideals, reconciliation and love. Our local spin-off aired at 8:00 p.m. CST April 24th.

We rebroadcast PRAYER IN AMERICA on the following Sunday, April 27 from 3-5 p.m. and ran *Prayer in Green Country* again from 5-6 p.m.

Our goals mirrored the documentary's goal of reflecting diverse and sometimes conflicting perspectives that inspire viewers to examine the role religion and prayer play in personal lives, politics and culture.

We helped establish interfaith alliances that will continue to create cultural understanding and acceptance for Northeastern Oklahomans.

Project Outcomes / Intended Impact

Ideas generated from the show: Creating on our website a "prayer in green country" section that includes streaming video of sound bites not used on air, creating a discussion forum (blog) about prayer, posting all the call-in questions, comments and emails that did not make it on air. The show flowed so well, we plan to create these sections on our web, which will break new ground for our web design and development efforts. It is also our intent to consider another outreach effort (of our own) this fall using PRAYER IN AMERICA and another live call-in program. We made a difference in the lives of our guests; they have become closer and communicate better because of our efforts.

Promotion

- We sent over 200 postcards and handed out an additional 100 postcards to our members, advisory board and others throughout our community;
- We broadcasted a total of 336 on-air spots for *Prayer in Green Country*;
- All information about the series and our outreach was on our websites splash/home page and a separate page was set up for more information which included contacts, links and other information relative to our programs;
- \$2,707.14 purchased ¼-page ads in the Sunday and Tuesday editions of the Bartlesville, OK paper and the Claremore, OK Daily Progress and a 1/2 page ad in the weekend Broken Arrow, OK paper.

Evaluation Plan

Production discussion immediately followed the live program and evaluated production value, response, and effectiveness of our efforts. We felt as if the program(s) were well thought through and produced; however, we felt more could have been accomplished with more lead time. "Man on the street" interviews added to the production value. Our plans are to develop another program with other members of the clergy/religious sector not represented in this last round. We also intend to add additional web components as we have the opportunity to do so - fall of 2008. We hoped to have all components up before the next broadcast of the series.

Target Audience

Our target audience is our 1.2 million citizens in northeast Oklahoma (Tulsa DMA). We believe PRAYER IN AMERICA was/is a perfect fit for the interests of our viewers (the belt buckle of the Bible belt).

Reach/Impact

Number of people you reached through events/activities: N/A

Number of people you reached through promotions: 300,000

Number of materials you disseminated (total number of all materials combined that you distributed to the community): 300

Number of people who visited the Web site: 3000

Outreach broadcast: 27,000

Partner contacts: N/A

MONTHLY PROJECT UPDATES - RSU Public Television

(NOTE: Provided to document project planning and implementation)

May 2008 Update: All grantee activities completed. Final report will be submitted by July 15, 2008.

April 2008 Update: Dan Schiedel reported, "KRSC rebroadcasted PRAYER IN AMERICA on Sunday, April 27 from 3-5 pm and ran *Prayer in Green Country* from 5-6 pm on the same day. Also during this reporting period, the station:

- Sent out 200 postcards to members who support "Classic Gospel" and "Music in the Spoken Word" programming on the station
- Held a preproduction planning meeting with Executive Producer
- Held meetings discussing content with host Jim Ford
- Held meetings discussing program with production team
- Conducted a remote production - MOS taping
- Traveled to and from remote locations
- Had discussions in the field with viewers, preachers & religious leaders
- Developed advertising and press releases

Many ideas were generated from the show: Creating on our website a *Prayer in Green Country* section that includes streaming video of sound bites not used on air; creating a discussion forum (blog) about prayer; posting all the call-in questions, comments and emails that did not make it on air.

The show flowed so well, we plan to create these sections on our Web site, which will break new ground for our web design and development efforts. We plan to add additional web components as we have the opportunity to do so. We hope to have the components up before the end of this grant cycle in June 2008."

GRANTEE: WJCT/Jacksonville, FL

FINAL REPORT

Submitted by Circe LeNoble, Grants Manager
\$4,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 **8** 9 10 Fully achieved

The event was very successful in generating conversation about public prayer, and especially public prayer in Jacksonville, among the audience. Although the audience was very diverse at all levels, one particular group missing was those representing public government. The program resulting from the event is still in production stages and will be aired on July 23rd at 8pm and 11pm on Channel 7.4, WJCT & Partners.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 **8** 9 10 Completely satisfied

The event was successfully executed, with a few difficulties with securing debate participants.

Original Abstract

WJCT is partnering with OneJax, an interfaith organization that promotes respect and understanding among people of different religions, races, cultures and beliefs, to present a PRAYER IN AMERICA debate. The expected goal of this event is to continue the discussion of public prayer in Jacksonville, via an alternative delivery system, for an anticipated studio audience of 200. An additional goal is to create an educational, marketing and advocacy media piece for OneJax to continue the dialogue around public prayer.

