

“Walking While Black”

Audience Engagement Proposal

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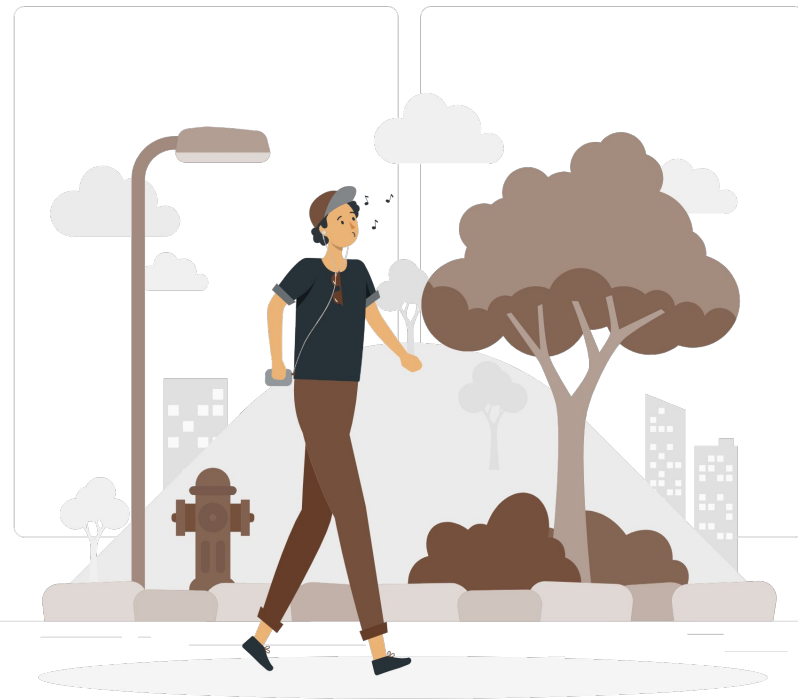


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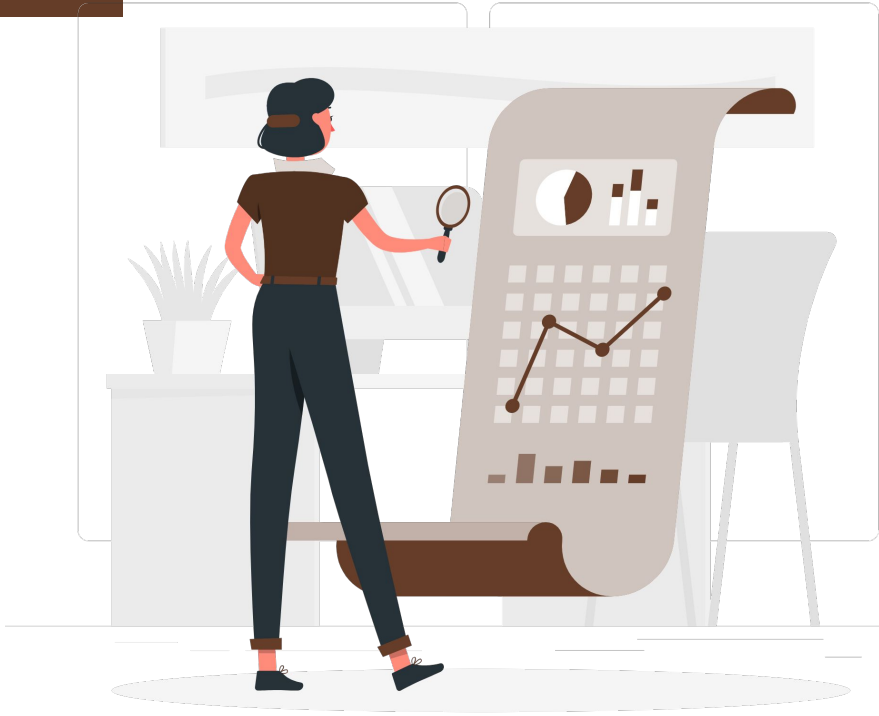
Keeping the conversation
alive + calling folks to action

A partnership between *ProPublica + Florida Times-Union*



The Florida Times-Union

- Jacksonville one of the most dangerous cities for pedestrians due to poor street infrastructure built more so for cars cutting through
- Instead of focusing on reducing speeds and improving sidewalks, law enforcement provide tickets to pedestrian based on a whopping list of violations
- Tickets more commonly doled out to Black people and handed out the most in low income communities of the city



02

Audience Research

“Almost a ⅓ of all tickets issued in the years examined by the Times-Union and ProPublica went to African American males from age 14 to 35.”

