

THE NEW AMERICANS

National Outreach Campaign: Project Summaries of Grantees Outreach Extensions

January 2004

A significant seven-hour PBS series, *THE NEW AMERICANS* explores the multi-faceted experiences of newcomers to the United States. Produced by Kartemquin Educational Films, this new series follows the search for the American dream as seen through the eyes of immigrants and refugees from Nigeria, India, the Dominican Republic, the Israeli-occupied West Bank, and Mexico. *THE NEW AMERICANS* presents a touching portrait of how these individuals grapple with issues of cultural diversity, assimilation, discrimination, and religion. The series is scheduled for broadcast on March 29, 30, and 31, 2004.

In January 2003, the “America, My New Home” workshop curriculum was distributed to all stations engaged in the Making Connections Media Outreach Initiative (MCMOI) as well as to PBS stations that offer *Ready To Learn* programming and services. (“America, My New Home” may be downloaded from the MCMOI Web site.) The curriculum/workshop highlights the story of the Flores family in *THE NEW AMERICANS*. Available in English and Spanish, the workshop is designed to engage parents and caregivers of young children, particularly new Latino immigrants, in experiences that support community networking, family strengthening, and helping young children deal with life changes. A storybook for children, *A New Sun/El Nuevo Sol*, accompanies the materials. In collaboration with Outreach Extensions, the National Latino Children’s Institute developed the workshop.

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

MCMOI Grant Activities

Throughout the country, cities are struggling with how to meet the needs of their growing immigrant and refugee communities. *THE NEW AMERICANS* provides an exciting opportunity for PBS stations to engage in community outreach to discuss the issues raised in the series and consider how those issues are being addressed in their local communities. In *Making*

Connections communities, nine PBS stations and one community site are conducting extensive outreach projects. Participating cities included Denver, Detroit, Indianapolis, Louisville, Milwaukee, San Antonio, San Diego, San Francisco, Seattle, and the state of Iowa.

These comprehensive outreach campaigns featured a host of activities, including educational workshops, screening events, public forums, museum exhibits, local documentary production, teacher training sessions, resource fairs, educational curriculum development, naturalization ceremonies, and radio awareness campaigns. Overall, more than five million people are being reached through THE NEW AMERICANS outreach efforts. Still in progress, the campaign is designed and managed by Outreach Extensions.

1. Detroit Public Television, MI

Through a series of broadcast vignettes and a community screening event, Detroit Public Television (DPTV) reached more than 39,000 Detroit households through its outreach campaign for THE NEW AMERICANS. Detroit residents learned about issues such as immigration, cultural identity, and what it means to be a new American.

Profiles of Immigrants in Detroit: DPTV created six mini-profiles of local residents who share their personal immigration stories. The station carefully researched appropriate individuals and their stories, then created six 90-second video profiles. The individuals' stories provide insight into why they chose to come to the United States; they illustrate to local audiences the similarities/differences with the stories in THE NEW AMERICANS.

The six stories offer varied insights into why the individuals/families chose to immigrate. Jenny Mendez, who is currently the associate director of gerontology at Wayne State University, left her native Pakistan in 1982 for a better life in the United States. She is happy to have left a male-dominated society and is grateful that, in this country, she can hold a higher position and make a difference in people's lives. Jenny commented that she remembered coming to the United States and being shocked to see a female bus driver, a sight not seen in her native country. Eventually, Jenny would like to travel back to Pakistan and work in the field of aging.

Sira, a 16-year-old Dearborn High School student, immigrated to the United States from Pakistan two years ago. She talks about how she still wears a hijab, the traditional face and head cover. Sira sees the hijab not as a symbol of oppression, but of faith and respect. The clothing is supposed to mask your beauty and let people focus on the mind, according to Sira. She does miss her extended family in Pakistan. In her native country, everyone would gather together to celebrate birthdays and special occasions. She explained that it is not like that in the United States. Sira reminds herself of Pakistan by looking at old photographs and keeping in touch with family and friends through e-mail.

Next is a family from Moldova, a country that is part of the former Soviet Union, situated between Romania and Ukraine. The family consists of grandparents and their nine-year-old grandson Luba, who has been in the United States less than four months. He speaks English, Russian, Polish, and Romanian. Luba's grandfather immigrated from Poland in 1986, and his grandmother from Romania in 1988. Luba attends Dickinson West Elementary School in Detroit, a school that is often called the "Little United Nations" by the principal because of the strong immigrant population at the school and the several languages spoken by the students. Luba is

looking forward to his uncle and mother immigrating to the United States in 2004. Moldova has a small population of only 7,000 people. Luba finds the United States a better fit: *"I like it here,"* he said. *"This is a very big country."*

Marcus Bonafide, a young man from Argentina, lives in Grosse Point, Michigan with his family who immigrated to the United States in 1988. In his community, Marcus is known as a basketball whiz with a macho personality. He and his family have adjusted to life in this country with ease over the years. His mother Viviana teaches school in a Detroit suburb.

Another story profiles an African family consisting of a mother, father, and five daughters. The family is from Camaroon, Africa, where the mother Monique was a famous playwright and actress. She continues to use her skills in the United States. Monique helped to start an exhibit and program in 2000 called "Speak Truth to Power," which focuses on new immigrants in the Detroit area.

The last story focuses on Intifara Maus, whose family emigrated from Iraq several years ago. Now in her 30s, Intifara lives in a middle-class suburb of Detroit and works as an employment specialist. Although they've lived in the United States for several years, she and her husband still maintain a traditional view of raising their three children. They will not allow the children to attend sleepovers at other people's homes because they believe it is not right for other children's parents to be responsible for their children, even for one evening.