The event will begin with clips from PRAYER IN AMERICA and follow with debate on the topic, *Public Prayer in Jacksonville: Inclusive or Persona?* Local colleges and universities will have their debate teams participate in a judged structured debate hosted at WJCT in Studio A with a studio audience. After the debate, there will be a small reception to further conversation about the topic as well as announce the winners of the debate. Attendees will be asked to fill out a survey reflecting the desired goal of the evening and the effectiveness of the project to meet that goal. The event will be filmed for future editing, producing and broadcasting.

Area religious leaders and public officials are invited to attend and will also be asked to serve as judges for the debate. Edward Waters College has confirmed their participation as well as the Florida Coastal School of Law. Other area schools that have been contacted include, Jacksonville University, University of North Florida and Florida Community College Jacksonville. The event is free and open to the public.

WJCT is a joint (television and radio) licensee and serves a population base of over 1.7 million in urban and rural areas of Northeast Florida and Southeast Georgia. We are based in Jacksonville, Florida and include cities of Brunswick, Georgia, and Gainesville and St. Augustine, Florida. Our population resides in the Florida counties of Duval, Baker, Clay, St Johns, Nassau, Putnam, Flagler, Columbia, Union, Alachua, Bradford and Georgia counties of Brantley, Ware, Charlton and Camden. Our supporters number over 11,000. WJCT's weekly come for our flagship channel, Channel 7, averages 260,000 households.

Final Report Narrative

WJCT partnered with OneJax, an interfaith organization that promotes respect and understanding among people of different religions, races, cultures and beliefs, to present a PRAYER IN AMERICA debate.

The event began with clips from PRAYER IN AMERICA and was followed with a formal debate addressing the question: *Should someone offering a prayer at a public event consider the diversity of all faiths and pray in an inclusive way...or, should the prayer reflect their personal beliefs and faith tradition?*

The topic was debated by two teams made up of two students each from Florida Coastal School of Law and Stanton Preparatory High School. Karen Feagins, morning news reporter for 89.9 WJCT-FM, served as moderator and the judges included Christine Holland, Instructor in the Communications Department at the University of North Florida; Rod Sullivan, a local attorney and an Asst. Professor at Florida Coastal School of Law; Emad Ahmad, an Illinois-registered attorney specializing in civil rights law, particularly dealing with religious discrimination issues, and who is also the current Executive Director of the Jacksonville Council of American Islamic Relations; Christopher Roederer, teacher of Constitutional Law at Florida Coastal School of Law and author currently working on a book on Constitutional Law; and David Sacks, a local attorney and Professor at Florida Coastal School of Law.

The team taking the Affirmative position, that someone offering a prayer at a public event should consider the diversity of all faiths and pray in an inclusive way, consisted of Al Alonso (Stanton) and Javier Rivera (Florida Coastal). Taking the Negative position, that someone offering a prayer at a public event should pray in a manner that reflects his or her own personal beliefs and tradition, were Will Fisher (Stanton) and Vafa Faez (Florida Coastal). After tabulating the scores, the judges concluded that the team taking the Affirmative position won the debate.

The audience of approximately 150 community members furthered their conversation after the debate at a small reception.

WJCT recorded the debate event and will air it on July 23 at 8:00 PM and again at 11:00 PM on WJCT & Partners, which airs on Digital Channel 7.4 and Comcast Cable channel 212. OneJax also plans to utilize the video in assorted ways in the future.

Project Outcomes / Intended Impact

The expected goal of this event was to continue the discussion of public prayer in Jacksonville, via an alternative delivery system, for an anticipated studio audience of 200. An additional goal was to create an educational, marketing and advocacy media piece for OneJax to continue the dialogue around public prayer.

The event was a huge success and deemed very interesting and educational by those who attended. Many responded by email, stating that the event was "great" and encouraging us to develop more events of similar nature and style.

Florida Representative Audrey Gibson attended the event and asked for broadcast information about the debate and PRAYER IN AMERICA so that she may distribute the information to her constituents. Through this avenue is the possibility of a future partnership to raise awareness among the political community.

WJCT is applying the final touches to the marketing and advocacy piece for OneJax to take away from this partnership and for WJCT to use for broadcast. With this tool, OneJax plans to inform the community of the topic and open discussions with the appropriate people to address the issue of inclusive public prayer.

