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Conducting public relations research with the best practices methods

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INTRODUCTION

HISTORY OF ORGANIZATION

The Oklahoma Messages project was proposed in May 2010 and formed the following July. Redeeming the Family was the original name of this project until the non-profit rebranded and became the Oklahoma Messages Project (Oklahoma Messages Project, 2017).

This organization was formed to serve children in the state of Oklahoma who have incarcerated parents. The program aims to boost children's reading and literacy skills as well as reduce nightmares, anxiety, anger and depression, all while allowing children to stay connected with their parents. As a result, children experience an improved sense of emotional well-being, less anger and acting out and a higher level of self-esteem. The US Department of Justice shows that children without strong reading skills by 4th grade are 75-80 percent more likely to end up in jail, on welfare, or homeless (Oklahoma Messages Project, 2017). This program gives these children a better chance at more successful outcome in school and better relationships at home.

The Oklahoma Messages Project's mission is to serve the most vulnerable, at-risk children in our communities and the state of Oklahoma: those who have incarcerated parents (Oklahoma Messages Project, 2017).

After successfully piloting the program in two prisons, the Oklahoma Messages Project expanded to eight prisons by the following fall, and have continued to grow and serve more children ever since (Oklahoma Messages Project, 2017). The Department of Corrections invited the program into every one of the 17 public prisons and in 2012 the organization was awarded the Oklahoma DOC Volunteer Organization of the Year for the high, positive impact on children and families of the program (Oklahoma Messages Project, 2017).

The organization launched their first annual Kids Outdoor Adventure Day in 2014. This event provides a fun day of outdoor activities at a ranch, a camp, or other venue. The organization has plans to implement more beneficial activities for the children in the years to come including a daddy daughter dance and a father son basketball tournament.

The Oklahoma Messages Project has a few influential factors that have assisted with the organization's progress. The first, the influence that the Oklahoma Messages Project has received from the Messages Project of Virginia. Founded by Carolyn LeCroy, the Messages Project of Virginia uses videos and media to mend the broken bond between incarcerated parents and their children (Oklahoma Messages Project, 2017). The Messages Project of Virginia is a clear influencer of this organization; however, the Oklahoma Messages Project strictly serves children in Oklahoma.

Another influential factor on the Oklahoma Messages Project, ReMerge, is a program that helps incarcerated mothers and pregnant women become productive citizens in society. This program is influential on the Oklahoma Messages Project because of its interest in helping incarcerated parents (females) right their wrongs and learn from their mistakes (ReMerge Oklahoma, 2017). ReMerge specifically aims to help mothers, though, while the Oklahoma Messages Project is interested in both parent sexes.

Finally, New Hope Oklahoma focuses on the children of incarcerated individuals. This organization provides various after school programs for children affected by their parent's wrongdoings (New Hope Oklahoma, 2017). Though the Messages Project of Virginia, ReMerge and New Hope Oklahoma share similarities with the Oklahoma Messages Project, Oklahoma Messages Project provides a sort of umbrella over each of their services: it assists families across regions of Oklahoma, these families' incarcerated parents and the children affected by the incarcerated individuals.

After participating in the Oklahoma Messages Project, most children showed less depression and sadness, were happier and more peaceful, experienced less anger, and were less likely to be anxious and act out. These children had higher self-esteem and a better bond with their parent and caregiver. The increase in self-esteem sets children up to be more successful by building healthy relationships. Most children who received messages from their parents showed improvement in reading and showed significantly more interest in school. This increases their likelihood of staying in school and out of prison (Oklahoma Messages Project, 2017).

There are future factors that may alter the course of this non-profit organization. Some of these factors include: funding, lack of awareness, public perception of incarcerated parents, and other organizations similar to this project (known as competitors). Though these factors can be detrimental, they can also be controlled with research and implementation.

The overall status of the Oklahoma Messages Project organization today can be described as this: a solid foundation with plenty of potential to grow. This nonprofit is in need of public relations and research to gain trust and support by its various publics. Though the Oklahoma Messages Project has progressed since its creation in 2010, the organization is still facing issues with awareness, acceptance and action.

CULTURE OF ORGANIZATION

Inspired by the Messages Project of Virginia, the Oklahoma Messages Project is a nonprofit organization with a mission of “serving children of incarcerated parents with a proven Literacy & Prevention program to maintain a connection with parents and improve the child’s reading, social, emotional, and educational outcomes” (Oklahoma Messages Project, 2017). Since its beginning in January of 2010, the Oklahoma Messages Project envisions making a positive difference in the lives of children with incarcerated parents. This nonprofit organization has a specific set of goals: keep the vital connection between parent and child, reduce kids’ anxiety and sadness, improve their outcomes -- and most of all, give them hope (Oklahoma Messages Project, n.d.). By using children’s incarcerated parent(s) to show the power of reading and the importance of a parent-child relationship, the Oklahoma Messages Project attempts to boost children’s self-esteem, improve their reading skills and reduce their anxiety.

There are thousands of children in the state of Oklahoma that have one or both parents in prison. Being raised in this predicament gives these children a higher risk for delinquency, academic failure and substance abuse. Additionally, without intervention and prevention programs, they are seven times more likely to be incarcerated than other children (Oklahoma Messages Project, 2017). By believing in the potential of every child, the Oklahoma Messages Project “boost children’s reading and literacy skills, reduces nightmares, anxiety, anger, and depression, and allows them to stay connected with their parents” (Oklahoma Messages Project, 2017). These goals are met with a result of children’s improved outcomes at school, better relationships at home and an overall improved emotional well being. Reminding kids to be kids while improving their mindset, academic performance and relationships with their parents is a unique environment this organization implicates. The Oklahoma Messages Project is “Creating messages. Mending hearts. [And] Rebuilding families.” (Oklahoma Messages Project, 2017).

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[And] Rebuilding families.” (Oklahoma Messages Project, 2017).

The Oklahoma Messages Project provides internal experiences for its donors, volunteers and staff. Volunteers and staff members must go through training to become DOC certified in order to go enter the prisons for filming sessions. They are also trained in the more technical side of things like familiarizing themselves with the camera equipment. The prisoners undergo on-camera training prior to filming sessions, where they learn how to read interactively.

The Oklahoma Messages Project’s founder and Executive Director Cheri Fuller believes in the potential of every child. Fuller cares deeply about children, believes in the potential of every single child, has taught children and high school students her whole life and has written books about the need for parent-child relationships (C.Fuller, personal communication, 2017). Fuller’s focus: helping children unlock their learning potential.

FINANCES OF ORGANIZATION

The Oklahoma Messages Project runs on a budgeted total income/profit of \$200,161; this total revenue is allocated between program expenses, administrative expenses, fundraising expenses and payments to affiliates (Fuller, 2017). With no state or federal funding, the Oklahoma Messages Project relies on its donors, volunteers and staff (Fuller, 2017).

In addition to its individual donors, the Oklahoma Messages Project receives its funding primarily from small individual grants (around \$10,000) and a few family foundations (C. Fuller, personal communication, 2017).

For a year of messages transported from the prisons to children’s home, the operating funds cost about \$100-\$125 per child (C. Fuller, personal communication, 2017). Other operating costs include cameras, backdrops, lighting, new books, travel to and from the prison, shipping costs, etc. (C. Fuller, personal communication, 2017).

ECONOMIC INFLUENCES ON ORGANIZATION

As of February of 2017, Oklahoma was officially out of a recession (Green, 2017). Oklahoma real personal income continued its long-term growth in quarter one of 2017, while also staying above the United States average (Evans, Gray & McPherson, 2017). Inflation rose 0.1 percent in July which is below the United States federal government’s 2% target (Evans, Gray & McPherson, 2017). Gross job growth from September to December 2016 totaled 79,388 while gross job losses numbered 76,784 for the same time period. In total gross job gains exceeded gross job losses by 2,604, “marking the second quarter of positive net change after six consecutive

quarters of negative net change” (Evans, Gray & McPherson, 2017). All this encourages a culture of philanthropy and allows donors to feel more comfortable and confident to support nonprofits like the Oklahoma Messages Project.

ECONOMIC INFLUENCES ON ORGANIZATION

The Oklahoma Messages Project does not rely on state or government funding; therefore, the project is not directly affected by political changes. One example of a positive influence on the organization is Cyndi Munson, a woman that is both in the House of Representatives for the state of Oklahoma and on the Oklahoma Messages Projects’ board of directors.

PUBLIC OPINION ON ORGANIZATION

Overall, the public opinion of the organization seems positive, but the portion of the public being reached is small. When talking about the Oklahoma community as a whole, a large part of this public is unaware of this non-profit and the services the project provides. Overall, public perception of incarcerated parents is very negative; yet, the portion of the public that has learned about this non-profit reacted positively. In order for the Oklahoma Messages Project to continue to grow in a positive direction, the organization needs to reach more of the community. The Oklahoma Messages Project is successful organization up to this point, but it has more potential on the basis of reaching more citizens of Oklahoma and raising awareness.

KEY FACTS

THE OKLAHOMA MESSAGES PROJECT FACTS

The Oklahoma Messages Project launched in May 2010 and was officially formed as an organization in July 2010 by its current Executive Director, Cheri Fuller (C. Fuller, personal communication, 2017). The program was inspired by the Messages Project founded by Carolyn LeCroy in 1999. LeCroy's teams have filmed over 10,000 videos to help kids connect with their incarcerated parent(s) (Oklahoma Messages Project, 2017). Based on their national model, Cheri established the Oklahoma Messages Project to serve at-risk children in the state of Oklahoma. Fuller's idea for the organization also came from a 2008 article in the Daily Oklahoman about the effects of prison on kids and their quality of life with an incarcerated parent (C. Fuller, personal communication, 2017). Her passion for children and dedication towards helping kids reach their full potential is the driving force behind the organization (C. Fuller, personal communication, 2017).

The Oklahoma Messages Project is a socially responsible organization, established to support children and teens with incarcerated parents. The client accomplished this by improving reading and literacy rates (C. Fuller, personal communication, 2017), reducing stress, anger, and/or depression, and connecting kids with their parent(s) in prison. Boosting literacy rates is especially important to break the cycle of incarceration (C. Fuller, personal communication, 2017). This project gives kids with incarcerated parents a better emotional state and a higher chance of success.

After successfully expanding to eight prisons, the Department of Corrections invited the program into every one of the 17 public prisons to work with the incarcerated individuals (Oklahoma Messages Project, 2017). In 2012, the Oklahoma Messages project was awarded the Oklahoma DOC Volunteer Organization of the Year for the high, positive impact on children and families in the program (Oklahoma Messages Project, 2017). The project was also awarded the Citizenship Award for Impact on Children and Families in 2016 (Oklahoma Messages Project, 2017).

Unlike other programs, the Oklahoma Messages Project is dedicated to both incarcerated individuals and their children. Several other programs in the state differ by being focused solely on incarcerated individuals that further his/her rehabilitation efforts in some way.

BRAND IMAGE

The current image of the Oklahoma Messages Project is positive, although there has not been much coverage regarding news or social media. There has only been one article written in 2017, a few from 2016, and one from 2015 that is not found on the website (Oklahoma Messages Project, 2017). This lack of news coverage affects the lack of interactions on social media. There is minimal interaction on Facebook, Twitter and Instagram, with most posts averaging five likes and zero comments (OKMessages, 2017). There are also about 1,700 page likes on Facebook, 157 followers on Instagram and 745 followers on Twitter (Oklahoma Messages Project, 2017). Awareness is the key issue with this organization. Consequently, our desired outcome is to raise the awareness of the project with the different publics.

The greatest challenge for the Oklahoma Messages Project is the people who are against prisoners having contact outside of their environment. Those who oppose the program feel that prisoners should not have the “privilege” to connect with their children. The Oklahoma Messages Project wants prisoners to connect with their children in order to establish and maintain bonds, even though it is challenging. Maintaining these relationships directly correlates with feelings of self-worth, emotional security and ability to learn.

Some direct competitors of the Oklahoma Messages Project are the Oklahoma Jail & Prison Ministries, New Hope Oklahoma and other church prison outreach programs. The Oklahoma Jail & Prison Ministries do not have a Twitter or Instagram and have minimal interaction on Facebook (Oklahoma Jail & Prison Ministries, 2017). However, New Hope Oklahoma has all social media outlets, with 293 followers on Instagram, 1,147 page likes on Facebook and 184 followers on Twitter (New Hope Oklahoma, 2017). The news coverage of both organizations are positive.

A few indirect competitors are the Education and Employment Ministry (TEEM) and ReMerge Oklahoma. The Education and Employment Ministry is a nonprofit based in Oklahoma focused on breaking family cycles of incarceration “through education, personal development, and work readiness training” (The Education and Employment Ministry, 2017). Although they have received more news coverage, TEEM’s latest article in their newsroom is not updated. ReMerge Oklahoma is a nonprofit designed to support soon-to-be incarcerated pregnant women and mothers and help them become better citizens (ReMerge Oklahoma, 2017). Though these competitors are interested in the betterment of incarceration, the Oklahoma Messages Project aims to help both the incarcerated individuals and the children of them.

KEY FEATURES

THE OKLAHOMA MESSAGES PROJECT

The Oklahoma Messages Project, a 501-c3 nonprofit organization, is a literacy and prevention program that serves children of incarcerated parents in Oklahoma and helps mitigate the damage of incarceration (Oklahoma Messages Project, 2017). By using multimedia filming of parents in prison reading books to their children, the Oklahoma Messages Project helps maintain and improve the parent-child relationship, boost literacy, and improve the child's social, emotional, and educational outcomes (Oklahoma Messages Project, 2017).

Each year volunteers visit all 17 public prisons across the state of Oklahoma for several months before Christmas, Mother's Day and Father's Day to film parents reading books to their children and sharing personal messages (C. Fuller, personal communication, 2017). Oklahoma Messages Project sends the children completed videos on DVD along with the book that the parent read. In doing this, Oklahoma Messages Project serves children in 70 out of the 77 counties in Oklahoma (Oklahoma Messages Project, 2017).

OUTDOOR ADVENTURE DAY

Oklahoma Messages Project also programs an Outdoor Adventure Day in the summer for children and volunteers. This event hosts children aged three to 16 who are affected by incarceration (Oklahoma Messages Project, 2017). Attendees of the Outdoor Adventure Day receive a t-shirt, a backpack, books and lunch and have the opportunity to participate in games and activities, Moon Bounce, water slides and more (C. Fuller, personal communication, 2017).

PURPOSE

The Oklahoma Messages Project was created to keep the vital connection between parent and child, improve their reading skills and help to prevent the child from a future in the criminal justice system (Oklahoma Messages Project, 2017). In doing this and through surveys, Oklahoma Messages Project has found other results including a reduction of anxiety and boost of self-esteem.

IMPROVES READING

The Oklahoma Messages Project was created to keep the vital connection between parent and child, improve their reading skills and help to prevent the child from a future in the criminal justice system (Oklahoma Messages Project, 2017). In doing this and through surveys, Oklahoma Messages Project has found other results including a reduction of anxiety and boost of self-esteem.

REDUCES ANXIETY

Of children who have participated, 65 percent experience less depression and sadness, 85 percent are happier and more peaceful and 55 percent experience less anger, anxiety and acting out (Oklahoma Messages Project, 2017).

BOOSTS SELF-ESTEEM

Of children who have participated, 78 percent had higher self-esteem and 88 percent had a better bond with their parent and caregiver; these increases allow the children to be more successful in building healthy relationships (Oklahoma Messages Project, 2017).

MATERIALS

The Oklahoma Messages Project relies on the goodwill of volunteers, donors and corporate sponsors. Additionally, the Oklahoma Messages Project requires the participation of prisoners and their children as well as other affected family members. Necessary staff includes CEO Cheri Fuller, Program Manager Holme Fuller, the Board of Directors and occasionally interns (C. Fuller, personal communication, 2017). The Oklahoma Messages Project also employs Elevation Brands a third-party digital marketing company to oversee their website (C. Fuller, personal communication, 2017). Additional necessary materials include books and various recording equipment.

CREATORS

Executive Director Cheri Fuller works with numerous volunteers, the Board of Directors, and the program manager to provide all their services. Participating prisoners also assist in the creation of the product by reading the books on camera.

VENDORS

FULL CIRCLE BOOKSTORE

Full Circle Bookstore donates books to the Oklahoma Messages Project. Full Circle is the largest independent bookstore in Oklahoma; the organization has been operating for more than 30 years and currently carry more than 60,000 titles (Full Circle Bookstore, 2017). Full Circle is known for its classic 13-foot oak bookcases with rolling ladders, wood burning fireplaces, comfortable seating arrangements and a staff composed of genuine readers and book lovers (Full Circle Bookstore, 2017).

SMART START OKLAHOMA

Smart Start Oklahoma also donates leftover books from their own services to Oklahoma Messages Project. The nonprofit is Oklahoma's statewide early childhood initiative and also serves as the state's Early Childhood Advisory Council (Fuller, 2017). The Oklahoma Messages Project seeks to provide better opportunities to children and families in Oklahoma by coordinating an early childhood system focused on strengthening families and school readiness for all children.

PROCESSES

FILMING

Volunteers receive training over protocol for how to interact with prisoners and how to instruct them interactive reading methods. Before working with prisoners, volunteers must fill out the volunteer application on the Oklahoma Department of Corrections website, complete a background check and attend a volunteer training (C. Fuller, personal communication, 2017).

The Oklahoma Messages Project works with the individual prisons to determine a series of dates during which the Oklahoma Messages Project can come in and film prisoners; then, required documents and a sign-up sheet is given to the prison chapel office (C. Fuller, personal communication, 2017). A poster is designed, printed and posted in the prisons explaining the Project, necessary steps required to participate and the date of visit. Signups are sent back to the the Oklahoma Messages Project and they compile the addresses and names. The Oklahoma Messages Project must receive approval from the current family or guardians of the children before filming.

Parents are instructed how to interactively read on camera and talk to their children, and they are also informed about the process and what is and is not acceptable (C. Fuller, personal communication, 2017). Participants select a book their child will enjoy and then begin to record their message and reading. Lastly, volunteers work to edit the film, burn the DVDs, put in sleeves, package the DVDs with the corresponding books and address and ship the packages.

EQUIPMENT

Necessary electronic equipment for filming and video production include cameras, microphones, batteries, lighting rigs, blank DVDs, DVD sleeves, necessary computer software to edit and burn the DVDs. Additional required equipment includes hand painted video backdrops and printing materials for flyers, posters, handouts and brochures. Mailing materials including packages, envelopes and postage is required. Software is needed for graphic design and video editing. Equipment costs total 100 to 125 dollars per child per year (C. Fuller, personal communication, 2017).

PRODUCTS

The Oklahoma Messages Project is active in 70 of the 77 counties in Oklahoma (Oklahoma Messages Project, 2017). By initiating contact with incarcerated individuals at prisons, the Oklahoma Messages Project is able to extend their reach to those individuals children, grandchildren and other impacted family members. Unfortunately, there have been a few unintended uses for the video products. According to Cheri Fuller, founder of the Oklahoma Messages Project, filming in the past has been interrupted and stopped due to inmates attempting to speak through the videos to their significant others, rather than their children (C. Fuller, personal communication, 2017).

KEY PUBLIC BENEFITS

NEED FOR CONTROL

Through its activities, the Oklahoma Messages Project allows key publics to assert control in their lives. The Oklahoma Messages Project helps to alleviate guilt on the part of the children who might blame themselves for their parents' incarceration and their parents who feel a sense of guilt for not being there for their children. In addition, the Oklahoma Messages Project alleviates fear in the parents who might be afraid of what might happen to their children, and the children themselves, who have to face the world without one or both of their parents. Anxiety and guilt are two of the biggest issues facing children with incarcerated parents (Oklahoma Messages Project, 2017). As a result, children often suffer from sleeplessness and nightmares as well as attention and learning disorders in school (Oklahoma Messages Project, 2017). The Oklahoma Messages Project gives children and their incarcerated parents an escape from pain. The Oklahoma Message Project videos and outreach programs give parents and children an escape from some of the trauma caused by incarceration within the family.

NEED FOR COMPANIONSHIP

When children have incarcerated parents, they often feel out of place and unwanted. The Oklahoma Messages project provides them with support which develops a sense of belongingness. Similarly, these children and their parents work to maintain their relationships with one another. Thus, the Oklahoma Messages project satisfies the need for companionship through increasing acceptance and belongingness among the children and improving family relationships among prisoners and their children.

NEED FOR CONFIDENCE

The need that is perhaps most satisfied by the Oklahoma Messages Project among its key publics is the need for confidence. When children actively read books with their parents, they often receive praise and celebrate accomplishments for their improving literacy skills. Parents receive praise for taking an active role in their children's lives, which leads to personal validation. Volunteers and donors receive recognition when they donate their time and resources to the Oklahoma Messages Project, whether intentional or not. The children improve their reading skills, equipping them for school and their future (Oklahoma Messages Project, 2017). The program enriches the lives of the children, parents, donors and volunteers. The children get more contact with their parents and vice versa. Donors and volunteers satisfy their altruistic needs of giving back to the community while enhancing and protecting their reputations. Finally, the Oklahoma Messages Project gives a sense

of pride and ownership. The children are proud of their enhanced reading skills and their parents for maintaining a relationship with them. The parents are proud that they were able to maintain a relationship with their children and take an active role in their children's upbringing, pushing them to stay out of prison when they are released.

SUMMARY

The Oklahoma Messages Project benefits each of its key publics: incarcerated parents, their children, donors and volunteers. Parents are able to rebuild and maintain relationships with their children. Children are able to continue relationships with their parents as well as receive encouragement to learn. Donors get to see their dollars be utilized in-state and for an organization that has seen success. Volunteers are able to directly see the benefits of their actions as they work with the prisoners, children and their families.

Unlike other organizations, the Oklahoma Messages Project provides all of these benefits through a program rooted in literacy and prevention. Additionally, it is not just about the immediate needs of incarcerated person, but their familial needs as well.

SITUATION RESEARCH

BACKGROUND

The Oklahoma Messages Project's lacks general awareness, which is likely due to inconsistent and infrequent messaging from the organization. The client must keep the organization's mission top of mind in all of the organization's communication, which will likely raise awareness across the state of Oklahoma. Program Director Cheri Fuller believes the organization's biggest need is more funding (C. Fuller, personal communication, 2017). By raising awareness of the program and the positive effects it has on the cycles of incarceration, the organization can expect to receive more donors and volunteers. This increase will give the organization more funds to help incarcerated people and families in Oklahoma.

Inconsistency of the Oklahoma Messages Project, both internally and externally, has hindered the organization's efficiency. Throughout the client's history, different people have managed social media platforms. These changes have led to an inconsistency in tone across the organization's social media platforms. Currently, the program's Facebook account has 1724 likes, the Instagram account has 159 followers and the Twitter account has 780 followers (Oklahoma Messages Project, 2017). The client likely finds it difficult to spread awareness on social media when account activity is inconsistent and follower interaction is minimal. The Facebook account only has one review for the organization, though it is a five-star review (OKMessages, 2017). These issues with social media are easily fixable.

The Oklahoma Messages Project has also been unable to secure sufficient coverage in the media. The last press coverage was July 13, 2017 (Bitterman, 2017). In the first nine months of 2017, the Oklahoma Messages Project only appeared in the media three times. These publications are the Oklahoman, Native News Online, and Oklahoma Watch (Oklahoma Messages Project, n.d.). There are more than 50 print newspapers in Oklahoma, and the Oklahoma Messages Project should be leveraging these publications' audiences through press releases and media sponsorship (Oklahoma Messages Project, n.d.). Different newspapers will target different demographics, and the Oklahoma Messages Project should be dialing strategically on different audiences to promote awareness.

A lack of awareness impacts the organization's donors, sponsors, grant makers and volunteers. Without knowledge of the organization itself, and/or the organization's mission and effects, the general public delegitimizes the Oklahoma Messages Project's purpose and does not allow for the client to reach more audiences. Though these are hindering the organization, there are many ways to improve these pitfalls.

CONSEQUENCES

Greater awareness is imperative to the continued success of the organization. Increased knowledge throughout Oklahoma will allow the program to secure more funds and more volunteers, which will allow the organization to expand and aid more incarcerated parents and their children. The Oklahoma Messages Project's mission is to serve the children of incarcerated parents (Oklahoma Messages Project, 2017). Promoting the organization's mission is a great reflection of the nonprofit's problems with messaging: different wording of this mission appears on different publications that are released by the organization.

These conflicting mission statements are quite pressing to fix if the organization wishes to grow and fight against complacency. Additionally, remedies must occur to fix the organization's issue with a lack of sufficient funds and stakeholders. It is likely that the organization will always require more funds and more volunteers, since the organization will always seek to aid more children. However, the children and parents who are currently unable to receive aid from the Oklahoma Messages Project will continue to be affected by the lack of awareness and lack of funding of the organization.

Though it's an issue, this situation will not negatively impact the organization's bottom line, since the client has shown no sign of losing previously secured funds. In fact, the Oklahoma Messages Project's year-over-year growth for the past two years is 23.26 percent, indicating that the program's operating budget is healthily growing (Fuller, 2017). The client can further positively impact this growth by spreading the organization's mission on a larger scale.

The Oklahoma Messages Project has an opportunity to focus on consistent messaging to build awareness throughout the state. If done efficiently, this will allow the organization to influence more attitudes to donate, volunteer and spread the organization's mission. This is an opportunity to expand into more counties, aid more families, secure more volunteers and donors, obtain more contacts and attain greater awareness throughout Oklahoma.

RESOLUTION

The current situation of the Oklahoma Messages Project is completely contingent on the amount and quality of information that is accessible about the organization. The situation can begin to be resolved to the mutual benefit of the organization's publics and the organization itself by creating a unified, multi platform campaign to increase awareness and consequently receive more funds and volunteers. This needs to take a high priority for the organization's staff and top management because the inconsistent and infrequent messaging that is currently available is hindering the program and the client's ability to achieve its mission.

Fortunately, the Oklahoma Messages Project is aware that a problem exists and is committed to resolving the situation. Fuller is aware of a need for more funding through grants, donors and sponsors, but the nonprofit has not seemed to realize the greater need for more awareness. By establishing an innovative and focused plan, the Oklahoma Messages Project can diminish the situation and expand their brand throughout the state.

Though a lack of awareness is an obstacle, it's also a huge opportunity for improvement. The Oklahoma Messages Project stands firm on a unique mission, and if the organization is able to communicate this mission and its effects on the population of Oklahoma, awareness will be spiked.

ORGANIZATION RESEARCH

PERFORMANCE

The Oklahoma Messages Project is a nonprofit organization based in Edmond, Oklahoma that serves 70 of the 77 counties of the state of Oklahoma (Oklahoma Messages Project, 2017). The organization serves the children of incarcerated parents with a literacy and prevention program and Outdoor Adventure Days (Oklahoma Messages Project, 2017). The main goal of the program is to stop the familial cycles of incarceration and to maintain the bond between children and their guardians in prison (C. Fuller, personal communication, 2017).

In 2016, the Oklahoma Messages Project helped over 2,700 children in the state (Oklahoma Messages Project, 2017). According to research conducted by the University of Oklahoma, the nonprofit had positive impacts in the children it served. Eighty-eight percent had less depression and sadness, 71 percent were less anxious and worried about their parents, 69 percent had improvements in overall behavior, 72 percent showed improvement in reading and 78 percent experienced improvement of self-esteem (Fuller, 2017). This research demonstrates the quality of the services that the Oklahoma Messages Project provides and the impact those services have on the children the client has served.

In addition, the non-profit has won two awards for its work. In 2012, the Oklahoma Messages Project was awarded the Oklahoma DOC Volunteer Organization of the Year for the high, positive impact on children and families the program has served (Oklahoma Messages Project, 2017). In April 2016, Executive Director Cheri Fuller and the organization were given the Citizenship Award by the Oklahoma chapter of the National Council on Families for contributions to children and families (Oklahoma Messages Project, 2017).

Over the past three years, the quality of the Oklahoma Messages Project has steadily remained the same and has shown signs of improving. On the fiscal side, the non-profit generated \$163,631 in 2016, up \$30,878 from 2015 and \$64,123 from 2014 (Gross, 2015). Each year, the Oklahoma Messages Project generated enough revenue to maintain functions. The client has budgeted \$200,161 for fiscal year 2017 (Fuller, 2017). Furthermore, the nonprofit has secured grants from the Cherokee Nation and the Chickasaw Nation, and is looking for support from other tribal nations in Oklahoma (C. Fuller, personal communication, 2017). In terms of expanding the organization's programs, the Oklahoma Messages Project had the first annual Outdoor Adventure Day in 2014 (Oklahoma Messages Project, 2017).

According to Executive Director Cheri Fuller, the Oklahoma Messages Project is planning other events for both the children and the parents it serves (C. Fuller, personal communication, 2017). The performance of the organization is strong and has the opportunity to be even stronger.

NICHE

Two factors set the Oklahoma Messages Project apart from the organization's competitors. First, the client serves not only incarcerated parents but also their children. Using activities aimed at maintaining parent-child bond and outreach to support the children is able to help both parents and children. Next, the Oklahoma Messages Project's primary focus is the evidence-based literacy program designed to improve the lives of the children with incarcerated parents (Fuller, 2017). This literacy program involves parents choosing a book, learning how to interactively read the book and filming the reading to be sent to their child. Once filming has taken place, the book and the video are sent to the child. All inmates wishing to make a video are encouraged to take part in the program. The filming days for the organization are announced weeks in advance, and individuals are required to first fill out a legal guardian consent form.

During the past three years, the Oklahoma Messages Project has been working to expand the organization's activities. In 2014, the Oklahoma Messages Project held the first Outdoor Adventure Day, an event for the children that the nonprofit serves. This event provides a day of fun outdoor activities held at a ranch, a camp or other outdoor venue (Oklahoma Messages Project, 2017). The nonprofit wants to have more events, such as daddy-daughter dances and basketball tournaments for the inmates and their children (C. Fuller, personal communication, 2017).

STRUCTURE

The Oklahoma Messages Project's mission statement is "Serving children of incarcerated parents to maintain a healthy connection with parents and improve the child's social, emotional, and educational outcomes" (Oklahoma Messages Project, 2017). Though the organization has no stated vision statement, the mission statement addresses the organization's goals. The client's business plan is to receive enough donations, sponsorships and volunteers to make more activities possible. The Oklahoma Messages Project must create awareness in order to accomplish these goals

As of 2017, the Oklahoma Messages Project has two full-time employees: the Chief Executive Director/Officer Cheri Fuller and her husband Holmes Fuller, who serves as the program manager. The communications activities are shared between Fuller and other volunteers. Elevation Brands, a digital marketing firm in Kansas City, Kansas (and arm of Miller Meiers), handles the website design

and development (C. Fuller, personal communication, 2017). Other than Fuller's involvement in communications activities, it is inferred that there is no specified seat for communications at the table when it comes to decision making. To fix inconsistency in messaging, Fuller must make sure that her statements on behalf of the program align with other messaging from the organization, such as the content posted by Elevation Brands on the Oklahoma Messages Project's social media accounts.

The Oklahoma Messages Project maintains a social media presence on Facebook, Twitter and Instagram. Through these platforms, the organization publishes content such as activities, testimonials, statistics and opportunities to get involved. The nonprofit's website hosts information pertaining to the organization's history, what it does, the board of directors and methods to volunteer and donate.

The services and products used by the organization are likely to change within the next year with advancements in technology. This will pose an added need for donor and volunteer support.

INTERNAL IMPEDIMENTS

The main impediment of the Oklahoma Messages Project is the staff size. With only volunteers and two employees handling the internal operations of the organization, the organization needs more personnel to devote to public relations and outreach. The best way for the OK Messages Project to overcome this impediment is to hire another full-time employee, which is a top need of the organization (Fuller, 2017). This ties back to the need for funding. Since the Oklahoma Messages Project does not rely on any state or federal funding, all funding comes from sponsorships, grants and donations. In order to hire an additional employee, the nonprofit must have enough funds to pay a \$32,000 salary (Fuller, 2017).

COMPETITION

Competitors of the Oklahoma Messages Project, such as the Oklahoma Jail & Prison Ministries, other church prison outreach programs, New Hope Oklahoma, the Education and Employment Ministry (TEEM) and ReMerge Oklahoma, have one thing in common: improving the aftermath of incarcerated individuals. These organizations compete to help incarcerated people, yet only the Oklahoma Messages Project is interested in both the incarcerated parents and the children that are affected. Each of these competitors has little coverage, but what coverage each of them has is positive.

Oklahoma Jail & Prison Ministries (OJPM) and other church prison outreach programs use a Christian approach to help people that are incarcerated. Contrary to the Oklahoma Messages Project, these types of organizations offer religious

advice in helping individuals better their lives post incarceration. This performance level may work better for some incarcerated individuals, but for publics without religious views, these tactics may not be as successful. OJPM has been running for 26 years and in these years has helped 434,915 individuals (Oklahoma Jail & Prison Ministry, 2017). In the last three years, OJPM has helped more and more people; however, this competitor seems to only keep a small but steady growth on the number of individuals helped per year. Therefore, in the next three years, these prison outreach church programs can expect to increase, though not by much. Organizations that are religious based have exceeded the number of people helped by the Oklahoma Messages Project, likely due in part to the organizations' duration of existence. However, being religion-based keeps these organizations in a barricade from reaching more publics. The Oklahoma Messages Project can capitalize on this, because the nonprofit aims to help incarcerated individuals with or without religious views.

New Hope Oklahoma, an organization that provides services to children of incarcerated parents free of charge, focuses on the children only. This organization's resources are after-school programs, community-based programs, summer camps, family gatherings and retreats (New Hope Oklahoma, 2017). Contrary to the Oklahoma Messages Project, New Hope Oklahoma is only interested in benefitting the lives of children of prisoners, but does not have an interest in fixing family relationships that have been torn because of incarceration. New Hope Oklahoma began in 1992, and today serves more than 400 children in Oklahoma (New Hope Oklahoma, 2017). With various events and programs, this organization is flexible and offers several opportunities to help children throughout Oklahoma. New Hope Oklahoma has consistently implemented more programs to keep up with Oklahoma's high incarceration rates, and within the next three years, New Hope Oklahoma hopes to continue to reach more children (New Hope Oklahoma, 2017). This will make New Hope Oklahoma become an increasingly competitive organization that poses a threat to the Oklahoma Messages Project.

TEEM, an organization designed to break family cycles of incarceration and poverty, serves a smaller audience than Oklahoma Messages Project (TEEM, 2017). Likewise, ReMerge Oklahoma is specifically interested in assisting soon-to-be incarcerated pregnant women (ReMerge, 2017). These organizations target a smaller audience than the Oklahoma Messages Project. TEEM offers services regarding education, employment and social services, which differs from the Oklahoma Messages Project (TEEM, 2017). Additionally, ReMerge Oklahoma offers basic needs for women, such as transportation, health care, domestic violence intervention and more (ReMerge, 2017). The resources given by both of these organizations are different than Oklahoma Messages Project. TEEM has been operating for 30 years and has served more than 15,000 individuals with the goal of getting individuals educated and working; TEEM's growth has increased steadily due to aspects such

as recent partnerships with organizations like 7-Eleven and United Way (TEEM, 2017). TEEM should continue to increase, because many incarcerated individuals are interested in entering the workforce after incarceration. ReMerge Oklahoma became a stand-alone nonprofit in 2014, and since then has served anywhere up to 50 women a year (ReMerge, 2017). ReMerge Oklahoma received funding from the Ken and Gae Rees Family Fund in 2015; this funding should help ReMerge Oklahoma continually grow in awareness and action over the next few years (ReMerge, 2017). Both of these organizations pose a threat to the Oklahoma Messages Project due to consistent growth in awareness and action.

These competitors offer a similar mission as the Oklahoma Messages Project: helping incarcerated individuals. Contrarily, the Oklahoma Messages Project has a more unique approach by wanting to help incarcerated individuals better their own lives and the lives of their children.

OPPOSITION

The Oklahoma Messages Project has an issue with opposition. Generally, people don't agree with the idea of letting incarcerated individuals communicate with the outside world. The organization's competitors, such as church prison outreach programs, TEEM and ReMerge Oklahoma pose a threat to the Oklahoma Messages Project. However, the Oklahoma Messages Project provides services to a larger pool of people. These organizations, including the Oklahoma Messages Project, have positive coverage in the past; nonetheless, each of them still struggles to break the barrier to help incarcerated individuals. Those that oppose helping incarcerated people don't often speak out about their objections, but rather don't support organizations that try to help incarcerated people. The Oklahoma Messages Project is a nonprofit that relies on the acceptance and action of the general public, which is difficult to do when people don't accept the organization's mission. Those that oppose the Oklahoma Messages Project have effectively held back the organization, and people's opposition to helping incarcerated people has continued to occur over time. Within the next three years, it is certain that some people will still not accept the Oklahoma Messages Project's mission; however, with a better understanding of the organization's mission and values, opposition is likely to decrease. The Oklahoma Messages Project must capitalize on the want to end incarceration cycles and benefit the citizens of Oklahoma that have been affected by incarceration. The Oklahoma Messages Project needs help to raise awareness, understanding, and eventually action.

Within Oklahoma, there are 96,000 incarcerated individuals (Oklahoma Messages Project, 2017). The increase or decrease in the number of incarcerated individuals in Oklahoma is unpredictable, though statistics seem to point toward this number increasing. Many of these external impediments have legal origins. Founder and Executive Director of Oklahoma Messages Project Cheri Fuller

thinks there is a major issue with Oklahoma's justice system (C. Fuller, personal communication, 2017). Crimes with a penalty of incarceration are not projected to change without some kind of change to society and/or the legal system within Oklahoma. Fuller, like many residents of Oklahoma, believes there is an issue with unjustified arrests in Oklahoma (C. Fuller, personal communication, 2017). This poses a legal and political issue for the organization. The Oklahoma Messages Project wants to serve families of those affected by incarceration, but when more and more families are falling into this category, the Oklahoma Messages Project will need much more help to do so.

Until a change is seen in the number of people incarcerated in Oklahoma, donors, volunteers and staff of the Oklahoma Messages Project will continue to serve incarcerated individuals and their families by bettering family relationships and personal growth.

PUBLICS RESEARCH

CUSTOMERS

The Oklahoma Messages Project serves both incarcerated parents and their children. This organization aims to mutually benefit both sides of the parent-child relationship, and it serves each side as the primary customers. The secondary customers of the Oklahoma Messages Project are the donors, volunteers and staff. These people help the organization stay running and uses products and services to create the video messages that are given to the children. The Oklahoma Messages Project is a nonprofit organization; therefore, these secondary customers benefit from the good they feel when helping these families reconnect. Throughout the last three years, the Oklahoma Messages Project has slowly reached more people based on positive news coverage and increasing awareness of the organization within prisons. Although there has not been a significant increase of customers within the last three years, the Oklahoma Messages Project could increase exponentially with a public relations plan to raise awareness of the organization.

PRODUCERS

The Oklahoma Messages Project has producers that are needed to make the organization run smoothly. With several equipment and material needs, this nonprofit is run on the money generously given by donors, volunteers and corporate sponsors. Full Circle Bookstore and Smart Start Oklahoma are among the producers of the Oklahoma Messages Project; these organizations donate left over books to be read by incarcerated parents and given to their children (C. Fuller, personal communication, 2017). Additionally, stores that sell the equipment needed to produce each video, such as cameras, microphones, batteries, lighting rigs, DVDs, computers, etc., are producers of the videos made by this organization. Lastly, the staff and volunteers that hang up flyers, posters, handouts and brochures are producers of the organization by raising awareness within prisons of the Oklahoma Messages Project.

Within the last few years, the producers of the Oklahoma Messages Project (donors, staff, volunteers, bookstore partnerships) have been reliable. The client can expect to receive more help and donations of producers with an increase in awareness, which will effect the organization positively. Once the general public acknowledges the Oklahoma Messages Project's mission, more people will be able to see the need to assist the organization in benefitting the lives of both incarcerated parents and their children.

ENABLERS

Opinion leaders of the Oklahoma Messages Project are often previous participants in the program, or people that have had experience with incarceration of a loved one. This includes not only the parents who have been incarcerated, but also the children of these people and the guardians that care for the child/children while their parents are in prison.

As mentioned, Executive Director Cheri Fuller hired Elevation Brands to influence the organization's social media and online outreach. This company is an enabler of the organization, as Elevation Brands posts much of the content that seems to be from the organization itself.

Another enabler of the Oklahoma Messages Project is Camden Chitwood, who runs the event planning service the Oklahoma Messages Project works with, Emerson Events (C. Fuller, personal communication, 2017). Each of these companies and people enable the Oklahoma Messages Project to succeed.

Media use is available to this organization. To begin, this nonprofit has access to social media platforms such as Facebook, Twitter and Instagram. As mentioned briefly above, the organization has hired a social-media marketing company to help boost the organization's platforms and reach more people. Along with social media, this organization has access to print media such as local newspapers including, but not limited to the Oklahoman, Oklahoma Gazette and the Tulsa World. Social media has helped in spread awareness for the organization, but there is still more room to grow and reach a larger audience. Another way in which the Oklahoma Messages Project has been recognized is in local newspapers for awards the project has won and events they have done. In order to maximize publicity opportunities, the organization should contact media sharers about the organization's current scope of work and previous success stories

The Oklahoma Messages Project is a nonprofit organization that does not receive government funding. Therefore, media coverage and the donors, volunteers and staff enables the organization. In the past three years, the Oklahoma Messages Project has received donations and volunteers; however, founder Cheri Fuller still expresses the desperate need for more help within the organization (C. Fuller, personal communication, 2017). With an increasing amount of awareness, the Oklahoma Messages Project has the potential to influence the general public about the need for the organization, thus increasing the number of enablers in the future.

REGULATORS

The state government is a regulator of this organization. The general financing of nonprofit organizations within Oklahoma affects the Oklahoma Messages Project, as does the government laws regarding entering prisons and speaking with prisoners. Without the ability to enter prisons and take video messages of

incarcerated individuals, the Oklahoma Messages Project wouldn't be able to fulfill its mission for families in Oklahoma. Additionally, without government support of nonprofits within the state, the Oklahoma Messages Project would not be possible. The Oklahoma Messages Project became a government sanctioned nonprofit organization in July 2010, and ever since has been serving the most at-risk children in Oklahoma (Oklahoma Messages Project, 2017).

LIMITERS

Competitors include other programs who deal with the aftermath of incarcerated individuals. Some examples of these programs are Oklahoma Jail & Prison Ministries, other prison outreach programs, New Hope Oklahoma, and the Education and Employment Ministries. The main opponent of the Oklahoma Messages Project would be the general population's opposition to helping incarcerated individuals.

Opinion leaders who are against the Oklahoma Messages Project have the ability to slow this organization down. If opinion leaders that oppose helping incarcerated individuals speak out before the Oklahoma Messages Project's mission is heard, these people could be detrimental to the growth of this organization. Since this nonprofit does not receive state or government funding, the organization cannot afford a halt in donations. The limiters of this organization have predominantly stayed the same since the program was adopted. If the organization continues to grow in a positive direction the limiters (such as negative opinion leaders) may have less power in stopping or slowing the organization down.

Positive opinion leaders on this issue would be those who feel strongly about the rights of incarcerated individuals and the education of children. A great example of a positive opinion leader for this organization would be Cyndi Munson, a representative for Oklahoma House District 85. Munson is not only a representative for the state of Oklahoma, but she is also on the Oklahoma Messages Project's Board of Directors (Oklahoma Messages Project, 2017). This gives the Oklahoma Messages Project leverage with a voice that is likely to speak on behalf of the organization should issues regarding incarceration arise.

Vocal activists that could constrain the damage of limiters of this organization include any group that believes in the rights and resources for incarcerated individuals. Other activist groups would be those who believe in the importance of a child's education and well-being. It can be assumed that these vocal activists would be willing to show support and speak on behalf of the organization's benefits.

KEY PUBLICS

ISSUES

One key public of the Oklahoma Messages Project are people that have been directly affected by the incarceration of a parent. This includes: the parent that has been incarcerated, the child and the legal guardian or caretaker of that child. Other important publics for this organization are donors and volunteers.

Those who are directly affected by an incarcerated parent have a better understanding of the need for the organization. Donors and volunteers most often know less about the issue, but still have some knowledge regarding the need for the client. All three key publics think this issue, and the work of the Oklahoma Messages Project, is important and necessary.

These key publics want to make a difference in the lives of children with incarcerated parents. Additionally, they do not want public perception of the organization to continue to be so negative. The key publics believe in the mission of this non-profit organization and do not plan to see the organization come to an end. These key publics need the organization to change the public perception of incarceration.

Key publics of the Oklahoma Messages Project face issues with public perception of incarceration and a lack of awareness of the Oklahoma Messages Project. These publics expect the organization to prove its worth for the issues the organization helps. Key publics of the organization would likely feel more inclined to help promote the Oklahoma Messages Project if they felt their contribution to the organization had a significant impact. Current stakeholders of the organization can continue to help the client grow in a positive direction and increase the number of children and incarcerated individuals being helped.

Those directly affected by incarceration may not feel as though they have as much freedom to act on this issue. Donors and volunteers may feel they have more freedom to act on this issue by spreading awareness of the organization along with donating money and time to help the organization succeed.

ORGANIZATION

The key publics of this organization are what keep the non-profit going. Those directly affected by incarcerated parents are the motivation behind this project. The donors are what keep this organization financially afloat. Lastly, the volunteers help the organization run. The organization affects these key publics in a positive way, especially the key public directly affected by incarcerated parents (the incarcerated individuals, children, family members/legal guardians). This organization allows parents to reconnect with their children, while helping children improve learning

and behavior skills and reducing their risk of ending up in prison themselves.

The key publics have a general knowledge about the organization. The families affected by the incarceration of a parent know about what the program can provide them. The donors and volunteers are aware of the project's mission. Future donors may want to know more concrete information about the organization, such as how much it has grown and what the expected growth rate is. Future volunteers may want more information about different opportunities to get involved and what their impact may add to the cause.

The biggest challenge this organization faces is public opinion. The public perception of incarcerated parents is negative, though many people don't even know this nonprofit exists. It is important for the organization to change the public perception and show that the children of these incarcerated parents should not suffer because of their parent's mistakes. Additionally, the organization must show that incarcerated individuals are worthy of a second chance. Overall, the Oklahoma Messages Project has work to do to inform the public.

The key publics have a high sense of loyalty to this organization. They are ready for action on this issue, but the organization is in need of more help to accomplish further goals. The key publics are aware they are very influential when it comes to the success of the organization. In turn, the Oklahoma Messages Project sees the key publics in the same way. This nonprofit is aware that in order for it to succeed, it needs full support from current key publics.

PERCEPTION

OPINION RESEARCH

According to the research conducted, the portrayal of the Oklahoma Messages Project is positive. Although, the illustration of the program is positive, Oklahoma residents are not aware of the organization or the services the organization provides. This lack of mindfulness affects the recruitment of new volunteers and donors, especially if they do not have experience with knowing someone that is incarcerated. If target audiences were more aware of the Oklahoma Messages Project, then people would likely pick the service over the alternatives. Based on the testimonials given, the client does well by forming and maintaining relationships with current target audiences. This relationship shows when previous participants of the program come back to volunteer and help the organization. Most participants are active and fully engaged to help other people because of their feelings of reciprocity for the Oklahoma Messages Project.

COMMUNICATION

Not only is the general public unaware of the Oklahoma Messages Project, the public is also unaware of the shocking rates of incarceration in the state of Oklahoma. The biggest opinion leader regarding this issue is Oklahoma's House Representative, Cyndi Munson. Munson, and the organization, should be educating Oklahoma residents of these statistics.

The client uses a personal contact page through the website where people can inquire about how to get involved with the program. Executive Director Cheri Fuller also has a blog she uses to spread awareness about the organization. Additionally, the Oklahoma Messages Project utilizes social media platforms. The Oklahoma Messages Project can greatly improve the organization's use of social media, though. The client must also think about the likelihood of some publics not using social media, such as younger children and incarcerated individuals.

The Oklahoma Messages Project does not have a lot of news coverage nor promotional material because of lack of awareness and funding, though the coverage the organization has received is positive.

DEMOGRAPHICS/ PSYCHOGRAPHICS

In 2015, there were 28,871 inmates in Oklahoma, excluding the county jail backup (Gross, 2016). According to the 2015 Annual Report of the Oklahoma Department of Corrections, "the average age of incarcerated individuals is 38.3" (Gross, 2016). About 11 percent of these inmates are female, leaving about 89 percent of inmates identifying as male (Gross, 2016). Of the 28,871 inmates, about 55 percent identified as white, leaving 55 percent identifying as non-white (Gross, 2016). Of the 45 percent, 26.2 percent were African Americans, with Native Americans and Hispanics following (Gross, 2016). According to the OK Department of Corrections Division of Female Offender Operations, 84 percent of females incarcerated were unemployed and 60 percent of these individuals relied on social assistance (Gross, 2016). Seventy one percent of women also lacked their high school diploma/GED and needed education (Pitman, 2011). These statistics align with current stakeholders of the Oklahoma Messages Project that were once incarcerated. Most commonly, previously incarcerated donors and volunteers of the Oklahoma Messages Project are white women that lack higher education.

In 2006, a study was conducted by Susan Phillips to examine the effects of parental involvement with the criminal justice system on children being exposed to different risk factors on a national scale. One correlation she found is about 38 percent of children with parent(s) involved with the criminal justice system have an income below the poverty line (Phillips, 2006). This is a major difference when compared to 15.1 percent of children with parent(s) who are not involved with the criminal justice system (Phillips, 2006). Volunteers and donors are likely to be

persuaded by both emotion and facts, especially if they have family/friends that have been involved with the criminal justice system in Oklahoma.

SECONDARY RESEARCH SUMMARY

SUMMARY

The Oklahoma Messages Project is situated in a positive place, full of opportunity. The organization must capitalize on and use current organization stakeholders, enablers, producers and customers to promote the positive effects and the importance of the Oklahoma Messages Project's mission. The organization may face opposition and competitors, but the Oklahoma Messages Project's can fight this by highlighting the nonprofit's unique approach to help people affected by incarceration. This cause is one that many people would get behind; if they knew the problem existed. By improving the organization's communication both internally and externally, the Oklahoma Messages Project can expect a greater increase in general awareness. This increase will result in an increase in organization stakeholders, such as donors, volunteers and sponsors, which will aid the organization to further help families affected by incarceration in the state of Oklahoma.

METHODS

METHOD I - INTERVIEWS

OVERVIEW

Information regarding stakeholders' attitudes, behaviors, knowledge and perception of the Oklahoma Messages Project was missing thus far in our research. In order to gain this information our next step was to conduct in-depth interviews with stakeholders. The goal of the in-depth interviews was to capture a different perspective. More specifically, the goal was to capture the perspective of the organization's stakeholders.

The purpose of conducting these interviews was to gain information on the attitudes and perceptions of donors, volunteers, and board members regarding the client and the services they provide. Gaining this insight is imperative in order for the client to develop a better understanding of where the organization currently stands and how to grow and improve in the future.

