

AGING OUT National Outreach Campaign

Outreach Extensions
Final Report, July 30, 2005



Section I: National Campaign Management

Background

On January 1, 2004, Outreach Extensions began implementing a grant awarded by the Jim Casey Youth Opportunities Initiative, a national foundation whose mission is to help youth in foster care make successful transitions to adulthood. The purpose of the project was to conduct an educational and community outreach campaign for the documentary AGING OUT. As part of the campaign, The Annie E. Casey Foundation provided targeted funding to specific *Making Connections* sites.

A compelling documentary by Roger Weisberg and Vanessa Roth, AGING OUT chronicles the daunting obstacles that three alumni of foster care encounter as they emancipate from the foster care system and try to fend for themselves. A production of Public Policy Productions, the show aired on PBS in May 2005. PBS recommended May 26 at 10:00 p.m. as the national common carriage day/time.

The process of campaign development was very complex, including deciding upon campaign themes in relation to AGING OUT, selecting participating public television stations and community partners, creating station grant categories/priorities, delineating campaign responsibilities, and determining activities. The principal outreach strategy was to link public television stations with local organizations to build awareness and deliver solution-based actions related to emancipation. Four types of grants were created: co-located Jim Casey Youth Opportunities Initiative/Making Connections Media Outreach Initiative (The Annie E. Casey Foundation) grants, Jim Casey Youth Opportunities Initiative local grants, key market grants, and Making Connections Media Outreach Initiative (MCMOI) only grants.

The selection of public television stations for project grants began with Jim Casey Youth Opportunities Initiative providing Outreach Extensions (OE) with a list of markets that were important to its long-term goals. OE conducted research to ascertain the capacity of stations in markets that were not MCMOI stations. Once markets were approved by the foundation, OE called stations to begin the cultivation process to secure their participation.

All MCMOI stations conferred with the local *Making Connections* site teams to determine whether the teams were able to prioritize the issue and participate in the campaign. Some were able to participate, while others could not. While not able to participate, *Making Connections* Louisville played a crucial role by identifying an organization that became Kentucky Educational Television's (KET) lead partner. For its part, KET kept the site

informed about campaign progress. Some sites of interest to The Annie E. Casey Foundation such as Des Moines and Providence required an extensive cultivation process. OE conducted a site visit in Des Moines to meet with the leadership of the station and site team. In various cities, Casey Family Programs and Casey Family Services participated in local campaigns.

Outreach Extensions recommended the provision of grants to stations in key markets. This brought in New York and Los Angeles – cities in which the youth in AGING OUT resided. WNET/New York was also the presenting station for AGING OUT. Chicago was selected because of the opportunity to engage the Chapin Hall Center for Children at the University of Chicago. Chapin Hall had recently released a new study on foster care emancipation. An AGING OUT video short was also available on a Chicago youth.

As part of its involvement in the outreach campaign, the Jim Casey Youth Opportunities Initiative designated local grantee (community partner) organizations engaged in foster care/emancipation to partner with stations in conducting their projects. Outreach Extension’s cultivation of stations included their willingness to partner with these institutions. Outreach Extensions conferred often with The Hatcher Group to obtain information on the partners the foundation wished to designate for participating stations. Obtaining this information in a timely manner was crucial since stations needed to collaborate with their partners in developing their outreach plans/proposals.

The chart below summarizes which public television stations participated in the campaign and the names of their community partners.

Local Outreach Grants: Stations and their Community Partners

City	Station	Partner(s)
JCYOI/MCMOI		
Atlanta, GA	Georgia Public Broadcasting	Community Foundation of Greater Atlanta
Denver, CO	Rocky Mountain PBS	Mile High United Way County Human Services Dep’t
Detroit, MI	Detroit Public Television	Wayne County Department of Human Services
Des Moines, IA	Iowa Public Television	Youth Policy Institute of Iowa
Hartford, CT	Connecticut Public Television	Connecticut Voices for Children Casey Family Services
Indianapolis, IN	WFYI	Lumina Foundation United Way of Central Indiana
Providence, RI	Rhode Island Public Broadcasting	Rhode Island Department of Children, Youth, and Families Casey Family Services
San Antonio, TX	KLRN	Casey Family Programs San Antonio School District
San Diego, CA	KPBS	ACCESS, Inc./ Youth Empowerment Services
San Francisco	KQED	Charles and Helen Schwab Fnd
St. Louis	KETC	Area Resources for Community and Health Services

Washington, DC	WETA	Child Welfare League of America Children's Law Center Consortium for Youth Services Public Welfare Foundation
JCYOI Sites		
Kansas City, KS/MO	KCPT	Local Investment Commission
Nashville, TN	Nashville Public Television	Vanderbilt University Child and Family Policy Center

City	Station	Partner(s)
Key Market Sites		
Chicago, IL	WTTW	Chapin Hall Center for Children
Los Angeles, CA	KCET	Alliance for Children's Rights Casey Family Programs Carson Foster Parent Ass'n
New York, NY	Thirteen/WNET	Administration for Children's Services Youth Advocacy Center
MCMOI Sites		
Louisville, KY	Kentucky Educational Television	Coalition for the Homeless Metro Louisville Cabinet for Families and Children Children's Alliance of Kentucky
New Orleans, LA	WYES	Greater New Orleans Violence Prevention Coalition
State of Louisiana	Louisiana Public Broadcasting	Capital Area CASA

The majority of stations received \$10,000 AGING OUT outreach grants. WYES/New Orleans received a \$1,000 MCMOI minigrant. All grants with the exception of the MCMOI only projects were funded by the Jim Casey Youth Opportunities Initiative. Outreach Extensions managed the grants program and provided technical assistance.

Campaign Management Activities

Application / Reporting Process

1. March 1, 2004 – Outreach Extensions presented the AGING OUT campaign at the *Making Connections* meeting in San Antonio, TX: “Pumpin’ Up the Volume: Making Communications Go From Nice to Essential,” which convened Phase 1 *Making Connections* sites. An informative package of materials was distributed along with a copy of the documentary.
2. March 17, 2004 – Outreach Extensions introduced AGING OUT at its annual meeting for stations engaged in the Making Connections Media Outreach Initiative. AECF’s Joy Thomas Moore offered welcoming remarks. This half-day workshop occurred prior to the annual meeting of the National Center for Outreach in San Diego, CA. In preparation for the meeting, Outreach Extensions recruited station participation in the AGING OUT campaign. Stations were asked to review copies of AGING OUT prior to attending the meeting. The 1.25 hour presentation on AGING OUT featured Gary Stangler, executive director, Jim Casey Youth Opportunities Initiative; Daniella Anderson Rin Hover, one of the young adults in the documentary; Greg Michaelidis, The Hatcher Group; and two representatives of Outreach Extensions. An informative package of materials was distributed to stations. (See Campaign Information Package in Campaign Resources and Materials.)

3. Stations submitted an “Intent to Apply” form on April 9, 2004. Outreach Extensions contacted stations to answer questions and encourage them to apply.
4. June 30, 2004: The majority of station proposals for AGING OUT were submitted. Outreach Extensions reviewed the applications and aided stations in refining their projects. Proposal summaries and recommendations (along with the full proposals) were submitted to the Jim Casey Youth Opportunities Initiative and The Annie E. Casey Foundation for final approval. Late proposals included Rocky Mountain PBS/Denver and WYES/New Orleans. Two stations, KCET/Los Angeles and WETA/Washington, DC submitted their proposals in January 2005.
5. Throughout the campaign, Outreach Extensions obtained information from stations on the progress of their campaigns. Monthly update charts on station and partner activities were submitted to the Jim Casey Youth Opportunities Initiative and The Annie E. Casey Foundation. Narrative reports were also submitted. A Midyear report was prepared in June 2004, and an Interim report was submitted in December 2004.
6. Wednesday, June 15, 2005 – The annual meeting of the Making Connections Media Outreach Initiative was held in Boston, MA in advance of the annual conference of the National Center for Outreach. AECF’s Joy Thomas Moore offered welcoming remarks. This year’s program offered a recap of the AGING OUT campaign, including a panel presentation on local grant activities. Panelists who reported on their campaigns were Judy Flavell and Dana Duncan, Kentucky Educational Television; Sonya Shah, KQED/San Francisco-Oakland; and Amy Shaw, KETC//St. Louis. Outreach Extensions congratulated all grantee stations on their successful outreach campaigns.
7. Public television stations were required to submit their final reports (narrative and financial) on June 30, 2005. Outreach Extensions telephoned stations to make sure their reports would be timely and to request needed information. Stations also submitted media resources they had developed for their local campaigns. A proof of performance outreach video/DVD is being produced to showcase local campaign activities.

Campaign Resources and Materials

Campaign Information Package – Outreach Extensions produced a 31-page information package to introduce the AGING OUT documentary and national outreach campaign to public television stations and their community partners. Materials included an overview of the campaign; background information on foster care and aging out, including the Foster Care Independence Act/Chafee Program; fact sheet; list of resources that would be available from Jim Casey Youth Opportunities Initiative; introduction to *On Their Own*; information on the documentary, including a detailed description of each youth’s story; grant application forms, criteria, and grant requirements, and suggested outreach activities. The Jim Casey Youth Opportunities Initiative advised Outreach Extensions on foster care content and AGING OUT National Outreach Campaign – Outreach Extensions

approved the package for distribution; The Annie E. Casey Foundation also approved the package.

Discussion Guide – Outreach Extensions (OE) worked with The Hatcher Group to create *A Discussion Guide for Youth, Communities, and Employers*, since the priorities of the AGING OUT campaign were employment, education, and connections to caring adults. OE strongly recommended the inclusion of a youth section, which would empower youth to become involved with foster care issues in their communities. OE also asked KCPT in Kansas City, Missouri to review the youth content in the guide with teens aging out of foster care or recent alumni. KCPT partnered with Crittenton Center – Carrier House and the Crittenton Behavioral Health staff – to conduct the two-part review session. Youth watched the documentary prior to reviewing the *Discussion Guide*. At the request of OE, Daniella Rin Hover reviewed the guide and suggested some changes that were included in the final version.

OE also recommended that the guide should also be available in Spanish and provided the name of a translator who had worked with OE on several other projects. The planned involvement of Risa Bejarano in the outreach campaign was the primary reason for translation into Spanish. Risa was interested in conducting discussions about the film and proposed solutions in Spanish in communities such as San Diego and San Antonio. A possible partnering organization could have been College Track, which works with students through high school and into college, providing them with tools and opportunities to attain higher education. Risa was also interested in presenting the film at the Latino Film Festival.

Ancillary Materials – In a May 24, 2004 update letter to stations, OE mailed five videotapes to stations applying for AGING OUT grants – one for each of the youth Roger Weisberg and Vanessa Roth followed for the documentary. In addition to the individual stories of David Griffin, Risa Bejarano, and Daniella Rin Hover, videos also presented the stories of Thomas Hudson and Keely Lopez. Thomas resides in Chicago, while Keely lives in the South Bronx. A description of each story was attached. Also enclosed was an executive summary of a study being conducted by the Chapin Hall Center for Children at the University of Chicago. The study, “Midwest Evaluation of the Adult Functioning of Former Foster Youth: Conditions of Youth Preparing to Leave State Care,” is part of a long-term exploration of how former foster youth fare during the transition to adulthood. A Chicago screening featured Thomas Hudson’s story, “With No Direction Home,” and Thomas participated in the panel discussion. (See the summary of WTTW/Chicago’s project in Section II of this report.)

In a later mailing, stations also received two videotapes of Daniella’s story, “Bound and Determined.” Gary Stangler provided an introduction and close to each video, one for policymakers and the other for community outreach. Produced by Roger Weisberg, both versions include a call to action that local stations and others can use to mobilize action related to foster care emancipation.

E-mail updates were regularly sent to stations. One on June 14, 2004 encouraged stations to listen to a radio documentary broadcast on May 12, 2004 by Chicago Public Radio (WBEZ) on its CHICAGO MATTERS program. Produced by Linda Paul, “Out Here on My Own” looked at how well young people are being prepared for life on their own after release from foster care. The e-mail provided a Web link to NPR so that stations could listen to the documentary and gain additional background information on the subject of emancipation. The same e-mail provided Web links to additional research on Chapin Hall’s Web site.

Proof of Performance Outreach Video/DVD – With their final reports, stations submitted local campaign print materials as well as BETA copies of local productions, program segments, and interstitials. Along with resources on station Web sites, these materials were used as the basis for the proof of performance outreach video/DVD. Outreach Extensions wrote scripts to describe each station’s project, highlighting community partners, local stakeholders engaged in campaigns, activities, and outcomes. Producer Dean Radcliffe-Lynes, who has worked with Outreach Extensions on other outreach videos, produced a vignette for each station. Outreach Extension reviewed a draft version of the vignettes, made script changes, and requested production changes. Copies of the completed DVD will be placed on the Web sites of the Jim Casey Youth Opportunities Initiative and the Making Connections Media Outreach Initiative as well as distributed to stations and project funders. In addition, individual local productions will be shared with other stations.

MCMOI Web site – Outreach Extensions developed a Web page for AGING OUT on the Web site of the Making Connections Media Outreach Initiative. As for all MCMOI campaigns, content was organized according to Overview/Synopsis, About the Campaign, Campaign Activity, and Tools & Resources. Station reports and the proof of performance outreach video will be added to the Web site at the completion of the project.

Technical Assistance

Beginning with the station recruitment process, which began in January/February 2004 and ended in June 2005 with advising stations on their final reports, Outreach Extensions (OE) provided extensive technical assistance to stations. Once stations submitted their “intent to apply” forms, Outreach Extensions conferred with them regarding their local partners and plans for local projects. OE kept stations informed about project resources and provided relevant materials. Throughout the campaign, OE was constantly in communication with stations through e-mails, by telephone, and in person – answering questions, providing advice and counsel, brainstorming ideas and strategies, and scheduling appearances by Daniella Rin Hover for station events.

As part of the materials development process for the project, OE conferred with stations about their needs in relation to key audiences and constituencies they wished to reach. This included youth content, providing materials in Spanish, and addressing potential concerns that groups might have about viewing/discussing AGING OUT. Throughout the campaign, the Outreach Extensions team forwarded information and resources related to the AGING AGING OUT National Outreach Campaign – Outreach Extensions

OUT production as well as to the issue of aging out of the foster care system to stations. This helped to prepare stations for project decision making with their local partners.

Outreach Extensions (OE) also provided technical assistance to community organizations that wanted to utilize AGING OUT and invite the participation of Daniella. OE suggested which video (full documentary or one or more video shorts) would work best for them and offered tips on how they might present the video(s) to their audiences. In one instance, the Westchester Children's Association featured Daniella and her story at a fundraising event at the Jacob Burns Film Center in Pleasantville, NY. The audience of 130 people included supporters and local decision makers, including the supervising judge of the Family Court, key administrators in the Department of Social Services, heads of major foster care agencies, and other service providers. OE also sent copies of the documentary and information on the outreach campaign to inquiring foundations such as the Carter and Melissa Cafritz Charitable Trust and the California Wellness Foundation.

Daniella Rin Hover: From the early stages of the outreach campaign, Daniella Rin Hover, one of the three youths in the film, was involved – commenting on a draft version of the discussion guide and traveling to San Diego to be part of the station orientation. Numerous stations requested her participation in local campaign activities, all of which (scheduling, travel, accommodations) was managed by Outreach Extensions. These stations/sites included: Iowa Public Television/Des Moines, KETC/St. Louis, KPBS/San Diego, WFYI/Indianapolis, WNET/New York, and WTTW/Chicago. WETA/Washington, D.C. also invited Daniella and her husband Veasna to confer with them on how its local outreach project could be used to advocate for youth.

Monica Medina, Outreach Extensions' campaign project director was in continuous contact with Daniella and her family, helping them to navigate through many of their current life issues. When the family moved to Washington, DC in January 2005, Monica helped to make sure Daniella received the services she needed from her employer and new community. Daniella and Veasna needed emotional support as well as practical advice, which Outreach Extensions was very willing to provide through extended telephone conversations and some face-to-face meetings such as during the CASA Conference in Long Beach.

Guidance and support were also offered to Veasna. Outreach Extensions sought to include him in speaking engagements as well, some of which involved him in reading his poetry. Both Daniella and Veasna were compensated for their participation in the campaign, and Outreach Extensions sought to achieve some parity in this.

In January, Daniella and Veasna moved to Washington, D.C. to accept positions with the National Association of Former Foster Children of America (NAFFCA). Daniella became the assistant to the CEO, Louis Henderson, and youth ombudsman. She was also the facilities manager. In this capacity, she met with the program's youth residents to help resolve any problems they were experiencing. She also checked the apartment facilities to ensure that living conditions meet the guidelines of the Child and Family Services Administration.

Daniella was also helping to develop a life skills curriculum for NAFFCA. Veasna was employed as a community living assistant for NAFFCA. His responsibilities were to check the youths' apartments to make sure standards were met, and monitor youth to ensure they adhered to the 10:00 p.m. curfew. In addition, Veasna took youth, as needed, to meetings, appointments, and classes.

As of the writing of this report, (July 27, 2005) Daniella is working part-time for the National CASA office in Washington, DC. The job is temporary, but is likely to become permanent. Veasna is working part-time for Pottery Barn.

Conferences

The Outreach Extensions team also supported Daniella Rin Hover's participation in special conferences related to the issue of aging out and the use of the AGING OUT documentary.

Adolescent Sexuality Conference, New York – On Thursday, January 27, 2005, Daniella led a 90-minute breakout session on “The Ins and Outs of Being a Young Mother in the Foster Care System: The Daniella Anderson Story.” Over 35 case workers, case managers, and foster parents were in attendance. The session began with a screening of Daniella's video short, “Bound and Determined,” followed by Q&A. Participants asked Daniella for an update on her life since the documentary. One asked for suggestions on how to reach youth and teen mothers. Daniella offered advice and insight into what youth need in order to navigate the system on their own. A case worker from Innwood House, who had worked on Daniella's case, was among the attendees. She offered her congratulations to Daniella on her recent successes and spent a few moments catching up with Daniella.

California CASA Academy – 2005 Symposium, Long Beach, CA – KQED/San Francisco and KPBS/San Diego co-hosted Daniella's appearance at the California CASA Academy held in Long Beach, CA on January 29, 2005. This three-day conference, Advocating for Paths to Permanence, was an opportunity for Court Appointed Special Advocates (CASA) to connect with peers and learn about innovative techniques in child advocacy. Friday evening, January 28, was devoted to testimonials from former foster youth and poetry readings on thoughts and emotions that are evoked by permanence or the lack of it when growing up in foster care. Veasna Rin Hover was invited to share one of his poems, which touched on his feelings for family. Approximately 200 attended this event.

The following day featured a screening of two of the stories from AGING OUT, Risa's and Daniella's. Mani Fata, from KQED, a co-sponsor of the conference, introduced the video shorts. She also informed the more than 150 people in attendance that Trisha Richter, KPBS, and Monica Medina, project director for the AGING OUT national outreach campaign, were available to talk about the program and outreach campaign. When Veasna and Daniella took the podium following the screening of Daniella's story, audience members impulsively rose from their seats to give them a standing ovation. The two shared their thoughts on the making AGING OUT National Outreach Campaign – Outreach Extensions

of AGING OUT and described how they became involved in the documentary. After providing updates on their lives, they answered questions from the audience. This included ways to use the documentary as an advocacy tool.