Community Partner(s)

- OneJax. The collaboration with OneJax was exceptional. They were responsible for the details and execution of the event.
- Florida Coastal School of Law provided two students and two judges for the event.
- Stanton Preparatory High School originally provided three students, but only two participated in the final event.
- University of North Florida was not able to provide any debaters, but did assist in the organization and execution of the event and provided a judge.
- Jacksonville Council of American Islamic Relations provided a judge for the evening.
- Partnerships were also extended for debate participants and judges through OneJax to:
 - Edward Waters College
 - Jacksonville University
 - Florida Community College of Jacksonville
 - Bolles School
 - Episcopal High School of Jacksonville

OneJax was very effective in communicating with all the partners and outlining our expectations. We found it difficult to secure participants. Although all the schools were invited to participate, only four responded with students and from that only two schools were finally represented at the actual event. One aspect that certainly played a part was the timing of the event, in June. Were the event to have taken place during the school year, we are certain that we would have had more and stronger commitments from students and could have included entire debate teams.

WJCT has collaborated with OneJax, University of North Florida, Jacksonville University and Florida Community College of Jacksonville in the past and continues to explore future opportunities.

Promotion

OneJax produced and distributed a press release which garnered an article in the Folio Weekly. The press release was distributed to:

- Jacksonville Business Journal—nonprofit reporter, Daily Email editor, In the News, calendar;
- Florida Times-Union—Editorial page Editor, Religion Reporter, Metro editor, Reader Advocate, calendar, calendar, People in the News, Business reporter, Community News Editor & Calendar;
- Folio Weekly—Editor; The Financial News & Daily Record—Editor & reporter;
- jacksonville.com—online content editor;
- Beaches Leader—Editor; Ponte Vedra Recorder—Editor;
- Jewish News—Editor;
- First Coast News—Assignment Editors and assorted reporters, Morning Show Producer;
- WJXT Channel 4—Assignment Editor and assorted reporters, Morning Show Producer;
- CBS 47—Assignment Editor and assorted reporters;
- Jacksonville Magazine;
- 904 magazine;
- WOKV—NewsTalk Radio—News Director;
- WJCT—Scott Kim and Karen Feagins

WJCT produced a story and aired it on 89.9FM the week prior. A television spot was also created for the broadcast of the show in July.

The event was presented on www.WJCT.org and www.OneJax.org. OneJax created and distributed a poster/flier at area religious facilities, participating colleges and universities, and other public information areas in the First Coast. OneJax used their email network to send the flier as an attachment to the following groups:

- Jacksonville Human Rights Commission,
- First Coast Diversity Network,
- Chamber of Commerce,
- JCCI,
- JCCI Forward,

- WJCT,
- Downtown Vision, Inc. and others.

The event was posted on community calendars in print and online at ExpereinceJax.com, craigslist.com, Jacksonville.about.com, Jacksonville.com and DowntownJacksonville.org and was distributed via an email newsletter by Downtown Jacksonville.

From this promotion, we had over 150 guests attend the event. The results from the broadcast of the event are yet to be recorded.

Evaluation Plan

The evaluation of this collaboration is based on number of participants, the feedback received from the audience and participants, the future opportunities provided by the event, and the quality of the final broadcast material. Although we did not reach our target of 200 audience members, we have generated a quality take home for OneJax to be able to continue their advocacy of inclusive prayer.

We believe the most difficult aspect that created the most complications came simply with the timing of the event. Had the event been scheduled during the school year, participation among the debaters would have been greater and much more consistent. During the summer there were no debate teams available, many of the students had returned home and time commitments were complicated by work schedules.

Reach/Impact

Number of people you reached through events/activities: 150

Number of people you reached through promotions: 300,000

Number of materials you disseminated (total number of all materials combined that you distributed to the community): 3000

Number of people who visited the Web site: 1500

Outreach broadcast: 3000

Partner contacts: 3000

MONTHLY PROJECT UPDATES - WJCT/Jacksonville, FL

(NOTE: Provided to document project planning and implementation)

May 2008 Update: The first planning meeting was held on May 14, 2008 at OneJax. Bobbie O'Connor gave a brief history of OneJax and the purpose of the debate to encourage dialogue. At the meeting all partners were identified as WJCT, OneJax, Edward Waters College, University of North Florida, Jacksonville University, Stanton College Preparatory, and Florida Coastal School of Law.

Two teams were formed. Team One represents the view that when one prays in a public/non-religious venue the prayer should be prayed inclusively such that all present are included. Team Two will represent the view that when prays in a public/non-religious venue the prayer should be prayed from that person's own personal belief and faith tradition.

There was discussion about the format of the debate and judges. A volunteer agreed to come to the next meeting with definitions of format in order that we might choose which format will be used. The decision was made to use three judges. Jeff Hess from FCCJ will be asked to be a judge. He will also be asked to supply clear criteria for judging. OneJax agreed to contact two other people for potential judges.

Team members who were present agreed to begin research to support their particular team's view and to be ready to discuss at our next meeting. Agreement also reached that there would be a mock rehearsal prior to the actual debate (June 17th 6:00 p.m.).

The next meeting was scheduled for May 27th, but had to be rescheduled due to conflicts. At the next meeting the following details will be discussed and finalized.