The research question for the in-depth interview was: What are the attitudes, behaviors, knowledge, and perception of the stakeholders regarding the Oklahoma Messages Project? All of the questions in the in-depth interview were created to help the researcher find an answer to the research question.

DATA COLLECTION METHOD

In-depth interviews were conducted to examine the attitudes and perceptions of the donors, volunteers and board members of the organization. Interviews are a common method of receiving qualitative information about others' experiences and can be used to understand an individual's perspective on a topic (Adly Hafidzin, 2014). In addition, according to Stacks (2011), in-depth interviews "allows for introspection on the part of the interviewee and can still provide interviewer control over the type of questions asked and the order of those questions." In this case, in-depth interviews were used to gather information from stakeholders of the organization.

While conducting in-depth interviews, many pertinent details were involved. The interviews were completely confidential and any information cannot be accredited to a specific person. This confidentiality guideline helped the researcher receive unbiased opinions and allowed interviewees to speak freely without the fear of judgment. Candid and sensitive information was gathered on the spot. The in-depth interviews were voice recorded and occurred between October 1 and November 2. In this collection, nineteen interviews were conducted and lasted between 30-60 minutes. Informed consent and demographic forms were brought to each interview and/or emailed to be completed and signed; no additional materials

were sent prior to the interview. These interviews fostered opinions without interference of opposing views. While conducting the interview, sections were listed in hierarchical order of importance of collecting answers and each section ended with a positive question in order to carry positivity to the next section and receive beneficial answers.

SAMPLE

The population of interest was stakeholders of the Oklahoma Messages Project. The individuals a part of this sample were nineteen stakeholders, which included donors, volunteers, and board members of the Oklahoma Messages Project. Each stakeholder volunteered to participate in their interviews with the researchers, making this a volunteer sample. However, before the interviews took place, each participant was asked a set of demographic questions, including their name, job title and amount of time they have been involved with the client. The researchers' goal was to gain a better understanding of the beliefs, attitudes and perspective of the organization from a stakeholder's point of view. Overall, the researcher exceeded their goal by one interview. The goal was to conduct eighteen interviews with stakeholders of the organization, in order to give the client a better idea of how the organization is viewed from that proposed key public.

INTERVIEW GUIDE SUMMARY

The in-depth personal interviews began with an explanation of the interview's purpose and a description of the process, which included the expected length of time and the confidentiality guidelines. After the initial description, interviewers went over the consent form and explained the interview guidelines, stressing confidentiality and explaining the right of the interviewee to withdraw from the study at any time. Once consent was given by the interviewee along with verbal confirmation they understood the guidelines explained to them, the actual interview began.

The interview questions were organized according to theme. The first theme consisted of demographic questions that asked age, gender, ethnicity, religious background, income, marital status, political affiliation, political ideology, employment status, job title, education and place of residence. These questions would give the researcher information on the background of each participant and allow for analysis later on. The next theme centered on the perception of the Oklahoma Messages Project with questions about the organization's perception by the general public, willingness to take risks, innovativeness, beneficence, practicality, and finally, what the client can do to improve the organization's perception.

The third theme dealt with knowledge of the issue. In this section researchers asked participants about their knowledge of incarceration in Oklahoma, such as how the participant feels about the justice system and what he or she thinks the public should know about the Oklahoma Messages Project. The fourth theme concentrated on communication within the organization. These questions asked about interaction among the board of directors, staff, volunteers and donors and what hinders that interaction. Finally, the last line of questions were about leadership and impediments within the Oklahoma Messages Project. This theme focused on the individual's beliefs as to what impedes the organization internally like staff size, leadership roles, improvements to leadership, policies and procedures, specific hindrances to growth, and resources needed for success. The interviews concluded by asking the participant if he or she had any other questions, thoughts, or comments and thanking the participant for partaking in the interview.

The interview guide themes were ordered by importance to research. The demographic questions were designed to get participants comfortable with the interviewer, or, in essence, to warm up. The following theme, which dealt with the perceptions of the Oklahoma Messages Project, was the most important. This theme was most important because the purpose of conducting the in-depth interview was to fill in gaps of the client's knowledge on stakeholders' perceptions, beliefs and attitudes regarding the organization. Each section ended with a positive question rather than a negative to maintain a favorable rapport throughout the interview.

FINDINGS

After interviewing nineteen of the Oklahoma Messages Project's stakeholders, it is clear that the participants are in agreement with the researcher in many areas, including areas of success and improvement. Three major themes presented themselves throughout the interviews: leadership growth, internal communication improvements and volunteer progress.

LEADERSHIP

First, each stakeholder was quick to recognize how much work Cheri Fuller does for the project, often going into emotional detail explaining how much they appreciate and applaud her commitment and passion. However, all stakeholders expressed concern over the amount of responsibility that Cheri must take on. "Cheri is relied upon for so much:...she's the spokesperson, the trainer for volunteers, the [president] of the Board of Directors...[but] other than her husband...I'm not sure if she has [someone to be supportive]" (Participant A, 2017). Another expressed concern saying "it is problematic because Cheri is so overworked... [that she] and Holmes don't get any sleep when our big projects come around." One stakeholder conceded that even though no one could be as passionate of a spokesperson as Cheri, it was still necessary "to develop other advocates that are willing to make

presentations.” (Participant B, 2017). One stakeholder expressed concern over the way she presented herself sometimes, saying “she speaks with great passion about the work [completed by the Oklahoma Messages Project], but I think she needs to refine and condenser her message so that she can give [a shorter, more] impactful review of the message” (Participant B, 2017). One stakeholder’s concern for Cheri went beyond just being overworked. This individual expressed concern over interactions between Cheri and the board when things are not ideal. “I think there needs to be a lot more grace given from both ends...it seems like Cheri is at odds... she’s at odds with the board members [because] we haven’t been helping or haven’t been answering emails...we need to afford each other more grace,” (Participant B, 2017). Stakeholders agree that Cheri does an inordinate amount of important work for the Oklahoma Messages Project, but it has resulted in a concern of her being too overworked and has showed the need for more people within the organization to step up.

INTERNAL COMMUNICATION

The second major theme is a need for internal communication improvements. Changes need to be made from top to bottom regarding communication, according to the interviewed stakeholders. “As board members we...need to communicate more,” (Participant C, 2017). The stakeholder went on to say “we need to have conversations outside of board meetings...to update each other” (Participant C, 2017). There is a concern that expectations are not set for board members. This stakeholder stated, “There needs to be clearer expectations of what we are individually expected to do from an early date” (Participant C, 2017). Communication from Cheri to the board is an area that needs improvement as well, although stakeholders conceded that there is no clear answer to the problem. Board members receive an email from Cheri and often do not have time to read the entire message. The stakeholder continued, “When we are in the middle of a work day, it’s hard to stop and read [it]. Then whenever you get home and start taking care of kids, you don’t think to go read [the email]” (Participant C, 2017). The participant acknowledges that although more frequent communication may solve this problem, but “Cheri [has] tried that before...[and] things [got] lost in translation and people [were] not reading emails fast enough” (Participant C, 2017). A larger issue was expressed by another participant saying that there is not a commitment to resolving internal communications at all, and “it seems...the solution is to just get rid of somebody” (Participant D, 2017). This participant went on to say the Oklahoma Messages Project “needs some major human relations help in that department” (Participant D, 2017).

VOLUNTEERS

Participating stakeholders discussed the need for volunteers. A great appreciation for volunteers was expressed by those who were interviewed, but

concern was expressed about the utilization of volunteers and the potential for the expansion of the volunteer corps. One participant wished volunteers were told all the ways they were able to be involved and that “to volunteer, [they are] not required to go into the prisons” (Participant E, 2017). Another stakeholder stated “I think we rely way too much on volunteers when we have a small staff” (Participant F, 2017). Finally, the stakeholders were concerned about the board’s interaction and knowledge of the volunteer group. “We don’t get to see the volunteers... unless we actually have a chance to go volunteer...but I would like to see them and appreciate them at some point, or often, or frequent” (Participant D, 2017). There is a desire to have more interaction with the volunteers, or at least a better knowledge and understanding of the volunteer base. In order for a board member to be knowledgeable of the needs of the organization, they should be able to give an idea of how many volunteers are active. A stakeholder said “It’s sad... I know it is a lot, but I don’t know how many” (Participant G, 2017).

Along with the three major themes that occurred throughout the stakeholder interviews, a few smaller similarities also occurred. Minor themes the stakeholders had in common were improvements regarding board members, publicity and fundraising.

A problem often mentioned was the organization would improve drastically if there were more employees and active board members, especially when it comes to involvement during the organization’s busier events. One stakeholder said, “When our big projects and our big volunteer days are coming around, we need more people...Our board members want badly to help out but we all live full-fledged lives where we cannot always get away to help them...then pressure gets put on us to help at the last second, and we feel guilty about not being able to help” (Participant A, 2017). It seems the issue is not that the board members are unwilling to help the organization, but there needs to be more transparency in what the program needs from them.

AWARENESS

The improvement in publicity and the public’s awareness of the organization was another theme often discussed. “Our presence on social media needs to be better. I think we even made efforts to pay people to do this or that, but it’s not, I don’t believe it’s still, it’s still not modern enough. It’s still kind of, to me, a dated form of even using social media” (Participant G, 2017). Although there is a clear lack of awareness of the Oklahoma Messages Project, there is a positive perception amongst those that have knowledge of the program. The stakeholder went on and said, “Once people realize who we are and what we do, they are very delighted and people know that we exist” (Participant H, 2017). Another stakeholder stated, “It’s perceived very well, especially when people find out about what we actually do” (Participant C, 2017). One did, however, suggest there be more statistics released in addition to testimonials when informing the client’s different publics.

IMPROVEMENTS

The last minor theme discussed was improvement in fundraising and networking. Each stakeholder expressed the program will continue to be limited without effective ways to secure funding and partnerships. One of the stakeholders said, “[We need] A class on how to secure the funds, but it has to include some points on communication and reading body language, and reading people’s willingness or lack of willingness. I just think that being aggressive sometimes is not the key...I have been told by some potential donors that the way we fundraise and the way we present ourselves can be at times very aggressive and off-putting” Participant A (2017). This stakeholder went on to suggest establishing partnerships with different school systems. The interviewee said, “Can they give us a list of children that...they know have an incarcerated parent?...or maybe being able to send over a representative once a month or once quarterly to go to prisons and actually meet with case managers in prisons to identify parents could qualify for this program” Participant A (2017).

The researcher’s findings imply there is a need for the Oklahoma Messages Project to take a look at restructuring staff or adding on new staff and board members. Additionally, there is a need for communication training within the staff so that they are able to communicate with donors, volunteers and the board effectively. It could be beneficial for the board to receive this training as well. It is unclear why there is not currently an intern or why no temporary staff has been hired during busy seasons. It is also unclear why additional board members have not been sought to join the team.

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METHOD II - FOCUS GROUPS

OVERVIEW

Information regarding key public's attitudes, behaviors, knowledge and perception of the Oklahoma Messages Project was missing thus far in our research. In order to gain this information, we conducted interviews with focus group questions. The goal of conducting these interviews was to capture a better insight on the opinions of those who are part of the proposed key public: participants of the Oklahoma Messages Project. The key public for the Oklahoma Messages Project is individuals who take part in the program which includes: inmates, former inmates, parents/foster/guardian of child/children with an incarcerated parent.

The research question for the focus group was what are the attitudes, behaviors, knowledge, and perception of this key public in regards to the Oklahoma Messages Project? All questions asked during the focus group interviews were created in order to help answer this research question.

DATA COLLECTION METHOD

In addition to the in-depth interviews with Oklahoma Messages Project stakeholders, 11 interviews were conducted with previous and current participants of the Oklahoma Messages Project. These interviews examined themes about knowledge, attitudes, and behaviors regarding the Oklahoma Messages Project and the social issues the organization works with. While these interviews proved beneficial, focus groups could have been more useful in this context to "better understand how people think or feel about an issue, idea, product or service" and to help with decision making, guide programs and capture insights on organizational concerns and issues (Krueger, 2009). Though the interviews conducted gave us confidential answers, using focus groups could have made a collaborative environment that would evoke organizational concerns that need to be fixed.

Questions in these additional interviews with participants of the Oklahoma Messages Project were conducted in hierarchical order of importance. Additionally, participants in the interviews were promised confidentiality. Confidentiality was promised to ensure the giving of unbiased opinions and free speech without judgment. By allowing the participants information to remain confidential, sensitive and candid information could be collected. Within the flow of the questions being asked, participants were left with a positive question before entering a new set of questions. This data collection method was used to carry positivity from section to section. Between the dates of October 25 and November 6, these 11 interviews were

recorded and lasted 30-60 minutes. Interviews were conducted over the phone or face to face depending on the participants' availability and preference. Before the interviews, informed consent forms were emailed and/or brought to be signed and a demographic form was completed. No additional materials were sent prior to the interview. These interviews gave us opinions without interference from opposition and provided valuable insight about the success of the Oklahoma Messages Project's programs.

SAMPLE

The individuals who were included in the focus group interviews are part of a volunteer sample. Those involved in the proposed key public for the Oklahoma Messages Project were individuals who take part in the program which includes: inmates, former inmates, parents/foster/guardian of child/children with an incarcerated parent. The majority of interviewees reside in Oklahoma and while a few live out of state. The purpose of these focus group questions was to understand how participants in the program feel about its success. The total number of people interviewed by researchers was 11 people, providing a good representative sample of this population.

FOCUS GROUP GUIDE SUMMARY

A focus group guide was utilized by the researchers to provide context for the focus group and the questions that would be asked. The focus group guide began with an explanation of the interview's purpose and a description of the process including the expected length and confidentiality. After the initial description, interviewers went over the consent form and explained the interview guidelines, stressing confidentiality and the right of the interviewee to withdraw from the study at any time. Once the interviewee signed the consent form, the interviewers asked the interviewees if they were comfortable with the interview being recorded. Once this was agreed upon, the interview began.

The actual questioning started with a short introduction of interviewee, asking each participant their name, job title and how long he or she had been involved with the Oklahoma Messages Project. Questions were divided based upon common themes, and to transition, the researcher informed the respondent of the type of questions that are going to be asked next.

The subsequent questions focused on opinions of the client's services and incarceration statistics published by the state of Oklahoma. The first theme was the perception of the Oklahoma Messages Project. Here, the interviewer asked the participant to describe the organization as worthless or beneficial, efficient or inefficient, ordinary or innovative, and idealistic and practical. After each response, the interviewees were asked why they described the client in that manner.

Next, the interview switched to the theme of satisfaction with the organization and its services. These questions included how successful the organization is at establishing trust within any given community, the level of benefit, amount of value placed on relationships between the organization and consumers, how effective the client is at messaging, and how satisfied the participant is with the Oklahoma Messages Project.

The third theme dealt with the participant's relationship and involvement with the client. The researcher asked participants how they were involved with the client, how their relationship with the client has changed over time, how influential they believed the client to be, how committed they were to the client's mission, if they felt the client was open to feedback, their challenges faced in their roles with the Oklahoma Messages Project, and if they had encouraged friends and family to involve themselves with the organization.

The next theme concentrated on communication by the organization. This meant if participants were persuaded by emotion, facts, or both, who the credible opinion leaders are in their communities, which interpersonal communication channels they think the Oklahoma Messages Project should use, which advertising and promotional media they think the organization should use, which news outlets the organization should use, and how likely to be motivated by they are by certain appeals.

The final theme examined was opposition/pain points/deterrents. These questions included if the participants had interacted with anyone who is opposed to assisting incarcerated individuals, how the participants felt current state and local legislation affects the Oklahoma Messages Project's goals and what the participants thought deters people from donating and volunteering with the organization. The interviews concluded by asking for any other comments and thanking the participant for partaking in the interview.

The themes in the focus group guide were ordered by importance. The introductory questions helped the interviewers gain basic background information on participants as well as gauge their basic knowledge and opinion of the organization. This section was designed to help the participants become more comfortable with the interviewer and allow them to familiarize themselves with the process. The purpose of the focus group interviews was to find information on the perception, beliefs and attitudes of the organization; therefore, our first and most important theme dealt with perception of the Oklahoma Messages Project. After the fifth theme there was a closing section. Questions in this section allowed interviewees to ask any questions or add any additional thoughts or feelings. In order to maintain a favorable rapport throughout the interview each section ended with a positive question instead of a negative one.

FINDINGS

During these interviews with focus group-type questions, a couple of issues arose. First, a few of the interviewees expressed that they did not understand the question. These particular questions would have been much more efficient in a focus group setting where individuals could build off of each other's understanding of the question. Second, interviewees expressed that they did not know how to answer certain questions. For the interviewees who live out of state, many of the Oklahoma-centered questions did not apply. Additionally, interviewees often expressed that they either did not understand what was being asked, even with further instruction, or just did not have an answer (e.g. neutral opinion, no way to solve an issue, etc.). These interviews were easy to keep under control and lively; however, the interviews were somewhat limited due to a lack of relevance and/or understanding by each interviewee. This issue could have been solved if focus groups took place with several participants in the Oklahoma Messages Project, rather than individuals by themselves.

After these interviews, a few questions emerged: are stakeholders of the Oklahoma Messages Project informed about all of the organization's services and where it services in Oklahoma? Do participants feel that their contributions to the organization are valued? Does the client seek out feedback from participants?

SATISFACTION

The most important theme from the focus groups is satisfaction. Caregivers expressed immense satisfaction with the organization. "[The Oklahoma Messages Project] changed my life around, and my children's," one caregiver said (Participant 1, 2017). "Just to show them an actual video of you... that I was safe, I was not harmed, I was not in a cage, I was okay" (Participant 1, 2017). When it came to two-way communication, one caregiver said that her old job "didn't communicate with me as good as [the Oklahoma Messages Project] did" (Participant 2, 2017). This caregiver went on to say that her relationship with the Oklahoma Messages Project got "more intense" and that it felt like the it was family as well (Participant 2, 2017).

ISSUES

Three primary issues were identified in examining the focus groups. First was dissatisfaction with the product. One of the caregivers was especially vocal in that the DVDs she received rarely worked. "[I am not] not very [satisfied]...because the DVDs don't work. If they worked, everything would be great and I would be very satisfied," she said (Participant 3, 2017). [My child is] very excited when she gets them, and then we can't get them to play. And then she's disappointed" (Participant 3, 2017). Lack of communication was the next recurring issue. The same caregiver who voiced her dissatisfaction over the DVDs working said she contacted the organization about the matter and saw no results. In addition, she

also said she rarely talked to anyone in Oklahoma and that she only received the DVDs and consent forms in the mail. She felt there was a “lack of advertisement” (Participant 4, 2017). Finally, the last issue identified was funding. Two of the caregivers identified funding as a problem. “Funding is a big problem for them,” one mentioned (Participant 4, 2017). “I mean they do as much as they can... I mean everything they do, they rely on the funding” (Participant 4, 2017). Another said that even though the organization receives little assistance from the state and federal government, the organization “tends to make it work,” adding that state and federal legislation have a negative impact on funding (Participant 5, 2017).

AWARENESS

A major issue that the Oklahoma Messages Project faces is lack of awareness. Caregivers and participants in the program recognize this issue and feel that it hinders the organization’s success. “I don’t think [the Oklahoma Messages Project is] very well-known or advertised,” one individual said (Participant 4, 2017). Another agreed that they “think [the Oklahoma Messages Project will] get by more if they start getting to work on Facebook, Twitter, things like that, along with the TV messaging” (Participant 5, 2017). The Oklahoma Messages Project needs to seek out its publics online and in various forms of media so that the awareness of the nonprofit organization will rise.

CHILDREN

The children are a major focus in the Oklahoma Messages Project. Many individuals described this: “children in connection with their parents, well that’s the most practical thing you can do. Family units keep faith in the children” (Participant 5, 2017). Because of children’s success from the programs, incarcerated parents and caregivers of children can be more at ease in their lives. “I believe that the division of the parents and the children are the basic cause for the children to wind up in the criminal system too,” one individual said, which directly correlates to our research that children with parent(s) in jail are much more likely to end up there than other children (Participant 3, 2017). The children are the main focus for the individuals we interviewed.

ADVOCATES

Interviewees seemed to agree that their participation caused them to be an advocate for the Oklahoma Messages Project. As participants in the program, they felt that their impact on the children with incarcerated parents’ lives needed to be paid back, in one case even after they stopped participating in the program. “I think the only way z [the Oklahoma Messages Project] changed is me being more of an advocate” (Participant 3, 2017). Another agreed; “I try to always talk about it [the Oklahoma Messages Project] no matter what... I got out [of prison] and

went to rehab... I had shared it with them. I always try to mention hey, do you all know about this?" (Participant 6, 2017). As a current caregiver participating in the program and as a previously incarcerated parent of children, these individuals feel that the Oklahoma Messages Project's success made them an advocate for the program.

SUMMARY

These findings imply that the Oklahoma Messages Project is all around successful at what the organization aims to do. The program received at least one satisfied comment from each interviewee and an appreciation for the program's existence altogether. However, some issues –dissatisfaction with the products, a lack of communication with the organization and an issue with funding – were also mentioned. This organization must attempt to fix these issues with its existing publics, which will help them grow their publics. The Oklahoma Messages Project has advocates for its existence and should capitalize on these relationships to help gain awareness in Oklahoma. By increasing its following on social media accounts, in appropriate forms of media, the Oklahoma Messages Project can grow substantially.

METHOD III - SURVEYS

OVERVIEW

The research conducted thus far helped gain information regarding the perspectives of stakeholders and participants of the Oklahoma Messages Project. Information pertaining to the attitudes, beliefs, knowledge, and perception of the general public was missing. To find this information the researcher created a survey involving questions that gaged the general public's knowledge of the organization along with their attitudes, beliefs, and overall perception of the organization. The survey attempted to gain a better insight of the general public's perspective in regards to the organization.

The research question for the survey was: What are the general public's attitudes, beliefs, knowledge and perceptions of the Oklahoma Messages Project? All survey questions were created in order to gain this information.

DATA COLLECTION METHOD

The purpose of this survey collection method is to gather information about the knowledge, attitudes and behaviors associated with the Oklahoma Messages Project. The researchers had 1,271 people over the age of 18 and living in the state of Oklahoma take part in this survey research. Of the 1,271, only 974 surveys were used as data. Those that agreed to participate in this research completed the survey and no follow-up questions after were included. Participation in the survey took approximately 20 minutes. There were no direct benefits to participating and no risks associated with this research. Participants in the survey had the opportunity to win a \$50 Visa gift card for participating, only offered to those that completed the entire survey. Surveys were a good method to use to examine knowledge, attitudes and behaviors because they "facilitate data entry and analysis" while fostering confidential knowledge and thoughts about any given topic (Strowman, 2004). Because surveys are confidential, unbiased responses were collected.

While creating this survey, many guidelines were followed to foster beneficial results. This survey was well organized with a logical flow of sections and grouping of items into subheadings: introduction/consent, knowledge, perception/semantic scales, attitudes, behaviors, demographics and conclusion. Each of these questions used single responses, meaning respondents only picked one answer. These sections were listed in hierarchical order of importance so that we could collect the most important answers early in case people did not finish the survey. Our survey was doable and uncluttered both on mobile devices and computers so that respondents had easy access. The surveys were also numbered by section for easy flow throughout the survey. Because demographic information can be sensitive for some,

it was placed at the end of the survey. This survey was a reasonable length and on topic throughout the duration. All surveys are anonymous and confidential, and a pretest of the survey was conducted to make sure that it was easily understood. Each section ended on a positive question to carry positivity from section to section.

To avoid bias, the researched avoided questions that may sway or lead a participant to answer a certain way. By using single response questions, respondents guided answers that provided data. Because demographics were asked at the end of the survey, individuals feel anonymity throughout the completion of the survey and answer each question honestly and transparently.

SAMPLE

All of the individuals that participated in this study are Oklahoma residents. The purpose of distributing this survey was to see what knowledge the general population of Oklahoma has about the Oklahoma Messages Project, the issues they serve and services they offer. The researchers of this study asked for individuals over the age of 18 to participate in the survey along with offering an incentive. They also answered a range of demographics questions at the end of the survey to help the researchers observe the types of people participating in the study. Overall, there were 1,271 survey submissions. Of these submissions, there was a 77% completion rate, making over 900 survey responses useable.

The method of sampling used was chain or snowball sampling. This was the most convenient sampling since the researchers used social networks to reach potential participants throughout Oklahoma.

This research sample has had a variety of individuals take part in this survey. Of our total amount of participants, about 56 percent of them identified as female, about 22 percent identified as male and approximately 1 percent identified as other. Because all of our participants did not complete the survey, around 22 percent of participants did not answer this question.

The majority of participants, about 59 percent, identified as white/Caucasian. 41 percent identified as a person of color or did not answer this question. Researchers also found the average age of survey participants was about 29 years old, making sense of the fact 52 percent of the participants have never been married and only 20 percent are currently married.

Of the 974 individuals that completed this survey, 35 percent had some college, but did not receive their diploma, whereas 21 percent received their bachelor's degree. 46 percent are currently employed, most working in the private sector. In terms of 2015 household income, 35 percent of survey participants made \$59,000 or less, whereas 38 percent made more than \$60,000.

Most of the participants identified as one of the two major political parties, 31 percent identifying as a Republican and 24 percent identifying as a Democrat. The rest identified as either Independent, other, or no preference. Researchers also had the participants rank themselves from liberal to conservative on a seven point scale. The average rank received was a 3.5, meaning the average participant was slightly more liberal than conservative. Most participants also identified as a Christian, with 51 percent identifying as non-Catholic Christian and 8 percent identifying as Catholic.

To conclude the survey researchers asked the participants to fill in their Oklahoma zip code. The highest percentage of participants currently reside in the Norman, Oklahoma area.

SETTING AND APPARATUS

The survey was opened to the public on October 25, 2017, and closed on November 9, 2017. Thirty-one researchers administered the survey through Qualtrics, an online survey platform used to conduct both quantitative and qualitative research. After finalizing the survey, the researchers distributed the survey with anonymous links via personal social media accounts on Facebook and Twitter, as well as through text and email. A scripted post accompanied the link asking that Oklahoma residents eighteen years of age or older take the survey. The post also gave important information about the survey, such as its purpose, that it was for the Oklahoma Messages Project, its expected length of 20 minutes, and informed potential respondents that they would be entered to win a \$50 Visa gift card if they take and complete the survey. Each researcher was required to have at least 25 completed responses. In order to match responses with the researcher who distributed the survey, researchers included their nine-digit student identification number to use to enter the survey after clicking the link.

INDEPENDENT VARIABLES

The survey collected significant demographic information from each participant. Participants were asked a series of questions in the final section of the survey in order to identify socio-demographic and psychographic information. This section was extremely important because it helps the client gain a deeper understanding of their different publics and their current level of reach. All of the questions were either nominal or interval questions.

The first set of multiple choice, demographic questions asked participants to identify their year of birth, identified gender (male, female, or other), the race they consider themselves to be, and their current marital status.

Next, researchers asked participants about their education, income and employment details. For example, participants were asked to identify their highest

level of school completed or highest degree retrieved, estimated household income in 2015 (before taxes), and current employment status. Researchers also asked participants to specify where they were currently employed (if applicable) and the industry that most closely matches the one they are employed. This included industries such as hunting or agricultural support; real estate or rental and leasing; mining; professional, scientific or technical services; management of companies or enterprises; construction; admin, support, waste management or remediation services; educational services; wholesale trade; health care or social assistance; retail trade; arts, entertainment or recreation; transportation or warehousing; and other industries.

The last set of demographic questions asked participants to identify the political party they identify most with, their level of political ideology and the religion they associate themselves with. For the political ideology question, participants were asked to rate themselves on a 7-point scale from extremely liberal (left) to extremely conservative (right). This was the only question with a scale or ratio format. This measurement was chosen because utilizing a scale was the best way to identify what societal values the client might closely identify with. Also, each value was equated to a number with extremely liberal equaling zero and extremely conservative equaling seven. The rest of the demographic survey questions were nominal. This format was chosen because participants were able to choose what category they belonged in without there being a wrong or better answer.

DEPENDENT VARIABLES

Dependent variables are the aspects in a research design that are being measured or collected and evaluated (Stacks, 2013). The survey's dependent variables are the key public's knowledge, attitudes and perceptions of the Oklahoma Messages Project. By measuring these constructs, the survey's administrator can accurately determine the public's awareness of the organization. For this survey, the answers collected from the knowledge, attitudes and behavior sections are considered to be dependent variables.

Questions in the knowledge section help determine the public's level of awareness of the Oklahoma Messages Project and the issues the nonprofit works on. In this multiple choice section, fact-based questions were asked. Each question had only one correct answer, but four multiple choice options for the participant to choose from. Questions in this section sought to gauge the participants' knowledge of the number of children in the state of Oklahoma, the mission of the nonprofit, the effects children experience when their parents are in prison, the number of counties the nonprofit is active in and the services the nonprofit provides.

The attitudes section asked the participant about his attitudes toward the Oklahoma Messages Project. These questions provided the survey-taker a seven point scale of answers to select from. These options included strongly disagree, disagree, somewhat disagree, neither agree nor disagree, somewhat agree, agree and strongly agree. This series of 45 questions included verbiage asking the participants about their feelings, judgements, desires and preferences regarding the nonprofit, the services it provides and the publics it serves.

The behavior section participants were asked about their current and future behaviors. These 18 questions covered behaviors towards donations, loyalty, volunteering, sharing of information and likelihood to share content verbally or digitally. Participants were able to select between seven options for their answer. These options included extremely unlikely, moderately unlikely, slightly unlikely, neither unlikely nor unlikely, slightly likely, moderately likely and extremely likely. The final question asked the participant about their receptiveness towards various communications methods utilized by the nonprofit. For this question the scale included extremely unresponsive, moderately unresponsive, slightly unresponsive, neither responsive nor unresponsive, slightly responsive, moderately responsive and extremely responsive.

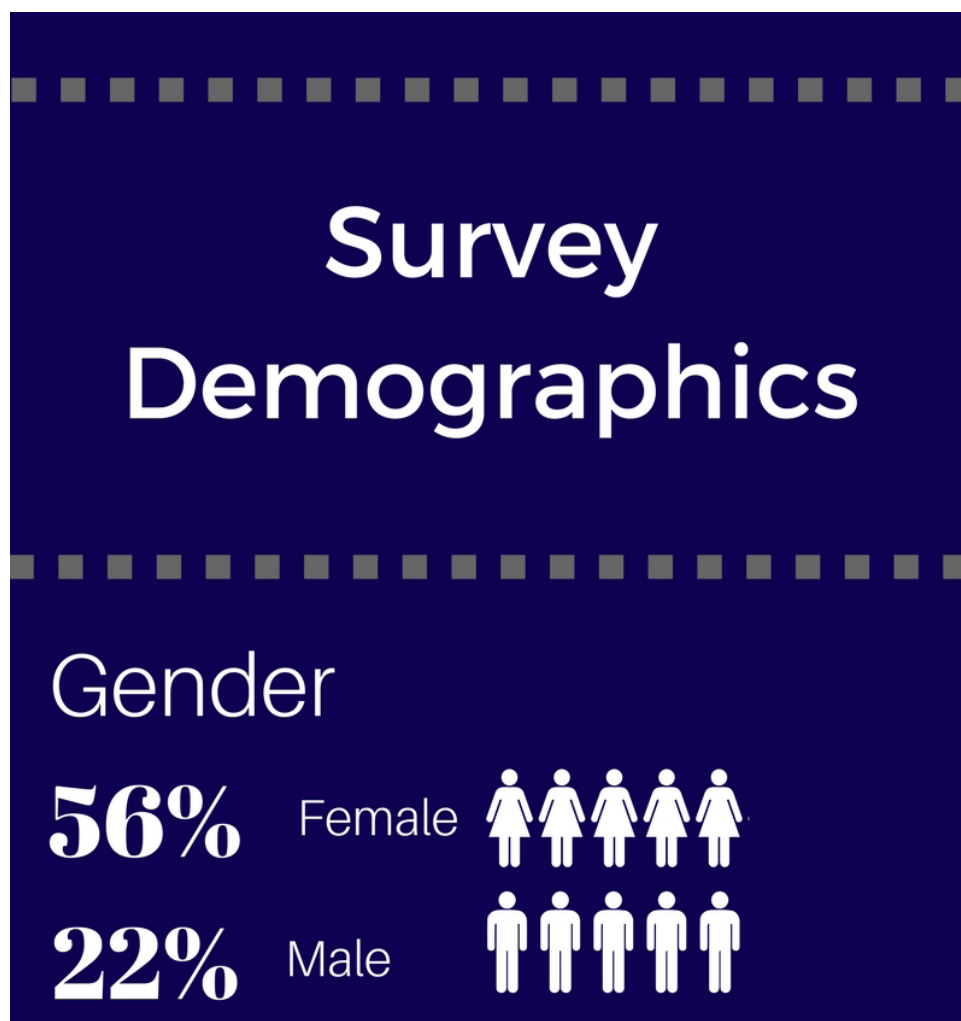
Two different scaling methods were used for these three sections: nominal and ordinal. The knowledge section utilized a nominal scale in order to accurately determine if the key public knows the correct answer to this series of questions. This method was chosen by researchers because there is only one correct answer to each question, but does not allow the researcher to learn much about the participant's life. An ordinal scale was used for the subsequent two sections--attitudes and behaviors. Researchers decided to use an ordinal scale because it is helpful in allowing the researcher to glean an understanding of the participant's attitudes and behaviors. This scale does provide more information about the participant than the nominal scale, but some information is lost since the distance between possible responses is unknown and immeasurable.

PROCEDURE

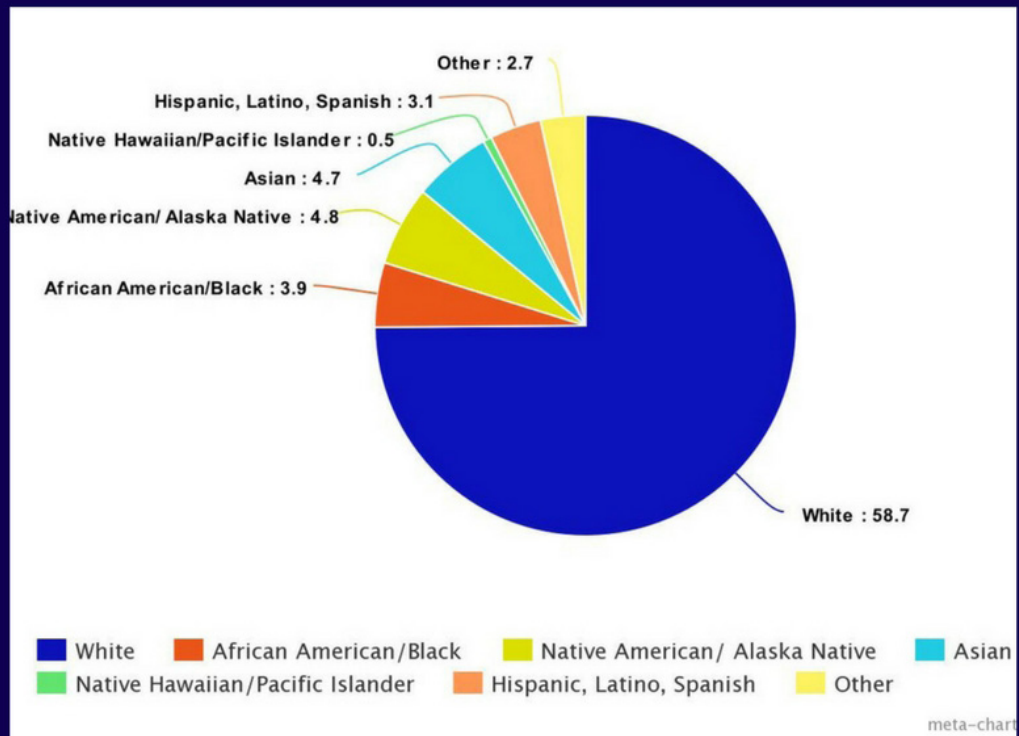
After placing the link and postscript on social media, the researchers encouraged participants to share the survey to generate more responses. The first section of the survey contained a space to enter the researcher identification number. Following this space was the consent form giving details regarding the survey. The consent form stressed that the survey was strictly voluntary and that the participant could withdraw from the study at any time.

The second section of the survey comprising of six questions evaluated participant knowledge of the Oklahoma Messages Project and the issues the nonprofit addresses. Directly after this section was a semantic differential scale

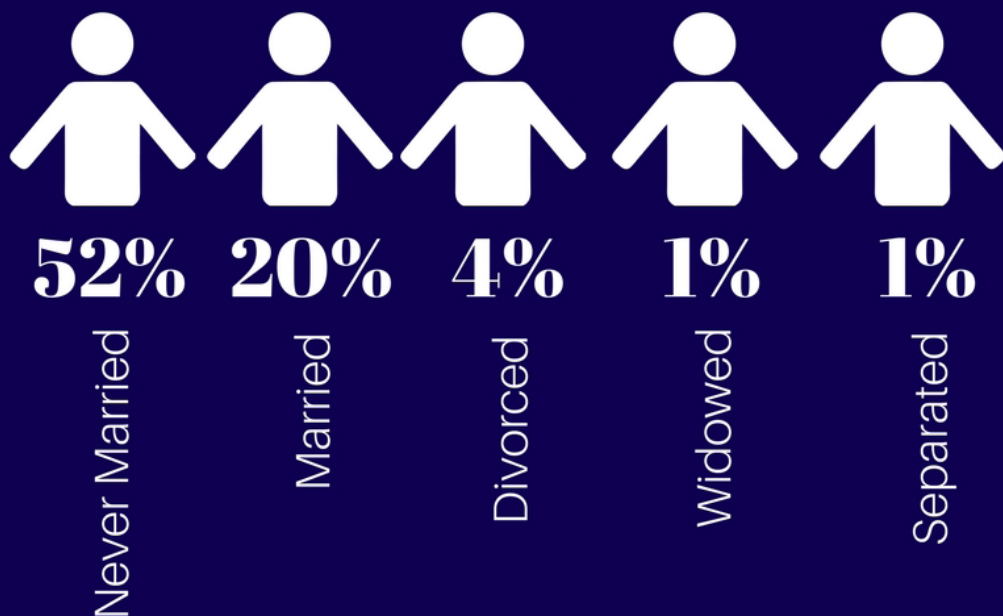
designed to gauge perceptions of the client with fourteen pairs of words. The participant would select where on the seven-point scale that corresponded to their perceptions. The next section asked 46 questions about the attitudes regarding the Oklahoma Messages project using a Likert scale with responses ranging from “strongly disagree” to “strongly agree.” Fifth, following the attitudes section, the behaviors section had respondents select options from another Likert scale regarding current and future behaviors regarding the client and nonprofits in general. The possible responses ranged from “extremely unlikely” to “extremely likely.” The sixth section asked participants to gauge their responsiveness to the Oklahoma Messages Project through different types of media like social media, events, traditional media, other forms of digital media and promotional items. The final portion asked 14 demographic questions about age, gender, race, marital status, education, income, employment status, place of employment, industry of employment, political affiliation, political ideology, religion, and zip code. To conclude the survey, respondents were asked to provide an email address so the research team could contact the participants if they won the \$50 Visa gift card.



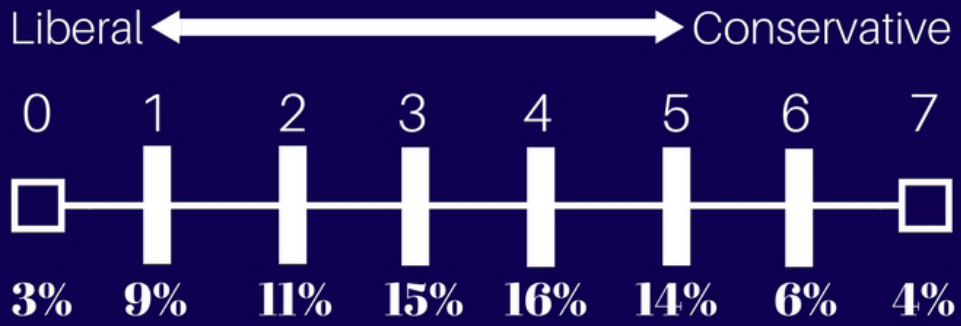
Race



Marital Status



Political Ideology



METHOD IV - CONTENT ANALYSIS

OVERVIEW

Content analysis was used to evaluate the current messaging available to the publics of the Oklahoma Messages Project. This information provides an indication as to how different the messages created by the client are across different social media platforms. This particular sample addresses the Oklahoma Messages Project social media posts from Facebook, Twitter and Instagram.

This research sample aims to answer the following research questions: What are the differences in messaging by the Oklahoma Messages Project? How do different posts from the organization resonate with the Oklahoma Messages Project's publics? How do the Oklahoma Messages Project's social media platforms differentiate in terms of engagement? The answer to these will provide missing information about what is successful and what is unsuccessful based on the content of each social media post.

DATA COLLECTION METHOD

Content analyses help break up qualitative information obtained through other forms of research and make it quantitative by placing information into categories (Stacks, 2010). In this research study, content analysis is used to evaluate the current messaging that the Oklahoma Messages Project gives to its audience. This information can hopefully address the client's differences in messaging across the organization's social media platforms. In this research sample, content analysis was performed on the Oklahoma Messages Project's Instagram, Facebook and Twitter accounts. This content analysis sample codes every third post of each month since each account's creation.

This content analysis sample identifies eight different categories regarding each social media post that was coded. Part I is the identifiers: identifiers explain the social platform used and the date/time of the post. Part II is the engagement of the post: how many likes and/or comments the post received and the hashtags used (if any). Part III is the narratives: if applicable, this section explains who is telling the narrative that is depicted in the image. Part IV is the links: if applicable, this explains what links are included in the image or the image copy (link to volunteer, link to donate, link to visit the Oklahoma Messages Project website, etc.). Part V looks into the image itself: who/what is shown in the image. Part VI is the social content: whether the image is an infographic, a video, a promotional post, uses hashtags, etc. Part VII regards two-way communication: whether or not the post

asks its audience a question or requests a call to action. Finally, part VIII is the public: whether the post mentions/calls for volunteers, donors, or events and/or if this mention provides a method to volunteer or donate and the impact of both. The public's section also determines if the post is related to the Oklahoma Messages Project mission.

By coding every third post of each month, this research sample gathered generalizable results about the messaging on the Oklahoma Messages Project's social media posts.

POPULATION AND SAMPLE

The populations of interest are the Oklahoma Messages Project's key publics, specifically potential volunteers, donors and participants. To gauge how the client engages and interacts with these publics, researchers explored the organization's social media. Facebook, Instagram and Twitter are great ways to engage with younger audiences and keep potential donors and volunteers updated on the organization. This research team began at the social media's date of creation, so that it could be determined how successful the social pages have been since the beginning. As a sampling technique, every third post was coded because it was the most effective way to understand what exactly the Oklahoma Messages Project is putting on its social media pages without coding every single post. This also helped keep the coding consistent if there were multiple posts for one day. For this particular sample, a sampling technique was not used to examine the data.

UNIT OF ANALYSIS

The Oklahoma Messages Project's social media posts from Twitter, Facebook, and Instagram were chosen for analysis. All original posts – posts that were original content from the client, not shares or retweets – were eligible for the coding process. Researchers selected every third post from each month for coding. In this scheme, the third post was selected, followed by the sixth post, the ninth post, etc. For each post, the research teams recorded the platform of the post (Twitter, Facebook, and Instagram), the time of the post (if applicable), and the number of likes, comments and hashtags. After recording these numbers, researchers coded the posts to see if they fit in exhaustive, mutually exclusive categories by answering yes or no questions. If a post fell into a certain category, it received a yes or a one. If a post did not fall into that category, it received a no or a two and if it was hard to tell, posts received a can't tell or a three. The purpose of looking at posts in the context of this information was to find out how people interacted with the client on social media and to analyze the content on these platforms.

MEASUREMENT CATEGORIES AND SCORING UNITS

Coding was divided into eight categories to be content analyzed: identifiers, engagement, narratives, links, images, social content, two-way communication, and publics. For a visual of this process, the research team has included the complete content analysis codebook in the appendix.

The first section contained questions asking what social media platform was being coded and what the time and date was of the post. The second section asked questions involving engagement with the social media post being coded. The questions asked the number of likes or favorites, retweets or shares, comments and hashtags used. The third section asked if the post involved a story from an individual's perspective or experience. If the answer was yes, the following yes or no questions asked if the narrative involved a child, volunteer, donor, prisoner, or caregiver.

The fourth section asked if any hyperlinks were included in the post and what the links were related to. The fifth section contained questions that asked if the post contained any images. If it did, the following questions asked if there was a child, volunteer, donor, caregiver, or prisoner in the image. Another question asked if the image was of an event. The sixth section asked questions regarding social content. These questions asked if the post contained an infographic or video. Other questions included if the post contained hashtags regarding their organization or other organizations. The last question in this section asked if the post promoted one of the organization's publics.

The seventh section was two-way communication. The questions in this section asked if the post contained a question for the public to answer and if it contained a direct call to action. The last section was all about the organization's publics. The questions in this section asked if the post mentioned volunteers or donors. Questions in this section went on to ask if the post contained a direct call to action for volunteers and donors, if the post provided a method to volunteer or donate, and if the post described the impact of volunteers or donors. Questions in this section also asked if the post mentioned and promoted an event. The final question of this section asked if the post was relevant to the mission of the Oklahoma Messages Project.

All but the first two sections had yes or no answer options. The scoring units that were used were one if the identifier was present, two if it was absent and, when applicable, three if the reviewer was unable to determine its presence. The coding in these sections used nominal measurements. Nominal measurements use numbers to distinguish quality or category rather than quantity (Stacks, 2010). The second section, which asked for the number of likes, shares, comments and hashtags used ratio measurements. Ratio measurements have an absolute zero meaning there is a

point where none of the quality being measured exists (Stacks, 2010).

KNOWLEDGE RESULTS

To gauge the general public's knowledge about the Oklahoma Messages Project, researchers ran frequencies on the knowledge data received from the online survey. These survey questions either received a right or a wrong answer. The knowledge results from the online survey showed that stakeholders of the Oklahoma Messages Project were much more informed on the services the organization provides. However, many of the knowledge questions of the online survey had positive respondent results. When asked "Approximately how many children in the state of Oklahoma have parents who are in prison," 28.9 percent of survey respondents answered correctly: "26,000." When asked "What is the mission of the Oklahoma Messages Project," 90 percent of survey respondents answered correctly: "keeps the vital connection between parent and child, reduces children's anxiety and sadness and improves the child's overall outcome." When asked "What are the affects children experience when their parents are in prison," 95 percent of survey respondents answered correctly: depression/anxiety, attention disorders and a decline in academic performance." When asked "A child who is able to visit his/her incarcerated parent will experience which of the following," 82 percent of survey respondents answered correctly: "decreases delinquency, lower rates of the tendency of a convicted criminal to reoffend and improves children's self-esteem and school performance." When asked "Out of the 77 counties in Oklahoma, how many counties do you think the Oklahoma Messages Project services," only 8 percent of respondents answered correctly. The options for this question were as follows: "all of the counties, 55 counties, 10 counties or 70 counties." Lastly, when asked "Oklahoma Messages Project provides which of the following services," only 12 percent of respondents answered correctly. The options for this question were: "reading improvement, tutoring children, job preparation or parental therapy."

This online survey knowledge information coincides with the information taken from the in-depth interviews with donors/volunteers of the Oklahoma Messages Project. While conducting in-depth interviews, researchers found that many people are aware of the Oklahoma Messages Project's mission and how it affects both parent and child, but the general public is unaware of how many counties the Oklahoma Messages Project serves and the specific help it provides. "I wish it was all counties, but I guess it's good to have 70... I really hope they [the Oklahoma Messages Project] can get this to where it's in all of the counties," said an in-depth interview participant that is a stakeholder of the Oklahoma Messages Project (Participant 1, 2017). Generally, Oklahomans are aware of the Oklahoma Messages Project's mission; however, they need to further understand the services it provides and the counties it helps.

Knowledge Results

Oklahoma Messages Project

Online survey respondents were aged 18+ and live in the state of Oklahoma. Based on the knowledge results, the following was found:

29%
knew

**THE NUMBER OF
CHILDREN WITH
AN INCARCERATED
PARENT(S)**

90%
knew

**THE MISSION OF
THE OKLAHOMA
MESSAGES
PROJECT**

95%
knew

**THE EFFECTS OF
PARENT
INCARCERATION
ON CHILDREN**

82%
knew

**THE EFFECTS
OF VISITING
INCARCERATED
PARENT(S)**

8%
knew

**HOW MANY
COUNTIES THE
NONPROFIT
SERVICES**

12%
knew

**THE OKLAHOMA
MESSAGES
PROJECT'S
SERVICES**

In addition to the need to understand the Oklahoma Messages Project's services, the in-depth interviews and content analyses revealed the Oklahoma Messages Project's need to educate Oklahoma residents on how to get involved within the organization and what impact their contributions would have. Members of the general public are unaware about the familial cycle of incarceration that affects future generations, which is what the Oklahoma Messages Project tries to keep from happening.

Finally, a major issue with the Oklahoma Messages Project is general public awareness of the nonprofit organization. Though the knowledge results section of the survey depicted correct knowledge of the organization's mission, in-depth interviews revealed the major issue with the organization is people not knowing about it. Many participants in the program grew up in similar situations and feel like they are giving back; however, many individuals do not have connections with incarceration in their own family and are unaware of the project altogether. In fact, while asking stakeholders and participants of the Oklahoma Messages Project

“What do you think deters people from donating and volunteering to the Oklahoma Messages Project?” several interview respondents simply stated, “They don’t know about it” (Participant 2, 3, 2017).

By increasing the public’s awareness and knowledge about incarceration and what the Oklahoma Messages Project does to help both parents and children, it is likely that many more individuals would get involved and understand their role in helping the cycles of incarceration. The data taken from these research methods revealed three main knowledge themes that the Oklahoma Messages Project must aim to improve: awareness of the Oklahoma Messages Project, awareness of the services the Oklahoma Messages Project provides and awareness of where the Oklahoma Messages Project serves. By raising awareness, the Oklahoma Messages Project can expect to see an increase in acceptance and action from residents in the state of Oklahoma.

PERCEPTION/ ATTITUDE RESULTS

The research team used both quantitative and qualitative methods to measure perceptions and attitudes toward the Oklahoma Messages Project both in the organization's internal and external publics. After data collection, entry and cleaning, the research team utilized the SPSS Statistics software from IBM to analyze the data. The quantitative data, obtained from the survey, was analyzed using an independent samples T-test, because the independent variables were nominal and categorical with the categories being male and female (no respondent identified as "other" for the gender question). The dependent variables were the perceptions and attitudes toward the Oklahoma Messages Project. The research team conducted a factor analysis and reliability test to verify the validity and reliability of the scales used. The qualitative data, obtained from the in-depth personal interviews and focus group interviews, underwent content analysis. The resulting qualitative findings were then compared to the quantitative data findings.

