

BRINGING JUSTICE TO LOUISIANA'S CRIMINAL JUSTICE SYSTEM

As the "prison capitol of the world," Louisiana incarcerates more than 35,700 people and spends more than \$700 million per year on prisons. Yet, many of these offenders are in prison for petty, nonviolent crimes. We recognize that more must be done for society — we must find data-based alternative solutions to best serve all our communities while keeping them safe.

That's why we set out to pass legislation to support reforming Louisiana's broken criminal justice system. PLUS Communications' comprehensive campaign centered around coalition engagement, media education and online engagement to build a broad base of support for groundbreaking reform legislation in 2017.

CONDUCTED AN EDUCATIONAL CAMPAIGN ON THE STATE'S NEED FOR REFORM

Showcased the economic and moral imperative for reform



Secured 120 earned media hits across the state's most popular newspapers including *The Advocate*, *Shreveport Times*, *New Orleans Advocate* and *American Press*.

1,000,000

Generated over 1 million Facebook impressions and 80,000 Twitter impressions.

PUT FACES TO THE REFORM EFFORTS

Organized two opportunities for lawmakers, judges and coalition members to visit Louisiana State Penitentiary at Angola



MOBILIZED A BROAD BIPARTISAN COALITION OF SUPPORT

Engaged strategic coalition partners to influence legislators and educate voters

Smart on Crime Louisiana

Louisiana Family Forum

Louisianans for Prison Alternatives

Southern Poverty Law Center

ACLU

Louisiana Conference of Catholic Bishops

Louisiana Association of Business and Industry

COUNTERED OPPOSITION EFFORTS

Fired back on DA opposition to reform with counterattacks

Flozell Daniels Jr., CEO and President of Foundation for Louisiana: "District attorneys should stop defending the status quo"

Slate: "Louisiana's governor is ready to embrace criminal justice reform. The state's district attorneys want to stop him"

The Times- Picayune: "Is Baton Rouge DA only 'pretending' to embrace criminal justice reform?..."

GENERATED ENTHUSIASM FOR REFORM

Leveraged John Legend's visit to the state to bring national awareness to the state's reform efforts



John Legend: This is radically inhumane policy

CNN Tonight
In an interview with CNN's Don Lemon, John Legend spoke about criminal justice reform legislation he is working on with the governor of Louisiana.
Source: CNN

HOW WE MOVED THE NEEDLE

Generated overwhelming bi-partisan support from both chambers of the Republican-led legislature and Democratic governor



Flozell Daniels Jr., CEO and President of Foundation for Louisiana: "I've been around and near the halls of this Capitol for 20 years now... I am not sure I have seen more impactful legislation passed... We have made a way for us to impact thousands of people's lives."

THE ADVOCATE

"Conservative business groups help carry criminal justice reforms to victory in Louisiana legislature"

The New York Times

"A politically diverse coalition of Louisianans understood that the state would see the benefits of reduced prison populations and increased public safety. And in the end their support made the reforms' passage possible."



"With rarely seen bipartisan support, the House voted to approve three key bills that are part of an overall reform package."



Louisiana will move from #1 to #2 state with highest incarceration rate in the country



Prison population reduced by 12 percent

\$262 million

\$262 million saving in prison spending over the next 10 years



\$184 million invested in treatment and community programs