These six very personal profiles would not have been possible without the help of DPTV's community partners in identifying the individuals. Partners include the Michigan Coalition for Human Rights, Focus: Hope, International Institute, Council of Islamic Studies, Wayne State University, Freedom House, Dickinson West Elementary School, and Lutheran Social Services. When DPTV first conceived of the idea to create these profiles, the station talked at length with these organizations, which then helped to identify the featured individuals.

The profiles will air before and after the broadcast of THE NEW AMERICANS. Viewers will be able to view the televised profiles, then learn more about the individuals on DPTV's Web site and in its program guide *Signal*. The Web site will have a link to ITVS' Web site. DPTV plans to tag the promos for THE NEW AMERICANS with information about how new immigrants can find services in their communities. The station's Web site will also contain this information.

Screening: A few weeks before the national broadcast of the series, DPTV will host a screening that will feature clips from THE NEW AMERICANS as well as the six local immigrant profiles. DPTV is planning to invite diverse individuals, including its community advisory panel, the vignette subjects and their families, and its local community outreach partners. The station anticipates that up to 100 individuals will attend.

THE NEW AMERICANS outreach campaign has been an extremely enriching experience for DPTV. Anne Patten, director of video promotion and outreach, says she's been truly inspired by the stories told to her by the new immigrants. She sums up their stories in one word – freedom. *"It's the freedom they couldn't find in other countries,"* Patten said. *"That's why they've come."*

2. Iowa Public Television

Several Iowa communities have experienced rapid ethnic diversification due to growing immigrant and refugee influxes from Southeast Asia, Eastern Europe, the Balkans, and Africa. Some Iowa communities have experienced growth rates of more than 1,000 percent in their Latino and minority populations since 1990. As a result, Iowa Public Television (IPTV) planned an outreach campaign around THE NEW AMERICANS to help Iowa residents better understand the New Iowans.

IPTV's primary outreach partner is the University of Northern Iowa's (UNI) New Iowans Program, a service that prepares Iowa communities and businesses as they accommodate immigrant and refugee newcomers living and working in Iowa. The collaboration between UNI's The New Iowans Program and IPTV involves four activities:

- A companion guide to the series entitled *The New Iowans*;
- A series of educational workshops utilizing the video classrooms of the Iowa Communications Network (ICN) for elementary and secondary students and teachers;
- Community forums in Des Moines, Cedar Falls, and Mason City;
- A special exhibit at the UNI Museum: "Welcoming New Iowans: A 200 Year Tradition," opening in early February 2004

Publication: The first component of IPTV's outreach campaign is the production and distribution of a publication entitled *The New Iowans*. Several months were spent researching and writing *The New Iowans*, a 36-page booklet that will serve as a companion guide to THE NEW AMERICANS. The book will put an Iowa focus on the goals and stories of THE NEW AMERICANS, and will make the issues in the series more relevant to Iowans and Iowa communities. The guide will include information about Iowa's growing immigrant and refugee populations, as well as the challenges and advantages associated with their arrival in Iowa. 5,000 copies of *The New Iowans* are being printed.

Videoconference Workshops: *The New Iowans* will be made available to statewide elementary and secondary school classes, as well as to approximately 1,713 school libraries. In addition to distributing the guide, IPTV is offering five free statewide videoconferencing events for students and teachers. The videoconferences will focus on how to use *The New Iowans* guide to help understand diverse immigrant and refugee communities. The five workshops will be offered to 50 classes, reaching approximately 1,000 teachers and students.

Screenings with Community Dialogue:

In addition to the publication of *The New Iowans* and the videoconference events, IPTV will co-host three community forums that will precede the airing of THE NEW AMERICANS. Titled "New Americans and New Iowans: A Key to Iowa's Future," each event will have at least 100 people in attendance, reaching a total of 300 community members throughout Iowa. The events will include a 30-minute screening of THE NEW AMERICANS, brief comments from featured panelists, and community dialogue on such issues as Iowa immigrant/refugee efforts, demographic trends, newcomers as workers, and life in the U.S. for immigrants and refugees.

- The first community event will take place at the Trinity Lutheran Church in Des Moines on March 9, 2004. Occurring in a neighborhood site of The Annie E. Casey Foundation (AECF), the event will reach Central Iowa's diverse community. Israel Nwidor, an Ogoni

refugee from Nigeria now living in Chicago, will be the evening's special guest speaker. Israel, his wife Ngozi, and their family are profiled throughout THE NEW AMERICANS mini-series. Invited guests will include members of Iowa's legislature, members of the Greater Des Moines Partnership, community residents of the AEFC neighborhoods, and members of Iowans for a Better Future.

On March 10, 2004, Israel Nwidor will join students, faculty, staff, and community residents in discussing his experience as an immigrant and refugee newcomer. Mr. Nwidor may also talk with film and documentary studies students during the day.

- The second community event will occur at the John Deere Auditorium on the University of Northern Iowa campus in Cedar Falls on March 11, 2004. Following the screening, special guest speaker Israel Nwidor will share his experience as a New American. Panelists, who will also have participated in the Des Moines event, will include Robert D. Koob, president of UNI; Mark Grey, director, UNI New Iowans Program; Anne Woodrick, co-director UNI New Iowans Program; and Mary Bracken, programming and outreach coordinator, Iowa Public Television.
- The third community event will take place in the Music Man Square in Mason City on March 23, 2004. It will follow the same format as the March 9 and 11 sessions, expanding the conversation to include issues of importance to Northern Iowa and Southern Minnesota residents.

Museum Exhibit: The third component of IPTV's THE NEW AMERICANS outreach campaign will be an exhibit at the University of Northern Iowa Museum entitled "Welcoming New Iowans: A 200 Year Tradition." This exhibit will feature Iowa's immigrants and refugees through photographs, artifacts, and audio commentary. The museum and the university have been collecting immigrants' stories and photographs for the event. The three-month exhibit (February through April 2004) will reach an audience of approximately 10,000 people.

