



REENTRY

National Media Outreach Campaign

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The Reentry National Media Outreach Campaign Transitions to *Making Connections* Providence

Outreach Extensions and The Annie E. Casey Foundation are pleased to announce that *Making Connections* Providence will assume responsibility for the Reentry National Media Outreach Campaign effective March 1, 2007. Effective immediately, the campaign's new project director will be **Sally Turner**. She can be reached at Sally@reentrymediaoutreach.org. **Welcome aboard, *Making Connections* Providence!**

A look back ...

Through generous funding from The Annie E. Casey Foundation, Outreach Extensions launched the Reentry National Media Outreach Campaign in 2003 – which proved to be a highly successful endeavor. The original two-year timeline extended to four as new media tools and resources were developed to serve diverse audiences. During these four years, the Reentry Campaign raised community awareness as well as facilitated discussion and decision making about solution-based prisoner reentry programs that fostered public safety and supported healthy communities. Secular and faith-based community coalitions and organizations joined reentry efforts to assist formerly incarcerated men and women and their families. The campaign was designed and managed by Outreach Extensions, a national consulting firm that specializes in comprehensive, high profile educational and community outreach campaigns for media projects.

Reentry Campaign Achievements

- Developed and distributed a range of media tools and resources that served diverse audiences. Free screening copies (over 55,000 copies of videos and DVDs) enabled a wide range of nonprofit community and faith-based organizations and institutions (education, criminal justice, government) to raise awareness, mobilize audiences, and build reentry networks, programs, and support structures. Reentry tools and resources included:
 - 17 television documentaries
 - Two public radio documentaries
 - Episode in a children's television series
 - Two DVDs of specialized outreach videos and resource guides
 - One non-broadcast outreach video
 - Computer CD-ROM for youth
 - Print materials – reentry resource guide and discussion/resource guides for most productions
 - Comprehensive and interactive Web site—<http://www.reentrymediaoutreach.org>
 - Communication vehicles including the bimonthly Reentry E-Newsletter

Inside this issue:

Reentry Campaign Transition	1
Reentry News and Resources	3
Rev. Warren H. Dolphus	4
New Campaign Production, ROAD TO SUCCESS	5
Reentry Profile— John P. Craine House	6
Reentry Conferences and Events	7
For More Information	8

For more information, or to sign up for the Reentry quarterly e-newsletter, please contact:

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Continued on Page 2

The Reentry National Media Outreach Campaign Transitions to *Making Connections* Providence, **CONT.**

- Organized a sustainable awareness campaign through an extended media pipeline of 17 broadcast documentaries on reentry. OMAR & PETE, the campaign's core documentary, reached a cumulative audience of 1.3 million.
- Created *Outside the Walls: A National Snapshot of Community Based Prisoner Reentry Programs* (DVD) to showcase innovative and effective reentry programs across the country. Distributed 17,500 to a range of reentry stakeholders.
- Produced *To Serve This Present Age: Reentering Through Faith* (DVD) to provide a comprehensive orientation on reentry for clergy and lay leaders including exemplary reentry programs. 16,000 were distributed.
- Administered grants that supported 120 outreach initiatives, activities, and events related to reentry in local communities across the country. Outreach Extensions provided technical assistance to offer expertise and leverage outcomes.
- Developed a Web site (<http://www.reentrymediaoutreach.org>) that offers a rich compendium of resources on reentry. It features all documentaries and videos (five hours of streamed video), supplementary materials, reports on community activities, a mechanism to request and report on documentary usage, and issues of the campaign's Reentry E-Newsletter.
- Cultivated strategic alliances to gain reentry expertise, distribute campaign resources, and engage key audiences and stakeholders. These included Urban Institute, Council of State Governments, the National Alliance of Faith and Justice, Interdenominational Theological Center, Federal Bureau of Prisons. P.O.V. Television Series on PBS, Public/Private Ventures, and the Center for Social Media at American University.
- Offered reentry media assets to the 12-City Initiative, which used them to identify resource agencies and train Initiative participants. The 12-City Initiative was developed by the Corporation for National and Community Service in collaboration with the U.S. Departments of Justice and Labor.
- Recruited allies such as the Maryland Reentry Partnership/Enterprise Foundation, Tuerk House, Federal Resource Center for Children of Prisoners, The Fortune Society, and the Alliance for a Media Literate America to help write/review discussion and resource guides for campaign documentaries.
- Identified reentry programs within the *Making Connections* sites and across the country and lifted up their visibility nationwide through presenting them in campaign outreach DVDs and in the Reentry E-Newsletter.
- Collaborated on raising awareness of reentry in Florida through supporting new media resources such as *I Was in Prison and You Came to Visit Me* (Beaches Chapel Church and Lawtey Correctional Institution) to showcase Florida reentry successes and through participating in stakeholder conferences.
- Participated in numerous national and regional conferences to present the Reentry National Media Outreach Campaign and engage their constituencies. Activities included conducting workshops on how to use media, serving on panels, sponsoring booths, and distributing media resources.
- Created speaking opportunities for and provided compensation to individuals presented in Reentry Campaign documentaries; their involvement humanized the issues, motivated audiences, and built self-esteem for themselves.

