



Reentry National Media Outreach Campaign

Making Connections Media Outreach Initiative

Outreach Extensions

Through generous funding from The Annie E. Casey Foundation, Outreach Extensions launched the multi-year Reentry Campaign in 2003 – which proved to be a highly successful endeavor. The campaign raised community awareness as well as facilitated discussion and decision making about solution-based prisoner reentry programs that fostered public safety and supported healthy communities.

Campaign Impacts

- Organized a sustainable awareness campaign through an extended media pipeline of 17 broadcast documentaries on reentry. OMAR & PETE, the campaign's core documentary, reached a cumulative audience of 1.3 million. Together, the 17 documentaries reached 9.4 million viewers.
- OMAR & PETE was one of several Reentry Campaign resources offered to the Federal Bureau of Prisons. The documentary and case study video are being successfully used in 28 prisons as part of reentry planning programs for prisoners preparing for release.
- Developed and distributed a range of media tools and resources that served diverse audiences. Free screening copies (over 55,000 copies of videos and DVDs) enabled a wide range of nonprofit community and faith-based organizations and institutions (education, criminal justice, government) to raise awareness, mobilize audiences, and build reentry networks, programs, and support structures. Reentry tools and resources included:
 - 17 television documentaries
 - Two public radio documentaries
 - Episode in a children's television series
 - Two DVDs of specialized outreach videos and resource guides
 - One non-broadcast outreach video
 - Computer CD-ROM for youth
 - Print materials – reentry resource guide and discussion/resource guides for most productions
 - Comprehensive and interactive Web site (www.reentrymediaoutreach.org)
 - Communication vehicles including the bimonthly Reentry E-Newsletter
- Created *Outside the Walls: A National Snapshot of Community Based Prisoner Reentry Programs* (DVD) to showcase innovative and effective reentry programs across the country – 23 video vignettes and profiles of 96 reentry programs. Distributed 17,500 to a range of reentry stakeholders.
- Produced *To Serve This Present Age: Reentering Through Faith* (DVD) to provide a comprehensive orientation on reentry for clergy and lay leaders including exemplary reentry programs. 16,000 were distributed. As a result of *To Serve This*

Present Age trainings by the National Alliance of Faith and Justice, 2,100 congregations are engaged in reentry work through establishing half-way houses, support groups, and mentoring programs for children of prisoners and adults who were formerly incarcerated.

- Offered reentry media assets including *Outside the Walls* to the 12-City Initiative, which used them to identify resource agencies and train Initiative participants. The 12-City Initiative was developed by the Corporation for National and Community Service in collaboration with the U.S. Departments of Justice and Labor. In the first two years of the project, 14,000 new job opportunities were created.
- Administered grants that supported 120 outreach initiatives, activities, and events related to reentry in local communities across the country. Outreach Extensions provided technical assistance to offer expertise and leverage outcomes.
- Developed a Web site (www.reentrymediaoutreach.org) that offers a rich compendium of resources on reentry. It features all documentaries and videos (five hours of streamed video), supplementary materials, reports on community activities, a mechanism to request and report on documentary usage, and issues of the campaign's Reentry E-Newsletter.
- Cultivated strategic alliances to gain reentry expertise, distribute campaign resources, and engage key audiences and stakeholders. These included the Federal Bureau of Prisons, Urban Institute, Council of State Governments, the National Alliance of Faith and Justice, Interdenominational Theological Center, P.O.V. Television Series on PBS, Public/Private Ventures, and the Center for Social Media at American University.
- Identified reentry programs within the *Making Connections* sites (and across the country) and lifted up their visibility nationwide through presenting them in campaign outreach DVDs and in the Reentry E-Newsletter. These included The Directors Council (Des Moines), PACE-OAR (Indianapolis), and Family Life Center (Providence).
- Recruited allies such as the Maryland Reentry Partnership/Enterprise Foundation, Tuerk House, Federal Resource Center for Children of Prisoners, The Fortune Society, and the Alliance for a Media Literate America to help write/review discussion and resource guides for campaign documentaries.
- Collaborated on raising awareness of reentry in Florida through supporting new media resources such as *I Was in Prison and You Came to Visit Me* (Beaches Chapel Church and Lawtey Correctional Institution) to showcase Florida reentry successes and through participating in stakeholder conferences.
- Provided grants to local *Making Connections* sites and public television stations. Reaching more than 4.2 million people, their work resulted in the development and distribution/broadcast of additional reentry media assets and resources such as:
 - Local productions

- Town hall meetings / broadcasts
 - Television and radio programming
 - Interstitial spots / PSAs
 - Educational/print materials
 - Promotion and advertising
 - Web sites and online communications
 - *Ready To Learn* early education and parent/caregiver trainings
 - Station and community events
 - Community outreach activities
- Participated in numerous national and regional conferences to present the Reentry National Media Outreach Campaign and engage their constituencies. Examples include American Parole and Probation Association, American Correctional Association, Virginia Community Criminal Justice Association, National TASC Conference, and Transition of Prisoners Annual Conference. Activities included conducting workshops on how to use media, serving on panels, sponsoring booths, and distributing media resources.
 - Created speaking opportunities and provided compensation for individuals presented in Reentry Campaign documentaries; their involvement humanized the issues, motivated audiences, and built self-esteem for themselves.
 - Secured \$5.1 million in in-kind resources to advance the campaign.
 - Created a replicable media model of a long-term awareness effort around a pressing social issue that resulted in solution-based action. Elements of this strategic initiative included media asset building, research to illuminate key issues and best practices, partners and advisors, resource development, collaborations, community engagement, communications, and sustainability.
 - Used the Reentry Campaign and OMAR & PETE to present an example of the changing roles of grantmaker, filmmaker, and outreach provider – and how a more collaborative model advances the mission of the foundation as well as achieves outcomes and impacts resulting from civic engagement strategies to involve key audiences in solution-based action. Session was part of the Grantmakers in Film and Electronic Media Conference.
 - Transferred the Reentry Campaign’s assets – including writing/distributing the newsletter and managing the Web site – to *Making Connections* Providence. Outreach Extensions continues to provide oversight and support.



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