- Stage and audience set-up at WJCT
- Filming specifics
- PRAYER IN AMERICA clips to be used
- Debate format and judges
- Rehearsal confirmation

A press release was generated and sent out. Additionally, an email invite will be sent the first week of June. We are collaborating with the following groups to increase the size of the invitee list: Jacksonville Human Rights Commission, First Coast Diversity Network, Chamber of Commerce, JCCI, JCCI Forward, WJCT, Downtown Vision, Inc. and others.

Starbucks has agreed to provide in-kind donation of coffee and servers for the reception following the debate. In an effort to further build community across difference we are working with local temples, mosques and churches to come together to provide refreshments for the reception.

Bobbie O'Conner of OneJax and Circe LeNoble of WJCT met to discuss the details of the event.

The tentative timeline was set as:

- 6:00-6:10 - Welcome
- 6:10-6:40 - Clips from PRAYER IN AMERICA
- 6:40-6:50 - Introduction of debates, judges and explanation of debate process
- 6:50-7:30 - Debate
- 7:30-7:40 - Clip from PRAYER IN AMERICA
- 7:40 - Announcement of winning debate team
- 7:45 - Reception

A meeting has been scheduled for Tuesday, June 3rd at OneJax to finalize the event details.

April 2008 Update: Circe LeNoble submitted this report, "OneJax and WJCT have picked June 17th for the presentation and taping of the PRAYER IN AMERICA debate. This date fit into WJCT's studio schedule and was cleared for any major community events. We checked the schedules for the City of Jacksonville, The Florida Times-Union, the Jacksonville Municipal Stadium, Veterans Arena and the Times-Union Center for the Performing Arts. We have formed partnerships with the following educational institutions: Edward Waters College, University of North Florida, Jacksonville University, Florida Coastal School of Law, and Paxon High School.

Our first obstacle occurred in trying to secure local college debate teams to participate in our community date and discussion about PRAYER in America. We found that most college level teams were busy with finals and therefore wouldn't have time to prepare for a debate in June. Another difficulty is that most team members live out of town and are thus gone for the summer break when our program is to be presented. To overcome this small hurdle we have contacted several high schools in the area, including Bolles, Episcopal and, Paxon to seek their participation. In addition to students from some of these schools, there will be students participating from the University of North Florida, Edwards College, Jacksonville University and Coastal School of Law."

GRANTEE: WFYI/Indianapolis

FINAL REPORT

Submitted by Gail Thomas Strong, Outreach Director
\$4,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Fully achieved

St Luke's was able to attract more participants and more diverse group.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Completely satisfied

As above, we hope this will be a model for St Luke's as it continues with intentional outreach into other communities.

Original Abstract

WFYI and its community partners, Christian Theological Seminary, St. Luke's United Methodist Church, and the Spirit and Place Civic Festival, hosted several meaningful events as outreach strategies for PRAYER IN AMERICA from May through November 2007. These included courses at the seminary, discussion groups, a clergy breakfast, a lecture, and a screening/discussion event. It was especially meaningful for have James Moore present at three of these events. WFYI and one of its partners, St. Luke's United Methodist Church, would like to use PRAYER IN AMERICA as an outreach strategy to explore the role of prayer in different cultures and its roots and use in America. This is an extension of the earlier work in Round 1.

A committee at St. Luke's, the St. Luke's Inclusiveness Team, was an important partner in Round 1, hosting an interfaith clergy breakfast and developing strategies for interfaith PRAYER IN AMERICA follow up. WFYI and St. Luke's propose a strategy to provide tools for discussion, worship and leadership in Indianapolis. Through this grant, the partners will host semi-monthly pre-worship meals and discussion to build fellowship, expand outreach, and explore key PRAYER IN AMERICA themes of crisis, redemption and forgiveness. Clips from the outreach reel will be used along with discussion questions to explore in table groups and then expand to the larger group. St. Luke's Rev. Marion Miller will use the content as a launching point for her sermon messages and will integrate media into the worship service. All worshippers will be encouraged to contribute to Day in the Life Prayer Practices. Two meals and worship services will be held in April, May and June for a total of six. As many as 200 participants will attend each service and meal and at least 300 different individuals will be reached.

Final Report Narrative

WFYI continued its outreach for PRAYER IN AMERICA with a Round 2 grant and continued its relationship with a new partner, St. Luke's United Methodist Church. This was an exciting partnership for WFYI; in the past the station has conducted several outreach campaigns on topics of faith, but the partners have all been academic institutions. This was the second campaign with a congregation, and was an extension of the work done with St. Luke's and the clergy breakfast in the first round of grants.

St. Luke's UMC is a church offering services in many locations in the city, though its main campus is on the far north side of Indianapolis. St. Luke's would like to be a congregation that is more inclusive. Later@St. Luke's, a church-within-a-church at St. Luke's UMC, is leading the way for St. Luke's to live out its vision to be transformed by God and transform the world into a compassionate, just, inclusive, Christ-like community. Together with the Inclusiveness Team, an organization at St. Luke's formed specifically to support the larger church in achieving its vision, this congregation is rapidly becoming a

force for change. In just a few short months, the congregation at Later has grown both in size and complexity.

