



## Reentry Campaign Case Study

Established in 2002, the Reentry National Media Outreach Campaign raises community awareness as well as facilitates discussion and decision making about solution-based prisoner reentry programs that foster public safety and support healthy communities. Through funding from The Annie E. Casey Foundation, Outreach Extensions built production and outreach assets that serve diverse audiences. In addition to television and radio productions, these media assets include a Web site, print materials such as discussion guides, outreach videos and DVDs, and an e-newsletter.

The previous year, in March 2001, Outreach Extensions launched the ambitious Making Connections Media Outreach Initiative (MCMOI) through the generous support of The Annie E. Casey Foundation (AECF). Serving the cities in AECF's *Making Connections*, this initiative has become the umbrella for outreach campaigns funded by AECF, including the Reentry Campaign. The overall purpose of any MCMOI campaign is to provide media resources to local stakeholders to use as a tool to inform, persuade, challenge, and mobilize individuals, groups, and organizations to make communities a better place to live and work.

The Reentry National Media Outreach Campaign invites secular and faith-based community coalitions and organizations to join reentry efforts and approaches to working with formerly incarcerated men and women coming home to their families, congregations, and communities. The campaign is designed and managed by Outreach Extensions, a national consulting firm that specializes in high profile educational and community outreach campaigns for media projects.

*The Annie E. Casey Foundation (AECF) is supporting the **Reentry National Media Outreach Campaign** as part of the Making Connections Media Outreach Initiative (MCMOI), which is designed and managed by Outreach Extensions. The purpose of this vital outreach effort is to link public television stations to local stakeholders, which serve various constituencies, as a means to strengthen youth and families and build effective communities.*



The Annie E. Casey Foundation

## I. BACKGROUND & CAMPAIGN EVOLUTION

### Why Reentry

More people are leaving prisons across the country to return to their families and communities than at any other time in our history. Nationally, over 600,000 individuals will be released from state and federal prisons this year, a fourfold increase over the past two decades. From a number of perspectives, the issue of how people fare after they exit the prison gates has received renewed attention. Many will have difficulty managing the most basic ingredients for successful reintegration – reconnecting with jobs, housing, and their families, and accessing needed substance abuse and health care treatment.

The potential “ripple effects” of the prisoner reentry process for returning prisoners, their families, and communities have sparked a growing level of activity among national, state, and local policymakers, researchers, and practitioners that is unprecedented. At the national level, Congress has appropriated \$100 million to assist communities in preparing for the release of record numbers of prisoners.

At the same time, some of the most important and innovative work in the reentry field is occurring at the community level. These grassroots efforts have changed the reentry framework by energizing local community capacity to meet this new challenge. Descriptions of some of those efforts are highlighted in the Reentry National Media Outreach Campaign.

#### *Prisoner Reentry Defined*

Prisoner reentry is the process of leaving prison or jail and returning to society. All prisoners experience reentry irrespective of their method of release or form of supervision. So both prisoners who are released on parole and those who are released to no supervision in the community experience reentry. If the reentry process is successful, there are benefits in terms of improved public safety and the long-term reintegration of the former prisoner.

– *Outside the Walls*

### Objectives and Purpose

The Reentry National Media Outreach Campaign expands public awareness and dialogue, provides media-based resources, and works in partnership with key organizations engaged in local initiatives to strengthen families and neighborhoods. The campaign facilitates discussion and decision making about solution-based reentry programs that foster public safety and support healthy communities.

The development and distribution of a range of media tools and resources enables the campaign to serve diverse audiences and support their work in building community networks, programs, and support structures. Tools and resources include the following, which are described in Section III, Ancillary Campaign Resources. The documentaries and outreach videos are also described in Reentry Campaign Productions.

- 17 television documentaries
- Two public radio documentaries
- Episode in a children’s television series
- Three outreach videos; two are available on DVD
- Computer CD-ROM for youth

Additional resources are described in Section III, Ancillary Campaign Resources. These include:

- Comprehensive and interactive Web site ([www.reentrymediaoutreach.org](http://www.reentrymediaoutreach.org))
- Communication vehicles including the Reentry E-Newsletter
- Web-based print materials – discussion and/or resource guides for most productions
- Screening tapes for community engagement
- Technical assistance

Critical to the success of the campaign is its focus on issues that are of primary concern to policy leaders, faith- and community-based organizations, and public television stations; and that can lead to desired outcomes. Public safety gains are typically measured in terms of reduced recidivism. Reintegration outcomes would include increased participation in social institutions such as the labor force, families, communities, schools, and religious organizations. Both financial and social benefits are associated with successful reentry.

## Campaign Issues

The campaign's issues emerged through conversations with producers; strategic partners including the Urban Institute and The Annie E. Casey Foundation; advisors such as the Council of State Governments (CSG) and the campaign's Faith Advisory Committee; public television stations; as well as other key stakeholders. The following issues/themes are highlighted in the outreach campaign and productions:

- Health: substance abuse, HIV, mental health, domestic violence
- Family: men, women, and children
- Housing / transitional housing
- Education, job training, employment
- Faith / faith ministry
- Public safety

The last theme, public safety, was recommended by CSG, which stated that this is a key issue for policymakers and, therefore, critical to the campaign's ability to gain their attention. One additional theme, the moment of release (the critical hours, days, and weeks following release from prison), is integrated within the other issues.

## Phase 1: How It All Began

The Reentry National Media Outreach Campaign began with a single production, originally called REDEMPTION, but now titled OMAR AND PETE. Produced by award-winning filmmaker Tod Lending, Nomadic Pictures, the show was broadcast on PBS in September 2005 as part of the P.O.V. series. The film examines existing support structures, and those that are needed, to help former offenders successfully reenter their families and neighborhoods. Outreach Extensions launched the year-long R&D effort on January 1, 2002. The process included defining key issues, developing national partners, and designing a multi-tiered outreach campaign.