FACTOR ANALYSIS/RELIABILITY

Following data entry and recording, the 14 perception items were factor analyzed using the principal components method with Varimax rotation. The factor analysis produced four factors with qualifying eigenvalues (over 1.0). Factor loadings of .05 were considered significant ($p < .05$). Items that either did not load or loaded similarly on two or more factors were dropped.

A reliability analysis was conducted for the first factor (i.e. "engaging") which accounted for 21.4 percent of the variance and consisted of three items: contemporary, fun and high-tech (Cronbach's Alpha = .60). Next, a reliability test was conducted for the second factor (i.e. "responsible") which accounted for 12.8 percent of the variance and consisted of three items: modest, efficient, and safe (Cronbach's Alpha = .61).

In addition, 33 Grunig-scale items were factor analyzed using principal components method with Varimax rotation. The factor analysis produced two factors with qualifying eigenvalues (over 1.0). Factor loadings of .05 were considered significant ($p < .05$). Items that either did not load or loaded similarly on two or more factors were dropped.

A reliability analysis was conducted for the first factor (i.e. "PerQuality") which accounted for 28.9 percent of the variance (Cronbach's Alpha = .96). Next, a reliability test was conducted for the second factor (i.e. "AttOrg") which accounted for 16.1 percent of the variance (Cronbach's Alpha = .93).

The qualitative data collected by the research team shares similarities with the quantitative data. When asked about their perceptions of the Oklahoma Messages Project, focus-group-interview participants (most of whom were female) often classified the nonprofit as “highly beneficial” and “efficient.” Some of the participants said the Oklahoma Messages Project was “idealistic,” while others deemed it “practical.” From context, the word “idealistic” was used in a positive light. With this information, there were some negative perceptions expressed. One participant characterized the Oklahoma Messages Project as “inefficient” because of issues with the product, the DVD. In order to achieve a better standing with males, the client would need to target men with messages. The Oklahoma Messages Project could then seize upon this opportunity and increase positive perceptions among males.

T-TEST

The research team used an independent T-test to examine survey respondents’ current perceptions and attitudes of the Oklahoma Messages Project. Researchers then divided this data into four categories: perception of quality, perception of engagement, attitude of organization and attitude of organization expectations. Of these categories, perception of quality and attitude of organization expectations were reliable and valid.

Results showed that females perceive the quality of the client better than men, $t(964) = -3.574$, $p < .0001$ with men ($M = 13.5$, $SD = 2.5$) and women ($M = 14.3$, $SD = 3$). In addition, women also had better attitudes of organization expectations, $t(964) = -3.182$, $p = .002$, with men ($M = 101.1$, $SD = 21.8$) and women ($M = 105.7$, $SD = 19.6$). Of the over 1,200 responses, 966 of them had the necessary completion rate to analyze. Of these 966 responses, 271 were male and 695 were female.

Perception + Attitude Results

Perception of the Quality of the Oklahoma Messages Project

Gender	Mean
Male	13.6
Female	14.3

Attitude Toward the Oklahoma Messages Project

Gender	Mean
Male	101.1
Female	105.7

DESIRED BEHAVIOR RESULTS

The research team mostly used quantitative research to measure the desired behavior of the Oklahoma Messages Projects' publics. After collecting data, researchers used frequency tables to sort and analyze the information. Histograms were also used to give a visual representation of the data collected.

FREQUENCY TABLE

In this section, the objective was to see how likely publics of the client are to share information and engage with the organization. The first three questions ask how likely participants are to share information with their friends, family and colleagues. About 50 percent of participants reported they were likely to share with their colleagues. Next, 52.4 percent said they were likely to share information with their friends and 52.8 percent are likely to share with their families. Luckily, the Oklahoma Messages Project has organization stakeholders that are also spreading the word. "Even with the girls that I went to rehab with, I shared it [the Oklahoma Messages Project] with them... I always try to ask people if they know about it [the Oklahoma Messages Project]" (Participant 5, 2017).

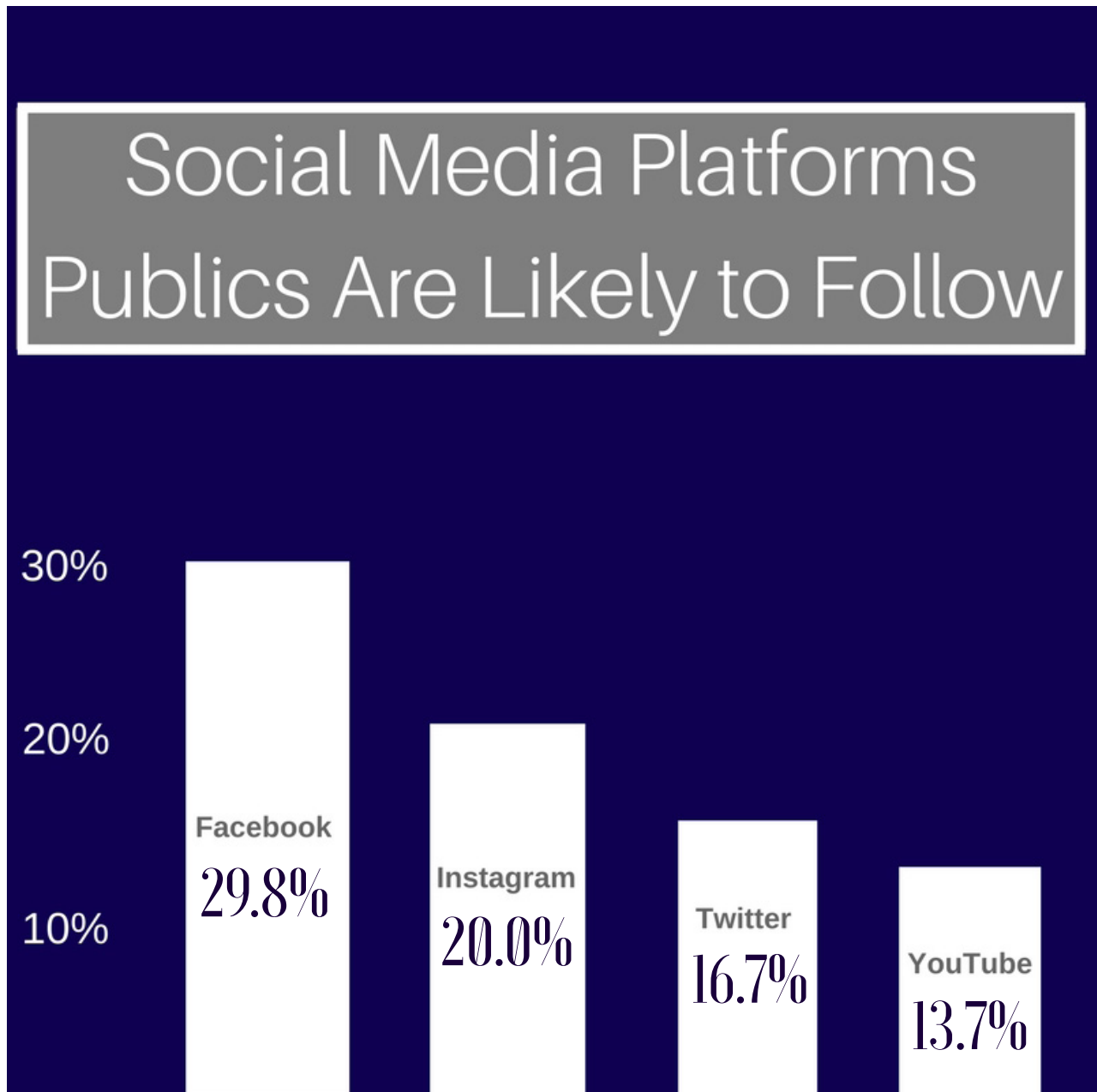
The next section asked how likely participants are to visit the Oklahoma Messages Project's website. Fifty six percent reported they were likely to visit the organization's website.

The last section of questions asks how likely the participants are to follow the programs' social media pages, specifically Facebook, Twitter, Instagram, and the Oklahoma Messages Project YouTube page. Overall, less participants were likely to follow them on social media. The highest response was Facebook, with only 29.8 percent of participants saying they were likely to follow their Facebook page. About 20 percent of participants reported they would follow the program's Instagram page and 16.7 percent said they would follow on Twitter. The lowest percentage reported was for the Oklahoma Messages Project YouTube page, with 13.7 percent of participants saying they are likely to subscribe to the page. Throughout the focus group interviews, researchers found similar information.

CONCLUSION

Based on these results, the area that needs the most improvement is the Oklahoma Messages Project's social media platforms. One stakeholder mentioned the social media being "dated" although it is being managed by an outside service. The data suggests that creating better content for the programs' social media pages,

specifically Facebook, could produce more engagement online from the client's key publics. An increase in media interest could increase the percentages of website visits, resulting in a higher likelihood of sharing information via word of mouth.



MEDIA USE RESULTS

Through both quantitative and qualitative research, researchers studied the media use of the Oklahoma Messages Project's key publics. To gather quantitative research, researchers utilized the online survey to determine public perception of media use using frequencies. Qualitative research was found by conducting interviews with the organization's key publics, including stakeholders and consumers. Generally, interviews found that Oklahoma Messages Project's consumers should be using "a combination of both facts and emotion" when trying to persuade audiences of the organization's affect on others (Participant 8, 2017).

The first four questions in this section focussed on social media. Data shows that Facebook is the best way for the Oklahoma Messages Project to communicate with its publics, as 29 percent of respondents are responsive to communications on Facebook. Nineteen percent of respondents of survey participants said they are responsive to communications via Instagram and YouTube. Fourteen percent said they are responsive from communications on Twitter. This data shows that Oklahoma Messages Project has the potential to increase receptivity of communications by pouring more resources into communications on Facebook, including more images and videos being shared in posts. Additionally, an organization stakeholder expressed "the Oklahoma Messages Project should definitely be using the news" when asked what advertising and/or promotional media should be used by the organization (Participant 9, 2017).

The remaining questions asked the same question about the respondent's responsiveness to communications, but rather than focusing on social media, this section asks about other uses of media. Whereas the greatest frequency of responsiveness was 29 percent for Facebook, 34 percent of the surveyed publics are responsive to communication from events, promotional items and the Oklahoma Messages Project website. Thirty-two percent were responsive to information booths and 31 percent were responsive to posters or fliers. Of those surveyed, 24 percent are responsive to radio.

One stakeholder expressed concern regarding Oklahoma Messages Project's social media, saying the Oklahoma Messages Project's current "social media presence needs to be better...[and] is not modern enough" (Participant 10, 2017). These findings suggest that the bulk of resources should be spent advancing the Facebook page, as this is the most preferred social media platform. Although it may seem fitting to use social media to pursue a younger demographic of donors and volunteers, this data suggests that the key publics of the Oklahoma Messages Project prefer communication through non-social media channels, including events, promotional items, informational booths, posters and news/radio.

Media Use Results

PUBLICS PREFER COMMUNICATION VIA:

37%

Promo Items



34%

Websites



34%

Events



32%

Info Booths



31%

Posters/Flyers



29%

Facebook



24%

Radio



19%

Instagram



17%

Sponsorship



12%

YouTube



COMMUNICATION/ MESSAGE ANALYSIS RESULTS

The research team used a content analysis to analyze the Oklahoma Messages Project's interactions with key publics and the quality of messages on its social media platforms. The team created content analysis codes to measure content and analyze posts from the client's social media, dating as far back as 2010 and continuing to November 2017. This was done in order to find out how effective each platform is and how effective the Oklahoma Messages Project's Messages posts are on each platform.

The researchers began by coding posts from all three platforms. The team selected every third post of each month for analysis. If a post contained a certain item, it was designated a one. If a post didn't contain a certain item, it was designated a two. If it was uncertain if a post contained a certain item, it was given a three. A code for the date and time were included, as well as the platforms themselves, with Twitter receiving a one, Facebook receiving a two, and Instagram receiving a three.

First, the number of types of posts themselves were recorded across platforms. Next, the amount of engagement was recorded by counting the number of likes, shares, comments and hashtags.

PEARSON CHI-SQUARE TEST

NARRATIVES

The Pearson Chi-square was computed to determine if there was a significant relationship between the different types of narratives found on the Oklahoma Messages Project's Twitter, Facebook and Instagram pages. The analysis indicated that there was a significant relationship, $X^2 (4) = 36.81, p < .0001$, for posts containing narratives, with most narratives appearing on Facebook (37 percent of posts), followed by Twitter (24.3 percent of posts) and finally Instagram (13.1 percent of posts). The analysis then indicated there was a significant relationship, $X^2 (4) = 36.23, p < .0001$, for posts containing narratives of children with most appearing on Facebook (28.4 percent), then Twitter (17.1 percent), and then Instagram (15.3 percent). Another significant relationship, $X^2 (4) = 22.71, p < .0001$, was indicated for posts containing volunteer narratives with most appearing on Facebook

(10.2 percent), then Twitter (7.1 percent), and then Instagram (5.7 percent). The relationship for posts containing donor narratives was significant, $X^2 (4) = 22.33$, $p < .0001$, with most appearing on Facebook (3.2 percent), then Twitter (2.7 percent) and then not even one percent on Instagram (0.6 percent). It was then indicated that there was a significant relationship, $X^2 (4) = 25.03$, $p < .0001$, with posts containing narratives about prisoners. On Facebook, 20.4 percent of posts contained narratives about prisoners, followed by 15.3 percent of Twitter posts and 13.1 percent of Instagram posts. Finally, the analysis indicated that there was a significant relationship, $X^2 (4) = 20.87$, $p < .0001$, for posts containing narratives about caregivers, with most appearing on Facebook (7.2 percent), Twitter (3.6 percent) and Instagram (8.0 percent).

LINKS

The Pearson Chi-square was computed to determine if there was a significant relationship between the different types of links found on the Oklahoma Messages Project's Twitter, Facebook and Instagram pages. The analysis indicated that there was a significant relationship, $X^2 (4) = 35.15$, $p < .0001$, for posts containing a link to donate, with most of these appearing on Twitter (24.3 percent of posts), followed by Facebook (9.7 percent of posts) and finally Instagram (2.8 percent of posts). The analysis then indicated there was a significant relationship, $X^2 (4) = 36.23$, $p < .0001$, for posts containing a link to the Oklahoma Messages Project website with most appearing on Twitter (32.4 percent), then Facebook (16.6 percent), and then Instagram (6.3 percent). Finally, another significant relationship, $X^2 (4) = 25.70$, $p < .0001$, was indicated for posts containing a link to an external website other than a sponsor website or the Oklahoma Messages Project website with most appearing on Facebook (11.3 percent), then Twitter (2.7 percent), and then Instagram (0.6 percent).

IMAGES

The Pearson Chi-square was computed to determine if there was a significant relationship between image-only posts and posts with pictures found on the Oklahoma Messages Project's Twitter, Facebook and Instagram pages. The analysis indicated that there was a significant relationship, $X^2 (2) = 199.86$, $p < .0001$, for posts containing text only, with most text-only posts appearing on Facebook (54.4 percent of posts), followed by Twitter (6.3 percent of posts) and none appearing on Instagram, since its main function as a social media platform is to share pictures. The analysis then indicated there was a significant relationship, $X^2 (4) = 36.23$, $p < .0001$, for posts containing images of children with most appearing on Facebook (47.7 percent), then Twitter (36.9 percent), and then Instagram (27.3 percent). Another significant relationship, $X^2 (4) = 22.71$, $p < .0001$, was indicated for posts containing images of children with most appearing on Instagram (8.0 percent), then Twitter (5.4 percent), and then Facebook (4.3 percent). The relationship for posts containing images of prisoners was significant, $X^2 (6) = 66.43$, $p < .0001$, with most

appearing on Instagram (11.9 percent), then Twitter (8.1 percent) and Facebook (8.0 percent). It was then indicated that there was a significant relationship, $X^2 (6) = 60.67$, $p < .0001$, with posts containing images of volunteers. On Instagram, 12.5 percent of posts contained images of volunteers, followed by 7.5 percent of Facebook posts and 2.7 percent of Twitter posts. The analysis next indicated that there was a significant relationship, $X^2 (6) = 43.26$, $p < .0001$, for posts containing images of donors, with posts with pictures of donors appearing on Facebook (4.3 percent of posts), followed by Instagram (2.8 percent of posts) and Twitter (0.9 percent). Finally, the analysis concluded that there was a significant relationship, $X^2 (6) = 30.67$, $p < .0001$, for posts containing images of events, with most appearing on Facebook (14.2 percent), Instagram (10.8 percent) and Twitter (7.2 percent).

SOCIAL CONTENT

The Pearson Chi-square was computed to determine if there was a significant relationship among the different types of social media content (infographics, hashtags, etc.) found on the Oklahoma Messages Project's Twitter, Facebook and Instagram pages. The analysis indicated that there was a significant relationship, $X^2 (4) = 16.44$, $p = .002$, for posts containing infographics, with most of these appearing on Instagram (13.1 percent of posts), followed by Facebook (10.7 percent of posts) and finally, Twitter, with no infographics appearing (0 percent of posts). The analysis then indicated there was a significant relationship, $X^2 (4) = 36.23$, $p < .0001$, for posts containing a hashtag (#OklahomaMessagesProject) with most appearing on Instagram (23.3 percent), then Facebook (10.7 percent), and then none appearing on Twitter (0 percent). Finally, another significant relationship, $X^2 (4) = 43.54$, $p < .0001$, was indicated for posts promoting a public with most appearing on Facebook (11.9 percent), then Instagram (21.0 percent), and then none on Twitter (0 percent).

PUBLICS

The Pearson Chi-square was computed to determine if there was a significant relationship among the mentions of publics (donors, volunteers, etc.) found on the Oklahoma Messages Project's Twitter, Facebook and Instagram pages. The analysis indicated that there was a significant relationship, $X^2 (4) = 15.01$, $p = .005$, for posts mentioning volunteers, with most of these appearing on Facebook (15.0 percent of posts), followed by Instagram (11.9 percent of posts) and finally, Twitter (1.8 percent of posts). The analysis then indicated there was a significant relationship, $X^2 (4) = 21.89$, $p < .0001$, for posts mentioning the impact of volunteers with most appearing on Facebook (15.5 percent), then Twitter (0.9 percent), and Instagram (0.8 percent). Another significant relationship, $X^2 (4) = 9.67$, $p = .046$, was indicated for posts mentioning donors with most appearing on Facebook (15.3 percent), then Instagram (13.6 percent), and then Twitter (4.5 percent). It was then indicated that there was a significant relationship, $X^2 (4) = 17.17$, $p = .002$, with posts containing mentioning events. On Facebook, 18.0 percent of posts mentioned events, followed by 9.7

percent of Instagram posts and 4.5 percent of Twitter posts. The analysis indicated that there was a significant relationship, $X^2 (4) = 23.12$, $p < .0001$, for posts promoting events, with most of these appearing on Facebook (13.9 percent of posts), followed by Instagram (5.1 percent of posts) and finally, Twitter (0.9 percent of posts). Finally, another significant relationship, $X^2 (4) = 25.03$, $p = .005$, was indicated for posts that were true to the Oklahoma Messages Project's mission with most appearing on Instagram (79.5 percent), then Twitter (67.7 percent), and then Facebook (63.5 percent).

ANALYSIS OF VARIANCE (ANOVA)

A one-way analysis of variance (ANOVA) was conducted on the number of likes, shares, comments and hashtags among the Oklahoma Message's Project's Twitter, Facebook and Instagram pages with the type of social media page (Twitter, Facebook, and Instagram) being the independent variables and the number of likes, shares and comments as the dependent variables.

LIKES

The number of like was significant, $F (2,659) = 36.13$, $p < .0001$. The social media page with the highest mean number of likes was Facebook, with 4.74 likes per posts, followed by Instagram with 3.67 and 0.54 on Twitter.

SHARES

The number of shares was significant, $F (2,659) = 21.71$, $p < .0001$. The social media page with the highest mean number of shares was Facebook, with 0.69 shares per post, followed by Twitter with 0.31, and Instagram with 0 shares per post.

COMMENTS

The number of comments was significant, $F (2,659) = 13.92$, $p < .0001$. The social media page with the highest mean number of comments was Facebook with 0.31 comments per post, followed by Instagram with 0.07, and Twitter, with 0.01.

HASHTAGS

The number of hashtags was significant, $F (2,659) = 13.92$, $p < .0001$. The social media page with the highest mean number of hashtags was Instagram with 0.81 hashtags per post, followed by Facebook, with 0.27 hashtags per post, and Twitter, with 0 hashtags per post.

CONCLUSION

Given the amount of interaction on Twitter, the research team recommends improving engagement on Twitter by using Twitter to reach a different key public. To do this, the client can use more hashtags to join conversations that can lead to increased interaction. With much of the interaction occurring on Facebook, it is recommended that the client publish a clickable link to donate and the link to volunteer more on Facebook to reach a wider audience.

DISCUSSION

SUMMARY

This team's research into the Oklahoma Messages Project focused on one common question: What are the attitudes, knowledge and behaviors of the key publics for the Oklahoma Messages Project? Hopefully, with this information, the Oklahoma Messages Project is able to make messaging consistent and grow the number of volunteers and donors involved within the organization. This growth will help the nonprofit better serve the children of incarcerated parents in Oklahoma. All of the research conducted can help the client determine where a possible communications program should begin, how it will evolve and what its end product will be (Stacks, 2011).

WHAND TM conducted secondary research into the Oklahoma Messages Project in order to provide general information regarding the Oklahoma Messages Project. Additionally, an online survey, a content analysis of messaging, in-depth interviews and focus groups were conducted to inform the client about the current situation of the Oklahoma Messages Project.

The survey was completed by 1,722 individuals in a volunteer sample. Responses required a minimum of 75 completion in order to be counted. In total, 984 survey responses were able to be included in this research. In summary, the surveys led the researchers to believe that publics are not aware of the Oklahoma Messages Project's services, or the impact the organization has on people living in Oklahoma.

The researchers coded 660 individual social media posts across the Oklahoma Messages Project's platforms: Twitter, Facebook and Instagram. The researchers found that engagement on social media is lacking, and that focus should be given to the platforms that the organization's key publics look into the most.

Researchers conducted 18 interviews with stakeholders. From these interviews, it is clear that even those closest to the organization are unaware of all of the operations of the Oklahoma Messages Project.

Researchers were unable to conduct actual focus groups because not enough contacts were available. Instead, interviews were conducted with the questions that would have been included in the focus groups. The focus group interviews were held with consumers of the organization's services, such as previous participants in the program.

The Oklahoma Messages Project requires donors to subsidize the cost of projects and uses volunteers to support its efforts. Without these two publics, the

organization is unable to serve the children of incarcerated parents in the state of Oklahoma. Furthermore, without growth in these two publics, the client will be unable to serve more children and expand into the remaining seven counties in the state that the organization does not currently serve.

ANALYSIS OF OUTCOMES

After conducting comprehensive research into the Oklahoma Messages Project, the research team retained information regarding potential volunteers' and donors' knowledge, attitudes and behaviors, which is necessary to utilize and understand in order to effectively target these publics. It is clear that primary demographics for potential donors and volunteers are unaware of the organization and the services it provides.

This lack of knowledge may be due to publics not being communicated with in the most efficient way. The Oklahoma Messages Project needs to more effectively communicate with existing publics and potential donors and volunteers. The client should use the correct media platform to reach out to each of these publics, in a more methodical, strategic and targeted manner.

GENERAL LIMITATIONS OF STUDY AND FUTURE DIRECTIONS

The data collected from the Oklahoma Messages Project was limited in a few different ways. One of the biggest limitations this research team encountered was participants not completing the surveys. If at least 75 percent of the survey was not completed, the researchers were unable to use this data. Unfortunately, this caused a significant amount of data to be excluded from the findings.

Another limitation encountered was getting a decent amount of participants for the stakeholder and focus groups interviews. The researchers had some difficulty when contacting potential participants because of their schedules and being provided with the wrong contact information. The last major limitation was the inability for the researchers to actually have focus groups. Unfortunately, due to the miscommunication between the researchers, Director Fuller and the potential focus groups participants, the researchers were unable to conduct focus groups that could have provided valuable information regarding program participants' experience.

The researchers could have conducted actual focus groups if more time was available. However, because the researchers were not able to wait for confirmations from other participants, adjustments had to be made. Additionally, with more time, in-person interviews would have been conducted instead of having to do phone interviews. The data found could be improved if more stakeholders and program participants insight was provided. The data collected from interview sessions could

have been improved with more money since resources would have been offered to stakeholders and participants. Amongst these limitations, however, the researchers successfully adjusted with the resources provided.

The data found is generalizable to the extent that it was collected. Meaning, the information found from interviewing publics of the organization gave the researchers a good idea of current perceptions of the organization. With an extension of time, further research regarding the children served and what these children need could help the Oklahoma Messages Project be a more efficient organization. Additionally, focus group research with stakeholders of the organization may have provided information that was not previously given.

SUGGESTIONS

SUGGESTIONS FOR KEY PUBLICS

The data found is generalizable to the extent that it was collected. Meaning, the information found from interviewing publics of the organization gave the researchers a good idea of current perceptions of the organization. With an extension of time, further research regarding the children served and what these children need could help the Oklahoma Messages Project be a more efficient organization. Additionally, focus group research with stakeholders of the organization may have provided information that was not previously given.

SUGGESTIONS FOR KEY PUBLICS

Another suggestion the researchers would like to make for the client is to strengthen the organization's use of all social media platforms to increase engagement and spread awareness. Based on the research collected, Facebook attracts the most engagement for the organization. The client should continue to use this platform and increase the engagement level even more. One way to do this is moving the content from the YouTube account to the organization's Facebook. Posting video content on Facebook will help increase user engagement and spread awareness of the Oklahoma Messages Project's mission. The client could also promote these videos on other social media platforms such as Twitter and Instagram.

The client should put forth more effort in promoting the organization's social media platforms such as Twitter and Instagram. In order to do this, the client should continue to build followers on both platforms. The use of hashtags on Instagram and tagging sponsors, donors, volunteers etc. in media posts can also increase engagement. If the client can get these stakeholders to retweet or repost a post, the post and the platform itself has potential to reach more viewers.

Another important tactic the client should focus on is posting at the appropriate times. Posting at the right time can make a world of difference in the number of people each post reaches. Lastly, the researchers suggest looking into paid promotion on social media platforms. Facebook, Twitter and Instagram all offer paid promotion deals that are reasonably priced and will guarantee an increase in views and engagement per post.

SUGGESTIONS FOR MESSAGES/COMMUNICATIONS

Communication has been a big issue for the client according to the research found. If the client strengthens the organization's communication, the nonprofit

will be able to increase the public's knowledge and spread awareness. In order to communicate better, the researchers suggest the client ensures each message is clear and reflects the mission of the organization. Keeping the messages relevant to the non-profit's goal is extremely important.

SUGGESTIONS FOR INTERNAL PUBLICS

The research team suggests an improvement in the internal communication of the Oklahoma Messages Project. The stakeholders of the organization must be informed and knowledgeable about the overarching mission of the Oklahoma Messages Project, the services provided, the effect of these services and the counties served. Likewise, highlighting internal stakeholders on the Oklahoma Messages Project's social media accounts will prompt an engagement by the stakeholders themselves, which will raise awareness altogether.

SUGGESTIONS FOR EXTERNAL PUBLICS

The researchers suggest explaining the mission of the Oklahoma Messages Project to external publics. Though a major issue is a lack of awareness, even those that know about the organization don't know about the services it provides and how many counties are serviced. Likewise, the research team suggests that the Oklahoma Messages Project reaches out to more external publics than just previous participants in the program. Many individuals have had experience with someone they know being incarcerated, and it is likely that they would be willing to help if they knew what their contribution could provide. Overall, the Oklahoma Messages Project needs an increase in awareness, acceptance and action among citizens in Oklahoma, which can be accomplished using strategies and tactics that get the word out and highlighting what the organization has already accomplished.

STRATEGIES/TACTICS

The research conducted for the Oklahoma Messages Project suggests that the organization needs an increase in awareness from the general public: citizens in Oklahoma. The majority of individuals interviewed expressed that the biggest issue for the organization is that many people don't know about it. The survey and content analysis research suggests the same. This research team recommends that the Oklahoma Messages Project utilizes communication strategies on social media to raise general awareness. Additionally, a tactic that the research team suggests is highlighting the current donors and volunteers of the organization for their impact and contributions to the program and the individuals involved. Showing how much they make a difference will likely convince other people to get on board. It is possible that the participants interviewed would have been more likely to participate if they felt they had a large contribution to the organization. As mentioned previously, a key tactic is reevaluating place and time of content

placement on social media and paying to promote certain posts on social media. The Oklahoma Messages Project must segment the organization's various publics and identify how to speak to these audiences through the social platforms they use.

ADDITIONAL RECCOMENDATIONS

Along with the previous suggestions and recommendations mentioned, the research team advises that the Oklahoma Messages Project should

- Educate the community about incarceration rates in the state of Oklahoma;
- Explain the Oklahoma Messages Project's mission: who the organization services and the effects of these services;
- Strengthen the use of social media platforms to increase engagement;
- Segment specific publics and speak to them through the correct platforms;
- Implement communication campaigns for a rise in awareness; and
- Acknowledge current organization stakeholders for their contributions and impact on the organization.

By keeping these themes in mind, the Oklahoma Messages Project will see an increase in awareness, acceptance and action across Oklahoma. By strengthening the organization's communication, more customers, donors and volunteers can be expected. If this occurs, the organization will have the opportunity to service more counties. The first step of effectively communicating is understanding where the Oklahoma Messages Project currently stands: the organization's current performance, reputation and structure (Zhou, 2011). These suggestions and recommendations are essential for growth in donations, volunteers and customers of the Oklahoma Messages Project.

SITUATION ANALYSIS

Research has found that the Oklahoma Messages Project has strengths. The organization benefits different key publics, and is unique in the want to help both incarcerated individuals and their children. The Oklahoma Messages Project has built relationships with donors and volunteers, and has been able to serve 70 out of 77 counties within Oklahoma. The Oklahoma Messages Project's similarity to the Messages Project in Virginia provides inspiration, and has given the organization ideas on how to be successful thus far. This nonprofit organization has a strong mission and one generous confidential donor, which have contributed to organizational success.

One major weakness of the Oklahoma Messages Project is the problem with awareness, acceptance and action. The organization struggles to have a consistent presence with the organization's publics. The Oklahoma Messages Project has positive media coverage, though there is very little coverage. This organization also has issues with relying on testimonies rather than data, being run by a staff of two people, having a lack of members in the communication-suite positions, and a consistent problem with not having enough funds and volunteers.

The Oklahoma Messages Project has many goals for the future. Executive Director Cheri Fuller discussed various events and activities the organization wants to pursue, but will need more donations and volunteers to make these events happen. The Oklahoma Messages Project currently has some donor funding, positive media coverage and bookstore donations, which will help the organization grow. Additionally, Cyndi Munson is on the Board of Directors for the organization and is in the House of Representatives of Oklahoma. The Oklahoma Messages Project has a potential opinion leader and several organizations that are willing to help the nonprofit succeed.

The Oklahoma Messages Project struggles with opposition from the general public in helping incarcerated individuals. Additionally, the organization will consistently struggle to reach the 96,000 people in the state of Oklahoma that are incarcerated. This number is large, and the consequence of this statistic is concerning: children of incarcerated individuals have a much higher likelihood ending up incarcerated than other children. In addition to the organization's competitors, a major threat to the Oklahoma Messages Project is the lack of Oklahoma legislation in its support and the client's limited number of opinion leaders.

SWOT TABLE

S

STRENGTHS

Organization

- Relationships built
- Foundation of mission
- Serves 70/77 counties
- Ability to improve rates of incarceration

Situation

- Connection to a similar successful organization (VA Messages)

Publics

- Major individual donor
- Know about the effects of incarceration on children
- Know the mission of the Oklahoma Messages Project

W

WEAKNESSES

Organization

- Social media engagement
- Inconsistency in image
- Staff of two
- Testimony based support, not data driven
- Reliance on interns/ internship programs
- Lack of C-suite members internally

Situation

- Finances
- Government funding

Publics

- Awareness of organization
- Acceptance and understanding of organization's mission

O

OPPORTUNITIES

Organization

- Relationship with remaining parent/foster organization
- Relationship with former program participants
- Board member in the house
- Full Circle Bookstore & Smart Start OK donates books
- College fund

Situation

- Availability of data-based results
- Collaboration with other companies

Publics

- Donor funding
- Reputation in the media
- Support from Cherokee Nation
- Know about the mission of the organization and can spread the word

T

THREATS

Organization

- Kids not being helped have a 70% higher rate of going to prison than their peers
- Two to one ratio (prison racism)
- Liabilities (child abuse, etc.)
- 96,000 children with an incarcerated parent(s)

Situation

- State funding
- Competitors (Big Brother, Big Sister, Machi Program, TEEM, ReMerge Oklahoma, New Hope Oklahoma)
- Increasing program costs
- Unwillingness of warden participation
- Oklahoma legislation

Publics

- Public perception on incarcerated people/parents
- Low number of volunteers
- Media coverage
- Lack of public opinion leaders willing to speak out on behalf of the organization
- Are unaware of the counties the nonprofit services
- Are unaware of the organization's services

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SURVEY

Q1.1 Please provide the number given to you by the student researcher.

Q1.2 I am Public Relations student from the Gaylord College at University of Oklahoma and I invite you to participate in this research project for the Oklahoma Messages Project. This research is being conducted at various locations in the Oklahoma region. You were selected as a possible participant because you are likely someone in the demographic we are interested in. You must be at least 18 years of age to participate in this study.

The purpose of this research is to gather information about knowledge, attitudes and behaviors associated with the Oklahoma Messages Project. About 500-1,000 people will take part in this research. If you agree to be in this research, you will complete the survey. There will be no follow-up questions after today's participation. Your participation will take approximately 20 minutes. There are no direct benefits to participating. There are no risks associated with this research. You have the opportunity to win a \$50 Visa gift card for participating. You must complete the study to be eligible for the Visa gift card.

The information you provide will be shared with the Oklahoma Messages Project. No personal identifying information will be shared. Research records will be stored securely and only approved researchers will have access to the records. In addition, this is an academic not-for-profit research project. Data are collected via Qualtrics, an online survey system that has its own privacy and security policies for keeping your information confidential.

If you have questions, concerns or complaints about the research or have experienced a research-related injury, contact Jensen Moore at 225-402-8334 or jensenmoore@ou.edu.

By providing information to the researcher(s), I am agreeing to participate in this research.

Q2.1 In this section you will answer question about your knowledge of the Oklahoma Messages Project and the issues the nonprofit works on. Please answer truthfully, keeping in mind your answers are completely confidential.

Q2.2 Approximately how many children in the state of Oklahoma have parents who are in prison?

- ☐ 26,000 (1)
- ☐ 56,000 (2)
- ☐ 96,000 (3)
- ☐ 126,000 (4)

Q2.3 What is the mission of the Oklahoma Messages Project?

- ☐ Keeps the vital connection between parent and child (1)
- ☐ Reduces children's anxiety and sadness (2)
- ☐ Improves the children's overall outcome (3)
- ☐ All of the above (4)

Q2.4 What are the effects children experience when their parents are in prison?

- ☐ Depression (1)
- ☐ Anxiety (2)
- ☐ Attention disorders (3)
- ☐ Decline in academic performance (4)
- ☐ All of the above (5)

Q2.5 A child who is able to visit his/her incarcerated parent will experience which of the following?

- ☐ Decreases delinquency (1)
- ☐ Lower rates of the tendency of a convicted criminal to reoffend (2)
- ☐ Improves children's self-esteem and school performance (3)
- ☐ All of the above (4)

Q2.6 Out of the 77 counties in Oklahoma, how many counties do you think the Oklahoma Messages Project Services?

- ☐ All of the counties (1)
- ☐ 55 counties (2)
- ☐ 10 counties (3)
- ☐ 70 counties (4)

Q2.7 Oklahoma Messages Project provides which of the following services?

- ☐ Reading improvement (1)
- ☐ Tutoring children (2)
- ☐ Job preparation (3)
- ☐ Parental therapy (4)

Q3.1 In this section you will answer question about your current perceptions. Select the word that most closely represent your current observations of Oklahoma Messages Project. Please answer truthfully, keeping in mind your answers are completely confidential

	1 (0)	2 (1)	3 (2)	4 (3)	5 (4)	6 (5)	
Contemporary (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Traditional
Fun (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Tedious
High-tech (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Low-tech
Ordinary (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Distinguished
Expensive (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Inexpensive
Idealistic (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Practical
Modest (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pretentious
Scarce (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Abundant
Worthless (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Beneficial
Efficient (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Inefficient
Ordinary (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Innovative
Essential (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Luxury
Risky (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Safe
High-quality (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Low-quality

Q4.1 In this section you will be asked about your attitudes toward Oklahoma Messages Project. Please answer truthfully, keeping in mind your answers are completely confidential.

Q4.2 This organization treats people like me fairly and justly.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.3 Whenever this organization makes an important decision, I know it will be concerned about people like me.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.4 This organization can be relied on to keep its promises.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.5 I believe that this organization takes the opinions of people like me into account when making decisions.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.6 I feel very confident about this organization's skills.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.7 This organization has the ability to accomplish what it says it will do.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.8 Sound principles seem to guide this organization's behavior.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.9 The organization does not mislead people like me.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.10 I am very willing to let this organization make decisions for people like me.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)

- ☐ Strongly agree (7)

Q4.11 I think it is important to watch this organization closely so that it does not take advantage of people like me.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.12 The organization is known to be successful at the things it tries to do.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.13 The organization and people like me are attentive to what each other say.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.14 The organization believes the opinions of people like me are legitimate.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.15 In dealing with people like me, this organization has a tendency to throw its weight around.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)

- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.16 This organization really listens to what people like me have to say.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.17 The management of this organization gives people like me enough to say in the decision-making process.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.18 When I have the opportunity to interact with this organization, I feel that I have some sense of control over the situation.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.19 This organization won't cooperate with people like me.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.20 I believe people like me have influence on the decision makers of this organization.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.21 I feel that this organization is trying to maintain a long-term commitment to people like me.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.22 There is a long-lasting bond between this organization and people like me.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.23 Compared to other organizations, I value my relationship with this organization more.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.24 I would rather work with this organization than not.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)

- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.25 I have no desire to have a relationship with this organization.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.26 I feel a sense of loyalty to this organization

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.27 I could not care less about this organization.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.28 I am happy with this organization.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.29 Both the organization and people like me benefit from the relationship.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.30 Most people like me are happy in their interactions with this organization

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.31 Generally speaking, I am pleased with the relationship this organization has established with people like me.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.32 Most people enjoy dealing with this organization.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.33 This organization fails to satisfy the needs of people like me.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)

- o Agree (6)
- o Strongly agree (7)

Q4.34 I feel people like me are important to this organization.

- o Strongly disagree (1)
- o Disagree (2)
- o Somewhat disagree (3)
- o Neither agree nor disagree (4)
- o Somewhat agree (5)
- o Agree (6)
- o Strongly agree (7)

Q4.35 In general, I believe that nothing of value has been accomplished between this organization and people like me.

- o Strongly disagree (1)
- o Disagree (2)
- o Somewhat disagree (3)
- o Neither agree nor disagree (4)
- o Somewhat agree (5)
- o Agree (6)
- o Strongly agree (7)

Q4.36 This organization does not especially enjoy giving others aid.

- o Strongly disagree (1)
- o Disagree (2)
- o Somewhat disagree (3)
- o Neither agree nor disagree (4)
- o Somewhat agree (5)
- o Agree (6)
- o Strongly agree (7)

Q4.37 This organization is very concerned about the welfare of people like me.

- o Strongly disagree (1)
- o Disagree (2)
- o Somewhat disagree (3)
- o Neither agree nor disagree (4)
- o Somewhat agree (5)
- o Agree (6)
- o Strongly agree (7)

Q4.38 I feel that this organization takes advantage of people who are vulnerable.

- o Strongly disagree (1)
- o Disagree (2)

- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.39 I think that this organization succeeds by stepping on other people.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.40 This organization helps people like me without expecting anything in return.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.41 I don't consider this to be a particularly helpful organization.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.42 I feel that this organization tries to get the upper hand.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.43 Whenever this organization gives or offers something to people like me, it generally expects something in return.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.44 Even though people like me have had a relationship with this organization for a long time, it still expects something in return whenever it offers us a favor.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.45 This organization will compromise with people like me when it knows it will gain something.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q4.46 This organization takes care of people who are likely to reward the organization.

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)
- ☐ Agree (6)
- ☐ Strongly agree (7)

Q5.1 In this section you will answer question about your current and future behaviors. Please answer truthfully, keeping in mind your answers are completely confidential.

Q5.2 How likely would you be to donate money to the Oklahoma Messages Project?

- ☐ Extremely likely (1)
- ☐ Moderately likely (2)
- ☐ Slightly likely (3)
- ☐ Neither likely nor unlikely (4)
- ☐ Slightly unlikely (5)
- ☐ Moderately unlikely (6)
- ☐ Extremely unlikely (7)

Q5.3 How likely are you to donate money to another cause?

- ☐ Extremely likely (1)
- ☐ Moderately likely (2)
- ☐ Slightly likely (3)
- ☐ Neither likely nor unlikely (4)
- ☐ Slightly unlikely (5)
- ☐ Moderately unlikely (6)
- ☐ Extremely unlikely (7)

Q5.4 How likely are you to be loyal to a single charitable cause?

- ☐ Extremely unlikely (1)
- ☐ Moderately unlikely (2)
- ☐ Slightly unlikely (3)
- ☐ Neither likely nor unlikely (4)
- ☐ Slightly likely (5)
- ☐ Moderately likely (6)
- ☐ Extremely likely (7)

Q5.5 How likely are you to volunteer for the Oklahoma Messages Project?

- ☐ Extremely likely (1)
- ☐ Moderately likely (2)
- ☐ Slightly likely (3)
- ☐ Neither likely nor unlikely (4)
- ☐ Slightly unlikely (5)
- ☐ Moderately unlikely (6)
- ☐ Extremely unlikely (7)

Q5.6 How likely are you to volunteer for any nonprofit organization?

- ☐ Extremely Unlikely (1)
- ☐ Unlikely (2)

- o Somewhat Unlikely (3)
- o Neutral (4)
- o Somewhat Likely (5)
- o Likely (6)
- o Extremely likely (7)

Q5.7 How willing are you to volunteer inside a women's prison?

- o Extremely Unlikely (1)
- o Unlikely (2)
- o Somewhat Unlikely (3)
- o Neutral (4)
- o Somewhat Likely (5)
- o Likely (6)
- o Extremely Likely (7)

Q5.8 How willing are you to volunteer inside a men's prison?

- o Extremely Unlikely (1)
- o Unlikely (2)
- o Somewhat Unlikely (3)
- o Neutral (4)
- o Somewhat Likely (5)
- o Likely (6)
- o Extremely Likely (7)

Q5.9 How likely are you to volunteer for a children's program?

- o Extremely likely (1)
- o Moderately likely (2)
- o Slightly likely (3)
- o Neither likely nor unlikely (4)
- o Slightly unlikely (5)
- o Moderately unlikely (6)
- o Extremely unlikely (7)

Q5.10 How likely are you to share information about the Oklahoma Messages Project with colleagues?

- o Extremely likely (1)
- o Moderately likely (2)
- o Slightly likely (3)
- o Neither likely nor unlikely (4)
- o Slightly unlikely (5)
- o Moderately unlikely (6)
- o Extremely unlikely (7)

Q5.11 How likely are you to share information about the Oklahoma Messages Project with friends?

- ☐ Extremely likely (1)
- ☐ Moderately likely (2)
- ☐ Slightly likely (3)
- ☐ Neither likely nor unlikely (4)
- ☐ Slightly unlikely (5)
- ☐ Moderately unlikely (6)
- ☐ Extremely unlikely (7)

Q5.12 How likely are you to share information about the Oklahoma Messages Project with family members?

- ☐ Extremely likely (1)
- ☐ Moderately likely (2)
- ☐ Slightly likely (3)
- ☐ Neither likely nor unlikely (4)
- ☐ Slightly unlikely (5)
- ☐ Moderately unlikely (6)
- ☐ Extremely unlikely (7)

Q5.13 How likely are you to visit the Oklahoma Messages Project's website?

- ☐ Extremely likely (1)
- ☐ Moderately likely (2)
- ☐ Slightly likely (3)
- ☐ Neither likely nor unlikely (4)
- ☐ Slightly unlikely (5)
- ☐ Moderately unlikely (6)
- ☐ Extremely unlikely (7)

Q5.14 How likely are you to visit the Oklahoma Messages Project website?

- ☐ Extremely likely (1)
- ☐ Moderately likely (2)
- ☐ Slightly likely (3)
- ☐ Neither likely nor unlikely (4)
- ☐ Slightly unlikely (5)
- ☐ Moderately unlikely (6)
- ☐ Extremely unlikely (7)

Q5.15 How likely are you to follow the Oklahoma Messages Project on Facebook?

- ☐ Extremely unlikely (1)
- ☐ Moderately unlikely (2)
- ☐ Somewhat unlikely (3)

- ☐ Neither likely nor unlikely (4)
- ☐ Somewhat likely (5)
- ☐ Moderately likely (6)
- ☐ Extremely likely (7)
- ☐ I do not use Facebook (8)

Q5.16 How likely are you to follow the Oklahoma Messages Project on Twitter?

- ☐ Extremely unlikely (1)
- ☐ Moderately unlikely (2)
- ☐ Slightly unlikely (3)
- ☐ Neither likely nor unlikely (4)
- ☐ Slightly likely (5)
- ☐ Moderately likely (6)
- ☐ Extremely likely (7)

Q5.17 How likely are you to follow the Oklahoma Messages Project on Instagram?

- ☐ Extremely unlikely (1)
- ☐ Moderately unlikely (2)
- ☐ Slightly unlikely (3)
- ☐ Neither likely nor unlikely (4)
- ☐ Slightly likely (5)
- ☐ Moderately likely (6)
- ☐ Extremely likely (7)

Q5.18 How likely are you to subscribe to the Oklahoma Messages Project YouTube channel?

- ☐ Extreme unlikely (1)
- ☐ Moderately unlikely (2)
- ☐ Slightly unlikely (3)
- ☐ Neither likely nor unlikely (4)
- ☐ Slightly likely (5)
- ☐ Moderately likely (6)
- ☐ Extremely likely (7)

Q5.19 How receptive are you to Oklahoma Messages Project communications on the following media?

	Extremely unrespon sive (1)	Moderatel y unrespon sive (2)	Slightly unrespon sive (3)	Neither responsiv e nor unrespon sive (4)	Slightly respons ive (5)	Moderat ely respons ive (6)	Extremel y Respons ive (7)
Facebook (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsors hip (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events (Fundrais ers, Activity days, etc.) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posters/FI iers (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Websites (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotion al Items (Tshirts, Cups, Pens, etc.) (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informatio nal Booths (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6.1 In this final section you will be asked socio-demographic and psychographic questions. Please answer truthfully, keeping in mind your answers are completely confidential.

Q6.1 In this final section you will be asked socio-demographic and psychographic questions. Please answer truthfully, keeping in mind your answers are completely confidential.

Q6.2 What is your year of birth? (please enter four digits/full year)

Q6.3 What is your identified gender?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Other (3)

Q6.4 Which race do you consider yourself to be?

- ☐ White (1)
- ☐ Black or African American (2)
- ☐ American Indian or Alaska Native (3)
- ☐ Asian (4)
- ☐ Native Hawaiian or Pacific Islander (5)
- ☐ Hispanic, Latino, Spanish (6)
- ☐ Other (7)

Q6.5 What is your marital status?

- ☐ Married (1)
- ☐ Widowed (2)
- ☐ Divorced (3)
- ☐ Separated (4)
- ☐ Never Married (5)

Q6.6 What is the highest level of school you have completed or the highest degree you have received?

- ☐ Less than high school degree (1)
- ☐ High school graduate (high school diploma or equivalent including GED) (2)
- ☐ Some college but no degree (3)
- ☐ Associate degree in college (2-year) (4)
- ☐ Bachelor's degree in college (4-year) (5)
- ☐ Master's degree (6)
- ☐ Doctoral degree (7)
- ☐ Professional degree (JD, MD) (8)

Q6.7 Information about income is very important to understand. Please indicate your estimated entire household income in 2015 before taxes.

- ☐ Less than \$10,000 (1)
- ☐ \$10,000 to \$19,999 (2)
- ☐ \$20,000 to \$29,999 (3)
- ☐ \$30,000 to \$39,999 (4)
- ☐ \$40,000 to \$49,999 (5)
- ☐ \$50,000 to \$59,999 (6)
- ☐ \$60,000 to \$69,999 (7)
- ☐ \$70,000 to \$79,999 (8)
- ☐ \$80,000 to \$89,999 (9)
- ☐ \$90,000 to \$99,999 (10)
- ☐ \$100,000 to \$149,999 (11)
- ☐ \$150,000 or more (12)

Q6.8 Which statement best describes your current employment status?

- ☐ Working (paid employee) (1)
- ☐ Working (self-employed) (2)
- ☐ Working (other) (9)
- ☐ Not working (temporary layoff from a job) (3)
- ☐ Not working (looking for work) (4)
- ☐ Not working (retired) (5)
- ☐ Not working (disabled) (6)
- ☐ Not working (other) (7)
- ☐ Prefer not to answer (8)

Q6.9 Where are you employed?

- ☐ PRIVATE-FOR-PROFIT company, business or individual, for wages, salary or commissions (1)
- ☐ PRIVATE-NOT-FOR-PROFIT, tax-exempt, or charitable organization (2)
- ☐ Local GOVERNMENT employee (city, county, etc.) (3)
- ☐ State GOVERNMENT employee; 5-Federal GOVERNMENT employee (4)
- ☐ Federal GOVERNMENT employee (5)
- ☐ SELF-EMPLOYED in own NOT INCORPORATED business, professional practice, or farm (6)
- ☐ SELF-EMPLOYED in own INCORPORATED business, professional practice, or farm (7)
- ☐ Working WITHOUT PAY in internship, family business or farm (8)
- ☐ Not applicable. (9)

Q6.10 Which of the following industries most closely matches the one in which you are employed?

- ☐ Forestry, fishing, hunting or agriculture support (1)
- ☐ Real estate or rental and leasing (2)
- ☐ Mining (3)
- ☐ Professional, scientific or technical services (4)
- ☐ Utilities (5)
- ☐ Management of companies or enterprises (6)
- ☐ Construction (7)
- ☐ Admin, support, waste management or remediation services (8)
- ☐ Manufacturing (9)
- ☐ Educational services (10)
- ☐ Wholesale trade (11)
- ☐ Health care or social assistance (12)
- ☐ Retail trade (13)
- ☐ Arts, entertainment or recreation (14)
- ☐ Transportation or warehousing (15)
- ☐ Accommodation or food services (16)
- ☐ Communication (17)
- ☐ Other services (except public administration) (18)
- ☐ Finance or insurance (19)
- ☐ Unclassified establishments (20)

Q6.11 Which political party do you identify most with?