Project Description

The primary focus of the outreach for WFYI and for St. Luke's was to host a fellowship event, Dinner and Dialogue, prior to Later@Luke's services. This would help to build the St. Luke's community, but it would also enable congregants to experience the common experience of prayer and one's prayer practices. The pastor, Dr. Marion Miller, and St. Luke's Inclusiveness Committee Chair Maria Blake opened each gathering with a prayer before the meal. After eating, clips from PRAYER IN AMERICA were described and viewed. Each table became a discussion group and was presented a list of questions that enhanced and explored the clip. These were chosen from the discussion guide developed by Outreach Extensions.

Discussion groups had no leader, and their composition was random each week. What became very interesting was the range of responses and interpretations about the questions. For instance, at the session about Prayer and Forgiveness, one group explored forgiveness as a foreign policy issue and another group looked at personal relationships. At the session on "what is prayer?" some explored family prayer practices and others, national prayer. Another group talked about what they learned about prayer as a child.

Project Resources

WFYI presented St. Luke's with the clip reel and discussion guide for use with the dinners. In addition, WFYI purchased three copies of James P. Moore's book, *The History of Prayer in America*, for the congregation's library for congregants who wanted to explore the topic further. WFYI also rebroadcast PRAYER IN AMERICA on June 21 at 4 p.m.

Project Outcomes and Intended Impact

Feedback received from attendees indicated that this was a wonderful program, and they would like to see more programs like it. Many people stated that they never before had the opportunity to think about, let alone talk about, their personal response to prayer. The one thing that most impressed everyone was the openness and honesty of dialogue. There was acknowledgement that each table group was composed of people with differing experiences and world views, but that everyone was open to listening without judgment or negative comment. Interestingly, WFYI staff attended Dinner and Dialogue the week after the official sessions had ended and heard comments about wishing "there would be more."

After each Dinner and Dialogue, the fellowship group was invited to attend the contemporary worship service in the chapel. A total of 385 attended the Dinner and Dialogue, an average of 64 for each of the six sessions. A total of 555 attended the worship service, an average of 92. In each instance, attendance increased from the beginning. There were only slight declines in attendance for the last session on June 22, but we would note that this is "vacation season."

Community Partners

WFYI's partner for this outreach was the Inclusiveness Committee at St. Luke's. The committee arranged for meals and planned the dialogue. St. Luke's pastor, Rev. Dr. Marion Miller, presided over worship services. WFYI was resourceful, but it was most effective to provide tools and allow the church to access its networks and intended audiences. Since this project began WFYI has shared other materials, including information on the PBS Campaign for Love and Forgiveness, with the committee at St. Luke's. With this experience, and the prior campaign as a backdrop, WFYI would be pleased to seek partnership with St. Luke's for other projects dealing with faith, spirituality, and social justice.

Promotion

This project was promoted in two local papers, *The Indianapolis Recorder* and *La Ola*, publications in the African American and Latino communities. St. Luke's also promoted the program in a neighboring community. In addition, church bulletins and newsletters were used.

This promotion did generate interest and attendance. If WFYI engages in additional work with St. Luke's, stronger efforts will be made to promote the project via the station. The announcement of the project came during the station move, and the station did not promote the project in the member magazine as planned. The grant announcement came too late for the April and May magazines and it was an oversight that it was not promoted in June. WFYI promoted the rebroadcast in the member magazine and in a special flyer sent to churches, including St. Luke's.

Evaluation Plan

Project partners were present at each session to collect anecdotal feedback. There was a high degree of satisfaction about the content and the community that was formed. In addition, the partners are pleased with the increases in attendance. Were the project to be repeated, WFYI would do a better job of promotion. However, WFYI is glad that grant funds enabled St. Luke's to advertise the service and dinners differently and to enable congregants to thoughtfully consider prayer.

Reach/Impact

Number of people you reached through events/activities: 385

Number of people you reached through promotions: 146,000

Number of materials you disseminated (total number of all materials combined that you distributed to the community): 385

Number of people who visited the Web site: N/A

Outreach broadcast: N/A

Partner contacts: 940

MONTHLY PROJECT UPDATES - WFYI/Indianapolis

(NOTE: Provided to document project planning and implementation)

May 2008 Update: The Later@Luke's group has continued to meet, and the participant numbers are growing. The meals provided by the grant are a welcome fellowship time and the discussions and clips are lively. The energy level in the room definitely increases! Because these conversations are held in table groups, each group tends to take the topic in a different, but very relevant direction. For instance, at the most recent meeting, a short clip on forgiveness was screened and questions were posed. One group discussed the national foreign policy implications and another talked about mending family relationships.