Continued on Page 3

**Have you missed an issue of the Reentry e-newsletter?
Past issues can be found on the Reentry National Media Outreach Campaign Web site
(<http://www.reentrymediaoutreach.org/enewsletter.htm>)!**

The Reentry National Media Outreach Campaign Transitions to *Making Connections* Providence, **CONT.**

- Provided grants to local *Making Connections* sites and public television stations. Reaching more than 3.2 million people, their work resulted in the development and distribution/broadcast of additional reentry media assets and resources such as:
 - Local productions
 - Town hall meetings / broadcasts
 - Television and radio programming
 - Interstitial spots / PSAs
 - Educational/print materials
 - Promotion and advertising
 - Web sites and online communications
 - *Ready To Learn* early education and parent/caregiver trainings
 - Station and community events
 - Community outreach activities
- Secured approximately \$4 million in in-kind resources to advance the campaign.
- Created a replicable media model of a long-term awareness effort around a pressing social issue that resulted in solution-based action. Elements of this strategic initiative included media asset building, research to illuminate key issues and best practices, partners and advisors, resource development, collaborations, community engagement, communications, and sustainability.

A look forward ...

Making Connections Providence will continue the work of the **Reentry National Media Outreach Campaign** – developing and distributing new media resources, building alliances, participating in conferences, showcasing the work of reentry programs across the country, and managing the Web site and Reentry E-Newsletter. The project will continue to be funded by The Annie E. Casey Foundation. Outreach Extensions is available to offer advice and counsel. For more information, please contact Sally Turner, Communications Consultant, at 401.780.2255 or Sally@reentrymediaoutreach.org.

Reentry News and Resources

Texas Legislature Makes Innovative Strides in Criminal Justice Management

Home nurse visits for new mothers. Anger management programs for middle-school kids. Teaching convicts the principles of entrepreneurship. These are not your standard criminal justice fare. But as the Legislature prepares to tackle changes to Texas' sprawling prison system, these programs are high on lawmakers' lists. Read the entire article at: <http://www.statesman.com/news/content/region/legislature/stories/01/24/24criminal.html>.

Probationers Regain Voting Rights in California (*article reprinted from the New Jersey Reentry Digest, January 18, 2007*)

Voting rights have been restored to as many as 100,000 Californians on probation for felony convictions who were disenfranchised by the State of California in 2005. Secretary of State Bruce McPherson recently notified county election officials about the newly eligible voters, who were granted their rights by a California appeals court decision on December 21, 2006. The ACLU of Northern California represented the plaintiffs in the case. Download the entire court ruling at: [http://www.aclunc.org/cases/cases to watch/asset upload file253 4364.pdf](http://www.aclunc.org/cases/cases%20to%20watch/asset_upload_file253_4364.pdf).

Council of State Governments Launches Interactive Chart of Reentry Housing Options (*article reprinted from the New Jersey Reentry Digest, January 4, 2007*)

With support from the Bureau of Justice Assistance, the Council of State Governments (CSG) has launched an online tool to help users investigate housing options available for individuals released from prison or jail. The chart compares housing types across several dimensions, including potential funding sources, level of availability in the community, typical length of stay, and potential barriers to access. The publication also includes descriptions of programs that have successfully housed returning individuals and provides links to the programs' Web sites when available. The chart can be found on the Re-entry Policy Council's Web site: <http://tools.reentrypolicy.org/housing>.

Reverend Warren H. Dolphus



With great sadness, the Reentry National Media Outreach Campaign announces the death of Rev. Warren H. Dolphus on Sunday, February 18, 2007. Rev. Dolphus was a retired chaplain of the Federal Bureau of Prisons and, for the last several years, he was president of the National Alliance of Faith and Justice, an affiliate of the National Association of Blacks in Criminal Justice, where he served with his wife and colleague, Ms. Addie Richburg.