Child Welfare League of America annual conference, Washington, DC

Along with Gary Stangler, Daniella spoke at an AGING OUT screening at the Child Welfare League of America annual conference on March 8, 2005, which was held at the Marriott Wardman Park Hotel. As part of CWLA's "Movie Night," public television station WETA screened segments on Daniella Rin Hover and Risa Bejarano. The event was attended by 35 people. At the close of the evening, participants approached Daniella, Mr. Stangler, Carla Owens (communications and public affairs officer, Jim Casey Youth Opportunities Initiative), and the station representative to express interest in obtaining a copy of the documentary or Daniella's individual segment. Others wanted to know how they could help promote the documentary in their community. Much gratitude and appreciation were shown for participating in the CWLA event and highlighting the important issue of foster care youth emancipation. The companion discussion guide was distributed to participants as well as general CWLA conference attendees.

Communication with the Funders and The Hatcher Group

Outreach Extensions participated in all the station/community partner conference calls with The Hatcher Group in order to ensure customized promotion strategies. Assistance and support were also provided to Michael Shepley as he began promotion of the documentary.

The Hatcher Group contacted Outreach Extensions in early 2005 to talk about additional screenings at targeted sites. To pursue this, The Hatcher Group requested conference calls with potential sites; Outreach Extensions participated on the calls. Screenings were optional for stations, however. Two stations decided to host additional screenings: KCPT/Kansas City and KETC/St. Louis. Daniella Rin Hover participated in both screenings, which were hosted by the stations' partners.

Outreach Extensions also coordinated campaign activities with the Jim Casey Youth Opportunities Initiative, communicating primarily with Carla Owens, communications and public affairs officer, as the campaign developed. Part of this effort related to book signing events for *On Their Own: What Happens to Kids When They Age Out of the Foster Care System* by Martha Shirk and Gary Stangler. Several stations engaged in the campaign – and their local partners – participated in these book signing events: KCPT/Kansas City, KETC/St. Louis, and KLRN/San Antonio; all presented information on AGING OUT. In one example, KCPT and the Local Investment Commission conferred with Outreach Extensions, The Hatcher Group, and Jim Casey Youth Opportunities Initiative to plan local promotion for the book signing event.

In addition, Gary Stangler attended local station/partner outreach events. On November 8/9, 2004, he participated in a research and public policy conference at the University of Chicago, which featured a screening of AGING OUT at Chicago's Museum of Contemporary Art. On March 8, Gary Stangler spoke at a screening of AGING OUT at the Child Welfare League of America annual conference in Washington, D.C. Stangler also participated in key events in Indianapolis, one in April 2005 with the Lumina Foundation's *Building Supports for Success in Higher Education* project; and one in May, when the United Way of Central Indiana released the results of the local *Connected by 25* planning efforts, which was funded by the Jim Casey Youth Opportunities Initiative and Lumina Foundation. Public television station WFYI participated in planning and hosting the events in Indianapolis.

Pivotal Events

Risa Bejarano was murdered in Los Angeles: On the weekend of June 5th, Outreach Extensions learned that Risa Bejarano, one of the youth in AGING OUT, had been murdered in Los Angeles. A conference call was quickly arranged for Tuesday, June 15. Participants included Joy Thomas Moore, AECF; Gary Stangler, Jim Casey Youth Opportunities Initiative; Greg Michaelidis, The Hatcher Group; filmmakers Roger Weisberg and Vanessa Roth; and the Outreach Extensions team. Important decisions related to how to convey this information to viewers of the documentary as well as to groups engaged in community discussions and actions. Since Risa's lack of both safety and housing contributed to her death, these additional elements were added as campaign issues – including providing content on them within the Discussion Guide. Outreach Extensions insisted that professional social workers provide guidance for how to deal with issues and anger in adult and youth settings when participants find out about Risa's death. A plan was also made to pay for Risa's funeral expenses. While conducting their campaigns, particularly in relation to youth audiences, stations made decisions with their partners about informing audiences about Risa's death.

Contingency Planning re Possible Broadcast Delay: In early December 2004, Outreach Extensions was notified by producer Roger Weisberg that the broadcast date of AGING OUT might not occur in May 2005 to coincide with National Foster Care Month. Outreach Extensions contacted all stations engaged in the outreach campaign to alert them to the possible delay and to assist them in determining what course of action might best serve them. Most stations felt that it would be disruptive to stop and later restart their campaigns and that community and partnership goodwill would be compromised. Thus, while the majority of stations elected to continue the progress of their campaigns, the consultation process was detailed and individualized.

Another concern was whether AGING OUT would be broadcast as an independent production or as part of a PBS series such as Independent Lens. This would have been a problem for Rhode Island Public Broadcasting, which does not broadcast that series.

Broadcast Date Confirmed for May 2005: On December 21, 2004, Roger Weisberg informed Outreach Extensions that PBS had confirmed a national broadcast date of May 26, 2005 for AGING OUT. The decision had been made to broadcast it as an independent documentary, not as part of a PBS series. After alerting stations via e-mail, Outreach Extensions talked to stations individually to confirm that each was prepared to complete its project by June 30, 2005, when project reports were due. Another issue regarding the broadcast was the availability of an FCC-approved version (language/content) of AGING OUT. Outreach Extensions informed stations that two versions were available.

Public Radio Programming

As a strategy to expand the reach of the national campaign, Outreach Extensions (OE) added a public radio component. OE researched the television stations participating in the campaign to identify joint licensees that are also recognized for their public radio production – or those that collaborate with a strong public radio station. Outreach Extensions developed a grant application to facilitate the decision making process. As a result, joint licensees (radio/television) KPBS/San Diego and KQED/San Francisco-Oakland received grants. Two stations partnered with the local National Public Radio affiliate, supporting their work to produce local programming. These included WTTW in partnership with Chicago Public Radio and Kentucky Educational Television in partnership with the Public Radio Partnership in Louisville, KY. Reports on the radio grants are provided with the final station outreach campaign reports. (See Section II: Station Reports)

Sustainability

Outreach Extensions will continue to pursue opportunities to showcase the AGING OUT National Outreach Campaign and bring attention to the issue of aging out of foster care.

- According to filmmaker Roger Weisberg, the **Council on Foundations** has selected AGING OUT for inclusion in its 2006-2007 Film and Video Festival. This honor means that the film will be screened at the Council on Foundations Annual Conference in Pittsburgh (May 7-9), at the Conference of Community Foundations in Boston (September 18-20), and the Family Foundations Conference in Baltimore (February 25-27). Outreach Extensions will provide copies of the proof of performance outreach video/DVD and outreach campaign background materials for distribution at these conferences.
- AGING OUT will remain on the **Making Connections Media Outreach Initiative Web site**. New content will be added: final reports of participating stations and their community partners and the proof of performance video/DVD.
- Where possible, with the agreement of The Annie E. Casey Foundation, Outreach Extensions will provide additional support to **MCMOI station activities** related to aging out of foster care. This may include actions by Kentucky Educational

Television to work with its community partners to achieve state legislation to extend the decision time of emancipating youth to recommit to the state's care; and the local production on foster care for which Connecticut Public Television (CPTV) is seeking support. Both the Jim Casey Youth Opportunities Initiative and The Annie E. Casey Foundation will be recognized as production funders for CPTV's program. Stations may also incorporate aging out as part of other MCMOI campaigns.

- Daniella Rin Hover will speak at two conferences in August 2005: "Transition to Adulthood," August 9–11 in association with the Arkansas Department of Health and Human Services, and "Destination Future" 2005 National Youth Leadership Conference, August 26-28, presented by the National Resource Center for Youth Services (NRCYS), University of Oklahoma. NRCYS is coordinating the Arkansas conference as well.

Campaign Reach and Impact

The 20 public television stations participating in the AGING OUT National Outreach Campaign reported (see next page) a total of 22,449,650 direct impressions achieved through their local activities. In addition, public radio programming supported by the campaign reached 455,100 listeners, for a total reach of 22,904,750. Providing an on-air outreach component, leveraging campaign opportunities through promotion, participating in community events, conducting multiple events to reach diverse audiences, and creating Web elements substantially extended station reach, as did the work of participating local partners and advisory groups. Internal station collaborations, principally the production of local programs or program segments, resulted in educating the community about local issues and services as well as reaching broader station audiences.

Section II: Station Reports on Local Outreach Campaigns

As noted in Section I of this report, four types of AGING OUT outreach grants were created: co-located Jim Casey Youth Opportunities Initiative/Making Connections Media Outreach Initiative grants, Jim Casey Youth Opportunities Initiative local grants, key market grants, and Making Connections Media Outreach Initiative (MCMOI) only grants. Station reports adhere to these categorizations. The Jim Casey Youth Opportunities Initiative funded all except the last category of grants, which were funded by The Annie E. Casey Foundation.

A. Co-Located Jim Casey Youth Opportunities Initiative / Making Connections Media Outreach Initiative Sites

Georgia Public Broadcasting / Atlanta

Project Description

Georgia Public Broadcasting (GPB), The Community Foundation for Greater Atlanta, the Georgia Department of Human Resources, and Georgia's First Lady Mary Perdue partnered for an outreach campaign focusing on the pressing needs of the state's foster care children and youth.

On Thursday, May 26, GPB aired a special night of programming branded "Foster Care: Making A Difference in Georgia." The programming was built around the national broadcast of AGING OUT with the goal of raising awareness of foster care issues in Georgia, including challenges to young people in gaining higher education, employment, healthcare, and financial independence.

The May 26 evening of programming began with the broadcast of the documentary *Fostering Hope: A Call To Care*, followed by a special edition of GPB's weekly public affairs program *Georgia Week in Review*, and ending with AGING OUT. *Georgia Week in Review* featured three important guests. Georgia's First Lady Mary Perdue, who is a former foster parent, discussed the work of The First Lady's Children's Cabinet and her efforts to improve the lives of Georgia's foster care children. BJ Walker, Commissioner, Georgia Department of Human Resources (DHR) joined Mary Perdue to discuss "Teen Work" the latest initiative of The First Lady's Children's Cabinet in partnership with DHR. Launched in late April, Teen Work is a statewide project that seeks to pair foster teens with public and private employers so they can gain work experience and start the transition to independent living. Lesley Grady, Vice President of Community Partnerships, The Community Foundation for Greater Atlanta, discussed The Metro Atlanta Youth Opportunities Initiative (MAYOI). This unique pilot project in partnership with the Jim Casey Youth Opportunities Initiative helps young people make successful transitions from foster care to adulthood. Two MAYOI Youth Board members, Priscilla Harris and Jeremy Middleton, were profiled in a feature segment that aired as part of the special.

During the evening of programming, which reached a statewide audience, GPB set up a phone bank in its studios that DHR staffed with volunteer employees from the Department of Family and Children's Services. The special 1-800 number was posted on the screen throughout each program. Bridging the three programs was a series of spots that encouraged viewers to call the GPB studios.

Project Outcomes / Impact

The purpose of the phone bank was to give viewers a method to respond to the programming and become involved in foster care. Messages on-air and in promotional materials conveyed that people can become involved in different ways that can make a difference in the lives of children and youth in foster care.

The project stressed that while foster parenting is very important, people can also become involved in helping youth with the transition to adulthood through programs such as mentoring. DHR and The Community Foundation are following up with all of the callers who expressed interest in aging out issues, particularly employment. While complete results are not yet compiled, initial feedback

indicates that through the information provided in station programming and the phone bank, interested employers have become involved with Teen Work and MAYOI. The Community Foundation is also continuing to use the programming to promote MAYOI.

Target Audience

Georgia Public Broadcasting is the statewide PBS station. GPBs target audience for these broadcast programs was adults across the state of Georgia, including the Atlanta, Savannah, Augusta, Macon, Columbus, and Albany DMA's with a combined 3.2 million households. Overall, as Georgia's only statewide public broadcasting network, GPB serves approximately 8.5 million people. Typically, GPBs viewers are opinion leaders and key communicators who may influence public policy.

Partnerships

GPB was able to implement its original plan of partnering with The Community Foundation to promote specific foster care issues, particularly those related to AGING OUT. The Community Foundation played a vital role by providing GPB with resources for the special edition of *Georgia Week In Review*. This included Lesley Grady's participation on the program and the two members of the MAYOI youth board who were featured in the show. In addition, the promotional support they provided prior to the broadcast was very helpful in getting the word out to various audiences.

The Department of Human Resources and First Lady Mary Perdue were important project partners. DHR staffed the station's phone bank with employees from the Department of Family & Children's Services. The expertise of these employees made it possible to direct viewers to appropriate resources. Project involvement provided DHR with a vital opportunity to address aging out issues in Georgia and promote its new Teen Work program to a statewide audience. The First Lady's commitment to foster care helped raise the profile of GPB's programming. Her appearance on *Georgia Week In Review* emphasized how all Georgians should be concerned with foster care issues and that there are many ways that individuals can become involved.

GPB has served as the site of the First Lady's annual Children's Summit, an event that brings together a variety of people working in social service fields on behalf of children. The station plans to continue this work and perhaps play a greater role in initiatives on behalf of foster children and youth. The partnership formed with DHR was very successful. The station will investigate the possibility of future projects together.

The station continues to work with The Community Foundation, providing copies of *Foster Care: Making A Difference In Georgia* to promote MAYOI to business and community leaders in the hopes of gaining more employment opportunities for foster youth.

Promotion

In advance of the May 26 evening of programming, GPB ran a television spot produced with First Lady Mary Perdue. The spot aired a total of 346 times for nearly a month prior to the broadcast of the "Foster Care: Making a Difference in Georgia" programming. GPB posted a banner on the front page of its Web site beginning the first week of May. The banner led to information about the evening's programming and a video stream of the First Lady's spot, as well as offered links to partners' Web sites. GPB collaborated with its partners on a press release to statewide media. The release was posted on GPB's and partner Web sites. GPB highlighted the special night of programming in the May edition of its member guide *Preview*, which goes out to approximately 60,000 members. The station also sent out information in its organizational e-newsletter, which has about 12,000 subscribers.

The Community Foundation included the programming information in *e-impact*, its electronic newsletter that reaches about 2,000 recipients. DHR sent information to its e-mail list of 19,000 recipients. In addition, GPB provided press releases about its programming to The Community Foundation for a special screening of AGING OUT at the Pathways to Adulthood Conference in Atlanta on May 19. The conference was sponsored by the U.S. Department of Health and Human Services and focused on independent living for older youth in foster care. Daniella Rin Hover spoke at the screening and members of MAYOI's Youth Board shared their experiences to an audience of more than 100 attendees.

Evaluation

GPB and its partners evaluated the success of the project by the number of phone calls the phone bank received during the broadcast and the continuing impact that has resulted. As a result of the station's programming, DHR and MAYOI have new leads for their foster youth employment programs. The station was pleased that the phone bank received calls from viewers across the state of Georgia, as well as from portions of Tennessee, Alabama, and South Carolina where GPB's signal is received. Also, MAYOI is continuing to use the program to recruit new employers for its program and expand its services. One of the best testaments to the power of GPB programming came at the end of the evening. A depressed young woman called who was considering suicide. She had been in the foster care system and related strongly to the stories of the youth in the program. DHR volunteers were still in the studios when the call came in. A volunteer spent about 30 minutes on the phone with her and was able to convince her not to hurt herself. The next day DHR visited her and directed her to resources for financial assistance and other programs.

KRMA / Rocky Mountain PBS / Denver, CO

Project Description

For the AGING OUT outreach campaign, Rocky Mountain PBS conducted *Ready To Learn/Ready To Grow* and Parenting Counts workshops for individuals who had children and were aging out of the foster care system. These workshops for parents and caregivers utilize the View, Do, and Read methodology. View a PBS program, Do a hands-on activity to build on the theme, and Read a related book to develop literacy skills. Literacy and the ability of the parent/caregiver to ensure the child is "ready to learn" upon entering school is at the heart of *Ready To Learn*. Ready To Grow expands upon the theories learned and applies it to children up to age eight. Parenting Counts workshops explore how children learn by mimicking adults and their behaviors. These classes bring full circle the importance of working with children to help them develop critical literacy skills, and to help parents/caregivers understand their role in the process, and to make it fun. To date, the human services coordinator for Denver County is facilitating the station's entry into the foster care system to provide the workshops.

Longmont High School, Sierra Grande High School, and Center High School are also recipients of *Ready To Learn/Ready To Grow* or Parenting Counts workshops due to small grants offered by the schools to the local AGING OUT campaign. Since their grants were awarded at the end of the 2005 school year, the workshops will be offered in the fall when schools reopen. Each school received ten English and ten Spanish copies of the AGING OUT discussion guide and a copy of the program. A Rocky Mountain PBS representative attended awards ceremonies in Blanca and Longmont to receive the grants.

Rocky Mountain PBS also agreed to tape and disseminate three financial literacy workshops conducted by Young American's Bank. The sessions have been taped, but actual dubbing of the workshops has not yet taken place. Taping day brought approximately 25 youth to the station, representing mentors to other youths in the system and those actually emancipating from the system. In the daylong taping session, three workshops were presented to this population. The workshops focused on "Money Smarts," with topics exploring:

- Needs vs. Wants when it comes to savings and investment.
- Savings & Goals outlined a method to set goals, conduct analyses, create a plan, implement the plan, and monitor and modify the plan as necessary.
- Budgeting or developing a spending plan and stopping money "leaks," (not knowing where money is being spent). This workshop focused on creating a "money diary" to identify where and when money is spent.
- Credit and What it Costs identified what a banker sees in the individual before offering credit, including character, capital, or collateral, and capacity to repay. It then laid out how the cost of credit can affect budget plans and overall goals.

All workshops focused on setting Specific, Measurable, Attainable, Realistic and Time-bound financial goals (SMART).

Upon completion, the workshops will be posted on Web sites of the Jim Casey Youth Opportunities Initiative and the Making Connections Media Outreach Initiative. Videotape copies will be delivered to Mile High United Way and the schools participating in the grant.

The Denver Mile High United Way conducted a local screening of AGING OUT May 4, 2005 in partnership with the Office of the Child's Representative, and KRMA. The event brought together over 250 key stakeholders within the community, including 40 young adults in, or formerly in care. This event served as the foundation for subsequent activities during the upcoming months that include public awareness, recruitment for Opportunity Passport™ participants, and Door Openers.

Project Outcomes / Impact

One of the goals of Rocky Mountain PBS was to raise awareness about the AGING OUT documentary and the types of outreach programs the station conducts to help local communities. Other anticipated outcomes included building relationships with County personnel to demonstrate the station's commitment to partnerships and conducting *Ready to Learn/Ready to Grow* or Parenting Counts workshops for emancipating youth on a continuing basis.

Target Audience

Relations have now been established with the Human Services Department of the County. Youth aging out of the foster care system will continue to be offered parenting workshops. It is anticipated that more than 100 youth have been involved to date, through distribution of the program to three schools in Colorado. Youth also participated in the financial literacy workshops. More youth will be affected in the fall once school begins.

Partnerships

The lead community partner was Mile High United Way, a grantee of the Jim Casey Youth Opportunities Initiative for work helping youth transition from foster care. The lead contact, project manager Kippi Clausen, coordinated schedules for both Young American's Bank and Rocky Mountain PBS to ensure the financial literacy training workshops taping went smoothly. Other partners included the County of Denver's Human Services Department. This relationship will continue beyond the grant cycle, as the department plans to continue using the educational services offered by Rocky Mountain PBS.

Promotion

AGING OUT was featured on the Rocky Mountain PBS Web site under the banners "Upcoming Featured Programs" and "Tonight's Featured Programs."

Evaluation

An evaluation of this outreach campaign should be completed by October 1, 2005.

Detroit Public Television

Project Description

The AGING OUT campaign at Detroit Public Television (DPTV) consisted of two major components: a major screening event and a local production reflecting the experiences of foster youth and the role of the Jim Casey Youth Opportunities Initiative in assisting youth who are aging out of the system.