In May 2002, Outreach Extensions (OE) invited the Urban Institute to participate in the campaign as a strategic partner, or more appropriately, as a research partner. Jeremy Travis, then a senior fellow at Urban Institute, was already an advisor for OMAR AND PETE. In addition, OE had attended a session on prisoner reentry in which he participated at a conference of the Council on Foundations. OE also reviewed research and reports by Urban Institute, including "From Prison to Home: The Dimensions and Consequences of Prisoner Reentry." Our contacts at Urban Institute, notably Amy Solomon and Michelle Waul, also led us to the Council of State Governments (CSG). Urban Institute was part of an investigation into reentry that CSG's Re-Entry Policy Council was conducting. This resulted in CSG also acting as an advisor on the community video, *Outside the Walls: A National*

*Snapshot of Community-Based Prisoner Reentry Programs*, produced for the Reentry Campaign. The Annie E. Casey Foundation was also a strategic partner and advisor.

By August 2002, the campaign was beginning to expand. Hudson River Film and Video approached Outreach Extensions to find out whether we could assist them with outreach on two films: *MANHOOD AND VIOLENCE: FATAL PERIL* and *MANHOOD AND VIOLENCE: FINDING THE SOUL OF A TEENAGER*. *FATAL PERIL* had already been approved for broadcast on PBS. After evaluating *FATAL PERIL*, we made the decision, along with our funder and advisors, to incorporate these films into the Reentry Campaign. This represented a turning point for the project, as we began to seek additional films with the theme of reentry as a way to expand our reach to different audiences. A range of films could represent different life situations and prison populations such as mothers and youth. Different scenarios would also present the various obstacles encountered by former offenders, as well as the community support structures that could assist their reentry into their families and communities.

## Phase 2: Campaign Outreach Launch

June 2003 introduced the first Reentry Campaign documentary to viewers and outreach audiences. *GOD AND THE INNER CITY*, produced by Manifold Productions, was broadcast on PBS on June 6, 2003. This production was added to the Reentry Campaign following a decision by The Annie E. Casey Foundation to provide partial funding for the documentary as well as its outreach campaign. In collaboration with Manifold Productions, Outreach Extensions conducted five local *GOD AND THE INNER CITY* screenings and workshops from August through October 2003. The first event for clergy, lay leaders, and Big Brothers Big Sisters staff and supporters took place in Baltimore on August 21. Four subsequent events were held in Atlanta; Washington, DC; Miami; and Milwaukee. While the three faith-based programs featured in *GOD AND THE INNER CITY*, the Amachi Mentoring Program, Teen Challenge, and The Ella J. Baker House, were presented at the workshops, the focus was on Amachi. Part of the purpose of the workshops was to launch the multi-city collaboration between Big Brothers Big Sisters and Amachi to recruit volunteers from faith-based institutions to mentor children whose parents were or had been incarcerated. Outreach Extensions completed its presentations with an introduction to the Reentry National Media Outreach Campaign.



At that point, June 2003, the Reentry Campaign encompassed ten documentaries. This included documentaries that had already been broadcast such as *A JUSTICE THAT HEALS* and *ROAD TO RETURN*, as well as films in development that would be broadcast over the next two or three years. All productions (See *Reentry Campaign Documentaries*) incorporate the theme of reentry into family and community by individuals who were formerly incarcerated, which provides the title “Reentry” for this enhanced umbrella initiative. The stepped broadcast dates for the various productions, beginning in June 2003 and ending in 2006, supported a comprehensive campaign that effectively reached multiple audiences.

Later that year, Outreach Extensions organized an outreach campaign to accompany the 90-minute film, **WHAT I WANT MY WORDS TO DO TO YOU**, which aired on public television on December 16, 2003 as part of the acclaimed P.O.V. series. Produced by Madeleine Gavin, Judith Katz, and



Gary Sunshine, the documentary offers an unprecedented look into the minds and hearts of women inmates of New York's Bedford Hills Correctional Facility. OE offered Reentry Campaign screening grants to several MCMOI stations and community organizations to extend the reach of this groundbreaking documentary. For this outreach effort, stations received a discussion guide for youth that was written by Faith Rogow, Ph.D., Insighters Educational Consulting, in collaboration with Outreach Extensions, and reviewed by Arlene F. Lee, director, Federal Resource Center for Children of Prisoners. Stations were also able to

access additional resources through the Reentry Web site as well as the P.O.V. site, on which an adult guide was housed.

### **Phase 3: Public Launch and Campaign Expansion**

Outreach Extensions (OE) developed the Reentry Campaign's premier outreach resource *Outside the Walls: A National Snapshot of Community-Based Prisoner Reentry Programs* (resource guide and videotape) in collaboration with Urban Institute, Council of State Governments, The Annie E. Casey Foundation, and a Faith Advisory Committee. Urban Institute prepared briefing papers on the six reentry themes (education & employment, health, housing, family, public safety, and faith) as well as conducted research to identify organizations and programs across the country that are engaged in reentry activities.

**Public Launch:** OE celebrated the public launch of the Reentry Campaign and Reentry Web site ([www.reentrymediaoutreach.org](http://www.reentrymediaoutreach.org)) with its strategic research partner Urban Institute. On January 27, 2004, Urban Institute hosted a formal presentation for policymakers, law enforcement and corrections professionals, and community leaders working on issues related to the reentry of men and women who were formerly incarcerated. Held at Urban Institute's Washington, DC office, the launch event featured welcoming remarks by its president, Robert Reischauer. The Annie E. Casey Foundation's senior fellow Bonnie Howard talked about the foundation's role as funder of this important effort to strengthen families and communities. OE presented an overview of the Reentry Campaign and introduced video clips that showcased *Outside the Walls* and the pipeline of documentaries centered on the theme of reentry. A distinguished panel of experts, moderated by Urban Institute senior fellow Jeremy Travis, now president of John Jay College of Criminal Justice, then discussed how individuals and institutions can help former prisoners lead successful lives outside the prison walls. A Q&A session allowed members of the audience to ask questions of the presenters. This informative panel discussion is available on the Campaign Activity section of the Reentry National Media Outreach Campaign Web site.