- ☐ Republican (1)
- ☐ Democrat (2)
- ☐ Independent (3)
- ☐ Other (4)
- ☐ No preference (5)

Q6.12 Here is a 7-point scale on which the political views that people might hold are arranged from extremely liberal (left) to extremely conservative (right). Where would you place yourself on this scale?



Q6.13 Which religion do you associate yourself with?

- ☐ Christian (1)
- ☐ Muslim (2)
- ☐ Catholic (3)
- ☐ Buddhist (4)
- ☐ Atheist (5)
- ☐ Agnostic (6)
- ☐ Jewish (7)
- ☐ Mormon (8)
- ☐ Non-religious (9)
- ☐ Other (10)

Q6.14 What is your ZIP code?

Conclusion

Q7.1 If you would like to be entered in the drawing for a \$50 Visa gift card please enter your email here. Your contact information will not be shared with anyone outside of this study.

CONTENT ANALYSIS CODEBOOK

Each team member will code approximately 4 months, every 3rd post (3, 6, 9, 12, 15, 18 etc.)

Part 1: Identifiers

A. What social media platform is being coded?

1. Twitter (March 24, 2017) - 8 months - (Refined March 2017-present)
2. Facebook (began Sept. 28, 2010) - 85 months - (Hexagon Sept. 2010- Sept. 2012), (Crimson Oct. 2012- May 2014), (Relations June 2014 - January 2016) (Refined Feb. 2016 - Dec. 2016) (D3 - Jan. 2017 - present)
3. Instagram (began March 2015) - 22 months - (Whand March 2015- Aug. 2017) (D3 - Sept. 2016 - present)

B. What is the date of the post? (Year/month/day format 20170101) - Just put week for Instagram

C. What is the time of the post? (e.g., 8:59)

D. AM or PM?

1. AM
2. PM

Part 2: Engagement

- E. 1. Favorites/Likes (#): _____
- E. 2. Retweets/Shares (#): _____
- E. 3. Comments (#): _____
- E. 4. Hashtags (#): _____

Part 3: Narratives

- F. Does the post contain a narrative? (e.g., story from an individual's perspective/ experience)
1. Yes
 2. No

G. If the post contains a narrative, Does the narrative involve a child?

1. Yes
2. No

H. If the post contains a narrative, Does the narrative involve a volunteer?

1. Yes
2. No

I. If the post contains a narrative, Does the narrative involve a donor?

1. Yes
2. No

J. If the post contains a narrative, Does the narrative involve a prisoner?

1. Yes
2. No

K. If the post contains a narrative, Does the narrative involve caregivers?

1. Yes
2. No

Part 4: Links

L. Does the post include a hyperlink to volunteer? -linkVol

1. Yes
2. No

M. Does the post include a hyperlink to donate? -linkDon

1. Yes
2. No

N. Does the post include a hyperlink to the Oklahoma Messages Project website? -linkWeb

1. Yes
2. No

O. Does the post include a hyperlink to sponsors' websites? -linkSpon

1. Yes
2. No

P. Does the post include a hyperlink to Cheri Fuller's blog on the Oklahoma Messages Project website? -linkBlog

1. Yes

2. No

Q. Does the post include a hyperlink to Oklahoma Messages Project other social media? (i.e., Twitter post with Facebook page hyperlink) -linkSocial

1. Yes

2. No

R. Does the post include a hyperlink to an external/other site (e.g. non-OKC Messages Project)? -linkOther

1. Yes

2. No

Part 5: Images

S. Is this post text only? (i.e., contains no image)

1. Yes

2. No

T. If the post contains an image, is there a child/children? -ImageChil

1. Yes

2. No

3. Can't Tell

U. If the post contains an image, is there a caregiver (parent - non prisoner , foster, grandparent, guardian) - ImageCare

1. Yes

2. No

3. Can't Tell

V. If the post contains an image, is there a prisoner/s? -ImagePris

1. Yes

2. No

3. Can't Tell

W. If the post contains an image, is there a volunteer/s? -ImageVol

1. Yes

2. No

3. Can't Tell

X. If the post contains an image, is there a donor/s (person or logo/graphic)? -ImageDon

1. Yes

2. No

3. Can't Tell

Y. If the post contains an image, is there a location and/or event shown (filming at a prison, panel, fundraiser, speaking, etc.)? -ImageEvent

1. Yes
2. No
3. Can't Tell

Part 6: Social Content

Z. Does the post contain an infographic?

1. Yes
2. No

AA. Does the post contain a video?

1. Yes
2. No

BB. Does the post contain a hashtags directed to another organization(s)? -HashOrg

1. Yes
2. No

CC. Does the post contain a hashtag promoting the Oklahoma Messages Project?
-HashOMP

1. Yes
2. No

DD. Does the post promote one of Oklahoma Message's Project's publics? (e.g., our Board Member did this..., one of our volunteers won this award, thanks to Jane Doe for providing...)

1. Yes
2. No

Part 7: Two-way communication

EE. Does the post contain a question for the public to answer? (I.e., do you want to get involved with the Oklahoma Messages Project?)

1. Yes
2. No

FF. Does the post contain a call to action? (I.e., click here for more information, sign up to volunteer)

1. Yes

2. No

Part 8: Publics

GG. Does the post mention volunteers? -MenVol

1. Yes
2. No

HH. Does the post call for volunteers? -CallVol

1. Yes
2. No

II. Does the post provide (a) method(s) to volunteer? -MethVol

1. Yes
2. No

JJ. Does the post describe the impact of volunteers? -ImpactVol

1. Yes
2. No

KK. Does the post mention donors? -MenDon

1. Yes
2. No

LL. Does the post call for donations? -CallDon

1. Yes
2. No

MM. Does the post provide (a) method(s) to donate? -MethDon

1. Yes
2. No

NN. Does the post describe the impact of donations? -ImpactDon

1. Yes
2. No

OO. Does the post mention an event? -MenEvent

1. Yes
2. No

PP. Does the post promote a future event? -PromoEvent

1. Yes
2. No

- QQ. Is the post relevant to the mission of the Oklahoma Messages Project? (Mission: "Serving children of incarcerated parents to maintain a healthy connection with parents and improve the child's social, emotional, and educational outcomes.")
1. Yes
 2. No

INTERVIEW GUIDE

OKLAHOMA MESSAGES PROJECT

We will be interviewing stakeholders (board members, donors, volunteers, etc) of the Oklahoma Messages Project. A total of 30 people will be interviewed over the span of 30-60 minutes. Each interview will be voice recorded and will be held at the location of the interviewees choice. All participant responses and identities will be kept confidential. Data collected during this study will be used for the possible creation of a communications campaign.

OKLAHOMA MESSAGES PROJECT INTERVIEW CONSENT FORM

Study Title: Oklahoma Messages Project by OU Gaylord Public Relations Students

Performance Sites: Interviews will take place in private locations (e.g., offices, homes, private classrooms) where the interviews cannot be overheard by the public.

Contacts: Primary Investigator: Jensen Moore, Assistant Professor at OU (jensenmoore@ou.edu), 225-402-8334.

Purpose of the Study: This study will advance knowledge of internal environment at the Oklahoma Messages Project. This qualitative probe into the knowledge, attitudes and behaviors of the stakeholders of the Oklahoma Messages Project. Overall, we intend to provide information about possible improvements for the organization, specifically in terms of their public relations efforts.

Subjects: Stakeholders of the Oklahoma Messages Project, specifically board members, donors and volunteers.

Number of Subjects: 30

Study Procedures: Participants will be greeted by the interviewer who will then go through the purpose of the study and informed consent. Interviews will be recorded via audio and/or video depending on the participant's preference. The interview will begin with introductory questions that include demographic information. Participants will then be asked about their knowledge, attitudes, and behaviors of the internal environment at the Oklahoma Messages Project. At the end of the interview participants will be asked if there is anything they would like to add. Approximate length of each interview is 30-60 minutes.

If you volunteer to participate in this study you will agree to the following:

- a To be videotaped, audiotaped, photographed and/or filmed during the interview process.
- b. To have your recorded image and/or interview content used in all forms of media in connections with this study including research papers and presentations, written publications, online and other multimedia sites.

The above two provisions are subject to the section you mark below:

_____ I agree to the use of my video/film/audio image/voice and interview as recorded (real names will not be used).

_____ I agree to the use of my video/film/audio image/voice, but I wish for my face/voice to be disguised (real names will not be used).

_____ I do NOT agree to the use of my video/film/audio image/voice used in this research study BUT I allow you to use the information given to you in my interview for research purposes (real names will not be used).

Benefits: Information gathered in this study will benefit society by helping the Oklahoma Messages Project fulfill its mission in assisting 96,000 children in Oklahoma who have an incarcerated parent(s).

Risks/Discomforts: Since you have already communicated about your role at the Oklahoma Messages Project, your level of psychological distress may be similar to what you felt at that time. Thus, psychological risks are the same as those the you may have already encountered by working with the Oklahoma Messages Project.

Right to Refuse: There is no obligation to complete the study once you have begun. You may withdraw your consent at any time and discontinue participation without penalty.

Privacy: All information obtained in connection with this study that can identify you will remain confidential and will be disclosed only with your permission (see above) or as required by law. No one other than the primary researcher listed above and the students working on this project will have access to your information/ interview. Once the study is complete all parts of your interviews and images not used in this research will be destroyed. Until that time, all materials will be kept on secure, password protected computers.

Financial Information: There is no compensation for participation in this study.

Signatures: The study has been discussed with me and all my questions have been answered. I may direct additional questions regarding study specifics to the investigators. I agree to participate in the study described above and acknowledge the researcher's' obligation to provide me with a copy of this consent form if signed by me.

Subject Name: _____ (please print legibly)

Subject Signature: _____

Date: _____

INTERVIEW GUIDE

1. Contact the potential interviewee with the following message:
 - a. I am NAME a Public Relations student from the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. Our class is working on a project for the Oklahoma Messages Project. As an individual associated with the organization I would like to request an interview with you. The interview will take place in person and take less than an hour of your time. Please let me know when you are available in the next (week) to schedule an interview.
2. Send the consent form via email for the interviewee to read and sign prior to the interview.
3. Contact the person the day before the interview to remind him/her of the appointment.
4. Meet and greet the participant and lead him/her into the interview room.
5. Introduce yourself and explain the purpose of the study.
6. Read through the informed consent document with the participant.
7. Inform the participant about the length of the interview.
8. Ask if the participant is comfortable with video/audio taping.
9. Before starting the interview, ask if the participant has any questions.

This protocol is a brief guide to the topics that should be covered during the interview. However, feel free to be flexible. Do follow up with the participant and devote time to asking about/clarifying/seeking explanation to any interesting, relevant information the participant provides. The order of the questions is not prohibitive; you can change it depending on the progress of the interview.

Section A: Demographics & Participant Characteristics

As we begin this interview I have a few introductory demographic questions to ask.

1. What is your name and how do you spell it?
2. How old are you today?
3. What gender do you identify with? Would you like me to use he, she or they to address you?
4. What is your ethnic background?
5. What is your religious preference?
6. What would you say your household income was last year (if person is a student tell them this includes their parents' income)?
7. What is your marital status?
8. What is your political affiliation (Democrat, Republican, Libertarian, Independent, etc.)?
9. Would you consider yourself to be more liberal, moderate or conservative?

10. What is your current employment status: full-time, part-time, student, unemployed, etc?
11. What is your current job title?
12. What is your highest degree or level of school completed?
13. Where do you currently live?

Section B: Organization Mission/Donation & Volunteer Behaviors

I will now ask you about the mission, donors and volunteers of the Oklahoma Messages Project.

1. What is your position within the Oklahoma Messages Project?
2. How long have you been involved with the Oklahoma Messages Project?
3. In what capacity have you worked with the Oklahoma Messages Project?
4. Why did you start working with the Oklahoma Messages Project and how did you find out about this organization?
5. How long do you see yourself being connected to the Oklahoma Messages Project?
6. What is your most/least favorite part about being connected to and volunteering for the Oklahoma Messages Project?
7. What are your thoughts and feelings about the mission statement of the Oklahoma Messages Project?
8. How much time would you say you spend volunteering at this organization per month?
9. Why do you choose to spend time volunteering at the Oklahoma Messages Project?
10. How does this organization impact your life?
11. Where else do you currently volunteer and/or donate?

Section C: Perception of the Organization

I will now ask you about how you perceive the Oklahoma Messages Project and the public perception of the organization.

1. How do you believe the Oklahoma Messages Project is perceived by the general public?
2. How willing do you believe the Oklahoma Messages Project is to take risks?
3. How innovative do you believe the Oklahoma Messages Project's services are?
4. How beneficial do you believe the Oklahoma Messages Project's services are?
5. How practical do you believe the Oklahoma Messages Project's goals are?
6. How do you think the perception of the Oklahoma Messages Project can be improved?

Section D: Issue (Incarceration & Children of Incarcerated Persons in OK) Knowledge

I will now ask you about the issues the Oklahoma Messages Project is trying to address and bring awareness to.

1. What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma?
2. How do you feel the justice system helps incarcerated individuals in Oklahoma?
3. What do you wish the public knew about donating toward the Oklahoma Messages Project?
4. What do you wish the public knew about volunteering within the Oklahoma Messages Project?
5. What service that the Oklahoma Messages Project offers do you think best benefits the program participants?
6. How do you think educational information (statistics, facts, etc.) will help increase funding for the Oklahoma Messages Project?
7. How do you think educational information (statistics, facts, etc.) will help increase awareness for the Oklahoma Messages Project?
8. How do you think testimonials (stories from people who took part in the program) will help increase funding for the organization?
9. How do you think testimonials will help increase awareness for the organization?

Section E: Opposition & Competition

I will now ask you about about opposition the Oklahoma Messages Project faces and what other organizations compete with them.

1. Who do you see as the Oklahoma Messages Project's primary competition?
2. How effective do you think the competition is compared to the Oklahoma Messages Project?
3. What services do you think the Oklahoma Messages Project provides that your competition doesn't?
4. What does the competition offer that the Oklahoma Messages Project doesn't?
5. If you have volunteered with one of the competitors, how do you think working with the Oklahoma Messages Project compares to them?
6. What groups do you feel exist with a mission to resist or hinder the Oklahoma Messages Project?
7. What is the reputation of these opposition groups?
8. How effective do you feel these opposition groups have been in the past?

Section F: Communication Within the Organization & Public Communication

I will now ask you about the internal environment and communication of the Oklahoma Messages Project.

1. How much of a priority is awareness about the Oklahoma Messages Project to the public relations staff and management?
2. How supportive do you think the internal environment of the Oklahoma Messages Project is? (Internal communication is communication that occurs between the Oklahoma Message's Project's board members, volunteers and donors.)
3. In what ways do you think internal communication can improve within the Oklahoma Messages Project?
4. What obstacles (internally/externally), if any, do you think hinder success with the Oklahoma Messages Project?
5. How would you say the staff, volunteers and board of directors interact with each other?
6. How strong do you think the organization's commitment is to resolving internal communication issues?
7. What communication resources do you believe are available for potential public relations/marketing communication activity within the Oklahoma Message Project: personnel, equipment, time, money and/or something else?

Section G: Leadership, Organization Structure, Internal Impediments

I will now ask you about the organizational leadership, structure and what you perceive to be impediments within the Oklahoma Messages Project.

1. How do you think the Oklahoma Messages Project staff size affects the organization's operations and success?
2. Do you think there are enough people in leadership roles within the organization?
 - a. If you hold a position of leadership, what's your role and how do you contribute to the Oklahoma Messages Project?
 - b. In what ways do you feel like leadership can improve in the Oklahoma Messages Project?
3. What policies and procedures do you think could be changed to benefit the organization?
4. Are there any specific reasons why you think the Oklahoma Messages Project's growth may be limited?
5. What resources do you believe would make the Oklahoma Messages Project more successful?

Conclusion:

At this time I have covered all the questions I had. Are there any other experiences or perceptions of the Oklahoma Messages Project that you would like to share or anything you feel I missed?

I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the primary researcher can be found on your copy of the consent form.

FOCUS GROUP GUIDE

OKLAHOMA MESSAGES FOCUS GROUPS

We will be conducting focus groups with 6-15 people at a time who are part of the proposed key public for the Oklahoma Messages Project - individuals who take part in the program (inmates, former inmates, parents/foster/guardian of child with incarcerated parent). A total of 6 focus groups will be conducted for 30-60 minutes each. Focus groups will be audio and/or video recorded. All participant responses and identities will be kept confidential. Data collected during this study will be used for improvements to current and future the Oklahoma Messages Project communications.

OKLAHOMA MESSAGES PROJECT INTERVIEW CONSENT FORM

Study Title: Oklahoma Messages Project focus groups

Performance Sites: Focus groups will take place in private locations on the OU campus (e.g., offices, private classrooms) or off-campus locations where the focus groups cannot be overheard by the public.

Contacts: Primary Investigator: Dr. Jensen Moore, Assistant Professor at OU (jensenmoore@ou.edu, 225-402-8334).

Purpose of the Study: This study will provide information about the current knowledge, attitudes, and behaviors of the adult key public which takes part in the program in regard to the Oklahoma Messages Project and the social issues this organization works with. Overall, we hope to provide the Oklahoma Messages Project with information that will help them create more effective communication strategies.

Subjects: Individuals who take part in the program (inmates, former inmates, parents/foster/guardian of child with incarcerated parent).

Number of Subjects: 90

Study Procedures: Participants will be greeted by an undergraduate researcher who will then go through the purpose of the study and informed consent. Focus Groups will be recorded via audio and/or video. The focus group will begin with introductory questions that include personal information. Participants will then be asked about knowledge, attitudes, and behaviors regarding the Oklahoma Messages Project and the social issues the organization works with. At the end of the focus group participants will be asked if there is anything they would like to add. Following the focus group demographic questions will be asked. Approximate length of each focus group is 30-60 minutes.

If you volunteer to participate in this study you will agree to the following:

- a. To be videotaped, audiotaped, photographed and/or filmed during the interview process.
- b. To have your recorded image and/or interview content used in all forms of media in connections with this study including research papers and presentations, written publications, online and other multimedia sites.

The above two provisions are subject to the section you mark below:

- _____ I agree to the use of my video/film/audio image/voice from the focus group as recorded (real names will not be used).
- _____ I agree to the use of my video/film/audio image/voice, but I wish for my face/voice to be disguised (real names will not be used).
- _____ I do NOT agree to the use of my video/film/audio image/voice used in this research study BUT I allow you to use the information given to you from the focus group for research purposes (real names will not be used).

Benefits: Information gathered in this study will benefit society by helping a local nonprofit fulfill its mission to serve “children of incarcerated parents to maintain a healthy connection with parents and improve the child’s social, emotional, and educational outcomes” (OK Messages Project).

Risks/Discomforts: This study deals with Oklahoma incarceration which may be uncomfortable personal subjects. Thus, psychological risks are the same as those you may have already encountered in daily life.

Right to Refuse: There is no obligation to complete the study once you have begun. You may withdraw your consent at any time and discontinue participation without penalty.

Privacy: All information obtained in connection with this study that can identify you will remain confidential and will be disclosed only with your permission (see above) or as required by law. No one other than the primary researchers listed above and the students working on this project will have access to your information/interview. Once the study is complete all parts of your interviews and images not used in this research will be destroyed. Until that time, all materials will be kept on secure, password protected computers.

Financial Information: There is no compensation for participation in this study.

Signatures: The study has been discussed with me and all my questions have been answered. I may direct additional questions regarding study specifics to the investigators. I agree to participate in the study described above and acknowledge the researcher's' obligation to provide me with a copy of this consent form if signed by me.

Subject Name: _____ (please print
legibly)

Subject Signature: _____

Date: _____

FOCUS GROUP GUIDE

Moderator) Introduction:

Hello, I am _____, a public relations student from Gaylord College of Journalism and Mass Communication at the University of Oklahoma. How are you doing today?

I first want to thank you for your participation in this focus group today. We are part of a Public Relations Research class at OU. We are working with the nonprofit Oklahoma Messages Project.

This focus group will examine themes regarding knowledge, attitudes, and behaviors regarding the Oklahoma Messages Project and the social issues the organization works with. Our goal is to use this information in helping the nonprofit improve their current and future communications.

Do you have any questions or concerns before we begin?

Before we begin, please identify the following:

1. Your name:
2. Your current job title:
3. How long you have been taking part in programs offered by the organization?

First, I am going to tell you about services that the Oklahoma Messages Project provides and incarceration statistics published by the state of Oklahoma. Afterward, please share your thoughts and opinions about the information.

1. We know the Oklahoma Messages Project is currently serving 70 out of 77 counties in Oklahoma. How do you feel about those efforts?
2. 96,000 -- or 10 percent of -- children in the state of Oklahoma have one or more parent(s) who are incarcerated. We know that the Oklahoma Messages Project has served over 5,000 children in Oklahoma. What do you think should be done to increase the number of children served?
3. We know that children with incarcerated parents are 70 percent more likely to go to prison than children without incarcerated parents. How do you feel about this issue?
4. We know that the majority of incarcerated parents are racial or ethnic minorities. What are your thoughts on this?

Now, I am going to ask you about your perceptions of the Oklahoma Messages Project.

Theme 1: Perception of the Oklahoma Messages Project

1. If you were to describe the Oklahoma Messages Project, would it be worthless or beneficial? Why?
2. If you were to describe the Oklahoma Messages Project, would it be efficient or inefficient? Why?
3. If you were to describe the Oklahoma Messages Project, would it be ordinary or innovative? Why?
4. If you were to describe the Oklahoma Messages Project, would it be idealistic or practical? Why?

Now I am going to ask you about your satisfaction with the Oklahoma Messages Project and its services.

Theme 2: Satisfaction with the organization/its services

1. How successful do you believe the Oklahoma Messages Project is at establishing trust within any given community?
2. How beneficial do you believe the Oklahoma Messages Project is to the state?
3. Do you feel that the Oklahoma Messages Project values existing relationships between itself and consumers?
4. How successful to feel the Oklahoma Messages Project is in getting their message across?
5. How satisfied are you with Oklahoma Messages Project?

Now I am going to ask you about your relationship and involvement with the Oklahoma Messages Project.

Theme 3: Relationship and Involvement with the Organization

1. How are you involved with the Oklahoma Messages Project?
2. How has your relationship with the Oklahoma Messages Project changed over time?
3. How influential do you believe you are within the organization?
4. How committed are you to the mission of the Oklahoma Messages Project?
5. Do you feel that the Oklahoma Messages Project is open to your feedback?
6. What challenges do you face in your role with the Oklahoma Messages Project?
7. Have you encouraged your friends and family to get involved with the organization?

Now I am going to ask you for your thoughts regarding the external communication and media use by the Oklahoma Messages Project.

Theme 4: Communication by the Organization/Media Use

1. Are you likely to be persuaded by facts, emotion or a combination of the two?
2. Who are credible sources and opinion leaders in your community?
3. What interpersonal communication channels do you think the Oklahoma Messages Project should use? (events, speeches, demonstrations, etc.)
4. What advertising or promotional media do you think the Oklahoma Messages Project should use? Channels on the new itself the radio advertisement, youtube
5. What news media outlets do you think the Oklahoma Messages Project should use?
6. How likely are you to be motivated by appeals to the past (experience, success, track record)?

Finally, this section will cover questions over the opposition toward the Oklahoma Messages Project.

Theme 5: Opposition faced/pain points/deterrents

1. Have you interacted with anyone who is opposed to assisting incarcerated individuals?
2. How do you feel current state and local legislation affects the Oklahoma Messages Project's goals?
3. What do you think deters people from donating and volunteering to the Oklahoma Messages Project?

At this time I have covered all the questions I have. Are there any other behaviors you took part in that I did not mention? Did you have any additional thoughts, feelings, or attitudes that I did not address? Anything you feel I missed?

I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the researchers can be found on your copy of the consent form.

DEMOGRAPHICS FORM

1. What is your year of birth? (please write four digits/full year) _____
2. What is your identified gender? (circle one) Male Female
Other (_____)
3. Choose the race that you consider yourself to be: (circle one)
 - A. White or Caucasian
 - B. Black or African American
 - C. Asian
 - D. American Indian, Native American or Alaska Native
 - E. Native Hawaiian or Pacific Islander
 - F. Hispanic, Latinx, Spanish
 - G. Other _____
4. What is your marital status? (circle one)
Never Married Separated Widowed Married Divorced
Other _____
5. How many children are in your care/household? _____
6. What is the highest level of school you have completed or the highest degree you have received? (circle one)
 - A. Less than high school degree
 - B. High school graduate
 - C. Some college but no degree
 - D. Associate Degree in college (2 year)
 - E. Bachelor's Degree in college (4 year)
 - F. Master's Degree
 - G. Doctoral Degree
 - H. Professional Degree (JD/MD)
 - I. Other _____
7. Information about income is very important to understand. Please indicate your entire household income in 2016 before taxes. (circle one)
 - A. Less than \$10,000
 - B. \$10,000 to \$19,999
 - C. \$20,000 to \$29,999
 - D. \$30,000 to \$39,999
 - E. \$40,000 to \$49,999
 - F. \$50,000 to \$59,999

- G. \$60,000 to \$69,999
- H. \$70,000 to \$79,999
- I. \$80,000 to \$89,999
- J. \$90,000 to \$99,999
- K. \$100,000 to \$149,999
- L. \$150,000 or more

8. Which statement best describes your current employment status? (circle one)

- A. Working (paid employee)
- B. Working (self employed)
- C. Working (student)
- D. Not Working (looking for work)
- E. Not Working (not looking for work)
- F. Not Working (temporary layoff from job)
- G. Not Working (disabled)
- H. Not Working (retired)
- I. Not Working (student)
- J. Not Working (other)
- K. Stay at home/homemaker
- L. Other _____

9. Where are you employed? (circle one)

- A. PRIVATE FOR PROFIT company, business or individual, for wages, salary or commissions
- B. PRIVATE NOT FOR PROFIT, tax-exempt, or charitable organization
- C. Federal GOVERNMENT employee
- D. State GOVERNMENT employee; 5-Federal GOVERNMENT employee
- E. Local GOVERNMENT employee (city, county, etc.)
- F. SELF-EMPLOYED in own NOT INCORPORATED business, professional practice, or farm
- G. SELF-EMPLOYED in own INCORPORATED Business, professional practice, or farm
- H. Working WITHOUT PAY in internship, family business, or farm
- I. Other _____

10. Which of the following industries most closely matches the one in which you are employed? (circle one)

- A. Forestry, fishing, hunting or agriculture support
- B. Real estate or rental and leasing
- C. Mining
- D. Professional, scientific or technical services
- E. Utilities
- F. Management of companies or enterprises

- G. Construction
- H. Admin, support, waste management or remediation services
- I. Manufacturing
- J. Educational services
- K. Wholesale trade
- L. Health care or social assistance
- M. Retail trade
- N. Arts, entertainment or recreation
- O. Transportation or warehousing
- P. Accommodation or food services
- Q. Construction
- R. Finance or insurance
- S. Communication
- T. Arts, entertainment or recreation
- U. Real estate or rental and leasing
- V. Wholesale trade
- W. Admin, support, waste management or remediation services
- X. Professional, scientific or technical services
- Y. Other services (except public administration)_____

11. Do you think of yourself as a Republican, a Democrat, an Independent or something else? (Circle one)
- Republican Democrat Independent Other _____
- No preference

12. Here is a 7-point scale on which the political views that people might hold are arranged from extremely liberal (left) to extremely conservative (right). Where would you place yourself on this scale? (circle one)
- Liberal 1 2 3 4 5 6 7 Conservative

13. Which religion do you associate yourself with? (circle one)
- A. Christian, Protestant
 - B. Christian, Catholic
 - C. Christian, Non-denominational
 - D. Christian, Eastern Orthodox
 - E. Muslim
 - F. Hinduism
 - G. Buddhism
 - H. Sikhist
 - I. Mormon
 - J. Jewish
 - K. Atheist

- L. Agnostic
- M. Non-religious
- N. Other _____

14. What is your five-digit zip code? _____

PERSONAL INTERVIEW TRANSCRIPTS

Interviewer Two: I will now ask you about how you perceive the Oklahoma Messages Project and the public perception of the organization.

Interviewer Two: How do you believe the Oklahoma Messages Project is perceived by the general public?

Stakeholder Two: Those that know about it perceive it as a good thing. Those that don't know about it might think we are just doing feel good things for the prisoners.

Interviewer Two: How willing do you believe the Oklahoma Messages Project is to take risks?

Stakeholder Two: I know Cheri goes a lot of places to talk about the nonprofit. Other than that, I'm not sure.

Interviewer Two: How innovative do you believe the Oklahoma Messages Project's services are?

Stakeholder Two: Very innovative, because there aren't many nonprofits like this around the country. There's very few similar organizations especially that does as much as we do.

Interviewer Two: How beneficial do you believe the Oklahoma Messages Project's services are?

Stakeholder Two: Extremely. I know it makes a huge difference in the children's lives and how they feel about themselves and how well they do at school. It's also very beneficial to the parents, the inmates, because some of them have no idea what's going on with their kids, so it rebuilds those family relationships. It's brought a lot of healing to the families, because some couldn't see or talk to each other.

Interviewer Two: How practical do you believe the Oklahoma Messages Project's goals are?

Stakeholder Two: I'd say pretty practical. They reach the goals that they are setting.

Interviewer Two: How do you think the perception of the Oklahoma Messages Project can be improved?

Stakeholder Two: If they could get the word out more. Like into more churches and more companies that would like to support those kinds of organization. Maybe

clone Cheri, because she does so much for this organization. She's very good at getting out there and talking to people.

Interviewer Two: I will now ask you about the issues the Oklahoma Messages Project is trying to address and bring awareness to.

Interviewer Two: What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma?

Stakeholder Two: The biggest one is how much it affects the children. How negatively it can affect them if they don't have a relationship with their parents and the perception that some people may have of the kids like, "Oh, you're going to end up like your parents."

Interviewer Two: How do you feel the justice system helps incarcerated individuals in Oklahoma?

Stakeholder Two: I don't think it helps enough. There's not enough education or rehabilitation and I think the sentences for drug charges are way too harsh. A lot of women get harsher sentences than men for the exact same crime. If they had rehab, education and job training for first time offenders, we would see a lot less people back in prison.

Interviewer Two: What do you wish the public knew about donating toward the Oklahoma Messages Project?

Stakeholder Two: That it all goes to the books and the material that we need. The rest is done by volunteers, so the donations don't go towards people.

Interviewer Two: What do you wish the public knew about volunteering within the Oklahoma Messages Project?

Stakeholder Two: What a difference it can make in the volunteer's lives, for the better. I get a lot, if not more out of it than the people that I serve. I learn, I grow, and I feel better about myself. I wish more people knew that if they just volunteered a couple hours a month, it can make a huge difference. If we were all volunteering in this world, it'd be a lot better place.

Interviewer Two: What service that the Oklahoma Messages Project offers do you think best benefits the program participants?

Stakeholder Two: I think the videos, because the kids actually get to see their parents and for some of them, they really believe they are there in the room with them. The kids can also watch it over and over again. Other family members get to see it too, so it brings the whole family together. Also, the kids quit worrying about the parents.

Interviewer Two: How do you think educational information (statistics, facts, etc.)

will help increase funding for the Oklahoma Messages Project?

Stakeholder Two: It affects the children positively, improving their reading skills, attendance and their emotion well-being.

Interviewer Two: How do you think testimonials (stories from people who took part in the program) will help increase funding for the organization?

Stakeholder Two: I think it would be a positive influence, because if they hear how much their response they've gotten from their kids and how much happier their children are, it boosts the want to fund.

Interviewer Two: How do you think testimonials will help increase awareness for the organization?

Stakeholder Two: Same thing, it would be a positive one.

Interviewer Two: I will now ask you about opposition the Oklahoma Messages Project faces and what other organizations compete with them.

Interviewer Two: Who do you see as the Oklahoma Messages Project's primary competition?

Stakeholder Two: I have no idea.

Interviewer Two: How effective do you think the competition is compared to the Oklahoma Messages Project?

Stakeholder Two: I'm not sure.

Interviewer Two: What services do you think the Oklahoma Messages Project provides that your competition doesn't?

Stakeholder Two: As far as I know, there's no one that does what we do. I don't know of any.

Interviewer Two: What does the competition offer that the Oklahoma Messages Project doesn't?

Stakeholder Two: Nothing, I don't think.

Interviewer Two: If you have volunteered with one of the competitors, how do you think working with the Oklahoma Messages Project compares to them?

Stakeholder Two: I haven't.

Interviewer Two: What groups do you feel exist with a mission to resist or hinder the Oklahoma Messages Project?

Stakeholder Two: I don't know of any specific ones, but if they don't understand that it's for the kids, that could hinder us.

Interviewer Two: What is the reputation of these opposition groups?

Stakeholder Two: I'm not sure.

Interviewer Two: How effective do you feel these opposition groups have been in the past?

Stakeholder Two: That's kind of hard. I don't know.

Interviewer Two: I will now ask you about the internal environment and communication of the Oklahoma Messages Project.

Interviewer Two: How much of a priority is awareness about the Oklahoma Messages Project to the public relations staff and management?

Stakeholder Two: High priority.

Interviewer Two: How supportive do you think the internal environment of the Oklahoma Messages Project is? (Internal communication is communication that occurs between the Oklahoma Message's Project's board members, volunteers and donors.)

Stakeholder Two: Very supportive. We are all supportive of each other and we all have good relationships outside and inside of the organization.

Interviewer Two: In what ways do you think internal communication can improve within the Oklahoma Messages Project?

Stakeholder Two: Most of the time, it's pretty good. Sometimes, not everyone gets the emails. We just try to share the information through word of mouth just in case.

Interviewer Two: What obstacles (internally/externally), if any, do you think hinder success with the Oklahoma Messages Project?

Stakeholder Two: Once in a while, there is miscommunication, but nothing much else.

Interviewer Two: How would you say the staff, volunteers and board of directors interact with each other?

Stakeholder Two: As far as the volunteers, very well, but I only know one of the board of directors, so we interact well with her. Cheri is great and we work well with her and the staff.

Interviewer Two: How strong do you think the organization's commitment is to be resolving internal communication issues?

Stakeholder Two: Very strong.

Interviewer Two: What communication resources do you believe are available for potential public relations/marketing communication activity within the Oklahoma

Message Project: personnel, equipment, time, money and/or something else?

Stakeholder Two: I'm not sure. Email, Facebook, phone calls.

Interviewer Two: I will now ask you about the organizational leadership, structure and what you perceive to be impediments within the Oklahoma Messages Project.

Interviewer Two: How do you think the Oklahoma Messages Project staff size affects the organization's operations and success?

Stakeholder Two: Sometimes it's a little hard for them to get things done, but they are well coordinated, and they do get things done. It does help when they have interns to get things done. It's just a small group sometimes. A lot is done by volunteers too though.

Interviewer Two: Do you think there are enough people in leadership roles within the organization?

Stakeholder Two: Yeah.

Interviewer Two: In what ways do you feel like leadership can improve in the Oklahoma Messages Project?

Stakeholder Two: One more person at the office might help make things run easier, but most of the time it works. I'd rather the money go towards the books and such rather than other people.

Interviewer Two: What policies and procedures do you think could be changed to benefit the organization?

Stakeholder Two: I don't really know of any.

Interviewer Two: Are there any specific reasons why you think the Oklahoma Messages Project's growth may be limited?

Stakeholder Two: Funding and the number of volunteers. The biggest thing is funding though.

Interviewer Two: What resources do you believe would make the Oklahoma Messages Project more successful?

Stakeholder Two: Funding. More money. Money and volunteers are the big things.

Interviewer Two: At this time, I have covered all the questions. Are there any other experiences or perceptions of the Oklahoma Messages Project that you would like to share or anything you feel I missed?

Stakeholder Two: No, not that I can think of.

Interviewer Two: Well, I really appreciate your time. Please let me know if you think of anything else you would like to add. Contact information for the primary

researcher can be found on your copy of the consent form. Thanks.

D3PR: Interview 3

Interviewer Three: And now, kind of moving into this next section, the questions will be about the mission, and donors and volunteers of the Oklahoma Messages Project.

Interviewer Three: So, our first question is, what is your position or experience with the Oklahoma Messages Project?

Stakeholder Three: So uhh, I do grant-writing for Cheri.

Interviewer Three: And how long have you been doing that?

Stakeholder Three: About a year and a half.

Interviewer Three: And is that the only capacity in which you've worked for Oklahoma Messages?

Stakeholder Three: Uhh, yeah, pretty much.

Interviewer Three: If you had to estimate, how long do you foresee yourself being connected with the Oklahoma Messages Project?

Stakeholder Three: Uhh, probably a couple more years.

Interviewer Three: What would you say is your favorite part about being connected to and volunteETg with the Oklahoma Messages Project?

Stakeholder Three: Well, I would say that it is a very unique mission, it's doing something that nobody else in Oklahoma is doing for a population that really needs help, assistance.

Interviewer Three: Absolutely and how much time per month would you say that spend working for the Oklahoma Messages Project?

Stakeholder Three: Uhh gosh it varies, let's say average of 12.

Interviewer Three: 12 hours okay perfect and what would you say is the reason why you work for the Oklahoma Messages Project, for or example maybe you really align yourself with the mission or it was a choice-based thing or maybe you have a personal relationship with Cheri, or anything of the like?

Stakeholder Three: Umm, so I mean she initially reached out to me because she needed help and I do choose my clients who I decide to work with based on if I agree with the mission, think it's important and like the people involved so, all of that.

Interviewer Three: Awesome and umm, what other organizations do you currently do non-profit consulting with or do you volunteer or donate with?

Stakeholder Three: Umm okay, so other ongoing clients include Youth and Family Services in El Reno and umm, Wings in Edmond, umm and uhh just finished a big project for the watershed animal fund and uhhs let's, we'll stop there.

Interviewer Three: Okay and now I'll be asking you some questions about how you perceive the Oklahoma Messages Project and how you believe the public perception to be.

Interviewer Three: So, how do you believe the Oklahoma Messages Project is perceived by the general public?

Stakeholder Three: Umm, hmm, I mean I think favorably for you know anyone whenever I talk to someone about Oklahoma Messages Project and I tell them what they do people they're always their reactions are always "oh I've never heard of them" and then, "what a great idea." So, umm, I think that gives you a good idea.

Interviewer Three: And how beneficial do you believe the Oklahoma Messages Project Services are?

Stakeholder Three: I think that they are very beneficial, especially for kids who ummm have been served since the beginning, you know who have received many books, many videos from their parents, I think with each video, the impact is amplified. So, you know, so if one child receives one video and then never receives another one that their parent chooses not to participate for whatever reason, it might not have, a huge impact but if you receive you know video after video then, yeah, I think it's a huge connection with their parent.

Interviewer Three: How practical do you believe the Oklahoma Messages Project's goals are?

Stakeholder Three: Hmm, umm, I think that, I think that they're a little ambitious, I think that it's hard to create the impact that Cheri is trying to create just through books and videos. And I know that she's looking for other ways to make a bigger impact to do you know year-round activities and that sort of thing and I think that that would definitely help her to achieve her goals.

Interviewer Three: And how do you think the perception of the Oklahoma Messages Project can be improved?

Stakeholder Three: Hmm, that's a tough question, I don't know, I think uhh I think maybe by just like I said, adding onto the program in creative ways to deepen the impact so it may be making more formalized literacy programs for kids, you know that have a more ongoing impact you instead of in addition to the videos there were other literacy based activities I think that would help.

Interviewer Three: And in this section, we'll be asking you about the issues that the Oklahoma Messages Project is trying to address and bring awareness to.

Interviewer Three: So, what information do you wish that the public knew about incarceration and those incarcerated in Oklahoma?

Stakeholder Three: I wish that people had on the children, how devastating it is for their parent to be gone and how they internalize that uhh, you know it affects the whole family people, a lot of people when you talk about incarceration they uhh, they say well uhh that they deserve it “you know uhh, they broke the law. But the children had nothing to do with it and children whose parents are incarcerated are much more likely to experience other childhood traumas.

Interviewer Three: And then how do you feel the justice systems helps those incarcerated in Oklahoma?

Stakeholder Three: *laughing* hmm, like not at all especially now with our budget crisis I mean there’s so little actual I think that there’s.

****Playback issue throughout Section E, unable to include in transcription, however included in findings from notes completed throughout interview*****

Interviewer Three: I think this will be our last question, do you think there are any policies or procedures that you umm think that could be changed to benefit the organization?

Stakeholder Three: Well I know that she’s kind of hand strung by the department of corrections rules um so you know we’ve had some program ideas that can’t really happen because of DOC’s rules and that’s not really an internal thing and she doesn’t really have control of that she can advocate for changes but she can’t make them herself. But I will say that we talked about and she knows this but she really needs succession planning she is basically the Oklahoma Messages Project and if something happens to her or she decides she wants to spend more time with her grandkids then I think it’s all going to go away. You know it’s her and Holmes and even if something happened to Holmes and she had to take care of him I mean it’s over I think she really needs to work on identifying someone who would be interested in continuing the mission. And that’s a big thing for donors because donors will see that and say “well why would I give you this money if you’re probably going to be gone in a year or two.”

Interviewer Three: That’s very true, that’s very true, at this time, we’ve essentially covered all of the questions I have, is there anything experience wise, maybe perception wise that you think we might have missed in the phone call?

Stakeholder Three: Umm, I don’t think so...

Interviewer Three: Thank you so much for chatting with me if you have anything else that you would like to add, feel free to call me or send me an email, thank you so much. So yeah, Have a great day!

Hexagon Communication: Interview 1

DV: Alrighty. So this next set of questions is just going to ask a little bit about Volunteer Behaviors, Donation, Organization & Mission.

DV: What is your position within the Oklahoma Messages Project?

Participant: I have no position.

DV: How long have you been involved with the Oklahoma Messages Project?

Participant: Um. Since the start. I don't know. Cheri says I was her first donor. I didn't know that.

DV: Great. That's exciting.

DV: In what capacity have you worked with the Oklahoma Messages Project?

Participant: I've been a donor & I've tried to network.

DV: Attending events & such as well?

Participant: No, but watching them actually do their videoing.

DV: Oh. Okay! Great.

DV: Why did you start working with the Oklahoma Messages Project and how did you find out about this organization?

Participant: Personal friend of Cheri's.

DV: How long do you see yourself being connected to the Oklahoma Messages Project?

Participant: I don't see the connection stopping. As long as Cheri's involved, I don't see it stopping.

DV: Okay.

DV: What is your most/least favorite part about being connected to and volunteering for the Oklahoma Messages Project?

Participant: I don't have it broken out like that, so there is not a least or favorite.

DV: I understand. Okay.

DV: What are your thoughts and feelings about the mission statement of the Oklahoma Messages Project?

Participant: I really don't know what the mission statement is to tell you the truth.

DV: Okay. That's alright. That's actually helpful to us as well.

DV: How much time would you say you spend volunteering at this organization per month?

Participant: Less than an hour.

DV: Why do you choose to spend time volunteering at the Oklahoma Messages Project?

Participant: Um. A. I think it's a great project.

B. I've been involved in 3 or 4 strengthsfinder. *unintelligible* strengthsfinders.

Networking or whatever you say is a strength of mine. And so, that's why.

DV: You're a great communicator?

Participant: I don't know about communication, but I do... I have been blessed on

doing some
networking.

DV: How does this organization impact your life?

Participant: I think it shows the power of someone on a mission, someone that has a god-given

passion or a mission. And it's focused. So that's how it's impacted me.

DV: Where else do you currently volunteer and/or donate? If you don't mind sharing.

Participant: Um. I volunteer at a church & I have a list of 10 or 12 donations.

DV: Okay. Great. Now, I will let you know at this point in the interview that we do have a few pages left so we do have about 30 minutes left. Is that okay with you?

Participant: Okay. Sure.

DV: Fantastic.

DV: We're going to move on to perception about the organization. This is just going to help us kind of see how people perceive their messages & their marketing & that sort of a thing.

DV: How do you believe the Oklahoma Messages Project is perceived by the general public?

Participant: I think it's perceived very well.

DV: Okay. Great.

DV: How willing do you believe the Oklahoma Messages Project is to take risks?

Participant: I don't have an opinion.

DV: How innovative do you believe the Oklahoma Messages Project's services are?

Participant: Uh. I don't really have an opinion.

DV: How beneficial do you believe the Oklahoma Messages Project's services are?

Participant: It appears to be very beneficial.

DV: Great.

DV: How practical do you believe the Oklahoma Messages Project's goals are?

Participant: I don't know what their goals are.

DV: How do you think the perception of the Oklahoma Messages Project can be improved?

Participant: Mass Communication. I don't think it's... *participant shakes head & does not finish
sentence.

DV: Okay. We're going to move on to the issue that OMP tries to tackle.

Participant: Okay.

DV: What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma?

Participant: Um. That there are positive outcomes. You know there are some success

stories that

um. You know, they're real people not just statistics that are incarcerated.

DV: How do you feel the justice system helps incarcerated individuals in Oklahoma?

Participant: They train 'em. I don't know if the justice system does. They're trained by people like

TEAM and people like Cheri. And, you know. I'm not for sure if it's the Oklahoma

justice system. I don't know what the Oklahoma justice system does.

DV: What do you wish the public knew about donating toward the Oklahoma Messages Project?

Participant: The efficiency of the operation.

DV: Okay. Very easy to do so?

Participant: Yep.

DV: What do you wish the public knew about volunteering within the Oklahoma Messages Project?

Participant: That there are volunteering efforts other than fundraising. I'm assuming that there are volunteering efforts other than fundraising. I don't know that.

DV: Yep.

Participant: Yeah.

DV: Great.

DV: What service that the Oklahoma Messages Project offers do you think best benefits the program participants?

Participant: I don't know.

DV: That's okay.

DV: How do you think educational information (statistics, facts, etc.) will help increase funding for the Oklahoma Messages Project?

Participant: I don't know.

DV: How do you think educational information (statistics, facts, etc.) will help increase awareness for the Oklahoma Messages Project?

Participant: I don't know.

DV: How do you think testimonials (stories from people who took part in the program) will help increase funding for the organization?

Participant: I think they will have the same impact as testimonials on any program.

DV: Right. Positive outcomes again, like you said.

At this point in the interview, the interviewer opted to skip the next question as it was redundant to the interview

Question: How do you think testimonials will help increase awareness for the organization?

DV: Okay. So we're just gonna move on to opposition & competition for the Oklahoma Messages Project.

DV: Who do you see as the Oklahoma Messages Project's primary competition?

Participant: I know of none.

DV: Great. That's actually good for them.

DV: How effective do you think the competition is compared to the Oklahoma Messages Project?

Participant: Not applicable.

* At this point in the interview, the interviewer & the participant decided to skip the following as the participant had no running knowledge pertaining to the questions.*

Questions:

What services do you think the Oklahoma Messages Project provides that your competition doesn't?

What does the competition offer that the Oklahoma Messages Project doesn't?

If you have volunteered with one of the competitors, how do you think working with the Oklahoma Messages Project compares to them?

DV: What groups do you feel exist with a mission to resist or hinder the Oklahoma Messages Project?

Participant: No.

* At this point in the interview, the interviewer & the participant decided to skip the following as the participant had no running knowledge pertaining to the questions.*

Questions:

What is the reputation of these opposition groups?

How effective do you feel these opposition groups have been in the past?

DV: Man we are just getting through this. My goodness.

Participant: Yeah!

DV: You came prepared with answers, I like that.

DV: I am going to talk to you a little bit about communication within the organization & public communication now. This is just to help us get a feel for Cheri's messages, social media, again, how she speaks with her volunteers, that sort of a thing.

DV: How much of a priority is awareness about the Oklahoma Messages Project to the public relations staff and management?

Participant: *repeats questions* I didn't know they had a public relations staff. Are they talking about my public relations staff? I don't understand the question.

DV: No. This would be just the volunteers who do Cheri's social media for her or create her marketing for her. Rather than public relations staff it should have said volunteers.

Participant: Yeah, I think...I don't like the question at all. Yes, she is aware of...it's a priority. You wouldn't be here if it wasn't a priority.

DV: Exactly. Exactly and instead of public relations staff it should have said volunteers.

DV: How supportive do you think the internal environment of the Oklahoma Messages Project is? (Internal communication is communication that occurs between the Oklahoma Message's Project's board members, volunteers and donors.)

Participant: I don't know what the internal environment is. I mean, I really don't.

DV: In what ways do you think internal communication can improve within the Oklahoma Messages Project?

Participant: Yeah. I don't see it, so I don't know.

DV: What obstacles (internally/externally), if any, do you think hinder success with the Oklahoma Messages Project?

Participant: In my opinion, the obstacles that hinder the success is...it's the same as all of these wonderful, god-given mission is you've gotta have a successor for her. What happens is, they're underfunded, all of the money goes to, and I've told her this, all of the money goes to current operations and doesn't go to fund someone like you or someone that wants to...

DV: Doesn't go towards the future?

Participant: Right. I mean, because there's so many problems with the past.

DV: How would you say the staff, volunteers and board of directors interact with each other?

Participant: I don't know.

* At this point in the interview, the interviewer & the participant decided to skip the following as the participant had no running knowledge pertaining to the questions.*

Question:

How strong do you think the organization's commitment is to resolving internal communication issues?

DV: What communication resources do you believe are available for potential public relations/marketing communication activity within the Oklahoma Message Project: personnel, equipment, time, money and/or something else?

Participant: I don't know. I really don't know.

DV: That's just fine. That will help us out.

DV: Alright. We're going to move on to a little bit about leadership, organization, structure & internal impediments. Now, I know you said that we might just have to skip some of the internal impediment questions, so once we get to those you just let me know.

DV: How do you think the Oklahoma Messages Project staff size affects the organization's operations and success?

Participant: I think the staff size is Cheri & her husband right now.

DV: Yeah. It's a small staff.

Participant: It's a small staff & so it's not a burden. It seems to match their funding.

DV: Okay. That's actually a very good way to put it.

DV: Do you think there are enough people in leadership roles within the organization?

a. If you hold a position of leadership, what's your role and how do you contribute to the Oklahoma Messages Project?

Participant: I think they need to add somebody.

DV: What policies and procedures do you think could be changed to benefit the organization?

Participant: I don't know about policies & procedures.

DV: Are there any specific reasons why you think the Oklahoma Messages Project's growth may be limited?

Participant: No.

DV: What resources do you believe would make the Oklahoma Messages Project more successful? Other than the obvious, more money.

Participant: Right. The Department, and I don't know if this can happen, but the department of corrections has a head of it, Joe Allbaugh...a very highly respected person in state government. If they could get his approval or endorsement, I don't know if he could do that, but that would go a long way. What I'm getting at is if you called the rotary club, in OKC is the largest rotary club in the United States, they would say that Allbaugh would probably be in the top ten speakers as of last year.

DV: So you think that he would be a great spokesperson?