Screening Event: Monthly meetings with station partners, which began in October 2004, ultimately resulted in the planning and implementation of a major screening event that far exceeded DPTV's original expectations. Held on May 25 at the Detroit headquarters of Blue Cross/Blue Shield of Michigan, the event attracted an audience of more than 300 people including state, local, and community leaders, representatives from mentoring organizations and other service organizations, foster youth and mentors of youth. The program, emceed by Jim Casey Youth Opportunities Initiative Youth Board Member Jessica Lindsey, included speakers Marianne Udow, Director, Michigan Department of Human Services; Maura Corrigan, Justice, Michigan Supreme Court; and Dan Mulhern, Michigan's First Gentleman. They informed the audience about the needs of youth leaving foster care and the critical role of mentors. The preview reel of AGING OUT and clips from DPTV's local program reinforced the message. Information about the Jim Casey Youth Opportunities Initiative

and the Opportunity Passport™ as well as copies of the AGING OUT video were made available to guests. Sixty-five people signed cards indicating their willingness to become mentors. As Jessica put it so appropriately, *“If we don’t have you involved in our lives we’ll end up someplace you don’t want us to be... You’ll see us in the paper and say, hey, I knew that kid, but what did you do to keep him from getting in the paper or get to someplace better?”*

Local Production: Originally DPTV planned to recruit several Jim Casey Youth Opportunities Initiative youth board members who would tell their stories in a 30-minute documentary produced under the direction of a seasoned staff producer. Despite the station’s best efforts and many meetings with the five youth selected for the documentary, the plan proved impractical given the demands of the participants’ schedules and the station’s production schedule. Two of the youth, however, gave compelling interviews in *Foster A Future: An American Black Journal Special*, which was broadcast just prior to AGING OUT on May 26, with a live phone bank. During the two hours of programming, other foster youth helped to handle calls from viewers interested in becoming mentors. The May 26 broadcasts generated 85 mentors. An additional 15 mentors resulted from the repeat broadcasts of *Foster A Future*.

Three people who called during the broadcasts had been through the foster care system as children. They were happy to see coverage devoted to this age group and glad for the opportunity to give back to kids in the system. After watching the local special, another viewer called expressing interest in asking one of the Youth Board members to co-host his Friday night radio show. Two callers commented about how happy they were to see the show and have a way to link to the Jim Casey Youth Opportunities Initiative. They had been trying to start homes for youth aging out of the system but could never get connected to the right people in the state.

Project Outcomes / Impact

AGING OUT was central to helping DPTV change the image of foster youth in a variety of ways dating back to August of 2004 when two very bright and articulate Youth Board Members first spoke at the Community Advisory Panel Meeting. As one of them said that day, *“We don’t want you to believe we’re all thieves or bad people – we’re just kids like your own.”* Again, the January presentation of AGING OUT to New Detroit (a civil rights and advocacy organization) sent a positive message about foster youth along with the AGING OUT resources distributed.

The station is pleased with the prominent role foster youth played in the Screening and Reception on May 25 and the positive image portrayed in *Foster A Future*. The interstitials the station recorded with five volunteers from Don Bosco, the agency most experienced in matching mentors with youth aging out, also helped to dispel some of the myths associated with foster youth and, at the same time, encouraged mentorship.

Target Audience

Detroit Public Television serves the tenth largest television market in the country, broadcasting to 1.9 million households in southeast Michigan and an additional 1.8 million in eastern Canada. The project targeted the general public as well as specialized audiences including caseworkers, foster parents, youth in foster care, and social service agencies involved in foster care.

Partnerships

DPTV’s lead partner was the Michigan Department of Human Services office in Wayne County and the Wayne County Site of the Jim Casey Youth Opportunities Initiative. Other partners, however, such as Winning Futures, Blue Cross/Blue Shield, and the United Way represented a variety of counties and communities in southeastern Michigan. Mentors used in the station’s interstitials came from several communities and represented various ages and backgrounds.

Michigan’s Department of Human Services and the Jim Casey Youth Opportunities Initiative-Wayne County site were crucial in a variety of ways including identifying youth to participate in the local production, inviting honored guests for the screening, scheduling monthly meetings of the mentor committee and distributing AGING OUT resource materials. Blue Cross/Blue Shield provided a comfortable and spacious venue for the screening of May 25. Mentoring Solutions and Metro Detroit Mentor Collaboration trained volunteers for the May 26 phone bank and served as an umbrella organization matching mentors to the right mentoring organization. Additional assistance was

provided by United Way Community Service and Big Brothers Big Sisters. This was a great collaboration of organizations that really worked.

Promotion

Promotion for this project was created through early efforts to distribute program resources to community agencies working with youth. On its Web site, DPTV posted pictures and streaming video from AGING OUT, which were also shared with the station's partners. The interstitials featuring five local mentors began airing approximately six weeks before the AGING OUT broadcast; AGING OUT promos were rolled out two weeks before air.

Detroit Public Television designed and printed more than 900 invitations to the Screening and Reception for AGING OUT, packaged a highlights reel for the event, provided event signage, and presented souvenir posters to speakers at the event. DPTV issued a press release announcing the May 26 broadcast; both the *Detroit Free Press* and *News* contained major articles.

Evaluation

DPTV was able to reach more than three times as many people in the AGING OUT screening event as originally expected. Outreach staff was gratified by the special guests who attended this event and by the outstanding press coverage for both the broadcast of AGING OUT and the contribution made by Jim Casey Youth Opportunities Initiative in support of foster youth. The AGING OUT resources distributed to station partners and others will help to spread the word and continue the good work begun with this project.

Iowa Public Television / Des Moines

Iowa Public Television (IPTV) and the Youth Policy Institute of Iowa (YPII) formed an outreach partnership called AGING OUT IN IOWA. YPII is working as a community partner with the Jim Casey Youth Opportunities Initiative to assist youth in, and emancipated from, foster care.

The outreach project began with a reception, screening, and discussion event in December 2004 at the studios of IPTV to build community interest and involvement. Guests including policymakers, social service providers, and members of the foster care community viewed Daniella Rin Hover's story from AGING OUT. Daniella shared her experiences and answered questions.

In February, the partners worked with the Legal Clinic of Drake University, using its courtroom for a screening and presentation by Karnale Manual from the Drake Law School and Mary Bracken of IPTV. Drake Law School students facilitated break-out discussion sessions for youth in and emancipating from foster care, using the AGING OUT discussion guide.

Sue Tew from YPII took the opportunity as a keynote speaker at the Iowa Foster and Adoptive Parents Association Spring Training to inform the group about the AGING OUT broadcast and outreach project. In addition to a screening of AGING OUT, a panel discussion with the Iowa Youth Connections Council (IYCC) incorporated AGING OUT. An advisor to the Department of Human Services, IYCC is a group of youth between the ages of 14 and 20 who are currently in, or alumni of, foster care. The partners hosted a table, attended by IYCC youth, offering videotapes of the full film and individual story modules. Many of the foster parent liaisons continue to use the AGING OUT documentary as part of their trainings. Follow-up reports indicate many different uses and adaptations for screenings and discussions around the videos.

AGING OUT IN IOWA planned a series of activities related to the broadcast of the documentary.

- An extensive promotional campaign included e-mail tune-in alerts for the broadcast, which were distributed by numerous partnering organizations such as Chief Juvenile Court Officers, Department of Human Services, Iowa Collaboration for Youth Development, Iowa Coalition for Children and Families, and the *Making Connections*/Human Service Planning Alliance.
- IPTV broadcast an interstitial message at the beginning and end of the film. Morgan Halgren, host of *Living In Iowa*, the station's public affairs magazine show, provided relevant facts about youth in foster care in Iowa and the challenges they face aging out.

- Trained specialists at the Iowa Teen-line were ready to help with information about foster care and after care. Teen Line is a statewide information and referral resource for teens run by the Iowa Department of Public Health and Iowa State University Extension.
- Both the Iowa Department of Human Services "Transition Planning Specialists" and the Iowa Aftercare Services Network were notified about the broadcast of AGING OUT as well as the use of Teen Line.

Connecticut Public Television / Hartford

Project Description

In association with Connecticut Voices for Children, with assistance from the Connecticut Youth Opportunities Initiative and Casey Family Services, Connecticut Public Television produced three 30-second vignettes to motivate the public to care about children in the state's foster care system and take action to assist them. As a companion to the documentary AGING OUT, the vignettes tell the state of affairs of the foster care system in Connecticut.

CPTV Foster Care #1 (32 seconds) **Adoption:** The opening message is: "Happy childhoods don't just happen. Whether they are good is up to you." Data provided is that "Over 1,000 children in Connecticut are waiting to be adopted." Featured is Anna Maria Conde, who was formerly in foster care.

CPTV Foster Care #2 (12 seconds) **Financial Literacy:** The opening message is "When does 1 = 2? – with an Individual Development Account. Data provided is that \$6 million in matching funds have aided 180 Connecticut families and individuals. Featured are Doug Hall, associate director of research, Connecticut Voices for Children, and Michael Cornish, who was formerly in foster care.

CPTV Foster Care #3 (15 seconds) **Ageing Out:** The opening message is "You just need someone to talk to. You just need someone to care." Data provided is that "There are over 1,300 14-17 year-olds in Connecticut's foster care system. Featured are Anna Blanding, policy fellow for youth matters, Connecticut Voices for Children, and Anna Maria Conde, who was formerly in foster care.

Advisors on the development of the vignettes included Jim Battaglia, Consultant; Roye Anastasio-Bourke, Casey Family Services; Marie Jones, Coordinator off Jim Casey Youth Opportunities Initiative, Southend Community Services. Paul Pfeffer was the Producer/Director/ Writer, and Jay Whitsett was executive producer.

In addition to broadcast, the vignettes are being used as a tool in outreach sessions conducted by local agencies and organizations to heighten awareness, identify issues, and spark discussions that may enable advocates to effect change. The vignettes were also streamed on the Web sites of CPTV and organizations serving youth and families in foster care.

CPTV is also using the vignettes to seek funding for a one-hour documentary entitled *The Children Left Behind*, which will consider the state of foster care in Connecticut as well as highlight promising efforts to improve foster care adoption. Both the vignettes and planned documentary are part of an initiative to focus public attention on foster care over an extended period of time. The station and its partners hope is to reach professionals, advocates in the field of foster care, policy makers, youth, and the general public. The intent is to communicate personal experiences of what happens when children enter the foster care system.

Project Outcomes/Impact

CPTV embarked on this initiative using vignettes and planning a local production in order to keep the issues surrounding foster care in the public view for an extended period of time. Using the vignettes and repurposing the documentary will give the project a very long air play rather than just being a one-time-only broadcast. The rationale is to provide personal experiences of what goes on when children enter the foster care system

Target Audience/Reach

Airing throughout CPTV's broadcast schedule, the vignettes reached the entire state of Connecticut, western Rhode Island, White Plains (NY), and western Massachusetts. By June 30, the vignettes had played a total of 59 times. The average audience is 1.0, which is the equivalent of 10,000 households or 16,000 people per showing. By the end of September, they will have played 120 times. The station seeks to reach a range of audiences: professionals, youth in or alumni of foster care, advocacy groups in the field of foster care, elected officials, government agencies, community stakeholders, and the general public.

Partnerships

Connecticut Voices for Children (CT Voices), CPTV's partner for the campaign, is working as a community partner with the Jim Casey Youth Opportunities Initiative to assist youth in, and emancipated from, foster care. Founded in 1995, the organization is a research-based public education and advocacy organization that works statewide to promote the well being of Connecticut's children, youth, and families.

Promotion

Primary promotion was through Web postings.

Evaluation

Evaluation of the project was based on the responses CPTV receives from policymakers, agencies, advocacy groups, and viewers. Feedback has been extremely positive. The results exceeded the station's expectations.

WFYI / Indianapolis

Project Description

For nearly two years, WFYI and its partners were engaged in work related to AGING OUT. Results included front page articles and follow-up stories, a plan for foster care reform and child welfare reform, funders commitments, training, higher education infrastructure for transitioning youth, and mentors – including one station employee.

Grant Activity – Higher education, funders, community

On April 18, WFYI participated in an event that served the stakeholders and direct service providers of the Guardian Scholars at Ball State University (BSU) and the ESP! Scholars at IVY Tech Community College and Indiana University Purdue University at Indianapolis (IUPUI). The Lumina Foundation for Education funds these local programs, and on each campus a constellation of special support services has been designed to improve the chances of success for former foster youth who are enrolled. On the Ball State campus, these services have been in place for 18 months, and on the IVY Tech and IUPUI campuses, these services will be fully implemented in the 2005-2006 academic year. Services range from housing to medical intervention to financial aid to records management and emergency food.

Gary Stangler, executive director of the Jim Casey Youth Opportunities Initiative and Martha Shirk, an award-winning journalist, were presenters at the April 18 event, which was held on the IUPUI campus. Thirty-four attended, including two foster youth, one student from each campus. As Indiana strives to improve outcomes for foster youth, infrastructure such as this will help campuses address the special challenges that these students are likely to confront. IUPUI contracted with WFYI to tape the event. This will be edited to a 60-90 minute DVD to be used to train future staff and stakeholders on the campuses.

WFYI partnered with BSU, IUPUI, and the Lumina Foundation for Education for this outreach activity. Earlier work with BSU and IUPUI ensured that AGING OUT and *On Their Own* (by authors Shirk and Stangler) were used to train and orient staff on each campus. Staff watched the stories of Risa Bejarano and Daniella Rin Hover and analyzed the supports needed and offered to both. Project directors on each campus also purchased *On Their Own* for book study. The April 18 event and the forum on May 5 were used to add to their knowledge about the needs of foster youth. AGING OUT was also used in late June for additional staff training on the campuses. Lumina Foundation for

Education used the video and stories for staff orientation and to inspire an alliance of grantmakers to support foster care reform in the state, including the Opportunity Passport™.

Public Forum; Connected by 25 and state planning

The United Way of Central Indiana received a planning grant on May 15, 2004 to join Oakland and Tampa as Connected by 25 demonstration sites. With the support of other local foundations and Foster Care Work Group partners, the United Way guided the community through a process that would result in a local pilot to address the outcomes found in Connected by 25. In addition to the Jim Casey Youth Opportunities Initiative, the Lumina Foundation is a key partner in this work.

On May 5, WFYI partnered with the United Way of Central Indiana to present a public forum on foster youth. Two pressing local/state topics made this day especially relevant. First, WFYI and United Way chose the event to release the results of the local **Connected by 25** planning efforts. A team of 25 youth and 60 professionals had spent seven months redesigning systems for Marion County, and those details were in the report. In addition, Governor Mitch Daniels was about to sign into law the formation of a new cabinet level post, the Indiana Department of Child Welfare. Interest in this forum was also prompted by the end of the legislative session just days earlier – and hence, the development of the biennial state budget.

More than 140 attended the public forum, including program officers from six foundations, state agency leaders, college professors, front-line child welfare workers, foster parents, and youth. In addition, staff members from organizations such as banks, the IRS, housing agencies, and legal services were present. The session was held at North United Methodist Church. WFYI sold copies of *On Their Own*, and offered copies of AGING OUT and its component stories to those present. Among those who received copies of the video were the state director of training for the child welfare system, who intends to use a set in each of 12 regions to train caseworkers, and the Children's Bureau, which will also use them for staff training.

Guests at the forum viewed Daniella's story and heard from Daniella. This was followed by a break for networking, and then a panel presentation featuring Gary Stangler; James Payne, head of the newly-created Indiana Department of Child Welfare; Dan Carmin, director of the Marion County child welfare office; and Christine Glancy, vice president for planning and program at United Way. Guests had ample time for questions and answers, especially about state policy and local practice. Reporters from the *Indianapolis Star* and the *Indianapolis Recorder* interviewed Daniella, Mr. Stangler, and other panelists for follow up stories. The *Star* ran a front-page article a week prior to the event.

WFYI was an active participant in the county-wide planning efforts, unveiled at the May 5 forum, for *Connected by 25*. This will result in a smoother and better-supported transition for youth in foster care as they age out. A clip from AGING OUT was shown at the initial meeting of the planning group. WFYI also participated in the planning process that led to redesigning the child welfare system for Marion County, which is expected to result in fewer youth in the foster care system.

PSAs

Working with community partners including Mentoring Children of Promise, the Indiana Women's Prison, United Way, and the local Information and referral agency, WFYI created three PSAs to promote mentoring of youth who have absent parents. One PSA featured a mother who was incarcerated talking about how important it was for her sons to have a mentor, since she couldn't parent them every day. Partners felt that since many of these children end up in foster situations for long periods, helping to inspire additional adults to become engaged was important. Another PSA described the importance of youth having a friend with whom they could have trusting, fun, ongoing relationships. The third was specifically aimed to influence adults to reach out to a youth about to leave foster care. These were placed in prime time and weekend rotation on WFYI.

Project Materials

WFYI used all project materials; videos and guides were shared with all project partners. Some of these have been used for training and others soon will be. Web sites were linked, and art work was used to create post cards, ads, e-newsletters, and other print materials. With assistance from the Jim Casey Youth Opportunities Initiative, WFYI also sent a video postcard. WFYI was grateful for the

participation of Gary Stangler, Martha Shirk, and Daniella Rin Hover. Their presence underscored the importance of the issue.

Project Outcomes / Impact

WFYI and its partners went beyond raising awareness for youth aging out of foster care. From the beginning, the focus was system change, which was accomplished. Among the outcomes for this project (and related activities) are the following:

- A new system for assisting youth as they age out of foster care in Indianapolis has been written
- State agency staff will use AGING OUT for training purposes in all 12 regions
- Staff will work more effectively with former foster youth at three higher education campuses
- Public awareness was raised, aided by two front-page stories and one follow up story
- New mentors have been recruited

Target Audiences

WFYI's television signal covers a 50-mile radius over the most heavily populated urban and rural areas of the state. Approximately 450,000 households throughout central Indiana view the station's programming at least one time per week. AGING OUT project partners identified different audiences for different strategies. These included funders, policymakers, congregations, practitioners, foster youth, reporters, service providers, higher education administrators, and WFYI members. WFYI and its partners communicated with these audiences using several vehicles—direct mail, Web, broadcast, ads, radio, and personal contact.

Partnerships

WFYI worked with a variety of partners for AGING OUT; all played active roles. Ann Jefferson of the Jim Casey Youth Opportunities Initiative provided technical assistance. WFYI had prior relationships with all entities except the Lumina Foundation and will continue its relationship with all of them.

- United Way of Central Indiana and WFYI planned events, coordinated publicity and communication, and organized follow up for May 5.
- The Lumina Foundation for Education presented AGING OUT to a group of county, state, and national funders convened in fall 2004. Lumina also consulted on the April 18 and May 5 events, and provided resources for IUPUI to contract with WFYI to tape the April 18 session.
- Ball State University and Indiana University Purdue University at Indianapolis were lead partners for April 18, disseminated information about AGING OUT on their campuses to key stakeholders and staff, and used project materials for training.
- Mentoring Children of Promise (MCP) and Indiana Women's Prison assisted WFYI with securing a parent whose children were being fostered for the PSA. MCP is also receiving calls from volunteer mentors.
- Information and Referral, 211, collected information on agencies that could receive and place mentors, and also gave mentoring a prominent place on its Web site so that those who saw the PSAs would have immediate access to information.

Promotion

WFYI delayed the broadcast of AGING OUT until June 28 to give it a more prominent placement in the broadcast schedule, primarily to move it away from the events of the Indy 500 weekend. This also allowed WFYI to give it greater prominence in its Member Magazine.

Partners used a wide variety of vehicles to promote campaign activity. These included radio and television promos, Web links among partners and including the AGING OUT site, direct mail, e-newsletters, ads in local papers, coordinated press releases, conferences, and video cards.

AGING OUT tune in cards were given to child welfare workers attending a state-wide conference on foster care and transition in early June.