**2004 and 2005 Station and Community Grants:** In January 2004, Outreach Extensions issued a Request for Proposals for Reentry Campaign outreach grants to selected stations and community organizations in the *Making Connections* cities. Applications had a "rolling" deadline so that stations and others could apply anytime between January 1 and April 1, 2004. All projects were required to be completed by December 31, 2004. Final reports were due 30 days after the completion of their projects, but no later than January 31, 2005. Grant requirements included that all projects must build their campaigns around at least three Reentry Campaign documentaries; projects were also required to use *Outside the Walls: A National Snapshot of Community-Based Prisoner Reentry Programs*.

In consultation with Joy Thomas Moore at The Annie E. Casey Foundation, Outreach Extensions awarded grants to eight public television stations and two faith-based organizations to support local reentry activities. The stations were: Connecticut Public Television, Hartford, CT; Detroit Public Television, Detroit, MI; KLRN, San Antonio, TX; KQED, San Francisco-Oakland, CA; Maryland Public Television, Baltimore, MD; Rhode Island PBS, Providence, RI; WFYI, Indianapolis, IN; and WYES, New Orleans, LA. The Interdenominational Theological Center, Atlanta, GA and Charity's House Ministries (Metro Denver Black Church Initiative), Denver, CO were the two faith-based organizations. In addition, two public television stations, WTVI, Charlotte, NC and KWBU, Waco, TX received minigrants based on their existing work related to reentry. Later in the year, WNET, New York, NY also received a Reentry Campaign grant in addition to a grant from the National Center for Outreach for its "Reentry: Life Beyond Bars" campaign, which examines ways to support the process of prisoner reintegration. Project reports are available on the Reentry Campaign Web site.

**2005 applications** required returning grantees to explain how their new projects would extend the work of their previous campaigns. These grantees included Detroit Public Television, Detroit, MI; KLRN, San Antonio, TX; KQED, San Francisco-Oakland, CA; Maryland Public Television, Baltimore, MD; Rhode Island PBS, Providence, RI; WFYI, Indianapolis, IN; and the Interdenominational Theological Center, Atlanta, GA. New Grantees were The Directors Council, Des Moines, IA; *Making*

*Connections* Hartford, CT; Kentucky Educational Television, Louisville, KY; Milwaukee Public Television, Milwaukee, WI; and WHUT/Howard University Television, Washington, DC.

**Distribution and Community Use:** Throughout 2004, Outreach Extensions offered complimentary copies of the *Outside the Walls* video through distribution at conferences, invitations via the Reentry E-Newsletter, and requests via the Reentry Web site. In September 2004, the *Outside the Walls* DVD was released, featuring both the video and the resource guide. Complimentary copies continue to be made available to community- and faith-based organizations, as well as educational institutions and agencies related to criminal and juvenile justice. Over a period of several months in 2004, the Reentry E-Newsletter highlighted several documentaries and offered free copies for use by the above-mentioned audiences. These included MANHOOD AND VIOLENCE: FATAL PERIL, EVERY CHILD IS BORN A POET, A JUSTICE THAT HEALS, GETTING OUT, and PRISON LULLABIES. Discussion guides supported discussion and use of all documentaries. The Impact and Outcomes section of this case study provides sample activities and results achieved through the community use of campaign resources.

By the end of December 2004, the Reentry National Media Outreach campaign featured 17 television documentaries, a public radio documentary (Children Left Behind), and an episode in a children's series: READING RAINBOW's "Visiting Day." Documentaries added during this phase included BORDERLINE, DEADLINE, GIRL TROUBLE, RED HOOK JUSTICE, and REENTRY: LIFE ON THE OUTSIDE. (See *Reentry Campaign Documentaries*, pages 32 – 37.)

Additional resources for community viewing included two outreach videos. In addition to *Outside the Walls: A National Snapshot of Community-Based Prisoner Reentry Programs*, producer Dean Radcliffe-Lyne had also produced *The Center for Young Women's Development* as a way to enhance discussion about GIRL TROUBLE. *To Serve This Present Age: Reentering Through Faith*, an outreach video for faith audiences, was in production.

#### **Phase 4: Faith-Based Strategy**

Outreach Extensions always planned to engage communities of faith in the Reentry National Media Campaign. We knew the audience was receptive to using media tools to enrich their ministries and benefit their congregants. Earlier outreach efforts for LEGACY (HBO and PBS) and the PBS series THIS FAR BY FAITH laid the groundwork through partnerships, strategies, and programs. The lead Reentry Campaign outreach resource, *Outside the Walls: A National Snapshot of Community-Based Prisoner Reentry Programs* featured a section on faith and examples of faith-based programs. Elements of faith in campaign documentaries such as restorative justice and forgiveness in A JUSTICE THAT HEALS resonated with secular and educational institutions as well as faith-based organizations.

Just as the campaign was expanding, awareness was building within the faith community – particularly the black church – that they needed to become more active in dealing with the effects of crime and imprisonment on families and communities. As the National Alliance of Faith and Justice (NAFJ) stated: "At no other time in our nation's history have incarceration rates and the numbers of released prisoners reentering society been at higher levels. Indeed, we have a crisis in America when over 70 percent of those in attendance at any worship or faith event respond that they have a family member, friend, or neighbor who is currently in – or has been in – jail or prison."