A native of Camden, New Jersey, Rev. Dolphus served as a consultant for Court Services and Offender Supervision Agency of the District of Columbia, the National Crime Prevention Council, and other federal agencies. In addition, Rev. Dolphus served on the boards of several national organizations, including Kairos Horizon Communities in Prison, the National Crime Prevention Coalition of America, and Youth Action Network of Central Florida. Rev. Dolphus earned his Masters of Divinity Degree from the Interdenominational Theological Center (Turner Theological Seminary) in Atlanta in 1993. He also received a Bachelor of Science Degree from Wayland Baptist University in Plainview, Texas.

Rev. Dolphus and Ms. Richburg, through NAFJ, were long-time partners in the Reentry National Media Outreach Campaign, spearheading the development and dissemination of one of its signature productions, *To Serve This Present Age: Reentering Through Faith*. NAFJ also helped to oversee the production of *I Was in Prison and You Came to Visit Me*, a film by Beaches Chapel in Neptune Beach, Florida. Both productions are further described below.

Rest in peace, Rev. Dolphus. You are missed.



To Serve This Present Age: Reentering Through Faith capitalizes on the black church's growing commitment to play an active role in addressing the substantial impact of crime and imprisonment on families and communities. The need for the video is based on the large numbers of men and women, disproportionately people of color, who are returning home following incarceration. Many seek assistance from houses of worship, which are striving to meet this demand.

Offering specific strategies, the accompanying outreach guide functions as a "call to action," encouraging clergy and lay people to create or strengthen their local ministries or programs to assist former prisoners and their families. Additional resources include a glossary of reentry terms, suggested federal funding sources, and a list of national organizations that may be helpful in developing a reentry initiative.

Funded by a generous grant from The Annie E. Casey Foundation, *To Serve this Present Age: Reentering Through Faith* was developed by the Reentry National Media Outreach Campaign, The Annie E. Casey Foundation, and the National Alliance of Faith and Justice. Read more about this project, download the Viewer Resource Guide, or view the production at <http://www.reentrymediaoutreach.org/faith.htm>. Videotapes and DVDs of *To Serve This Present Age* are available for community use. To order a copy, please visit the [Web site](#).

I Was in Prison and You Came to Visit Me conveys a message from one pastor to pastors and faith leaders everywhere. The film speaks to what they can do to awaken their congregations and mobilize them to assist prisoners in life changing ways. The film helps the faith community to understand the broader scope of prison ministry and the issue of restorative justice. Visit the Reentry National Media Outreach Campaign's Web site (<http://www.reentrymediaoutreach.org/beaches.htm>) to view the 45-minute film. A viewers' guide is also available on the site.



I Was in Prison and You Came to Visit Me chronicles the creation of a church-sponsored faith based dormitory at Lawtey Correctional Institute and its effective impact on former inmates, their families, as well as the volunteers from Beaches Chapel Church. *I Was in Prison and You Came to Visit Me* is a Bryan Hickox film produced by Beaches Chapel Church of Neptune Beach, Florida. The project is a collaborative initiative of Beaches Chapel Church and the National Alliance of Faith and Justice. Editing of the film and its companion publication, *I Was in Prison and You Came to Visit Me*, were made possible by [The Annie E. Casey Foundation](#) as part of its support for the Reentry National Media Outreach Campaign. The National Alliance of Faith and Justice is co-hosting a conference about this ministry on April 17-18, 2007. Please see additional information on page 7 of this newsletter.

New Campaign Production, ROAD TO SUCCESS

The Federal Bureau of Prisons is offering an unprecedented opportunity for non-profit community and faith-based organizations and institutions (education, criminal justice, government) to view their new production ROAD TO SUCCESS, produced for the Inmate Transition branch of the Federal Bureau of Prisons by D.R. Lynes, Inc. ROAD TO SUCCESS provides insight into the challenges being faced by offenders being released from Federal Institutions as well as opportunities that are available during incarceration that can assist them in a successful transition back into the community.

The 22-minute film talks frankly about the challenges that incarcerated men and women face as they approach release. Providing a step-by-step guide for transition, the film outlines opportunities offered through the Federal Bureau of Prisons Transition Program which prepares inmates for release starting with an assessment on the first day of incarceration. The Transition Program encourages federal inmates to engage in multiple programs that offer; earning a GED, acquiring necessary identification such as a social security card or birth certificate, enrolling in available classes and programs, participating in mock job fairs, participation in job skills classes, and being aware of federal bonding programs and tax credit programs for employers. Taking advantage of these programs and opportunities during incarceration has proven to reduce recidivism, "We have very compelling research that has followed inmates for as long as 16 years after release and there is a 24% reduction in recidivism for those who have the Unicorp (prison industries) work experience compared to those who didn't," states Steven Schwalb, assistant director, Federal Bureau of Prisons.

