

Harnessing the Power of Video for Reentry Program Branding and Sustainability

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What is the Office of Justice Programs?

- The Office of Justice Programs (OJP) provides grant funding, training, research, and statistics to the criminal justice community.
- OJP is one of three grant-making components of the Department of Justice along with the Office on Violence Against Women (OVW) and the Office of Community Oriented Policing Services (COPS).

Office of Justice Programs

BJA - Bureau of Justice Assistance

BJS - Bureau of Justice Statistics

NIJ - National Institute of Justice

OVC - Office for Victims of Crime

OJJDP - Office of Juvenile Justice and Delinquency Prevention

SMART - Office of Sex Offender Sentencing, Monitoring, Apprehending, Registering, and Tracking

U.S. Department of Justice Bureau of Justice Assistance

BJA works with communities, governments, and nonprofit organizations to reduce crime, recidivism, and unnecessary confinement, and promote a safe and fair criminal justice system.



**BJA Director
Karhlton F. Moore**



Five Major Strategic Focus Areas

Improve public safety through measures which build trust with the community and ensure an effective criminal justice system

Reduction in recidivism and prevention of unnecessary confinement and interactions with the criminal justice system

Integration of evidence-based, research-driven strategies into the day-to-day operations of BJA and the programs BJA administers and supports

Increasing program effectiveness with a renewed emphasis on data analysis, information sharing, and performance management

Ensuring organizational excellence through outstanding administration and oversight of all of BJA's strategic investments

Fund – Invest diverse funding streams to accomplish goals.

Educate – Research, develop, and deliver what works.

Equip – Create tools and products to build capacity and improve outcomes.

Partner – Consult, connect, and convene.

Track News and Updates on Social Media

#ReentryMatters

#SecondChanceMonth

#SecondChanceMonth23



Jack's Story



Introductions

- Leah Russell, Coordinator of Community Development, Center for Justice Innovation
- Brian Monroe, Assistant Director, Safer Foundation Quad Cities

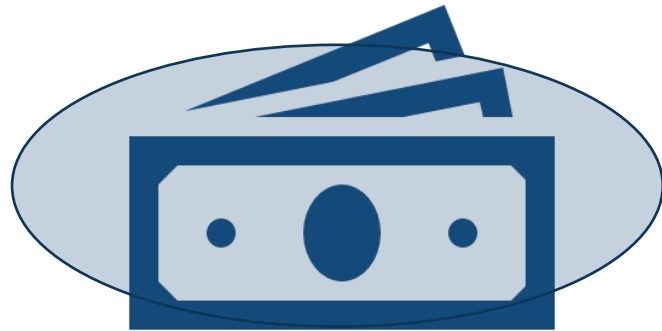
Why produce a video?

- Accessible to a broad audience
- Can be shared widely
- Visually stimulating
- Forms an emotional connection
- Conveys what flyers or email updates cannot
- Provides a lot of information in a short amount of time



Is producing a video feasible?

Do you have funds available for equipment and services?



Do you have staff time to plan, film, and edit?



What kind of video is best?

Factors to consider:

 Audience (funders, community members, partners)

 Length (30 - 60 secs, 3-5 mins, documentary short)

 Theme or purpose of video

 Platform or where the video will be shared

 Branding within the video (visible logo, program swag)

What is the video theme or purpose?



- Answer a particular question
- Feature a unique part of the program
- Tell a client success story
- Share the origin story of the program
- Propose a call to action

Safer Foundation perspective: ***Video planning***

- What was the purpose of Safer Foundation's client success story videos?
- Did you have funds set aside for video production?
- How did you choose the type of video to produce?
- Any lessons learned from the video planning process?

What do you want the audience to do?

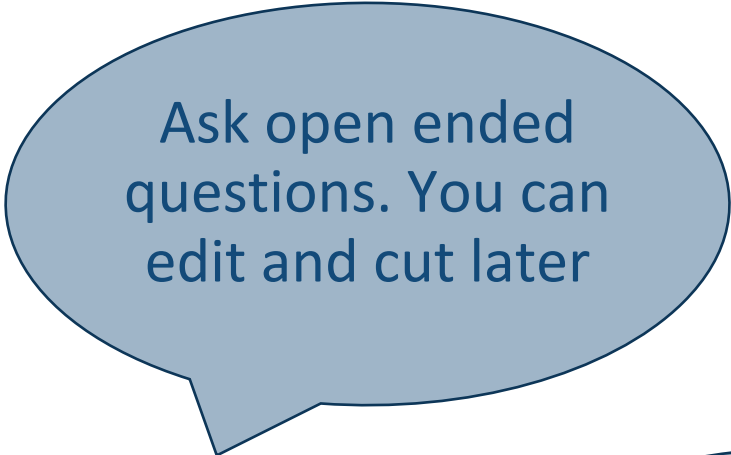
Examples of a call to action:

- Fund our program (donate, grant dollars)
- Partner with us (send referrals, etc.)
- Participate in our program (client audience)
- Spread the word
- Follow us on social media

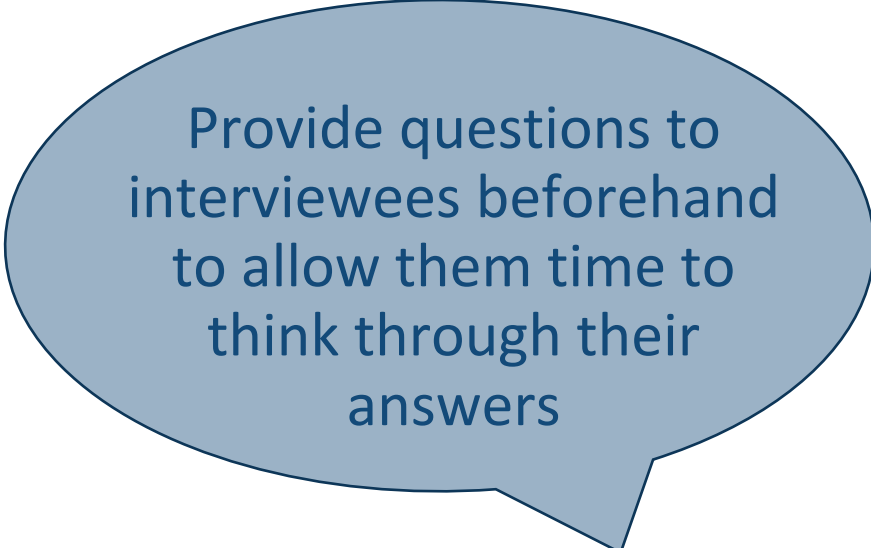
What should interviews capture?

People to interview:

- Program staff
- Project partners
- Judge or justice system stakeholder
- Former client
- Community member



Ask open ended questions. You can edit and cut later



Provide questions to interviewees beforehand to allow them time to think through their answers

Recording high-quality video

- Good camera or a phone with a decent camera
- Lighting setup
- Tripod
- Microphone
- Simple/clean background (visual)
- Eliminate or minimize background noise



Editing for clarity and quality



- Review all footage
- Lay out key messages or take-aways
- Screen for any potential concerns
- Select the best quotes and images
- Determine order of clips by creating a storyboard

Getting fancy: B roll, music, voiceover

- Build in the brand by featuring b-roll that shows staff in program swag or highlights your location and/or signage
- Show program logo at opening and ending of video
- Feature the physical space where your program operates or iconic places in the community you serve
- Include maps to show areas/communities you serve
- Use photos to break up interviewees and add depth to storytelling

Considering authenticity and ethics

- Special attention to content featuring client stories:
 - ✓ Get signed release for interviewing and filming
 - ✓ Set clear expectations for the process and outcome
 - ✓ Stay true to the message and mission of the video
- Considerations for including program staff in videos
- Considerations for cultural responsiveness

Safer Foundation perspective: *Authenticity and ethics*

- How did you select individuals to interview?
- How did you prepare and support interviewees?
- Were there challenges?
- How did clients feel about the videos?

Lasha's Story



Editing and finalizing your video



Carefully review your video and check for consistency in message



Review with team members and/or a trusted partner



Make sure any clients or former participants are comfortable with content and that you have all necessary signed releases prior to distribution



Create a plan for how, when, and with whom the video will be shared

Sharing your video

- On social media
- On your organization's website
- By email to select contacts or a listserv
- In person viewing at events or presentations

Write a short post or blurb to provide context for your viewers and reinforce important takeaways or calls to action.

Safer Foundation perspective: ***Video sharing and feedback***

- Where and how have you shared the client success story videos?
- What has been the response to the videos?
- How have the videos shaped program branding, sustainability, partnerships, community awareness?

Jack's Message and its Impact

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Gretchen Teske Jul 20, 2022 Updated Jul 28, 2022 0



Jack Fulscher was incarcerated at 17 but got a job and turned his life around thanks to Safer Foundation.

GARY L. KRAMBECK

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MONDAY, JULY 25, 2022

Moline chooses Metronet

City picks broadband provider; discussions on aerial wires to come



'I put in the work, I put in the time'

Jack Fulscher was incarcerated at 17 but got a job and turned his life around thanks to Safer Foundation.

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Making decisions on traffic one-way would cost at least \$2.5M

Quad-City Times

More state success
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Davenport gets one-way options

Making decisions on traffic one-way would cost at least \$2.5M



'I put in the work; I put in the time'

Jack Fulscher was incarcerated at 17 but got a job and turned his life around thanks to Safer Foundation.

Moline picks Metronet for broadband

City picks broadband provider; discussions on aerial wires to come

news

BIX BLOCKS PARTIES

EXPLORE DOWNTOWN!
 FRIDAY & SATURDAY JULY 29-30
 Live music, food, drinks, shopping & fun!

Questions?



Thank you!

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