April 2008 Update: To date, two dialogue sessions have been held, each generating approximately 40 attendees. The format involves an introduction to the topic, a clip from the PRAYER IN AMERICA documentary, dinner, then dialogue around prepared questions. This is followed by a contemporary worship service in which the music and sermon are created around the session topic. The two topics discussed so far are *Prayer in America*, and *Prayer and Social Justice*. Each generated a great deal of sharing, as well as questioning. Several attendees remarked on how this was the first opportunity they have had to explore what prayer means to them, and the effect it has on their lives.

Outreach efforts for the Dinner and Dialogue series at St. Luke's UMC have been extensive. Ads have been placed in *The Indianapolis Recorder* and in *La Ola*, the Spanish language newspaper. Press releases have been sent to over 20 media outlets, and PSA's have been sent to the electronic media. Bulletin articles have been sent to the surrounding churches, with an eye toward generating a diverse audience. The ads in the two newspapers are updated the week before each session.

There are four sessions remaining in the series, and advertising within the larger church, as well as externally, will be increased.

GRANTEE: WGTE/Toledo

FINAL REPORT

Submitted by Kathy Smith, Director of Early Learning and Outreach
\$4,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved

This was an example of public television outreach at its finest! The strong partnership with the very organized Multi-faith Council made this event go as planned with participants wanting more.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Completely satisfied

We have a very nice article in the Toledo Blade about our project. The religion editor stayed for the entire program. Participants did view us as a neutral convener and left asking when can we "do it again."

Original Abstract

WGTE, in partnership with the Multi-Faith Council of Northwest Ohio, will hold an outreach event in early June that will include PRAYER IN AMERICA (program segments) and discussion groups, using the PRAYER IN AMERICA Community Resource Guide.

The Multi-Faith Council is a group that embraces diversity and acceptance of all faiths. They recognize that we all share basic needs and goals for happiness and well being, appreciate the fact that diverse individuals have unique gifts to offer society, and that there are many spiritual paths, all worthy of understanding and respect.

The Multi-Faith Council holds several events annually, has a website, and a large listserv. They would use their communication avenues to help "get out the word" for the event. They have also agreed to lead the discussion and help plan the agenda for the event.

WGTE's role would be the "host," providing the venue and the refreshments and equipment needed to screen parts of the program. WGTE would re-broadcast the program later in the month.

WGTE would use grant dollars to create a spot to promote the event on our air, and announce the event on both public radio and television, with an additional cable buy.

Toledo is the 72nd market. WGTE reaches 30% of the Toledo Designated Market Area in an average measured week - that is a total of 128,000 Households. The station has 15,500 members and is a community licensee with both a public television and a public radio station. They serve urban, rural and suburban households.

Final Report Narrative

We engaged the Multi-faith Council of Northwest Ohio as our partners in this project. We decided that our theme would be *Prayer and the Constitution*. The outreach evening consisted of a partial screening (the portion of PRAYER IN AMERICA dealing with the subject) and a panel of five diverse faith leaders (none of them clergy) who gave short presentations about the challenges and benefits of invoking prayer in a civic context.

The President of the Multi-faith Council thought that the outreach guide was among the best she'd ever run across in terms of appreciating diversity, so she used it to determine the questions for the event (as well as other events the group facilitates).

Faiths represented were: Christianity, Hinduism, Islam, Judaism, and Buddhism. Afterwards, all participants were divided in discussion groups (we had four; pulling chairs in a circle). Discussion questions included: How can we protect religious activity without promoting a particular faith? And in what way should prayer be included in an interfaith or multi-faith celebration?

Guidelines for interfaith discussion were:

- Speak from your own tradition and experience. Do not presume to speak for another faith tradition.
- Listen. Let everyone have a chance to contribute to the discussion.
- Seek to learn from others and grow from this experience.

There was a brief report-out at the end of the discussion. Each group provided a "nugget" from their experience. All discussion notes were posted on our By Reason of Faith webpage (<http://www.edu-core.org/wgte/prayer/>), with a banner on our main TV 30 page, to provide access to a larger audience.

Project Outcomes / Intended Impact

- **To provide a forum for open discussion that involved persons of many faiths**
Most ecumenical discussions take place in a "place of worship." They are attended overwhelmingly by the people who worship there, with a few brave souls from other religions showing up. The result is often a lop-sided discussion. This was not the case with our outreach project. People were calling out the faiths they wanted to sit with them when it came to the discussion groups so that there was a true face-to-face understanding.
- **To promote tune-in for the Prayer in America rebroadcast**
The tune-in dates were part of the event - both mentioned by speakers and on the program. They were also part of promotional materials and on the web site.

