



## COMMUNITY ENGAGEMENT CAMPAIGN REPORT EXECUTIVE SUMMARY:

The Country Boys Community Engagement Campaign spearheaded by ITVS Community brought together an impressive constellation of partners, projects, and resources to achieve widespread visibility and impact for the campaign and broadcast:

### CAMPAIGN GOALS:

- Increase the number of adult mentors creating caring relationships with at-risk youth
- Support discussion and build awareness of the developmental needs of boys and how they can be nurtured through adolescence
- Connect teens and family members to substance abuse prevention, counseling and treatment programs and support networks
- Strengthen partnerships between schools, businesses, faith based organizations, and communities to provide better access to services and support for at-risk or disconnected youth
- Support policy discussions that address the needs of rural youth including issues of economic development and educational access.

### NATIONAL PARTNER ORGANIZATIONS:

4-H • Al-Anon/Alateen • American Association of Community Colleges • America's Promise • American Psychological Association • Center for Substance Abuse Prevention • Health Ministries Association • MENTOR • The National League of Cities

### STATION OUTREACH GRANTS TO:

Blue Ridge PTV • WVA PTV - Charleston, WV • KET - Lexington, KY • WSKG - Binghamton, NY • WFWA - Fort Wayne, IN • WNIN - Evansville, IN • WCMU - Mt. Pleasant, MI • WQPT - Moline, IL • WTTW - Chicago, IL • KTOO - Juneau, AK • KBDI - Denver, CO

### CAMPAIGN RESOURCES:

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|---|---------|
| • Discussion Guides Downloaded from itvs.org:       | 31,000  |
| • Campaign Toolkits and other resources downloaded: | 15,000  |
| • Education and Outreach Module DVD distributed:    | 1,000   |
| • Campaign Postcards distributed                    | 50,000  |
| • Campaign Website hits                             | 104,000 |

### MAJOR NATIONAL CONFERENCES FEATURING COUNTRY BOYS:

The campaign reached directly more than 12,000 social service professionals, educators, mentors, municipal and community leaders, and other youth advocates through presentations, workshops, and other activities at 14 national and regional professional conferences. Highlights include:

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| • National Children, Youth and Families at Risk (CYFAR), Boston, MA, May 2006,                         | 1100 participants |
| • National League of Cities Youth Education and Families Conference, San Antonio, TX<br>September 2005 | 1200 participants |
| • NLC: Congress of Cities, Charlotte, NC, December 2005  | 5000 participants |
| • National Center for Outreach, Boston, MA, June 2005  | 400 participants  |
| • American Psychological Association, Washington, DC, August 2005                                      | 400 participants  |
| • Safe Schools/Successful Students Conference, Louisville, KY, September 2005                          | 1000 participants |
| • National Association of 4-H Agents, Seattle, WA, October 2005  | 1200 participants |

## **COUNTRY BOYS EVENTS: Total direct reach: nearly 30,000**

The COUNTRY BOYS Campaign included more than 100 special events produced by PTV station partners, National Partner organizations, and other local and regional partners which helped the Campaign reach 30,000 thousand people directly, including families, youth, youth advocates, and other community members around the country. Highlights include:

- New York National Guard Youth Program, screenings and workshops for 15,000 youth (ongoing)
- Ohio Appalachian Center for Higher Education, screening and presentation to 250 educators and youth advocates (2006)
- Green Mountain Peer projects, Burlington VT, workshop for 200 students (2005)
- Screening for the Tennessee Commission on Children (2006)
- South Dakota Public Broadcasting, screening and presentation for hearing impaired youth (2006)
- University of Idaho Service Agencies, screening for youth workers and Governor's office programs (2006)

## **COUNTRY BOYS IMPACT: Hundreds of mentors; thousands of inquiries; a national dialogue**

Reports of increased mentor registration and inquiries to mentorship programs in target markets and to organizations partnering with the campaign were widespread. For example:

- MENTOR, a leading national mentorship organization reported strong increases in web traffic, telephone inquiries and referrals to regional mentoring partnerships during the height of the campaign and in the period shortly after broadcast.
- 4-H convened two national teleconferences where COUNTRY BOYS materials and campaign opportunities were the featured content. The teleconferences were attended by more than 160 local 4-H affiliates around the country; more than 80 affiliates requested and received campaign materials and have used those materials in workshops, trainings, and other youth-related programming
- Numerous other youth-serving community organizations across the country requested and received COUNTRY BOYS materials to use in volunteer and mentor recruitment activities. More than 500 DVD modules were distributed to station, national, and local partner organizations for these purposes.
- Reasonable estimates of new mentors registered directly through campaign activities easily number in the hundreds. Community members moved to some level of participation through the influence of the campaign or the broadcast well into the thousands.