Evaluation

WFYI distributed an evaluation survey at the May 5 event. Respondents indicated that hearing from Daniella Rin Hover was powerful. Her remarks, along with learning first-hand about the new legislated child welfare department, were the highlights. Few had had an opportunity prior to the event to quiz Mr. Payne, so his appearance was appreciated. Some were inspired to volunteer to help in some way, and those contacts were passed on to agencies that could respond.

Rhode Island PBS / Providence

Project Description

At 21, youth in Rhode Island age out of foster care. Unlike some states, Rhode Island has a comprehensive network of programs and services that help emancipating youth acquire important life skills and pursue higher education. These stories of success offer a refreshing image of a state agency expending tax dollars efficiently and with positive results. Project participants wanted this story to be known by the public. Rhode Island PBS (RIPBS) also learned that youth's ultimate success correlated with the number and quality of the relationships they had with adults outside their state-funded network of group home counselors, independent living advisors, and social workers. That was another message the station's local campaign wanted to deliver. Additionally, the primary needs of aging out youth in the state are mentoring, training or employment opportunities.

RIPBS and its community partners: Casey Family Services; Devereux; Rhode Island Department of Children, Youth and Families (DCYF); Rhode Island Foster Parent Association; Rhode Island Council of Resource Providers for Children; Youth and Families; with additional support from Gateway Healthcare, Inc., prepared for a one-hour, live, call-in panel discussion hosted by the DCYF youth services coordinator. The first segment featured four aging out youth who told their personal stories, including how they came into foster care and what challenges they faced or foresaw while aging out. This segment put a "face" on the issues and personalized the statistics. The second segment featured a panel of five state and community professionals, including the directors of DCYF, an employment program, a college mentoring program, the medical director of children's services, and a foster mother, all of whom shared their insights and perspectives on the challenges facing youth who are aging out. Volunteers from the partner agencies and youth in foster care staffed the twelve off-camera phones, taking 22 calls during the broadcast from viewers who asked for information or offered job and mentoring opportunities. Station partners reported receiving additional calls at their agencies in the days following the broadcast. Many of the callers gave high praise for bringing such a wonderful program to the public's attention.

After consideration and consultation among the partners, the original plan to have general community forums was abandoned in favor of making several smaller, targeted presentations to groups of business leaders. Rotary clubs were identified as an excellent forum since the groups meet on a regular basis and their programs already include guest speaking opportunities. The station and its partners see this as a great opportunity for sustainability for the campaign, requiring little promotion or audience recruitment, and providing the *right* audience of decision makers. One representative from DCYF and one aging out youth deliver short presentations with meaningful and consistent message points, followed by a question-answer period. These presentations continue to be scheduled.

Project Outcomes / Impact

The AGING OUT project brought awareness to many members of the community who tuned in to the live call-in broadcast and actually called to offer jobs and mentoring. One caller was interested in adoption; several callers wanted more information. This broadcast resulted in partners continuing to receive calls at their agencies. RIPBS and its partners viewed the results as greater than they had anticipated.

To fulfill a specific need – jobs – identified during planning meetings, the group decided that small-group presentations made to targeted audiences of business leaders would be a more effective way to secure mentoring and employment leads. This cooperative decision-making process demonstrates how the group re-assessed and modified its original plan, with the goal of achieving better results. Presentations to Rotary Clubs will continue after the grant period ends.

Target Audience

Rhode Island PBS is viewed in nearly 300,000 households each week. Its signal reaches southeastern Massachusetts and eastern Connecticut in addition to the state of Rhode Island. Primary target audiences for the AGING OUT outreach campaign included community and business leaders, partner constituents, government officials, family court judges, state employees, RIPBS members, and the general public.

Partnerships

RIPBS feels fortunate to have worked with community partners who were excited about the project and who actively participated to ensure its success. Because of its authority over and responsibility for children in foster care, DCYF emerged as the station's primary partner and source of information. During partner planning meetings, the group discussed the important issues facing youths aging out of foster care in Rhode Island. From these meetings came the strategies and tactics to support local and national campaign goals.

For *AGING OUT in Rhode Island*, the live call-in television program, DCYF and Casey Family Services helped identify and contact the foster care youth and professionals who would serve on the two panels. The community partners actively recruited volunteers (especially aging out youths) to staff the phone bank during the broadcast. Partners helped address and mail 7,000 postcards to people on their organizations' respective mailing lists.

Promotion

Promotional efforts sought to drive viewers to the local broadcast, which aired at 8 p.m., as the lead-in to the 9 p.m. broadcast of the national documentary. First, RIPBS designed a logo to "brand" the local program. In consultation with the partners, the message of the local campaign focused on the need for Rhode Island's aging out youth to develop personal relationships and connections. The station created a promotional graphic that contained the partially obscured faces of three young adults; the headline was, "I don't need a handout. Just a hand. Yours." These graphics were used consistently in each promotion opportunity.

Working with Lamar Outdoor Advertising, RIPBS secured donated advertising space in ten transit shelters in key locations in various communities across the state. The shelters displayed 4' x 6' posters promoting the May 26 broadcast. Each shelter had great visibility, resulting in a reach of 150,000* people. (*source: Lamar Outdoor Advertising)

Through pre-existing trade agreements between RIPBS and two local publications, small space ads were placed in *Providence Business News* and *Prime Time Magazine* (a lifestyle tabloid targeting 50+ year olds). The RIPBS program guide, published in *Rhode Island Monthly* magazine, featured a column and a "highlights" mention. The listings editor of the local edition of *TV Guide* inquired about the local production, which resulted in a special write-up with a photo. The statewide newspaper, *The Providence Journal*, also ran a short mention.

RIPBS and its partners mailed 7,000 postcards publicizing the local broadcasts.

An image of the poster was uploaded to ripbs.org. The home page displayed the *Aging Out in Rhode Island* program graphic as the link to the program page.

Evaluation

RIPBS encountered measurable and immeasurable success on various levels. The feelings of goodwill and cooperation among the partners, and the pride and sense of accomplishment demonstrated by participating youth are hard to quantify, but are tangible nevertheless. The audience response of 22 telephone calls in about 45 minutes meant the program touched viewers and motivated them to action. Subsequent calls made directly to the agencies, although not tracked statistically, are a further indication of the program's successful and lingering outreach. Initial Rotary Club presentations have been well received, generating awareness of the issues; the quantifiable measure of their success will be actual employment and mentoring leads.

KLRN / San Antonio, TX

Project Description

For its AGING OUT campaign, KLRN conducted two primary events along with other smaller events, as well as created a transitional living resource toolkit called *Aging Out: What's Next*. In addition to raising awareness about youth emancipating from foster care, all events offered youth information and resources on programs available to them before and after they age out of care.

April Screening and Discussion

On Thursday, April 7, KLRN held its first AGING OUT event at the station, which was attended by more than 50 youth, foster parents, social workers, and case workers. The purpose of the screening and panel discussion was to consider obstacles youth face as they struggle to complete high school, as well as what school personnel can do to help these students graduate and become successful adults. The story of Risa Bejarano was viewed along with five youth profiles that KLRN produced. The subsequent discussion featured four panelists: Stephanie DeLeon, social worker for Judson Independent School District; Linda Kappus, education specialist for Casey Family Programs in San Antonio; Wendy Lorenzi, program director for Youth Advocates in Action and a former foster youth; and Luis Rigal, a foster parent. Dr. Debbie Staub, manager K-12 education, Casey Family Programs in Seattle, WA facilitated the discussion. Panelists answered youth's questions and helped to guide them in the right direction.

Partners were pleased with the event's success and grateful to KLRN for hosting this type of event, which effectively brought awareness to the issue of aging out. Copies of the AGING OUT documentary were distributed to participants along with the accompanying discussion guide.

June 8 Resource Fair and Screening/Discussion Event

The second event, hosted by KLRN and the University of Texas at San Antonio (UTSA) Department of Social Work, was a luncheon, panel discussion, and resource fair on June 8 for foster youth who were emancipating or had already emancipated from the foster care system. More than 90 youth, parents, social workers, case workers, and representatives of community organizations that help foster youth attended the event at the UTSA Downtown Campus.

The panel discussion highlighted services that can help youth need to succeed after aging out of the foster care system. Panelists included: Norma Davila, president, Education Source; Rebecca Durand, director of Support Service, Roy Maas' Youth Alternatives; Linda Kappus, education specialist for Casey Family Programs in San Antonio; Randy McGibney, aftercare coordinator, Preparation for Adult Living Services, Baptist Child & Family Services; Margaret L. Quintanilla, off-site coordinator for the Eastside Community Education Center, Alamo Community College District; Jennifer Talley, school to career facilitator, Jim Casey Youth Opportunities Initiative; and Cheronda M. Tillman, Youth Advocates in Action and a former foster youth. The discussion was moderated by Rhonda Dyer, director of the Methodist Children's Home.

Before and after the discussion a resource fair was held. Organizations in the San Antonio area that serve foster youth were invited to set up displays. The fair not only benefited the youth but also allowed the 20 organizations to network with each other and make connections to improve their services. *Aging Out: What's Next*, a transitional living resource toolkit created for the event was handed to the youths and to organizations that serve them. The toolkit included program information and helpful numbers for education, scholarships, job skills, health, and housing/ transportation. Hygiene/health kits were also distributed with essential items that foster youth need. The kit included a small notebook and pen. Event participants will continue to share the resource toolkit with foster youth. Copies of the AGING OUT documentary and video guide were also distributed.

Youth Profiles

KLRN produced **five profiles of individual youth** who are facing emancipation or recently emancipated. Each shared his or her experiences in the foster care system, especially as it relates to education and preparing for independence. The profiles were broadcast as interstitials on KLRN, presented at the April 7 screening, and can be viewed on the KLRN Web site www.klrn.org/agingout.

Project Outcomes / Impact

KLRN successfully raised community awareness about the obstacles youth face in the foster care system and aging out. KLRN reported that its project effectively helped improve outcomes for foster youth through initiating discussions about what youth need to become independent, as well as through bringing together organizations that serve youth. The June resource fair that convened 20 organizations made it easier for youth to learn about different services available to them; the *Aging Out: What's Next* resource toolkit also provided essential information. The 100 event participants and partners who obtained a copy of the AGING OUT documentary will continue to use it in training and community meetings, as well as share the resource toolkit with foster youth. All aspects of the project

brought the community together; youth, foster parents, and social service agencies worked together on each project activity to make it a success.

Target Audience

KLRN reaches nearly two million viewers in 750,000 households throughout thirty south central Texas counties. For its AGING OUT campaign, KLRN directly served about 160 foster youth, foster parents, social workers, school personnel, case workers and community agencies at the station's two main events. A broader audience was served and informed about the events and AGING OUT campaign through media coverage and smaller events. This expanded awareness about educational issues and needs related to foster care and magnified the impact of the campaign. Agencies brought information back to co-workers, foster youth, and parents, contributing to the numbers served by the project. Partners also featured the project at the Baptist Child and Family Services Youth Center and included it in a foster parent training seminar. The participants gained a greater understanding of the issues foster youth face.

Partnerships

KLRN's lead partners were Nadine Terry with the Texas Department of Family and Protective Services and Rhonda Dyer with Methodist Children's Home. They provided valuable expertise on the foster care system and were dedicated to ensuring that each event was a success. Both partners sent out invitations to their community of foster care agencies, foster youth, and parents. They helped gather information for the resource toolkit and identified and secured youth for the profiles and panels. Other partners who played important roles in the planning process were Casey Family Programs and Baptist Child and Family Services. The station credits its dedicated partners with the campaign's successful results. KLRN met with its planning partners on a regular basis to discuss the campaign and maintained communications with them. KLRN will continue to work with these partners on future events.

Promotion

KLRN promoted its project through broadcasting two interstitials prior to each of the two events as well as the foster youth profiles, building greater visibility for the project. Media releases were sent out to 350 reporters and editors at area news organizations, many of which promoted the events in their community calendars. The project and broadcast were featured in KLRN's monthly magazine in April, which was sent to 13,000 members. A Web site promoted the events and the AGING OUT documentary. A link to the page was also placed on the KLRN home page before each event. Invitations to each event were either mailed or e-mailed to the community and a flyer promoting the May broadcast was included. Postcards announcing the broadcast were mailed. Overall, promotional materials were distributed to more than 17,000 people indirectly reaching 37,000 people in the San Antonio area.

Lisa McGrath, vice president of education for KLRN, participated in a radio interview with KSJL-AM to talk about the AGING OUT campaign and the station's activities. She also publicized the project during a resource fair at Laurel Ridge Treatment Center. In addition, KLRN took part in the Daniel Memorial Growing Pains Conference. Staff also attended the *On Their Own* book signing and made participants aware of KLRN's planned outreach activity around the AGING OUT documentary.

Throughout the campaign e-mail alerts were sent out to community members and school personnel about various aspects of the AGING OUT outreach campaign. This included notification a tune-in message to watch the broadcast of AGING OUT and invitations to the April and June events.

Evaluation

KLRN evaluated its project by the number of people the station reached, the responses of participants, and the quality of information that was discussed and distributed. KLRN received an extraordinarily high response to its June event, anticipating 12 booths and securing 20 interested organizations.

KPBS / San Diego

Project Description

AGING OUT National Outreach Campaign – Outreach Extensions

KPBS reached more than one million people through its extensive outreach project. The station's primary partner was ACCESS, Inc., which manages the local Jim Casey Youth Opportunities Initiative. Project activities included numerous screenings and workshops, using AGING OUT, that were designed to improve outcomes for youth in foster care.

The station kicked off its AGING OUT project with a screening co-hosted by ACCESS, Inc.'s Youth Empowerment Services (YES) program. The event was moderated by a 16-year-old foster youth with the assistance of the center's health care educator. Of the 42 participants nearly half of them were youth. "Talk Backs" were videotaped to document reactions to the film and discussion and to evaluate the screening. These were streamed on the KPBS AGING OUT Web site.

The YMCA and the San Diego County Department of Health and Human Services Child Welfare Department (HHSCWD) used the film and discussion guide to train over 100 Independent Learning Services employees through five workshops. Voices for Children, the local program that trains CASAs will continue to use the film and discussion guide in its trainings. The organization estimates that it will reach at least 75 volunteers this year. KPBS was invited to present the film and a follow-up discussion to 26 juvenile court judges and attorneys as part of their continuing education program. Residents of Mary's House, a local transitional home for young women, viewed AGING OUT. Six young women plus two staff members discussed how the film helped them realize that they are not alone in their struggles. Mary's House will continue to use the film each time a new group of women enter the program.

In an effort to assist foster parents, KPBS' *Ready To Learn* project partnered with the San Diego Foster Parent Association to present workshops on "Mister Rogers' What Do You Do With the Mad that You Feel?", "Ready To Learn About Conflict," and "Challenging Behaviors: Where do we Begin?" Seven workshops were conducted for 113 attendees who reach over 300 children. KPBS plans to continue its partnership with the Association to serve this special group of parents.

A community screening was held on May 11, 2005, four days before KPBS aired AGING OUT. With a great response from local youth organizations and group homes, more than 80 youth and adults attended. Veasna Rin Hover started the program with a poem he had written about his foster care experience. For her keynote address, Daniella Rin Hover's spoke directly to the youth, seeking to build their self-esteem and empower them to be active in their emancipation. A panel discussion included representatives from the Child Abuse Prevention Foundation, ACCESS' YES program, the YMCA Youth and Family Services, as well as Vanessa Roth, the co-director of AGING OUT. One outcome was connecting three of the youth in the audience with a local transitional home. The youth were not aware that this particular home was available to them once they aged out. Appointments were made for the youth to begin the process of establishing residency with the home.

AGING OUT was used in a pilot training of foster care parents with social workers in the same training on June 22nd. San Diego County HHSACWA has historically trained both separately but has been working towards offering more workshops where they can work together to improve the lives of foster youth. Pre and post surveys were given to the 42 attendees (the results are still being tallied) to evaluate the effectiveness of the workshop. As one social worker pointed out, "*So many times we want to blame the foster parents and they us. This discussion made me realize that we really are both here to create the best for youth and we need to learn to work together towards that goal.*" San Diego County used this training as the pilot to a series they want to present over the next six months geared at improving the relationship between the two groups. Funds were set aside for this training; additional funds will cover respite care so foster parents are better able to attend. The Director of Health and Human Services gave a welcome and indicated his plans to implement more trainings of this type.

KPBS and its licensee San Diego State University (SDSU) faculty and staff were introduced to AGING OUT and its outreach plan at a KPBS All Staff meeting. A request for staff involvement was made. In March, the film was screened for KPBS and SDSU staff at the station's "Embracing Tolerance" luncheon. Scott Collins, the youth initiative manager at ACCESS and Rita Naranjo a former foster youth, discussed local issues facing aging out youth. The moderator, Kathi Diamant, who serves on the YMCA Youth and Family Services board, was able to speak about her personal experience as a mentor. As of this report, five KPBS employees are pursuing mentoring with two local

agencies. The 46 audience members also learned about volunteer opportunities with local programs that help with job training and placement.

KPBS also worked with individual SDSU departments on the AGING OUT campaign. New social workers taking courses at the School of Social Work will enter the system with knowledge about the issues facing emancipating youth. Jose Preciado from SDSU's School Readiness Program is working to improve the support former foster youth receive while attending the university. The station is assisting the School Readiness Program in this work. Two meetings have been held with directors of the departments of Financial Aid, Housing, E.O.P and Learning Disabilities.

Through its strong partnerships with ACCESS and Casey Families Programs, KPBS received special focus from the National Foster Care Month campaign. The marketing company promoting the campaign listed KPBS' activities on its Web site and contacted local media to promote the station's outreach.

Project Outcomes / Impact:

The KPBS AGING OUT Education and Outreach project improved outcomes for youth in foster care by increasing community awareness through the use of television, radio and the Web. Services to these youth were improved through a number of trainings, using the film AGING OUT, which engaged judges, lawyers, CASAs, social workers, foster parents, and youth to youth mentors. The community was made more aware of the issues surrounding emancipating youth through the community screening, the radio "Call to Action" spots, and the Web site. The outreach of this project was greatly enhanced by the extensive coverage on KPBS radio as part of the AGING OUT radio grant. By working together so closely, the two departments were able to saturate the audience with information on local foster youth.

Target Audience

1,086,560 people were served through the project. San Diego County has approximately 7,000 children in foster care. KPBS expects that the project will reach all children in some way, especially through its partnership with the County of San Diego's Health and Human Services Child Welfare Department. Through many of the screenings, youth were directly affected by viewing the film and taking part in the discussions.

Partnerships

The AGING OUT project began with renewing many local connections from previous foster care related projects including *Child Protective Services*, and *Emancipation Day*. New partnerships were also formed. A representative from KPBS now serves on the Foster Care Community Coalition Board (which supports the local Jim Casey Youth Opportunities Initiative youth group), and The Child Abuse Prevention Committee. This service will continue long after the project has ended. Through the strengthened relationship with the San Diego County HHS, the regional director has committed himself to working with KPBS on future projects that deal with youth and is looking for funding that will allow partnership on these projects. The relationship built with the SDSU School Readiness Program has offered KPBS a unique opportunity to build its relationship with the university and will continue to help former foster youth through this partnership. KPBS is considering appointing an employee to the YMCA Youth & Family Services board.

Other partners include San Diego Workforce Partnership, Casey Family Programs, California Institutes of Preventive Medicine, National Association of Former Foster Care Youth, Just in Time, Mary's House, San Pasqual Academy, Angel's Foster Program, Voices for Children, Alliance Healthcare Foundation, Take Wing, Monarch School, Toussaint Academy, CHOICE, UCSD Mother, Child and Adolescent Program, Walden Family Services, San Diego County Council of Juvenile Dependency, Silvia's Transitional Living, San Diego County Commission for Children and Families, SDSU School of Social Work, San Diego Media Arts Center, Imperial County Behavioral Health Services, Jewish Family Services at the Polinsky Center, and La Cuna Foster Care services.