There are several demographics/groups of people I could identify, but I wanted to try to find creative ways that were online and in-person to reach this demographic.

**** see speaker notes ****

Community Partners

	Who?	Reach?	Engage/Communicate?
<u>100 Black Men of America (Jacksonville)</u>	Non-profit founded in 1963 dedicated to mentoring young Black men across the country	Currently have 1,679 followers on Facebook page.	Communicate via the Facebook group and they can share the story. Additionally, their mentors may have stories to share with us. Can also host community events following the publication.
<u>Upsilon Lambda Chapter of Alpha Phi Alpha Fraternity, Inc.</u>	Jacksonville chapter of a historically Black fraternity that focuses on scholarship and service.	<u>Facebook page</u> has 564 followers; but for these fraternities, a lot of their work is word-of-mouth to other NPHC fraternities and sororities, and community leaders	Fits into their national programming (that is adapted by each chapter) for <u>"Go to High School, Go to College"</u> . Expose youth to the problem of ticketing; teach them about careers that could help solve the infrastructural issue
<u>Urban Education Symposium Facebook Group</u>	A local community group that works toward educating Black males in the community.	Have 240 followers on the Facebook page, but looking through the photos of events they've had + newspaper articles they have strong reach	Similar to the other organizations, focus on hosting community education programs, speaking with community leaders to get the word out.



03

Content Plan

Instagram

- Highlight data points and quotes from the story
 - Use quotes from the story to support some of the significant data points
- Interactive elements within the Stories feature

Time from Publication	What	Frequency	Time(s) of Day
> 1 month in advance	<ul style="list-style-type: none">- Reaching out for testimonies from followers- Introducing the concept of the story to them- Garnering interest by promoting the newsletter	1-2 times a week (Wed. + Fri. preferred)	Lunch/Midday 11 a.m.-3p.m
Weeks leading up to publication	<ul style="list-style-type: none">- Still encouraging followers to sign up for the newsletter- Featuring some BTS content from the newsletter		
Immediately following publication	<ul style="list-style-type: none">- Pulling out major data points and quotes that demonstrate the city's ideology behind the tickets- Some of the testimonies on our story- Highlight stories happening in other jurisdictions/continued reporting	2-3 times a week (Wed. +Fri. Preferred, Thurs. ok, too)	Lunch/Midday (Wed. 11 a.m.-4 p.m.) (Fri. 10 a.m. - 1 p.m)

Newsletter

- Communicating with the more engaged readers
 - Medium affords more explanation and discussion
- Primarily share updates in reporting
 - Behind the scenes
 - Meet the journalists
 - Meet community partners who helped us report
 - Invites to special events related to pedestrian (+biker) safety

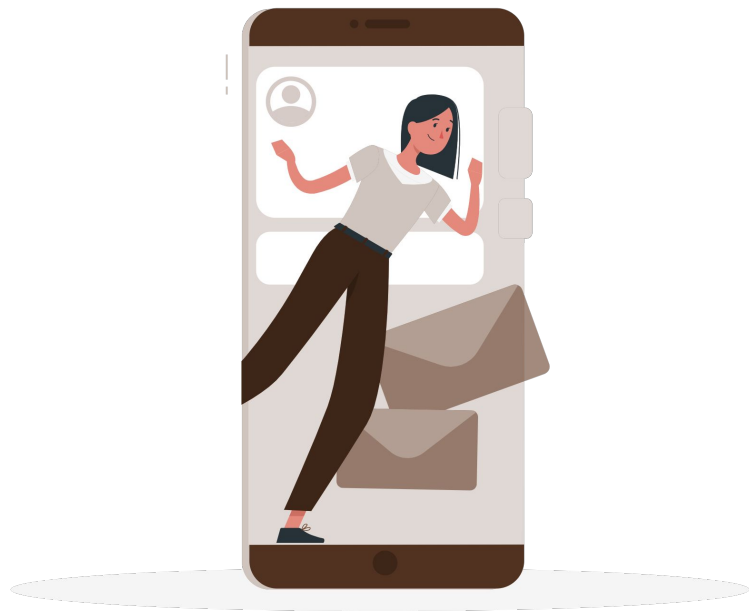
Time from Publication	What	Frequency	Time(s) of Day
Weeks leading up to publication	<ul style="list-style-type: none"> - Behind the scenes content highlighting some of the interviewees, lessons learned by journalists 	Weekly round-up (end of the week or beginning of week) 2-3 times a week <i>(Wed. +Fri. Preferred, Thurs. ok, too)</i>	Mid-morning (9-11 a.m.)** Lunch/Midday (Wed. 11 a.m.-4 p.m.) (Fri. 10 a.m. - 1 p.m)
Immediately following publication (4-6 weeks)	<ul style="list-style-type: none"> - Have focus areas (data, stop and frisk across the country, community partners) - Panel discussions - Other coverage of the story (video from Vox, follow-up reporting) 		