Participant: Yeah, and I think he is. I just don't know if he can legally do that.

DV: So, believe it or not, we got through that pretty quickly. At this time I have covered all the questions I had. Are there any other experiences or perceptions of the Oklahoma Messages Project that you would like to share or anything you feel I missed?

Participant: No, I don't think there's anything that you necessarily missed. And I've told Cheri this, I've got a connection in San Francisco, kind of a loose deal, with Pixar and some people like that...real movie people. I'll be glad to pursue...I can't...I don't know...if they even know about it, I wouldn't even know what to ask.

DV: So you think a partnership with them, maybe or something of that nature?

Participant: I mean, maybe. I don't know. I can work that angle with no cost to them if someone says "this is what we want."

DV: So she (Cheri) just needs to approach you & ask you?

Participant: I mean basically, what is Cheri 65?

DV: You know, I'm not sure.

Participant: You've got a 65 plus obsessed with it, which they ought to be.

DV: Right, it's a great cause.

Participant: It's a wonderful wonderful cause. It needs some...I keep saying the

same thing, but it needs blood behind it.

DV: I understand. And that's kind of where hopefully we can help. That's kind of what our classes goal is this year is to help with that, especially in terms of volunteers & donors.

Participant: But, I think instead of raising the...if it's 50,000 or \$75,000, I don't know what it is. Instead of raising that & finding her (Cheri), I would find the person that's got the same passion that she has and then go to people to get he or her funding. If I were running it, that's what I would do. You'd have to get somebody that's on fire for those kids.

DV: Are you familiar at all with the Oklahoma Institute for Child Advocacy?

Participant: Who runs it?

DV: Joe Dorman

Participant: I know Joe.

DV: The only reason I ask is I'm doing research on his organization for another class and so the two kind of seem like they have a connection, so I thought about maybe suggesting some kind of partnership there.

Participant: Well, there's another real partnership that, in my opinion, should be pursued and that is...I think it's called Real Recovery in Tulsa. It's got a lot of... It's a very successful...you can google it. It's a very successful sponsor. It's kind of different, it's sponsored by a lot of the Jewish people in Tulsa, but it attracts...It's kind of a TEAM, I don't know if you're familiar with TEAM here that trains people out of prison um but it could be good.

DV: Okay. This is actually really great information to have because I can kind of do a little bit of research on these smaller organizations & put that into my report for Cheri.

Participant: I don't know if they have a...I don't know. I'm just a networker so I don't know if there is a call to arms all day meeting of everybody that touches prisoners, but that would be something that I think you could a tribe or somebody to sponsor.

DV: Well and she already has the support of the Cherokee Nation.

Participant: Right. Anybody that touches, anybody that has a sort of ministry or involvement with prisoners we're gonna all meet for two days in OKC or Tulsa and we're gonna share tactics.

DV: We're gonna make some things happen together?

Participant: Yes. It's just a suggestion. And I think that, like I said, I think that has potential. I don't think that's real costly & I think that has potential.

DV: Well, and it's kind of like a 'stronger together' mentality rather than trying to go about it on your own. That's actually fantastic.

Participant: Right. Well, I'm pretty simple, not very smart, but when the bombing occurred at the Murrah building, we were going to church next door at the First Methodist Church and there were 6 or 7 churches downtown that had been down there literally since the statehood. None of them talked to each other and so it was

only through the bombing that they started talking to each other. They weren't mad at each other, they just didn't have time. I say that, Cheri may talk to these people everyday, I don't know, but as an outsider, it seems like that would be a good idea. You know, Oklahoma City has like a day of caring, you know, where all of the ministries get together and give kids haircuts & dental and everything like that. Well, if you had one for prison...

DV: That would be great. Now, I know she does kind of like a day of fun for the children of incarcerated parents.

Participant: Right, but this is more of a planning with prisoners.

At this point in the interview, the participant started to pack up and leave. He offered to hand me back his packet of questions & consent form copy

DV: Well, you could actually take that with you. Just to kind of keep a record of what you signed in the beginning. Again, if you have any questions you can feel free to contact my professor. Tell her that you loved me.

Participant: Good luck on your career and this is a great, wonderful cause. So you're talking to 30 people?

DV: Well, our class as a whole is going to try to talk to 30 people. Cheri gave us a list of donors and volunteers just like yourself to talk to.

Participant: Yes, this is a wonderful idea that I've given to many different people. Now, I didn't give this idea to Cheri, but I've given to people. I go "why don't we use OU?" Especially, since the business school is moving into OKC and nobody... and I've talked to the business guys...the industry does not know how to interact with OU. They don't know how to open up the door. They don't know who to call.

DV: Exactly. And that's PR. It's all about networking.

Participant: I know, but OU is in the PR business. They're training people for PR and they don't...

DV: They don't interact?

Participant: The Bank of Oklahoma doesn't know who to call at OU to say "Hey. We've got a PR problem. We're opening up a brand new branch & we don't know how to do this."

DV: That's crazy because we have a Public Relations agency inside of OU.

Participant: I know. The PR people might know about it, but the President of the Bank, he's never heard about it.

DV: We need to do better at outreach then.

Participant: Yeah.

DV: Okay. Well thank you so much. I really appreciate you.

Participant: Yeah. Have you seen her videos and everything?

DV: Yeah. We've delved deep into the website.

Participant: Yeah and they've got the Chickasaw and thank god, it's awesome.

DV: Yes it is. Thank you so much and have a great day.

Hexagon Communication: Interview 2

ES: I will now ask you about the mission, donors and volunteers of the Oklahoma Messages Project.

ES: What is your position within the Oklahoma Messages Project?

BH: Just a volunteer

ES: How long have you been involved with the Oklahoma Messages Project?

BH: I guess about six months now.

ES: In what capacity have you worked with the Oklahoma Messages Project?

BH: Last month I went to the prison to work the video, so volunteer.

ES: Why did you start working with the Oklahoma Messages Project and how did you find out about this organization?

BH: Actually, I think I first found out about them maybe on facebook or some other social media. I work with child welfare so the reason I wanted to volunteer with them was to try to be on the other side of what I do, to help the moms.

ES: How long do you see yourself being connected to the Oklahoma Messages Project?

BH: Definitely! It's been a great experience so far!

ES: What is your most/least favorite part about being connected to and volunteETg for the Oklahoma Messages Project?

BH: I think my most favorite is that unlike a lot of volunteer activities it's very hands on. So you're not really passing out flyers or raising donations but working with people.

ES: What are your thoughts and feelings about the mission statement of the Oklahoma Messages Project?

BH: I think it's a good summary.

ES: How much time would you say you spend volunteETg at this organization per month?

BH: So I actually have just done only done one volunteer day. I mean I trained for a day and I went out to the prison for a day. So maybe a day per month since I got the training.

ES: Why do you choose to spend time volunteETg at the Oklahoma Messages Project?

BH: Um, I actually took the day off work to volunteer for the messages project and honestly it was a nice change, it was proactive. A lot of my job is reactive.

ES: How does this organization impact your life?

BH: I think they're doing great work. I walked in on my very first day and the very first person was the bio-mother of a child who's adopted by two people I know. And we just figured that out. And I know these guys and they keep in touch. It felt like I could connect the families. It was wild.

ES: Where else do you currently volunteer and/or donate?

BH: I donate to anyone who calls and asks me for money. I work with rotary, and I'm on the board for the giving tree. It used to be called christmas connections.

ES: I will now ask you about how you perceive the Oklahoma Messages Project and

the public perception of the organization.

ES: How do you believe the Oklahoma Messages Project is perceived by the general public?

BH: I think it is not well enough known, but I think that everyone I have talked to about it has a very positive perspective.

ES: How willing do you believe the Oklahoma Messages Project is to take risks?

BH: Um, it's hard for me to say because I haven't been involved that long. But I will say that my conversations with Cheri she seems very willing to consider trying to find new volunteers so I'd say probably very open.

ES: How innovative do you believe the Oklahoma Messages Project's services are?

BH: Oh, extremely.

ES: How beneficial do you believe the Oklahoma Messages Project's services are?

BH: Wonderful.

ES: How practical do you believe the Oklahoma Messages Project's goals are?

BH: Very

ES: How do you think the perception of the Oklahoma Messages Project can be improved?

BH: They could have more awareness.

ES: I will now ask you about the issues the Oklahoma Messages Project is trying to address and bring awareness to.

ES: What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma?

BH: Well I think it affects our children. We have more incarcerated mothers than anywhere else in the world period.

ES: How do you feel the justice system helps incarcerated individuals in Oklahoma?

BH: Inadequately. (Laughs)

ES: What do you wish the public knew about donating toward the Oklahoma Messages Project?

BH: I've never seen a donation link. I don't get emails about it. I think Cheri is kinda doing it all alone to be honest. I don't think it gets pushed out, you know?

ES: What do you wish the public knew about volunteering within the Oklahoma Messages Project?

BH: I think if there were a way to show them what it looks like inside the prison I think every person in Oklahoma needs to visit a prison (laughs) I think it's a great experience.

ES: What service that the Oklahoma Messages Project offers do you think best benefits the program participants?

BH: Ours I know they're really just doing one service. They're doing it well, but it's just the one.

ES: How do you think educational information (statistics, facts, etc.) will help increase funding for the Oklahoma Messages Project?

BH: I think it's not well known or it's under received that it has a huge literacy component. Because when I proposed it to my rotary group to have them come

peak, that was a surprising fact.

ES: How do you think educational information (statistics, facts, etc.) will help increase awareness for the Oklahoma Messages Project?

BH: In terms of funding I think that literacy aspect would maybe help.

ES: How do you think testimonials (stories from people who took part in the program) will help increase funding for the organization?

BH: I think they could really see where the money goes. We're very careful with a very sensitive appointment. We have to take off work, if you could provide lunch, you know.

ES: How do you think testimonials will help increase awareness for the organization?

BH: I think if you're not hearing from people involved, then it's easy to forget.

ES: I will now ask you about about opposition the Oklahoma Messages Project faces and what other organizations compete with them.

ES: Who do you see as the Oklahoma Messages Project's primary competition?

BH: I honestly don't know of any.

ES: How effective do you think the competition is compared to the Oklahoma Messages Project?

BH: Yah, I think that's probably not applicable.

ES: What services do you think the Oklahoma Messages Project provides that your competition doesn't?

BH: Oh I think one thing is I think 90% of the volunteers in prisons are faith based and have an agenda. And messages project is different. We don't concrete objectives.

ES: What does the competition offer that the Oklahoma Messages Project doesn't?

BH: It's not a rehab program.

ES: If you have volunteered with one of the competitors, how do you think working with the Oklahoma Messages Project compares to them?

BH: I haven't volunteered with a competitor but I have done public defence work and I can tell you that this is one of the most positive things I've seen happen in a prison.

ES: What groups do you feel exist with a mission to resist or hinder the Oklahoma Messages Project?

BH: I don't know if there's a group but I don't know if there's a lot of people who value doing something for incarcerated parents. So I think there is a resistance to humanizing the people we incarcerate.

ES: What is the reputation of these opposition groups?

BH: I don't know, conversion is why people go into prison.

ES: How effective do you feel these opposition groups have been in the past?

BH: Again, I don't know. But it's very hard to get into a prison. They don't make it easy.

ES: I will now ask you about the internal environment and communication of the Oklahoma Messages Project.

ES: How much of a priority is awareness about the Oklahoma Messages Project to

the public relations staff and management?

BH: I think Cheri cares very much about it but I think she is the public relations staff.

ES: How supportive do you think the internal environment of the Oklahoma Messages Project is? (Internal communication is communication that occurs between the Oklahoma Message's Project's board members, volunteers and donors.)

BH: I think they're great, I think they're..I mean as far as I can tell it's just Cheri and her husband.

ES: In what ways do you think internal communication can improve within the Oklahoma Messages Project?

BH: I think more communication with the volunteers would be great. And maybe some push to recruit new volunteers. I think they rely on the same core of volunteers, and if not volunteers, then sponsors.

ES: What obstacles (internally/externally), if any, do you think hinder success with the Oklahoma Messages Project?

BH: I think they could use more strategy. I think theres probabl a lot you could do with this program, so think bigger.

ES: How would you say the staff, volunteers and board of directors interact with each other?

BH: I think everyone gets along great

ES: How strong do you think the organization's commitment is to resolving internal communication issues?

BH: I think they're winging it, but I think they're committed to it. There was someone who didn't show up on the day that I volunteered and I think it was that they communicated with Cheri's husband but not Cheri, so I think it's just very informal.

ES: What communication resources do you believe are available for potential public relations/marketing communication activity within the Oklahoma Message Project: personnel, equipment, time, money and/or something else?

BH: Yah, I think if they told more stories from the volunteer perspective, that might be a good news source. This is my best idea, If you could sponsor a volunteer I think that's a good Idea.

ES: I will now ask you about the organizational leadership, structure and what you perceive to be impediments within the Oklahoma Messages Project.

BH: How do you think the Oklahoma Messages Project staff size affects the organization's operations and success?

ES: Do you think there are enough people in leadership roles within the organization?

a. If you hold a position of leadership, what's your role and how do you contribute to the Oklahoma Messages Project?

b. In what ways do you feel like leadership can improve in the Oklahoma Messages Project?

BH: I don't hold a position of leadership, but I do think there is a strong need for

decisive people in charge to complement Cheri's passion.

ES: What policies and procedures do you think could be changed to benefit the organization?

BH: Prison policies (laughs)

ES: Are there any specific reasons why you think the Oklahoma Messages Project's growth may be limited?

BH: I think I'm unclear on whether the project could do more with money or volunteers.

ES: What resources do you believe would make the Oklahoma Messages Project more successful?

BH: I think there just needs to be another person. And I'm going to make sure it's me. (laughs)

ES: At this time I have covered all the questions I had. Are there any other experiences or perceptions of the Oklahoma Messages Project that you would like to share or anything you feel I missed?

ES: I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the primary researcher can be found on your copy of the consent form.

Hexagon Communication: Interview 3

ET: So what is your position with the Oklahoma Messages Project (OMP)?

Interviewee: Volunteer

ET: And how long have you been involved with the organization?

Interviewee: I believe five years I was trying to think about that the other day

ET: And what capacity do you volunteer?

Interviewee: In the filming of the offender's videos I typically am either a camera person or a camera assistant

ET: Why did you start volunteering with the messages project?

Interviewee: Well I have volunteered in the prisons for about five years, I am in charge of the prison ministry program at church and I've done that for 10 or 11 years and we learned about the messages project through a lady in our church and just it sounded like another great way to serve offenders and their families so we began volunteering

ET: How long do you see yourself being connected to the messages project?

Interviewee: Um really just indefinitely as long as I'm able

ET: What is your most and then least favorite part about connecting and volunteering with the messages project?

Interviewee: My most favorite part is the fact that we're able to bridge that gap between parents and kids and reading to my children was really important to me so I think it's great to provide them an opportunity to do that even though they're separated and my least favorite is just the and I don't have to deal with them so that's great for me but just dealing with the prisons and the administration

ET: and how much time do you say you spend volunteering per month

Interviewee: Well it depends because it's seasonal but in the actual filming season probably maybe 30 hours

ET: Why did you choose to spend time volunteering with the messages project?

Interviewee: Well I'm passionate about prison ministry to begin with and it's another way to serve in prison ministry and make a little bit of a different avenue to affect the families more

ET: How has the organization impacted your life?

Interviewee: Um I think it's just in a positive way I mean when you get to go do that it makes you feel good and then the fact that I've met some of the kids at their day camps and it's just really reinforced the value of and it's helped me understand the value of parents maintaining a relationship with their children while they're behind bars

ET: Where else do you currently volunteer and donate?

Interviewee: Well with my kids school I volunteer I sponsor two children in Africa through an organization called Hope's Chest and pay for secondary schooling for a third child in Africa I volunteer at my church

ET: How do you believe the messages project is perceived by the public?

Interviewee: Well I know when we have promoted that to our church it's been very well received and I feel like when people have the opportunity to really learn what it's about are supportive of it

ET: How willing do you believe the messages project is to take risks?

Interviewee: Oh very willing

ET: How innovative do you believe they are?

Interviewee: Oh I think extremely I think it was a great vision she had, I don't know of any other organization who does that, they are organizations that allow you to read a book on a CD but no video component

ET: How practical do you believe their goals are?

Interviewee: Oh I think very

ET: How do you think the perception of the messages project can be improved?

Interviewee: I think maybe just some more publicity get it out there more because I don't know really how many people know about it unless the volunteers or Holmes and Cheri Fuller go to agencies and present it and I don't know how widely known it is through the prisons

ET: What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma?

Interviewee: Well I think the statistics are overwhelming. The fact that Oklahoma incarcerates more women than any other state and the fact that the children of the incarcerated I think it's close to 80% will also end up in prison themselves. Just how really trying to make some changes while the parents are incarcerated really trying to break that cycle. I don't think people realize how much incarceration affects the whole family it's not just the incarcerated it's the children and the grandparents and aunts and uncles the caregivers in many ways not just emotionally but also financially, health wise there's a lot of ways that it's effected

ET: How do you feel the justice system help incarcerated individuals in Oklahoma?

Interviewee: Well I would say it fails a lot and I am not a bleeding heart everybody is innocent type person I have a legal background but I feel like the rate that we incarcerate drug offenders for personal use of drugs is really not solving the problem. It not only costs our state a lot of money just the cost of incarceration but also the increase assistance to families and I don't think rehabilitation is happening

ET: What do you wish the public knew about volunteer within the OMP?

Interviewee: I think that people hear oh my gosh I have to go into a prison it's scary and it really isn't I feel like if people knew how welcoming prisoners are to volunteers that more people would want to help

ET: What service that OMP offers do you think best benefits the participants?

Interviewee: the kids getting the videos

ET: How do you think the use of statistics and facts would increase funding and awareness for the project

Interviewee: I think it would definitely help and they do a good job of that

ET: How do you think testimonials would help to increase awareness and funding

Interviewee: I think that's the best way is seeing the videos and not only hearing from the offenders I think really hearing from the kids is the most your biggest bang for your buck so to speak

ET: People love kids

Interviewee: Yeah I mean people don't love offenders but they love kids

ET: Who do you see as the OMP's primary competition or do you think there is any

Interviewee: I don't really think there is but I think there's a program called Mommy and Me where they read on CD but I don't really think there's competition because many offenders can participate in both

ET: What groups to feel exist to resist or hinder the project?

Interviewee: I don't really know of any I mean they're possibly against contact between offenders and children should be limited but I don't know who they are

ET: How much of a priority is awareness about the OMP to the staff?

Interviewee: I think that it's very important and I don't think they ever pass up an opportunity to share and the volunteers do a great job too of sharing on facebook and sharing in their churches

ET: So are most of the volunteers church members

Interviewee: I have a group from my church and Holmes and Cheri have people they've met through the years some of them attend the same church some don't they're just kinda from all walks of life

ET: How supportive do you think the internal environment of OMP is?

Interviewee: Oh it's great it's really good

ET: Do you think that the internal communication within the volunteers can improve?

Interviewee: Sometimes we have a little bit of, we have some problems getting our emails and I don't know if that's my end and my program at work or what but sometimes the communication breaks down somewhere

ET: What obstacles do you think hinder the success of the project?

Interviewee: Just sometimes getting scheduled in the facilities sometimes there's understaffing there are budget cuts so sometimes getting the location you need or we have to have a staff member there while we do it so it's hard sometimes

ET: How would you say the staff, volunteers and board of directors interact with each other?

Interviewee: Um we don't really see the board of directors often as volunteers unless we're able to attend a fundraising event or an appreciation event just because we're going to facilities all over the state

ET: What communication resources do you believe are available for potential activity with OMP so volunteers, equipment, time, money

Interviewee: Um so are you asking if they have good, equipment? They have good equipment, they've been able to add to their equipment so we've been able to have more filming rooms. Like I know they're at Mabel Basset today and tomorrow filming and they have four filming rooms set up which is a huge benefit because I think they're filming like 200 moms so they're really been able to add to their equipment

ET: How do you think the OMP staff size effects the organization?

Interviewee: I think it would probably be helpful for them to have a full time assistant and I know they typically have an intern but sometimes it's difficult and I think it would be a big help probably.

ET: Do you think there are enough leadership roles within the organization?

Interviewee: I think so

ET: What policies and procedures do you think could be changed to benefit the organization?

Interviewee: Um I don't know a lot about their policies and procedures as far as how the structure at the top works but I think that everything that happens with the volunteers is great.

ET: Are there specific reasons you think the messages project growth may be limited

Interviewee: No

ET: What resources do you believe would make OMP more successful?

Interviewee: If they had more access to books. We have a lot of books but inmates typically if they have a wide range age wise for their children they like to take more than one book and I know they have to use funding to buy those books you know maybe if they were able to get more books donated the postage expense is a lot so financial help with those sort of things

ET: That was all I have for you, do you have anything you want to add?

Interviewee: My church is offender friendly and that's the place they can go once they get out. We also had a transitional home for a time. I think this is the most positive project that I've ever been involved in and I tell everybody that it's my favorite prison ministry project that I've ever done just because of the impact it has on the kids.

Refined Research: Interview 1

1. So now I'll ask about the missions, the donors, and the volunteers at the Oklahoma Messages Project. What is your position within the Oklahoma Messages Project?

Interviewee: Volunteer. I've volunteered through painting backdrops, going into the prisons, and helping video or videographer.

2. How long have you been involved with the project?

Interviewee: Since the beginning. And I can't remember exactly what year. If it was 2010 or 11? I can't remember.

3. That's alright. In what capacity have you worked with the project?

Interviewee: I've been involved in and out. In between, kind of single mother stuff. It depends on my kids. Oh, and the Kids Adventure day, I've been pretty involved in, the three times we've done that.

4. So, you talked a little bit about how you helped start the project earlier, how did you find that podcast?

Interviewee: I think when I was working on my psychology degree, I started researching and studying about incarceration in mothers in Oklahoma. The minute I kind of, it was

like opening a can of worms. And then I started reading the statistics, which they've even, like it's even more dire now than in like 2008 when I first starting to become aware of the kind of mass side of it. The non-violent offenses and the extremely long sentences. And from the vantage point of being a mom, but also having been exposed to recovery at one point myself. It seems like a true crisis to psycho-economic mental health. Family, because there's that parent component. That as a state, we cannot afford to look away.

It's just going to have even more devastating effects. I know there's some studies that

like in 90 years, the numbers just don't add up to being sustainable for communities. And I think the perception is that it doesn't affect people, but it literally effects everyone more and more and more. Because of the number and scope of children effected by the insane numbers of moms and dads that are locked up. Even when I haven't been able to quote afford to volunteer more time, or be more involved, I think the minute, the very first time I'm going into any warrior, I saw the problem and the need for, that's it's just a time for the power of boundless compassion to somehow go into the criminal justice system and hopefully bubble up through and change some of the more sentence laws and the restorative justice component. That ultimately, that I think we do, we are able to do at the Messages Project, kind of in little was, but I'm starting to see that really ripple out. Is to face-to-face meet over and over the kids who are receiving these and the parents who are giving the messages. Those basic human connections, where we interact and learn from one another. Because really the parents that we serve they are the experts of incarceration. And so, we have everything to learn from their experience and their

story. In order to then be able to help their kids, you know, not just survive but like overcome the challenge the stigmas, all the challenges that no child should ever ever have to face from the minute they have a parent taken away in cuffs and not come back for six months to 20 years. Like we just can't afford to look away, is my gut reaction to the whole thing. I've tried to shake it, but I can't shake it.

5. How long do you see yourself being connected to the Oklahoma Messages Project? Interviewee: As long as they need. As long as they need people to go in and do the filming or, But I think I'll always been involved in serving families, either inside or outside, who are impacted by incarceration.

6. What is your most/least favorite part of being connected and volunteered for the project? Interviewee: Well the least favorite part, I would say is just kind of that component of I can't shake it. Now that I've seen it. And so, I would like to be more involved than I am. But then I have life that, um. And income has been the part for me, the single parent, the income component. And so, my involvement has kind of been, dependent on how many free hours I have past jobs. My most favorite part is, I feel the most peace of mind and sense of purpose when I'm involved, because I feel like if I'm not out in the margins, meeting people where they need support and live and the basic human needs of connection and resources. If I'm not in that place in the margins, life doesn't make as much sense. So, I appreciate the aspect of it. Then would like to be able to offer that sort of help or story to those who are incarcerated. Sometimes it's just a matter of finding out where you matter and then find out how to go there and be there. And those turn arounds can happen and you can face your kids and look them in the eyes and say, I have a

purpose, you have a purpose. So, it's sort of that synergistic thing that I feel being involved.

7. What are your thoughts and feelings about the mission statement?

Interviewee: Mission statement... Is there a word for word?

8. Just kind of like the mission behind the project.

Interviewee: I love that we do go into the prisons and we serve the parents by recording them reading. But that the mission really is to, kind of in a grassroots way, support and build a foundation for kids that, they receive these DVDs and they might build a connection with the parent. That they might not other use, but also that they feel, they're people who matter. And with those DVDs, comes a sense of support that at any point they can explore further. And there's people that are available to just like go and be a support in a way. I appreciate the two-fold part of the mission statement, that it's a re- unification and rebuilding families, but ultimately to give these kids who've been impacted by incarceration a chance to see there are people who care, that there is hope, that they don't have to end up in the system and that the "system" doesn't have to define

their life or their experience of people and relationships. But I think you know, that's why I think it's imperative that more and more parents in prisons are exposed and know that

they can do this and be coached to do it. Because I think there's a sense of alienation that kids feel when they have a parent or family member in prison. This kind of brings them out of that.

9. So about how much time a month do you spend volunteering with the Oklahoma Messages Project?

Interviewee: Working wise, right now it's about 15 hours a week. So currently I guess about 15 hours a week.

10. So, you choose to spend time volunteering with the Messages Project because you started with it. So how does this organization impact your life?

Interviewee: I think it's just kind of built the fabric of who I am as a person and a parent. I think, after getting involved and starting to do the work, instead of studying about or kind of in a cerebral way, being aware of social justice issues. I always kind of wanted to help people in some way or another, I didn't know how or what. And I think, it has become a life work, because whether or not the laws change, I believe that I have to say yes or no to that now instinct in me to be a voice to the voiceless. And to see and hear the stories of every person possible who is incarcerated, especially for a non-violent crime, because I think there's gotta be a sense of restorative justice that builds, whether or not

laws change, because we can't wait on, we can't expect lawmakers to change, or laws to change. But what can change is what perceptions, awareness, interactions, the programs, or the pulse of people accepting or not accepting people when they come out of prison, all those factors and shift and change. And I believe I can either keep silence about that or, I can keep being a part of the groundswell and the voice that's saying, no every person matters. Every person matters. This lock up notion, doesn't work. It isn't sustainable.

And so, it might take a long time, but I feel like Messages Project is part of that groundswell, it's part of that voicing that opinion in Oklahoma. Like no, we're not okay with this. We're not going to let these precious individuals be forgotten and their kids be forgotten or last in this conundrum. This system. And so it might take a long time, it

might take a lot more funding, I don't know how that will look on a grander scale, but I know that person by person, that I've interacted with, and every kid I've gotten to talk to

during Kid's Adventure day, that when someone feels seen and heard, who has lost hope or felt forgotten, that you can feel that interaction, you can feel that energy shift, and you know that that can be a ripple effect. So, I think that it's just change the motivations in and not based my action or inaction on knowledge or having everything together or figured out, but just the doing, the connecting with people, wherever possible.

11. So, where else do you volunteer or donate?

Interviewee: Let's see, it is kind of varied. I guess it's all kind of been through the Messages Project. Like I've done some volunteer work at Remerge in Oklahoma City. Involvement in some recovery groups. I've just recently been exposed to the getting ahead program. I don't know, I mean my ears and eyes are pretty open to like where else to go and help but mostly within this.

12. So now I'm going to ask you about how you perceive the Messages Project and the public perception of the organization. How do you believe the Oklahoma Messages Project is perceived by the general public?

Interviewee: I think there's a pretty good perception. A positive. I think there's like a limited. I don't know that very many people know about it. OR know what we do. I mean, really pretty small. But I think there's a really positive perception and it even seems like most of the prisons we go into, it seems like there's a positive perception and like reception.

13. How willing do you believe the Oklahoma Messages Project is to take risks?

Interviewee: I think pretty willing to take risks. Once again just real limited by maybe size and resources. And so, it's hard to branch out from, like we have to keep the main

thing, the main thing first, these messages going back and forth from parent to child. But it seems like there are other partnerships in the process that could be very possible. And that have formed a little bit here and there. But that we are pretty limited in some ways based on size and funding and resources. Or like very dependent on the support, volunteerism and donations that we do receive. And so those have to go to very specific places first.

14. How innovative do you believe the Oklahoma Messages Project's services are?

Interviewee: Huge amounts. Like endless amounts. There's a constant motion of momentum, and like attempts to do more than is being done. And I think in Oklahoma where things are hard to get things accomplished in like mental health, DOC, education. That there's even kind of more effort involved because of the push back. Or some of the barriers that could be up, and there's even more effort to push those forward to get into to

do what we do. But with that said, I think there is a forward momentum, but the effort is a huge amount for little gains it seems like. Little gains in some ways.

In some ways there's been huge gains in a short period of time. The fact that the number of prisons that their wardens and their chaplains have let us and embraced our program. That's a huge deal not to be diminished at all or discounted. But one must put, to do this type of work ongoing, there is a huge amount of effort to keep getting word out or keep getting awareness so that the program can keep existing and growing and reaching more parents in prison and more kids. So, there's a lot of effort.

15. How beneficial do you believe the Oklahoma Messages Project's services are?

Interviewee: I think it's extremely beneficial per child that receives a DVD. I think it couldn't be more beneficial. I think the only way it could be more beneficial is if it

reaches more children and they get more books and they get more of their parent in their

living room reading to them. And so that's just based on kind of those fascial and volunteer kind of elemental round the organization side as the organization feels more supported, I think the children will feel supported. I think based on the barometers, really every child who receives a message and watches it over and over, they're learning to read, they're gaining in interest in books, and they're possibly building some sort of repour and relationship with their parent that might affect how they interact when their parent gets out. And so, at that point it's not even based on what we do it's just setting up, I mean just kind of being a vehicle for that interchange and that relationship to occur and those reading skills to develop. And that's the success part of it I think, between that parent and that child. And so, the more that parent does the message, when we go in three times a year, if they're learning, if they're coached in those sessions before they go in and do their 15-minute talk and read the book. If they're becoming more effective and affirming in the way they talk to their child, if they're becoming better readers when they read the book and then you send the DVD out. Then I think the effect of it also grows when the child receives that DVD with a healthier looking parent, sounding parent, you know, all those factors. And so, I think that's here it's on a continuum, like it will only increase in effectiveness as parents become a little more enlighten and coachable in their 15 minutes sessions filming and then as kids get more and more and stay more connected, some kiddos have received 6 DVDs and that visual 3 times a year for 2 years. That visual of seeing their parent look healthier, sound healthier. I mean that effects their cognitive, mental emotional, social, they're whole person is affected by just that witnessing that transformation of that parent. So, the hope would be that would kind of continue to kind of be the barometer of success. Is how many parents get involved and sign up to do it, become like coachable in that process, and then how many kids, more kids, receive and connect with their parents through the DVDs.

16. How practical do you believe the Oklahoma Messages Project's goals are? Interviewee: I think extremely practical. Like yeah, I think it's like the tool of connecting and like reading. And then that's effecting. I mean what we need is, is those things, and obviously food and shelter, but um as far as the growth of the child and really also the growth of the parent while they're at prison. It's super simple and practical.

We're basically kind of invisible, we're just bringing them to each other's, into each other's presence and peripheral.

17. How do you think the perception of the Oklahoma Messages Project can be improved? Interviewee: I think that just the word getting out on a kind of broader scale. I think it is very challenging for a really small not profit to stay encouraged and energized because. This is just from my perception, and so um, I think a really great element of it, is how research and data driven the kind of, that its super

practical and super measurable as a program. And It's filling a very specific need. And so, I think there are some people who are aware of those factors and how effective that can be. And then I think, where it kind of gets overshadowed, the larger nonprofits, the legitimacy. I think if there were some more champions of it, who could kind of give voice in a different section. And I don't really know what that means, I just know that it's small but its fierce in purpose and in practicality. And in meeting basic human needs, that are just essential to be meet. And it seems like there is potential a disconnect between, or that it's a little bit hidden away, that's kind of the image I'm getting in my mind. And so, it's a little bit a super hero sort of secret, you know. And what we do when we go in is really riveting and amazing, and I

think that a factor that could help potentially is outside of what we do going into the prisons, is just some really champions, who are not necessarily the few people working within it. Kind of championing what we do and why, and its effectiveness.

18. I will now ask you about the issues the Oklahoma Messages Project is trying to address and bring awareness to. What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma?

Interviewee: Aw man. The whole kit and caboodle. I think the main thing is that I would want people to know, who do not know very much about it, is that as a state, we

incarcerate more, I'm just going to focus more on mothers and women. We incarcerate more women and mothers than any other in the world, not just the country. And that that fact, isn't just a fact. It's not just a statistic. It means that there are copious children in a society that has no reason to write off an entire generation of young people, that it is going to be up to the communities that they live, the communities we live in to in part purpose and take away the stigma of a parent being in prison. Not just wait for this to occur through the DOC, or a nonprofit, or some program, but that it is our job to find these children and that they do not have to suffer in silence by themselves. Or the caregivers are not alone. So, what I would want people to know about incarceration is,

it's not just about putting someone in prison who has done something bad. That there is an entire family that is affected, and the more we can tap into the power of like boundless compassion. The more, I mean in sense, the economics of our state, I think that can turn around at that point. But not until then, because of how expensive it is to incarcerate instead or rehabilitate. And so, the economics are not sustainable for, you know say the top 1 or 5 percent to not get involve. Because it does affect everybody. And the more we can surround, kind of, well look at, educate, and surround ourselves with the issues, then we can surround the children that are affected. At least, at the very least, take away the stigma and try to meet some of their basic needs sooner. That is the only way they're going to sort of follow the same pattern. The other thing I would want to say, that I would want

to tell the donors of incarceration, is that we tend to incarcerate the traumatized, the abused, the neglected. That that doesn't make sense in any society. It just does not make sense to elevate those who are born into happiness and affirmation. And then to crush further those born into poverty or who have early trauma childhood experiences. I would sort of want to bring that to life. That I don't have any answers, I just think we have this beautiful ability as humans to evolve and to change as information comes in and as connections are made and that every single person and worth and value. And to look deeper into that and I think that groundswell of like understanding kind the emotional, mental, psychological, physical impact of early childhood experiences involving trauma or poverty. That if we were to think about the children and even those who are sitting in prison for a long time for nonviolent offenses to want to hear their stories or care about them more as individuals based on some of those barriers they might have faced early on. That that could change public perception of what this incarceration deal is, you know. So, I think perception is huge. It doesn't mean that everyone has to go into a prison or interact with them to know there is a lot of fear, there is a ton of fear in our culture because we lock people up so rapidly. But that there's a bigger broader story and we're all better for growing in compassion rather than retribution. And that's how the public, how might not be affected by incarceration, that their children will be impacted by it even more than our generation. And so, if we change our perceptions and misconceptions, that

we are able to pass down even more compassion then maybe we have available within ourselves. But if we change our rhetoric, and our message, we can I think have a broader generation of kids in Oklahoma. Will grow in some of that boundless compassion, whether or not a huge amount of people can change quickly right in the moment. If we can change our words, our mindset, our awareness, then I think it could be huge for those who are going to be, make some different choices in laws and lawmakers.

19. How do you feel the justice system helps incarcerated individuals in Oklahoma?

Interviewee: Like the DOC? The justice system? Umm... I think by allowing program

like this to come in. I think that's huge. I think that if the criminal justice system, even if reform or changes or funding doesn't come quickly to the criminal justice system, I think the more open they are to people from kind of the public sector, communities, non-profits. I think the more open they are and the more they're willing to collaborate with the like Messages Project for instance, and can ease that conduit and collaborations, and make that easier instead of more difficult or more punitive for us kind of putting up more barriers. I think if they take down the barriers, and allow more people to come meet some of the needs that are crucial to meet. I think that's what can be done every easily, very cheaply, it doesn't take more funding. It's just

the criminal justice system being willing to look at new programs or effectiveness of those and collaborate with sort of nonprofit efforts, or these sort of efforts. But I think there are some people within the system that are really trying to do some different things, and Tulsa especially. Yeah, the more partnETg and collaboration and sort of opening to that process I think the better.

20. What do you wish the public knew about donating toward the Oklahoma Messages Project? Interviewee: Probably just the fact that donations help a lot. I think it's a component of the project, that technology is changing so fast, and ways people donate or don't donate are build awareness, that changes so quickly that it. Since it's a small nonprofit, it has to sort of do that groundwork, the aim of the project, and that this is a whole 'nother side of it, that is constantly needing attention as well, and I don't know if we have the most up to date ways of getting word out or building those bases on donations or donors, but maybe we do, I'm not sure. But it's two different sides of the project. That maybe more manpower or attention to that specifically might build more donor like awareness. I'm not sure.

21. What do you wish the public knew about volunteETg within the Oklahoma Messages Project?

Interviewee: Probably that it's not scary to get badged and go into a prison. It's very rewarding, when you're just kind of never the same after. And like I said I think the impact of that is huge on our families, for any volunteer that is curious or is wanting to get involved or has, you know, say watched a documentary on say Netflix on incarceration and they want to take it from sort of that intellectual level and getting involved that it's actually very doable. You have to get badged, you have to go through a training, that sort of thing, but it's worth the little bit of time and effort to then be able to go into one of the many prisons and kind of do the work of it. And that there's other ways to volunteer, like the social media, getting word out is a huge aspect of I think volunteETg. Being a champion of these families by saying, you know, let's think about this, let's talk about this, let's do this. and so, there's I think a lot of different ways that people can volunteer. And feel good about being a part of that groundswell and that just

think about the massive issue and not feel like they can't do something. I think there's a lot of ways to just do something. And books. Book donation is pretty big. Yeah.

22. What service that the Oklahoma Messages Project offers do you think best benefits the program participants?

Interviewee: I would say the books, the reading the books, and then the sending the DVDS. So, the message that each parent provides. So, books would be a huge part of that. Because even if there's, you know, human error, of that there's DVDs that might not work after a few times or whatever, but the books are a really huge component, because

the kids really do read them, and there's this connection, this tactile connection between

them and their parent and so the motivation to read that's proven to affect literacy. I think the reading component is huge. And the affirming message coming through the DVDs is a big part of the deal, yeah. And hopefully, building support for that caregiver, and so that they know that they know that all the responsibility isn't just on them solely. That there is kind of this sense of a village forming around them, and that the child and the parent before they get out, that there are supportive people set up around that want to make that unification easier or more possible.

23. How do you think educational information (statistics, facts, etc.) will help increase funding for the Oklahoma Messages Project?

Interviewee: Well I think people want to know the facts, want to know the concrete, not just the abstracts of incarceration. And I think sadly but gladly that that's very easy to provide in form of the economics of incarceration, there is nothing more concrete. So yes, its social emotions, psychological issue, but it's so identifiable how it affects the economics of cities, municipalities, whatever. And the more programs there are like this, the hope would be for those willing to listen or be a part of donating or funding is that when you just sort of turn that boat around, you know, it can shift sort of the budget crisis side of it too. I don't really know how to say that, but I think it's very powerful. I think statistics and the data is powerful to the overall story. Because we want to see that bell curve. You have children who are interested in this generation who are coming up, we want to see the lines, or the graphs change. We don't want to see it keep climbing up. The rates of poverty, the rates incarceration and I think it's all sort of connections, you know, the facts and also the stories. You put those together and then you build a narrative to hopefully build, broaden the scope of work like Messages Project. And in effect, the children that are impacted by it. And building a broader base of not just funding but people that are set up to mentor and become a community surrounding the kids that have been impacted by incarceration. I mean that is how the narrative shifts is yes, the facts first. And you can get that through the sheer number of counties, the number of families that are impacted by it. And I think, what would be cool, is to see the number of volunteers or people involved in these like the Messages Project in the partnerships, that more and more people are setup to assign, to support and to mentor the kids that are the other side of that statistic, those facts.

24. How do you think educational information (statistics, facts, etc.) will help increase awareness for the Oklahoma Messages Project?

Interviewee: Yeah, I think kind of the same, just the story is, and the impact for good and for bad. I mean, the stories and impact of incarceration but also really sharing and getting out the stories and impact of what happens when these DVDs flow back and forth

during these sentences. And what can happen through a child growing up seeing their parent instead of not seeing their parent through the message they give them.

25. How do you think testimonials (stories from people who took part in the program) will help increase funding for the organization?

Interviewee: I just hope it will. I think it's extremely effective, because it's real. I think the more that we can find and understand and listen to the kids who received these DVDs for a couple years now. I think the more those stories come out and are told and heard that my hope would be that we as volunteers or funders would jump at the chance to increase resources and awareness for you know the Messages Project. And sort of continue to remove the barriers because those stories are really what highlight the entire effectiveness, the entire purpose of the program, to build those connections and increase literacy and reduce depression on behalf of the kids who have to sort of live this reality every day. And I think what is so hard about it is that unknowns. And so, the stories also impact our awareness of not just the numbers, the scope of how many kids, but what the experience feels like and looks like to them. What their barriers and challenges they must face day in and day out are. And so, I think as the education and awareness builds, for funding or things like that then in essence it's also being built for the kids who are affected by incarceration. They're being seen and heard, so it's sort of win-win. I don't think it's so much about funding a program, I think it's more pouring into these families.

26. I will now ask you about opposition the Oklahoma Messages Project faces and what other organizations compete with them. Who do you see as the Oklahoma Messages Project's primary competition?

Interviewee: Hmm. Competition? Well I don't, I don't think anyone is doing what we're doing. I would say there doesn't seem... Again, I'm not a professional, but from my vantage point, the competition maybe, I'm aware of it in terms of who gets sort of more, who gets funding more often. And so more visible bigger entities tend to maybe have less narrow vision and less face to face interaction when families of incarceration, but they might have a more storied career or entity. And so there for usually, you see more funding. I would say the competition maybe how to raise awareness and how to raise funds so that it can be effective. I don't know if that made sense.

27. How effective do you think the competition is compared to the Oklahoma Messages Project?

Interviewee: I don't know. Yeah, I don't know.

28. What services do you think the Oklahoma Messages Project provides that your competition doesn't?

Interviewee: Well one thing, maybe is like we're not a ministry or part of a church. It's non-denominational and I think that's a real asset in strength. Is that any parent in prison, we are only there to provide that service and being the bridge through the DVDs, we go, and we film, we coach them on some parenting tips somehow to read, how to give an affirming message and then, well, I would say, that it is kind of then about empowerment. There's not an agenda, so that's maybe a little bit different

then some services, but I don't wanna speak on something I don't know. We're very like neutral. In the background and want to elevate the families of incarceration.

29. What does the competition offer that the Oklahoma Messages Project doesn't?

Interviewee: I think it depends if they have more resources and people on the organization side. Because we have very few people that are juggling many jobs.

And it

can be utterly exhausting but thus far, we've kept the aim, you know getting the messages

out to the families. But I think that the back end or the organizational efforts or responsibilities grow, then so the needs kind of grow. But we're very small and doing a lot of different kind of the moving parts. There's very few people doing lots of moving parts. But we're, I mean an asset and a strength is that we're wanting to partner not compete but partner with other nonprofits and organization that are aiming to assist or support families of incarceration. So, I love that aspect of it, it's not a razor competition.

We're always seeking ways to connect with, collaborate and partner with others. Where it fits and makes sense, and that the hope is that there would be the same reception in other organizations and nonprofits, but we don't always necessarily experience that. It takes, it really takes time to develop those, interactions and things and connections.

30. If you have volunteered with one of the competitors, how do you think working with the Oklahoma Messages Project compares to them?

Interviewee: I think it's overall sort of lack of ego, and sort of just single desire to assist these families and really assist these kiddos as time goes on. And that, I love that it's built upon the facts and the statistics and the data. And so that, yeah, I would say that, the agenda, there's very little to no agenda, except what the original aim was to provide a very specific service and in essence build a bridge and support for these families. I love that. And that it is non-religious. That's it's not partisan, but that it's like secretly, a powerful program. Just like a powerful like I think that people involved that I've encountered since it started just have pure heart, like raw heart in this deal and to impact these people. And I would hope other things would just fall in sort of line that would build resources and would build funding, but that's not necessarily the, there's just a lot of heart.

31. What groups do you feel exist with a mission to resist or hinder the Oklahoma Messages Project?

Interviewee: I don't know. I mean there are some, maybe, the only resistance I've seen or felt is sometimes the individual prisons that we go into, there might be some resistance from the DOC side. And again, I don't feel like I know enough to talk about it. But there can be some that are very open and welcoming to us, and like want us to come in and do this work and support the parents even as they're doing it. And then at times, there's really resistance, and we're lucky to get in there and get the videos done. And that's

the only place I think I've seen it or felt it.

32. I will now ask you about the internal environment and communication of the Oklahoma Messages Project. How much of a priority is awareness about the Oklahoma Messages Project to the public relations staff and management?

Interviewee: I mean pretty big, but there's just a couple of us. Just couple of them. But I think everyone involved and on the board and everything I mean we do the work of like going into the prisons, but I would say there's, we all talk about it a fair amount. I really trying raise awareness in kind of an organic way.

33. How supportive do you think the internal environment of the Oklahoma Messages Project is? Interviewee: Real supportive. Yeah, I think it's supportive and I would say smart. Meaning being aware of not just like oh we can to go in and do this in the prisons, but it seems like there's constantly going to trainings connecting, meeting people on the lawmaker's side. The constantly learning and growing in order to then communication the then the very real the very kind of real time impact of the people we're serving. and like we went to the Atlantic Monthly, did an event that was like panel discussions with key

players sort of in the, on all sides of criminal justice system in Oklahoma. And so, I've seen those involved in the Oklahoma Messages Project be very connected to the discourse and the conversations that are ongoing. And then also just constantly going and learning more about grant writing, learning more about partnETg. So yeah, it's very, I'd say Cheri is a student of even what she's doing in the moment. She's very much an expert but she's seems to always be evolving and developing to find best practices, to find more effective way to either do the program or raise awareness. A lot of engagement and initiative, that's a good word. She takes a lot of initiative.

34. In what ways do you think internal communication can improve within the Oklahoma Messages Project?

Interviewee: I guess maybe just more of it. As more awareness gets out, maybe more volunteer interest, and maybe just having more time to dialog and communicate about who's doing what to build, kind of use their connections and skill set to build either awareness more kind of donor base or funding. So that everyone's effectiveness can kind of like grow more.

35. What obstacles (internally/externally), if any, do you think hinder success with the Oklahoma Messages Project?

Interviewee: I think maybe potentially, like the percent of weariness. It is taxing for how small. So, I would say like manpower. Whatever affect someone's ability to do something with more support, I would say the support and manpower and funding. Those things growing instead of dimensioning over time will be kind of key of sustainable.

There's so many more families or parents that want to be involved in since that's kind of the singular aim. The more awareness grows is awesome, but we also need more involvement of resource of people who can bring everyone kind of bringing

their unique you know self to the mix.

36. How would you say the staff, volunteers and board of directors interact with each other? Interviewee: I mean it's fairly. Well we interact a lot through email or whatever. But everyone involved seems to have lots of different things going on. So, we come together for the filming. I know the board meets, I don't know all those details, but they meet on an ongoing basis. So, they communicate a lot with the staff. I would say like the time

element. That time, resources, and energy that's another, yeah.

37. How strong do you think the organization's commitment is to resolving internal communication issues?

Interviewee: Really strong. I think if there were things suggested or pointed out or yeah. That there's like a strong desire to enhance effectiveness and not a really rigid environment at all. And are always sort of seeking best practices because ultimately that'll help the angle.

38. What communication resources do you believe are available for potential public relations/marketing communication activity within the Oklahoma Message Project: personnel, equipment, time, money and/or something else?

Interviewee: I was going to say the video have been really effective when we've been able to get some film on the kids who have received the DVDs. Those multimedia have been effective. That may not answer your question. But I'm not really certain. I mean we have those Instagram and Twitter set up and Facebook. Again, I think it's, if there were more than the two staff who wear so many hats, that maybe time and attention to it. I mean more manpower and resources to get those things out there for purposed of like PR.

So, I think they're doing about as much as they can do. They do a lot, that there could be, in today's culture and modern technology, I think there could probably be more of a presence.

39. I will now ask you about the organizational leadership, structure and what you perceive to be impediments within the Oklahoma Messages Project. How do you think the Oklahoma Messages Project staff size affects the organization's operations and success?

Interviewee: Well it's really really small. I think it could definitely grow in size and families served, but I don't think it could affect success so much because there's so much resolve to continue to do what they're doing. I just don't know if the size for what they're doing is just like super sustainable energy wise, because there's just gotta be more support somehow. But it's really really small, but it's super fierce and really successful.

40. Do you think there are enough people in leadership roles within the organization? Interviewee: I think so. I think it's a really good board. I think funding is probably the biggest, even if the size, yeah, I don't know. I think a little growth in staff and funding resources would be a game changer. But do I think it affects the success of what they're trying to do? No, I think it's like extremely successful in

its singular aim. There's probably like the PR side and those sides that could grow and change because of staff sort of things like you're talking about. But it's sort of success is pretty consistent with what we do.

41. If you hold a position of leadership, what's your role and how do you contribute to the Oklahoma Messages Project?

Interviewee: Oh, I'm just like a volunteer and part of the group.

42. In what ways do you feel like leadership can improve in the Oklahoma Messages Project? Interviewee: I don't know. Um, maybe helping the process of volunteETg be a little bit more clear. So that it would in turn help support them as well. But there's a lot of work that goes in to the communicating the process of getting badged and getting ready to go in. so that's more of like another hat that the two who are running the thing have to sort of wear and balance with the other things they have to do.

43. What policies and procedures do you think could be changed to benefit the organization?

Interviewee: I don't know. Policies and procedures, yeah, I'm not sure.

44. Are there any specific reasons why you think the Oklahoma Messages Project's growth may be limited?

Interviewee: Growth in what form? As an organization or as with what they do? Hmm. I guess just maybe as growth of finances, then anymore staff could become present. And so, I would say the limited funding maybe would be the only thing that would inhibit growth.

45. What resources do you believe would make the Oklahoma Messages Project more successful?

Interviewee: Awareness, funding, I think a couple more staff. People who really care in a similar way and who could help build those partnerships and could spend time to take off the plate of, yeah. Where rolls were a little bit more definable within the organization.

46. At this time, I have covered all the questions I had. Are there any other experiences or perceptions of the Oklahoma Messages Project that you would like to share or anything you feel I missed?