Community Partner(s)

Our partners, the Multi-faith Council of Northwest Ohio has this vision: Drawing together diverse faiths, in mutual respect, friendship, cooperation and service. Their role was to recruit the speakers and help determine the agenda for the outreach event. We have worked with them for at least two years on their annual "Erase the Hate" contest - a video opportunity for high schoolers to produce videos on diversity and understanding. We plan to continue helping with that project. (We edit the final DVD for the awards presentation; help with the judging, etc.) The President of the Multi-faith Council acknowledged what a good friend public television has been to their organization.

Promotion

We promoted the program and the outreach event in various ways:

- The President of the Multi-faith Council cut both a promo for the outreach event which was broadcast over a period of a week prior to the event. She also cut an introduction for the national program.
- We sent a flyer via email to every participant in our first PRAYER IN AMERICA project.
- We put a notice about the event and upcoming program under a banner on our homepage at wgte.org
- There was an article about the broadcast and the event in our member newsletter, *Be Connected*.

- The Multi-faith Council posted a notice about the broadcast and the event on its website and sent a notice via email to its subscribers.

Reach/Impact

Number of people you reached through events/activities: 65

Number of people you reached through promotions: 13,000

Number of materials you disseminated (total number of all materials combined that you distributed to the community): N/A

Number of people who visited the Web site: 2,400

Outreach broadcast: 20,000

Partner contacts: 500

MONTHLY PROJECT UPDATES - WGTE/Toledo

(NOTE: Provided to document project planning and implementation)

May 2008 Update: Kathy Smith reports, "Our partnership with the Multi-faith Council remains effective. The agenda for the June 17th screening event is set and speakers have been recruited. (Agenda was sent with the April Monthly Report). We have begun recruitment of participants. A group of 20 (mainly men from an inter-faith group) have already committed to attend.

The co-director of the Multi-faith Council will come to the station on Tuesday to cut spots for the event and for a show introduction."

April 2008 Update: WGTE met with the head of the local Multi-faith Council who agreed to the agenda of a panel and group discussion event around prayer in America. A flyer was developed that will be used for recruitment purposes. The Multi-faith Council will recruit panel members from a variety of faith traditions. The focus of the evening will be *Faith and the Constitution*. Broadcast dates are June 22 and 29, 2008, at 5 p.m.

GRANTEE: WXXI/Rochester, NY

FINAL REPORT

Submitted by Shelley Figueroa, Coordinator, Education and Outreach
\$1,600 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved

The objective/outcomes of the project were to be able to share the resources with area institutions of higher learning, (i.e. faculty, staff and interfaith constituencies). Many participants agreed that the resource book and CD would be helpful when planning shared services at their facilities and they plan to share the materials with other campus ministries.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Completely satisfied

The viewing of PRAYER IN AMERICA clips, screening and discussion provided participants a desire to fully welcome interfaith activity and also provided the opportunity to observe and appreciate the way others worship and pray and to share this appreciation with other interfaith directors.

Original Abstract

As a recipient of a Round One PRAYER IN AMERICA grant, WXXI and key partner, the Upstate New York Chapter of the National Coalition Building Institute, Inc. (NCBI) will join forces for Round Two to host a three-hour symposium for faith and interfaith leaders in the Rochester area. The symposium will take place at WXXI.

As a follow-up and logical extension to three successful screenings/dialogues for PRAYER IN AMERICA that WXXI and NCBI hosted, the proposed three-hour symposium will take a look at "*when, where and how shall we pray together at institutions of higher learning?*" The goal of this "next step" would be to reach out to more academic institutions in an effort to help propose guidelines for interfaith prayer in academic settings and community-wide events with diverse audiences.

Participants could include faculty and staff with faith and Interfaith constituencies, interfaith directors at area colleges and university professors of religion and student affairs professionals. The symposium will include screening segments of PRAYER IN AMERICA and a panel discussion, along with audience participation.

WXXI is a community joint licensee that provides viewing services to a diverse 387,000 households in eleven county areas and southern Ontario Canada providence. WXXI television is broadcast on 20 cable systems in Western and Central New York. The racial makeup of Monroe County is 79.14% White, 13.75% African American, 0.27% Native American, 2.44% Asian, 0.03% Pacific Islander, 2.44% from other races, and 1.94% from two or more races. Hispanic or Latino of any race is 5.31% of the population.

Final Report Narrative

As a recipient of Round One, WXXI and key partner, the Upstate New York Chapter of the National Coalition Building Institute, Inc. (NCBI) joined forces to host a three-hour symposium to take a look at "if, when, where and how" we pray at institutions of higher learning. The conversation was driven by the viewing of several clips from the documentary PRAYER IN AMERICA and a discussion was facilitated by a representative from NCBI. The symposium was held at Nazareth College Center for Spirituality. The outreach provided faculty and staff with faith and inter-faith constituencies, interfaith directors,

university professors of religion and student affairs professionals a unique opportunity to discuss PRAYER IN AMERICA.