Beyond the walls of federal institutions, One Stop Centers and community-based reentry programs provide numerous opportunities for the reentry population to acquire employment and connect with services that assist in their efforts of return. Numerous One Stop Centers, funded by the Federal Workforce Investment Act (WIA), provide transitional jobs which are paid by the WIA program, as well as on the job training opportunities. For Matthew Parmer, a client at the Northwest Career Center One Stop in Baltimore, MD, taking advantage of these programs has paid off with an \$18.00 an hour job, "In Baltimore City, they had so many programs for ex-cons and drug addicts that want to get themselves together. You can't go wrong. If you want to change your life you can."

Highlighting reentry programs in Washington, DC, Baltimore, MD and Alexandria, VA, collaboration among One Stop Centers and community-based efforts emphasize the wrap-around services that are critical to success. Project Empowerment in Washington benefits from the commitment of the mayor who has championed a reentry program that brings all resources available to one location. The Skill Source Employment Program in Alexandria provides a strong collaboration with employers and community-based programs to support on-the-job training opportunities and encourages employers to take advantage of tax breaks and federal bonding. The Northwest Career Center One Stop in Baltimore City is located next door to the offices of probation and parole as well as public transportation.

Despite the efforts of federal institutions, challenges persist. "As soon as they get out, there are all those negative influences that are just waiting for them. There has to be something to counter-act that, and there has to be a desire within to withstand that pressure. They need a lot of support," claims Paul A. Quander, Jr., director of Court Services and Offender Supervision Agency. And although One Stop Centers are available to assist everyone in the community with a job search, their programs also vary from site to site. "Everything is a challenge. Therefore, we need to have somebody in every center, not only in Virginia, but throughout the country that can understand the needs of ex-offenders," says Mouly Aloumouati, case manager, Virginia Serious and Violent Offender Reentry Program of the Skill Source Employment Center.

One Stop partnerships with community-based reentry programs provide the greatest level of supports to reduce recidivism. Community-based programs often have the resources to assist with social services, drug and alcohol rehabilitation and assistance with negotiating back child support payments. Combined, the opportunities for success for folks transitioning from federal institutions back into their communities are greatly increased for those who take advantage of the programs offered during incarceration, and connect to both the One Stop centers and community-based programs.

ROAD TO SUCCESS can be viewed on the Reentry Web site at <http://www.reentrymediaoutreach.org/success.htm>.

REENTRY PROFILE—John P. Craine House, Indianapolis

The John P. Craine House is an innovative alternative sentencing program dedicated to serving the needs of non-violent females and their preschool age children in Indianapolis, IN. Craine House strives to prepare these women for life after incarceration by helping them to develop life skills and strengthen their relationships with their children; providing opportunities for academic advancement; and guiding them to attain emotional and economic independence. Founded in 1978 by the late Bishop John P. Craine, Craine House has evolved over time into its current place in the Indianapolis community. The unique component of allowing the residents to live with their children while they serve out their sentences makes Craine House one of only six such organizations in the country.



Craine House's residents are offered opportunities that they would not otherwise have access to. The organization recently started a Girl Scouts program for its residents and their daughters. It also just began a Toastmasters class that is designed to help individuals overcome fears in public speaking and assist them in becoming better at communicating. Coming soon is a financial literacy class to help residents be more knowledgeable about money management as they re-enter society.

Staff at Craine House share in the growth and successes of the women with whom they work. One of the residents with limited literacy capabilities is holding down a job and preparing to live independently for the first time. Another just passed her GED through the program offered at Craine House and is moving into a management position at her restaurant job. Another woman recently moved to the residence from the Indiana

Women's Prison and was accepted at Ball State University.

A great success story is Valerie (not her real name) and her six children. Valerie was 31 when she was sentenced to Craine House. Valerie always felt that she "just got mixed up with the wrong people, places and things." She worked on her GED and secured a job while at Craine House and was very proud of herself because she had never had a job. Her children range in age from 6 months to 13 years. Three of the children were able to reside with her, and the others remained with an aunt but visited every weekend.

Craine House staff believe that the community not only needs to understand the high financial cost of incarceration, but also the impact of residential programs and the effect on the children of these incarcerated individuals. Research indicates that children of imprisoned mothers are five times more likely than their peers to end up in jail, and Craine House gives mothers the opportunity to maintain their bonds with their children and ensure that the cycle of incarceration does not continue.

In Indiana and nationwide, two out of three people released from incarceration return to prison or jail within five years. At Craine House, only one of five women who complete the program will return to jail or prison. These numbers show that Craine House not only makes a positive difference in the lives of the women they serve, but also in the larger community.