**Widespread use of COUNTRY BOYS materials and strong participation in events nationwide evidence a major contribution to the national discussion on the needs of at-risk youth:**

- Nearly 100,000 Discussion Guides, Fact Sheets, Toolkits, Postcards and DVD Modules (combined total) were distributed to PTV stations and national and local partners for events, trainings, and other projects, helping to frame the national discussion and contextualize the national broadcast of COUNTRY BOYS.
- More than 100,000 unique hits to the COUNTRY BOYS Campaign Website evidence the public response to campaign materials and events.
- With nearly 30,000 people attending COUNTRY BOYS events and over 12,000 social service and youth-serving professionals reached through conference activity, the Campaign engaged local and professional communities directly on the core goal's and relevant major issues.

**Grants to 10 public television stations around the country supported diverse locally-based COUNTRY BOYS projects meeting campaign goals in several areas, including:**

- WFWA in Fort Wayne, IN lead a recruitment drive for Big Brothers Big Sisters of NE Indiana that generated at least **50 new volunteers** for the organization
- WSKG partnered with a **summer camp for at-risk youth** in Binghamton, NY
- KTOO in Juneau, AS created a **new partnership with Juneau Youth Services--a shelter and social services provider for at-risk youth** in Alaska's capitol
- WCMU of Mt. Pleasant, MI established a **'Youth Task Force'** composed of key youth-serving partner organizations that now meets monthly to focus on youth issues locally
- WNIN in Evansville, IN created a multimedia outreach campaign aimed at recruiting mentors that generated **32 new mentors for Big Brothers Big Sisters of the Ohio Valley**

## COMMUNITY ENGAGEMENT CAMPAIGN REPORT IMPACT OVERVIEW:

**Reports of increased mentor registration and increased inquiries to mentorship programs in target markets and to organizations partnering with the campaign were widespread.**

- MENTOR: The National Mentoring Partnership, a leading national mentorship organization reported marked increases in web traffic, telephone inquiries and referrals to regional mentoring partnerships during the height of the campaign and in the period shortly after broadcast (see “National Partners” below).
- Grant- funded public television station partners whose projects centered on mentor or other youth-support volunteer recruitment reported significant inquiries, volunteer registration, and increased community interaction (see “Station Grants” below).
- Numerous youth-serving community organizations across the country, either through national partners, local PTV stations, or of their own initiative, requested and received COUNTRY BOYS Outreach Modules and materials to use in volunteer and mentor recruitment activities (see “Materials” below).
- Reasonable estimates of new mentors registered directly through campaign activities easily number in the hundreds, and those moved to some level of participation through the influence of the campaign or the broadcast well into the thousands. The impact is perhaps best captured in this quote from National Partner MENTOR:

*“One viewer was so moved by COUNTRY BOYS that she called (rather than e-mailed) our office to tell us how inspired she was by the film—so inspired that she wanted to mentor. We were able to refer her to...a nearby mentoring opportunity using out volunteer referral tool.”*

**Nine National Partnership Organizations joined ITVS in shaping and implementing the COUNTRY BOYS Community Engagement Campaign, and their resources and expertise brought focus, leadership, and impact to our efforts.**

- Organizations like the American Psychological Association and the National League of Cities brought both clinical and policy-related expertise to our content and activities, and provided a framework for serious and practical discussions about ways to address the needs of at-risk youth.
- MENTOR and 4-H provided both concrete opportunities for involvement with regional and local chapters and well as a national reach into the lives of thousands of young people in hundreds of communities across the country through their federated structure. 4-H convened two national teleconferences where COUNTRY BOYS materials and campaign opportunities were the featured content. The teleconferences

- were attended by more than 160 local 4-H affiliates around the country; more than 80 affiliates requested and received campaign materials and have used those materials in workshops, trainings, and other youth-related programming.
- The Center for Substance Abuse Prevention and Al-Anon/Alateen provided intake services, information, and a safe place to go for those with questions or needs related to substance abuse in the home and community.

These and other National Partner Organizations joined together to unite their resources in a campaign to support of America's at-risk youth. Many of these partners continue to use COUNTRY BOYS content and materials even now, and plan to continue using them into the future, making the series and the campaign a long-term contributor to this ongoing national discourse (see NATIONAL PARTNERS below).

**The campaign reached directly more than 12,000 social service professionals, educators, mentors, municipal and community leaders, and other youth advocates through presentations, workshops, and other activities at 14 national and regional professional conferences. Highlights include:**

- The annual national meeting of the American Psychological Association in Washington, DC, where COUNTRY BOYS was featured in a conference symposium attended by more than 500 APA members entitled: "COUNTRY BOYS: Theoretical and Practical Applications for Psychologists."
- Youth, and Families at Risk (CYFAR) Annual Conference--a program of the U.S. Department of Agriculture--in Boston, MA was attended by more than 1000 youth serving professionals, and featured a panel discussion focused on COUNTRY BOYS content and its uses in working with at-risk youth.
- Kentucky Safe Schools/Successful Students Conference in Louisville is an annual state-wide conference attended by more than 1100 educators and education professionals that screened the entire one-hour COUNTRY BOYS Outreach Module and conducted a panel discussion and Q&A with doc subject Cody Perkins and ITVS Outreach staff about the uses of the film in community and educational settings.