Mayor John Street of Philadelphia, Chair of the Faith-Based and Community Task Force, U.S. Conference of Mayors, noted that "The role of faith-based communities is unique; they are welcoming and supportive and offer former prisoners forgiveness and the possibility of personal transformation. If focusing on the reentry process is one way to begin to reduce the high rates of recidivism we now experience, then we should find a way to build on the strengths in communities of faith who reach out to ex-offenders." (Press release dated April 28, 2004).

The NAFJ and the U.S. Conference of Mayors were just two of the organizations with which Outreach Extensions is working on faith-based strategies related to reentry. The Interdenominational Theological Center, Atlanta, GA and Charity's House Ministries (Metro Denver Black Church Initiative), Denver, CO received grants from the Reentry Campaign in 2004 to engage local audiences of faith in reentry. The Reentry Campaign was also introduced to attendees of the Seminary Consortium for Urban Pastoral Education and Hampton University Ministers' Conference. Many other organizations received complimentary Reentry Campaign documentaries and outreach videos to support discussion and action planning in their ministries and communities.



All of these efforts were strengthened in 2005 and 2006 through the development of a culturally competent reentry orientation/training video/DVD for clergy and lay leaders. In collaboration with The Annie E. Casey Foundation as well as with the NAFJ, the Reentry Campaign *completed To Serve This Present Age: Reentering Through Faith* in July 2005. This vital faith-based resource complements existing training conducted by the NAFJ and other organizations to provide an introduction and orientation to reentry issues facing formerly incarcerated men and women. The video/DVD is designed to inspire a national movement to build and sustain efforts by the faith community to deal with the consequences of crime and reentry on families

and communities.

As a first step in producing *To Serve This Present Age*, producer Dean Radcliffe-Lynes and Outreach Extensions attended NAFJ's National Leadership and Legislative Summit in June 2004 in Washington, DC to hear more about faith-based reentry work and to conduct videotaped interviews with some of the leading black church experts in prisoner reentry. These interviews became the source for a 9-minute preview video. More than 50 denominational leaders and faith-based reentry practitioners, representing 16 million congregants, attended the two-day summit. The first showing of the preview video was at the 2004 Training Conference: "NABCJ: Making a Different in the American Justice System" in Jacksonville, FL. A major announcement of the Reentry Campaign and new faith video was made at Justice Sunday on January 16, 2005 by NAFJ. Honoring Dr. Martin Luther King, Jr., this annual event is authorized by his family through the Martin Luther King, Jr. Center for Nonviolent Social Change, Inc.

**Launch Event:** With over 200 criminal justice professionals, faith-based leaders, and community stakeholders in attendance, on July 20, 2005, *To Serve This Present Age: Reentering Through Faith* was screened by the National Alliance of Faith and Justice at the 32nd Annual Conference and Training Institute of the National Association of Blacks in Criminal Justice (NABCJ) in Dallas, Texas. Among the distinguished guests at the debut screening event were Mr. Stephen McFarland, Director of the Taskforce on Faith and Community Based Initiatives, U.S. Department of Justice; Mr. Harley G. Lappin, Director of the Federal Bureau of Prisons; and Ms. Gwen Chunn, President of the American Correctional Association. Others represented included the Honorable Eddie Bernice Johnson, U.S. Representative, 30th District of Texas; Sheriff Harry Lee, Jefferson Parish Sheriff's Office, Louisiana; and Rev. Al Lawrence, Ombudsman, Prison Fellowship Ministries.

The National Alliance of Faith and Justice (NAFJ) promotes the inclusion of faith in addressing consequences and resolutions of crime, with an emphasis on its impact on African Americans and other people of color. NAFJ's faith-based National Black Church Taskforce Initiative on Crime and Criminal Justice was developed for nationwide replication and demonstration.

### III. ANCILLARY CAMPAIGN RESOURCES

The Reentry National Media Outreach Campaign offers a range of ancillary resources that expand access to the campaign by diverse audiences, provide up-to-date information on campaign activities, support local engagement and utilization of campaign media assets, and suggest strategies and content to achieve measurable outcomes.

### **Reentry Web Site ([www.reentrymediaoutreach.org](http://www.reentrymediaoutreach.org))**

The Reentry Web site expands opportunities for public access to the outreach campaign. The site provides an overview of the national campaign; all outreach print and other media materials; video clips, discussion guides, and producer information on campaign documentaries; and information on national/local campaign activities and events. Producers are able to explain why and how they came to make their films. The interactive capability of the Web site enables browsers quickly to access information on community programs in the *Outside the Walls* resource guide. In addition, free community screening tapes are offered through the Web site. Other specialty content in the faith section includes an essay on reentry contributed by Dr. Robert M. Franklin. Through the feedback mechanism, Web browsers may offer comments on their reactions to the documentaries, submit new community reentry programs to profile, or submit their reports on local use of *Outside the Walls* and other campaign documentaries. Outreach Extensions develops new content and provides updates on a continuing basis to enrich the site. As a result, the Web site has become an evolving repository of reentry information, strategies, and resources. OE is strongly positioned to attend to user needs and assist them in strategically utilizing materials to support their work.

### **Reentry E-Newsletter**

In September 2003, Outreach Extensions issued its first Reentry E-Newsletter to a list of 1,000 law enforcement officials, public policy organizations, faith-based organizations, grassroots community groups, and educators. Disseminated bimonthly, the newsletter features information on the ongoing campaign, descriptions of films in the pipeline along with offers of free copies for targeted screenings, reports on the usage of campaign materials by diverse organizations and groups, and profiles of reentry programs across the country. While the original list was assembled by Outreach Extensions and Urban Institute, the distribution list continues to grow as the campaign expands. The goal for the end of 2005 is a distribution list of 10,000.