Promotion: IPTV is preparing an extensive marketing campaign to promote THE NEW AMERICANS and the outreach activities associated with the series. The network will produce and air 15-second interstitials to invite Iowans to participate in the community screening and dialogue events. An additional set of interstitials that will offer *The New Iowans* guide will follow each broadcast of THE NEW AMERICANS, which is expected to have a viewership of 170,000. In addition, IPTV's Educational Telecommunications Division will promote the videoconference events in its e-newsletter, which reaches more than 3,000 educators statewide on a weekly basis. The information will also be posted on the K-12 Calendar Web site. A direct mail piece about the outreach campaign will be sent to IPTV's community contacts through its partner organizations, reaching approximately 3,000 organizations. The station also plans to promote the campaign through its program guide (80,000 households) and press releases.

3. KCTS – Seattle, WA

Over the past decade, Seattle has been experiencing an influx of immigrants from Mexico and Latin America. In fact, Hispanics have become the fastest growing ethnic group in several Seattle communities. In King County, the Hispanic population increased 86 percent between 1990 and 2000. In Yakima Valley, 34 percent of the population is Latino, a figure that is five

times higher than the rate for the state of Washington. To respond to the growing Hispanic population, KCTS focused THE NEW AMERICANS outreach activities on workshops and screening events predominantly in Yakima Valley and King County. The station estimates that it reached 100,000 Seattle residents with this extensive campaign.

Partnerships: In preparation for THE NEW AMERICANS outreach campaign, KCTS spent time developing a host of partnerships, which included organizations such as the Yakima Valley Migrant Farm Workers Clinic, Circle of Success (formerly of the United Way), King County Library, Seattle Public School's Head Start program, and Shoreline Community College. Each of these partners has played a role in KCTS' outreach efforts. For example, KCTS worked with the Yakima Valley Migrant Farm Workers Clinic to distribute information at one of its local resource fairs. KCTS staffed an information table and distributed literature about immigration services and THE NEW AMERICANS.

Workshops: KCTS is in the process of concluding a series of *Ready To Learn* and training workshops for parents and childcare providers in Seattle and Yakima Valley. KCTS partnered with its sister station KYVE in Yakima Valley to host a train-the-trainers *Ready To Learn* workshop. The community partner, Circle of Success, helps parents and childcare providers learn how they can support children's development. Circle of Success invited parents and childcare providers to attend the six-hour workshop, which presented the "America, My New Home" curriculum and information about *Ready To Learn*; 25 attended. KCTS will repeat this workshop two additional times for Yakima Valley residents, with an anticipated 75 people attending each workshop. Approximately 700 people learned about the workshops through mailings and announcements by Circle of Success.

KCTS also convened two "America, My New Home" workshops in the Seattle area. One workshop took place at the Seattle Public School's Head Start program in the spring of 2003; the other workshop was held at the King County Library in southern Seattle. Each of the three-hour workshops attracted approximately 35 people. The Head Start parent educators shared information with clients, with an extended reach of 300 people. An additional 100 people were reached through flyers distributed at local Seattle libraries. All of the workshops were marketed through community partners and their parent groups.

In December 2002, KCTS participated in "Faces of Our Community," an event hosted by Shoreline Community College. This resource event focused on how individuals and organizations can use education to empower immigrants and refugees. Photos of new immigrants, which were taken by Shoreline Community College students, were displayed at the event. The 150 people who attended the event included students, community members, and local elected officials. KCTS hosted a table at which it distributed information about the station, the "America, My New Home" workshops, and THE NEW AMERICANS.

Upcoming Plans: KCTS is busy planning three screening events to coincide with the national broadcast of THE NEW AMERICANS in March 2004. One screening will take place at the Yakima Valley Heritage College. The two Seattle screenings will take place at Shoreline Community College and the King County Library. Both events will feature clips from THE NEW AMERICANS, a panel discussion, and audience Q&A. Audience members may ask questions about the program and about issues facing new immigrants. KCTS is currently

working with The Annie E. Casey Foundation's *Making Connections* site team to identify panel members for each event. The station is also working with the *Making Connections* team to develop a youth activity related to THE NEW AMERICANS at White Center.

The three screenings will be promoted through a number of venues. On-air spots will be shown at least 20 times prior to these events; the spots reach 30,000 to 90,000 households nightly in the Seattle/Tacoma area. KCTS' program magazine, which is mailed to 140,000 members, will promote the events. KCTS plans to send an electronic announcement to more than 1,000 subscribers to the Kids & Family E-zine. The station will also feature information in its "Learning Quest" newsletter that is sent to area schools, with a distribution of more than 5,000. More than 1,000 flyers will be distributed to KCTS' community partners. The screenings will also serve as a conduit for informing the local community about associated workshops.

4. KET – Kentucky Education Network

Over the past decade, Louisville's immigrant population has grown by 150 percent. Kentucky Education Network (KET) has designed a radio campaign and outreach efforts around THE NEW AMERICANS to reach out to this audience. The station's outreach campaign, which includes extensive radio promotion, a series of educational workshops, and a screening event, will reach more than 350,000 members of the Louisville community.

Workshops: For its series of outreach workshops, KET partnered with the Americana Community Center, a multicultural center in the heart of Louisville. The Center provides programs aimed at immigrants and refugees. These include job and leadership training, health clinics, counseling, English classes, as well as tutoring and recreation activities for children. Utilizing the curriculum and outreach materials of the "America, My New Home" workshops, KET worked with parents and children to help them assimilate into their new community. The workshops included distributing two KET-produced programs – GED CONNECTION and WORKPLACE ESSENTIAL SKILLS. The programs provide working adults with practical knowledge and tools they can use to further their education and obtain better employment. Both programs offer extensive support materials that were provided to workshop attendees.