Promotion

The ACCESS screening was promoted through a flyer distributed to the community using the ACCESS center and through e-mails to its partners. The workshop/screenings geared towards social workers, juvenile court employees, and CASAs, for example, were promoted internally through the

separate organization's e-mail systems and postings. Promotion of the "Embracing Tolerance" event was accomplished through the SDSUniverse electronic bulletin board and through internal e-mail lists. The YMCA Childcare Resource Services, which facilitates the *Ready To Learn* workshops, promoted them through its extensive e-mail and phone lists; the San Diego Foster Parent Association did the same. For the community screening on May 11, more than 1,000 flyers were sent to KPBS members with 250 distributed to local libraries. SDSUniverse promoted the screening to faculty and staff. Three separate community listservs posted the invitation. The Foster Parent/ Social Worker workshop was promoted by HHSACWA, which created and distributed a flyer to social workers and all foster parents within the central region. The trainer for the workshop also made personal phone calls to foster parents.

Evaluation

"Talk Backs" were used to evaluate the ACCESS screening. Self administered evaluations were used at both the *Ready To Learn (RTL)* workshops and the Foster Parent Social Worker training. The *RTL* evaluations indicated that foster parents felt that these types of workshops are very important and that they learned specific strategies that could assist them in working with their children. They also appreciated that the workshops included ideas that were specific to foster parents. The Social Work/ Foster Parent training evaluations have not yet been tallied, but the overall perception at the close of the event was that both parents and social workers felt that regular trainings bringing the two groups together were much needed. Evaluation of the screenings consisted of the numbers of attendees. Based on outcome goals, KPBS was pleased with these numbers. ACCESS will continue to monitor the number of calls made in response to the "Call to Action" spots. The SDSU partnership will be evaluated on the success of incorporating more support for incoming former foster youth.

KPBS Radio Grant

KPBS Radio News & Public Affairs broadcast two features produced by Kenny Goldberg. One looked at Mary's House, a residential program that helps young women transition out of foster care. The second covered special training emancipating foster teens are receiving to manage their finances. The highlight of its programming was a two-hour remote broadcast for *These Days*. Broadcast from San Pasqual Academy, a residential high school for foster teens, the talk show featured a live audience and live interviews with school authorities, students, and local officials, as well as a call-in discussion with listeners. Taped feature vignettes looked at various school activities.

KPBS radio aired Call-To-Action spots around segments produced for the radio project. The spots included two former foster youth telling how the ACCESS, Inc. program offered training and placed them in jobs. They encouraged businesses to call ACCESS to offer jobs, internships, or job shadowing. These spots will continue to air on a weekly basis.

KPBS' radio project was effective in informing audiences about the issues faced by teens aging out of foster care. The station offered in-depth coverage of model programs that showed successful ways to solve the problems faced by foster teens. KPBS estimates that it reached 145,000 listeners. The radio station has made a commitment to support foster youth long after this project ends.

KQED/San Francisco

Project Description

As a result of its AGING OUT Public Education Campaign, KQED successfully raised community awareness about key foster care issues that can lead to community organizing and action. The campaign started off working with two organizations, Honoring Emancipated Youth (HEY) and Alameda County Foster Youth Alliance (FYA), to organize two large community screenings of AGING OUT. The Charles and Helen Schwab Foundation, the project partner recommended by the Jim Casey Youth Opportunities Initiative, also supported KQED in these events.

A key strategy in building the campaign was to hold the first two screenings at notable neighborhood theaters – the Parkway in Oakland and the Delancey Street in San Francisco. Each screening was followed by a powerful panel of emancipated youth, strong facilitation by a community partner, and a reception. Alameda County Supervisor Keith Clarkson offered comments to the audience at the

Parkway Theater about how the community and agencies can better support youth who are aging out of the system.

After these events, KQED had an overwhelming response from agencies that wanted to organize screenings for their staffs, foster care youth, social workers, and university students. Below is a grid of the screenings, workshops, and conferences KQED coordinated as part of the AGING OUT Public Education Campaign.

Screening/Workshops	Audience	Date	Attendance
The Punch Gallery with CYC	Foster youth, foster youth agencies, educators, community at large	Sept. 16, 2004	100
Parkway Theater with FYA, HEY, ILSP, Schwab Foundation	Foster youth, foster youth agencies, educators, community at large	Nov. 14, 2004	125
Screening/Workshops	Audience	Date	Attendance
Delancey Theater with FYA, HEY, ILSP, Schwab Foundation	Foster youth, foster youth agencies, educators, community at large	Nov. 17, 2004	140
Judge Trina Stanley	Judges, courtroom staff, Supervisor Keith Carson, lawyers	Nov. 21, 2004	15
Laney College	Laney College faculty	Dec. 20, 2004	10
San Francisco State University	Psychology/Therapy students	Dec. 10, 2004	20
Families First/ Child Advocates	CASA volunteers and foster parents of Santa Clara and San Mateo Counties	Jan. 8 2005	70
Bay Area Youth Centers	Foster Care staff	Jan. 26, 2005	30
Courtroom of Judge Barbara Miller & Judge Trina Stanley	Lawyers, incarcerated girls, judges, courtroom staff	Jan. 27, 2005	35
California CASA Academy Symposium	CASA volunteers, youth	Jan. 29, 2005	110
Project Destiny (2)	Foster youth, staff	Jan. 5 and 13, 2005	95
UCSF School of Nursing	Nurses, Doctors, Dentists, faculty	April 6, 2005	35
Voices for Change: Youth Town Hall meeting	Current and former foster care youth, foster parents, community members, law enforcement agencies, CBOs	June 25, 2005	200 expected
Total people served:			985

CASA = Court Appointed Special Advocate
 CYC = California Youth Connection
 FYA = Alameda County Foster Youth Alliance
 HEY = Honoring Emancipated Youth
 ILSP = Alameda County Independent Living Skills Program
 UCSF = University of California, San Francisco

Project Outcomes / Impact

Over a ten-month period, through 13 events and workshops, KQED successfully achieved two core outcomes it had developed with the Lower San Antonio (Oakland) Collaborative and *Making Connections*. These outcomes were:

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

- Youth, adults and families increase their participating in civic activities.
- Residents are able to give voice to community concerns.
- More residents are aware of community issues, participate in multi-racial alliances, and take an active role in community organizing for social change.

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

- Residents have a greater sense of safety and connectedness.

Through these community screenings and forums KQED was able to raise awareness of community issues. By creating opportunities for youth in foster care and young adults who are AGING OUT of AGING OUT National Outreach Campaign – Outreach Extensions

foster care to speak about their lives gave voice to these young adults to address community concerns to their own community. By bringing youth in foster care and young adults who have aged out together with residents through the forums, the project was able to achieve a greater sense of connectedness in the community.

KQED's Development department has identified a funder that is interested in supporting KQED Community Outreach to do more work in the foster care community. Outreach will invite ten foster care agency staff and ten emancipated youth to a five day hands-on video production workshop. During this intensive workshop, participants will learn how to create Public Service Announcements (PSAs) around health, housing, financial, educational, and emotional issues that face young people emancipating from the foster care system. The PSAs will point foster youth to phone numbers and Web sites that they can call and visit to obtain financial, emotional, medical, or educational assistance. Participants will walk out of the workshop with ten compelling PSAs that will be produced in at least two languages.

Target Audience

The screenings, workshops, and town hall meetings reached audiences that have a direct impact on employment, education, health, and housing for youth who are aging out. Target audiences consisted of community stakeholders, health advocates, social workers, and law enforcement agencies. The community screenings targeted the general public as well as community members, foster youth, and community-based organizations in the Bay Area.

Partnerships

KQED had great success working with Michelle Byrnes and Katy Chamberlain from Honoring Emancipated Youth (HEY) and Amy Freeman from Alameda County Foster Youth Alliance (FYA) to create the public education campaign. They took ownership of the campaign and really helped the station identify goals and formulate an outreach plan. HEY and FYA were committed from the campaign's inception and this experience has been a great model for partnership. Other partnerships came about after the two large community screenings. Since the outreach was so effective for the two screenings, many agencies immediately connected with KQED to coordinate future events. FYA and HEY e-mailed the station daily about organizations that also contacted them about wanting to host a screening. The Jim Casey Youth Opportunities Initiative partner, Rick Williams from Charles and Helen Schwab Foundation, supported KQED in the first two community screenings of AGING OUT. The Schwab Foundation also wrote an article about the screenings in its newsletter and also helped distribute postcards.

Another partner that KQED developed was the Alameda County Social Services Agency "Family to Family Community Partnership Workgroup," which is made up of several organizations that serve foster youth (e.g., Alameda County Individual Living Skills program, CASA, Casey Family Programs). The Workgroup wanted to host a town hall meeting using the documentary AGING OUT during Foster Care Awareness Month in May. The Workgroup also had a youth planning committee helping to coordinate the Town Hall event. Beginning in February, KQED became involved in the planning process and provided support to the Workgroup. A month before the event was to take place, the director of Social Services Agency and senior agency staff made the decision to combine the Workgroup's Town Hall event with a similar event Alameda County Social Services Agency was planning with Alameda County Superior Court.

Promotion

Print: To promote the two large theater screenings of AGING OUT, KQED mailed postcards announcing both the Oakland and San Francisco dates and locations. Outreach partners HEY and FYA also helped to disseminate postcards to their constituents. For the smaller screenings, KQED also mailed out flyers that could help agencies get the word out. The station sent a mass e-mail letting the community know about the documentary broadcast on KQED and to tune in to the *Forum* radio program on aging out.

Radio: KQED Radio's *Forum* helped promote the AGING OUT documentary broadcast premiere on KQED. The two large community screenings were promoted on the radio's Community Calendar.

Evaluation

KQED did not put together a formal evaluation plan. As noted in the Outcomes / Impact section of this report, KQED successfully raised awareness of community issues, gave voice to emancipating young adults to address community concerns, and achieved a greater sense of connectedness in the community.

KQED Radio Grant

Hosted by Michael Krasny, KQED Radio's live public affairs talk show *Forum* is broadcast in the San Francisco Bay Area and throughout Northern California. Normally a one-hour program, the station dedicated two hours to produce a show that captured first hand experiences as well as the legal, health, and housing issues that face young people who are aging out of foster care. The first hour featured a panel of four youth: three had emancipated from the foster care system, and one was approaching emancipation. The second hour featured executive directors, an outreach specialist, and a living skills program manager of agencies that work with foster youth and emancipated youth in the Bay Area.

Reaching 108,000 listeners, this *Forum* broadcast was produced live from an off-site location – the courtroom of Judge Trina Stanley at the Alameda Superior Courthouse. Judge Stanley is a former foster youth and a respected judge who leads a mentorship diversion program for at-risk youth facing juvenile detention in Oakland. Many of the youth in her program are in foster care. Questions were taken both from the live audience – 60 neighborhood residents, foster care agencies, foster youth, emancipated youth, lawyers, and judges – and from callers who voiced their community concerns on the air. Listeners were invited to become mentors or CASA workers and made aware of the housing needs of emancipated youth. Broadcast the day before AGING OUT, *Forum* also promoted the television documentary. Keven Guillory produced the program.

Project Outcomes / Impact

KQED Public Radio cannot directly advocate for outcomes that have been established by KQED Community Outreach. However, since *Forum* reached thousands of residents, professionals, academics, social workers, and government employees throughout the Bay Area and Lower San Antonio in Oakland, the outreach team believes it met the outcome established by KQED's Public Education Campaign and *Making Connections* Oakland: .

Core Result #3: Residents have a greater sense of connectedness & community pride

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

Mentioned during the second hour was a bill called SB 436 that is being sponsored by a number of Bay Area organizations to improve the reach and effectiveness of the Transitional Housing Placement Program (THP+). This is the only dedicated state source of funding which provides housing and support for transitioning youth. Listeners were encouraged to become involved to support the bill and take an active role in community organizing for social change.

KETC / St. Louis, MO

Project Description

KETC collaborated with community agencies on a project that focused attention on young people leaving foster care. The overall goal was to expand public awareness and dialogue about foster care emancipation and to broaden the network of participation among caring adults who can become involved in the lives of youth in foster care. The centerpiece of the project was the broadcast of AGING OUT, along with a KETC production that focused on local efforts to support youth emancipating from the foster care system. This 30-minute local documentary addressed issues and solutions in the St. Louis region, spotlighting emancipated/emancipating youth and the adults responsible for their care through first-hand experiences. In addition to the broadcast, KETC sponsored a screening and community discussion for over 100 community members, and created a comprehensive Web resource guide. The station is still working on a legislative education DVD using the locally produced program.

KETC formed a coalition of local agencies to guide the project. This group proved invaluable as staffing changes among the station's original partner organizations limited their original commitment to this project. KETC went beyond its original plan by creating the local 30-minute program (instead of just drop-in segments for the station's local magazine program) and hosting the screening event. KETC will continue working on issues related to foster care well into the next year and will meet regularly with its local coalition. The next step is a meeting with a prestigious local university to plan a mentoring project so that university students, community, and corporate entities have the opportunity to mentor local foster care teens. KETC is engaged in a discussion with local funders about designing a project that will focus on health care for emancipating/emancipated youth.

KETC used/distributed the following AGING OUT campaign resources in the project:

- Print discussion guides (English and Spanish)
- VHS copies of AGING OUT and four video shorts: "With No Direction Home," "Declaration of Independence," "Case Closed," and "Bound and Determined"
- DVD copies of Daniella's Story
- AGING OUT Web site
- Daniella Rin Hover was the guest speaker at the screening/community discussion event

Project Outcomes / Impact

The project far exceeded expectations in terms of effectiveness and impact in improving outcomes for youth currently in and emancipating from foster care in the St. Louis region. One of the most important outcomes of the project is the communication that is now taking place among agencies who serve these youth. KETC brought these groups together and helped them to create a network. In addition, the project reminded these organizations that first and foremost, they must listen to foster youth directly in order to serve them effectively. The project also connected corporate and social service entities in a way that has allowed some of the organizations to begin working together formally on mentoring efforts.

The impact of this project on KETC has been remarkable. Like many stations, KETC is trying to work across station teams to accomplish tasks. This project solidified the relationship between the education and production teams. The education team is not only responsible for project implementation, but also for all fundraising around the initiative. Historically, production has not had a role in the station's outreach efforts. This project proved to all involved that KETC can tell these types of stories. The project has also elevated KETC in the eyes of the community and fostered broader awareness of the station's mission and core capabilities. Station partners better understood KETC's capabilities and felt very well cared for in this process. The partner organizations had previous negative experiences with the broadcast media around foster care issues and were initially leery of the role KETC would play.

KETC vice president of educational services, Amy Shaw said *"If KETC hadn't undertaken this effort, I don't believe any other organization in the St. Louis area would have brought the project to this level. The project was innovative in that this is a whole new way of creating connection to the community for KETC, which not only used production, broadcast, and outreach, but actually created change."*

In addition to the connections that were developed among local organizations and the formation of a mentoring project, the project helped achieve action:

- One of the partners, an independent living specialist for the last decade, was so moved by her participation in the project that she is becoming an adoptive parent for teenaged foster youth.
- The project was featured in a local public radio program, *St. Louis on the Air*. The topic generated a record number of calls from people who had never been connected to the issue of foster care, but wanted to learn more.
- St. Louis' Guardian Ad Litem group, Voices for Children, is using local and national project resources as continuing education credit for its 300 Guardians.
- A local foundation has decided to take on the issue of health care for foster care teens as a result of this project.

Partnerships

KETC was initially partnered with two local organizations. As a result of staffing changes, both organizations played smaller roles in the project. The station's lead partner became Transitions – St.

Louis System of Care. A federal cooperative agreement, Transitions provides wraparound services for children with serious emotional disturbances who are in the custody of the Missouri Department of Social Services, Children's Division. They helped fund the project in the amount of \$10,000 and provided guidance for local production as well as for planning the local screening/ discussion. BJC Behavioral Healthcare also provided \$3,000 to help fund the project.

The following organizations were part of the planning coalition, consulting on the local production and serving as content experts: Marygrove, Missouri Mentoring Partnership, Children's Division—St. Louis County, Children's Division—St. Louis City Office, Evangelical Children's Home, NASW-Missouri Chapter, and Epworth Children and Family Services.

Partners were invaluable in connecting KETC to the right issues and groups, and they made an enormous difference in the project's results. The station plans to use this coalition approach in future projects.

Promotion

KETC undertook the following promotional efforts:

- Story in the station's bi-monthly guide
- Placement of Best Bet in the local newspaper TV section
- One hour call-in show (*St. Louis On the Air*) on local NPR affiliate brought into project by KETC
- Web links to all project partners from station's Web site
- E-mail blasts to all KETC members, existing listserv members, and to legislators, city government, existing station contacts
- Airing of national AGING OUT promos
- Creation of promos for local program (aired in connection with AGING OUT promos)

This promotion successfully gained exposure for KETC's local efforts. The station received good feedback that its e-mails were effective as was the exposure on local NPR station.

Evaluation

KETC is in the process of evaluating the project. The station sent out an e-mail survey to all of its coalition partners and to all who attended the event. From that, KETC will have additional information. Clearly based on the information reported in the outcomes section, KETC reports that this project was successful.

WETA/ Washington, DC

Project Description

WETA worked with lawyers, social workers, direct service providers, foundations, advocacy groups, and youth to design a project that focused on the needs of teens exiting foster care in the Greater Washington area. Meetings were held with Joseph Montgomery, Consortium for Youth Services; Judith Dobbins, Covenant House; Naoka Carey, Children's Law Center; Judith Sandalow, Children's Law Center; Eileen McCaffrey, Orphans Foundation of America; Ruth White, Child Welfare League of America; Charisse Williams, The Public Welfare Foundation; and Daniella Rin Hover, one of three youth profiled in the film. The response from child advocates in initial meetings was substantial. Everyone agreed to work with WETA in one capacity or another with a strong commitment towards the issue. The eagerness to collaborate with WETA stemmed from the pre-broadcast buzz surrounding AGING OUT. Every time the station approached someone about the film, they knew about it and/or had a DVD of the program "shorts." This level of pre-broadcast promotion made partnership development easier.

WETA's outreach strategy included development of a navigation guide for foster care youth and adults working in the field, program screenings and panel discussions, promotions through special interest groups and direct mail.

Screening Events

March 8, 2005: WETA screened excerpts from AGING OUT at the Child Welfare League of America (CWLA) annual conference held at the Marriott Wardman Park Hotel in Washington, D.C. At the event, which was part of CWLA's "Movie Night," WETA screened segments on Daniella Rin Hover

and Risa Bejarano. Featured speakers were Daniella Rin Hover, who told her personal story, and Gary Stangler, executive director of the Jim Casey Youth Opportunities Initiative and co-author of *On Their Own*, who spoke about foster care issues.

The group of 35 people was engaged and at times seemed disturbed by what they were seeing and hearing in the films. At the close of the evening, participants approached Daniella, Gary, Carla Owens (communications and public affairs officer, Jim Casey Youth Opportunities Initiative), and the station representative to express interest in obtaining a copy of the documentary or Daniella's individual segment. Others wanted to know how they could help promote the documentary in their community. Much gratitude and appreciation were shown for participating in the CWLA event and highlighting the important issue of foster care youth emancipation. The companion discussion guide was distributed to participants as well as general CWLA conference attendees.

April 5, 2005: WETA conducted a brown-bag lunch screening for staff at the Children's Law Center. Twenty lawyers and one judge were in attendance. Discussion guides were distributed.

