

2013-2014

PROGRESS REPORT

#### October 2014

#### Dear Friends and Supporters of Not In Our Town,

This year marks the fifth anniversary of the Matthew Shepard and James Byrd, Jr. Hate Crimes Prevention Act, which gives the federal government authority to investigate and prosecute crimes against victims targeted for their race, ethnicity, sexual orientation, gender identity, religion, or disability. As we commemorate this victory of federal hate crime legislation, we must also acknowledge that **laws and policies alone don't make our communities safe**.

Over 250,000 people become targets of hate every year. Most of these crimes are violent, and the vast majority go unreported. In our nation's schools, one-third of all students report being bullied. **Real change—in our communities, our schools, and people's everyday lives—takes work**: engaging stakeholders, building empathy, sparking discussion, soliciting testimony, forging networks, and fostering partnerships across lines that too often divide.

This is the work of Not In Our Town. In 2013, we launched a three-year Strategic Plan to deepen and expand our work, setting clear goals and new ways to assess our impact. We now stand at a significant milestone: the midway mark, and I am proud to say, based on our independent evaluation data, community feedback, and personal observations, we are making progress.

A few examples of our recent accomplishments:

#### Young people are learning to stand up for themselves and others:

• In 125 schools nationwide, **250,000+ students have participated in Not In Our School campaigns,** learning through student-led actions how to be upstanders to bullying and intolerance.

#### We are influencing powerful stakeholders:

Through our partnership with the U.S. Department of Justice/COPS Office, we are developing new
action tools to improve hate crime reporting, prevention, and community policing strategies and
presenting them directly to top law enforcement officials. These include chiefs of police, sheriffs, FBI
agents, and district attorneys.

#### NIOT stories and tools are spreading and inspiring action:

- Our 100+ short films on YouTube and NIOT.org document and spread best practices in community-based action; these have been viewed 1 million+ times.
- 700+ screenings of our most recent film, Waking in Oak Creek, have been scheduled in all 50 states and four countries. Over 90% of surveyed viewers of Waking in Oak Creek said they were more likely to take action to address hate or intolerance in their communities after viewing the film.

The following report details our activities and accomplishments, and how they are being felt on the ground. What is clear to us: The NIOT model is working. Our films and online tools are inspiring action. NIOT's influence is growing, and the movement to stop hate and build safe, inclusive communities is spreading.

You are critical to our impact. We need your feedback, engagement, and support in order to accelerate the pace of change. We look forward to being in contact. Thank you for taking the time to learn more, and for your ongoing investment as we work to stop hate, together.

Sincerely,

Patrice O'Neill

CEO/Executive Producer: The Working Group/Not In Our Town



Not In Our Town (NIOT) is a movement to stop hate, address bullying, and build safe, inclusive communities for all. NIOT provides films, resources, and tools for action—both online and onthe-ground—to help local leaders build vibrant, diverse cities and towns, where everyone can participate. For 20 years, communities and schools across the U.S. and around the globe have turned NIOT's solutions-based stories into models for local change. NIOT has produced five acclaimed PBS documentaries, reaching millions of viewers through strategic partnerships with public media stations. On NIOT. org, 100+ short videos, designed to inspire action, have attracted one million+ views. NIOT connects an active network of 200+ communities and schools.

I've been working in the documentary and social change world for more than 40 years, and I have not seen any other project that brings together the elements of NIOT: high-quality storytelling and reporting, national outreach, audience engagement, tools and best practices for local empowerment, and stakeholder networking.

— LARRY KIRKMAN Dean Emeritus, School of Communication, American University

NIOT's strategy focuses on three interconnected areas critical to changing community climate and culture:

Communities: Effective solutions to hate and intolerance emerge and develop at the local level—in community groups, houses of worship, workplaces, and city hall—where innovative methods can be tried and tested. NIOT provides a framework, training, peer connections, and tools that help community members bridge differences and work together to ensure safety and inclusion for all.

Schools: Schools form a center of social and civic life where community values of inclusion, kindness, and empathy are nurtured and expressed. In schools, young people learn how to understand differences, and how to stand up for themselves and others. Not In Our School, NIOT's K-12 initiative, provides educator training, films, classroom resources, and action guides to support student-led campaigns against bullying and intolerance.

Law Enforcement: Law enforcement professionals play a critical role in preventing hate violence. In partnership with the Department of Justice/COPS Office, NIOT is working to engage law enforcement leaders and officers to share best practices in hate crime prevention, and build trust and connections between police and the communities they serve.