KET tied its outreach goals/outcomes to the Core Results of The Annie E. Casey Foundation's *Making Connections*. The station wanted to introduce working adults and parents to ways in which they can increase earnings and income, as well as introduce them to services that are available through media and other community outlets. Another KET goal is to assist parents in helping their children to be healthy and ready to learn in school. To address these goals; the station is convening four workshops with 30 participants at each event and an extended reach of approximately 200 people.

Radio Awareness Campaign: KET's THE NEW AMERICANS outreach campaign included an extensive public awareness radio campaign with the goal of helping to dispel racial stereotypes. The station partnered with Radio One, a local radio conglomerate with seven radio stations in the Louisville area. KET produced a series of radio spots that featured quotes from local immigrants. The spots were aired on five of Radio One's stations over a seven-day period. Selected stations had the best chance of reaching a diverse audience, including country and rock music stations. The radio spots reached an average of 350,000 listeners.

Screening: Planning is currently underway for KET's community screening of THE NEW AMERICANS, which will take place in March 2004. Open to the entire Louisville community, the event will include clips of THE NEW AMERICANS followed by a panel discussion. Two panel facilitators have already agreed to participate in this exciting event: Omar Ayyash, director of international affairs for Louisville Metro Government; and Karina Bareas, host of AMIGOS EN LOUISVILLE, a local Hispanic television show and a representative of the Center for Women and Families. KET will invite its community partners – for THE NEW AMERICANS and MATTERS OF RACE – to the screening. The station expects between 200 and 300 people to attend.

KET has planned an extensive marketing campaign for its screening event. The station will promote the event through an e-mail campaign that will reach 3,000 to 4,000 members of the station's partner organizations. The event will also be promoted on the AMIGOS EN LOUISVILLE television show and in two Louisville newspapers – *The Courier Journal* (circulation: 400,000 daily), and *Leo Magazine* (circulation: 153,000 weekly).

KET's community outreach partners include the Americana Community Center, World Communities of Louisville, Radio One, the City of Louisville Office for International and Cultural Affairs, and the Louisville Metro Government. World Communities of Louisville works to eliminate the causes of discrimination of immigrants and refugees. The organization helps to support and empower immigrants in Louisville and to celebrate and promote cultural diversity in the city. World Communities of Louisville provided KET with access to the leadership of Louisville's immigrant community. KET partnered with the City of Louisville Office for International and Cultural Affairs to gain access to government and business leaders in Louisville who have since helped the station with immigrant and refugee issues.

5. KLRN – San Antonio, TX

KLRN focused on two different events, financial literacy workshops and community screenings, to enrich the experiences of local audiences in relation to THE NEW AMERICANS.

Financial Literacy Workshops: With the help of The Annie E. Casey Foundation (AECF), KLRN identified a need for families and new immigrants to gain more financial knowledge. To address this need, KLRN convened a series of family financial literacy workshops that featured topics such as saving money, budgeting, managing a checking account, and managing debt. Separate workshops were designed for families with different ages of children – from ages six to nine years, and from nine to 11 years.

The financial literacy workshops began with the parents viewing a clip from THE NEW AMERICANS while the children watched a relevant clip from shows such as CYBERCHASE and CLIFFORD. After the viewings, the facilitator taught the families about the various topics, using a series of books entitled *Why Do We Save, And I Have to Buy It Now*, and *Check it Out*. A special storybook *A New Sun/El Nuevo Sol*, provided by Outreach Extensions, was used for a cultural stories workshop. Most families attended all three workshops and were given three different books. KLRN is in the process of translating the workshop lessons into Spanish, which will be available to interested PBS stations. ITVS is planning to highlight the availability of these Spanish language workshops in one of its NEW AMERICANS e-newsletters.

KLRN worked with more than ten community partners to convene the financial and cultural stories workshops. Several partners were part of the AECF *Making Connections* neighborhoods. The partners helped recruit families to attend as well as provided space to host the workshops. Partners included: Bentitia Family Center, Edgewood Family Network, Hispanas Unidas, House of Neighborly Service, Good Samaritan Center, Guadalupe Community Center, the YWCA, local libraries, and Pascal Elementary School (after-school program). The workshops directly served 600 families; an additional 560 families were reached through flyers and publicity. Ninety families were reached as part of the cultural stories workshops.

In addition to the series of workshops conducted in the San Antonio community, the station also convened a special financial literacy workshop for families in Laredo, TX in partnership with the local library. Since it is stretched extremely thin for resources, Laredo Public Library is unable to offer educational programs and workshops to its local families. The library was thrilled that KLRN provided an opportunity to participate. The Laredo workshop distributed more than 300 books to local families that attended the program.

Community Screenings: KLRN conducted three community screenings of THE NEW AMERICANS in collaboration with important community partners: Edgewood Family Network, St. Mary's University Law School in San Antonio, and Catholic Charities. Approximately 1,018 people were informed about the community screenings through 23 press releases, 88 e-mail alerts, and placement on KLRN's Events page on its Web site (50 visitors to the events page daily for two weeks). The station's partners – Catholic Charities, Edgewood Family Network, and St. Mary's University – contacted their members through phone calls, meetings, and e-mails.