** Since we encourage people to join the FB group, I tried to incorporate some of the best posting times for media on Facebook into our newsletter

Twitter

- Abbreviated storytelling via threads
 - Structure of threads are good since they guide the reader through a narrative dependent on the order in which you post
 - Incidents of citizens getting ticketed
 - Select a data point and explain cause + effect
- Create a few lists of
 - Publication partners
 - Community partners

Time from Publication	What	Frequency	Time(s) of Day
> 1 month in advance	<ul style="list-style-type: none">- Reaching out for testimonies from followers- Introducing the concept of the story to them- Individual tweets as opposed to threads	3-5 tweets on <i>Wed. + Thurs.</i>	Morning (9-11am)
Weeks leading up to publication	<ul style="list-style-type: none">- Encouraging followers to sign up for the newsletter		
Immediately following publication (2-3 weeks)	<ul style="list-style-type: none">- Majority of the tweeting will happen- Intro thread providing the basis for the story- Vignettes of different characters in the story	2 threads a day <i>Wed. + Thurs.</i>	Morning (9-11am)



04

Sample Content

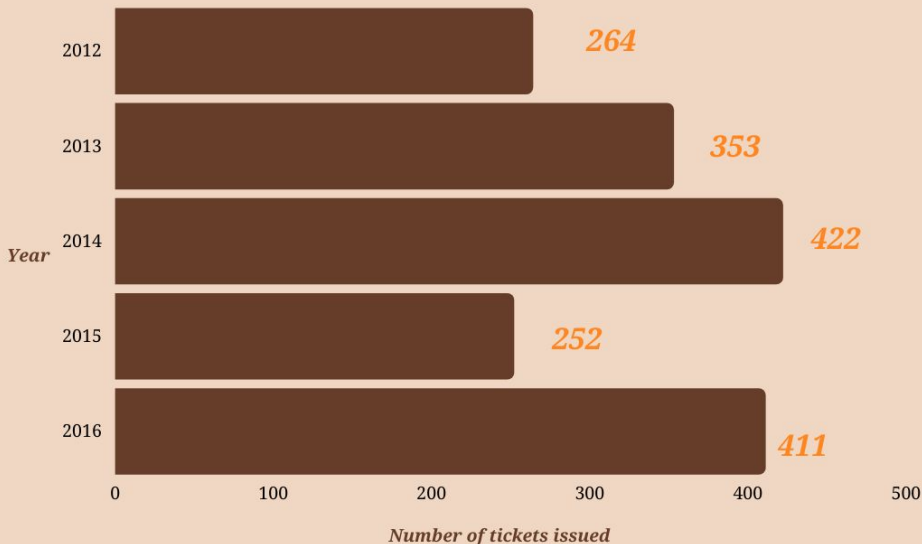
Instagram

** designs on Canva linked above as well **

Selected colors that are similar to the tones in the “Walking While Black” graphic.

Going for a simpler look so as not to draw away from the stats being highlighted.

In the last five years, Blacks received 55% of all pedestrian tickets in Jacksonville, but account for only 29% of the population.



Source: Florida Department of Highway Safety and Motor Vehicles, Florida Court Clerks and Comptrollers

993 bus stops are
more than 300 feet
from a crosswalk.



"I think we have a duty to educate warn and enforce where appropriate until infrastructure is fixed."

— Patrick Ivey, Sheriff's office's second in command

Yet dozens of Jacksonville officers were jaywalking, as observed by ProPublica and Times-Union journalists over a few hours.



Newsletter

**** designs on MailChimp linked above as well ****

Selected colors that are similar to the tones in the “Walking While Black” graphic.

Example of a behind-the-scenes newsletter where an interview with one of the story's experts is described. Also used one of the interactive portions provided in the story.

At the bottom can see some of those community organizations previously mentioned as partners.



