JPI’s Mission

Reducing the use of incarceration and the justice system and promoting policies that improve the well-being of all people and communities.
The Criminal Justice System 101

- Law enforcement contact
- Jail Booking
- Pretrial Release Decision
- Policy Making
- Pretrial Detention
- Prison Incarceration
- Community Supervision
- Adjudication & Sentencing
It’s a Hard Sale

Tough on crime
Soft on crime
Saving communities
Crack/cocaine
Saving our youth
Cleaning up our Neighborhoods
Drug zones
“The Wire”
“Oz”
Fox News
Where Does the Funding Go?

Byrne JAG grants primarily fund law enforcement

- Drug Treatment & Enforcement 5%
- Corrections & Community Corrections 11%
- Prevention & Education 7%
- Prosecution & Courts 11%
- Planning, Eval. & Technology 12%
- Crime Victim & Witness 2%

MORE THAN
93,000
children are currently locked up in juvenile correctional facilities

Learn More>>>
75-93% of youth entering the juvenile justice system have experienced trauma.

Learn More>>>
African American women are 3X MORE LIKELY to be incarcerated than white women.
What Makes up the Media?
What is Newsworthy?
How Do You Make the News?

• Timeliness (current events)
• People (big names, important people, local people, impacted people)
• Carryover
• Evergreens
• Luck
• Persistence
Ways to Appear in the Media

- Article
- News brief
- Radio announcements
- PSA
- Opinion editorial
- Letter to the editor
- Newspaper editorial
- Blog posts

The Big Five
The Washington Post
The New York Times
National Public Radio
USA Today
Associated Press

+The Wall Street Journal
FRIDAY, MARCH 16, 2012

Election time: Vote to Send JPI to Netroots Nation!

By Berline Hughes

I guess I'm officially a blogger... JPI has a blog. I write for it every now and again. That makes me a blogger. Wow! Who'd have thought!

So, why not try out for a scholarship sponsored by Democracy for America and AmeriCorps? To attend the Netroots Nation Conference for bloggers. I am a blogger, aren't I? My boss nominated me (it's an honor just to be considered), and now all I need is your vote!

Read more »

WEDNESDAY, MARCH 14, 2012

The Youth of Today Represent the Future of Our Tomorrow

By Karina Watts

"Let's not send kids to prison unless there is an immediate threat. Let's look at what works and what won't cost the taxpayers money." That was a quote from Pat Nolan, Vice President of Just Policy Institute.
Using Social Media Tools

• Facebook
• Twitter
• LinkedIn
• Blogs
• YouTube
• & so many more!
Getting coverage

• Press releases
• Reporter pitches
• Tweets
• Listserves
• Social media
• Advocacy
• Make a big stink!
• Editorial board meetings
Cracking the (Racial) Disparity
Following the release of this 14-minute documentary on the process for parole-eligible people serving life sentences, the Maryland House of Delegates passed a bill that removes the politics from parole in the state.
A Communications Plan

- Strategy
- Messaging
- Calendars
- Partnerships
- Release strategy
- Follow up
For more information ...

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