

JUSTICE

POLICY

INSTITUTE

# 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



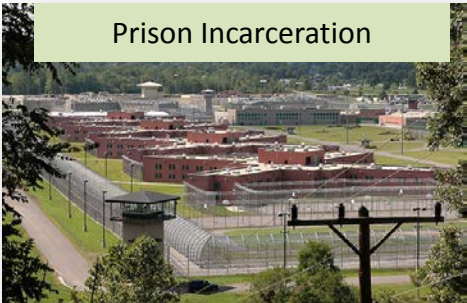
Pretrial Release Decision



Pretrial Detention



Adjudication & Sentencing



Prison Incarceration



Community Supervision

Policy Making



# 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”

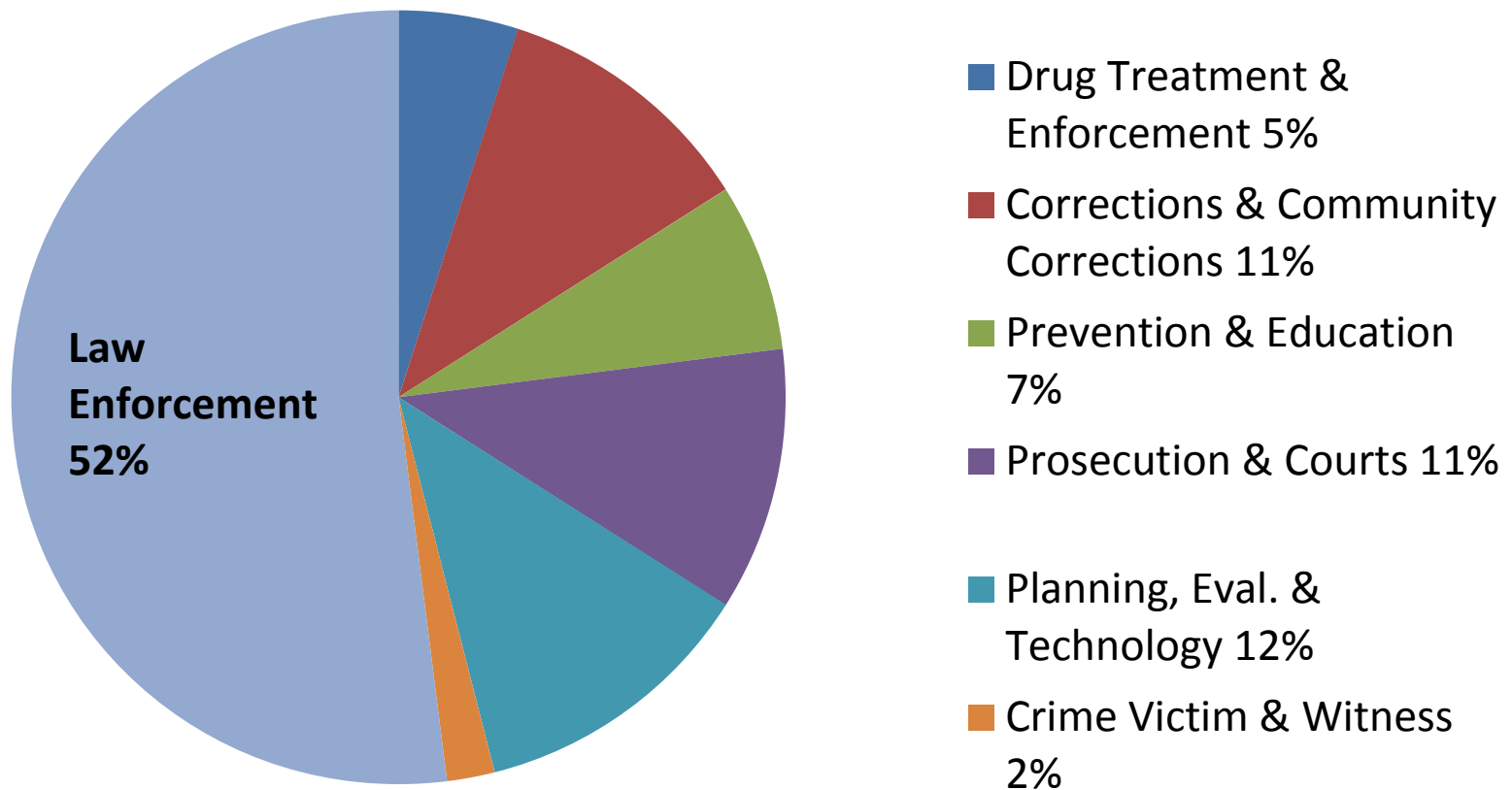
“Oz”

Fox News



# Where Does the Funding Go?

## Byrne JAG grants primarily fund law enforcement



Source: Based on a 2010 survey of State Administering Agencies (SAAs) by the National Center for Justice Planning, a project of the National Criminal Justice Association. National Criminal Justice Association, Byrne JAG: Cornerstone for Justice (Washington, DC: NCJA, 2011)



**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>>](#)**



**3X** African American women are  
**MORE**  
**LIKELY**

to be incarcerated  
than white women

[Learn More>>](#)



# 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

JUSTICE  
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The  
Economist

the *Atlantic*



Star-Ledger **nj.com**  
Everything Jersey

**ADDICTED TO COURTS:**  
HOW A GROWING DEPENDENCE ON DRUG COURTS  
IMPACTS PEOPLE AND COMMUNITIES

JUSTICE POLICY INSTITUTE | MARCH 2011



The Atlanta  
Journal-  
Constitution  
ajc.com

# 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*

# Just Policy Blog

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HOME ABOUT RESEARCH IN THE FIELD NEWSROOM BLOG CONTRIBUTE

FRIDAY, MARCH 16, 2012

**Election time: Vote to Send JPI to Netroots Nation!**

*By Zerline 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 America's Voice 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 >

Posted by Zerline Hughes at 9:56 AM 0 comments


Recommend this on Google Links to this post

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 tax payers money." That was a quote from Pat Nolan, Vice President of Prison Fellowship, a nonprofit



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**JUST POLICY BLOG ROLL**

- Grits for Breakfast
- The Crime Report
- Stateline.org-Crime & Courts
- Sentencing Law and Policy
- The Real Cost of Prisons Weblog

Show All

**JUST POLICY BLOG ARCHIVE**

- 2012 (12)
  - March (4)
    - Election time: Vote to Send JPI to Netroots Nation...
    - The Youth of Today Represent the Future of Our Tom...
    - International Women's Day: U.S. Must Address Impac...
    - Our Take: Congressional Briefing on Private Prison...
  - February (6)

# 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

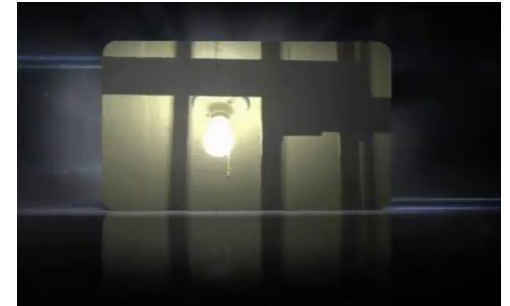
# Cracking the (Racial) Disparity





# JPI's First Film Project: Blocking the Exit

visit 



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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