The screening at Edgewood Family Network was significant for the station because it was the first station event that was conducted entirely in Spanish. More than 40 people attended this moving event, which featured the Flores story. The program segment caused an out-pouring of emotion by attendees; many commented on how they could really identify with the family's plight. After viewing the excerpt, men and women of diverse ages engaged in a roundtable discussion. Each person talked about his/her own immigration experience. Many people shared, for the first time, their experiences crossing the border. One older man recalled how he came to this country when he was 12 years old. A young boy, under the age of 15 years, talked about the creative ways he was able to cross the border. For example, he would often tell the border patrol officers how he was only going to spend the day at Six Flags Magic Mountain or Sea World. All individuals talked about the problems they face as immigrants, specifically getting their children into school and helping them succeed, and finding employment for themselves.

The second screening event was a partnership with St. Mary's University Law School in San Antonio, which specializes in nonprofit programs that address immigration issues. The university and law school hosted the screening, which was open to all students. Approximately 40 people attended this event, which began with the screening of episode one of THE NEW AMERICANS, followed by a discussion about the legal issues facing immigrants. This group was so enthralled with the program that they ended up watching THE NEW AMERICANS more than talking about the program.

The third screening event that KLRN hosted was in collaboration with Catholic Charities whose primary function is to help immigrant populations become established in the United States.

Catholic Charities used the screening as a training tool for its staff and board of directors. More than 25 people attended this event, which featured parts of episodes one and two. Several Catholic Charities staff and board members commented that the program helped them better understand the troubles and experiences their clients face on a daily basis as immigrants. Many staff members noted that the experiences in THE NEW AMERICANS illustrate why people leave their own countries and the problems they encounter in a new place.

KLRN plans to convene one additional screening in March 2004 to coincide with the national broadcast of THE NEW AMERICANS. The station is partnering with local AECF representatives to help recruit local college students to attend. The goal of this event is to view THE NEW AMERICANS and the issues of immigration through an academic lens. The station hopes to recruit Mexican-American student groups from several different colleges in the area. Two nonprofit high school youth programs, San Antonio Cultural Arts and Guadalupe Community Center, will also involve their students in the event. Attendance is expected to be 50 people; 1,600 people will be informed about the screening through press releases, e-mails, Web site announcements, campus newspapers, bulletin board postings, and flyers.

In order to publicize THE NEW AMERICANS outreach program, KLRN prepared an extensive marketing campaign. The station ran 30-second television interstitials for the financial workshops, which had an approximate reach of 225,000. A photographer from *Express News*, one of San Antonio's newspapers, attended the Catholic Charities screening event and ran a photo in the newspaper. The newspaper estimates that its readership was 488,570 for the edition that contained the photograph. Press releases were sent to local media sources and PSAs were sent to local radio stations. In addition, a cable news station in Laredo advertised the financial literacy workshop on a local newsmagazine program.

6. KPBS – San Diego, CA

Over two years ago, through a planning grant for THE NEW AMERICANS outreach, KPBS and a host of community partners participated in a mapping project. Approximately ten community organizations representing diverse immigrant populations helped to conduct a needs assessment. The group identified a need for information about legal issues and citizenship, as well as a need for transportation for immigrant populations. KPBS then convened an advisory board and decided to center THE NEW AMERICANS outreach campaign on these needs. Outreach activities included a Town Hall Meeting that was broadcast on KPBS, screening event, and *Ready To Learn* workshops. The station also participated in a naturalization ceremony. KPBS is planning a second screening to coincide with the broadcast of THE NEW AMERICANS in March. It will also produce another FULL FOCUS program on issues related to immigration.

Town Hall Meeting: In April 2003, KPBS hosted a Town Hall Meeting that focused on how topics/events such as legal issues, the Patriot Act, and the war with Iraq affect immigrant populations in San Diego. The Town Hall took place in the KPBS studio. Panel members included journalists, a local individual who specializes in understanding the Patriot Act, and women's rights advocates. The Town Hall attracted approximately 50 attendees, including THE NEW AMERICANS advisory board members. The meeting was videotaped and aired as an episode of KPBS' nightly public affairs show, FULL FOCUS, which reaches approximately 8,300 San Diegans each evening.

Screening: In September 2003, KPBS conducted an extensive screening event in collaboration with the Joan B. Kroc Institute for Peace and Justice (IPJ), on the campus of the University of San Diego. This event included a reception, a screening of THE NEW AMERICANS promo reel, as well as a panel discussion focusing on immigration issues. Moderated by KPBS journalist Karen Rostodha, the panel included Dr. Shirley Weber (professor of Africana Studies, San Diego State University), Andrea Guerrero (immigration attorney), Levin Sy (co-founder of Southwest Center for Asian-Pacific Law), and Dr. Nasser Barghouti (president of the San Diego chapter of the American-Arab Anti-Discrimination Committee). KPBS hosted a resource table in which THE NEW AMERICANS literature was distributed.

Approximately 200 people attended the screening, which included members of several of San Diego's highly populated immigrant communities. In addition to college students, professors, and IPJ members, representatives of several community partners attended: Catholic Charities, International Rescue Committee, Association of Iranian-American City Employees Association, and Sudanese Christian Coalition. In order to assure that members of immigrant communities could attend the screening, KPBS provided free transportation for these groups. The station arranged for shuttle buses to pick up families in their home communities and transport them to and from the screening. Several families took advantage of this service and also brought their children to the event.

Several of the attendees commented on the relevance of the screening and panel discussion. A woman named Shoka said, *"Racial and cultural issues have been my primary interest in life. It has been years since I've been able to make contact with people with that mutual interest. None of the places I've lived in the past 15 years had a program such as you presented last night."*

Another event attendee, Lailani, praised the event and looks forward to the broadcast of THE NEW AMERICANS. *"It was a wonderful and enlightening event, which highlighted some very important issues surrounding immigration and race. The clips were a great way to promote the documentary. I'll be sure to tell others to tune in to watch when the dates draw closer."*

An extensive marketing campaign supported the screening. This included mailing 1,000 direct mail pieces to community partners and their constituencies. E-mail listservs were utilized to publicize the event, which reached approximately 9,000 contacts.