### **Screening Tapes for Community Engagement**

Outreach Extensions invites community groups to expand their participation in the Reentry Campaign by holding local events. Free copies of *Outside the Walls* and selected campaign documentaries (with approval by their producers) are available to organizations that conduct screening events, panel discussions and forums, or other local activities. This is an opportunity to engage key constituencies and stakeholders in meaningful dialogue and action. OE advises diverse groups on which documentaries and resource materials would be most helpful to them based on their needs, key audiences, issues, and anticipated outcomes. Selected events are featured in the bimonthly Reentry E-Newsletter as well as reported to the project funder, The Annie E. Casey Foundation. Showcasing the work of these organizations offers additional approaches to solving reentry challenges. Videos/DVDs are also given to participants at selected conferences, meetings, and outreach events as well as distributed via the Reentry Web site. Several thousand tapes have been distributed.

### **Print and Online Materials**

Outreach materials to support utilization by diverse audiences are primarily disseminated through the Reentry Web site ([www.reentrymediaoutreach.org](http://www.reentrymediaoutreach.org)). As each documentary is added to the Reentry Campaign's pipeline, Outreach Extensions works with the producer to obtain a description of the documentary, an update/epilogue on the story, as well as background production notes, and edits these for inclusion on the Web site. OE also develops a companion discussion guide after conferring with the producer and other advisors on relevant content/issues, potential outcomes, and key target audiences. This process includes identifying a partner with content expertise that can create or review the guide, as well as contracting with an outreach or content professional to co-author the guide with Outreach Extensions. OE also prepares Core Results for many films to support utilization by the *Making Connections* site teams.

### **Campaign Specific Outreach Videos/DVDs**

The documentaries that form the core of the Reentry Campaign offer compelling stories that draw audiences and help to humanize issues related to reentry. While the documentaries may also point to effective practices, Outreach Extensions and The Annie E. Casey Foundation felt the need to create outreach video resources that could more specifically direct community- and faith-based

audiences to consider reentry programs, practices, and strategies that could work in various communities. *Outside the Walls: A National Snapshot of Community-Based Prisoner Reentry Programs* is also clear in providing a message of public safety from criminal justice professionals and public officials that enables the campaign to be taken seriously by policymakers. *To Serve This Present Age: Reentering Through Faith* offers an introduction to and orientation on reentry issues for interfaith and interdenominational lay people and clergy that will support reentry ministries.

### **Technical Assistance**

Outreach Extensions offers technical assistance to all individuals, groups, and organizations interested in using Reentry Campaign documentaries and outreach videos as well as other campaign resources. This includes suggesting creative ways to use media – to inform, educate, persuade, motivate, and engage, advising them on strategies for screenings and action planning, and suggesting additional campaign materials that can serve their purposes. Discussion guides (downloadable from the Reentry Web site) support utilization of campaign documentaries.

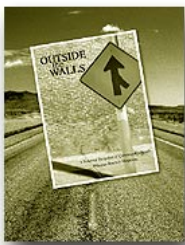
# Reentry Campaign Documentaries



The Reentry National Media Outreach Campaign raises community awareness as well as facilitates discussion and decision making about solution-based prisoner reentry programs that foster public safety and support healthy communities. Through funding from The Annie E. Casey Foundation, Outreach Extensions continues to make enormous strides in building production and outreach assets and in creating media tools and resources that serve diverse audiences. The Reentry Campaign invites secular and faith-based community coalitions and organizations to join reentry efforts and approaches to working with former prisoners coming home and their families.

## Programming for Policy Leaders Concerned About Public Safety

### ***Outside The Walls: A National Snapshot of Community-Based Prisoner Reentry Programs (outreach video)***



The *Outside the Walls* videotape showcases several reentry programs in each of six categories – education and employment; health; housing; family; public safety; and faith. The video profiles each program – presenting a description of services, highlighting partnerships and collaborations, and providing outcomes that document why the program is effective. In addition to staff and partners of the various reentry programs, diverse viewpoints are presented, including individuals who were formerly incarcerated, crime victims and their advocates, as well as policymakers, parole and probation departments, departments of correction, government agencies, and community leaders. Transcripts of the video as well as the companion resource guide are on the Reentry Web site

([www.reentrymediaoutreach.org](http://www.reentrymediaoutreach.org)). The resource guide contains briefing papers on the six categories as well as profiles of almost 100 reentry programs.

### **OMAR & PETE / PBS Broadcast September 13, 2005 on P.O.V.**

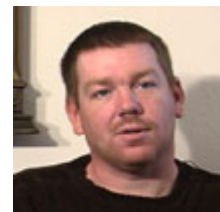


Academy Award® nominated and national Emmy award-winning filmmaker (Tod Lending Nomadic Pictures) has created a feature documentary that explores the web of social and economic barriers that low-income African-American men face in the context of incarceration and release; and examine existing support structures, and those that are needed, to help former prisoners successfully reenter their families and neighborhoods. This compelling and highly personal film will challenge the public's perceptions,

and reveal the individual, family, and community pathways that can lead to social change. OMAR & PETE was broadcast as part of PBS' acclaimed P.O.V. series. **Community Excerpts** from OMAR & PETE are available on the DVD of *To Serve This Present Age: Reentering Through Faith*.

### **REENTRY: LIFE ON THE OUTSIDE (outreach video, not for broadcast)**

REENTRY: LIFE ON THE OUTSIDE documents the first-hand accounts of former prisoners who have made the transition from prison to the community, citing their struggles, successes, and failures. During this fifty-minute video, a diverse group of formerly incarcerated men and women speak openly and honestly about post-release issues related to housing, substance abuse, employment, education, and family. In addition, their children provide powerful, moving testimonials that reflect the emotional and psychological trauma they've experienced as a result of their parents' incarceration. The program features in-depth interviews and analysis from educators, practitioners, and program directors on factors that are predictors for relapse, re-offending, and recidivism. The film was produced by Reentry Productions, Keith Thomas, executive director.