Jacksonville is ranked among the top five most dangerous American cities for pedestrians year after year. In response, the sheriff's office issues hundreds of pedestrian citations, alleging to keep citizens safe. However, these tickets are unevenly given to Blacks, and almost all in the city's poorest neighborhoods.

THE REPORTER'S CORNER

"If we're seeing searches on a broad basis that seem to be concentrated in poor Black communities that suggests an ulterior motive for the searches that are ongoing."

—Kenneth Nunn, J.D.

University of Florida Levin College of Law



This week Benjamin Conarck spoke to Kenneth Nunn, a professor of law at the University of Florida's Levin College of Law. Nunn addressed the appearance and consequences of there being more citations within in Black and low-income communities in Jacksonville.

While the sheriff's office claims the tickets can be justifiably used to stop, question and even search someone acting suspicious, only 149 examples of a pedestrian ticket resulted in other criminal charges, according to our analysis of court records.

Let us know what you think! [Tweet @propublica](#) with your thoughts on using pedestrian tickets to justify additional searches.

Can you cross the street legally in Jacksonville?



With 28 different statutes governing how people may walk, getting down the street might not be as easy as it looks. Take [our quiz](#) to learn more.

Get Connected
+ Stay Updated

Want to connect directly with other readers and journalists working on the project? Have a story to tell? Join our Facebook group!

Behind the Scenes: Walking While Black



The Florida Times-Union
[jacksonville.com](#)



Community Partners

Urban Education Symposium
Jacksonville Walking & Biking Advocates



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Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

Twitter

Example of a vignette thread that would be published after the story comes up.

One of the articles is dedicated just to experiences Jacksonville residents have had while being ticketed, so this also serves as an example of ongoing engagement.

Tried to @ a few local authorities, as well as include direct links to some of the facts included.

55% of pedestrian tickets issued in Jacksonville, FL. are issued to Blacks...despite them only making up 29% of the population.

For 48 year-old John Kendrick, the reality of pedestrian ticketing hit home on April 8, 2015 when he received one for walking in the road where sidewalks are provided. {Photo linked [here](#) would be included}

According to Florida law (@FLSenate) in 2015, Kendrick violated 1 of 18 pedestrian traffic rules punishable as a “noncriminal traffic infraction.” Check out the rest of those rules at the link below:
http://www.leg.state.fl.us/statutes/index.cfm?App_mode=Display_Statute&Search_String=&URL=0300-0399/0316/Sections/0316.130.html

The 2015 Florida Statutes

Title XXIII
MOTOR VEHICLES

Chapter 316
STATE UNIFORM TRAFFIC CONTROL

[View Entire Chapter](#)

316.130 Pedestrians; traffic regulations.—

- (1) A pedestrian shall obey the instructions of any official traffic control device specifically applicable to the pedestrian unless otherwise directed by a police officer.
- (2) Pedestrians shall be subject to traffic control signals at intersections as provided in s. 316.075, but at all other places pedestrians shall be accorded the privileges and be subject to the restrictions stated in this chapter.
- (3) Where sidewalks are provided, no pedestrian shall, unless required by other circumstances, walk along and upon the portion of a roadway paved for vehicular traffic.

Unable to park his 18-wheeler in a leased parking spot due to the road being blocked off by police and @JSOPIO Ofc. J.L. Kahre not letting him through, Kendrick parked in a median. (overhead shot of the street)

Kendrick called 911 and the dispatcher instructed him to get the officer's cruiser number. But as soon as he stepped off the sidewalk, Kahre pointed his Taser at Kendrick and arrested him for a pedestrian violation.

Kendrick was detained for hours in the patrol car. {insert screenshot of report}

At deposition, Kahre testified he didn't recall letting a white truck driver pass through and only that Kendrick failed to comply with orders to get back on the sidewalk.

Ultimately, Kendrick hired a lawyer and fought the ticket, receiving a \$10K settlement from the @CityofJax. But the city admitted no wrongdoing

Have you received a pedestrian traffic violation citation? If so, we want to hear your story. Our DMs are open.

{Twitter poll}



05

Ongoing Engagement

Opportunities for ongoing engagement

Community events with the organizations I mentioned before

Continued reporting that can be tweeted out and included in the newsletter

Especially other jurisdictions with a similar issue of disproportionate ticketing

Coverage (and even hosting) of community forums related to:

Safety reviews + encouraging drivers to take more heed

Bettering community policing relations

Pedestrian ticketing

Safety reviews + encouraging drivers to take more heed