Interviewee: No. I don't know if this is related, but I have thought from the very beginning, from the first time that we went in. That there's another narrative and story

that is important about the Messages Project. I've been personally trying to figure out what to do with this. I think the behind the scenes of who started this and why. What she's been doing as a grandmother and as who know many of her peers are retiring and things and she just seems to put more and more of herself into this effort. And building a foundation, a really strong foundation for it to grow, so that more and more families are impacted. And that whether or not we see laws change anytime soon, that her non-agenda heart for this program to be very welcome and very present in the prisons as time goes on. I think that's a story that from an

observer, yes, I'm a volunteer, but like I think it's a very impacting story, what drives her and why this consistent work and growth in her sixties. She's still so engaged in the policies, what's happening in the DOC, what's happening in the families, and helping and hoping to impact the children of incarceration and more and more palpable and concrete ways and this is the way she's done it through the Messages Project. I think it could potentially be another part of building awareness of the program and support of the program is for more people to know kind of the backstory. It's a beautiful and organic and fierce back story. It really is, sort of like a David and Goliath thing. The connections that she has built with wardens and chaplains and law makers and calls that she's made on behalf of making the world a less punitive,

less harsh place for these families. I think that's what I keep being compelled to help and to be a part is become of that kind of, it's like getting to be a part of that story. Though I don't have much personally, I have everything I can give to the people we serve through this project, because it just takes love, it just takes care and time and elevating their voices. The reading the books, the telling the stories from the parents to the kiddos their voices can kind of be heard and they can be seen. These families can be seen and heard and share space despite the system, despite the barriers, despite the sentences. And then if they are empowered to feel that they matter and have a choice to feel whether what they do with the rest of their lives despite the incarceration crisis in their life, however long is a part of their life and their family's life. That that is the story that keeps going on. There is a life outside of prison, there is life after sentence. So, every aspect of what Cheri does through the Messages Project, but every aspect of it really is to elevate their worth as parents, as kids, as families and elevate their voice in that their stories that come out of these connections instead of disconnection, that that would drive the awareness, that would drive hopefully policy change and sentences laws. We have to remember the people involved, and we cannot look away. And so that's what drive my connection with the program is really the backstory and that it is a small but fierce project that is super effective.

I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the primary researcher can be found on your copy of the consent form.

Refined Research: Interview 2

Section B: Organization Mission/Donation & Volunteer Behaviors

I will now ask you about the mission, donors and volunteers of the Oklahoma Messages Project.

1. What is your position within the Oklahoma Messages Project?

Interviewee: Volunteer

2. How long have you been involved with the Oklahoma Messages Project?

Interviewee: Um, probably about 5 years.

3. In what capacity have you worked with the Oklahoma Messages Project?

Interviewee: When we go into the prisons I am a videographer.

4. Why did you start working with the Oklahoma Messages Project and how did you find out about this organization?

Interviewee: Um, we as a group from our church have been going into Mabel Baptist Correctional facility for several years. Their volunteer coordinators

contacted us and came to our church and presented it to us and I really liked the concept and wanted to give it a try and see how it worked.

5. How long do you see yourself being connected to the Oklahoma Messages Project? Interviewee: Um, really indefinitely as long as she is doing the project and I am able to go then I will go.

6. What is your most/least favorite part about being connected to and volunteETg for the Oklahoma Messages Project?

Interviewee: My most favorite part is just being there for the girls, so they can make a video for their children because I feel like it really strengthens their bond for the children. That bond is something that needs to be strengthened for the inmates, and a lot of them they don't get a chance to visit with their children any other way because they aren't able to come to visitation because they might live too far away, or they may have caregivers now that won't bring them to the prison. Sometimes that's the only way they get to work on their relationship with their parents.

7. What are your thoughts and feelings about the mission statement of the Oklahoma Messages Project?

Interviewee: I strongly agree with the mission and I think that they are doing good work and they have really improved a lot of relationships with the mothers or fathers and their children.

8. How much time would you say you spend volunteETg at this organization per month? Interviewee: Well it really varies because there's only certain seasons that we go. We go around Christmas time and Mother's Day and Father's Day. So, around those times I would say, I mean I can volunteer up to an 8-hour day. Depending on that month I may go 5 or 6 times that month and is an entire day's work.

9. Why do you choose to spend time volunteETg at the Oklahoma Messages Project? Interviewee: Really, I just have a heart for the children. All children need to know who their parents are and if they can't come to see them then this is just a way for that to make it happen.

10. How does this organization impact your life?

Interviewee: I think I'm more aware of how I treat my own children. You know I can't take it for granted because some parents have had their children taken away. I mean it's choices that they made but you know I don't take for granted that I have my kids with me every day.

11. Where else do you currently volunteer and/or donate?

Interviewee: I do. I volunteer at the prisons with another organization, we go in

once a week and teach a class. I mean I work at our church too. Working around the church and volunteering there.

Section C: Perception of the Organization

I will now ask you about how you perceive the Oklahoma Messages Project and the public perception of the organization.

1. How do you believe the Oklahoma Messages Project is perceived by the general public? Interviewee: I think anyone that comes into contact with them or knows anything about them is very well received. I've never heard anything negative about the program.
2. How willing do you believe the Oklahoma Messages Project is to take risks? Interviewee: Definitely! If they think that it's beneficial to their program, they will definitely find a way or ask that it be done.
3. How innovative do you believe the Oklahoma Messages Project's services are? Interviewee: Um, I think they're actually very innovative. I don't know any other organization that is allowed to take in video cameras and actually video tape inmates and send it to their children.
4. How beneficial do you believe the Oklahoma Messages Project's services are? Interviewee: Very beneficial. This is something that should be done so parents and children can have a relationship.
5. How practical do you believe the Oklahoma Messages Project's goals are? Interviewee: Very practical I mean we make it happen all of the time.
6. How do you think the perception of the Oklahoma Messages Project can be improved?

Interviewee: I haven't heard anything negative, so I really wouldn't know.

Section D: Issue (Incarceration & Children of Incarcerated Persons in OK) Knowledge

I will now ask you about the issues the Oklahoma Messages Project is trying to address and bring awareness to.

1. What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma? Interviewee: Um, well I feel that incarcerated parent's children have a much higher risk of being incarcerated later in life and that those children need to be targeted for special services like we're doing so we can reverse that.
2. How do you feel the justice system helps incarcerated individuals in Oklahoma? Interviewee: Um, you know I don't really know. The funding isn't really there to help much I don't think. A lot of the programs have been eliminated I think.
3. What do you wish the public knew about donating toward the Oklahoma Messages Project? Interviewee: Just that you know volunteers are always needed and donations always needed to buy more supplies.
4. What do you wish the public knew about volunteering within the Oklahoma Messages Project?

Interviewee: That we need donations for new equipment and help to get everything done around our busy times of the year.

5. What service that the Oklahoma Messages Project offers do you think best benefits the program participants?

Interviewee: Just the program as a whole really. I don't know anyone other program who goes into the prisons with cameras.

6. How do you think educational information (statistics, facts, etc.) will help increase funding for the Oklahoma Messages Project?

Interviewee: I think if more people knew about the project that they would be willing to give and donate time.

7. How do you think educational information (statistics, facts, etc.) will help increase awareness for the Oklahoma Messages Project?

Interviewee: Like I said but if more people knew if there was a way we could get this across too many different people to help.

8. How do you think testimonials (stories from people who took part in the program) will help increase funding for the organization?

Interviewee: Definitely. I think everybody likes to hear personal experiences. I think sometimes they are more effective than facts and statistics.

9. How do you think testimonials will help increase awareness for the organization?

Interviewee: Just like what I said before. I think they are more helpful.

Section E: Opposition & Competition

I will now ask you about opposition the Oklahoma Messages Project faces and what other organizations compete with them.

1. Who do you see as the Oklahoma Messages Project's primary competition?

Interviewee: Oh, I really don't know of anybody else doing anything like we do. Yeah, I don't know any.

2. How effective do you think the competition is compared to the Oklahoma Messages Project?

Interviewee: N/A

3. What services do you think the Oklahoma Messages Project provides that your competition doesn't?

Interviewee: N/A

4. What does the competition offer that the Oklahoma Messages Project doesn't?

Interviewee: N/A

5. If you have volunteered with one of the competitors, how do you think working with the Oklahoma Messages Project compares to them?

Interviewee: N/A

6. What groups do you feel exist with a mission to resist or hinder the Oklahoma Messages Project?

Interviewee: N/A

7. What is the reputation of these opposition groups?

Interviewee: N/A

8. How effective do you feel these opposition groups have been in the past?

Interviewee: N/A

Section F: Communication Within the Organization & Public Communication

I will now ask you about the internal environment and communication of the Oklahoma Messages Project.

1. How much of a priority is awareness about the Oklahoma Messages Project to the public relations staff and management?

Interviewee: Um, I think it's a priority. They have lots of fundraisers and events. They are always using social media to talk about the program.

2. How supportive do you think the internal environment of the Oklahoma Messages Project is? (Internal communication is communication that occurs between the Oklahoma Message's Project's board members, volunteers and donors.)

Interviewee: Oh yes definitely.

3. In what ways do you think internal communication can improve within the Oklahoma Messages Project?

Interviewee: I really can't think of anything. I really don't have any problems with it.

4. What obstacles (internally/externally), if any, do you think hinder success with the Oklahoma Messages Project?

Interviewee: I don't think so. Externally, we have lots of obstacles. We have many different prisons we go to so that means there's many different rules at each of the prisons. We also deal with different authority at each prison and just because you go to a prison one time and you have one rule that doesn't mean you can show up the next time and there not be a different rule. We have to be very flexible. Sometimes the wardens are receptive and sometimes they shut things down and don't let us come. It's really just an ever-changing atmosphere in the prisons.

5. How would you say the staff, volunteers and board of directors interact with each other? Interviewee: Very well. I am just a volunteer, so I don't interact really with board members but the group that goes to the prison with me is very nice.

6. How strong do you think the organization's commitment is to resolving internal communication issues?

Interviewee: If there were they would do everything to make sure it doesn't happen.

7. What communication resources do you believe are available for potential public relations/marketing communication activity within the Oklahoma Message Project: personnel, equipment, time, money and/or something else?

Interviewee: I think any social media platform helps. They are on social media, so I guess keeping up what they're doing.

Section G: Leadership, Organization Structure, Internal Impediments

I will now ask you about the organizational leadership, structure and what you perceive to be impediments within the Oklahoma Messages Project.

1. How do you think the Oklahoma Messages Project staff size affects the organization's operations and success?

Interviewee: Um, I don't know. I don't ever, we don't ever have problems when we go to facilities and we have the staff size we need. I've never been to their offices, so I don't know how they operate on a day-to-day basis. They could probably use more help, I don't know.

2. Do you think there are enough people in leadership roles within the organization? Interviewee: Yeah, I guess. I don't really have much to do aside from going into the prisons.

a. If you hold a position of leadership, what's your role and how do you contribute to the Oklahoma Messages Project?

Interviewee: No position.

b. In what ways do you feel like leadership can improve in the Oklahoma Messages Project?

Interviewee: N/A

1. What policies and procedures do you think could be changed to benefit the organization? Interviewee: I don't think it is all up to us because the wardens and facilities have constantly changing rules.

2. Are there any specific reasons why you think the Oklahoma Messages Project's growth may be limited?

Interviewee: Maybe not enough volunteers.

3. What resources do you believe would make the Oklahoma Messages Project more successful?

Interviewee: Um, I just feel like equipment could always be upgraded if the funds were available.

Conclusion:

At this time, I have covered all the questions I had. Are there any other experiences or perceptions of the Oklahoma Messages Project that you would like to share or anything you feel I missed?

I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the primary researcher can be found on your copy of the consent form.

Refined Research: Interview 3

1. What is your position within the Oklahoma Messages Project?

Interviewee: Um I a board member and I am treasurer.

2. How long have you been involved with the Oklahoma Messages Project?

Interviewee: I have only worked with them for a year.

3. In what capacity have you worked with the Oklahoma Messages Project?

Interviewee: I've taken classes I haven't actually taken classes to go to the video days. I am going to go to one here coming up. So, at this point it has mainly been on the board"

4. Why did you start working with the Oklahoma Messages Project and how did you find out about this organization?

Interviewee: There is a board match program...I forget what it is called that I heard about and went to. So, I met with a lot of organizations at that program, that's how I got hooked up with messages. I had never heard of them prior to that though. My wife met Cheri at a previous event so when I chose to go with Messages at that point I realized there was a connection. That connection kind of made it easier for me to decide.

5. How long do you see yourself being connected to the Oklahoma Messages Project? Interviewee: Um I think I will continue to be involved. I think the board length is 3 years, so I will definitely be here for 3 more years and I would like to be involved after that. So, I don't really see an end date per say.

6. What is your most/least favorite part about being connected to and volunteering for the Oklahoma Messages Project?

Interviewee: Um what I like about being connected to the program I feel like there is a need they are filling with kids who are in a tough position and parents can really only fill that role. So, I do enjoy getting to see and hear those stories because I am involved in other organizations similar. The best part is hearing those stories and being involved with those events. This summer we had an adventure day this summer for the kids and being able to lead those kids was fun. The least is mainly just the commitment of having to give time. I have to be with Cheri a little bit less than once a month and then we have the board meetings as well. The time commitment is always a struggle.

7. Where else do you currently volunteer and/or donate?

Interviewee: Um I volunteer with the Mentoring Project it's a program where we mentor underprivileged kids. I am on the board of another organization called OKC Good which is um kind of a small nonprofit where they help tell stories of good things happening around OKC. Then I'm involved in kind of a children's home based out of a border town in Mexico. I donate and volunteer there.

8. How do you believe the Oklahoma Messages Project is perceived by the general public? Interviewee: I think it is kind of a twofold. I think people who are aware of the issues that go with that, the people that know are impressed at what we are doing. I think some of the perception people don't understand the issue. They see you connecting kids with people who have done something wrong and are in prison. Once you explain it to them they understand a little better.

9. How willing do you believe the Oklahoma Messages Project is to take risks?

Interviewee: That's a good question. I think Cheri is very eager to do more things and to grow. I think she is eager and I think there is a balance with the board when it comes to making decisions if that makes sense. It's in the middle of the road."

10. How beneficial do you believe the Oklahoma Messages Project's services are?

Interviewee: Um I think if you listen to the stories the kids tell, it helps support the caretaker, the kid. I think that is a huge benefit. If you look at Oklahoma in general

and the incarceration rate and the parentless homes all the research shows anyone without parents involved in their life are less likely to be successful later in life. This kind of thing affects you until you die essentially.

11. How do you think the perception of the Oklahoma Messages Project can be improved? Interviewee: I think the perception could be improved a little bit just from doing a better job telling the story. I think it can be hard to tell those stories.

12. What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma?

Interviewee: I think something that is key, is when you see statistics how much more successful kids are when they have their parents involved. I think there needs to be more facts and statics on how much more successful these kids are when they have that relationship.

13. What do you wish the public knew about volunteETg within the Oklahoma Messages Project?

Interviewee: How easy it is, and how much their time means to these kids and the program.

14. What service that the Oklahoma Messages Project offers do you think best benefits the program participants?

Interviewee: I think definitely the best is the recording of the parent's readings to the kids. That is reaching back to the goal and keeping that connection."

15. How do you think educational information (statistics, facts, etc.) will help increase funding for the Oklahoma Messages Project?

Interviewee: I think better statistics of more specific statistics have huge impact because it's hard to not have your heart strings pulled on when you hear that."

16. How do you think educational information (statistics, facts, etc.) will help increase awareness for the Oklahoma Messages Project?

Interviewee: Statistics always really grab people's attention and make them realize how serious a situation is. I believe the more statistics we can provide for those who are interested in us, the better.

17. Who do you see as the Oklahoma Messages Project's primary competition?

Interviewee: I know there is competition in these type of fields, but I don't think it is necessary. If anything, we have completion to get more volunteers.

18. How much of a priority is awareness about the Oklahoma Messages Project to the public relations staff and management?

Interviewee: To Cheri I know it is top priority, but I know she struggles with that because she has to bare that burden.

19. How supportive do you think the internal environment of the Oklahoma Messages Project is? (Internal communication is communication that occurs between the Oklahoma Message's Project's board members, volunteers and donors.)

Interviewee: I think there could be better communication between the organization and donors and I know Cheri is working on that. I know she doesn't always feel super supported. A lot of board members have been there a while and

don't feel the urge to change things.

20. How would you say the staff, volunteers and board of directors interact with each other? Interviewee: The interaction is good, and communication is good as well. The follow through just isn't the best.

21. What communication resources do you believe are available for potential public relations/marketing communication activity within the Oklahoma Message Project: personnel, equipment, time, money and/or something else?

Interviewee: I have no idea.

22. Are there any specific reasons why you think the Oklahoma Messages Project's growth may be limited?

Interviewee: The restrictions come in when you realize there is only a certain amount of facilities in Oklahoma you can be in contact with. It is hard to have contacts at every facility.

23. Final thoughts you have?

Interviewee: I know Cheri wants to grow. I think everyone does. The biggest struggle is maximizing the amount of money volunteers and donors are giving. We could use some help there and with external communication."

Refined Research: Interview 4

Section A: Demographics & Participant Characteristics

As we begin this interview I have a few introductory demographic questions to ask.

1. What is your name and how do you spell it?
2. How old are you today? 31
3. What gender do you identify with? Would you like me to use he, she or they to address you? Female, she
4. What is your ethnic background? Caucasian
5. What is your religious preference? Christian
6. What would you say your household income was last year (if person is a student tell them this includes their parents' income)? 35-42K
7. What is your marital status? Single
8. What is your political affiliation (Democrat, Republican, Libertarian, Independent, etc.)?

Democrat

9. Would you consider yourself to be more liberal, moderate or conservative? More liberal for Oklahoma, but might be considered moderate in California.

10. What is your current employment status: full-time, part-time, student, unemployed, etc.?

Full-time

11. What is your current job title? Instructor
12. What is your highest degree or level of school completed? Masters
13. Where do you currently live? Broken arrow

Section B: Organization Mission/Donation & Volunteer Behaviors

I will now ask you about the mission, donors and volunteers of the Oklahoma Messages Project.

1. What is your position within the Oklahoma Messages Project?

Interviewee: Volunteer

2. How long have you been involved with the Oklahoma Messages Project?

Interviewee: Fairly new, got her badge this month

3. In what capacity have you worked with the Oklahoma Messages Project?

Interviewee: Helped film prisoners

4. Why did you start working with Oklahoma Messages Project and how did you find out about this organization?

Interviewee: A coworker was involved – I didn't get involved until a few years later. What they do is impactful

5. How long do you see yourself being connected to Oklahoma Messages Project? Infinitely

6. What is your most/least favorite part about being connected to and volunteETg for the Oklahoma Messages Project?

Interviewee: Most: making an impact, least: many opportunities are only available on weekdays

7. What are your thoughts and feelings about the mission statement of the Oklahoma Messages Project?

Interviewee: Pretty on target

8. How much time would you say you spend volunteETg at this organization per month?

Interviewee: 4 hours the previous month

9. Why do you choose to spend time volunteETg at the Oklahoma Messages Project?

Interviewee: Appreciate what they do

10. How does this organization impact your life?

11. Where else do you currently volunteer and/or donate?

Interviewee: Um I volunteer with the National MS Society which is the national multiple sclerosis society and I volunteer at safe net services – I'm a board member there...I'm also a board of visitors at OU arts and sciences

Section C: Perception of the Organization

I will now ask you about how you perceive the Oklahoma Messages Project and the public perception of the organization.

1. How do you believe the Oklahoma Messages Project is perceived by the general public? Interviewee: I don't think the average individual really knows about the project. The average person, someone who isn't necessarily focused on social justice um may perceive it as not worthy of time and energy. I mean I just think this population is perceived as inhuman in some regards and not really worthy of funds,

which I think is a complete disservice. And I don't want that to sound bad, I don't think that has anything to do with the marketing of the Oklahoma Messages Project I think it's just the perception of the average Oklahoman. Unfortunately, we don't support these types of programs as a state.

2. How willing do you believe Oklahoma Messages Project is to take risks?

Interviewee: Uhhh that I really don't know, I don't really have a background to judge that question.

3. How innovative do you believe the Oklahoma Messages Project's services are? Interviewee: I think they are very innovative. They're the only program in the state that are actually allowed to video tape in the prisons. That's huge. The small gift of a new book and telling the children they're worthy of something new is just invaluable.

4. How beneficial do you believe the Oklahoma Messages Project's services are? Interviewee: My understanding is that they're very influential in these children's lives through research – actually at the university of Oklahoma's sociology department has actually found that children have been able to improve their reading levels, I think it provides the children with security and a better understanding of what their parent is going through, that they're safe, that mom or dad still loves them and it's not they're fault. I think that's very important messages to give to them, especially when many of them feel abandoned by their parent and feeling it's their fault when it's not at all.

5. How practical do you believe the Oklahoma Messages Project's goals are? Interviewee: Creating messages, I think is most definitely achievable, mending hearts I think is more difficult to do and rebuilding families I think is difficult to do, but trying to keep these people in contact I think are very worthwhile goals of the organization

6. How do you think the perception of the Oklahoma Messages Project can be improved? Interviewee: I think this is your expertise... This is your area! Honestly, I just think it has to start at the state. We have to as a state start seeing even those who are incarcerated as contributors to society, I think it's the views of society itself and I think it's really hard to put that on the messages project. I don't know that that is... that's a really big thing to overcome for such a small program to fix, it's so much deeper. That's such a copout answer but I don't know that it fully lies on the project.

Section D: Issue (incarceration & children of incarcerated persons in OK)

Knowledge

I will now ask you about the issues the Oklahoma Messages Project is trying to address and bring awareness to.

1. What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma?

Interviewee: The thing is there's so much info out there already people just don't pay attention. I wish that the average Oklahoman was not proud of having the

highest rate of incarcerated women as a state, like that is not something we should be able to brag about. That is not something we should be happy about. Being tough on crime is not something to be proud of in the whole scheme of things. There's deeper issues, there's mental health issues, there's substance abuse issues, um much deeper things that are surrounding these individuals that are incarcerated. If the average Oklahoman realized that they would have made one different choice, they could've been in that position. Had they been caught doing something they weren't supposed to, they could be in that position. Humanizing I think is big there's just so much info already out there it's just paying attention to it. And not thinking that incarcerating individuals is the answer.

2. How do you feel the justice system helps incarcerated individuals in Oklahoma? Interviewee: (laughs) Okay so for some individuals being incarcerated having time away from family can be beneficial if you want to spin it that way. They can get away from undue influences. Getting away from an environment where addiction or whatever got them in trouble. There is some level of mental health care currently in the prisons, so some people can get help that they may not have had prior. There may be some programs that incarcerated individuals may be exposed to such as GED courses. There is such a high illiteracy rate for those that are incarcerated, it's unbelievable. So maybe those people will have access to those types of courses that they may not have had the opportunity to complete or participate in otherwise.

3. What do you wish the public knew about donating toward the Oklahoma Messages Project? Interviewee: It's easy to do so and easy to give back and even some small donation has a positive influence on someone else, on a child, on a parent. It gives hope.

4. What do you wish the public knew about volunteering within the Oklahoma Messages Project?

Interviewee: That it's easy to get involved. Cheri makes the process very very easy to do, so does Holmes. They're very supportive, very helpful, very kind individuals who are trying to make a difference. Um it doesn't take that long, I guess it's an 8-hour

commitment to become badged, you don't have to do it on a yearly basis. You don't have to be the most intelligent individual or have a huge skillset in taping to participate.

5. What service that the Oklahoma Messages Project offers do you think best benefits the program participants?

Interviewee: I am not as familiar with the other programs, so my response would probably be about the messages project itself, the reading and the messages to the child. I think the summer camp may have a larger impact on the child.

6. How do you think educational information (statistics, facts, etc.)? Will help increase funding for the Oklahoma Messages Project?

Interviewee: Grant opportunities...I think in addition to educational information

you have to tell the story. I think in fundraising particularly it's important to tell the story instead of just numbers and facts. I think it does help but only a certain type of donor is going to be persuaded through numbers. Some people give because they feel connected or hear a story that really hits home.

7. How do you think educational information (statistics, facts, etc.)? Will help increase awareness for the Oklahoma Messages Project?

Interviewee: By providing additional research I think it will appear to certain donors. I mean we do have a ton information already out there about this people just don't pay attention and unfortunately there's research out there. And the affects it has on these

children from the behavioral to academic I mean... getting funding for children is not that difficult but when you add the component of their incarcerated parent it adds another layer and I think that makes people not want to give as much and it's so unfortunate.

This is such a vulnerable population, so marginalized. I just can't imagine being a child of an incarcerated parent who has to make up stories as to why their parent is no longer home because of the stigma attached to having a parent who is incarcerated.

8. How do you think testimonials (stories from people who took part in the program) will help increase funding for the organization?

Interviewee: I think it's a combination. You have to appeal to your different types of donors. Some people feel compelled to give because of the story and some because they understand the social issue in a larger capacity and that's what educational components will do.

9. How do you think testimonials will help increase awareness for the organization? Interviewee: I think it just humanizes them. It provides a way for the donor or the public to connect with someone who is facing a certain obstacle.

Section E: Opposition & Competition

I will now ask you about opposition the Oklahoma Messages Project faces and what other organizations compete with them.

1. Who do you see as the Oklahoma Messages Project's primary competition?

Interviewee: As far as the videos I don't know that they really do have a major competitor so to speak. It's hard for me to say competitor in that other nonprofits are hopefully contributing to the betterment of society, so I struggle with the weird competitor, but I understand what you're getting at. There is a program in Tulsa... New Hope Oklahoma they actually try to break the cycle of incarcerate parents. They have

some programming but it's just different than my understanding of what the Oklahoma Messages Project is trying to achieve.

2. How effective do you think the competition is compared to Oklahoma Messages Project? Interviewee: The New Hope Oklahoma provides a different type of service. My understanding of new hope is that they provide after school

programming so kids with incarcerated parents have a support group. I think being exposed to caring adults who give support on a regular basis is probably really effective. I like being able to volunteer with those who are incarcerated as well. So, it's a different strategy.

3. What services do you think the Oklahoma Messages Project provides that your competition doesn't?

Interviewee: Just the messages of the parents to the children videotaped. No one is doing that.

4. What does the competition offer that the Oklahoma Messages Project doesn't?

Interviewee: I think that it's the consistency. The programming is consistent and on a routine basis. I don't know how much new hope is trying to connect the children to the parents. It's kind of comparing apples to oranges.

5. If you have volunteered with one of the competitors, how do you think working with the Oklahoma Messages Project compares to them?

Interviewee: I haven't.

6. What groups do you feel exist with a mission to resist or hinder Oklahoma Messages Project?

Interviewee: I don't know, I really couldn't tell you

7. What is the reputation of these opposition groups?

Interviewee: I'm sure there's some group out there but it's not coming to mind. I feel like I ignore those groups.

8. How effective do you feel these opposition groups have been in the past?

Interviewee: N/a

Section F: Communication Within the Organization & Public Communication

I will now ask you about the internal environment and communication of Oklahoma Messages Project.

1. How much of a priority is awareness about the Oklahoma Messages Project to the public relations staff and management?

Interviewee: I haven't met the team at OK Messages, but I do know I have received a couple communications from them. One of the things that I know is hard to do, especially with permission from caregivers, but we have a lot of stock photos. And I think the messaging on Facebook seems very repetitive. A little diversity or different approaches may be effective to grab people's attention. I think it would really hard to use actual photos, but I do think it may be helpful. But I've also worked in nonprofit and I recognize stock photos. We have tried to get away from that.

2. How supportive do you think the internal environment of the Oklahoma Messages Project is? (internal communication is communication that occurs between the Oklahoma Messages Project's board members, volunteers and donors.)

Interviewee: That makes the whole program work. It's vital to have a cohesive group working to fulfill the mission or else the organization couldn't exist.

3. In what ways do you think internal communication can improve within the Oklahoma Messages Project?

Interviewee: Honestly, I'm kind of the outsider in this organization. As far as externally Cheri has been very good at emailing back when I've asked her a question or anything like that

4. What obstacles (internally/externally), if any, do you think hinder success with the Oklahoma Messages Project?

Interviewee: I think the perception of people who are incarcerated in general is hinderance or how people receive its their fault. Or how people don't recognize how it completely disrupts the family unit. And also, the funding; if you don't have funding it's going to hinder these types of services.

5. How would you say the staff, volunteers and board of directors interact with each other? Interviewee: As far as volunteers interacting I think it was very positive. Directors and volunteers work really well together. I can't testify for board of directors and more internal staff. But I really just think volunteers focus on the mission and trying to get these videos produced for the parents.

6. How strong do you think the organization's commitment is to resolving internal communication issues?

Interviewee: I don't know that I can answer that one. I'm sure they're always looking for improvement...I would assume

7. What communication resources do you believe are available for potential public relations/marketing communication activity within the Oklahoma Messages Project: personnel, equipment, time, money and/or something else?

Interviewee: Platforms -- obviously social media. I guess they could diversify on the types of social media. Instagram or enhancing the website maybe. I'm not very hip with social media, but I think diversifying the messages on Facebook would be effective.

Section G: leadership, organization structure, internal impediments

I will now ask you about the organizational leadership, structure and what you perceive to be impediments within the Oklahoma Messages Project.

1. How do you think the Oklahoma Messages Project staff size affects the organization's operations and success?

Interviewee: Um I don't know that I'm very well versed on the number of individuals employed. I've only spoken with Cheri and Holmes. I looked it up on their website, but I actually can't find it.

2. Do you think there are enough people in leadership roles within the organization?

Interviewee: Probably. I imagine there are for leadership

a) In what ways do you feel like leadership can improve in the Oklahoma Messages Project?

Interviewee: I feel as though I'm so new that I don't know how much I can contribute. I do believe Cheri is really trying to make a difference, but she's limited

by funds and volunteers. I mean that's nonprofit in a nutshell.

3. What policies and procedures do you think could be changed to benefit the organization? Interviewee: I am not versed on a lot of policies besides needing to become badged with the doc... and then she provides a volunteer handbook of kind of the positions...and that's about it on this end.

4. Are there any specific reasons why you think the Oklahoma Messages Project's growth may be limited?

Interviewee: I don't want to think that it is, though the attitudes of those in the state may be limiting, but I don't think that's a reason to stop trying to expand and embrace the mission. Another thing that could limit them could be funding. But in nonprofit you can't be scared of that.

5. What resources do you believe would make the Oklahoma Messages Project more successful?

Interviewee: Obviously, it's funding. Options they could expand on ways to donate other than financial gifts. Maybe book drives or stories of donors who do book drives and how they do it. Different ways to give -- maybe foregoing birthday gifts to collect money to donate instead.

Conclusion: At this time, I have covered all the questions I had. Are there any other experiences or perceptions of the Oklahoma Messages Project that you would like to share or anything you feel I missed?

Interviewee: I don't know that I can communicate how impactful these videos are. The stories that they tell during these videos are just, you are really forever changed if you volunteer for the organization. I have volunteered for many organizations and this is probably the volunteer activity that I felt I contributed most with. It was a very impactful volunteer opportunity.

I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the primary researcher can be found on your copy of the consent form.

Interviewee: I wanted to echo how important these types of projects are for nonprofits in particular. I commend faculty that are willing to do this with their students because it's extra work for not only the students but faculty and it's a very positive, positive experience for students and for the organization. I hope you feel as though your work is contributing to a larger mission and know your work is greatly appreciated by the Oklahoma messages project. It truly is, I know you do it for a grade in part, but it really is much deeper. Know that you are valued.

Research Relations: Interview 1

Section B: Organization Mission/Donation & Volunteer Behaviors

I will now ask you about the mission, donors and volunteers of the Oklahoma

Messages Project.

Interviewer: What is your position within the Oklahoma Messages Project?

Interviewee A: Volunteer, camera assistant, coach, filmer.

Interviewer: How long have you been involved with the Oklahoma Messages Project?

Interviewee A: About 1.5 years.

Interviewer: In what capacity have you worked with the Oklahoma Messages Project?

Interviewee A: As often as possible. Oklahoma Messages Project films by the season, so about six times per year.

Interviewer: Why did you start working with the Oklahoma Messages Project and how did you find out about this organization?

Interviewee A: Worked with Camden Chitwood through Emerson Events.

Discovered Oklahoma Messages Project through word of mouth, and it peaked interest. Started working for the organization because of the important mission the organization has established.

Interviewer: How long do you see yourself being connected to the Oklahoma Messages Project?

Interviewee A: As long as possible.

Interviewer: What is your most/least favorite part about being connected to and volunteETg for the Oklahoma Messages Project?

Interviewee A: Most Favorite: talking to the mothers of the organization, hearing their stories and being an advocate for them. Also, having a changed perspective and understanding of the people facing these situations.

Least: Probably the commutes to and from the prisons, although that would never stop me from volunteETg with the organization.

Interviewer: What are your thoughts and feelings about the mission statement of the Oklahoma Messages Project?

Interviewee A: "The mission statement perfectly sums up what we do." Oklahoma Messages Project helps kids know that their parents are safe and works to build those healthy connections.

Interviewer: How much time would you say you spend volunteETg at this organization per month?

Interviewee A: Roughly ten hours a month; two hours driving and eight hours volunteETg.

Interviewer: Why do you choose to spend time volunteETg at the Oklahoma Messages Project?

Interviewee A: Helping children and parents involved in these situations is so important. Many people do not think of these people being in need, but they are. It gives a new perspective on everything.

Interviewer: How does this organization impact your life?

Interviewee A: New perspective, a change of heart, and an understanding of

people and their stories. Interviewee A talks about a moment she shared with an incarcerated woman. The woman explains her life and talks about the drug cycle she was raised into, and could never escape from. "I believe in the justice system, however sometimes their lifestyles and circumstances impacts their choices."

Interviewer: Where else do you currently volunteer and/or donate?

Interviewee A: Summit Church in OKC working in children's ministry, and working with women through Kairos, a Christian prison ministry.

Section C: Perception of the Organization

I will now ask you about how you perceive the Oklahoma Messages Project and the public perception of the organization.

Interviewer: How do you believe the Oklahoma Messages Project is perceived by the general public?

Interviewee A: Most people are all for it, they are all about children and education. Some people say, "Why support people who made a bad choice?" However, with explanation of the mission comes understanding.

Interviewer: How willing do you believe the Oklahoma Messages Project is to take risks?

Interviewee A: Very likely. Cheri is a go-getter, says Sabatini, and she does what is needed to make things happen. Although they are willing to take risks for the organization, they are still smart and only make choices that will benefit the Oklahoma Messages Project.

Interviewer: How innovative do you believe the Oklahoma Messages Project's services are?

Interviewee A: Very innovative because they are doing something that no one else is, and reaching out to people who aren't otherwise thought of.

Interviewer: How beneficial do you believe the Oklahoma Messages Project's services are?

Interviewee A: Hugely beneficial for parents and children. Allowing communication in any way can help build the connections between child and parent.

Interviewer: How practical do you believe the Oklahoma Messages Project's goals are?

Interviewee A: Very practical. The organization has met most of its goals and accomplished its mission, even with the limitations of finances and prison regulations.

Interviewer: How do you think the perception of the Oklahoma Messages Project can be improved?

Interviewee A: By having more awareness and a greater presence. If more people knew or understood what was going on throughout the organization, more people would be on board to support it.

Section D: Issue (Incarceration & Children of Incarcerated Persons in OK) Knowledge

I will now ask you about the issues the Oklahoma Messages Project is trying to address and bring awareness to.

Interviewer: What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma?

Interviewee A: Having the constant reminder that the situation is not the child's choice, and just knowing the mass number of people who are involved in these types of situations.

Interviewer: How do you feel the justice system helps incarcerated individuals in Oklahoma?

Interviewee A: Most are welcoming of the organization. Some also provide things like a beauty shop, where woman can learn skills for their future outside of prison.

Interviewer: What do you wish the public knew about donating toward the Oklahoma Messages Project?

Interviewee A: What the money would go towards. Without those funds, the films cannot be shot, and the children cannot be given those videos that connect them with their family.

Interviewer: What do you wish the public knew about volunteering within the Oklahoma Messages Project?

Interviewee A: That is isn't scary or intimidating. Sabatini says, "I have never felt unsafe. It's just different."

Interviewer: What service that the Oklahoma Messages Project offers do you think best benefits the program participants?

Interviewee A: The video messages because they are helping build connections, and hearing a story from their loved one.

Interviewer: How do you think educational information (statistics, facts, etc.) will help increase funding for the Oklahoma Messages Project?

Interviewee A: They are important and will help people understand the true impact the organization has on the children. Also, how impactful reading is on children.

Interviewer: How do you think educational information (statistics, facts, etc.) will help increase awareness for the Oklahoma Messages Project?

Interviewee A: It could help people understand the importance of reading and how that relates to the mission of the Oklahoma Messages Project.

Interviewer: How do you think testimonials (stories from people who took part in the program) will help increase funding for the organization?

Interviewee A: They are huge because they are the closest thing to an experience that someone can get. By hearing the impact the organization has had on someone, they may be more likely to want that same experience.

Interviewer: How do you think testimonials will help increase awareness for the organization?

Interviewee A: By hearing testimonials, people can understand the experience and the mission, and be more likely to want to be involved.

Section E: Opposition & Competition

I will now ask you about about opposition the Oklahoma Messages Project faces and what other organizations compete with them.

Interviewer: Who do you see as the Oklahoma Messages Project's primary competition?

Interviewee A: Mommy and Me, a similar program that provides audio messages to children of incarcerated parents.

Interviewer: How effective do you think the competition is compared to the Oklahoma Messages Project?

Interviewee A: Not as effective, because Oklahoma Messages Project provides audio and video, creating that deeper connection.

Interviewer: What services do you think the Oklahoma Messages Project provides that your competition doesn't?

Interviewee A: Audio and video

Interviewer: What groups do you feel exist with a mission to resist or hinder the Oklahoma Messages Project?

Interviewee A: The Department of Corrections. They are not always welcoming of the organization, which hinders their ability to progress.

Interviewer: What is the reputation of these opposition groups?

Interviewee A: Often seen as negative, however the organization does their best to maintain a good relationship and work together to reach a common goal.

Interviewer: How effective do you feel these opposition groups have been in the past?

Interviewee A: They have limited the scheduling and visitation amounts of the organization. They have even denied access, so the organization cannot work with people from certain prisons.

Section F: Communication within the Organization & Public Communication

I will now ask you about the internal environment and communication of the Oklahoma Messages Project.

Interviewer: How much of a priority is awareness about the Oklahoma Messages Project to the public relations staff and management?

Interviewee A: It is important. They are making a strong effort, and having this PR study is proof. They have also made a greater presence on social media.

Interviewer: How supportive do you think the internal environment of the Oklahoma Messages Project is? (Internal communication is communication that occurs between the Oklahoma Message's Project's board members, volunteers and donors.)

Interviewee A: Well supported and personally invested, and donors are well informed of events and always receive receipts and "thank you's."

Interviewer: In what ways do you think internal communication can improve within the Oklahoma Messages Project?

Interviewee A: By providing a more organized way of scheduling volunteers, like using time slots, and providing the quantity of volunteers working each event. Also, creating a way where volunteers can coordinate with each other about events, for reasons such as carpooling.

Interviewer: What obstacles (internally/externally), if any, do you think hinder success with the Oklahoma Messages Project?

Interviewee A: The fact that the program works mainly through volunteers, and many people are limited to volunteer hours because of work.

Interviewer: How would you say the staff, volunteers and board of directors interact with each other?

Interviewee A: Very well. There are a few volunteers that can seem cranky, and give off the impression that they do not want to be there. But overall everyone is very nice, supportive, and works towards a common goal.

Interviewer: How strong do you think the organization's commitment is to resolving internal communication issues?

Interviewee A: They want to improve, and they are teachable. They always ask their volunteers for opinions.

Interviewer: What communication resources do you believe are available for potential public relations/marketing communication activity within the Oklahoma Message Project: personnel, equipment, time, money and/or something else?

Interviewee A: Using volunteers to help with social media and awareness campaigns.

Section G: Leadership, Organization Structure, Internal Impediments

I will now ask you about the organizational leadership, structure and what you perceive to be impediments within the Oklahoma Messages Project.

Interviewer: How do you think the Oklahoma Messages Project staff size affects the organization's operations and success?

Interviewee A: I'm not for sure of the amount of people working directly with Cheri, so I can't accurately answer the question.

Interviewer: Do you think there are enough people in leadership roles within the organization?

a. In what ways do you feel like leadership can improve in the Oklahoma Messages Project?

Sometimes Cheri and Holmes treat the organization like their child, and they have a hard time delegating when needed.

Interviewer: What policies and procedures do you think could be changed to benefit the organization?

Interviewee A: Creating a scheduling system for volunteers, having a contact list of volunteers so everyone is reachable, and having gathETgs where volunteers and connect with each other in order to work better together in reaching their goals.

Interviewer: Are there any specific reasons why you think the Oklahoma Messages Project's growth may be limited?

Interviewee A: Not as many young volunteers. There should be people of all ages to help in all areas, and to carry the organization through generations.

Interviewer: What resources do you believe would make the Oklahoma Messages Project more successful?

Interviewee A: Finances. With more finances, Oklahoma Messages Project would not be limited to the amount of films they could produce, and they could reach more children and families. More finances would also allow for more awareness, in turn creating more success, understanding, and support for the organization.

Conclusion:

Interviewer: At this time I have covered all the questions I had. Are there any other experiences or perceptions of the Oklahoma Messages Project that you would like to share or anything you feel I missed?

Interviewee A: No, everything has been covered.

Research Relations: Interview 2

Interviewer: Okay so now we will get more into Oklahoma Messages Project. I will ask you about the mission, donors and volunteers of the Oklahoma Messages Project. What is your position within the Oklahoma Messages Project?

Interviewee B: Just a volunteer doing whatever they need done really

Interviewer: How long have you been involved with the Oklahoma Messages Project?

Interviewee B: Just about a year. I started last fall

Interviewer: What is one of the reasons or a couple reasons why you started working with the Oklahoma Messages Project and how did you find out about this organization?

Interviewee B: Someone actually brought it up in a faculty meeting about students needing volunteer hours and capstone projects. Before I came to OU I was the chief

psychologist for a women's prison in Texas. I only did that for about 6 months because my husband got a job here but it was probably the most impactful 6 months of my life. After I was working there for 2 weeks, I found out I was pregnant with my first child and so here I was pregnant and able to walk out of the prison each night versus women who were there pregnant or who had children. Women who had children there went to the hospital there for one night and someone had to take their child and they had to come back which was horrible so the closer I got to being a mother the worse I felt for those women and children who couldn't be there together. It was just heartbreaking so when I heard about it I knew it was something I wanted to do. I can't imagine what it would be like to be separated like that.

Interviewer: How long do you see yourself being connected to the Oklahoma Messages Project? Do you see an end at all?

Interviewee B: No in fact I hope to retire here in a few years so hopefully I will be able to do more with them then. I am somewhat limited by health issues and I worked with them last fall and I have chronic immune issues and have plasma freezes every 6 week and then got ill at the end of the summer so I haven't been able to go back, but I have talked to Cheri about looking at some of the data from the surveys so um hope to be involved with that and I have also bought and donated some books. That happens to be one of my other passions, so this happened to include both.

Interviewer: That's seems right up your alley.

Interviewee B: So I have done some research over the years, I'm sorry am I getting into another question?

Interviewer: If you are we will just skip it when it comes up so it's not a problem!

Interviewee B: Okay, um I have been able to be in prisons and talk to women in those contexts but it was heartbreaking and heartwarming at the same time. When we first came in we would help pick out books for their child and I learned very quickly what questions to ask and which ones not to ask. I asked one woman what kind of books her son liked to read and she said I don't know I haven't talked to him in a couple of years. So I felt very bad about that. And she seemed a little embarrassed. But I helped pick out appropriate books and help them do their paperwork and talk through the process with them and discuss what they can and cannot say. Do you know about all of that?

Interviewer: Yes ma'am, Cheri came to talk to us about it all. What is your most favorite part about being connected to and volunteETg for the Oklahoma Messages Project?

Interviewee B: Um gosh it's a perfectly good question but it's just kinda hard given the context because the whole situation is sad. But like I said it's heartbreaking and heartwarming all at the same time. Watching the women read the books and talk to their kids and hearing about what their relationships are like and helping support them. Cheri kept introducing me as um a psychologist so then the women talked to me about more various things but I was happy to help. Some of them saw their children often and had families that were still intact with the husband and such and

some of them you know this had helped them reconnect and then there were some who had no idea if their children ever saw these things because they are with other people that weren't really in contact with them even though consent forms have to be signed. There was one woman who this was her like 5th or 6th time and she has no idea if her child has every gotten them or watched them but every time she comes and just hopes they are so I guess part of it is seeing the women have hope and rebuilding and continuing relationships with their kids is my favorite part. And it helps the kids realize their mother is okay. Children will fill in the blanks with god knows what if they do not know what is going on so it helps them know their moms are okay in this terrible situation.

Interviewer: What are your thoughts and feelings about the mission statement of the Oklahoma Messages Project?

Interviewee B: From my knowledge and research and scholarship, some of that I have done research on myself so if it can help them stay in touch and be a positive thing for the relationship its great. I think it is hard for people to understand that just because a mother or father is in prison doesn't mean their children don't love them and they don't love their children or that they are bad parents. And of course the other myth is for every parent that goes to prison there is some warm fuzzy foster family to take the child in. Working for the prison I learned that the situation the child is left in is not always the best. One of the women that came to me told me she was having issues because the family that the child had been left them was using the child to run drugs and that is not ideal in any way so it's hard. Some of the research we did shows they have learning problems and drug and alcohol abuse with the kids so anything to get them learning it's great.

Interviewer: How much time would you say you spend volunteETg at this organization per month? I know you said it wasn't as much as you would like.

Interviewee B: Yes, due to my health I haven't been able to volunteer as much as I like but I am hoping that changes! Last year when I volunteered I worked 2 days in the prison and then I have 3 days set up for this year.

Interviewer: How does this organization impact your life?

Interviewee B: Well um it's given me a way to instead of just being a researcher I feel like I am helping more. I know research is important and prisoners are considered a vulnerable group and I know they need to be protected, but I feel like I am really able to help in ways I haven't been able to before and it gets me listening and helps me with my writing and of course it makes me grateful for my family and relationship with my kids. It makes me want to advocate for this cause more than I have. I know the state is starting to do some to help, but I think if they were able to do more and stop spending money on prisons so much they could start spending it on education and health care and other things, and let these people have lives. I mean I agree we need to lock up people who are harmful but that's not most of the people in there

Interviewer: Where else do you currently volunteer and/or donate?

Interviewee B: Yes I am on the selection committee for habitat for humanity in

Cleveland County and when there has been the big tornadoes that have gone through, I volunteer for the Red Cross doing disaster mental health.

Interviewer: Okay I will now ask you about how you perceive the Oklahoma Messages Project and the public perception of the organization. How do you believe the Oklahoma Messages Project is perceived by the general public?

Interviewee B: I don't know. I hope it is perceived well however I did research to do literature review of the effects of incarceration on children so I did this and we got a grant for it and luckily we were not there when it was presented because the Oklahoma county DAs office started a protest against it and that the state should not be giving money to help the kids of the offenders that it should be going to the kids of the victims and children is the main thing it doesn't matter what their parents did. Anything that helps children is a good thing. But this event worries me about the perception of it all.

Interviewer: How willing do you believe the Oklahoma Messages Project is to take risks?

Interviewee B: Like what kind of risks

Interviewer: Risks in terms of creating more awareness and advocacy

Interviewee B: Oh I think they have a great website and videos and the day they do in the summer and they try to get people involved and understand that this is helping the children and parents they are mindful of all of the policy and procedures of the prison and getting permission from the caregivers and not violating anyone's privacy and doing all they can to advocate and that it is a problem. And the problem is sentencing reform not so much because we have a crime wave it is just that our sentencing is so strict.

Interviewer: How innovative do you believe the Oklahoma Messages Project's services are?

Interviewee B: Well I know it's part of a larger organization but I think it's a wonderful project and its very creative in the way of helping the children do better and realize people care about them and keeping them connected with their mothers and making them feel special with the day in the summer and helping them with the literacy aspect I mean it's doing all kinds of things at once and hopefully it's helping kids develop a joy of reading that will be lifelong. It's very innovative and it's made great impact by just a small amount of people helping. It runs like a well-oiled machine. Have you been to one of the taping days?

Interviewer: I have not but I am in the process of signing up. I think it would be very interesting.

Interviewee B: Yeah the whole training and things but it is quite interesting.

Interviewer: How do you think the perception of the Oklahoma Messages Project can be improved?

Interviewee B: Well um maybe your calls will do that.

Interviewer: Yes we are trying

Interviewee B: I think just helping people understand and I think the important part is that people are out there thinking thank god these criminals are out of their

kids' lives but that's not right there may be some people that you know aren't the best parents but there are a lot of people not in prison who aren't great parents. So it think heaping people understand that these are still loving and caring parents and their kids miss them and what them to be a part of their lives and that some of these kids are headed in a direction that is bad without the support and care of the community. And having people be more sympathetic and willing to engage and help.

Interviewer: I will now ask you about the issues the Oklahoma Messages Project is trying to address and bring awareness to. What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma?

Interviewee B: When women are in prison a lot of times the father is also in prison or just not around so women are less likely to get visits from the children then men are. So there is less of an ability for a connection. If a father is in prison the mother is more likely to bring the children to visit. Sometimes mothers will even move close to the prison so they can be there on the visiting days, but men are not as willing or able to do that and it is expensive to do that.

Interviewer: Okay so this you probably know a lot about. What do you wish the public knew about the Oklahoma Messages Project?

Interviewee B: Um that incarceration is not necessarily in the best interest of really anybody. If you have a person who has committed a crime but not a danger to their community and you take them out of it away from their jobs and families and children and then bring them back and have to try to reestablish all of that it is very difficult. They are in a half-way house and then have limited time to find a job. And parental rights can be easily terminated and so who knows if they ever reconnect. And yes clearly they shouldn't commit crimes, but then it impacts the child in such a huge way. And many times women's crimes are not violent they are property crimes or crimes in order to get money to provide for their family and their kids. When I was in the federal prison there were women who committed crimes in order to get food stamps. So locking up people who don't need to be locked up doesn't benefit anyone. If you look at the studies, 50-80% of women who are incarcerated are victims of abuse whether it is physical, sexual or mental or domestic violence and so you are taking a group of women who have been traumatized and putting them into another traumatic environment and hoping they come out better. As a psychologist, it just doesn't make sense. I was the only psychologist for around 250 inmates so the resources are just scarce and limited. If corrections are supposed to be rehabilitating then there needs to be funds to do that.

Interviewer: What do you wish the public knew about donating or volunteering to the Oklahoma Messages Project?