# Communities

**OUR VISION:** All residents stand together to stop hate and promote safety and inclusion for everyone.

Standing up and standing together, local communities are turning the tide on hate. From Billings, MT, where the Not In Our Town movement began, to Oak Creek, WI, where the community's powerful response to hate crime killings inspired our most recent film, we have witnessed the strength of local action for 20 years. NIOT

provides resources and guidance to these communities and connects them with others in our ever-expanding network, where local solutions spark national change.

In 2014, we piloted **NIOT's Gold Star** Cities (GSC) campaign, a powerful new initiative that is strengthening

the efforts of our network towns and cities, and helping to spread the NIOT model to new communities. GSC provides clear criteria, action steps, and certification for communities working to address hate and become more inclusive. GSC is a vital step in our effort to measure change and success in communities over time.

Our YouTube channels

1 million+

NIOT.org visitors have

downloaded 14,000

guides and

resources

have attracted

views.



# The NIOT National Leadership Gathering,

held in Billings, MT, June 2014, drew

200+ leaders from 46 cities and 21 states.

91% of Gathering participants said they gained tools, ideas, and/or strategies that they will use in their communities.

#### ON-THE-GROUND IMPACT

### 12 cities are piloting **NIOT's Gold Star** Cities campaign, including towns in CA, MT, IA, OH, IL, WI, CO, and VA.

Marshalltown, IA's Gold Star City campaign received unanimous support from the City Council. 10% of residents have signed a NIOT pledge to stand up to hate, intolerance, and

### **Bloomington-**Normal, IL

has revitalized their 18-yearold NIOT movement by mobilizing 2 cities and school districts, 2 universities, the YWCA, and faith groups as they pilot Gold Star Cities.

to help them take action. ONLINE IMPACT NIOT.org features

1,000+ published tools and resources.

including online films

helping communities everywhere stand up to hate.

NIOT.org reaches 500,000+

unique visitors annually.

In 2013, staff presented the NIOT model to community members and police recruits in

3 Hungarian cities and to 6 U.S. embassies.

### **GLOBAL IMPACT**

In 2014, residents in

### Banská Bystrica, Slovakia

launched a NIOT campaign after a neo-Nazi won a regional election. Leaders in Charleston, WV, a NIOT town, are mentoring the organizers.

of Waking in Oak Creek have been sent to community partners for scheduled screenings in all 50 states and countries.

#### FILM IMPACT

Waking in Oak Creek, our most recently released film, premiered in Oak Creek, WI and was first broadcast on Milwaukee Public Television (PBS) in August 2014.

### to take

to address hate or intolerance in their communities after viewing the film.

of surveyed viewers

of Waking in Oak

more likely

Creek said they

action

were

I'm a part of Not In Our Town, because I believe that every city and every town should be a safe space for everyone. As a survivor of a hate crime and violence, I think it's especially important that we support and empower those who are most affected by hate crimes.

bullvina.

The NIOT National Gathering was one of the most diverse conferences I've ever attended. I've seen the Not In Our Town films and resources. But I finally was able to witness the impact of NIOT on the ground, and it was phenomenal.

> - NAZMIA E.A. COMRIE U.S. Department of Justice, Community Oriented Policing Services (COPS)

- MIA TU MUTCH Organizer & Educator, San Francisco, CA

**UPSTANDER SPOTLIGHT:**KANWARDEEP KALEKA
Oak Creek, WI

In August 2012, six members of the Wisconsin Sikh Temple were murdered and a police officer critically wounded in a hatemotivated attack. A new NIOT documentary, Waking in Oak Creek, follows community-wide efforts to heal in the year after the tragedy. Kanwardeep Kaleka, a member of the temple who lost his uncle in the attack, is working alongside fellow Sikhs, police officers, and community members to spread a message of unity.

"I am part of Not In Our Town because my community was affected by a hate crime in which a white supremacist killed my uncle and my loved ones, a total of six people. NIOT came in to see how the community had responded, to tell our story to the world, and to help connect us with amazing people, preventing more hate and violence in the future.

It is important to stand up to hate. Hate is something that not only divides us as people, but dissolves us as individuals, something that can start very subtly and grow from irritation to anger, into something that completely envelops us. If we're

Our success with spreading our message of treating people with respect and helping make our community welcoming could not have been done without NIOT's help and guidance.

