

Community Connections Project



CCP



partnerships

LOCAL FIELD ORGANIZERS

In 1996, ITVS expanded the CCP by hiring a diverse team of field organizers who are based in communities across the country. Field organizers collaborate with local organizations and public television stations, developing mutual goals around an ITVS community engagement campaign. Field organizers are experienced in developing partnerships, facilitating preview screenings and public forums, distributing educational materials and implementing creative community outreach strategies. Field organizers are currently working in:

Albuquerque, NM	Boston, MA	Philadelphia, PA
Atlanta, GA	Chicago, IL	Salt Lake City, UT
Boise, ID	Nashville, TN	Washington, D.C.

COMMUNITY LEADERS AND ORGANIZATIONS

ITVS's CCP partnerships with national and local community-based organizations are essential to achieving lasting impact. Working with a wide range of organizations, CCP develops issue-based educational campaigns designed to enhance each organization's mission. National CCP partners have included such diverse groups as:

American Civil Liberties Union • Anti-Defamation League • American Friends Service Committee • American Library Association • Farmer's Union • Girl Scouts of the USA • Indigenous Issues Forum • National Coalition of Churches • National Council of La Raza • National Council of Teachers of English • Parents, Friends and Families of Lesbians and Gays • Rural Church Ministry • Sierra Club • Youth Speaks.

PUBLIC TELEVISION STATIONS

The public television broadcast of ITVS programs provides an invaluable opportunity to educate the public on important local and national issues. Working collaboratively with stations, the CCP helps to build new audiences, strategize outcomes, bridge outreach campaigns and assist stations in fulfilling their goals as community service organizations. The CCP has ongoing partnerships with public television organizations including PBS, the National Center for Outreach (NCO) and the minority consortia (NAATA, PIC, LPB, NBPC and NAPT).

ITVS's Community Connections Project (CCP) is a public education and outreach project that transforms timely public television broadcasts about pressing social issues into tools that engage communities, convene public dialogues and support ongoing positive action—both locally and nationally.

For more than a decade, ITVS has provided independently produced programs to public television that take creative risks, advance issues and represent points of view not usually seen on television. In addition to funding, ITVS develops engaging national outreach campaigns to support a community's interest in educational development and to assure that these programs have lasting social impact.

"The Community Connections Project for POETIC LICENSE presented me with the materials and connections I needed to reach teachers and students and involve them in new ways of looking at poetry as a written and performance art that is relevant to their lives."

— Vera Davinci, English Language Arts Coordinator
Philadelphia Public School District



PROVIDING YOU WITH THE RESOURCES

Working closely with our partners, the CCP creates effective outreach materials that are tools for organizing comprehensive community engagement campaigns. Viewer guides, teacher curricula, action kits, fact sheets, resource pages and preview tapes are common elements made available to our partners at **no cost**. Dynamic companion websites at www.itvs.org/outreach include downloadable outreach materials, interactive platforms and additional content to help facilitate thoughtful, well-rounded dialogue. These innovative outreach components become integrated tools for both community organizations and public television stations, thereby extending the educational content of programs for months and even years after their broadcasts.

“Together, Hands On Atlanta and ITVS reach broad audiences to offer information about issues of social justice and world events. The film series promotes dialogue among viewers and inspires them to consider new perspectives for improving our community.”

— Gary L. Turner
Deputy Managing Director, Hands On Atlanta

HISTORY

Since 1991, ITVS has funded and presented more than 375 programs, including THE FARMER’S WIFE, DIGITAL DIVIDE and LA CIUDAD, Emmy and Peabody Award-winning programs such as TRAVIS, and the Academy Award-nominated PROMISES. ITVS presents *Independent Lens*, a weekly anthology series of fiction and nonfiction films on Tuesday nights at 10 p.m. on PBS. ITVS is funded by the Corporation for Public Broadcasting, a private corporation funded by the American people.

ITVS’s Community Connections Project welcomes the involvement of educators, organizers, independent producers, community organizations and public television stations. For more information, contact Jim Sommers, ITVS-CCP, 501 York Street, San Francisco, CA 94110, 415/356-8383 x 242 or e-mail: Jim_Sommers@itvs.org.

Learn more about the impact of ITVS’s Community Connections Project at www.itvs.org/outreach



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“WHYY is firmly committed to adding value to our television presentations by involving the community in forums, discussions and other program-related projects. Working with the Community Connections Project has allowed WHYY to extend its outreach efforts to new audiences, focusing on programs that otherwise might not have received sufficient attention. It’s a terrific partnership.”

— Arthur R. Ellis, Communications Director
WHYY-TV, Philadelphia, PA

