Promoting Your Second Chance Month Activities

How to Highlight Your Reentry Efforts in April and Amplify the Positive Work Being Done By Other Organizations
Speakers

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Agenda

❖ *Introduction*
  ❖ Why Second Chance Month is Important
  ❖ Second Chance Month Promotion So Far
  ❖ How to Use Media Promotion Materials
  ❖ Q&A
The U.S. Department of Justice Bureau of Justice Assistance

Mission: To provide leadership and services in grant administration and criminal justice policy development to support local, state, and tribal justice strategies to achieve safer communities.

www.bja.gov
The Second Chance Act

- **Second Chance Act grants** support state, local, and tribal governments and nonprofit organizations in their work to reduce recidivism and improve outcomes for people returning from incarceration.

- **The Second Chance Act** has supported more than $400 million in reentry investments across the country.

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Since 2009, more than 900 Second Chance Act grant awards have been made to state, local, and tribal government agencies and nonprofit organizations that provide reentry services to adults and juveniles.

More than 164,000 people returning to their communities after incarceration have participated in the program.
Delivers technical assistance (TA) and training for Second Chance Act grantees

Advances the knowledge base of the reentry field

Promotes what works in reentry and successes of grantees

Facilitates peer networks and information exchange

Provides information for people returning to communities and their families
The CSG Justice Center

- National nonprofit, nonpartisan organization
- Membership association representing state officials in all three branches of government
- Policy and research expertise to increase public safety and strengthen communities
About JustLeadershipUSA

❖ JLUSA’s Mission: JustLeadershipUSA is a leading national nonprofit organization dedicated to cutting the U.S. correctional population in #halfby2030. JLUSA empowers people most affected by incarceration to drive policy reform.

❖ The three pillars of our work are: Leadership, Advocacy and Membership.

❖ JLUSA invests in the leadership of directly impacted criminal justice advocates through our Leading With Conviction and Emerging Leaders programs.
Why Second Chance Month is Important

- Second Chance Month offers an opportunity to share the story of your work, your efforts, the issue, or yourself within a condensed timeframe where your message will be amplified to more elected officials and other stakeholders than usual.

- For people with lived experience, it’s an opportunity to connect on a personal level with people that might not have a personal connection to incarceration and the challenges reentry poses.

- For grantees and practitioners, it’s an opportunity to build understanding around the importance of the work you do and to urge people in power to support that work.
At a Glance: Second Chance Month 2019

- #SecondChanceMonth and #ReentryMatters are trending on social media.
- The White House issued a proclamation declaring April 2019 Second Chance Month.
- Grantees and advocates have held local events across the country celebrating Second Chance Month and promoting reentry efforts.
Media Materials To Help You Promote Reentry

- Customizable Social Media Toolkit
- Templated Press Release
- Templated Media Advisory
- Letter to the Editor
This toolkit is designed to provide you a starting point to create social media messages that promote your efforts around reentry, whether you’re celebrating Second Chance Month or simply amplifying your work beyond April.

Frame your messages by also contributing to the larger question: What does reentry mean to you?

Use #ReentryMatters and #SecondChanceMonth, which will allow you to join these trending discussions.
Tips for Using the Social Media Toolkit

- The toolkit is an aid, not a script: Be sure to personalize your messages. We want to hear about your work and what matters to you. Why do you do this work? What personal experiences related to reentry can you share? What services do you provide or what resources are important to you? All of this could serve as helpful content to incorporate in social media messages.

- Images and video enhance engagement on Twitter and Facebook. Think about what you could share along with your message. Our toolkit provides social media tiles that help reinforce the #ReentryMatters messaging. You can find links to those in the box to the right of the proposed message.

- If you’re concerned about posting messages about your work on your personal account, connect with a supervisor and ask if there are any existing policies related to social media.
Press releases and media advisories are also tools you can use to get the word out about your Second Chance Month Activities.

Our templated documents provide the format and some suggested language to help get you started.
How to Issue a Press Release

- Press releases are designed to share news, events and announcements with media and are commonly written in journalistic style.

- Like any hard-news story, the most effective press releases make clear in their first sentence what the news is and why the reader should care.

- Context is important. Our templated press release provides context around the national efforts related to Second Chance Month, but localizing the issue and adding data about your program or the overall challenge is helpful.

- Most news organizations have a standard email address you can send announcements to, but the most impactful way to share your news is by identifying one or two reporters that cover the issues you work on and connecting directly with them.
How to Issue a Media Advisory

- Media advisories are similar to press releases, but are far more concise and are used specifically for event promotion.

- Unlike press releases, which can generally be shared in a variety of scenarios, media advisories are meant to be distributed a day or so before an event takes place.

- Media advisories are tools meant for busy news assignment editors to quickly get the essential information (who, what, when, where) to determine whether a general assignment reporter will cover the story.
Customizable Letter to the Editor

- The template Letter to the Editor can either be sent with minor additions or can be used as a reference point to help you prepare your own letter to your local newspaper.
How to Publish a Letter to the Editor

- A Letter to the Editor is short, but a potentially powerful way to get your unfiltered message published in your local news outlet.

- These letters are typically between 150 and 175 words.

- Unlike sharing your press release, general email addresses designed to receive Letters to the Editor are commonly checked and are a reliable way to at least get your letter considered for publication.

April 17, 2019
Track Second Chance Month News on Social Media

#ReentryMatters

the NATIONAL REENTRY RESOURCE CENTER

NationalReentryResourceCenter.org

April 17, 2019
Thank you!

Join our distribution list to receive National Reentry Resource Center updates!

csgjusticecenter.org/subscribe/

For more information, contact info@nationalreentryresourcecenter.org

This project was supported by Grant No. 2016-MU-BX-K011 awarded by the Bureau of Justice Assistance. The Bureau of Justice Assistance is a component of the Department of Justice’s Office of Justice Programs, which also includes the Bureau of Justice Statistics, the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, the Office for Victims of Crime, and the SMART Office. Points of view or opinions in this document are those of the author and do not necessarily represent the official position or policies of the U.S. Department of Justice.