Interviewee B: If they are donating money to help make these DVDs or donating books they are helping children period. That is what a lot of this is about helping kids learn to read and showing them they are loved. And helping them understanding their parents are okay. So anything they can do is helping a child. And the DA that was there that protested us, the protest them speared all of these

other events of groups coming to protest them and distributing our study and findings. When I worked at the federal prison, the feds used to cut deals. If you and your husband filled out a tax form and you just signed it because your husband told you to and it was fraudulent, they would charge you but not the husband because he was the bread winner and needed to stay and work to provide for the family. So a lot of these women were women who didn't even know what was happening but since their signature was on the paperwork they had to do the time. And this was in 1990 at the federal prison. And misprision of a felony. I had a women who knew her brother was dealing drugs but wouldn't turn him in and it's hard to prove especially back then before texts existed. So there were a lot who were in prison who didn't necessarily need to be.

Interviewer: How do you think educational information (statistics, facts, testimonials, etc.) will help increase awareness for the Oklahoma Messages Project?

Interviewee B: I think both statistics and real life stories would be beneficial. It really just depends on how the person learns and what will appeal to them. It is important to know how much of an impact they are making and how many children are out there with at least one parent in prison and how many kids are being bullied because of it. I had the ability to help women connect with their kids if it was appropriate. I had one women who called her sons school because there was an issue and just from listening to her end of the conversation I could tell that the school wasn't being very nice to her so they lose who is advocating for them too and it's a huge loss for the mothers as well. But if there is someone who is going to respond to facts then that is beneficial to them so maybe they would at least respond one way or another.

Interviewer: I will now ask you about about opposition the Oklahoma Messages Project faces and what other organizations compete with them. Who do you see as the Oklahoma Messages Project's primary competition?

Interviewee B: I don't know I don't feel like they really have competition. I know there are other programs like theirs but I would think that it would be the more the merrier.

Interviewer: What groups do you feel exist with a mission to resist or hinder the Oklahoma Messages Project?

Interviewee B: Well not directly other than the experience I had but there are people who think we should be focusing on crime victims so I think PR in all forms that just kind of teach that in as many ways as possible. So I hope that people who may not think it is a good thing just don't really understand. But specifically, that is knowledge I don't have. The prison seems to be happy though because they keep letting them back in.

Interviewer: I will now ask you about the internal environment and communication of the Oklahoma Messages Project. How much of a priority is awareness about the Oklahoma Messages Project to the public relations staff and management?

Interviewee B: I think Cheri works really hard at it. They have an awesome website and their videos and she is just so passionate about it so it's just really amazing that

she has dedicated a lot of her life to this project. So I think it is a high priority. Just trying to get it out there and you know the more PR the better.

Interviewer: How supportive do you think the internal environment of the Oklahoma Messages Project is? (Internal communication is communication that occurs between the Oklahoma Message's Project's board members, volunteers and donors.)

Interviewer: What obstacles (internally/externally), if any, do you think hinder success with the Oklahoma Messages Project?

Interviewee B: Not that I am aware of. They email me and I email back and they always tell us what is available.

Interviewer:

I will now ask you about the organizational leadership, structure and what you perceive to be impediments within the Oklahoma Messages Project. How do you think the Oklahoma Messages Project staff size affects the organization's operations and success?

Interviewee B: They need more staff. We had an HR intern there last year and I have sent out things to different departments trying to help find interns but a lot of it is volunteer and funding so it would be nice if they had stuff they could do. Like the thousands of surveys that need to be entered into the computer system that the intern was doing but I just think they need more staff.

Interviewer: Are there any specific reasons why you think the Oklahoma Messages Project's growth may be limited?

Interviewee B: it just needs money and the opportunities are becoming more limited and the children of prisoners may just not be the priority of funding but it seems Cheri is doing well about writing and getting the grant money but it would be great if donors could see it is about helping children.

Interviewer: Well that is all I have at this time I have covered all the questions I had. Are there any other experiences or perceptions of the Oklahoma Messages Project that you would like to share or anything you feel I missed?

Interviewee B: No yeah I kinda think about some of the conversations I have with some of the women but I think it is too specific for me to share. The women that sign up for this really miss their children and want to connect and care about their children and want to be good mothers. So isn't that the goal anyways to keep them connected and show they are loved and give them a good start in life. And a lot of what we know about developmental psychology is that it is not beneficial to separate the child from their parent. You know at the federal prison the mother would have birth and the next day shed be back in prison and they shackle one leg to the bed so can you imagine giving birth being shackled to the bed. And of course there were individuals that did deserve to be locked up and separated from their parents but there are cases where that isn't true. And I think it is important to know that kids face a lot of things like if their parent doesn't come to parent teacher conference and they have to explain to other kids who are asking where their parent was and it can be embarrassing for them and traumatizing.

Interviewer: Well I really appreciate your time and help with this research. Don't hesitate to let me know if you think of anything else you would like to add. Also, remember that the contact information for the primary researcher can be found on your copy of the consent form.

Interviewee B: Yes hopefully I can volunteer more soon. Have a good day!

Research Relations: Interview 3

Section B: Organization Mission/Donation & Volunteer Behaviors

I will now ask you about the mission, donors and volunteers of the Oklahoma Messages Project.

Interviewer: What is your position within the Oklahoma Messages Project?

Interviewee C: A funder

Interviewer: How long have you been involved with the Oklahoma Messages Project?

Interviewee C: 3 to 4 years

Interviewer: In what capacity have you worked with the Oklahoma Messages Project? Interviewee C: As a funder, we're one of numerous funding organizations that have provided a grant to the Oklahoma Messages Project and so, as a program officer I give advice on how to best implement the grant and I review the application and present it to our trustees on whether to fund or not.

Interviewer: Why did you start working with the Oklahoma Messages Project and how did you find out about this organization?

Interviewee C: Cheri Fuller came and talked with me about it and the Kirkpatrick Foundation funds in the area of education. The reason we gave the grant was because of the educational aspect and the literacy rate of children that is improved from this program.

Interviewer: How long do you see yourself being connected to the Oklahoma Messages Project?

Interviewee C: Another 3 to 5 years maybe.

Interviewer: What is your most/least favorite part about being connected to and volunteering for the Oklahoma Messages Project?

Interviewee C: That I can't do more. My most favorite is that we can give them a grant and the foundation can help them financially.

Interviewer: What are your thoughts and feelings about the mission statement of the Oklahoma Messages Project?

Interviewee C: It's awesome.

Interviewer: How much time would you say you spend volunteering at this organization per month?

Interviewee C: Not anything I can quantify on week to week basis because I review the grants and grant application over a long period of time.

Interviewer: Why do you choose to spend time volunteering at the Oklahoma Messages Project? Interviewee C: It gives me a personal sense of making a contribution for those kids and adults.

Interviewer: How does this organization impact your life?

Interviewee C: So many people I know who have had incarceration in their lives or been involved in the system, as an African American I know how much that impacts the community.

Interviewer: Where else do you currently volunteer and/or donate?

Interviewee C: White fields: residential treatment facility for boys, Life Change Ballroom, member of my church in Norman, and freedom school in Oklahoma City.

Section C: Perception of the Organization

I will now ask you about how you perceive the Oklahoma Messages Project and the public perception of the organization.

Interviewer: How do you believe the Oklahoma Messages Project is perceived by the general public?

Interviewee C: Very positive.

Interviewer: How willing do you believe the Oklahoma Messages Project is to take risks?

Interviewee C: Hard to say scale of 1 to 10 maybe 5.

Interviewer: How innovative do you believe the Oklahoma Messages Project's services are?

Interviewee C: 10

Interviewer: How beneficial do you believe the Oklahoma Messages Project's services are?

Interviewee C: 10

Interviewer: How practical do you believe the Oklahoma Messages Project's goals are?

Interviewee C: It's very practical.

Interviewer: How do you think the perception of the Oklahoma Messages Project can be improved?

Interviewee C: By getting the word out on how vital it is to maintain a parental child relationship and to divert the potential for kids of incarcerated to end up going down the same path

Section D: Issue (Incarceration & Children of Incarcerated Persons in OK) Knowledge

I will now ask you about the issues the Oklahoma Messages Project is trying to

address and bring awareness to.

Interviewer: What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma?

Interviewee C: The dramatic emotional, psychological impact on kids and that it is a trauma. Any child who experiences an adverse traumatic effect has a long-lasting impact on their psychological mental health, their mood, their academic achievement, their motivation and their self-perception. I wish the public understood the seriousness and how impactful that is.

Interviewer: How do you feel the justice system helps incarcerated individuals in Oklahoma? Interviewee C: I don't think it helps the incarcerated.

Interviewer: What do you wish the public knew about donating toward the Oklahoma Messages Project?

Interviewee C: That they can donate and the money will be used wisely to the benefit of the kids and the parents involved

Interviewer: What do you wish the public knew about volunteering within the Oklahoma Messages Project?

Interviewee C: How to do it, whether that's going to the prison or other ways they could volunteer and the public needs to be aware of all the other ways you can volunteer, packaging books etc.

Interviewer: What service that the Oklahoma Messages Project offers do you think best benefits the program participants?

Interviewee C: The reading but also the positive message that the parents are able to record and send to their kids.

Interviewer: How do you think educational information (statistics, facts, etc.) will help increase funding for the Oklahoma Messages Project?

Interviewee C: I think the results, the outcomes that can be quantified thru data is really evidence that funders use to justify or distinguish between projects they could support or not.

Interviewer: How do you think testimonials (stories from people who took part in the program) will help increase funding for the organization?

Interviewee C: Emphasizing the benefit of the kids everybody has a soft spot for kids and understanding that this is something that is so important the trauma is so detrimental to kids and this is a type of trauma for them who have parents incarcerated.

Interviewer: How do you think testimonials will help increase awareness for the organization?

Interviewee C: Great to have testimonials of kids who after their parents have reentered their lives and how third perception was a few years later, a success story. The use of technology is really a way to get to the public on social media, if videos could be included it would make it more impactful

Section E: Opposition & Competition

I will now ask you about opposition the Oklahoma Messages Project faces and what other organizations compete with them.

Interviewer: Who do you see as the Oklahoma Messages Project's primary competition?

Interviewee C: I don't think there are other organizations like this.

Interviewer: How effective do you think the competition is compared to the Oklahoma Messages Project?

Interviewee C: Just competition of available funding and literacy programs. They've carved an important and unique niche, working with incarceration isn't pretty or fun so not many organizations probably do that.

Interviewer: What services do you think the Oklahoma Messages Project provides that your competition doesn't?

Interviewee C: I doubt there would be any groups because its benefiting children not just the parents it would be different if it was only benefiting the parents but possibly tough on crime people.

Interviewer: What does the competition offer that the Oklahoma Messages Project doesn't?

Interviewee C: Do a really good job in an increase in social media in the past year, communication is doing great getting the word out

Interviewer: If you have volunteered with one of the competitors, how do you think working with the Oklahoma Messages Project compares to them?

Interviewee C: I haven't.

Interviewer: What groups do you feel exist with a mission to resist or hinder the Oklahoma Messages Project?

Interviewee C: N/A

Interviewer: What is the reputation of these opposition groups?

Interviewee C: N/A

Interviewer: How effective do you feel these opposition groups have been in the past?

Interviewee C: N/A

Section F: Communication within the Organization & Public Communication

I will now ask you about the internal environment and communication of the Oklahoma Messages Project.

Interviewer: How much of a priority is awareness about the Oklahoma Messages Project to the public relations staff and management?

Interviewee C: I think it's a top priority.

Interviewer: How supportive do you think the internal environment of the

Oklahoma Messages Project is? (Internal communication is communication that occurs between the Oklahoma Message's Project's board members, volunteers and donors.)

Interviewee C: I don't know the internal working so don't feel comfortable speaking on that.

Interviewer: In what ways do you think internal communication can improve within the Oklahoma Messages Project?

Interviewee C: N/A

Interviewer: What obstacles (internally/externally), if any, do you think hinder success with the Oklahoma Messages Project?

Interviewee C: Having to rely on very few people, think long-term on how to continue this work.

Interviewer: How would you say the staff, volunteers and board of directors interact with each other?

Interviewee C: N/A

Interviewer: How strong do you think the organization's commitment is to resolving internal communication issues?

Interviewee C: I think their committed to solving communication issues.

Interviewer: What communication resources do you believe are available for potential public relations/marketing communication activity within the Oklahoma Message Project: personnel, equipment, time, money and/or something else?

Interviewee C: Money would be the biggest constraint or obstacle.

Section G: Leadership, Organization Structure, Internal Impediments

I will now ask you about the organizational leadership, structure and what you perceive to be impediments within the Oklahoma Messages Project.

Interviewer: How do you think the Oklahoma Messages Project staff size affects the organization's operations and success?

Interviewee C: I think they do a whole lot with a few dedicated people in order to maintain the level of involvement they're at they should really look at the funding and ensure sustainability to continue.

Interviewer: Do you think there are enough people in leadership roles within the organization?

Interviewee C: I don't know.

Interviewer: What policies and procedures do you think could be changed to benefit the organization?

Interviewee C: If they might establish an endowment that would give them some longevity or a cash reserve fund.

Interviewer: Are there any specific reasons why you think the Oklahoma Messages Project's growth may be limited?

Interviewee C: The limitation might be the department of corrections, their growth depends on department of corrections willing to let them in and the number of volunteers they have.

Interviewer: What resources do you believe would make the Oklahoma Messages Project more successful?

Interviewee C: Embracing the project endorsement from the department of corrections or even at the governor level, or education agency.

Conclusion:

At this time, I have covered all the questions I had. Are there any other experiences or perceptions of the Oklahoma Messages Project that you would like to share or anything you feel I missed?

Interviewee C: I'll share: Activity day was so special and they had volunteers from OU girl basketball team and football team there. So, to see the kids interact was really special, you could see the little kids really identify with big kids and see them as a mentor or role model, intergenerational connection is something special.

I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the primary researcher can be found on your copy of the consent form.

WHAND: Interview 1

Section B: Organization Mission/Donation & Volunteer Behaviors

NS: I will now ask you about the mission, donors and volunteers of the Oklahoma Messages Project. What is your position within the Oklahoma Messages Project?

FE: I am a board member, specifically the board's secretary

NS: How long have you been involved with the Oklahoma Messages Project?

FE: It was, I'm going on three years

NS: In what capacity have you worked with the Oklahoma Messages Project?

FE: I have been the boards secretary for three years, and I have done some filming visits when we go to the prisons. I volunteered.

NS: Why did you start working with the Oklahoma Messages Project and how did you find out about this organization?

FE: I found out about the organization through the, I'm trying to think of the name of the task force. It is the Oklahoma, it's the Oklahoma Task Force for Children of Incarcerated Parents. And I started working with Messages Project when I met Cheri and she told me about the children that she serves, and it just resonated with me, because I'm actually, or I was once in my life, the child of an incarcerated parent.

NS: How long do you see yourself being connected to the Oklahoma Messages Project?

FE: As long as I can be.

NS: What is your most and least favorite part about being connected to and volunteering for the Oklahoma Messages Project?

FE: My least favorite part, I mean I guess I just wish I had more time. There's so much that needs to be done and I don't have enough time to do it. I think my least favorite thing is feeling overwhelmed by everything that needs to be done. My least favorite thing, I don't know, I think there's just a lot of pressure to do more and I don't have the time to do it.

My most favorite thing is when I work with the Messages Project in the capacity that I do, or I serve and volunteer, I feel and hope that my work and my effort is going to impact the children in some way, but more specifically when we do our annual Outdoor Adventure Day with the children, I love being there and actually interacting with the children.

NS: What are your thoughts and feelings about the mission statement of the Oklahoma Messages Project?

FE: I think it's fine. We had a board retreat maybe two years ago, and we tweaked it and made it how we have it. So, I think it's fine. I don't see harm in revisiting it, but I am on board with the mission statement.

NS: How much time would you say you spend volunteering at this organization per month?

FE: I don't volunteer monthly, but I think we used to have bimonthly board meetings and those last about three hours. Now we have monthly board meetings. So maybe it would be three hours a month plus it may take me an hour to actually revise and send out the meeting minutes.

NS: Why do you choose to spend time volunteering at the Oklahoma Messages Project?

FE: Like I said it's just a passion I feel like when I'm helping Oklahoma Messages Project I'm helping other little kids like me, who grew up the same way I did. So for me it's a form of giving back. But it's also almost therapy and almost a way of making sure I'm doing something or anything that can help those who I consider to be brothers and sisters of mine in this state.

NS: How does this organization impact your life?

FE: It just fulfills my passion of helping children and parents who are affected by incarceration, so it gives me a sense of spiritual and emotional fulfillment.

NS: Where else do you currently volunteer and/or donate?

FE: I volunteer, good question, I'm not sure. I feel kinda bad, I'm like I don't really volunteer anywhere, my job is actually in nonprofit work too. So I think my job in and of itself I'm volunteering my time every day, even though I'm getting paid. I donate to CJMM, which stands for Criminal Justice Mercy Ministries. And they operate sober living homes for people transitioning out of prison. And I donate to the Oklahoma Messages Project.

Section C: Perception of the Organization

NS: I will now ask you about how you perceive the Oklahoma Messages Project and the public perception of the organization. How do you believe the Oklahoma Messages Project is perceived by the general public?

FE: I think once people realize who we are and what we do, they are very delighted and happy and impressed by what we are doing. But the problem is not a lot of people know that we exist.

NS: How willing do you believe the Oklahoma Messages Project is to take risks?

FE: I would say moderately willing, I'm not sure we fall on either end of a full spectrum. I think we are somewhere in the middle.

NS: How innovative do you believe the Oklahoma Messages Project's services are?

FE: I think they are pretty innovative. I had never heard of that—I'm from Texas—and I never heard of anything like that in Texas, and there was a lot of children of incarcerated parents there. But I've since heard there is Messages Project there. So, I think on a scale of who's doing something to serve this population we are pretty

innovative.

NS: How beneficial do you believe the Oklahoma Messages Project's services are?

FE: Super beneficial. It's an indescribable, immeasurable benefit for a child to be in contact with their parent who's incarcerated. You know some children will never see their parents on the outside so this is a super immeasurable impact.

NS: How practical do you believe the Oklahoma Messages Project's goals are?

FE: I think they are pretty practical. I'd say they are fine on practicality.

NS: How do you think the perception of the Oklahoma Messages Project can be improved?

FE: From more public awareness and we might need to be more, our advertising and marketing is, our presence on social media needs to be better. I think we even made efforts to pay people to do this or that, but it's not, I don't believe its still, It's not modern enough. It's still kind of, to me, a dated form of even using social media.

Section D: Issue (Incarceration & Children of Incarcerated Persons in OK)
Knowledge

NS: I will now ask you about the issues the Oklahoma Messages Project is trying to address and bring awareness to. What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma?

FE: I wish they knew how much need they have, just how much of a barrier, how many barriers they actually do face. That when a parent goes to prison, it's not just like an income is lost.

There's way more effects. So, I wish they knew all the effects down to mental health, to financial, to life path, just in general.

NS: How do you feel the justice system helps incarcerated individuals in Oklahoma?

FE: I don't think it helps incarcerated individuals at all. I think it makes their life worse. It's not a system of rehabilitation, it's a system of punishment and just destruction.

NS: What do you wish the public knew about donating toward the Oklahoma Messages Project?

FE: That their dollar is going to help these kids, but helping these kids helps our public. If our kids growing up, you know, if they've got these messages and they are improving their literacy, they're improving their relationships with their incarcerated parent, it improves their lives.

Which helps us produce more tax-paying citizens and a generation of children who be that much better because they had these messages early in their childhood.

NS: What do you wish the public knew about volunteETg within the Oklahoma Messages Project?

FE: That it's really fun and that its really insightful, and it really will change their view of incarceration in Oklahoma.

NS: What service that the Oklahoma Messages Project offers do you think best benefits the program participants?

FE: Just the messages themselves. Going into the prisons and filming them reading books to the children, that's basically our only service. We have the annual Adventure Day but the messages are what actually serves our participants best.

NS: How do you think educational information (statistics, facts, etc.) will help increase funding for the Oklahoma Messages Project?

FE: I think it will definitely help increase it. The more people you have aware of a mission like this, the better. Plus, you know it's kind of a hot topic right now in Oklahoma with criminal justice reform. And people are looking for ways they can help and people are starting to get worried and maybe not frightened by the crisis we are going to have if we increase the number of people we incarcerate. So, if we had more public knowledge, they would probably like to give their money to it, and there'd be an increase.

NS: How do you think testimonials (stories from people who took part in the program) will help increase funding for the organization?

FE: That is the bread and butter of getting donors is them hearing stories. They hear how it impacts someone's life specifically, and the happen to be a person who is emotionally sensitive to it, or maybe they knew somebody who had a similar story. That always makes, that always lays it on someone's heart to give when they are touched by what someone else has to say.

NS: How do you think testimonials will help increase awareness for the organization?

FE: If we could get testimonials on film and get them put out on the internet or whatever, however we do it, we could use that to increase awareness of Oklahoma Messages Project.

Section E: Opposition & Competition

NS: I will now ask you about opposition the Oklahoma Messages Project faces and what other organizations compete with them. Who do you see as the Oklahoma Messages Project's primary competition?

FE: I would say maybe Little Light Day School. Because there is nobody else doing exactly what we do. But Little Light, they have a school for children of incarcerated parents. But they don't do exactly what we do, so I don't really consider them competition.

NS: How effective do you think the competition is compared to the Oklahoma Messages Project?

FE: I can't say they are any more effective than we are just because it's a different service, but, they have a chance to be more hands on on a daily basis with the children. But they serve far less children than we do, so, I don't think I can fairly answer that question because I'm not sure.

NS: What services do you think the Oklahoma Messages Project provides that your competition doesn't?

FE: We actually can put messages from parents on video and give it to the kids so they have it to watch over and over. And we give them a book that their parents have written inside, and so Little Light Dayschool, I don't think they go to the prisons and get messages from the parents of their children. So, I think that's what we provide that they don't.

NS: What does the competition offer that the Oklahoma Messages Project doesn't?

FE: They have a school where the kids can actually go there and be around each other and share their difficulties in life with each other and not feel judged because they are all in the same position. So, they got teachers and staff that can pour into these kids and love on them on a daily basis, and we don't get to do that with our kids.

NS: If you have volunteered with one of the competitors, how do you think working with the Oklahoma Messages Project compares to them?

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FE: I haven't, I've done some prison ministry but that's not necessarily having to do with children, so I haven't volunteered with any other perceived competitor. But I will say of any other type of volunteer work that I've ever done within a prison, Messages Project is by far my favorite. Because getting a chance to sit in a prison all day and connect with these parents and talk to them and counsel them and also hear stories about their kids, it's just really fulfilling experience.

NS: What groups do you feel exist with a mission to resist or hinder the Oklahoma Messages Project?

FE: I can't say that I'm aware of any.

NS: Do you believe that there are any out there, to your knowledge?

FE: I would say Cheri might know based on all that she's gone through. But, there could be, but I don't think, there's literally nobody else who does what we do. I don't see why anyone would want to try and stop us.

Section F: Communication Within the Organization & Public Communication

NS: I will now ask you about the internal environment and communication of the Oklahoma Messages Project. How much of a priority is awareness about the Oklahoma Messages Project to the public relations staff and management?

FE: It is a major priority. I think we all identified that from the early days that that's what we need to do, because we all came to sign on and be a part of the board, but never heard of it. So, it's a huge priority. At every single board meeting, we always end by giving new ideas and new strategies for sharing our mission with people so that we can be more seen. And we spent money on social media outreach. We've made a way for Cheri to get out into the public more and share our mission.

NS: How supportive do you think the internal environment of the Oklahoma Messages Project is? (Internal communication is communication that occurs between the Oklahoma Messages Project's board members, volunteers and donors.)

FE: I think it's very supportive. We are a small board, and we're really close, and our volunteers seem to be really close and recurring. They seem to be pretty dedicated to us, they come back.

And they enjoy doing it and they recruit other volunteers. And us as a board, we've held on

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pretty strong. We've lost a few, but that's just because, I believe anything you do for free and work hard on it, you really got to have a passion tied to it. And if you burn out on that passion, you dwindle out. And so, we have had a few dwindle out, but the ones that are really here with a passion, we've got a strong support system.

NS: In what ways do you think internal communication can improve within the Oklahoma Messages Project?

FE: I think, let's see. How can we improve? Honestly, yeah, as board members we probably need to communicate more. We probably need to have conversations outside of board meetings just to update each other. Which we have done, there has been a few text message groups going around lately, but not very often. Usually it's just an email from Cheri and she updates us and usually it's a long email. And when are in the middle of work days it's hard to stop and read that, and then whenever you get home and start taking care of kids, you don't think to go read what Cheri wrote. So, maybe bits and pieces at a time, I don't know. I don't blame her for communicating, she's done great, but it could be more frequent so that it won't be so built up when it does come. But then I think she's tried that before too. More frequent communication, things get lost in translation and people are not reading emails fast enough. I would just say we need to be open to suggestions from somebody else as to how we could communicate better.

NS: What obstacles (internally/externally), if any, do you think hinder success with the Oklahoma Messages Project?

FE: Externally, maybe you know fundraising, financial, we need more. We are strong nonprofit and if we are trying to be bigger we've got to raise more money. So board members being willing to get out and get their hands dirty raising money. And then, potentially there is some, there's probably some policies that DOC have that hinder us from doing more than what we could do, but I don't think that's necessarily the case for the most part. I don't know, I think our biggest thing is board communicating and fundraising.

NS: How would you say the staff, volunteers and board of directors interact with each other?

FE: We don't get to see the volunteers ever unless we actually have a chance to go volunteers, but I would like to see them and appreciate them at some point, or

often, or frequent. I know Cherry mentioned trying to do a volunteer appreciation lunch or dinner, but there was all kind of feedback from the board saying “dinner doesn’t work,” “lunch doesn’t work,” “an event on a Saturday doesn’t work.” So, some people are just going to have to not be there, or there needs to be sacrifice made so that we can all agree on something, on a way to appreciate our volunteers and meet them. But right now I couldn’t tell you one person’s name, well I probably could name

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two or three of the volunteers that I have met and built connections with when I have gone, but that is just two or three out of what sounds to me like a lot of people.

NS: Do you know how many volunteers currently work with the organization?

FE: It’s sad, but I don’t know. I know it is a lot but I don’t know how many.

NS: How strong do you think the organization’s commitment is to resolving internal communication issues?

FE: I don’t think there is a commitment to it at all. I think if there’s a problem or an internal issue, it seems like always the solution is to just get rid of somebody instead of talk the issue out. So we need some major human relations help in that department.

NS: What communication resources do you believe are available for potential public relations/marketing communication activity within the Oklahoma Message Project: personnel, equipment, time, money and/or something else?

FE: Honestly none, I don’t think there’s anything available. Well you know what I take that back. We do have money for marketing, I mean we pay somebody to do social media. We do have money I think for an internship for a public relations intern, We do have equipment, you know we got the cameras we got all that stuff that people need to help us. So it’s there, it’s just not much.

Section G: Leadership, Organization Structure, Internal Impediments

NS: I will now ask you about the organizational leadership, structure and what you perceive to be impediments within the Oklahoma Messages Project. How do you think the Oklahoma Messages Project staff size affects the organization’s operations and success?

FE: It’s a really small staff. I think its just two people, and then some contracted others, but on a daily basis Cheri and her husband, Holmes, they’re the only two

doing anything on a daily basis. With that said, we are such a small organization, we may not need that many more people on a daily basis, but when our big projects and our big volunteer days are coming around we need more people. So, I think it affects their abilities to do a good job because they are relying very heavily on volunteers who have proven to be loyal, but have potential not to be because they are just volunteers. So, I think we rely way too much on volunteers when we have such a small staff. And it's problematic because Cheri is so overworked and her and Holmes don't get any sleep when our big projects come around. Our board members want badly to help out but we all

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live full-fledged lives where we cannot always get away to help them. And then, pressure gets put on us to help at the last second, and we feel guilty about not being able to help when, you know, we are board members but we didn't exactly say we would have time to work at the organization, just consult and help it run smoothly.

NS: Do you think there are enough people in leadership roles within the organization?

FE: Yeah, well, no. I think we could probably afford to have a few more board members helping us out. I think at one point I think we discussed at least having ten people would be helpful, but I haven't seen that number go up. As soon as we get a new board member, it seems as though someone who is older—an older board member—goes away. So we need help building that.

NS: If you hold a position of leadership, what's your role and how do you contribute to the Oklahoma Messages Project?

FE: I take meeting notes at every meeting. So, I send out the minutes after that. I am always looking to share our mission with the people I work with and the people in my life, you know I'll do that. I have been able to, fortunately, secure a lot of relationships with people who have the ability to be benevolent in large ways. So, I have secured what I believe to be significant donors. Whether they are regular, I'm not sure, but they have at least given significant donations at very crucial times for us. So that's specifically what I do.

NS: In what ways do you feel like leadership can improve in the Oklahoma Messages Project?

FE: I just think there needs to be a lot more grace given from both ends. When I say both ends, it seems like Cheri is at odds. She is the executive director, she's at odds with the board members, we haven't been helping or haven't been answering emails and she's frustrated and overpowered. And we are screaming "we still care we just,

we just need you to let us know you need help sooner and not at the last second.” We need to afford each other more grace and there needs to be clearer expectations of what we are individually expected to do from an early date.

NS: What policies and procedures do you think could be changed to benefit the organization?

FE: I don’t think anything specific or one thing needs to be changed. We just went over the bylaws recently, so, I don’t think we really need to change anything. We pretty much got them nailed down for the moment in time right now.

NS: Are there any specific reasons why you think the Oklahoma Messages Project’s growth may be limited?

FE: Yeah, maybe just, well, yeah. I don’t, some things I don’t want to say, I’m biting my tongue, but, I could see us being limited if we don’t build up the ways we fundraise and in that includes human relations training. More, like a class on how to secure the funds, but it has to include some points on communication and reading body language, and reading people’s willingness or lack of willingness. I just think being aggressive sometimes is not the key. So, to sum it up, development stops our progress. And I think people’s lack of care for children of incarcerated parents, because they think the parents messed up so they did that to their kids. Just the judgmental society.

NS: So touching back on being limited with the way you fundraise, do you currently see issues with the Project and the way they interact with potential donors?

FE: Yes. I have been told by some potential donors that the way we fundraise and the way we present ourselves can be at times very aggressive and off-putting. I think that’s a problem.

NS: What resources do you believe would make the Oklahoma Messages Project more successful?

FE: Maybe some sort of partnership or connection to the school systems. Can they give us a list of children that they have that they know have an incarcerated parent? So that we can then find and contact those parents. Or maybe being able to send over a representative once a month or once quarterly to go to prisons and actually meet with case managers in prisons to identify parents could qualify for this program. A lot of times, like most prisons they do know about it because word of mouth helps it travel, but I believe we could benefit if we had some resource that allowed us to advertise within the prisons. And then, obviously more money always

helps anything. If we had more money to do more videos and do more activities for the kids, that would really help us expand.

Conclusion:

NS: At this time I have covered all the questions I had. Are there any other experiences or perceptions of the Oklahoma Messages Project that you would like to share or anything you feel I missed?

I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the primary researcher can be found on your copy of the consent form.

FE: No, I mean I don't, and my answers I was trying to just get out some of the things that are negative so that we can address them, but overall the messages project has a very positive vibe and a positive mission. And we have changed a lot of people's lives and a lot of people love us. We just have to figure out how to be better so that we can get on a larger scale so that we can help more children.

WHAND: Interview 2

Section B: Organization Mission/Donation & Volunteer Behaviors

Researcher AS: I will now ask you about the mission, donors and volunteers of the Oklahoma Messages Project. What is your position within the Oklahoma Messages Project?

Stakeholder: Financial supporter

Researcher AS: How long have you been involved with the Oklahoma Messages Project?

Stakeholder: About 2 years

Researcher AS: In what capacity have you worked with the Oklahoma Messages Project?

Stakeholder: Just writing checks and Cheri has asked for my advice with a few things

Researcher AS: Why did you start working with the Oklahoma Messages Project and how did you find out about this organization?

Stakeholder: We go to the same church and she asked me to be a donor

Researcher AS: How long do you see yourself being connected to the Oklahoma Messages Project?

Stakeholder: As long as they are successful with their mission, I'll continue to donate

Researcher AS: What is your most/least favorite part about being connected to and volunteETg for the Oklahoma Messages Project?

Stakeholder: Well, they are doing a great service for children in Oklahoma

Researcher AS: What are your thoughts and feelings about the mission statement of the Oklahoma Messages Project?

Stakeholder: I think it's great. I don't really remember their mission statement verbatim but I know they are trying to help children with incarcerated parents.

Researcher AS: How much time would you say you spend volunteETg at this organization per month?

Stakeholder: None, since I only write checks

Researcher AS: Why do you choose to spend time volunteETg at the Oklahoma Messages Project?

Stakeholder: Like I said earlier, they are doing a great service for youth. We try to support organizations that help children be more successful

Researcher AS: How does this organization impact your life?

Stakeholder: It makes us feel great that we can contribute to an organization that makes a difference

Researcher AS: Where else do you currently volunteer and/or donate?

Stakeholder: We mostly donate to organizations that are centered on bettETg the lives of children. We've been huge supporters of the Boys & Girls Club, ReMerge, OKC Community

Foundation and Positive Tomorrows. I'm also a board member for the Edmond Historical Society.

Section C: Perception of the Organization

Researcher AS: I will now ask you about how you perceive the Oklahoma Messages Project and the public perception of the organization. How do you believe the Oklahoma Messages Project is perceived by the general public?

Stakeholder: I don't believe, overall, that it's known that widely. I don't think its message has gotten out too far, although it's growing. I think there are many volunteers that have been involved in it and are strongly committed and persuaded by what they are doing...and I know some of them and I know how strongly they feel. But I think they have a long ways to go spread their message more widely, you know? Amongst people that can give more support.

Researcher AS: How willing do you believe the Oklahoma Messages Project is to take risks?

Stakeholder: Well, I think they do take risks. I mean, any time you are in a prison environment, you are taking a risks. I think they are also taking risks by getting involved in situations where children are fostered...or they aren't with their families. There can be problems there and I think their willingness to get involved with those guardians and foster parents to be able to have them participate is risk, you know? So, I think the very nature of their program involves risk-taking.

Researcher AS: How innovative do you believe the Oklahoma Messages Project's services are?

Stakeholder: Well, I haven't heard of anything like this. I think it's quite innovative, so it kind of speaks for itself. I think they are basically the only organization in the state that's doing what they are doing and trying to maintain those contacts in the way they do.

Researcher AS: How beneficial do you believe the Oklahoma Messages Project's services are?

Stakeholder: You know, that is a very difficult question to answer. I know that Cheri is aware of the fact that in order to get her story broadcasted more widely, she needs to give more information that demonstrates the effectiveness of the organization. She has what I'm sure she would describe as anecdotal information and wonderful stories about how people perceive the program—that would be the incarcerated

parents as well as the children and their guardians. And she has gotten a little information on how those children respond, but that's something that needs some more work. And I understand that she made a connection with some organization that is going to help them with those...in fact, I put them in touch with the OKC Community Foundation. People there are good at helping nonprofit organizations sharpen up their story and be able to speak the language of people that have resources like foundations and family funds. So I know that Cheri is in the process of completing a packet of information for the Community Foundation that they can have on their site that may attract potential funders and supports to the Messages Project. But people that volunteer...I think they get such a good emotional feeling from the work that they do and the response they see firsthand, that's all they need to persuade them. But other people that are thinking about significant amounts of financial support want to see persuasive information about how it actually produces change in the lives of those people that are involved in the Messages project. And part of that is just going to take time because to develop information about when parents are paroled and how well they readjust, and information about recidivism, it takes time to develop. And then you have to come up with how to compare this with those who haven't had the benefit of the program so that you can show that those a part of the program are less likely to offend and children success rate in school to show that this program is making a real difference. So, it's a big job.

Researcher AS: How practical do you believe the Oklahoma Messages Project's goals are?

Stakeholder: Well, the goals as you stated are in their mission statement. I think they are obtainable but at some point you have to show what you have accomplished. But I think their goals are practical from what I know of the organization.

Researcher AS: You already mentioned this a little in your previous answer. But how do you think the perception of the Oklahoma Messages Project can be improved?

Stakeholder: In addition to being able to gather more impactful information on the results of the program to those families involved, right now Cheri is their main spokesperson. And she speaks with great passion about the work they are doing. But I think she needs to refine and condense her message so that she can give an impactful review of their message in a shorter amount of time. Because Cheri is so committed to the program that she can go on and on. But she needs to know her "elevator speech" – you know what an elevator speech is?

Researcher AS: Yes sir.

Stakeholder: Okay, I don't think she has hers. But also, as they go along, I think they

need to develop other advocates that are willing to make presentations for when she cannot be there. When there's an opportunity, you have to seize the opportunity. And there are different media tools they can work with that are effective. But they need to have some folks that can, not quite as passionately as Cheri, but effectively spread the word.

Section D: Issue (Incarceration & Children of Incarcerated Persons in OK) Knowledge

Researcher AS: I will now ask you about the issues the Oklahoma Messages Project is trying to address and bring awareness to. What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma?

Stakeholder: Well, I think they just need to hear about the effects of incarceration and the separation of families on the way those children are able to succeed. That needs to be put out there more frequently so the people can see, you know, there are all sorts of problems in the world. But this particular problem – specifically in the state of Oklahoma which incarcerates so frequently, that message needs to be heard often.

Researcher AS: How do you feel the justice system helps incarcerated individuals in Oklahoma?

Stakeholder: I don't think it helps very much. I mean, I don't think that we're at the forefront of providing incarcerated people with tools and training and so forth, to put them on a good path once they're released. No, I don't think it's very good at all.

Researcher AS: What do you wish the public knew about donating toward the Oklahoma Messages Project?

Stakeholder: Well, I think that they need to know how these dollars get put to work to actually enable more frequent contacts – perhaps contacts with more incarcerated parents so that can happen. Also, I think that larger potential supporters need to understand how they need to build the organization in order to support that growth. Right now they are so limited in terms of the support staff that they have. It's very difficult to grow...at some point you have to move beyond total reliance on volunteer support. The other thing is, I think Messages project can, within its mission statement, put "get involved". Or be partnETg potentially with other groups pursuing some of these same areas regarding kids with incarcerated parents to provide some of the other things these children and their caregivers might need beyond the periodic messages or videos. Now she has been doing some of this, like get together events during the summer. But there might be other things that those

kids are not experiencing that could improve their outcomes while they are in that unfortunate circumstance of having a parent that is incarcerated.

Researcher AS: What do you wish the public knew about volunteer work within the Oklahoma Messages Project?

Stakeholder: Well I guess they need to know that there are various ways to help, including preparing the information that goes to the prisons. There are volunteers that have to do the filming at the prisons, but that isn't the only volunteer support that's needed. There's also a lot of production work that needs to be done to actually prepare for those trips. And after they're finished, to take the material that they have filmed, record it and turn it in to material they are going to deliver to the children. There's a need for contacting the children and their caregivers...There's just a lot of ways volunteers can be involved. And it's not only in prisons, you know – for those that might not feel comfortable making a visit to a prison can have other ways to help.

Researcher AS: What service that the Oklahoma Messages Project offers do you think best benefits the program participants?

Stakeholder: I think the chance to have those videos and read along books, and being able to access whenever the child feels the need to see and hear their parent, that's probably the core of what really helps these young people.

Researcher AS: How do you think educational information (statistics, facts, etc.) will help increase funding for the Oklahoma Messages Project?

Stakeholder: Well I think it's essential. For most people, from my perception, larger funders are attracted to something because of an appeal they see. There are so many things that appeal to one's emotions that what sets them apart is the information that shows how effective they are. So, I think that's why the statistics, graphs, charts, etc. are important. And other things such as information they would be supplying. For example, this information database the OKC Community Foundation has established is Give Smart, I believe it is. And they have information on there about the nature of the board and whether it's an independent board and whether the board themselves support the organization...so those are all things that larger funders need to hear. Because of course they've all heard horror stories of "feed the children" and how they went off the rails but they need to know that things are managed well.

Researcher AS: How do you think educational information (statistics, facts, etc.) will help increase awareness for the Oklahoma Messages Project?

Stakeholder: Well...there's different audiences that you need to address. Some audiences are best addressed with videos that really dramatize quite emotionally the effect their efforts can have on people and their families. Those might be church groups and perhaps civic groups that want to get involved. But then, when you go to people like DHS or Department of Corrections, those folks don't care...well not necessarily don't care, but they don't want to have their heart

strings plucked. They just want to see that it works, it's organized well and it won't disrupt their schedules, you know? It won't cause any scandals or those sorts of things.

Section E: Opposition & Competition

Researcher AS: I will now ask you about opposition the Oklahoma Messages Project faces and what other organizations compete with them. Who do you see as the Oklahoma Messages Project's primary competition?

Stakeholder: Well...I certainly see that other organizations that address that population are bigger and stronger. One certainly would be the ReMerge project. It has achieved a higher visibility although it started about the same time. So that would be one to mention. But other organizations that work with some of those children, for example, but don't exclusively work with children whose parents are incarcerated, they might be considered competition. But they probably wouldn't see themselves as competition since they're addressing with a larger population of kids from lower socioeconomic situations. Organizations like the Boys & Girls Club or Whiz Kids- City Care. Stuff like that.

Researcher AS: How effective do you think the competition is compared to the Oklahoma Messages Project?

Stakeholder: Well, I'll tell you...I have given quite a bit more money to ReMerge because I feel like their program addresses more facets of the need that we're talking about here. But on the other hand, they are dealing with people that are actually not incarcerated—they work hard at getting these people, that is the adults I am talking about here, into life-changing programs.

Including things with substance abuse to parenting skills and other kinds of programs with a support structure. And because they aren't confined to working with people who are locked up, they can do more with that population. But it's a very small drop in the bucket compared to the people the Messages Project is working with because they are doing a small sort of thing that addressed a larger population of folks in need, whereas the other is doing a very intensive set of work with a smaller set of people that they're able to get to. So that's the two sides of those two organizations' appeal. And, I guess, one of the things that one thinks

about immediately in connection with the Messages Project is if it's possible for them to have a program that relates to incarcerated parents after their release. You know, that helps to assure that those positive ideas that that parent has had of their child while they were sitting in prison, they actually realize that a successful family – restoring an active parent-child relationship after prison. Now that would be persuasive. If they were able to move beyond the just the Messages Project and take those parents that have agreed to be a part of the Messages Project and somehow be able to support them after their released and renew their parent child relationship. Because I think that is a very

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critical time too and it isn't addressed. But when a person is released, you have more room to provide services for them that you cannot provide for them when they are sitting in an institution. So that would be just a thought.

Researcher AS: What does the competition offer that the Oklahoma Messages Project doesn't?

Stakeholder: Well it offers a more comprehensive set of efforts to address the problems the children and parents are experiencing and it builds the skills of parents. I mean another thing that one could think about...if there isn't much of any programs going on within the prison setting for learning about parenting? You know, because obviously they might not have been a great parent. It's possible an organization like Messages could maybe give some additional helpful services after recording the videos.

Section F: Communication Within the Organization & Public Communication

Researcher AS: I will now ask you about the internal environment and communication of the Oklahoma Messages Project.

Stakeholder: Well I don't know much about the internal environment of the Messages Project because I've never participated as a volunteer. So I can't really speak to that at all. All I can speak to the message such as I've seen it.

Researcher AS: There are a few questions I think I can get your insight on. However, if you do not think they apply to you or that you cannot offer any insight, it is completely fine. Just let me know.

Stakeholder: Okay.

Researcher AS: What obstacles (internally/externally), if any, do you think hinder success with the Oklahoma Messages Project?

Stakeholder: I think one obstacle is that Cheri is relied upon for so much of what they do...you know, she's the spokesperson, the trainer for volunteers, she probably chairs the Board of Directors. I'm not aware if she has, other than her husband who's very supportive, I'm not sure if she has that person that ultimately is seen as a possible successor to sustain the organization in the future. So that takes resources and...that, I think, is probably one of the biggest potential drawbacks that they have right now.

Section G: Leadership, Organization Structure, Internal Impediments

Researcher AS: That was a great bridge into our next section. I will now ask you about the organizational leadership, structure and what you perceive to be impediments within the Oklahoma Messages Project.

Stakeholder: Well I haven't heard anything that tells me that there's a lack of leadership as far as it goes. You know, Cheri, some of the strong volunteers that serve as leaders, and so forth. So I think there's effective leadership, so far as it goes but I don't think the depth of leadership is sufficient for significant growth in both scales of what they're doing now, much less to add services that would increase their success.

Researcher AS: I will actually be talking a little bit about that in my next question. How do you think the Oklahoma Messages Project staff size affects the organization's operations and success?

Stakeholder: Well, I think that it's too small to enable significant growth. And that's...a chick in an egg, you know? You have to add that resource in order to grow rather than after you've grown, while you backfill with some leadership. It doesn't really work too well the other way. Works best if you can find the support to add leadership so that you are prepared to grow.

Researcher AS: You sort of touched on this in your previous answer, but I just want to clarify. Do you think there are enough people in leadership roles within the organization?

Stakeholder: Probably not...well now, you know what? There's a difference between someone having a role and – you know this board that I'm on now with the Edmond Historical Society, there's people that have accepted the idea of being on the board but they have apparently forgot to read what they are supposed to do, you now? So having a role and actually being effective in a role are two different things. So I would say having strong and effective depth of leadership is, from my perspective at least...they're limited in their leadership.

Researcher AS: What policies and procedures do you think could be changed to benefit the organization?

Stakeholder: I don't know anything about their policies and procedures so I couldn't respond to that.

Researcher AS: Other than having more effective leadership, are there any specific reasons why you think the Oklahoma Messages Project's growth may be limited?

Stakeholder: Well, we talked earlier about developing the information base about their successes and their indication of effectiveness that serves as the base of informing the public or those people that you need to inform to receive funding and access. So yeah, that's a part of what they need and Cheri is certainly aware of that. I mean, they definitely stepped up from what they were a few years ago and she knows they need more.

Researcher AS: What resources do you believe would make the Oklahoma Messages Project more successful?

Stakeholder: You know...I think that Cheri is already doing this now? But I think more engagement with other organizations that are more about the idea of partnETg will help because more people learn about the organization when they are partnETg on a project with another organization that is serving that same group. Yeah, I think that partnETg helps a lot. And you know the other thing is, I was able to give her some good introductions and she spent some time with people at the Community Foundation and those are great networking nodes. You know, maybe going out and making herself available for civic group programs? That's an art because she came to a group at our church not too long ago and she had a good video thing. But most organizations don't want to have more than 20 minutes of prepared information, including video. And then you want to have time for questions and things like that. So that's what I'm saying... in order for Cheri to be effective in that arena, she needs to refine the whole presentation so that it can be accomplished in a much shorter period of time. And then she can use the questions to add more information. Maybe she needs some coaching there?

Conclusion:

Researcher AS: At this time I have covered all the questions I had. Are there any other experiences or perceptions of the Oklahoma Messages Project that you would like to share or anything you feel I missed?

Stakeholder: I can't think of any. Sounds pretty comprehensive.

Researcher AS: I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. If you have any questions or concerns, contact information for the primary researcher can be found on your copy of the consent form.

Stakeholder: Sure, good luck on your project.

Researcher AS: Thank you! Have a great day

WHAND: Interview 3

(Researcher WS): Section B: Organization Mission/Donation & Volunteer Behaviors
I will now ask you about the mission, donors and volunteers of the Oklahoma Messages Project. First question: What is your position within the Oklahoma Messages Project?

(Stakeholder): I am a volunteer as well as [position on board].

(Researcher WS): How long have you been involved with the Oklahoma Messages Project?

(Stakeholder): About two years.

(Researcher WS): In what capacity have you worked with the Oklahoma Messages Project?

(Stakeholder): All aspects. I've worked with the kids. I go into the prisons and volunteer, and then I also do the behind-the-scenes work as board chair.

(Researcher WS): Why did you start working with the Oklahoma Messages Project and how did you find out about this organization?

(Stakeholder): I actually found out about it randomly online. Somebody had posted something on Facebook with the link directing back to the Messages Project page, and it is something that is really close to my heart: incarceration. My younger brother, he served two years in prison here in Oklahoma and I would go and visit him almost every week. And I would always see that - he doesn't have kids - but I would always see at the end of the visit the kids being pulled away from their parent that they were visiting, and it was just always heartbreaking to see that. Not just see the kids, but then see their parent have to go back to a cell. So, I do it for the kids and the parents as well.

(Researcher WS): How long do you see yourself being connected to the Oklahoma Messages Project?

(Stakeholder): Hopefully for as long as it's around or I'm around.

(Researcher WS): What is your most favorite part about being connected to and volunteETg for the Oklahoma Messages Project?

(Stakeholder): Getting to meet the - or record the parents reading the stories to their kids and then getting to meet the kids. It's kind of like a full circle and getting to talk to the kids about their parents and their eyes just light up and recorded your video before or I met your dad that's probably the most impactful thing for me.

(Researcher WS): What is your least favorite part about being connected to and volunteETg for the Oklahoma Messages Project?

(Stakeholder): Because you want to reconnect everyone. Some people that are serving time are in there for maybe something that they should have been already released, so that's the hardest part is getting emotionally connected to some of the kids and their parent and not being able to physically reunite them. So, this is the best way to get them to have a relationship, but it's still hard walking away.

(Researcher WS): What are your thoughts and feelings about the mission statement of the Oklahoma Messages Project?

(Stakeholder): I think it's definitely a program that needs to be here. Especially with the literacy part of it. That part of the mission statement is so important and impactful because we've seen kids that have learned to read because of their parent reading them a bedtime story. I've seen the role reversed. The parents actually learn how to read so they can read to their kid. So, I think that's spot-on.

(Researcher WS): How much time would you say you spend volunteETg at this organization per month?

(Stakeholder): I don't know. It's hard to say. When we're going and filming, I try and go to at least half of the filmings, so 20 to 30 hours per month.

(Researcher WS): Why do you choose to spend time volunteETg at the Oklahoma Messages Project?

(Stakeholder): It's just important for me to let both the kids and the parents that are

incarcerated know that we're all human. We're all the same. Trying to remove the stigma that's put on not just somebody who is incarcerated but the families that are on the outside. There's so much judgment put on them, put on the kids. The kids go through so much pain and heartache, so that's really why I do it. To try and end that cycle, too. So many of the kids think that prison is where they're going to end up. So, letting them know that's not the only answer for them.

(Researcher WS): How does this organization impact your life?

(Stakeholder): It has definitely impacted me to be more outspoken on not just this issue, but also issues that I am passionate about. Being able to empathize with the families. That's what the main thing is. Being able to talk about it.

(Researcher WS): Where else do you currently volunteer and/or donate?

(Stakeholder): Freedom Oklahoma. The Bella Foundation. The Winds House. The Humane Society.

(Researcher WS): Section C: Perception of the Organization

I will now ask you about how you perceive the Oklahoma Messages Project and the public perception of the organization. Question one: How do you believe the Oklahoma Messages Project is perceived by the general public?

(Stakeholder): I think it's perceived very well, especially when people find out about what we actually do and that we're going into the prisons and that the kids are receiving the book and DVD.

(Researcher WS): How willing do you believe the Oklahoma Messages Project is to take risks?