April 19, 2005: Screening event for Alexandria Department of Human Services, Department of Social Services. The audience was comprised of 27 social workers from the Permanency and Independence Unit who work with youth on a daily basis. The group expressed an interest in using the film as a tool to prepare youth for adulthood. WETA scheduled another screening of AGING OUT with this group for the end of August.

May 3, 2005: AGING OUT segments were shown to nearly 50 WETA staff as part of *WETA Presents*, a monthly meeting with staff on station programming and outreach initiatives.

May 5, 2005: Excerpts of the documentary were shown to 20 members of WETA's Community Advisory Council, comprised of leaders from the Greater Washington community. Discussion guides were also distributed.

May 11, 2005: WETA collaborated with the Children's Law Center and The Public Welfare Foundation on a screening event at the True Reformer Building in Northwest Washington. The audience of 170 was comprised of caseworkers, social workers, parents, judges, educators, policymakers, and lawyers from Maryland, DC, and Virginia, as well as 25 teenagers living in group homes or with foster parents. WETA screened the first 35 minutes of the film for the audience. The group then heard remarks from Tyra Tillman, a foster care youth who has aged out and is currently attending college, and Marilyn Eggerton, Foster and Adoption Parent Advocacy Center, who spoke eloquently about the need for the system to do a better job of supporting young people. At the end of the film, the youth had lots of questions, "What kind of help will I receive after I turn 21, and leave the system?" "Will I get a check?" "Who will help me get a job?" Brenda Donald Walker, director of the DC Child and Family Services Agency, spoke to the group about District services and programs. WETA distributed discussion guides at the event and gave away copies of Gary Stangler's book *On Their Own* as part of a drawing.

May 12, 2005: 35 minutes of the film was screened for the Consortium for Youth Services Board. The board of 38 people is comprised of local children's advocates from business, government, and community.

May 17, 2005: The Consortium for Youth Services, Child Welfare League of America, and WETA partnered on an event held at the League. 50 people viewed the first hour of the film and listened intently to Daniella Rin Hover speak on behalf of foster youth. Observing the dynamics in the conference room, Daniella was welcomed as a highly regarded expert who had important advice on a variety of issues concerning foster care youth, including how to design the perfect group home. WETA distributed the companion guide to attendees.

Local Materials

In conjunction with the Children's Law Center, WETA developed a guide, *75 Questions and Answers To Help You Find Your Way: A Guide For Leaving Foster Care In the District of Columbia*, to help youth and the adults who work with them develop a strategy for exiting out of foster care. In draft form, the guide is a compilation of questions and answers to help youth navigate the system. It will be

distributed to caseworkers, social workers, parents, judges, educators, policymakers, and lawyers. In addition, the guide will be available on the Web sites of WETA and the Children's Law Center Web site as a downloadable PDF.

Project Outcomes / Impact

The film and its accompanying local outreach was three-fold: it forced adults to take a hard look at the lack of support youth are receiving when they emancipate from foster care; helped young people understand that they, too, have a role to play in their future; and positioned local partner organizations as leaders in the field, putting them at the center of discussions on youth and foster care in Washington, DC.

At the May 11th screening event, WETA paired DC foster teens with the director of the DC Child and Family Services Agency (CFSA) in a discussion about local services/programs. Teens were able to obtain answers to their questions, and in some cases, realized that they need to take more responsibility for their lives. Some of the adults working with youth gained additional knowledge about what the agency offers. CFSA services/programs occupied much of the Q&A discussion. Director Brenda Walker's participation in the event brought concreteness and specificity to the discussion.

In addition to the discussion on available programs/services, there was much talk about the lack of funding for programs for older children. Charisse Williams (The Public Welfare Foundation) suggested to funders in the audience that some of the monies earmarked for younger children should be redirected to programs for older children/teens. A huge round of applause followed.

Target Audience

Total number of people served by your project: 3,337,487.

Partnerships

At the outset of the project, WETA convened a meeting of child advocates from across the Greater Washington area to discuss outreach strategy for AGING OUT. Out of that meeting, WETA's lead partners became the Consortium for Youth Services, the Children's Law Center, The Public Welfare Foundation, and the Child Welfare League of America. It is also important to note that many organizations were unable to commit a substantial amount of time to the project, but were willing to share their contact lists with the station in an effort to spread the word about the film. These organizations included Covenant House, Orphans Foundation of America, Finanka House, Alexandria Department of Social Services, and the Prince William Department of Social Services.

WETA credits its partners for the successful implementation of the outreach. They took ownership of the project and provided credibility, research, and reach into the community. No single element rested solely on the station. In addition, partner organizations designed and printed invitations, developed mailing lists for screening events, promoted the events to their constituencies, and awarded funding for outreach efforts. Without their input and buy-in, AGING OUT would not have been nearly as successful as it was. These organizations are now part of the WETA family; the station will continue to include them in other projects.

Promotion

Promotion of screening events and the program's broadcast occurred through multiple venues/vehicles.

- Tune-in postcards were mailed to 4,000 individuals working with youth.
- May issue of WETA Magazine (circulation 145,000).
- WETA TV highlights listserv to 1,400 members and volunteers who have selected to receive program information.
- Weta.org home page, with a link to the film's companion Web site. The station's Web site receives 190,000 visitors per month.
- Outreach partners alerted their constituencies.
- Monthly newsletter to WETA staff.

Evaluation

WETA evaluated the project using the following criteria:

- Web site traffic.

- Debriefing sessions with partner organizations after events.
- E-mail and phone call response from event attendees to partner organizations.
- Requests for the guide: *75 Questions and Answers To Help You Find Your Way*.
- Article in the *Washington Post*.

Lessons learned included the need to build in more time at the beginning of the project for the development of printed materials, particularly when partners are involved, as well as the need to allocate appropriate staff resources for a project of this magnitude.

An unanticipated result was that WETA was able to secured additional funding from The Public Welfare Foundation. In addition, WETA senior management touted AGING OUT in meetings as an example of work WETA should be doing in the community.

B. Jim Casey Youth Opportunities Initiative Only Sites

KCPT / Kansas City, MO

Project Description

KCPT worked extensively with its primary partner, the Local Investment Commission or LINC, a community partner of the Jim Casey Youth Opportunities Initiative. Activities included attending meetings with community partners, planning and conducting screenings, and working with three youth advisory boards, which were combined into one called “Voices of the Century.”

The Community Partnership Board met monthly and worked directly with the Voices of the Century youth board. These meetings provided opportunities to discuss the needs of foster youth in addition to planning project activities. The project featured program interstitials, three community events, and three *Ready To Learn* workshops. The latter, conducted in fall 2004 for teachers, pre-service teachers (Kansas City Kansas Community College), and parents, offered information on AGING OUT and the local campaign.

The project focused on raising awareness and distributing materials that KCPT hopes will provide a foundation for participating youth that will carry them into the future with support and encouragement. AGING OUT video and resource guides were distributed widely to partners and the general community.

During the national project’s development phase, Outreach Extensions (OE) asked KCPT to review the youth content in a draft version of the discussion guide, engaging teens aging out of foster care or recent alumni. KCPT partnered with Crittenton Center – Carrier House and the Crittenton Behavioral Health staff – to conduct the two-part review session. In the first session, youth watched the documentary. They then reviewed the discussion guide and made recommendations for additions and changes.

Program Interstitials

In conjunction with Voices of the Century, KCPT produced outreach messages that aired before and after the broadcast of AGING OUT. Two of the youth board members told viewers that Kansas City youth in foster care face the same challenges they’ll find in the film. The telephone number of Voices of the Century was provided in the post-broadcast spot, with a suggestion that community members could be foster parents or mentors and that businesses could offer discounts to youth aging out of the system.

Screening Events

Two days before the broadcast of AGING OUT, KCPT and LINC conducted a screening of the full documentary on Monday May 23, 2005. The event was held at Screenland Theatre and co-hosted by the Kansas City Youth Board Voices of the Century. Immediately following the screening, the station’s public affairs director Nick Haines moderated a panel discussion. Panelists featured Daniella Rin Hover; LaToya Taylor, a Kansas City resident who was formerly in care (and who was also featured in the station’s program interstitials); Gary Stangler, executive director of the Jim Casey Youth AGING OUT National Outreach Campaign – Outreach Extensions

Opportunities Initiative; Fred Simmens, director of the Missouri Department of Social Services-Children's Division; Ginger Bouza, independent living coordinator for the Kansas Department of Social and Rehabilitation Services; and Lori Ross of Midwest Foster Care and Adoption Association. The event included a graduation celebration for five of the Youth Advisory Board members, a press conference, and book signing featuring *On Their Own*. Earlier that day, participants from Voices of the Century, LINC staff members, and Gary Stangler discussed youth transitioning from care on a show broadcast by the local NPR station.

Earlier screenings were conducted for the Youth Advisory Board and the October book signing of *On Their Own*.

Project Outcomes / Impact

With three community events, three workshops, and monthly partners meetings, the project evolved into a very effective ongoing awareness campaign. KCPT will not only assist with support of the youth involved, but also provide a foundation for them that will carry them into the future with support and encouragement.

Target Audience

KCPT is in a middle-sized television market. The population targeted for this initiative was as diverse as the community itself. The importance of recognizing and understanding the issue of youth aging out of foster care should be universal since all aspects of the community are touched by the children who live here. Healthy children who have their basic needs met, and who have resources to help them succeed, create a future of contributing citizens. The total number of people served by the project was 552,632.

Partnerships

KCPT worked extensively with its Jim Casey Youth Opportunities Initiative partner, the Local Investment Commission (LINC). This included attending meetings with community partners, planning and executing screenings, participating in a book-signing event, and working with three youth advisory boards (now combined into one). Monthly reports of activities were provided and future continuation is planned. Project resources were distributed widely to partners and the general community. KCPT worked primarily with coordinator Kathy Prell who was "*great to work with.*"

Participants in the Community Partnership Board represented government agencies, corporations, educational institutions, and nonprofit organizations. In addition to LINC, these included the Mayor's Office, Missouri Children's Division, Economic Opportunity Foundation, Independence School District, Midwest Foster Care and Adoption Association, Steppingstone, Gateway Youth and Family Services, Full Employment Council, Southwestern Bell, US Bank, Metropolitan Community Colleges, Kansas Children's Service League. The board met monthly and worked directly with the Voices of the Century youth board.

Promotion

KCPT promoted the documentary and its discussion guide at the monthly partner meetings along with other community meetings in which the station participated. The Kansas City *Star* newspaper (circulation 270,000) had a preview article the day before the broadcast. KCPT's member magazine reaches 27,000.

Evaluation

KCPT evaluated the project's success by the number of people who attended station and community events and by the reactions of both the youth and community partners. Real challenges were met with creative solutions and a sincere improvement of the attitudes and hopes of the youth involved.

One activity that KCPT planned to do was to record a play youth had created about being in foster care. By the end of the project, the youth had not been able to convene at the station. KCPT plans to complete this by the end of summer, pending availability of the youth.

Nashville Public Television

Project Description

In early November, Nashville Public Television (NPT) held a Youth Leadership Summit. At this event, which was affiliated with another station grant, NPT was able to show AGING OUT, provide network opportunities for those involved in youth issues, including aging out, and to brainstorm with youth organization leaders from all over Nashville about forming an action plan. Organizations invited to this summit included NPT's partners from the AGING OUT project. Information about the documentary and area youth organizations was distributed.

Local Documentary

After analyzing the station's alternatives for a local follow-up program, NPT decided to produce a 30-minute documentary that would be modeled after one of the station's most successful local prime-time shows, *Tennessee Crossroads*. This type of show would lend itself to being reformatted into short interstitials that could be shown on an ongoing basis during prime-time programming, keeping the information before viewers long after the project has been completed.

The documentary, *Avenues of Hope*, was highly successful and received a 1.7/3 rating, which according to NPT's programmer "was very good for a tough topic and time slot." It was shown immediately after the national documentary on May 26th at 9:30 p.m. In the program, NPT presented a brief summary of aging out issues in the community; service organizations, corporations, and individuals making a difference; and what viewers could do to help youth who are aging out of foster care in the Nashville area.

A representative from the station's partner, the Child & Family Policy Center at the Vanderbilt Institute for Public Policy Studies, called the next morning to thank NPT and say, the "*phones were ringing off the hook*." Most of the calls came from viewers interested in mentoring opportunities. Another partner, Assurion Corporation, called to say that many employees who had watched the program wanted to volunteer to become mentors. The response was so large, the company planned to conduct a workshop for its mentoring program. One comment received by the viewer services department was: "*The piece was moving and powerful.*"

While this type of program was successful, it took more time, energy, and cost than a call-in show format, which was originally proposed.

Screening Event

A screening and panel discussion was held on Wednesday, May 11, 2005 at the Downtown Nashville Public Library, with 200 community leaders, youth, and foster parents, and others in attendance. In addition to NPT and the Vanderbilt Child and Family Policy Center, the event was sponsored by the Mayor's Office of Children and Youth, and Fostering Results, a national public education and awareness effort focused on issues affecting children in foster care. Members of the Tennessee Youth Advisory Council served as hosts of the event, gave introductions, and participated in the panel discussion. Mayor Bill Purcell welcomed everyone to the gathering. Tipper Gore, an advocate for families and children, talked about the purpose of the event and some of the issues that young adults face when leaving the system. She also introduced "Bound and Determined," Daniella's story from AGING OUT.

The panel discussion was moderated by Tipper Gore and Andy Shookhoff, Associate Director of the Child & Family Policy Center. Panelists were Viola Miller, commissioner of the Tennessee Department of Children's Services; Anidolee Chester, the department's director of independent living, and Jane Fleishman, director of youth leadership development of the Oasis Center. Members of the Youth Advisory Council included LaQuinta Carter, Michelle Crowley, Chegameh Korvandi-Geledar, Colonel Robbins, Stacey Schumaker, Danny Sutton, and alumnae Katy Valesky.

Project Outcomes / Impact

NPT plans to air AGING OUT again throughout the year and especially next May, National Foster Care Month. NPT is also breaking the local documentary into three interstitials, which can be aired

between prime-time shows. The station plans to keep the issue alive as long as the information presented is current.

The documentary and outreach efforts have helped tremendously in raising awareness of this issue in the Nashville community. Many people and organizations in the area have requested a copy of *Avenues of Hope*. The Child & Family Policy Center at the Vanderbilt Institute for Public Policy Studies mentioned that the broadcast was able to accomplish in one night what it has been attempting to do for two years.

Producing a local documentary that immediately follows a national production was new to the station. Until then, production and outreach had been separate entities, collaborating when possible on call-in programs. However, that idea is changing into ways these two departments can work collaboratively to educate viewers and make a positive impact in the community.

The national AGING OUT program had a 2 rating (more than double the metered market prime time average for the program) and a 3 share in the overnight household Nielsen ratings. It reached 31,150 households. The program aired at 8 p.m. CT, a half-hour earlier than the national feed. *Avenues of Hope*, the locally produced follow-up program, had a 1.7 rating and 3 share, reaching 26,478 households.

Promotion

Local promotion consisted of five different spots, including one long-lead, which aired around news and public affairs programs, and four tune-in spots that featured station manager Beth Curley promoting both the national program and local follow-up show. These spots aired in prime time, late fringe, and during the full schedule on weekends. During the period these spots aired, it is estimated that they were seen by an average of 30,000 households each day for the week prior to broadcast. Note that it is not possible to determine how many unique cumulative persons viewed them, only an average of total viewing each day.

A press release for AGING OUT and *Avenues of Hope* was produced, which was e-mailed to more than four dozen Middle Tennessee media contacts. Follow up calls were then placed to the two major daily newspapers, *The Tennessean* and *The City Paper*.

The AGING OUT / *Avenues of Hope* release was also sent to a communications staff member at Vanderbilt University who distributed it to her contacts. Tune-in information was printed in *The Tennessean* alongside an article on the outreach event. A paid advertisement ran day-of in *The Tennessean*. AGING OUT and *Avenues of Hope* were the focus of the introduction for NPT's weekly e-mail newsletter *NPT This Week*, which is sent to approximately 5,500 subscribers. Information about broadcast time was given in the station's monthly newsletter.

Viewers of the local documentary were directed to the NPT Web site to obtain information about the station partners and area organizations working with issues related to aging out youth. Contact information was also given.

Partnerships

The Child & Family Policy Center at the Vanderbilt Institute for Public Policy Studies was the lead community partner. A grantee of the Jim Casey Youth Opportunities Initiative, the Center has been working with youth aging out of foster care since 2002. NPT was able to coordinate with them to identify youth and community partners featured in the local documentary, as well as coordinate the community forum at the Downtown Nashville Public Library. NPT plans to partner with this organization in the future and appreciated all of the Center's support and efforts to make this outreach campaign a success.

Evaluation

Overall, NPT did an excellent job of working together as a team and working well with its partners to develop this project into events with lasting impact. The station will make sure that it has at least three months to produce future local documentaries. They will be rare, because of the tremendous amount of staff time that went into *Avenues of Hope*. NPT's broadcast had a huge impact on the community, and the station feels it was well worth the effort.

NPT had a change in the position of outreach coordinator at the beginning of November 2004. Despite this change, the station was able to carry on with the project, as well as find an effective alternative to its original grant proposal.

C. Key Market Sites

WTTW / Chicago, IL

Project Description

WTTW's outreach initiative, which included three major events, began in November 2004. The plan was to increase dialogue about the issues facing youth aging out of foster care and to provide the most current research and statistics gathered by project partner, Chapin Hall Center for Children to help national and local organizations improve their services to youth. The project initiated conversations among many organization representatives in a shared effort that allowed each agency to gain a better understanding of what others are doing to enhance the lives of youth within the system and help them with their transition towards emancipation. Having developed a successful partnership with many of the local youth organizations, WTTW will continue this effort to serve youth within the Chicago community. These same partners will be involved in another outreach initiative aimed at increasing the number of adult mentors for children and youth. One result of its beneficial working relationship with the Department of Children and Family Services was that WTTW hired two youth within the system to intern at the station for the summer to help coordinate other station outreach projects.

November 8 – 9, 2004: national audience of administrators

More than 300 child and human service administrators and elected official representatives working directly with youth organizations attended the national two-day outreach conference on November 8 & 9, 2004 at the University of Chicago. The conference dialogue provided attendees with the most recent youth study statistics and research released from the Chapin Hall Center for Children at the University of Chicago. Mark Courtney, director of Chapin Hall, participated in several panel discussions to provide participants with study results relevant to the progress of their work with youth. The conference concluded with a screening of AGING OUT.

March 9, 2005, Chicago area youth service organizations

More than 700 representatives from the following agencies attended a moderated discussion on March 9, 2005: Chapin Hall Center for Children, Chicago Department of Children and Youth Services, Illinois Department of Children and Family Services, and Illinois State Office of Region V Administration for Children and Families. The panel discussion and screening of AGING OUT was also open to the public. Panel participants included: Malia Arnett, director of ChildLink; Mark Courtney, director of the Chapin Hall Center for Children; Bryan Samuels, director of the Illinois Department of Children and Family Services (DCFS); and Thomas Hudson, a youth featured in a segment of AGING OUT who had recently emancipated from the foster care system. Sylvia Ewing, producer and host for Chicago Public Radio, narrated a one-hour discussion on various issues facing youth. Each representative provided an outline on their topics for discussion and provided organizational handouts. Following a screening of a segment from "*With No Direction Home*," Thomas Hudson, who is featured in the film, shared some very poignant comments about his years in the system, as well as his thoughts on what worked and what didn't. He clearly presented a youth's perspective on what it meant to be in the system. He offered some very touching comments about his life and why he called the Department of Children and Family Services for help at a young age. He urged all in attendance to be more aware and look for new ways to assist young children who are unable to make the call for help themselves.

The panel discussion provided all in attendance with new information on projects, new procedures underway in each organization, and new initiatives being coordinated to improve services to youth within the system.