## **DEADLINE / DATELINE NBC Broadcast July 30, 2004**

In 2002, a group of Northwestern journalism students discover that three Illinois death row inmates received wrongful convictions. As a statewide debate on capital punishment ensues, Governor George Ryan, a longtime death penalty advocate, is the only person capable of granting clemency to 167 death row inmates. With remarkable access to the clemency hearings and insightful interviews with key figures, DEADLINE delivers a taut, pulsing narrative that follows Ryan to his astonishing decision.



**Also see GOD AND THE INNER CITY**

## **Programming Related to Faith-Based Issues**

### ***To Serve This Present Age: Reentering Through Faith / outreach video***

In an effort to engage and mobilize the faith community to work on the pressing challenges of reentry, the Reentry National Media Outreach Campaign and The Annie E. Casey Foundation collaborated with the National Alliance of Faith and Justice to develop a new DVD/video. *To Serve This Present Age: Reentering Through Faith* supports hands-on training through offering clear examples of faith-based practices and mobilization opportunities.



### ***I Was in Prison and You Came to Visit Me / outreach video - 2006***

Pastor Steve McCoy and Beaches Chapel Church near Jacksonville, Florida, began working with inmates at Lawtey Correctional Institution in November 2002. On March 1, 2003, a new all-volunteer Faith-Based Dorm was dedicated at the facility. Based on that dorm's effectiveness, on Christmas Eve 2003, Florida Governor Jeb Bush rededicated the 30-year-old, minimum-security state penitentiary as the nation's first entirely Faith-Based and Character-Building Prison. *I Was in Prison and You Came to Visit Me* chronicles the creation of this church-sponsored faith-based dormitory and its impact on the population of the entire institution. The 20 minute film is a message from one pastor to pastors and church leaders everywhere. It speaks to what they can do to assist prisoners in life-changing ways.

### **A JUSTICE THAT HEALS / Previously broadcast on PBS, 2000**

On June 9, 1996, Mario Ramos graduated from high school. The next day, he murdered Andrew Young. It was one of 90 homicides in Chicago that month. The events that followed were anything but typical. The murderer was a parishioner at a nearby church; his victim lived in the neighborhood. The parish priest and members of the community rallied around the murderer and his family – not to defend what he had done, but to defend his *humanity*. They also reached out to the victim's family, determined to arrive at a form of justice that would heal all concerned.

Their extraordinary story offers an approach to justice that moves beyond confrontation – and attempts to restore harmony to lives shattered by a terrible crime. Produced by Jay Shefsky, the one-hour documentary originally aired on WTTW in Chicago in April 2000.



### **GOD AND THE INNER CITY / PBS Broadcast June 22, 2003**

This compelling story relates the battle for the souls of our cities and our youth being waged by faith-based groups in America's most troubled neighborhoods. Produced by Manifold Productions, this one-hour documentary features three moving stories about the leaders of faith-based groups that work hand in hand with local crime enforcement, social workers, and welfare bureaucrats to save youth and others from jail, drug dependence, and unemployment. The film zeroes in on the people these programs are trying to help in three different cities: Boston, Philadelphia, and Washington, D.C. Some believe that these groups form a new social movement. Can their faith-based approach transform America's inner cities, reversing decades of failure and neglect?



## Programming Related to Women's Issues

### ***The Center for Young Women's Development / (outreach video)***

This 15-minute outreach video documentary provides information on the programs and practices of the Center for Young Women's Development. *"All of the Center's programs have been designed with a holistic approach and recognizes that each young woman already has the experience and strength necessary to become a powerful leader and an agent for change."* The video can assist youth-serving or youth-directed organizations in developing local strategies to work with young women from the streets and the juvenile justice system, providing them with educational and employment opportunities and helping them build healthier lives and healthier communities. Produced by D.R. Lynes, Inc.



### **WHAT I WANT MY WORDS TO DO TO YOU / PBS Broadcast December 16, 2003**

Part of public television's acclaimed P.O.V. series, this documentary offers an unprecedented look into the minds and hearts of women inmates of New York's Bedford Hills Correctional Facility. The film goes inside a writing workshop led by playwright Eve Ensler, consisting of fifteen women, most of whom were convicted of murder. Through a series of exercises and discussions, the women, including former Weather Underground members Kathy Boudin and Judith Clark, delve into and expose the most terrifying places in themselves, as they grapple with the nature of their crimes and their own culpability. The film culminates in an emotionally charged prison performance of the women's writings by acclaimed actresses Glenn Close, Marisa Tomei, Rosie Perez, Hazelle Goodman, and Mary Alice. It was produced by Madeleine Gavin, Judith Katz, and Gary Sunshine.



### **BORDERLINE / Broadcast on Free Speech TV, March 2006**

BORDERLINE tells the story of Eunice Baker, a borderline mentally retarded woman who was sentenced to 15-years-to-life in prison for murdering three-year old Charlotte Kurtz, despite evidence that the death was accidental. After nearly five years in prison, The New York State Appellate Court recently reduced Eunice's sentence to criminally negligent homicide, and she was released on time served. From day one, Eunice was tried in the media and found guilty. Not until the midst of the trial were any articles printed that were sympathetic to her, though evidence supporting her innocence had surfaced. With no audio or video recording of Eunice's confession, jurors were forced to decide whether or not she possessed the intelligence to have understood her Miranda rights or realized that Charlotte was in danger. Produced and directed by Slawomir Grunberg, Log In Productions.



### **PRISON LULLABIES / Broadcast on Free Speech, TV, March 2006**

Filmed at Taconic, a medium security correctional facility located in the heart of Westchester County, New York, PRISON LULLABIES follows four women over a period of 16 months, from their time in prison, through their release, and to their reintegration into society. Pregnant at the time of their arrest for drug-related offenses, the women were given the rare opportunity to keep their babies with them while serving their sentences. They live with their babies on the nursery floor, separated from other inmates. PRISON LULLABIES is the first documentary to take an in-depth look at a nursery program and its long-term effects on the women who participate. Produced and directed by Odile Isralson and Lina Matta, Brown Hats Productions.