Learn more about the John P. Craine House and its unique programs at <http://www.crainehouse.org>. John P. Craine House is also featured in the Reentry National Media Outreach Campaign's *To Serve This Present Age: Reentering Through Faith*. View video segments and download the accompanying viewers guide at <http://www.reentrymediaoutreach.org/faith.htm>.

REENTRY CONFERENCES AND EVENTS

On **March 8 - 10, 2007** in Baltimore, Maryland, the University of Maryland School of Law will present *The Deeper End of the Pond: Innovative Practices in Community Justice*, a national symposium recognizing the innovative work being done in many arenas of community justice. Community justice partners invited to the symposium include youth advocates, community-based organizations, businesses, law enforcement, judges, public health professionals, prisoner reentry advocates, and prosecutors.



The goals for the symposium are to:

- Share strategies to reduce violence in local communities,
- Strengthen interactions between communities and justice system stakeholders, and
- Reinforce to youth the impact that an individual can have in advancing social justice where none exists.

To learn more about the conference or to submit a workshop proposal, please visit:

http://www.law.umaryland.edu/conference_detail.asp?conf=31).

The International Association of Reentry in collaboration with the Maryland Department of Public Safety and Correctional Services will sponsor "**Reentry: Recasting Corrections Locally, Nationally, and Internationally,**" **March 18-21, 2007** in Baltimore, Maryland at the Radisson Plaza Lord Baltimore Hotel. On March 20, the Reentry National Media Outreach Campaign will present a screening of the campaign documentary, *OMAR & PETE*. Both filmmaker Tod Lending and William "Pete" Duncan, who is featured in the film, will be present to offer their perspectives on strategies for successful reentry. Conference participants will receive DVD copies of *OMAR & PETE* and the Reentry Campaign premier outreach production, *Outside the Walls: A National Snapshot of Community-Based Prisoner Reentry Programs*. More information on this event can be found at <http://www.reentry.cc/Index.htm>.

Save the date and learn more about faith-based dormitories and transition programs for prisoner reentry to the community. Join Beaches Chapel Church and the National Alliance of Faith and Justice for two days of interactive presentations on **April 17 – 18, 2007**. The conference/training will be held on the campus of Beaches Chapel in Neptune Beach, FL, which is approximately 13 miles from Jacksonville. Entitled "**I Was in Prison and You Came To Visit Me: The Lawtey Experience, The Country's First Faith Based Prison**" the event will include presentations on the Lawtey Experience, the National Alliance of Faith and Justice, Parenting in Prison, Faith Based Prison Dormitories, Ministering to Women who are Incarcerated, The Work World: Training and Preparing for Employment, Reentry Programming, and The Second Chance Act. A Faith and Justice panel will discuss Those Who Visit, Those Who Serve, Those Who Wait, and Those Who Hope.

"We hope that this powerful media product – "I Was in Prison and You Came to Visit Me" will serve as a call to action to volunteers to serve as pre- and post-release mentors and to dedicate their time and talents towards the building of the Beloved Community."

Addie Richburg, Director of Training and Administration,
National Alliance of Faith and Justice

Visit <http://www.nafj.org> or <http://www.beacheschapel.com> for information and online registration for the **April 2007 event**. You can also call Beaches Chapel at 904.241.4211, ext. 421. The registration fee is \$125. Hotel information is also available.

National Alliance of Faith and Justice (NAFJ), based in Washington, DC, is a nonprofit association of criminal justice professionals and community leaders, whose mission is to promote the value of the inclusion of faith in addressing prevention, consequences, and resolutions of crime with emphasis upon the most culpable and vulnerable issues and stakeholders.

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. This vital effort links media broadcasters to local stakeholders and their diverse constituencies, providing outreach strategies and media resources that support their efforts to strengthen youth and families and build effective communities.

The Making Connections Media Outreach Initiative offers media support to local coalitions that are part of AECF's *Making Connections*, a multi-faceted, long-term effort to improve the life chances of vulnerable children by helping to strengthen their families and neighborhoods. The Foundation's intent is to stimulate and support a local movement that engages residents, civic groups, political leaders, grassroots groups, public and private sector leadership, and faith-based organizations in an effort to help transform tough neighborhoods into family-supportive environments.



This e-Newsletter is an electronic publication intended to keep you informed about news and events relating to the Reentry National Media Outreach Campaign. **Please let us know how we're doing through the feedback form on the Reentry Web site (<http://www.reentrymediaoutreach.org/contactus.htm>).**

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We welcome the names/e-mail addresses of your colleagues so that we can send copies of this e-Newsletter to them as well.