Symposium participants represented Cornell University, Keuka College, Nazareth College, Ithaca College, Geneseo College Interfaith Center, and Monroe Community College. The resource book and documentary DVD were distributed to symposium participants who were eager to take the materials back to their institutions and share with additional colleagues. To promote continued community conversations, this symposium was a logical extension to round one of PRAYER IN AMERICA with three successful screenings/dialogues that were held at WXXI that included religious leaders, lay & clergy and public officials.

Project Outcomes / Intended Impact

The goal of this project was to reach out to institutions of higher learning taking a look at the "if, when, where, and how" to pray together and to introduce and provide the resources to utilize the materials beyond the broadcast and sharing these resources with colleagues. The symposium participants were asked to share what they took away from this session. The following are some statements from participants that indicate the impact of this project:

- The symposium provided a better sense of colleagues in the area.
- This symposium has given me the courage to initiate a deeper conversation about prayer with my interfaith colleagues
- I have been struggling to develop a worship committee at my college. Today I have decided to try an interfaith prayer service each week - 30 minute of prayer, open and welcoming for the whole campus community.
- A sense of hope and possibility. How necessary & important it is to listen and not to force one's ideas on ways of proceeding.
- The symposium provided a broader perspective on prayer.
- The symposium provided more clarity on my own perspective.
- Use of the materials provides a best practices interfaith model when sharing rituals/prayers used at baccalaureates, invocations, benedictions.

Community Partner(s)

- Upstate New York Chapter of the National Coalition Building Institute, Inc. (NCBI) - a leadership development organization which helps people build community across differences. NCBI works in communities across the world to reduce intergroup conflict, and has helped address issues such as bullying in schools, affirmative action and public policy, and hate crimes, among others.

NCBI has trained leadership teams in a variety of settings, including high schools, colleges and universities, corporations, foundations, correctional facilities, law enforcement agencies, government offices, and labor unions. Currently NCBI has 50 city-based leadership teams, known as NCBI Chapters; 30 organization-based leadership teams, known as NCBI Affiliates; and over 60 college/university-based teams, known as Campus Affiliates. NCBI coordinated with Nazareth College, planned and facilitated the symposium.

- Nazareth College - Founded in 1924, Nazareth College is an independent, co-educational institution with a liberal arts and sciences core offering undergraduate and graduate studies. For more than 80 years the College has been preparing students to become successful, ethical professionals who are involved in their communities. Nazareth has a strong commitment to experience-based learning and civic engagement. Nazareth promoted and provided their facility for the symposium.

Promotion

The symposium was not open to the public. Nazareth College and members of the NCBI team promoted the symposium to area institutions of higher learning. The benefit of promoting through Nazareth College was the ability to utilize a networking system that was already in place for area institutions of higher learning to invite faculty and staff with faith and Interfaith constituencies, interfaith directors, and University professors of religion and student affairs professionals.

Evaluation

An evaluation was developed that asked three questions:

1. What are you taking away from today's session?
2. What ideas do you have for disseminating your insights on campus?
3. Are there any specific topics related to interfaith prayer that you would like to explore in the future?

Overall, participants were eager to either continue the conversation at a later time and/or incorporate resources available through the Resource Guide and DVD. The results of this information were shared with all participants.

On working with future projects involving institutions of high learning, it might be best to engage a screening/conversation at the beginning of the school year - not the end - in an effort to draw more participants.

Reach/Impact

Number of people you reached through events/activities: 14

Number of people you reached through promotions: N/A

Number of materials you disseminated (total number of all materials combined that you distributed to the community): 100

Number of people who visited the Web site: N/A

Outreach broadcast: N/A

Partner contacts: 5000

MONTHLY PROJECT UPDATES - WXXI/Rochester

(NOTE: Provided to document project planning and implementation)

May 2008 Update: Nazareth College hosted a three hour symposium on Thursday, May 29, 2008. Attendees represented area colleges and organizations: Cornell University, Keuka College, Ithaca College, Catholic Diocese of Rochester, State University New York at Geneseo, Nazareth College, Monroe Community College, Downtown United Presbyterian Church and the Geneseo Interfaith Center. The symposium was lead by Joyce Herman and Steve Jarose from the National Coalition Building Institute.

WXXI-TV 21 (cable channel 11) re-broadcast PRAYER IN AMERICA on May 29th.

April 2008 Update: WXXI's key partner, The Upstate New York Chapter of the National Coalition Building Institute (NCBI), Inc. is currently working with Nazareth College to confirm a date for the symposium (To take place by June 30, 2008, actual date TBA). Also, NCBI facilitators are working with Nazareth College to develop a list of panelists that will be completed by May 15th. PRAYER IN AMERICA is scheduled for its re-broadcast on WXXI-TV 21 (cable channel 11) on May 29.

Originally the three hour symposium was going to be held at WXXI Studios; however, in an effort to reach out to more academic institutions, the symposium will take place a Nazareth College.