## Programming Related to Men's Issues

### **MANHOOD AND VIOLENCE: FATAL PERIL /**

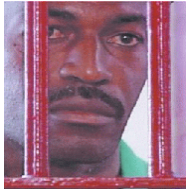
Distributed to local public television stations by American Public Television, May 2, 2004

Hudson River Film & Video produced a documentary about a violence prevention project in the San Francisco County Jail where 80 percent of its graduates did not return to jail after only four months of intense immersion. Twelve hours a day, six days a week, men who are violent offenders are involved in what is said to be the first restorative justice project of its kind – RSVP: Resolve to Stop the Violence Project. The documentary focuses on nine men of diverse ethnicities as they engage one another in deeply emotional encounter groups, and then follows the men when they return to their communities.



### **ROAD TO RETURN / Previously broadcast on PBS**

Narrated by actor/director Tim Robbins, ROAD TO RETURN tells an emotional story of what happens when untreated and unskilled former offenders are returned to society.



The film looks at New Orleans' Project Return, a 90-day program that helps former offenders to become self-reliant, law-abiding citizens. Offering group therapy, job training, and placement, Project Return was created by Tulane professor Dr. Bob Roberts and Nelson Marks, who served twelve years for bank robbery. Successful program outcomes include a lower than six percent recidivism rate for graduates. The one-hour film is written, produced, and directed by Leslie Neale and distributed by Chance Films.

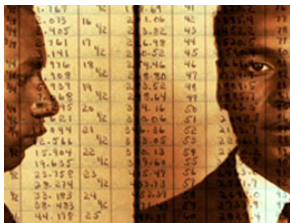
### **REENTRY: FROM PRISON TO HOME / Late 2006**

This film follows parole and corrections officers who are addressing the high rate of African-American recidivism through the creation of a unique, culturally based program for inmates in the Oregon State correctional system. The aim of the program is to teach these prisoners how to reintegrate themselves into their communities without becoming entangled in the activities that led to their original incarceration. REENTRY: FROM PRISON TO HOME was produced by Jigsaw Films, LLC.



### **EVERY CHILD IS BORN A POET: THE LIFE & WORK OF PIRI THOMAS / PBS BROADCAST APRIL 6, 2004**

An incendiary mix of documentary, poetry, storytelling, drama, and performance, EVERY CHILD IS BORN A POET explores the life and work of Piri Thomas, the 75 year-old Afro-Cuban-Puerto Rican author of the classic autobiographical novel *Down These Mean Streets* (1967). The film traces



Thomas' path from childhood to manhood in New York City's Spanish Harlem, *El Barrio*, from the 1930's through the 1960's: his parents' immigrant experience, home life during the Great Depression, membership in *barrio* youth gangs, his struggle to come to terms with his mixed-racial identity, travels as a teen-age merchant marine, his heroin addiction, his notorious armed robbery of a Greenwich Village nightclub, his six years spent in prison, his emergence as a writer, and his ongoing work of forty-five years as an educator and activist empowering

marginalized and incarcerated youths. A stylized, genre-spanning production, EVERY CHILD IS BORN A POET includes rare archival footage and still photographs, contemporary verité documentary sequences, and provocative mixed-media artwork, as it examines Thomas' use of creative expression as a means of confronting poverty, racism, violence, and isolation. Pulsating with an original Latin Jazz score, EVERY CHILD IS BORN A POET is a riveting portrait of a life lived through struggle, self-discovery, and transformation. Produced by When In Doubt Productions, Inc. in association with the Independent Television Service and Latino Public Broadcasting.

Also see OMAR & PETE

## Programming Related to Youth and Children of Incarcerated Parents

### XIARA'S SONG / June 19, 2005 on Cinemax



Like many girls her age, seven-year-old Xiara likes to make up songs, eat ice cream and play with her best friend. A real “daddy’s girl,” she’s pretty and independent, and dreams of being a superstar one day. And like ten million other American children, Xiara is the child of a prison inmate. Xiara idolizes her father, Harold – who is serving a ten-year federal prison sentence after a third-strike weapons possession conviction – from afar. But her mother tries desperately to keep her daughter from following him down the brutal and self-destructive path that led to his incarceration. Combining modern-day footage with family home movies, XIARA’S SONG finds the sadness, joy, anger, love, loneliness and fear in the haunted eyes of a precocious seven-year-old coming to grips with the fact that her father won’t be free until she’s 17. Producer and director Liz Garbus and producer Rory Kennedy are the co-founders of independent documentary production company Moxie Firecracker Films.

### READING RAINBOW “Visiting Day”/ PBS Broadcast December 2004 & January 2005



READING RAINBOW, hosted by LeVar Burton, is a critically-acclaimed award-winning half-hour PBS series that turns children on to books and reading. The series targets 4-8 year olds, and is based on research that identifies these early years as the optimum time for children to learn to read, and to adopt positive reading habits, skills, and attitudes. In a new episode of READING RAINBOW, “Visiting Day,” LeVar introduces a family separated by a prison sentence. The viewing audiences join the family for visiting day and find out what life is like for kids when a parent is incarcerated and what it’s like for a parent who can’t be at home with his family. READING RAINBOW has created a teacher’s guide with discussion questions to accompany the show.