Naturalization Ceremony: The Immigration and Naturalization Service conducts monthly ceremonies in San Diego in which immigrants are sworn in as United States citizens. In August 2003, KPBS participated in the naturalization ceremony that took place in Balboa Park, which is often considered a multicultural center of San Diego. More than 900 immigrants were sworn in that day. KPBS had a resource table with information about THE NEW AMERICANS, as well as invitations to the screening event at the Joan B. Kroc Institute for Peace and Justice.

Workshops: KPBS' conducted three *Ready To Learn* workshops using the "America, My New Home" curriculum at the San Diego Chicano Federation. The workshops were advertised to childcare providers through the Federation's constituencies. Each workshop hosted 30 childcare providers, who in turn, serve approximately 135 children. KPBS is planning additional

“America, My New Home” workshops before the broadcast of THE NEW AMERICANS. In total, these workshops will reach more than 660 childcare providers and children.

Upcoming Plans: KPBS’ outreach activities are far from over. The station is planning two additional outreach activities to coincide with the series’ broadcast in March. A screening of one episode of THE NEW AMERICANS will be held in collaboration with the San Diego County Library in downtown San Diego. KPBS plans to invite its THE NEW AMERICANS partners and San Diego County Library partners. In addition, the event will be open to the general San Diego community. More than 3,000 San Diegans will be informed about the screening event through a variety of e-mail listservs and flyers.

Local Programming: The station plans to produce a second episode of FULL FOCUS that will feature immigrants and refugees who were persecuted in their native countries for their religious beliefs. The episode will include a 12-minute feature on this topic, followed by a panel discussion. This episode of FULL FOCUS will air around the March broadcast of THE NEW AMERICANS. As noted earlier, the audience for the program is approximately 8,000.

One of the cornerstones of KPBS’ outreach campaign for THE NEW AMERICANS is the involvement of an extensive list of community partners: the San Diego County Department of Health and Human Services, International Rescue Committee, Catholic Charities, Union of Pan-Asian Communities, Association of Iranian American City Employees, Institute for Peace and Justice, Survivors of Torture, Urban League, Chicano Federation, Sudanese Christian Coalition, San Diego County Library, and the San Diego House of the United Nations. All of these partners have been active in one or more of THE NEW AMERICANS outreach campaign activities.

7. KQED – San Francisco, CA

As one of the flagship stations in public broadcasting, KQED is a leader in the effort to serve an ever-increasing audience with some of the most powerful and perceptive programming available. THE NEW AMERICANS outreach campaign is an important vehicle to address the complex issues facing San Francisco’s diverse immigrant communities.

Community Screening: KQED has been convening a series of different screening events to broaden awareness of immigration issues and THE NEW AMERICANS. A screening was held at the East Bay Center for the Performing Arts in May 2003 for 60 people, including youth, parents, and community members. More than 600 people were informed about the event. The screening’s theme focused on how immigration and art can be integrated to tell stories. A clip of THE NEW AMERICANS was shown, as well as production videos that were created by students from the Center. The discussion that followed focused on individuals’ own stories of immigration. Kathleen Acord, KQED’s education network manager, commented on how diverse the audience was. *“There were people from Laos, and Palestinian and African-American women telling their stories about their journeys to the United States,”* said Acord. *“Some of these people didn’t want to come to the United States. But most talked about how they were looking for freedom and the American dream.”* KQED will convene a second screening at the East Bay Center on April 7, 2004. Approximately 80 – 100 youth, parents, teachers, and families are expected to attend; 1,200 people will be informed about the upcoming event.

In April 2004, KQED will also host THE NEW AMERICANS Community Forum in Oakland in an AECF neighborhood. Clips from the series will be screened, followed by a discussion related to the goals of the Family Economic Success *Making Connections* work group. The screening and discussion will focus on the vulnerability of immigrant and refugee families in relation to family security, workplace development, economic success, and safety. The Community Forum will offer strong facilitation with workshop/breakout sessions. Several organizations that provide services to new immigrants will staff resource tables throughout the forum.

Diversity and Immigration Screenings: KQED has been convening a series of screening workshops for employees of Chevron/Texaco as part of the corporation's arts and diversity network. THE NEW AMERICANS workshops were held during lunch at company work sites. A clip of THE NEW AMERICANS was shown, followed by a discussion about diversity and immigration issues. KQED has been convening these workshops at three sites in Northern California and five sites in Houston, Texas. The screenings have been extremely popular with employees, often yielding between 50 and 225 people in attendance at each workshop. KQED's community outreach manager reported that everyone had a story to tell about his/her own family immigrating to the United States. Employees were interested in listening to one another and left the workshops having learned much more about each person's family and struggles.

Workshops: KQED also plans to host three *Ready To Learn* workshops in winter/spring 2004 using the "America, My New Home" workshop model and materials. Scheduled at Head Start program sites and Lao Family in the AECF neighborhoods, the workshops will take the place of regularly scheduled parent meetings, which will guarantee a high rate of parent participation. KQED is projecting a direct reach of about 25 families for each of the three workshops, for a potential reach of 225 people (75 families with three children each).

The station will also convene three workshops for teachers using THE NEW AMERICANS as a discussion starter. Two workshops for upper-grade teachers will be held at St. Mary's Community College on January 31st and April 7th. A workshop for lower-grade teachers will be held on March 25th at the East Bay Center for the Performing Arts. For all workshops, Lower San Antonio neighborhood residents, educators, and teachers will be encouraged to attend. The station identified a teacher who is helping to create lesson plans for these workshops. KQED estimates that about 20 teachers will attend each workshop. The potential number of students who will benefit is approximately 2,000 (60 teachers with about 34 students per classroom).