May 24, 2005 / Event for Youth

AGING OUT National Outreach Campaign – Outreach Extensions

On May 24, an event for youth was held at Northwestern University in partnership with the Department of Children and Family Services. Over 400 youth from organizations throughout Illinois viewed a segment from AGING OUT and listened to motivational speaker Jim Fannin from ZONE COACH. The event was much anticipated; some youth groups traveled over three hours into downtown Chicago to attend. The screening provided youth with a look into the world of Risa Bejarano. This segment was chosen because most of youth in attendance were in their first year of college or finishing high school. Risa's story provided a closer look at some of the struggles she faced at this same time in her life. Youth were told about Risa's death at the end of the screening. After much discussion, it was determined that WTTW would reveal this information rather than have the youth learn about it after watching the broadcast of the film. Several youth commented on the sadness of the situation. Final motivational comments from Jim Fannin helped the youth to leave in a more positive frame of mind.

Radio production on Chicago Public Radio

The station's radio initiative brought together Chicago area youth professionals to extend the conversation about important issues facing youth. The show, entitled *A Dangerous Disconnect*, introduced aging out issues of related to the national television show, and then examined challenging issues facing local, regional, and statewide organizations serving youth. The one-hour special aired on Eight Forty-Eight, one of Chicago's premiere morning public affairs radio talk shows. Tune-in spots ran on WTTW and Chicago Public Radio to promote the broadcast of the television documentary as well as the radio special. 150,000 listeners were reached.

Project Outcomes / Impact

Part of WTTW's initiative was to bring together youth for a motivational discussion. Based on the attendance of this event, the program had a very positive effect in reaching to youth organizations throughout the area. This unique outreach opportunity enabled the station to educate the viewing public and increase dialogue about important social issues that affect the community.

Following the sessions, WTTW received many comments from individuals, adults and youth, thanking the station for its work in the community, for taking the time to support community concerns through great programming, and for bringing together important community players to shed more light on the importance of youth in transition and their needs.

WTTW's project was innovatively designed to offer customized outreach experiences to three different audiences. The first event reached a national audience of administrators; the second event convened Chicago area youth organizations; and the final event offered a motivational experience for youth within the community. In designing this approach, WTTW had the greatest potential to achieve an impact on as many individuals as possible who are concerned about youth in transition. The greatest change occurred at the second event – for Chicago area youth administrators. Many of them were truly touched by the program and the words shared by Thomas Hudson, whose Chicago-based story is told in "No Direction Home," a companion video to AGING OUT. Thomas encouraged them to reach out and work harder to help the many youth and young children who must become part of the system. He encouraged them to think differently about the importance of their job in the life of many small and helpless children.

Target Audience

WTTW's broadcast reaches Illinois, Indiana, Michigan, and Wisconsin. Nearly 2 million households view WTTW on a regular weekly basis. In one month, WTTW reaches 75 percent of Chicago's entire DMA. Outside the broadcast signal, WTTW is carried to 20 counties over four states, reaching 900,000 households weekly via 162 cable stations.

Partnerships

WTTW's primary partner for this outreach initiative was the Chapin Hall Center for Children at the University of Chicago. Having worked with many of the partners represented in this initiative, Chapin Hall had contacts that greatly assisted station efforts in reaching desired audiences. With several meetings planned to discuss each outreach event, the partners provided guidance on how to make the greatest impact through reaching lead policymakers and administrators of youth service organizations.

Promotion

The AGING OUT broadcast and outreach projects were promoted within WTTW's program guide, through electronic mail to station members, and on the Web site. Postcards were provided for visitors in the lobby of the station, posters and invitations were sent out; and tune-in spots were broadcast. The partnership with Chicago Public Radio garnered much additional tune-in as the radio and television programs were heavily promoted two weeks prior to broadcast. Postcards and tune-in e-mail notices were also sent to youth organizations throughout Chicago. Following the broadcast, copies of the discussion guide and screeners were sent to Chicago area organizations to assist in their efforts to serve youth.

Evaluation

Evaluation of the project stemmed from conversations with youth organization administrators. Many commented on the benefit of using outreach events and screenings to present important issues concerning youth. Several administrators that WTTW met with during the outreach campaign commented that a film screening is an effective way to initiate dialogue. They noted that showing AGING OUT in the context of a community event enabled them to take a fresh look at what their own mission is all about. One remarked that it is essential to create additional television programs on important issues facing youth. One lesson learned is that outreach and discussion among agency organizations should take place more often. Because WTTW received such a great response from agencies wanting to participate in the event, the station questioned why these outreach activities were not a regular part of their administrative functions. It was clear that the agencies would benefit from continued conversations that could energize collaborative actions to improve services to youth.

KCET / LOS ANGELES

Project Description

KCET / Los Angeles engaged 16 local foster care and community based organizations in promoting the broadcast of AGING OUT and conducting discussion groups among their constituents. The station provided copies of the video and print resource materials to help agencies increase public awareness and understanding of foster care issues, related challenges, and possible solutions.

Its principal screening and discussion event, attended by 60 people, was held at the station on June 11, 2005. Facilitated by Lynne Christian, KCET, and Flora Rostamian, a school psychologist and education specialist, the event served as a catalyst for further dialogue and community action. Guest speakers included Vanessa Roth, co-producer, AGING OUT; Tim Mayworm, Journey House (who appears in AGING OUT); Brenda Parks, President, Carson Foster Family Association; and several foster youth from the Journey House program.

Through discussion, the screening of Risa Bejarano and David Griffin's video documentaries, and small group activities, participants had an opportunity to:

- Examine the challenges and issues facing young people aging out of foster care,
- Explore strategies and resources that can help young people become successful adults, and
- Consider ways to be an advocate for policies and practices that will improve youth outcomes in education, employment, health care, housing, and personal and community engagement.

Project Outcomes / Impact

The outreach effort for AGING OUT was successful in bolstering the station's community involvement around critical issues affecting older foster youth, extending the impact of the AGING OUT program, and serving as a catalyst for dialogue and community action.

Target Audience

The event attracted a diverse audience: 40 percent were African American, 40 percent were Caucasian, 10 percent were Latino/Hispanic, and 10 percent were Asian American. Those in attendance classified themselves as the following: child advocates (40 percent), service providers (40 percent), foster parents (10 percent), youth aging out of foster care (3 percent), community members (one percent), foster care agency representatives (one percent), and other (5 percent).

Partnerships

KCET partnered with the following organizations: A.V. Care Providers, Alliance for Children's Rights, Antelope Valley Care Providers Association, Barkley's Educational Center, Carson Foster Family Agency, Casey Family Services, Children's Law Center (Los Angeles Superior Court), Clean Slate & Teen Line, Court Appointed Special Advocate (CASA), California State University (Long Beach), El Nido Family Centers, Emergency Shelter Care, Families in Transition, Community Services, Inc., Family Center, Foster Family Agency, Literary Dynamics, Los Angeles County Department of Children and Family Services, Los Angeles County Department of Probation, Los Angeles Free Clinic, Los Angeles Youth Network, Shields for Families, 2-Getherness Day, and Evening Care.

Promotion

KCET produced and broadcast an on-air tag at the end of the documentary to highlight local resources. The tag directed viewers to the Web site of the Los Angeles County Department of Children and Family Services and related 1-800 numbers. The station distributed 5,000 tune-in flyers to key community constituents to promote the broadcast of the documentary.

Evaluation

Evaluations completed for the event by 97 percent of respondents rated its Overall Quality as Excellent. When asked if they would like to conduct an AGING OUT screening/discussion for their constituents, 96 percent answered "Yes." Participants committed themselves to the following actions:

- Listen to youth; work *with* them, not just *for* them.
- Further advocacy on behalf of youth.
- Work harder to take care of children who are aging out.
- Promote mentoring and recruit more adults to mentor emancipating youth.

KCET will follow up with the event participants regarding the implementation of additional screenings and discussion groups among their constituents.

WNET / Thirteen / New York, NY

Project Description

Working with the Administration for Children's Services, Office of Youth Development, and the Youth Advocacy Center, WNET /Thirteen was able to raise awareness regarding the many challenges youth face as they age out of foster care; to recruit members of the community as volunteers; and to involve youth, who have aged out or will be aging out, as facilitators for three screenings. The station's outreach plan consisted of four major components.

Youth Facilitators

Working with the Administration for Children's Services, six teens were trained to facilitate a group discussion with their peers after viewing the documentary AGING OUT. Three screenings took place during April and May, reaching 45 youth. The screenings were geared toward young people still in care or those who have recently aged out. Resulting discussions were lively and many of the young people seemed to have positive things to say about the relationships portrayed in the film. When asked about permanent connections and what their own wish would be for one, many of them idealized the relationship between Daniella and Veasna Rin Hover, saying that if they had the chance for a permanent connection that would be what they wanted. The overall reaction to Risa's death was quite strong, and a good part of the discussion was spent reflecting on what had gone wrong for her. The discussions were meant to motivate these youth to think about the challenges ahead and to figure out ways to prepare for their transition out of care.

Screenings

Screenings for youth development staff, foster care professionals, foundation professionals, policymakers, and concerned citizens were held from November to May. The focus of these screenings was to engage participants in discussions about the current system and how to improve services to meet the needs of young people who are leaving care.

In November, WNET/Thirteen held a screening and discussion for 60 ACS professionals. The feedback was positive and the discussion focused on how the film could be used to raise awareness of the issues and who could benefit from seeing the film.

On February 1, WNET/Thirteen held a screening in partnership with ACS Office of Youth Development and the ILRC (Independent Living Resource Center) at the Hunter College School of Social Work. In attendance were about 45 people from 30 different agencies that work with the ILRC – caseworkers, counselors, and transition specialists. Each agency received a copy of the film to use in their organization for staff, foster parents or youth.

In April, a screening was held at the New York City Consortium for Youth Development (NYCCYD). About 25 staff from NYC contract agencies attended this screening and discussed how they could better meet the needs of youth AGING OUT.

On May 18, 2005 in partnership with the Administration for Children's Services Office of Youth Development and the Youth Advocacy Center, WNET/Thirteen held a community screening of the full AGING OUT documentary. A panel discussion addressed the challenges and issues faced by youth aging out of foster care. Guests were welcomed by John Rubin, director of state and local education, WNET/Thirteen. Filmmaker Roger Weisberg offered opening remarks and participated on the panel. Other panelists included Betsy Krebs, co-founder and executive director, Youth Advocacy Center; Linda Lausell Bryant, associate commissioner, ACS Office of Youth Development; Daniella Rin Hover, foster care alumnae; and Brandon Kolin, foster youth.

Station Campaign

The station conducted an internal campaign in May during Foster Care Month to encourage colleagues to volunteer as informational interviewees for Youth Advocacy Center. As part of WNET/Thirteen's campaign to raise awareness, foster care posters were placed around the building and foster care ribbons and pins were given to all employees. Tune-in postcards for AGING OUT and an information sheet on how to become involved with the Youth Advocacy Center were also distributed to staff.

Local Productions

Thirteen/WNET's outreach group also encouraged the station's production team to do a local show on foster care. After the initial screening with ACS, outreach realized that local viewers might want to know about the significant changes planned for the New York City foster care system. **New York Voices: Fixing Foster Care** brought to light recent city efforts to restructure the foster care system to encourage family preservation. John Mattingly, Commissioner of Children's Services, was interviewed about the plan, called "Protecting Children and Strengthening Families," which was released in February. The program also interviewed Nanette Schrandt, director of Juvenile Services at Legal Aid Society, which provides legal representation to over 30,000 kids a year.

In addition, a special edition of **Inside Trenton**, a half-hour news and public affairs program produced jointly by Thirteen/WNET and New Jersey Network, covered the Department of Human Services new plan to reform New Jersey's child welfare services. Hosts Rafael Pi Roman and Steve Adubato, Jr. discussed the issue with Kathi Way, Deputy Commissioner for the Office for Children's Services, and Susan Lambiase, director, Children's Rights, Inc., which had filed a lawsuit against the state and the Department of Youth and Family Services in 2003.

Sustainability

The AGING OUT videos and discussion guides were distributed to mentor organizations, direct foster care and direct congregate care staff, social workers, and service providers. All plan to continue using the video and discussion guides for staff training, recruitment of volunteers, and to raise awareness about the challenges youth aging out of foster care face.

Project Outcomes / Intended Impact

Through the screenings, internal campaign, local production, and recruitment efforts, the outreach campaign made a contribution to improving outcomes for youth in/emancipating from foster care. The partnership with ACS was particularly strong and far reaching. Not only did they provide a large cross-section of the audience for the screenings and discussions, but they also used the film to generate ideas on how the agency could improve its services to these youth. Through the screenings, the documentary was seen by over 500 people prior to broadcast.

Although WNET/Thirteen sent out a joint letter with Youth Advocacy Center to recruit students for their Advocacy Seminars, YAC was not successful in recruiting enough students in time to hold its seminars at the station. Therefore, it was decided to focus on building up their list of volunteers for needed informational interviews. The campaign was successful in recruiting 15 professionals – lawyers, producers, project managers at WNET/Thirteen. YAC was also given the opportunity at the final community screening to promote its *Getting Beyond the System* self-advocacy model to foster care agencies, social workers, and organizations working with teens in foster care.

To raise awareness of the documentary, WNET/Thirteen distributed 20,000 postcards and posted a call to action on its Intranet site for the month of May. The director of corporate and media relations sent a letter to the top 50 television and media writers and editors in the Tri State Area.

Partnerships

While the Youth Advocacy Center (YAC) was the station's designated partner, WNET/Thirteen made the decision to pursue a wide-reaching project through a partnership with the Administration for Children's Services (ACS), Office of Youth Development.

The partnership with ACS was very successful. WNET/Thirteen worked closely with its lead contacts, Ronni Fuchs and associate commissioner Linda Lausell Bryant, to make sure the film reached the target constituency through the organization's vast network of agencies and partnerships. ACS and, in particular, its Office of Youth Development (OYD), provides extensive resources to these agencies and organizations. As a result, it had both connections and ideas that were very useful to this outreach campaign. Its staff, which has deep roots in the community, was committed to WNET/Thirteen's mission to extend the reach of the film and use it as a vehicle for discussion and learning. ACS was able to make suggestions and give practical advice about the logistical elements of working directly with youth, holding screenings, compiling invitation lists and organizing effective distribution. OYD staff, trained youth facilitators, and ACS staff who attended screenings contributed significantly to the station's knowledge base over the course of this campaign. The station was able to engage and participate in enlightening and substantive discussions and brainstorming sessions, as well as receive feedback that directly had an impact on the goals and direction of the outreach and personal commitment to this issue. This partnership ended on a very strong note, with a successful culminating screening. ACS will continue to distribute the film and discussion guides over the coming months. If the opportunity presents itself, *"it would be a pleasure to work with them again."*

Evaluation

Thirteen had some standardized methods of evaluation in place as well as some more informal methods. The first included: effectiveness and evaluation forms for participants of screenings and evaluation forms for individuals who received screening copies of the tapes to use at their respective organizations. Project partners provided the station with written summaries of their work and discussions. More informal methods of evaluation included: verbal feedback from partners and their constituents, feedback at screenings and discussions, and staff attendance at youth events.

One of the things the station noticed at both the youth and adult screenings was that the film brings up so many varying issues for discussion. While the station might have been able to train the facilitators better at steering discussion, that would have detracted from the natural tendencies and needs of the group, which can be difficult to gauge ahead of time. This would be a consideration and will continue to be a consideration if ACS opts to hold future screenings of the film: how to guide a discussion so specific issues can be more substantively discussed.

In order to meet the obligation to work with Youth Advocacy Center, WNET/Thirteen changed its approach. The internal station campaign resulted in a huge benefit to YAC's organization and goals. The campaign also gave WNET/Thirteen the opportunity to raise station awareness about an issue, and the documentary specifically, which was relevant and important. The station initiative was successful and well-received.

An additional unanticipated result of the project was the production of **NY Voices Fixing Foster Care**. After initial screenings with ACS, station staff realized there might be something missing from a local viewer's on air experience: the significant changes and evaluations of the New York City foster care system. The station also hadn't planned to make the permanency "movement" a focus of the

campaign until staff realized this was a major focus, both locally and nationally, in the foster care field. The campaign's attention to this, for WNET, greatly enhanced its work and reach.

D. MCMOI (AECF) Only Sites

Kentucky Educational Television / Louisville

Project Description

Kentucky Educational Television's (KET) outreach work in support of AGING OUT began with a telephone call to Dana Jackson, Site Team Coordinator for *Making Connections* Louisville, who helped connect KET with Maria Price, Director of Development and Community Education, Coalition for the Homeless. Price utilized her connections within the local service provider community to bring together the working group that organized outreach efforts.

The first major event for the group, held in November at the Louisville Metro United Way, targeted policy makers. Working group members decided early on, to invite Bart Baldwin, President of the Children's Alliance of Kentucky, to join the group. Baldwin's legislative experience was considered an asset to the group.

Members of the local legislative delegation and U.S. Representative Anne Northup were invited to the event. Also invited were the Mayor and Metro Council. Marlene Gordon, executive director of the Coalition for the Homeless served as emcee for the evening. KET introduced the screening tape provided in the outreach packet. Each table included a former foster youth recruited to attend by members of the working group, which was lauded as an important opportunity to hear personal stories of the challenges facing youth aging out of the foster care system.

Members of the working group, led by Baldwin, informed Kentucky legislators about the need for a bill that would allow youth more time to decide on recommitment to state's care. House Bill 186, submitted by Joni Jenkins (D-Jefferson), would have increased the amount of time available to youth for recommitment to state's care upon their 18th birthday from six months to two years.

Former foster youth Anthony Wade testified before the interim joint committee on Health and Welfare, which meets between legislative sessions and is comprised of both House and Senate members. In February, Wade made the same presentation before the Jefferson County Delegation – House and Senate members whose districts (all or part) are in Jefferson County. This delegation comprises nearly 20 percent of the Kentucky General Assembly. As a result of his presentation, Anthony was invited to spend a day with Senator Gerald Neal (D-Jefferson), attending all meetings with him and being introduced on the floor of the Senate that day.

Despite strong legislative support, the measure lacked the necessary funding for implementation. Baldwin and other group members have made the commitment to take up the issue again next year. The group believes the legislation was a success in that it brought the aging out issue to state legislators' attention, many for the first time.

The issue and documentary received good exposure in local media thanks to efforts of the working group. Louisville's local NBC affiliate, WAVE3, dedicated an entire half-hour episode of its weekend teen program *It's Your Life* to the topic of foster youth emancipation. News reporter and anchor Chris Parente interviewed three foster care alumni selected by working group members. Louisville's alternative weekly newspaper, *Louisville Eccentric Observer (LEO)*, featured foster care and the aging out issue in a December 2004 edition. Also, the Louisville daily newspaper, *The Courier-Journal*, ran a large feature article on the Sunday before the broadcast to community attention to the documentary.

On May 10, KET hosted a sneak preview of AGING OUT for former and current foster youth and service providers. Nearly 200 people attended the event, which was planned by group members as a chance for youth to have their stories heard by the media and larger public as well as a fun night out at the movies. Staff from agencies involved in the working group provided childcare services for those AGING OUT National Outreach Campaign – Outreach Extensions

youth in need of it and the nearby Jewish Community Center provided the facilities at no charge. WAVE3 anchor and reporter Chris Parente served as emcee for the evening and facilitated a “speak out” for the youth following the screening, which was recorded in part for later use in one of the WFPL public radio news segments.