— MIKE SCHLESINGER Publisher & General Manager, Marshalltown Times Republican

to exist as human beings, and as a society, we have to find a way to anticipate these things and address them earlier, before it gets to that point.

# I think the best way to build a safe town is for people to be connected.

As we go about our day-to-day lives, it's very easy to see things through our own lens, be stressed by the things we have to do for ourselves and our goals. But if we take the time to connect with others, we find security and comfort in getting to know each other, and not only sharing our stories but living our stories together. This is what makes a strong community, and a strong community is a safe community."





# **Schools**

**OUR VISION:** Students and school leaders work to prevent bullying and intolerance, and promote kindness.

Across the U.S., an estimated 160,000 children miss school every day for fear of attack or intimidation by other students, and nearly one-third of all students report being bullied. Students who experience bullying have a higher risk of depression, anxiety, sleep problems, and poor school adjustment.

With the proper tools and guidance, young people can disrupt the cycle of bullying and hate. In NIOT's ongoing work to shift the culture towards greater acceptance and respect for all, schools are a critical locus of change, and students, educators, and parents are essential change agents.

Not In Our School (NIOS), NIOT's K-12 anti-bullying, empathy-building initiative, provides tools, resources, and inspiration for student-led campaigns, helping young people stand up for themselves and others. Cultivating upstander behavior is key: Research shows that when peers intervene, they can stop the majority of bullying incidents within 10 seconds.

In 2014, to expand NIOS offerings to younger students, we launched **new elementary films and lesson plans**. A new **Parent Resource Guide** and partnerships with the **National PTA** are helping us to reach parents, essential allies in our work to end bullying and create safe environments for learning.

This visionary group has brought our community, our schools, and our students to a much higher plane of awareness and action related to anti-bullying and becoming more inclusive.

— AIDDY K. PHOMVISAY

Principal,

Marshalltown High School





NIOS videos were featured resources in the *Bully* DVD & Educator Toolkit, reaching 6,500+ educators and a potential

**1.9** million students

The NIOS YouTube channel hosts
70 videos designed to inspire action, viewed
>300,000
times

The new

# NIOS Parent Guide

was featured in a May 2014 CNN article, recommended 3,800 times on Facebook, garnering 300+ downloads from NIOT.org. In 125 schools nationwide,

students have participated in NIOS campaigns,

learning through student-led actions how to stand up to bullying and intolerance.

In 2014,

new videos and guides for elementary students debuted at NIOT.org/NIOS.

100%

In June 2014, 37 educators, youth and parents attended the NIOS pre-conference training at the NIOT National Leadership Gathering. 100% of attendees said they plan to initiate or revitalize NIOS efforts in their schools in the coming year.

This year, NIOS staff presented to:
President Barack Obama's
Education Advisors,
the National PTA,
NEA, AFT, and the National
Association of School
Boards.

CNN Blogs (1.6 million monthly) featured 3 articles on NIOS, attracting >13,000 online "recommends."



**UPSTANDER SPOTLIGHT:**VALERIE HUGHES
Oak Ridge, TN

After her child was physically attacked by another student, Valerie Hughes stepped forward to address bullying and help make her town safe and welcoming for people of all backgrounds. She founded Not In Our Town: Oak Ridge and has helped her daughter and fellow students

launch a Not In Our School club that is working to address bullying through positive, student-led actions.

"I saw my daughter wanting to disappear and being so depressed that she was not herself. She had all the signs of bullying, but I didn't recognize them. Then she was assaulted at school. I was terrified to send my daughter to school. I had no answers, I didn't know where to turn.

My community was in denial about bullying. I was given the runaround, and I realized, I cannot be mad at the school, the police department, my community, if I don't step up as a leader and help make answers available for parents in a situation like that who don't know what to do.

I remember the first time I found Not In Our Town on the Web. I watched the videos and called the office. I started crying and said, *What can* I do? It has always been my dream to have a program like Not In Our School at Grimmer Elementary because we need to begin when they're little, and empower them to teach the younger kids. And I know that it's helping them. It's helping them to find their own power.

— LIVIA THOMAS Grimmer Elementary School, Fremont, CA

The advice given to me by Not In Our Town staff was invaluable. I I went back to the school, and finally they couldn't deny it anymore, because I followed to a T the advice given in the NIOS Quick Start Guide. When a parent gets angry, it is because they are looking for answers. The action steps provided by Not In Our Town and Not In Our School are clear, and following them can change your community. I know because it's changing mine."