Web Site: Another key element of KQED'S THE NEW AMERICANS outreach is the production of electronic family albums, which are being created in collaboration with teachers from local high schools. Teachers encourage their high school students to submit stories about how their families immigrated to California. The digital stories allow students to combine storytelling with a visual media component. The electronic family albums will be streamed on KQED's Web site, which receives approximately one million page impressions and more than 250,000 visits each month.

Local Programming (tentative): Another media component of THE NEW AMERICANS outreach is through the station's "Perspectives" program on KQED-FM. These "Perspectives" will be two-minute commentaries about immigrant experiences. AECF neighborhood children will be encouraged to offer their "Perspectives." The station is collecting stories from children

about coming to this country and the issues they face as immigrants. They will air on KQED-FM to coincide with the television broadcast of THE NEW AMERICANS; the stories will reach approximately 32,000 listeners.

Events in Conjunction with Series Broadcast: KQED will convene one final screening event on March 23, 2004 in preparation for the series' broadcast. This screening is themed around the concept of immigrant voices in the media, and is a partnership with KQED, ITVS, Active Voice, and the San Francisco Foundation. Clips of THE NEW AMERICANS will be shown, followed by a panel discussion. The panel will include Renee Tajima-Pena, who produced the Flores story for THE NEW AMERICANS and lives in the South Bay; a representative from the Flores family; local media representatives; and Nguyen Qui Duc, the host of KQED's "Pacific Time." KQED's community partners will be invited to this event, including AECF neighborhood representatives, Head Start, and the high school and middle school participating in the outreach campaign. The station plans to have 300 people in attendance.

8. Milwaukee Public Television, WI

From 1990 to 2000, foreign-born Wisconsin residents have increased 64 percent. For example, more than 65,000 new Hmong citizens now reside in the state of Wisconsin, according to Susan Tulley, Midwest regional director of the Federation of American Immigration. With these facts in mind, Milwaukee Public Television (MPTV) designed an outreach project entitled "A Window on the World: Understanding THE NEW AMERICANS." The primary component of MPTV's campaign is to create educational tools to help teachers throughout Wisconsin instruct their students about changing populations in their local communities.

Local Programming: The first component of MPTV's outreach campaign for THE NEW AMERICANS was the creation of four feature stories about local immigrants that will air as part of the station's signature television programs. Each of these 10-minute segments features a different immigrant or refugee family, including Hmong, Somalian, Mexican-American, and East Indian. The pieces featuring the Hmong and East Indian immigrants both aired during episodes of INSIDE VIEW, MPTV's weekly public affairs television program. This episode of INSIDE VIEW attracted nearly 19,000 households. The piece featuring the Somalian immigrant aired on BLACK NOUVEAU, an African-American issues show. Finally, the Mexican-American feature was part of ADELANTE, MPTV's Hispanic public affairs show. This episode of BLACK NOUVEAU reached more than 15,000 households, and the ADELANTE episode reached nearly 8,000 households. Along with excerpts from THE NEW AMERICANS, these four segments will serve as media tools to explore local issues.

Educational Guide and Training: The second component of MPTV's THE NEW AMERICANS outreach campaign is the production of curriculum guides for Wisconsin teachers. Throughout the state, teachers are faced with the challenge of working in schools with constantly changing demographics. In order to meet the needs of their students, teachers must be prepared to engage their students in discovering and embracing diversity. These guides will also help teachers develop the skills they need to understand issues of immigration and how it can have a positive impact on local communities.

MPTV partnered with the University of Wisconsin, Center for International Education to create these teaching tools. The curriculum guides are multiple pages of information about the four

featured immigrant communities (Hmong, Somalian, Mexican American, and East Indian). The guides contain information about these groups, along with statistics, an array of resources available to each group, and Web sites that can be used to obtain additional information. To create this project, MPTV also partnered with the Milwaukee Public School System and the Milwaukee International Institute, which is the state's leading agency in the field of immigration.

Currently in production, the guides will be distributed at the annual conference of the International Studies Network, a group of more than 550 educators, which is coordinated through the University of Wisconsin's Center for International Education (CIE). At the conference for social science teachers, which will take place in spring 2004, educators will participate in a training workshop on how to use the curriculum guide successfully. The station and CIE are producing more than 500 guides so that all the teachers may utilize this worthwhile educational tool to reach more than 15,000 students.

Promotion: MPTV's marketing/promotion campaign includes advertisements in local print media, feature stories in the station's program guide, and on-air spots on WMVS and WMVT. In addition, the University of Wisconsin, Center for International Education; the Milwaukee Public School System; and the Milwaukee International Institute will promote THE NEW AMERICANS to their constituencies. When THE NEW AMERICANS campaign ends, more than 60,000 people will have been reached.

9. WFYI – Indianapolis, IN

WFYI set out to increase awareness of the immigration histories of Indianapolis residents and to stimulate public dialogue and action about ways to welcome immigrants into the community. To accomplish this, WFYI embarked on an extensive outreach campaign for THE NEW AMERICANS, centering its efforts on a variety of activities: television production, workshops, and screening events. WFYI reaches all of central Indiana's rural, urban, and suburban communities, comprising a viewing area of 1.4 million people.

To broaden the scope of THE NEW AMERICANS outreach campaign, WFYI incorporated it within its "Making Connections at the Crossroads" umbrella campaign – the station's outreach efforts in association with The Annie E. Casey Foundation's *Making Connections* neighborhoods. "Making Connections at the Crossroads" utilizes a bridge-building strategy to link several local and national programs and outreach projects that focus on race, diversity, and immigration issues. Other programs/series include MATTERS OF RACE, LEGACY, and THIS FAR BY FAITH.