KET’s final community event was held on June 21, 2005 from 5 until 8 p.m. at the Spectrum Center. Working group members partnered with the local independent living service providers group to organize the event. Funds from the grant were used to rent the venue and provide refreshments. The nearly 100 youth in attendance were able to browse a variety of information related to their lives from mentoring and community program to local education and employment resources. Presenters included the University of Louisville, Sullivan College, Kentucky Technical Colleges, Boys Haven, Bellewood, Job Corps, Youth Build, Marriot, U.S. Air Force, U.S. Marines, U.S. Army, Kentuckiana One-Stop Job Centers, Planned Parenthood, and Neighborhood Place. Each youth was given a “passport” to be signed by the representative at each table. Louisville police officer and motivational speaker, Sir Friendly C, spoke to the youth about the importance of making good decisions in life. The event concluded with a raffle of housewares donated by Bed, Bath & Beyond and several gift certificates.

Project Outcomes / Impact

At the initial meeting of youth service providers on August 12, 2004 the group was asked, “What do we want to be different about this situation?” A variety of issues and solutions were identified:

- State policy that allows young people more options to re-commit with the state even after they initially chose to leave state’s care;
- Increased funding;
- Fund the institutional discharge mandate in HB376, requiring that cabinets include appropriate housing in discharge planning when people are leaving state corrections facilities, mental health hospitals, and foster care;
- More educational opportunities;
- More employment opportunities;
- More volunteers and long-term mentors.

While the some of the group’s goals are more difficult to measure in the short-term, it was legislative issues that topped the list. The work group was successful, in perhaps more indirect ways, in its legislative efforts. The issue has been brought to the attention of a wide variety of policymakers, many of whom were previously unaware of foster youth aging out. Despite the funding failure, HB 186 received near unanimous support from the legislature and group members are confident of the bills eventual success and implementation.

Similar to local and state policymakers, much of the general public in the Louisville area was unaware of the aging out issue. Many believed the term to refer to an issue of the elderly. Through extensive local media coverage, aging out has become part of the common language of the Louisville community. The coverage, community events, and the documentary have given Louisville a more complete understanding of foster care and homelessness. The working group hopes this increased consciousness will lead more people to become involved as mentors and foster parents.

Working group members also benefited from the project by simply coming together at one table for the first time. The monthly meetings and events allowed new and effective relationships to develop, ideas and resources to be shared, and a collective vision on an issue to be created. Their joint efforts on behalf of AGING OUT will only serve to benefit their agencies and any future work on behalf of community youth.

Target Audience

KET estimates 1,444,258 people were reached through the station’s outreach efforts in conjunction with the documentary AGING OUT. This reach extended beyond the typical public television audience – including public radio, alternative/community media, and commercial media audiences. The December series in the free Louisville weekly newspaper reached 40,000 individuals directly and at least 80,000 indirectly. The May 22 Sunday feature article in *The Courier-Journal* newspaper reached nearly 280,000 people directly, according to the newspaper’s circulation figures, and perhaps 800,000

indirectly. The “aging out” episode of NBC/WAVE3’s *It’s Your Life* reached 12,000 people directly and nearly 25,000 indirectly.

Outreach efforts with KET’s community partners and working group members reached an estimated 4,000 people, including agency Web site mentions, agency newsletters, and e-mails. An estimated 12,000 were reached indirectly through these efforts. About 500 people attended KET’s AGING OUT community events, indirectly reaching at least 1,000 more people. At least 20 AGING OUT video sets were distributed to various partners for use in the community and within their agencies. Nearly 400 people were reached indirectly through that effort. The station’s outreach efforts directly reached nearly 200 foster youth nearing the age of 18, including community partnerships and KET’s May 10 sneak preview event.

Partnerships

Working group members were: Pam Isaac, Buckhorn; Stephen Williams, Home of the Innocents; Jeff Hadley, Home of the Innocents; Judith Bloor, Home of the Innocents; Lisa Conrad, Home of the Innocents; Jodi Goodin, Home of the Innocents; Heather Ames, Buckhorn; Carol Flinchbaugh, Maryhurst; Dennis Enix, YMCA Safe Place Services; Stephanie Wilson, Bellewood; Maria Price, The Coalition for the Homeless; Erica Conley, the Cabinet; Jennifer Francis, the Cabinet; Lisa Conrad, Home of the Innocents; Jeannette Stratton, Boys Haven; Stephen Brooks, Boys Haven; Jay Wilkinson, Boys Haven; Marsha Esarey, Maryhurst; and Bart Baldwin, Children’s Alliance of Kentucky.

The working group met monthly beginning in August 2004 to keep each other apprised of progress and to plan the community events. Maria Price served as the group leader and helped keep the group informed through regular e-mails. Planning events and decision making was determined by a combination of the group’s vision and what was possible through available resources. The group worked diligently to make things happen through their dedication and established contacts in the community. KET would not hesitate to work with any of these group members in the future.

WFPL was also an active partner, working closely with group members for better contact with youth and their stories. The public radio station’s staff was very excited at partnering with KET around issues of importance to the Louisville community and has already approached KET about potential future partnerships. KET looks forward to working with WFPL in the future.

Promotion

Promotion of the community events was primarily through partner agencies’ newsletters, Web sites, and program staff. None of KET’s three major events was designed for the general public.

The working group also worked hard to develop promotion by utilizing contacts with local media, which proved to be a great help with WAVE3, *LEO*, and *The Courier-Journal*. KET’s public relations department assisted with releases to other media outlets

Evaluation

KET’s evaluation of the project was based on group member responses and achievement of original goals. Group members’ responses have been overwhelmingly positive.

“I am still amazed what we have accomplished TOGETHER!” – Stephanie K. Wilson
Associate Director of Community Based Services, Bellewood.

“Thanks for all your work to bring this issue forward and to the attention of the public. We made some significant progress.” – Maria Price, Director of Development and Community Education, Coalition for the Homeless

“I have to say that I thought [the sneak preview] was fantastic. Over 115 youth attended, which was great. I was especially impressed with how well the youth paid attention and how eager they were to comment afterwards. It also appeared to be very organized in terms of which children were available for interviews with the media and the media was there which was great.” – Bart Baldwin, President, The Children’s Alliance of Kentucky

KET/WFPL Radio Grant

Through its radio grant KET was able to partner with WFPL, Louisville's NPR affiliate and one of three stations that make up Louisville's Public Radio Partnership. WFPL produced four eight-minute news segments about the issue that aired during local newsbreaks in NPR's *Morning Edition*, the station's highest rated program. The spots aired each Thursday leading up to the May 26 broadcast of the documentary and included mention of the documentary and broadcast date. The station also worked with members of KET outreach to develop a special broadcast of WFPL's award-winning public affairs call-in program *State of Affairs* focusing on AGING OUT. The hour-long program was broadcast before a live-studio audience that was taped for subsequent broadcast on KET. Initially, the panel did not include any youth, but lobbying from KET and working group members resulted in the inclusion of former foster youth (and current college student) Marquasha Powell who lent her distinct voice to the program.

KET's partnership with local NPR affiliate WFPL 91.9 reached a total of 52,100 people directly. The morning drive-time news series aired during morning edition over four successive Thursdays culminating on May 26 reaching 31,900 people directly and nearly 65,000 indirectly. The "aging out" edition of WFPL's *State of Affairs*, a locally-produced public affairs call-in program, reached 20,200 people directly and 40,000 indirectly.

Louisiana Public Broadcasting/Baton Rouge

Project Description

Louisiana Public Broadcasting's (LPB) AGING OUT project encompassed three major screenings of the documentary. LPB joined forces with Capital Area CASA for these three events. The first event in late October centered on CASA volunteers from three South Louisiana chapters. After watching the entire documentary, they discussed what can be done to help youth aging out of the system. The discussion included eight youth in foster care from the Baton Rouge area who shared their experiences with the foster care system and their fears about aging out. The Baton Rouge, Terrebonne, and Lafayette CASAs were all provided with tapes and study guides so they could share the program with other CASA volunteers who could not come to the LPB event. After the event, LPB mailed out information and tapes to all 14 of the CASA groups in Louisiana who went on to hold their monthly in-service programs on problems related to emancipation. The response from this first screening was outstanding and the CASA representatives all said it was enlightening and informative.

LPB and Capital Area CASA held their second screening, dubbed "movers and shakers" meeting, on Monday, March 7 in the station's auditorium. In attendance at this meeting were U.S. Senator Mary Landrieu (D-LA); State Representatives Diane Winston (R-District 77) and Cheryl Gray (D-District 98); Marketa Garner Gautreau, Assistant Secretary, Office of Community Services, Department of Social Services and three members of her staff; Family Court Judge Kathleen Richey; and representatives from the East Baton Rouge Parish District Attorney's Office, Metro Council, and School Board.

Following a greeting by Senator Landrieu, LPB screened Risa Bejarano's story, which had many of the participants in tears. After the screening, the first speaker was former foster youth Kimberly Lundy who had aged out of the system two years ago. She explained how completely unprepared she was to take responsibility for herself and her child when she turned 18. She talked about the assistance available which, in her case, proved to be little or no help. Because of the instability she felt in being in numerous foster homes, she is very unsure about how a "real family" operates. She said that has made rearing her own child even more challenging.

Representative Diane Winston talked about two things she thinks need to be done to help older children in the foster care system. The first thing she wants is to eliminate the barriers to getting children adopted at an earlier age. She said placing these children in a stable home environment is crucial to their development as well-adjusted adults. If a child has reached the age of 12 or 13 and has not been adopted, Representative Winston suggested special life training to help them function when they age out. Winston said there has been a reluctance to do this in the past because officials believed that it eliminated the hope that the child would be adopted. She said what ends up happening to these children is that they not only have lost the opportunity to be adopted, but they age out of the system without any meaningful life skills training.

Representative Gray has asked for a complete audit of the Foster Care system to determine which programs work and which ones are not effective. Currently, the State Office of Community Services does not have numbers on how many foster youth graduate from high school, go to college, end up in jail, or are homeless. Once this report is completed, Representative Gray says she will propose legislation to improve every aspect of the system including additional help for foster care children who are aging out.

A panel discussion brought together Judge Richey, Representative Winston, Kimberly Lundy, and Assistant Secretary Gautreau. All agreed that bringing everybody together in a meeting was extremely helpful and that it was important to have more meetings of this type.

LPB's Randy LaBauve produced a segment on *Louisiana: The State We're In*, the station's weekly newsmagazine, which aired on May 20. The segment contained interviews with all of the major players, including Senator Landrieu, who attended the March 7 screening, as well as promoted the premiere of AGING OUT on May 26 on LPB. This segment aired twice on the full seven-station LPB network and three more times on LPB cable station Kids and You, which airs in the eight-parish area around Baton Rouge.

The final screening on Thursday, May 12 at LPB was an in-service training event for employees of the State Office of Community Services (OCS). Risa Bejarano's story was screened and you could hear the gasp when the announcement was made at the end that she had been shot and killed. After the screening, a spirited discussion ensued about problems in the foster care system and potential solutions. More life training was one of the major recommendations; making that training more relevant to the lives of youth was another recommendation. The OCS employees took hundreds of guides and all of our remaining tapes to share with their 475 colleagues around the state. The response to this meeting was excellent and workers were pleased that someone had created a special event for them.

Project Outcomes / Impact

When LPB began this project, the goal was to increase awareness of the problem of aging out and to start a dialogue among legislators, judges, foster care workers, young people in the foster care system, and CASA volunteers to determine what additional support can be provided for aging out youth to help them make the difficult transition to independence. For the first time, LPB and CASA were able to get all of the players in the foster care system in the same room at the same time and it opened up a dialogue that will continue in the future. The documentary helped provide a better understanding of the various problems these young people are facing. Action is already underway to assess every aspect of the foster care system, which is likely to lead to changes in the coming year. Addressing the problem of emancipation is a major part of that reassessment.

One major impact of the screenings was to generate enthusiasm for helping these young people. All three of the screenings that LPB hosted were very well received. In fact, CASA volunteers who attended the first meeting in October are still talking about that gathering. CASA chapters in other parts of the state have screened AGING OUT for their staff and volunteers and have given excellent feedback about the program.

Young people played major roles in all three of the station's screenings. Their presence and comments at the screenings gave participating adults a much better understanding of the things the foster children deal with in their daily lives.

The project was important because it shed some light on this important, but seldom discussed, topic. Randy LaBauve, the producer who did the piece on *Aging Out for Louisiana: The State We're In*, offered a special sensitivity to the subject as a foster parent himself. That the documentary and *The State We're In* segment have aired on six different occasions has increased awareness of the problem and some possible solutions. The documentary and the segment also humanized the story by showing real people with real problems.

Target Audience

LPB and CASA concentrated their outreach efforts on providing information about issues related to aging out to politicians who can have a direct effect on youth in foster care, the professionals who deal with foster children and the aging out process (Louisiana's Office of Children's Services), and the volunteer groups (CASA) that help protect the rights of foster children in court and help them navigate through life. While only 100 people actually attended the three screenings for these three target audiences, the information and materials from these meetings had a much larger reach. The CASA volunteers from three local CASA branches took the tapes and study guides back to their membership and held special in-service meetings. The OCS meeting included only 25 participants, but the information was shared with all 475 foster care workers in the state. The movers and shakers meeting opened up a dialogue among federal and state politicians, judges, OCS officials, youth in foster care, representatives from the East Baton Rouge (EBR) District Attorneys Office and the EBR School Board, which will eventually lead to modifications in the state foster care system. The ultimate reach of these meetings was significantly greater.

Partnerships

LPB's principal partner was Capital Area CASA, which the station described as a productive, excellent relationship. Its principal role was to identify participants who should be invited to the three screening events. CASA worked very hard to bring Senator Landrieu to the movers and shakers event and also made contact with the legislators who handle most of the foster care. They also provided the facilitators for the events and helped recruit the foster youth who participated in all of the discussions. Since they knew the players in federal, state, and local government, CASA was essential in promoting the AGING OUT program and encouraging meaningful discussions about the subject of aging out.

The two partners had a major discussion at the start of the grant about roles and responsibilities. The station constantly discussed the progress with CASA Volunteer Coordinator Risa Mueller through e-mail and phone contacts. In the future, LPB will work with CASA whenever it can. The station is already helping them recruit volunteers by running their public service announcements around the state and on its cable channel in the Baton Rouge area. LPB also worked closely with the Office of Community Services, which is responsible for foster care in the state of Louisiana. Having OCS at the table provided insight about the bureaucracy of foster care and having its social workers at the events gave a different perspective on the aging out problem. By working with OCS, information was also funneled to the Foster Care offices in all 64 Louisiana parishes and the 475 foster care workers in the system, expanding outreach about the aging out issues and the documentary exponentially.

Promotion

LPB sent out statewide press releases promoting the premiere of the show. It also created a tune-in ad for the Baton Rouge market (90,000 viewers) for the May 26th premiere. The program was also highlighted in the LPB Program Guide (15,000 subscribers) and LPB e-newsletter (3,000 weekly). It was also highlighted on the LPB Web site on Thursday, May 26 when the program aired and in the monthly highlights on the Web site. In total, LPB ran 37 spots promoting the AGING OUT program on May 26th (235,000 viewers). The seven-minute segment on *Louisiana: The State We're In* ran twice on LPB (10,000 viewers for both) and three more times on LPB Kids and You, the station's cable station in Baton Rouge (6,000 viewers). CASA helped promote the show through its October (175 readers) and Winter 2005 (5,600 readers) newsletters.

Evaluation

LPB and CASA evaluated this project in a number of different ways. CASA received written evaluations from participants at the first screening, who were very pleased with the meeting and took the information home to share with CASA members who were unable to attend. This included screening the program at the monthly meetings in Lafayette, Thibodaux, and Baton Rouge.

Participants in the second screening included U.S. Senator Mary Landrieu (D-LA), a staunch proponent of adoption, and State Representatives Dianne Winston (R-District 77) and Cheryl Gray (D-District 98). Both of the State Representatives said they are examining all aspects of the foster care system to see what can be done to make it easier for children to be adopted. Winston also said she will see what additional training can be provided at an earlier age for children who will age out to make their transition into adulthood easier. All participants said that it was the first time that state,

local, and volunteer participants in the foster care system were in the same place. They also indicated that it was a good start to forming new coalitions between elected officials and foster care representatives in the field.

The third meeting was for Office of Children's Services employees who work with foster care. They indicated that Risa's story is representative of the problems that Louisiana foster youth encounter, and they offered specific ideas about how to improve the life skills education for these youth.

The project was successful in the fact that it helped educate CASA volunteers about the problems of aging out and helped start a dialogue among elected officials, judges, and foster care workers along with current and former participants in the foster care program. The inclusion of youth in foster care and foster care alumni at all three screenings provided a unique perspective for the adults at these meetings. Their input also gave state and local officials a better idea about which current programs are working and which ones are not. One of the main things LPB learned about successful outreach is that the selection of the community partner is a crucial element. CASA not only knew all the players but also worked tirelessly to bring them to the table along with recruiting foster youth.

WYES / New Orleans, LA

Note: Station WYES received a small minigrant to work with the Greater New Orleans Violence Prevention Coalition to identify a youth audience that could benefit from using the AGING OUT documentary, video shorts, and discussion guide.

Project Description

In partnership with the Greater New Orleans Violence Prevention Coalition, WYES has hosted screenings and community forums primarily utilizing films from the Making Connections Media Outreach Initiative (MCMOI) over the past five years. These events have been very successful in fulfilling WYES' organizational mission and in serving the needs of the community. The Reentry National Media Outreach Campaign, which is part of MCMOI, offers multiple films related to prison release and the challenges former prisoners face in returning to their families and communities. Facilitated discussions of these films have increased awareness and made an impact through fostering increased collaboration among agencies serving this population.

For AGING OUT, however, WYES took a different approach. The result was more personal in addressing the needs of and reaching out to Greater New Orleans area teenagers who are aging out of foster care and/or leaving juvenile detention centers to reenter the community.

The work of the 30 members of the coalition includes substance abuse services, family and child protection services, and FBI community outreach. The group convened a special meeting in August 2004 to screen parts of the AGING OUT films. After viewing the stories of Daniella and Risa, discussion centered on how the community could best serve this population. Could the general population imagine being on its own with limited skills in finding a job, or having to approach social service agencies for assistance? What services would youth need first? What about housing, employment, medical? What about the temptations and limited opportunities that might lead them to fall right back into the situation that brought youth to juvenile detention? Fact sheets with statistics on youth leaving foster care presented a dismal future. Would screenings, discussions, or community forums make a difference in helping at-risk teens to achieve self sufficiency? The group decided to approach Independent Living Skills coordinators in the New Orleans area. The idea was that these coordinators could incorporate the films into the skills curriculum as an aid to their existing programs. In this way, youth could see themselves mirrored in the stories of Daniella, Risa, and David.

In October, a committee from the coalition met with two coordinators from Hope Haven Center, a residential treatment center that houses foster care and/or juvenile offenders from 12-17. Its catchment area is Greater New Orleans and its outlying parishes. WYES recommended the older group, 16-17 years of age, who reside in six units with 10-12 male and female students in each. The advisors were impressed with the films and welcomed the discussion guides and resource materials. It was agreed to introduce the materials during winter 2005 to give the teachers an opportunity to review everything and determine how to incorporate them in their work. WYES also suggested that the screenings be treated as "movie time," which included providing refreshments as an incentive to participation and discussion after viewing.

The coordinators reported an easy transition regarding the films and noted an increase in sensitivity and awareness after the screenings. Students were able to follow these three young people over three months as Daniella, Risa, and David struggled to fend for themselves, finding little support, limited financial resources, and minimal preparation to survive on their own. The emotional discussions revealed just how alone some of the participants felt. Students were more open to accepting the training opportunities provided by the center and an increased willingness to take advantage of resources available through the independent living skills program. The students were also encouraged by the self empowerment of the youth in the films and were vocal about their own insistence on “making it work.”