### CHILDREN LEFT BEHIND / Satellite feed to public radio stations, November 9, 2004

An hour-long program produced by David Freudberg, “Children Left Behind” is part of Freudberg’s weekly Humankind radio series. Part one provides background information on issues related to children whose parents are incarcerated. Freudberg talks to Chesa Boudin and Emani Davis, along with Bill Ayers, a professor of education at the University of Illinois, who is Chesa’s adoptive father. Chesa was 14 months old when his parents, members of the radical Weather Underground, were arrested in 1981. Emani Davis has a degree in sociology and works for an organization that serves children of prisoners. Part two presents community supports for children whose parents are incarcerated and the viewpoints of experts and practitioners. Reverend Dr. Wilson Goode, Sr. describes the Amachi Mentoring Program; Rachel Keller and Corey Monroe talk about programs offered by Community Works. Jeremy Travis, president of John Jay College of Criminal Justice, is also interviewed. Hear the full documentary on the Human Media Web site at [www.humanmedia.org/](http://www.humanmedia.org/). Distributed by Public Radio International.



### JAIL HIGH SCHOOL / Broadcast November 9, 2004 on WTTW/Chicago



Before he was arrested for armed robbery, Dominick had no interest in school. But in the two years he’s awaited trial at Cook County Jail, he’s turned his life around. He enrolled at Consuela York Alternative High School, where he’s one of 625 detainees who are continuing their education inside the jail. Dominick started getting good grades, earned a GED, and became a role model for other detainees. Now some social workers at the jail are working on getting him a college scholarship...but he can only use a scholarship if he can beat his case and get out of jail. JAIL HIGH SCHOOL was part of PBS station

WTTW's *Chicago Matters: Our Next Generation*, an award-winning, multimedia public affairs series focusing on youth in the Chicago metropolitan region and their relationship to society. JAIL HIGH SCHOOL was produced by Dan Protes, WTTW/Chicago.

### ***Passport To Opportunity***

P2O is a computer CD-ROM created for young people to explore issues related to juvenile justice and the positive and negative choices that influence their interactions with the criminal justice system. It takes a look at some of the sources for youth criminal activity, including poverty, violence,



low self-esteem, lack of supports and resources, and peer pressure. It also profiles young men and women who discuss the community supports that allowed them to achieve success. Through music, personal testimony, quotes, essays, and questions for reflection, P2O presents the thoughts and feelings of youth for youth. Various young adults establish a platform for discussion. They offer thought-provoking queries on the opportunities and threats that face young people in America. *Passport To Opportunity* was produced by BILLO Communications, a research, technology, communication, and production company.

**Reentry Campaign Web site: [www.reentrymediaoutreach.org](http://www.reentrymediaoutreach.org)**

For more information, please contact Outreach Extensions:



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The Annie E. Casey Foundation (AECF) is supporting the **Reentry National Media Outreach Campaign** as part of the Making Connections Media Outreach Initiative (MCMOI), which is designed and managed by Outreach Extensions. The purpose of this vital outreach effort is to link public television stations to local stakeholders, which serve various constituencies, as a means to strengthen youth and families and build effective communities.



**The Annie E. Casey Foundation**

Founded in 1992, **Outreach Extensions** is a national consulting firm that specializes in comprehensive, high-profile educational and community outreach campaigns for media projects. Technological change has resulted in our utilization of media content in various forms and on various platforms. In addition, with innovation as its hallmark, Outreach Extensions utilizes a strategic methodology called "building synergistic outreach pathways" to empower community groups around core issues and create linkages between media and the community. Our custom designed outreach campaigns extend the impact of a series/program beyond the broadcast and build the capacity of community organizations to utilize media resources.

Outreach Extensions provides a full range of outreach development services and multimedia platforms to work in collaboration with producers to design and market multi-tiered outreach campaigns, including strategic planning, issue and content definition, and fund development. Outreach implementation strategies include designing incentives to motivate station involvement and broadcast placement; creating activities and events that can be leveraged by the project's promotion team; identifying partners who advise on community needs, assist with content development, and provide access to key audiences; and aligning the campaign with funder and community initiatives. Outreach Extensions has extensive experience in working with public television stations on grant programs, which has resulted in high impact campaigns utilizing local media products and strategies (broadcast town halls, documentaries, interstitial messages, interactive Web resources, facilitated workshops, forums, and screenings/discussions).

Outreach Extensions is engaged in two significant outreach efforts, both of which are funded by The Annie E. Casey Foundation. The Reentry National Media Outreach Campaign is unique in that it incorporates multiple documentaries (17), broadcast over a four year period. All productions incorporate the theme of reentry into family and community by individuals who were formerly incarcerated. Outreach Extensions is now transferring the media assets of the Reentry Campaign (completed in 2006) to *Making Connections* Providence, which will continue the campaign. The Making Connections Media Outreach Initiative (MCMOI), introduced in February 2001, focuses on Family Economic Success, School Readiness, and Social Networking/Civic Participation. The MCMOI links public television stations to local stakeholders who work to build strong and connected neighborhoods for children and families.

Notable national outreach implementation campaigns have included: *Eyes on the Prize* (PBS), *Aging Out* (PBS); *Waging A Living* (PBS); *American Family*(PBS); *American Family: Journey of Dreams* (PBS); *The New Americans* (PBS); *Race is the Place* (PBS); *Matters of Race* (PBS); *Legacy* (Cinemax/PBS); *This Far By Faith* (PBS); *Having Our Say: The Delany Sisters' First 100 Years* (Hallmark/CBS); *Jesus* (CBS); *Take This Heart* (PBS); *Brooklyn Family Tale* (PBS); *Why Can't We Be A Family Again* (PBS); numerous children's series for PBS, including *Liberty's Kids*, *Kratts' Creatures*, *Noddy*, *Tots TV*, *Shining Time Station*, and *Disney Presents Bill Nye, the Science Guy*, as well as other series (*To The Contrary*), multi-part documentaries (*No Time To Be a Child*), and documentaries (*I'm Really Going to Miss Me*) broadcast on PBS. Several campaigns for PBS documentaries and series are in progress: *Super Why*, *It's A Big Big World*, *Prayer in America*, *Rosevelt's America*, and *Money and Medicine*. Outreach Extensions has also designed campaigns for numerous other media projects.



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