Not in Our School unified my high school against every aspect of bullying in favor of a community of acceptance. I could feel the change in the bathroom stalls, in the cafeteria, in my history class. It was like a weight was lifted, and suddenly it was okay to be yourself, and the hierarchy of the stereotypical high school clique began to fade.

— SARAH DECKER NIOS Student Leader, Watchung, NJ



# Law Enforcement

**OUR VISION:** Law enforcement and communities join forces to prevent hate crimes and violence.

Of the estimated 293,800 hate crimes committed in 2012, two-thirds were never reported to police (Bureau of Justice Statistics). Of those reported to police, fewer than 6,000 were reported to the FBI, the federal agency tasked with tracking hate crimes. This hate crimes reporting gap poses a critical impediment to addressing and preventing hate crimes. How can communities and law enforcement take action against hate crimes not reported? How do we track the problem and our progress without accurate statistics?

For two years, NIOT has teamed up with the U.S. Department of Justice Office of Community Oriented Policing Services (DOJ/COPS) to help targeted communities and law enforcement work together to improve hate crime reporting and prevention. Law enforcement leaders, armed with a commitment to stand against hate, are a critical force in the NIOT movement.

Through our DOJ partnership, the **Building Safe Inclusive Communities** Initiative, NIOT is creating a national cadre of law enforcement leaders committed to strengthening ties with their communities. We are producing five new films profiling law enforcement best practices and a new site, NIOT. org/COPS. Our partnership has helped us leverage collaborations and engage with other federal agencies, including the FBI, Centers for Disease Control, and U.S. Attorneys offices, to raise awareness of the hate crimes reporting gap and highlight prevention and proinclusion strategies.

I'm part of Not In Our Town because it's a great organization to galvanize the community to say no to hate.

> - RICHARD ST. JOHN Chief of Police, Billings, MT



# In 2013, we launched NIOT.org/COPS.

providing films and resources for law enforcement working to address and prevent hate in their communities.

The International **Association of Chiefs** of Police Civil Rights Committee

named NIOT one of their top 3 priorities for 2014.

officers from 13 states

Law Enforcement Leaders Network and are committed to sharing best practices and promoting NIOT resources and strategies.

have joined the NIOT

We have presented NIOT films and strategies to

**Centers for Disease Control** 

Summit on Preventing **Multiple Casualty Violence** 

**Department of Homeland Security** 

**Association of Prosecuting Attorneys** 

**National Sheriffs Association** Int'l Association of Chiefs of Police **National Center for Victims of Crime** Kansas City Hate Crimes Task Force

Michigan Alliance Against Hate Crimes

**NIOT** producers

# completed

focusing on law enforcement and communities working together. Waking in Oak Creek is the first to be released. A Prosecutor's Stand; Bowling Green Legacy; and Lessons from a Hate Crime Detective will be released in 2015. A fifth film is in production, to be completed in early 2015.

The National Association of Attorneys General sent copies of Waking in Oak Creek and A Prosecutor's Stand to

**ALL 52** offices of State **Attorneys** General

to screen with their staff and communities.

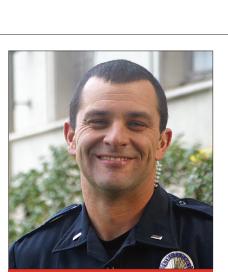
The U.S. Attorney in Wisconsin distributed Waking in Oak Creek to

all 92 U.S. Attornevs

nationwide and urged them to share it with law enforcement agencies in their regions.

The National Crime Prevention Council

produced and promoted a NIOT Hate Crime Prevention webinar to 10,000+ subscribers.



UPSTANDER SPOTLIGHT:
POLICE LIEUTENANT
TRAVIS MARTINEZ
Redlands, CA

In 2011, the killing of two African American victims fueled existing racial and cultural tensions in Redlands, CA. When a thousand residents held a prayer walk near the scene of the shooting, members of the Redlands Police Department (RPD) walked with them to show that violence would not be tolerated in their town. The community and police later held a screening of Not In Our Town: Light In The Darkness to encourage dialogue. Since then, Redlands has been a part of the NIOT network. Lt. Travis Martinez leads RPD's community policing efforts and is an active member of the NIOT Law Enforcement Leaders Network, a collaboration between NIOT and the U.S. Department of Justice/COPS Office.

"I am part of Not In Our Town because, as the lieutenant in charge of the Special Operations Bureau, I want to share what we've learned in Redlands, learn from others who are doing this work, and help keep communities safe from those who



victimize others due to their race, religion, nationality, gender, disability, or sexual orientation.