These and more than a dozen other significant opportunities put COUNTRY BOYS content and campaign materials into the hands of thousands of professionals whose intervention improves the lives of tens of thousands of youth and families each year. These conference appearances also fostered important conversations among policymakers and service providers from the federal, state, and local levels of government.

**Grants to 10 public television stations around the country supported diverse locally-based COUNTRY BOYS projects including:**

- WSKG in Binghamton, NY used an ITVS Station Outreach Grant to help fund a summer camp for at-risk youth in the area. The station tracked youth participation in the program, and then followed camp graduates as they proceeded through the school

year meeting with peer counselors and teachers. Students and families participating in the program were included in WSKG-sponsored events, including COUNTRY BOYS module screenings, youth picnics, and home visits.

- WFWA in Fort Wayne, IN lead a recruitment drive for Big Brothers Big Sisters of NE Indiana through on-air supplemental programming tied to COUNTRY BOYS, and a station-operated phone bank to route potential volunteers to BBBS, who reported more than 50 new volunteer mentors from the project.
- KTOO in Juneau, AS used their ITVS Station Outreach Grant to fund a new partnership with Juneau Youth Services--a shelter and social services provider for at-risk youth—that included bringing COUNTRY BOYS programming to students at high schools throughout the Juneau area, and several special events with at-risk youth service centers. KTOO’s approach was to bring the content directly to at-risk youth and engage them in constructive dialogue about the issues affecting them. They reported strong response from students across the community.
- WNIN in Evansville Indiana used their ITVS Station Outreach Grant to fund “MENTORING MATTERS,” a series of on air and community programming designed to generate new mentors and volunteers for Big Brothers Big Sisters of the Ohio Valley. BBBS Ohio Valley received more than 50 inquiries and ultimately recruited 32 new mentors for its local programs.
- WCMU of Mt. Pleasant, MI leveraged the COUNTRY BOYS Campaign and ITVS grant funding to focus the community on the needs of at-risk youth, including focus groups with teens and parents, a major community-forum in partnership with “Mentor Michigan,” and the establishment of a new multi-organizational Youth Task Force that continues to meet monthly to discuss and act on youth-related issues.

These and other remarkable projects funded by ITVS Station Outreach Grants brought together ten PTV stations with leading service organizations in their communities to focus on the needs of youth, and succeeded in recruiting new volunteers for a variety of mentorship and other support programs, and delivering content and supporting materials to schools and other youth-serving programs.

Additional projects, events, and outreach activities from dozens of PTV stations not receiving grants, and from community organizations around the country who were aware of the series and the campaign gave rise to events and projects including screenings, discussions, workshops, and more—extending the reach of the campaign beyond grant-funded projects and the direct involvement of National Partners.

- WILL in Urbana, IL led a regional COUNTRY BOYS-based project in partnership with Prairie Center Health Systems, a not-for-profit substance abuse prevention, education and treatment agency, that included youth training and a new pilot mentoring program with Big Brothers Big Sisters. This project was undertaken without grant funding, and relied on ITVS Campaign tools and NCO outreach planning tools.

**ITVS developed an impressive collection of materials and resources to support the COUNTRY BOYS Campaign, with the advise and collaboration of the National Partners.**

- More than 31,000 Discussion Guides were downloaded from itvs.org during the campaign, along with more than 15,000 downloads of the Campaign Toolkit for PTV stations and community organizations, fact sheets on our key issues, and other campaign resources. It is impossible to quantify the full extent of resource distribution as each download can represent numerous distribution opportunities. For example, the COUNTRY BOYS Discussion Guide was duplicated and distributed to more than 500 attendees at the APA meetings in Washington, DC--but downloaded only once for this purpose. **We estimate distribution of key materials into the hundreds of thousands.**
- More than 1,000 COUNTRY BOYS Education and Outreach Modules--a 50-minute clip reel providing highlights from the series designed to raise awareness and stimulate dialogue around the campaign's core issues, were distributed to National Partners and local community organizations, PTV stations, schools, and youth service professionals. These modules will continue to expose thousands of youth and youth-supporters to the COUNTRY BOYS series and its campaign materials for months and years to come.
- ITVS developed a resource-rich campaign website including video clips, campaign event listings, downloadable campaign tools, and more. Over 100,000 unique visitors experienced the COUNTRY BOYS Campaign website, evidencing the broad national reach of the campaign and high level of interest in the outreach activities from viewers, partners, and communities. The COUNTRY BOYS Campaign Website remains live, and will continue to serve as a resource for youth advocates in the years to come.