Local Programming: The first part of THE NEW AMERICANS campaign focused on the production of the second installment of COMMUNITY CONVERSATIONS. This hour-long local program features a dialogue among Indianapolis' community leaders, hosted by Judy O'Bannon, the former first lady of Indiana. COMMUNITY CONVERSATIONS featured topics on the arts, education, and politics, and included 11 in-studio guests. These included a city council member, a representative from the United States Congress, a representative from a local Hispanic agency, the city's school superintendent, and the curator from a local Native American art gallery. Scheduled for broadcast in January 2004, this episode of COMMUNITY CONVERSATIONS is expected to reach 20,000 households (based on the ratings of the first installment of COMMUNITY CONVERSATIONS).

WFYI also produced a special episode of ACROSS INDIANA, which airs on PBS stations statewide, to coincide with THE NEW AMERICANS. This special episode, scheduled for March 2004, features a family from Eastern Europe that immigrated to Indianapolis. Approximately 39,000 households in Central Indiana will watch ACROSS INDIANA.

An array of community partners was used for the production of COMMUNITY CONVERSATIONS and ACROSS INDIANA. Partners included religious organizations (Catholic Archdiocese, parishes, Jewish community centers), neighborhood associations, community centers, immigrant population groups, the American Asian Alliance, Indiana Historical Society, University of Indiana scholars, arts organizations, the governor's and mayor's offices, and The Annie E. Casey Foundation neighborhoods. The partners served as advisors to WFYI, helping the station to be inclusive in deciding which community leaders should be featured on the program and preambles. Some community partners also provided research and staff to help with the production of the preambles. Central Indiana has a population of 1.4 million, and these organizations can potentially serve this entire population.

Community Event: WFYI broadened community awareness of THE NEW AMERICANS and the show's immigration themes by participating in the annual Presents of Mind Resource Show at the Indianapolis Children's Museum in November 2002. The station gave take-home activities to families that encouraged them to learn about their family history and immigration stories. Approximately 2,000 families, teachers, and youth workers were reached at the event.

At the Presents of Mind Resource Show, WFYI took the opportunity to promote family attendance for its Family Strengthening Summit in November 2002. The station provided transportation stipends to help members of the AECF neighborhoods to attend. To further engage the families, video footage of Indianapolis immigrants' stories was collected at the Family Strengthening Summit. Currently in production, the video footage will be compiled into a local show and a series of interstitials. Approximately 500 people attended the Summit.

Screenings: WFYI is extending its outreach campaign for THE NEW AMERICANS into 2004 to coincide with the broadcast of the series in March. The station is partnering with the University of Indianapolis to convene a large screening event that will take place in March at an AECF neighborhood venue. In addition, WFYI is convening two smaller screening events for THE NEW AMERICANS that will take place at the Legacy Family Day event in March 2004. More than 100 people can potentially be reached through these events.

WFYI has promoted THE NEW AMERICANS primarily through the preambles and the station's Web site. Approximately 25,000 unique visitors view its Web site each month. A "Making Connections" logo was created to flag all shows in the station's program guide that belong within this outreach campaign, several of which were profiled in the publication. WFYI's program guide reaches 27,000 households. The station's e-newsletter is also used to publicize the campaign. Sent twice a month, the e-newsletter is distributed to 8,000 households.

10. The Piton Foundation – Denver, CO

The city of Denver is becoming one of the most diverse populations in the state of Colorado. In fact, the Denver communities of Baker, Cole, Lincoln Park, and Sun Valley are

experiencing a rapid growth in immigrant and refugee populations. A private operating foundation in Denver, the Piton Foundation develops and implements programs to improve public education, expand economic opportunities for families, and strengthen low-income neighborhoods in Denver. The foundation works directly with The Annie E. Casey Foundation's local *Making Connections* neighborhoods.

Documentary: In partnership with Rocky Mountain PBS, the Piton Foundation is producing a 30-minute documentary about immigration in the city. The documentary will profile one Denver family who resides in one of the AECF *Making Connections* neighborhoods. The family immigrated to the United States from Mexico several years ago, and like many immigrants, they came to this country without the required U.S. immigration forms. Family members have since become legal citizens of the United States. The family was selected based on its successful immigration story. The documentary will air on Rocky Mountain PBS stations in conjunction with the national broadcast of THE NEW AMERICANS. The documentary has a potential reach of 1.3 million viewers.

The documentary will be evergreen. The Piton Foundation plans to use the program in several of its outreach workshops and events in the Denver area. These events are designed to bring community members together to learn about the social issues facing their neighborhoods. Focusing on immigration and legal issues facing immigrants and refugees, the workshops will take place in schools and churches in the *Making Connections* neighborhood and will reach approximately 150 people.

Web Site: The Piton Foundation is designing an interactive Web site to support the documentary and address issues of concern for immigrants. With a link to the Web site of Rocky Mountain PBS, the site will provide additional information about the family featured in the program, as well as provide contact information for local organizations that immigrants can contact for help or resources. Information about the Web site will follow the broadcast of the documentary, as well as air around the broadcast of THE NEW AMERICANS. Rocky Mountain PBS' Web site receives 302,000 unique page views per month.

Conclusion

PBS stations and community sites have achieved tremendous success in their outreach endeavors for THE NEW AMERICANS. Campaigns are continuing into 2004 as the national broadcast of THE NEW AMERICANS approaches in March. THE NEW AMERICANS campaign helps communities throughout the country to listen to their local immigrant families and address their interests and needs. Further, the campaign educates communities about the complex issues these New Americans face and their diverse roles in contributing to their new homeland.