Law enforcement leaders must create a culture in their respective departments that establishes a zerotolerance attitude toward hate crimes.

No matter if it is a swastika being spray-painted on a wall or a murder fueled by racial hatred, law enforcement leaders must have established clear expectations that all hands are on deck when it comes to investigating these types of crimes. When looking at law enforcement's role,

police departments are like offensive linemen, and the community is the quarterback. Officers are tasked with protecting the community so they can enjoy life without the fear of being victimized.

Law enforcement must continually strive to make in-roads with community groups that are susceptible to hate crimes. Successful investigations and prosecutions are

dependent upon witnesses coming forward. If authorities build trust among these groups beforehand, witnesses are more likely to come forward." The Civil Rights Committee of the International Association of Chiefs of Police chose Not In Our Town as one of our top three projects for 2014 because of the level of quality in their films and the value of their work to promote healing within communities.

POLICE CHIEF SUSAN RISELING
 University of Wisconsin
 Police Department;

 Chair, IACP Civil Rights Committee





Learn more about the Law Enforcement Leaders Network: NIOT.org/COPS

# **Finances**





### 2013/2014 FUNDERS

Thank you to all of our donors for supporting and sharing in our vision of a more inclusive world for all! You are an essential part of Not In Our Town.

We extend special thanks to the following major funders for their support:

Einhorn Family Charitable Trust

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Wallace Alexander Gerbode Foundation

Carnegie Corporation of New York

Billings NIOT Steering Committee

Independent Television Service

Whitman Institute

**Graham Family Foundation** 

Thomases Family Endowment,
The Youngstown Area Jewish Federation

Pincus Family Fund

Pacific Gas and Electric Company

**Tooley Communications** 

Our Family Coalition

St. Vincent Healthcare

**Small Change Foundation** 

CrossCurrents Foundation

Wells Fargo Foundation

First Interstate Bank, Billings

Athena Fund

# **Engagement Partners: 2013-2014**

### Thank you to the following partners for helping to spread our message and grow our movement.

#### **COLLABORATORS**

American Federation of Teachers

Association of Prosecuting Attorneys

California Association of Human **Relations Organizations** 

California PTA

Edutopia

FBI, Civil Rights Division

International Association of Chiefs of Police - Civil Rights Committee

KCPT, Kansas City

KPBS, San Diego

Los Angeles County Human **Relations Commission** 

Milwaukee Public Television

National Crime Prevention Council

National Education Association

National PTA

South Asian Legal Defense and Education Fund

The Sikh Coalition

**Teaching Tolerance** 

United Methodist Women

United Religions Initiative

U.S. Department of Justice, **COPS Office** 

#### PROMOTIONAL PARTNERS

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American Library Association, Public Programs Office/ Programming Librarian

Beliefnet.com

California Police Chiefs Association

Center for Problem-Oriented Policing

**Everyday Democracy** 

The Episcopal Church, Ecumenical and Interfaith Collaboration

Holocaust Memorial and Tolerance Center of Nassau County

International Association of Chiefs of Police

Interfaith Alliance

International Association of Official Human Rights Agencies

> Japanese American Citizens League

KQED, San Francisco

Leadership Conference of Women Religious

Leadership Conference on Civil & Human Rights

Muslim Public Affairs Council

National Association of Attorneys General

National Center for Victims of Crime

National Civic League

National Criminal Justice Association

National Network for Arab **American Communities** 

National Sheriffs' Association

Religion Communicators Council

South Asian American Policy & Research Institute

**United Sikhs** 

**WITNESS** 



NIOT's partners have promoted Waking in Oak Creek to an audience of 2 million+ people.



### To learn more, visit www.NIOT.org

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Not In Our Town is the primary project of The Working Group, a non-profit strategic media organization founded in 1988.

# Support our work at NIOT.org/Donate

I'm part of Not In Our Town because there's a lot of discrimination, no matter where you live in our nation. Creating a safe place to have a conversation on the diversity of our communities is what has really worked. We need law enforcement; we need communities; we need churches; we need schools, students, and parents—we need everyone involved, because together, united, we will make that difference.

— ESTELA DE LOS RIOS Director, Center for Social Advocacy San Diego, CA Every community needs a core of people who are committed to justice and equality. Not In Our Town has brought together those people from so many different areas to be that core for educating, for standing up when people are down, and to say this is wrong when it's wrong.

COUNCILMAN KEN CROUCH
 Billings, MT