(Stakeholder): I think we take risks. We could probably take more, but all in time.

(Researcher WS): How innovative do you believe the Oklahoma Messages Project's services are?

(Stakeholder): Very much so. We're the only organization that can take cameras into the prisons and in that, we have to be very creative when it comes to that. Innovative, and improvise.

(Researcher WS): How beneficial do you believe the Oklahoma Messages Project's services are?

(Stakeholder): Very. I think the organization is key to helping end that cycle of kids

going to prison just because that's how they were raised and what they know. I think it's a key part of society.

(Researcher WS): How practical do you believe the Oklahoma Messages Project's goals are?

(Stakeholder): Very. Very practical.

(Researcher WS): How do you think the perception of the Oklahoma Messages Project can be improved?

(Stakeholder): I think by, of course, getting out to different donor bases. As a nonprofit, it's hard to do to that sometimes, but with stuff like you guys (Public Relations Research Students) are doing definitely, definitely helps.

(Researcher WS): Section D: Issue (Incarceration & Children of Incarcerated Persons in OK) Knowledge. I will now ask you about the issues the Oklahoma Messages Project is trying to address and bring awareness to. Question one: What information do you wish the public knew about incarceration and children of the incarcerated in Oklahoma?

(Stakeholder): How high the incarceration rate is here in Oklahoma, especially for women. There are mothers in there that are in prison because they were protecting their kids from who knows what. A boyfriend. A stepdad. A father. And the women, they are always sentenced almost double what the male is. I think that shocks some people. Also, there are very few women's prisons. There's only two that are medium/max security, and they're overcrowded. It's an awful, awful place to be, especially for something very small. Drug charges, they're sentencing women to five, 10 years, and a male will not get that same time.

(Researcher WS): How do you feel the justice system helps incarcerated individuals in Oklahoma?

(Stakeholder): I feel like it does not help at all. Something I feel very strongly about is that the justice system doesn't set anyone up for success when they're in prison. Especially when they get out of prison. There's this huge stigma on people who have a felony or have been convicted or spent time. The thing that people need to realize is they're the exact same as we are. They're just trying to succeed, but when they can't get a job, they can't rent an apartment. Most of them are estranged from their families. When they don't have any of that, how are we helping anyone be successful out here in the real world? So, the only thing they know to do is go back to what they were doing. Selling dope or stealing, so then they end up back in

prison. There's just no help for them. It doesn't mean there's no hope. But, there's not a lot of assistance at all.

(Researcher WS): What do you wish the public knew about donating toward the Oklahoma Messages Project?

(Stakeholder): How far their money goes. Five thousand dollars actually covers a filming. Five thousand dollars for a corporation is not a lot of money, but it will cover transportation for volunteers, which actually for most of our volunteers, transportation's on us. It will cover the cost of the books, the DVDs, the mailing. So, that \$5,000 impacts several hundred kids and their caregivers.

(Researcher WS): What do you wish the public knew about volunteering within the Oklahoma Messages Project?

(Stakeholder): To volunteer, you're not required to go into the prisons. I know that that's intimidating for a lot of people understandably. There's a lot of other opportunities besides going and getting your DOC badge and going into the prisons. We got tons of other volunteer opportunities.

(Researcher WS): What service that the Oklahoma Messages Project offers do you think best benefits the program participants?

(Stakeholder): I would say the books. The kids receiving the books. Not just the DVD, but they get to hold the book they're parent was reading them. That and the Outdoor Adventure Day that we have for the kids every year in the summer because all the kids get to be together. They don't feel as alone. All the kids there have a parent in prison.

(Researcher WS): How do you think educational information (statistics, facts, etc.) will help increase funding for the Oklahoma Messages Project?

(Stakeholder): I think it will seriously impact. People like seeing stats. It helps for future donors, but it also helps for people who have past donors or consistent donors seeing where their money went, how it actually helped. Seeing those numbers I know is the game changer.

(Researcher WS): How do you think educational information (statistics, facts, etc.) will help increase awareness for the Oklahoma Messages Project? (Answered in previous question's response.)

(Researcher WS): How do you think testimonials (stories from people who took part in the program) will help increase funding for the organization?

(Stakeholder): I think it'll also benefit us a lot. People can relate when they hear a personal story or it's putting faces with the organization. A lot of people don't know why I started volunteering, but I've got a personal connection. And even people who don't, it's always cool to hear why they're doing something like that.

(Researcher WS): How do you think testimonials will help increase awareness for the organization?

(Stakeholder): Same. There's so many people that know someone that's incarcerated or maybe their best friend's kid or brother or whatever, and they don't want to talk about it because there's this like dark cloud around incarceration. But, the more people talk about it, the more awareness it does bring.

(Researcher WS): Section E: Opposition & Competition
I will now ask you about opposition the Oklahoma Messages Project faces and what other organizations compete with them. Question number one: Who do you see as the Oklahoma Messages Project's primary competition?

(Stakeholder): Honestly, I think just maybe some of the other (programs) like Positive Tomorrows. We have a lot of the same donor base as they do. Boys and Girls Club. So, some of the organizations that are geared primarily towards helping kids. And then there's another organization, they just do audio recordings of the parents. But again, I don't think that's really competition per se because they don't do the video part of it.

(Researcher WS): How effective do you think the competition is compared to the Oklahoma Messages Project?

(Stakeholder): I think it's effective especially with the audio program. I think it's called Mom and Me or something. Some people who have done the audio, that's what they've done to prepare themselves to be in front of the camera because having a camera in front of them is totally different than just audio. It's like a prep for the video.

(Researcher WS): What services do you think the Oklahoma Messages Project provides that your competition doesn't?

(Stakeholder): The visual. The DVD and the kids being able to see their parents, see their emotions, seeing that they don't live in a cage. Some of the kids have said that before.

(Researcher WS): What does the competition offer that the Oklahoma Messages Project doesn't?

(Stakeholder): I don't want to misspeak, but with the audio, I believe they don't have as strict requirements because it's not a video. The only thing I can think of is that they can maybe serve more, a bigger base. Anyone who finds out about Messages Project and that it is a DVD, I don't think they continue to do the audio.

(Researcher WS): If you have volunteered with one of the competitors?

(Stakeholder): No.

(Researcher WS): What groups do you feel exist with a mission to resist or hinder the Oklahoma Messages Project?

(Stakeholder): Without getting too political, organizations or programs that we said?

(Researcher WS): Organizations, programs, it could be political. You can say whatever you want. You won't be identified in this. This will not get back to anybody. It will stay within my class and with my instructor.

(Stakeholder): I don't mind anyway. I'm very outspoken. Anyone who knows me knows my views on this. I think the thing that hinders us the most is the budgetary crisis that all of Oklahoma has. The prisons are bad. So, there are some prisons we cannot go and volunteer at because they don't have the staff. Honestly, we do everything when we go into the prisons. It's not like we're inconveniencing anybody by doing this, but there's a lot of prisons that don't have a chaplain when all of them should. There's more than you would think that do not. We deal directly with the chaplain to bring the organization and the program to the prisons. When there's not a chaplain, we always try and go to the warden. They've got their hands full, especially if there's not a chaplain. I think just that is our number one issue that hinders us from doing more, is just how shorthanded the prisons are.

(Researcher WS): Have you noticed any political groups with a platform that would be anti-prison intervention or anything like that might hinder?

(Stakeholder): The first group I think is Westboro Baptist. Thankfully, I don't think they know about us directly, but if they did and knew what we were doing, I'm certain that they would be – I mean they love to protest. They'll protest anything. Not really. There's organizations and groups that you would think might be against it, but how can anybody be against kids getting to see their parent and helping the kids' overall well-being. You've got to be from a whole different planet to think that's a bad idea.

(Researcher WS): What is the reputation of these opposition groups?

(Stakeholder): Crazy.

(Researcher WS): How effective do you feel these opposition groups have been in the past?

(Stakeholder): If we're talking about Westboro, I guess they're effective within their group of dysfunction and crazy, but I don't think they're effective.

(Researcher WS): Section F: Communication within the Organization & Public Communication. I will now ask you about the internal environment and communication of the

Oklahoma Messages Project. First question: How much of a priority is awareness about the Oklahoma Messages Project to the public relations staff and management?

(Stakeholder): That's a top priority.

(Researcher WS): How supportive do you think the internal environment of the Oklahoma Messages Project is? (Internal communication is communication that occurs between the Oklahoma Message's Project's board members, volunteers and donors.)

(Stakeholder): I think it's good. We've got an executive director that is very vocal, and her communication skills are great. Everything's very transparent.

(Researcher WS): In what ways do you think internal communication can improve within the Oklahoma Messages Project?

(Stakeholder): I wouldn't say board involvement, because a lot of our board members haven't gone into the prisons. Just being a little bit more well-versed in all of the aspects of the organization. Does that makes sense?

(Researcher WS): Yes. What obstacles (internally/externally), if any, do you think hinder success with the Oklahoma Messages Project?

(Stakeholder): Probably that. The answer to the previous question. We really do have a fantastic board though. But, it's going into the prison. You're so much more passionate when you even talk about the mission statement and stuff because one time you go in and it is life-changing when you see that firsthand.

(Researcher WS): How would you say the staff, volunteers and board of directors interact with each other?

(Stakeholder): Good.

(Researcher WS): How strong do you think the organization's commitment is to resolving internal communication issues?

(Stakeholder): It's strong.

(Researcher WS): What communication resources do you believe are available for potential public relations/marketing communication activity within the Oklahoma Message Project: personnel, equipment, time, money and/or something else?

(Stakeholder): I think there's resources out there, it comes down to money. If we're having to pay to have those things done, it's not going to happen. As far as the stats go, that is kind of tricky one. There's probably not a lot of resources available for that.

(Researcher WS): Section G: Leadership, Organization Structure, Internal Impediments

I will now ask you about the organizational leadership, structure and what you perceive to be impediments within the Oklahoma Messages Project. Question one: How do you think the Oklahoma Messages Project staff size affects the organization's operations and success?

(Stakeholder): If we had a couple more staff members, paid staff, we could grow. I think that having a small staff does benefit us because, Cheri and her husband, Holmes, they always know what's going on and have that personal relationship with kids, caretakers, donors, etc. But, they can't do it all. They're pretty close. They do. They're amazing, but having a couple more people just to assist them with the day-to-day little stuff that they don't need to be doing when they can focus on the grants, raising money, all that stuff.

(Researcher WS): Do you think there are enough people in leadership roles within the organization?

(Stakeholder): No. No, I think we could also benefit from that. Even though we have a great board, having more active members.

(Researcher WS): What's your role and how do you contribute to the Oklahoma Messages Project through that role?

(Stakeholder): I'm the board president. I lead the meetings, I do hands-on volunteer work, I donate monetarily, which the board is a 100 percent giving board. Each of our board members does have to commit to give something. I plan and organize events, fundraisers, I get new donors to join our little family of donors. I try to do a little bit of everything.

(Researcher WS): In what ways do you feel like leadership can improve in the Oklahoma Messages Project?

(Stakeholder): Being more proactive with grants and the pool of donors.

(Researcher WS): What policies and procedures do you think could be changed to benefit the organization?

(Stakeholder): We recently restructured them, so they're pretty good now. I would say the board structure. What the expectations are. It's always hard with a board because it's volunteer. The expectations.

(Researcher WS): Are there any specific reasons why you think the Oklahoma Messages Project's growth may be limited?

(Stakeholder): No. But, with who we have in power right, we're not going to have any shortage of people going to prison, which means kids that we're serving, so no, not really.

(Researcher WS): What resources do you believe would make the Oklahoma Messages Project more successful?

(Stakeholder): Honestly, I think we're going to benefit hugely from what you guys (Public Relations Research Class) are doing, having updated statistics. And it's impressive to be able to tell a donor specific stats too. I think that's the biggest thing. We're very grateful for you guys (Public Relations Research Class) for sure.

(Researcher WS): Conclusion:

At this time I have covered all the questions I had. Are there any other experiences or perceptions of the Oklahoma Messages Project that you would like to share or anything you feel I missed?

(Stakeholder): No. You didn't miss anything. Just that the kids should not in any way, shape, or form be judged or looked at any differently. And that goes for everyone involved. You know? The caregivers. Just because a child has a parent in prison doesn't mean that they are any different, that their family's any different.

I think that's the biggest thing for me is just the judgment behind it. You meet a kid and caregiver's like, "Both of their parents are serving time. They're going to be in prison for 15 years." I've seen expressions on people's faces, and sometimes, they'll look at the kid or caregiver like "Oh." Like they're different than I am. It's entirely not true. Especially the kids, they didn't ask for that. The caregivers didn't. It's so not their fault at all. Then, for somebody who gets out of prison and wants to maintain that relationship with their kid or the family as a whole, they need to be encouraged, not shut down. Because they're never going to be okay if we don't encourage them. Positive reinforcement for sure.

(Researcher WS): Is there anything else?

(Stakeholder): I don't think so.

(Researcher WS): I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the primary researcher can be found on your copy of the consent form.

Crimson Creativity: Focus Group 1

KB: Hello, I am Kendall Bleakley, a public relations student from Gaylord College of Journalism and Mass Communication at the University of Oklahoma. How are you doing today?

RP: I'm good.

KB: I first want to thank you for your participation in this focus group today. We are part of a Public Relations Research class at OU. We are working with the nonprofit Oklahoma Messages Project. This focus group will examine themes regarding knowledge, attitudes, and behaviors regarding the Oklahoma Messages Project and the social issues the organization works with. Our goal is to use this information in helping the nonprofit improve their current and future

FOCUS GROUP TRANSCRIPTS

communications. Do you have any questions or concerns before we begin?

RP: No, I don't

KB: First, I am going to tell you about services that the Oklahoma Messages Project provides and incarceration statistics published by the state of Oklahoma. Afterward, please share your thoughts and opinions about the information. We know the Oklahoma Messages Project is currently serving 70 out of 77 counties in Oklahoma. How do you feel about those efforts?

RP: I think it's really great. Actually when you're telling me they're serving 70 out of the 77, that's pretty good.

KB: 96,000 -- or 10 percent of -- children in the state of Oklahoma have one or more parent(s) who are incarcerated. We know that the Oklahoma Messages Project has served over 5,000 children in Oklahoma. What do you think should be done to increase the number of children served?

RP: I think to be able to do that they have to have more manpower to be able to get into the prisons. Maybe, I don't know if there are prisons that don't allow them to come in. I'm not sure if there is an issue on that. So that would maybe be try to get in with the people that run the prisons. Try to get into more prisons, but I'd think you'd also have to get maybe more volunteers. Is it volunteers that they use mostly?

KB: Yes, it's volunteer based.

RP: Okay

KB: We know that children with incarcerated parents are 70 percent more likely to go to prison than children without incarcerated parents. How do you feel about this issue?

RP: It's really sad, to know that. And you got to, I'm just gonna say that you just got to target those children with positive influences early on.

KB: We know that the majority of incarcerated parents are racial or ethnic minorities. What are your thoughts on this?

RP: I'm thinking that it could be, if that is why the majority is that group, I would say that more than likely they've come from where they weren't given the best opportunities. Maybe they didn't get the help that they needed when they were younger and they are just doing the best they can, ya know.

KB: Now, I am going to ask you about your perceptions of the Oklahoma Messages Project. If you were to describe the Oklahoma Messages Project, would it be worthless or beneficial? Why?

RP: Beneficial. And I am going to say the reason why is because for us, it has been able to bring, for my grandson, where he can put a cd into the computer and watch whenever he wants to, where he can physically see his dad and then his dad is reading a book. And for him it's even more important because he has special needs and he doesn't get to go visit him. Even though visitors are allowed every weekend. He can't cope very well in that situation in a great big room with all those people. He can't do that. So right now he only get's to see his dad for special visits and right now those are only approved at this time only once every quarter and only for two hours.

KB: If you were to describe the Oklahoma Messages Project, would it be efficient or inefficient? Why?

RP: From what I've experienced so far, to me it's been sufficient.

KB: If you were to describe the Oklahoma Messages Project, would it be ordinary or innovative? Why?

RP: It's kinda hard because we've only gotten to experience so far one video so it's kinda hard to answer that very well

KB: If you were to describe the Oklahoma Messages Project, would it be idealistic or practical? Why?

I guess do you think they are trying for too much?

RP: I don't think they are trying for too much because I don't think you can try for too much when you are trying to reach these kids. Cause it's for me, I mean it helps the parent too, but it's more about these kids that do not have their parent with them. So I don't think that any effort is too much.

KB: Now I am going to ask you about your satisfaction with the Oklahoma Messages Project and its services. How successful do you believe the Oklahoma

Messages Project is at establishing trust within any given community?

RP: It's kinda hard to know how to answer that except for I guess because they have been successful being able to go to 70 prisons to me that's impressive. I think it is.

KB: How beneficial do you believe the Oklahoma Messages Project is to the state?

RP: Well if studies are beginning to show that these children are going to end up incarcerated or more than likely to end up incarcerated that is going to benefit the state by hopefully keeping them out of prison themselves someday. When they are reaching them early.

KB: Do you feel that the Oklahoma Messages Project values existing relationships between itself and consumers?

RP: Can you ask that one more time?

KB: Do you feel that the Oklahoma Messages Project values existing relationships between itself and consumers?

RP: I'm kinda confused about the question because who is the consumer? Would it be.. that's what I mean cause I don't feel like I'm the consumer because I feel that they have given us something so it's hard to feel.. who is the consumer?

KB: I think you and your family are considered the consumer because they are proving you a service. You are benefiting from them.

RP: Okay, I always think of a consumer as someone who pays for something. And to me it feels like they have given so much. So, I probably didn't answer that very well did I?

KB: You're fine. How successful do you feel the Oklahoma Messages Project is in getting their message across?

RP: Again I'm just going to refer back to because if they are being able to get into the 70 of those counties that's really good. Especially if they are getting into the Oklahoma City area, Tulsa area and where the bigger communities are.

KB: Now I am going to ask you about your relationship and involvement with the Oklahoma Messages Project. How are you involved with the Oklahoma Messages Project?

RP: I was contacted actually that my grandson's father had signed up to be able to participate in reading a book, and having a video. So they contacted me. I gave my approval to allow my grandson to participate and then we got that video that came and they have reached out to us when they had that day camp for the kids. That's how I've become involved and it's just been a good experience for us.

KB: How committed are you to the mission of the Oklahoma Messages Project?

RP: I think I must be pretty committed because this is my second interview now. I did an interview not for school or anything, but I did another interview, so I guess that's pretty committed!

KB: Do you feel that the Oklahoma Messages Project is open to your feedback?

RP: Yes, I think they are. I really do.

KB: Have you encouraged your friends and family to get involved with the organization?

RP: No, I haven't. And I guess I didn't really know what... I don't really know what type of needs they have.

KB: Volunteers mostly to go work within the prison. They do prepping and help the people know how to talk and what they can and cannot say. So there is a little bit of training that goes in before the parents step behind the camera. Sometimes they need people to physically film it. Which is just pressing a button, things like that. Making the back drops. Physically packing the gifts. So there is a lot of need for volunteers.

KB: Now I am going to ask you for your thoughts regarding the external communication and media use by the Oklahoma Messages Project. Are you likely to be persuaded by facts, emotion or a combination of the two?

RP: Probably a combination of the two, for me.

KB: Who are credible sources and opinion leaders in your community?

RP: I'm not sure. Can I pass on that one? I'm not sure.

KB: What interpersonal communication channels do you think the Oklahoma Messages Project should use? (events, speeches, demonstrations, etc.)

RP: I think somehow to get the word out a little more because the only way, I don't know if this is answering that question, but for me the only way I even found

out about them was because my son-in-law had signed up to do this. Otherwise I wouldn't have known about it.

KB: What advertising or promotional media do you think the Oklahoma Messages Project should use?

RP: I think, if they can.. I think there would be a lot of people in the church community that would be willing to volunteer for something like that. There's prison ministries in a lot of the churches and I have a pretty good suspicion there would be.. I think there would be people who would want to volunteer for something like this.

KB: What news media outlets do you think the Oklahoma Messages Project should use?

RP: The local news is that what you're talking about? The local stations? I know that everybody's on Facebook I don't know if they will be able to do anything there. But that would probably cost money to do that quite a bit. But probably newspapers still good, tv.

KB: Finally, this section will cover questions over the opposition toward the Oklahoma Messages Project. Have you interacted with anyone who is opposed to assisting incarcerated individuals?

RP: Um.. not personally.. no.

KB: How do you feel current state and local legislation affects the Oklahoma Messages Project's goals?

RP: Uh well right now the current legislation is a mess. I feel like our state is going down the tubes. From everything that's happening because not only is this something that could be affected, we are talking about lots of services that are being affected right now for many people that have needs and disabilities. And I'm pretty aware of all that stuff because have my grandson who has disabilities. So yeah, we need our lawmakers to get it together, somehow.

KB: What do you think deters people from donating and volunteering to the Oklahoma Messages Project?

RP: Probably not really understanding what it's really all about. Not really knowing really enough about it. Or you'd have to reach somebody that cares about this population and again I keep leaning towards the church community because I think that community.. well I belong to a church too and then the community they

are there to serve.. the church I belong to, we live to serve.

KB: At this time I have covered all the questions I have. Are there any other behaviors you took part in that I did not mention? Did you have any additional thoughts, feelings, or attitudes that I did not address? Anything you feel I missed?

RP: Well One thing I kinda wondered about, but then that all depends, that's something that has to do with all the prisons rules. I always thought that it might be cool, at least where the kids are getting older where they can do a video where their parent could see it, but a lot of prisons wouldn't allow that because they are not allowed to have things like that. I'm not sure what else.

KB: I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the researchers can be found on your copy of the consent form.

Crimson Creativity: Focus Group 2

CC: Hello, I am CC, a public relations student from Gaylord College of Journalism and Mass Communication at the University of Oklahoma. How are you doing today?

NO: I'm good, thank you.

CC: I first want to thank you for your participation in this focus group today. We are part of a Public Relations Research class at OU. We are working with the nonprofit Oklahoma Messages Project. This focus group will examine themes regarding knowledge, attitudes, and behaviors regarding the Oklahoma Messages Project and the social issues the organization works with. Our goal is to use this information in helping the nonprofit improve their current and future communications. Do you have any questions or concerns before we begin?

NO: No, I don't.

CC: First, I am going to tell you about services that the Oklahoma Messages Project provides and incarceration statistics published by the state of Oklahoma. Afterward, please share your thoughts and opinions about the information. We know the Oklahoma Messages Project is currently serving 70 out of 77 counties in Oklahoma. How do you feel about those efforts?

NO: I think it's excellent.

CC: 96,000 or 10 percent of children in the state of Oklahoma have one or more parent(s) who are incarcerated. We know that the Oklahoma Messages Project has served over 5,000 children in Oklahoma. What do you think should be done to increase the number of children served?

NO: I don't know if they do this or not but on the father's side, my grandson has both a mother and father in prison and the male side doesn't seem like they do anything and if they do I don't ever know about it. They do on the female side but I don't know if they do on the male side.

CC: We know that children with incarcerated parents are 70 percent more likely to go to prison than children without incarcerated parents. How do you feel about this issue?

NO: I think as long as you let the parents be involved while they are in prison, I don't think that is going to happen. I can speak only for myself with my grandkids. I'm not worried about that happening. I think it's a lesson well learned.

CC: We know that the majority of incarcerated parents are racial or ethnic minorities. What are your thoughts on this?

NO: I don't think it's really one certain race. I think it's probably divided pretty equally and this is just from me going down and seeing, but they have choices to which groups they want to be with. I mean you have the ones that don't want to straighten up and you have the religious ones and I think the ones that choose to straighten up are the ones that are going to come out and try to grab the other people that come in to be better. Color is no choice there. I think it is just whoever goes into prison and tries to change. I don't think there is one certain amount of any race.

CC: Now, I am going to ask you about your perceptions of the Oklahoma Messages Project. If you were to describe the Oklahoma Messages Project, would it be worthless or beneficial? Why?

NO: Beneficial and like I said from me speaking on my own it helps kids. My daughter, she does this project and she helps teach. She will teach them their ABC's or whatever it may be that they are into learning or she will find something special for them. They may watch it 10 times a day, but they're getting to be with their mother and that's their time.

CC: If you were to describe the Oklahoma Messages Project, would it be efficient or inefficient? Why?

NO: Efficient because I see how much it does for the kids with incarcerated parents and I can't say enough good on the Messages Project, for the kids it is a plus.

CC: If you were to describe the Oklahoma Messages Project, would it be ordinary or innovative? Why?

NO: Ordinary because I think the Messages Project is for the kids and I think they are just trying to keep the families together.

CC: If you were to describe the Oklahoma Messages Project, would it be idealistic or practical? Why?

NO: Idealistic. I just, all together I think it is a wonderful project. It teaches all of us things.

CC: Now I am going to ask you about your satisfaction with the Oklahoma Messages Project and its services. How successful do you believe the Oklahoma Messages Project is at establishing trust within any given community?

NO: I think it's good. I think it's really good. They don't put the parents on it and make them get right off. They let the parents talk and explain however they need to get through to the kids.

CC: How beneficial do you believe the Oklahoma Messages Project is to the state?

NO: You were cutting out, what was that?

CC: How beneficial do you believe the Oklahoma Messages Project is to the state?

NO: Very beneficial.

CC: Do you feel that the Oklahoma Messages Project values existing relationships between itself and consumers?

NO: Yes.

CC: How successful do you feel the Oklahoma Messages Project is in getting their message across?

NO: I think it's excellent.

CC: How satisfied are you with the Oklahoma Messages Project?

NO: 10 plus plus. I'm very satisfied. It has really helped me.

CC: Now I am going to ask you about your relationship and involvement with the Oklahoma Messages Project. How are you involved with the Oklahoma Messages Project?

NO: Just through my daughter I am really involved as far as making sure the kids get to see the videos as many times as they want because I don't care. That's what DVD players are for.

CC: How has your relationship with the Oklahoma Messages Project changed over time?

NO: I just think they keep getting better and better.

CC: How influential do you believe you are within the organization?

NO: If I knew more about it I would probably be more involved and any chance I would get to help them out I would.

CC: How committed are you to the mission of the Oklahoma Messages Project?

NO: Really committed.

CC: Do you feel that the Oklahoma Messages Project is open to your feedback?

NO: Yes, yes.

CC: What challenges have you faced in your role with the Oklahoma Messages Project?

NO: I don't know, if they made calls and see if people wanted to be more involved, the families and stuff, then I would be willing to help.

CC: Have you encouraged your friends and family to get involved with the organization?

NO: Yes, I have. I don't have a big family and I'm close to my twin and she tries to see all of the videos.

CC: Now I am going to ask you for your thoughts regarding the external communication and media use by the Oklahoma Messages Project. Are you likely to be persuaded by facts, emotion or a combination of the two?

NO: A combination of the two.

CC: Who are credible sources and opinion leaders in your community?

NO: I really don't have anyone other than my daughter being where she's at, she keeps me up to date with everything that is going on with the Messages Project because like I said every time they are there, she does it.

CC: What interpersonal communication channels do you think the Oklahoma Messages Project should use? Examples given are events, speeches, demonstrations, things like that.

NO: I think speeches would be really good, but I'm all for this program.

CC: What advertising or promotional media do you think the Oklahoma Messages Project should use?

NO: I don't know how open they are with the families of the parents who are incarcerated more so, or how involved the families are with it, but I think they should be more involved.

CC: What news media outlets do you think the Oklahoma Messages Project should use?

NO: I think they should have it on the news channels letting people know that the incarcerated parents aren't just sitting there collecting three meals a day, but that they are down there doing some things for the kids and that there are parents who want to straighten up and come out a good parent. I think they should advertise that the prisons do stuff like this.

CC: How likely are you to motivated by appeals to the past such as experiences or success, rather than by appeals to the future such as motivation, inspiration, and vision?

NO: Probably appeals to the future.

CC: Finally, this section will cover questions over the opposition toward the Oklahoma Messages Project. Have you interacted with anyone who is opposed to assisting incarcerated individuals?

NO: No, I haven't but I don't get out a lot. I work a lot and all of my people have been really supportive.

CC: How do you feel current state and local legislation affects the Oklahoma Messages Project's goals?

NO: I don't know too much about how much Oklahoma does. I'm kind of down on the government here in Oklahoma because of the way they do prisons and sentences.

CC: What do you think deters people from donating and volunteering to the Oklahoma Messages Project?

NO: What do I think?

CC: Yes, what do you think maybe turns them away from donating and volunteering.

NO: I think anytime the word prison is said that people think it is all bad people and it's not. It's people who have made mistakes, it isn't always bad people. They are just humans like me and you.

CC: At this time I have covered all the questions I have. Are there any other behaviors you took part in that I did not mention? Did you have any additional thoughts, feelings, or attitudes that I did not address? Anything you feel I missed?

NO: No, I do not.

CC: I appreciate your time and help with this research. Please let me know if

you think of anything else you would like to add. Contact information for the researchers can be found on your copy of the consent form. I also have some demographic questions I would like to ask if that is okay with you.

NO: That is fine.

D3PR: Focus Group 1

D3: Hello

Participant: I'm here.

D3: Okay perfect. I'll go ahead and tell you a little about the background of services that the Oklahoma Messages Project provides and then just incarceration statistics that are published by the State of Oklahoma. Afterwards I'd like for you to just share your baseline opinions and thoughts about the information I give you.

Participant: Okay

D3: First off, we know that the Oklahoma Messages Project is currently serving 70 out of 77 counties in Oklahoma. So, we want to grasp your perspective as to those numbers? Do you think that that 70/77 is it great, does it need improvement?

Participant: No – that's awesome. I don't know very many businesses that take care of everything like that.

D3: Awesome, and then so about 96,000 -- about 10 percent of -- children in the state of Oklahoma have one or more parent(s) who is incarcerated. The Oklahoma Messages Project has served over 5,000 children in Oklahoma so far. Is there anything that you think could be done or what you think should be done to increase that number?

Participant: I don't have a clue on that. All I know is that I have two of the kids who've had both of their parents incarcerated at one point and now their dad's just left.

D3: Now we're going to ask you about your perceptions of the Oklahoma Messages Project:

D3: If you were to describe the Oklahoma Messages Project, do you think you would describe it as an efficient or inefficient program?

Participant: From what I've seen they're quite efficient.

D3: And if you were to describe the programs and services offered do you think they would fall under the category of ordinary or innovative?

Participant: I think innovative, it puts the children in a more one-on-one with their peers in knowing that they're not the only one it happens to and sometimes that's important.

D3: Now I'm going to ask you just a couple of questions about your satisfaction with your experience with the Oklahoma Messages Project:

D3: How beneficial do you think that the the Oklahoma Messages Project: is to the State of Oklahoma.

Participant: Well, I think it is quite beneficial because it keeps a lot of these kids out of the system. By the counseling and by seeing the people and by the positive energy that it gets, yeah, it's beneficial.

D3: How successful do you feel that the Oklahoma Messages Project is at getting their message across?

Participant: Well everybody can always use more help with getting the message across. Sometimes people are hard headed and they don't understand exactly what the Messaging project is but everything that I've dealt with Cheri and the people that she works with has been awesome. They're good at explaining and when I see the kids' face when they watch the videos it's inspiring.

D3: How satisfied are you with your personal experience with the Oklahoma Messages Project?

Participant: Well I don't know what we would have done without it because sometimes the parents taking care of those children left behind don't have the extra money to go and visit the parent as often as they would like or should. So, this is I don't know it's kind of like a miracle in and of itself.

D3: This section of questioning will have to do with your personal experience and your involvement with the program, can you talk just a little bit about how your specifically involved?

Participant: Well, my daughter was incarcerated, well twice actually, and Cheri did the program where she got to read the books with the kids. I saw a little bit of my daughter there and it just leaves you with so much hope that everything is going to change when they come home. Sometimes it does and sometimes it doesn't and with her it didn't seem to work because as soon as she got back with the friends with the old crowd she started the same thing but it's still that little bit of hope pulls you through, it helps you know okay, we've got this we're gonna do it.

D3: Has your relationship with the program changed at all over time?

Participant: Well I think so. I think at first I was kind of like, yeah, they can help do something, maybe no. But after I've dealt with them for a while yeah, I see that they do a lot of things that keep us kept us going kept us together.

D3: Have there been any sorts of challenges that you've kind of faced in relation to the Oklahoma Messages Project, have you faced any issues with being a part of the

program or receiving the full benefit of the program?

Participant: No, no issues at all. They've always kept me well informed as to when the events were happening and how to get there. I always knew they were going to the prison to film them and so I knew when the CD's were going to come out and everything, I've always been well informed and it is better than when I was working. They keep me better informed than my job did.

D3: This section of questioning will be about your thoughts regarding the external communication and media that they've used, and just in general different platforms as well.

D3: Would you say that you are likely to be personally persuaded by facts or emotions or a combination of the two

Participant: It would definitely have to be a combination.

D3: And for you personally, who would you say are credible sources and opinion leaders in your community.

Participant: Well Cheri was the one that brought me in and then I met more of the other inmate families which brought a lot of encouragement and like I said it gives you the will to keep going to keep trying and sometimes that's all you've got left. It makes you feel as if you're kind of buoyant again and you're not drowning. It's kind of like a lifesaver.

D3: Are there any specific or general news media outlets or platforms that you think the Oklahoma Messages Project should be using?

Participant: Well if they could, well they've started on TV so TV is about the biggest one for the kids. I don't know too much about the parents but the letters that I get are fine. The US mail works well. And then they they may have to start to get them a little website set up on the internet so that they can work.

D3: This section will go over if you believe that there is any sort of opposition that the Oklahoma Messages Project is facing and ways you think they can improve that.

D3: Have you personally interacted with anyone who is opposed to assisting incarcerated individuals?

Participant: The only opposition are the ones that the criminals as they say are the criminals but sometimes the victims aren't just the victims sometimes the criminals are the victims or the person who did the act is a victim and I just I know that the interaction opposes each other. My son is incarcerated also and my daughter and their father so I'm kinda on both sides. And it gets confusing sometimes because everybody thinks they did it they need to be punished but sometimes they go overboard on the punishment. One person gets 18 months for killing someone another gets life without parole and the one who gets 18 months was in a more

horrendous type of killing than the person that was accidental so, yeah, they need to get more level on the sentencing.

D3: What do you think deters people from donating or volunteering for the Oklahoma Messages Project?

Participant: Like I said, I think some of them think that they deserve to be there. But what they don't understand is that the children are victims and that they didn't do anything. I mean they didn't commit a crime they love their parents and they feel guilty because either parents are there. And then people keep telling them well your parents deserve it and I don't think that's something, yeah. The kids are the ones who catch it all.

D3: That, thank you so much, concludes our general questions.

D3: Awesome, well Sharon that is all of the questions I have for you do you have any questions for me?

Participant: Oh no.

D3: Just to wrap up if you by chance have any questions or you have anything you would like to add, please feel free to call me back at this morning. But again, thank you so much for being willing to chat with me, we'll be using all of this information to compile our report to submit to Cheri at the end of the semester.

Participant: That's good and thank you, you're one of few adults I get to talk to during the day. Or anytime actually, usually I just have to talk to two kids.

D3: Thank you so much.

Participant: You have a great weekend.

D3: You too.

Refined Research: Focus Group 1

Male: Hello.

Interviewer: Hi, is Participant A there by chance?

Male: Yes, one moment.

Participant A: Hello.

Interviewer: Hi, Participant A, this is Bailey from OU.

Participant A: Yes, hi.

Interviewer: How are you today?

Participant A: I'm fine, and, how are you?

Interviewer: I'm awesome. Ok, so do you have about thirty minutes right now, so we could conduct this interview?

Participant A: I can try thirty minutes. I wear out quite easily, real quick. But yeah, we can try it. But my husband can take over if we need to.

Interviewer: Ok, feel free to opt out at any time. Just let me know when enough is enough and that will be totally fine! Also, I tried to send the email with the consent form to you, but it bounced back twice. I was wondering if I could get the email one more time, so I can get you the consent form?

Participant A: Ok hang on.

Male: Hello.

Interviewer: Hey ok so I think I must have made a mistake when I wrote down the email yesterday. Is there any way you could spell it out for me again?

Male: Yes ma'am. **** at gmail.com.

Interviewer: Awesome, thank you. That will be coming your way very soon.

Male: How do you want me to fill this thing out?

Interviewer: If you could, print it out, and have Ms. Participant A sign it...

Male: I can't print it, we don't have a printer.

Interviewer: Then I think the next best thing would be if you could just type in her name, and type in her signature on your computer and email it back to me, that would work too.

Male: Well it's on my cell phone, not a computer.

Interviewer: Ok...Umm, I will talk to my professor and I will see what the next best thing would be, and I will send you that information via email. Does that work?

Male: Yes ma'am. You have a nice day.

Interviewer: You too.

Interviewer: Hey, ok I'm going to go ahead and read to you a little bit of information about our study, just so you have that information.

If you volunteer to participate in this study you will agree to having this phone call recorded, is that ok with you?

Participant A: Yes.

Interviewer: Awesome, thank you. There is no obligation to complete the study once you have begun. You may withdraw your consent at any time and discontinue participation without penalty. One risk of this interview is that our study deals with Oklahoma incarceration, which may be uncomfortable personal subjects. So psychological risks are the same as those the you may have already encountered working with this organization.

And all information obtained in connection with this study that can identify you will remain confidential and will be disclosed only with your permission. No one other than the primary researchers listed above and the students working on this project will have access to your information/interview. It is entirely confidential. Once the study is complete all parts of your interviews and images not used in this research will be destroyed. So basically, all of that to say: this is confidential for you. So, let's go ahead and get started.

I first want to thank you so much for your participation in this focus group today. We are, like we said, working on getting information about perceptions, knowledge, attitudes, and behaviors regarding the Oklahoma Messages Project and the social

issues the organization works with. Our goal is to use this information in helping the nonprofit improve their current and future communications.

Do you have any questions or concerns before we begin?

Participant A: No.

Interviewer: How long you have been taking part in programs offered by the Oklahoma Messages Project?

Participant A: I don't ...oh you mean the CDs and stuff? How long have we been using them?

Interviewer: Yes.

Participant A: Oh, for a while, a good while, actually. Interviewer: Ok, would you say upwards of two years? Participant A: Oh, more than two years, yes.

Interviewer: Closer to five maybe?

Participant A: Yeah, something like that. Or longer.

Interviewer: So, we have some statistics published by the state of Oklahoma for you. Please share your thoughts and opinions about the information. We know the Oklahoma Messages Project is currently serving 70 out of 77 counties in Oklahoma. How do you feel about those efforts?

Participant A: Mmmm. How do I feel about it? I think that's pretty good.

Interviewer: Ok, 96,000 -- or 10 percent of -- children in the state of Oklahoma have one or more parents who are incarcerated. So, we know that the Oklahoma Messages Project has served over 5,000 children in Oklahoma. What do you think should be done to increase the number of children served?

Participant A: I don't understand what that means.

Interviewer: So, of the 96,000 children who have incarcerated parents, Oklahoma Messages Project has been able to reach 5,000 of those, do you think there is any way they can reach more of those children?

Participant A: That would be nice!

Interviewer: Yeah. Ok, we know that children with incarcerated parents are 70 percent more likely to go to prison than children without incarcerated parents. How do you feel about this issue?

Participant A: Hmmm... it's a hard question to answer. I...I think it's half and half, I mean you don't know...and I don't know. I don't know... I don't know how to answer that.

Interviewer: That's ok! If you were to describe the Oklahoma Messages Project, would it you describe it as worthless or beneficial? Why?

Participant A: Oh, I think it's beneficial.

Interviewer: And why is that for you?

Participant A: When you know, the children to know who their biological mother is, you know? Parents are and to interact with them. To be able to, you know, hear from them and interact with them is... how I feel.

Interviewer: Would you say their efforts are efficient or inefficient? Why?

Participant A: I think it's ordinary.

Interviewer: Would you describe their efforts as ordinary or innovative? And why?

Participant A: Ok I guess I'm a little dumb, I don't know what "innovator" I mean "innovative" means.

Interviewer: More cutting-edge, they work really hard to be on the edge of technology and that they're creative with how they work

Participant A: Oh, I think they're very good.

Interviewer: Would you describe the Oklahoma Messages project as more idealistic or practical? Why?

Participant A: Boy you use a lot of words. Words that I don't understand.

Interviewer: Oh, I'm sorry! I'm reading off of a script.

Participant A: Oh! Can you explain to me what that means?

Interviewer: Absolutely! So, um would you say Oklahoma Messages Project is more hopeful and trying to go out and fix all of the problems, or are they more practical and trying to just solve issues as they come.

Participant A: Mmm...well they can't fix all of the problems. Yanno, I... I think they try to help. I mean, is that what you're asking?

Interviewer: Yes! That's perfect. Participant A: *Mumbles* Interviewer: Oh sorry!

Participant A: No, it's ok, I'm trying to talk to my kids. I've got six kids wandering around here.

Interviewer: Wow that's a lot!

Participant A: I know!

Interviewer: How successful do you believe the Oklahoma Messages Project is at establishing trust within any given community?

Participant A: I think it's good. I trust them!

Interviewer: How beneficial do you believe the Oklahoma Messages Project is to the state of Oklahoma?

Participant A: Mmmm...this is going to take forever because I'm going to have to ask you what that means.

Interviewer: So, do you think what the Oklahoma Messages Project does, benefits the state of Oklahoma as a whole?

Participant A: I think so.

Interviewer: Ok, and then: do you feel that the Oklahoma Messages Project values existing relationships between the organization and its consumers? So, the people who interact with the organization, its volunteers, donors, users. Do you think they value those relationships?

Participant A: Mhmm. Yes. Is that what I'm supposed to say?

Interviewer: Yes ma'am!

Participant A: I'm still trying to understand ok?

Interviewer: That's ok! I'm so sorry.

Participant A: That's alright. I didn't finish the third grade, so I'm kind of not understanding some of this.

Interviewer: That's ok! I can see if I can make it a little easier to understand. So how

successful to think the Oklahoma Messages Project is in getting their message out to people?

Participant A: I think so!

Interviewer: Are you happy with Oklahoma Messages Project and what they've done?

Participant A: Yes, I am.

Interviewer: Now I am going to ask you about your relationship and involvement with the Oklahoma Messages Project. How are you involved with the Oklahoma Messages Project?

Participant A: With my children.

Interviewer: How has your relationship with the Oklahoma Messages Project changed over time?

Participant A: Ehh...uhh. Changed over time? I don't know how to answer that.

Interviewer: That's ok, we can move onto the next question. How committed are you to the mission of the Oklahoma Messages Project?

Participant A: I'm committed.

Interviewer: Awesome, do you feel that the Oklahoma Messages Project is open to your feedback?

Participant A: Yes.

Interviewer: Have you encouraged your friends and family to get involved with the organization?

Participant A: Mmm... I haven't. No.

Interviewer: Now I am going to ask you for your thoughts regarding the external communication and media use by the Oklahoma Messages Project. Are you likely to be persuaded by facts, emotion or a combination of the two? So, do you prefer to have the facts in front of you or do you prefer to have more of an emotional appeal when organizations communicating with you?

Participant A: I don't understand that.

Interviewer: That's ok. Basically: do you prefer to have facts and information. Or do you prefer more of an emotional side of things. Would you rather have a statistic in front of you about parents of incarcerated children or would you rather have a story about how a child with an incarcerated parent benefited from the Oklahoma Messages Project?

Which would be more effective for you as an individual?

Participant A: Mmm... I guess facts, I guess.

Interviewer: How do you feel current state and local legislation affects the Oklahoma Messages Project's goals?

Participant A: Mmm... I don't know.

Interviewer: Ok, ummm, so now I'm going to move onto...that's pretty much all of the basic questions I needed about the Oklahoma Messages Project. N

4. What is your marital status? (circle one)

Never Married Separated Widowed Married Divorced Other

Participant A: Thanks, you too. I'm sorry I didn't know how to answer many of them. Interviewer: That is ok! Thank you so much! I hope you have a great rest of your day! Participant A: You too!
Interviewer: Bye.

Refined Research: Focus Group 2

(Moderator) Introduction:

Hello, this is Heather Gilbert, a public relations student from Gaylord College of Journalism and Mass Communication at the University of Oklahoma. How are you doing today?

Participant B: I'm good. I'm so sorry it has taken so long for me to get back to you. My phone died, and I had to run to the charger.

I first want to thank you for your participation in this focus group today. We are part of a Public Relations Research class at OU. We are working with the nonprofit Oklahoma Messages Project.

This focus group will examine themes regarding knowledge, attitudes, and behaviors regarding the Oklahoma Messages Project and the social issues the organization works with. Our goal is to use this information in helping the nonprofit improve their current and future communications.

First, I am going to tell you about services that the Oklahoma Messages Project provides, and incarceration statistics published by the state of Oklahoma. Afterward, please share your thoughts and opinions about the information.

1. We know the Oklahoma Messages Project is currently serving 70 out of 77 counties in Oklahoma. How do you feel about those efforts?

Participant B: It's so incredible and beneficial to the state and all of us as parents. The children really are impacted by this and its great how it has helped them.

2. 96,000 -- or 10 percent of -- children in the state of Oklahoma have one or more parent(s) who are incarcerated. We know that the Oklahoma Messages Project has served over 5,000 children in Oklahoma. What do you think should be done to increase the number of children served?

Participant B: Again, better advertisement. If they had like a flyer or a newspaper, something where it can reach more parents, so they can know about it and be aware. Then more parents will go to it and have more kids to go to.

3. We know that children with incarcerated parents are 70 percent more likely to go to prison than children without incarcerated parents. How do you feel about this issue?

Participant B: It's sad. Because it is true, it's a true fact it saddens me because I have a son with an incarcerated parent. So yeah it just really saddens me.

4. We know that the majority of incarcerated parents are racial or ethnic minorities. What are your thoughts on this?

Participant B: Um, that's what it is. My thoughts are it is um that's what it really is in the prisons. I just wish it, I think if um if it was more awareness or to break the cycle like they say if you have an incarcerated parent you are more likely to go to the system. To break the cycle as Cheryl's doing at the message project, and reading the books then maybe just that positive is there then maybe the cycle can be broken because they see the positive side of it. Positive role models there and if their dad and mom is gone they still have interactions through that experience so maybe this will tie things together and they won't think that they weren't loved or whatever they case may be, and they go on to be a better person themselves.

Now, I am going to ask you about your perceptions of the Oklahoma Messages Project. Theme 1: Perception of the Oklahoma Messages Project

1. If you were to describe the Oklahoma Messages Project, would it be worthless or beneficial? Why?

Participant B: Um, it is very worth it, and it is very beneficial. The reason why is because like for my son his dad is incarcerated of course and without the messages project my son, I really don't know where he would be because like for the first year we've been going from day one. Um, I mean it's just very very beneficial. So like, he just, they helped when he went to the hospital, I'm a single parent, so when he went to the hospital the guys that he met at the Oklahoma Messages Project well they came up there to support him.

2. If you were to describe the Oklahoma Messages Project, would it be efficient or inefficient? Why?

Participant B: Every year he goes he always gets something out of it. The first year he was able to get three mentors out of it. The second year, um he got, he was able to go to the Edmond art institute. He got a ya-ya out of it.

3. If you were to describe the Oklahoma Messages Project, would it be ordinary or innovative? Why?

Participant B: They came and took him to church, they come get him every Sunday. They made sure that he had that positive male role model. It really benefitted my son and myself because they were able to talk to him when he had hard times. He's able to call Marques, just explain what's going on and Marques will talk to him and give him good feedback.

4. If you were to describe the Oklahoma Messages Project, would it be idealistic or practical? Why?

Participant B: Idealistic because, uh they need it. It needs to be done. I think more people need to um be able to reach out and sponsor and so more kids can go through this program because it's so it's a very good program.

Now I am going to ask you about your satisfaction with the Oklahoma Messages Project and its services.

Theme 2: Satisfaction with the organization/its services

1. How successful do you believe the Oklahoma Messages Project is at establishing trust within any given community?

Participant B: Oh, a lot. Um, I don't really know how to answer this all the way.

Moderator: No problem, I completely understand. It at any time you need to just say yes or no because the question can be confusing I get it.

Participant B: But they are very trustworthy, they are.

2. How beneficial do you believe the Oklahoma Messages Project is to the state?

Participant B: So, I think it's beneficial because it's such positive in the message project that it helps the kids.

3. Do you feel that the Oklahoma Messages Project values existing relationships between itself and consumers?

Participant B: It's very beneficial because there, like when they do the video calls for the kids, that there is given the kids, is showing the kids that there is and not forgotten about. It's not their fault so it makes them be a better person in itself, because getting that from the dad or the mom, they're getting that action, so they won't have that void and they won't go out there and do something.

4. How successful to feel the Oklahoma Messages Project is in getting their message across?

Participant B: They're successful but I mean more people can know about it. I mean they have a good follow or a good attendance when they have their outdoor adventure day; they have a good attendance. But I do

believe that it can be spread more, like run it on the T.V. or advertisement so more people can know and be aware about it.

5. How satisfied are you with Oklahoma Messages Project?

Participant B: Very satisfied. I don't know where my son would be without them, so I know other families probably are feeling the same way.

Now I am going to ask you about your relationship and involvement with the Oklahoma Messages Project.

Theme 3: Relationship and Involvement with the Organization

1. How are you involved with the Oklahoma Messages Project?

Participant B: Um, right now it is just for my son like if I had a or a way that I can help or um volunteer to do something with the messages project I would. Because it is so beneficial to the kids. Very beneficial. So right now the only thing I am doing is these interviews, this is my third. I do this to help them for the sponsors and different things.

2. How has your relationship with the Oklahoma Messages Project changed over time?

Participant B: When I first started it was just like a meet and greet. Hi, how are you doing, and I hope you have a good evening here with us, the messages project. And now it's like a family now. Um, so when Mrs.

Cheryl makes sure and sends my son books to read even though they don't go to the prison where my son's dad is at. She makes sure our family still feels the love that the message project is sending to the kids. So, she sends my kid books, so they won't feel left out.

3. How influential do you believe you are within the organization?

Participant B: So, it's like a family and then when we go to the outdoor adventure day, like I said every year he always gets something out of it. This year when we went he also, the Villa Foundation for the dogs, he was able to get the owners number and another ladies number so they can come out and train him and dogs. So, he can train his own dog and then once his own dog gets trained he can take his dog and be a part of the message project to give back to them.

4. How committed are you to the mission of the Oklahoma Messages Project?

Participant B: My son may be on a different track without them and we love them like a family, so I would say very committed.

5. Do you feel that the Oklahoma Messages Project is open to your feedback?

Participant B: Very, right now we have not like had an issue because they are like family.

6. What challenges do you face in your role with the Oklahoma Messages Project?

Participant B: None, because I do not have a role. I am just a single mom.

7. Have you encouraged your friends and family to get involved with the organization?

Participant B: Yes, I have. I don't have a lot of friends that have incarcerated kids or parents, I'm sorry. So, um the ones that have them I did tell them, and she went one year.

Now I am going to ask you for your thoughts regarding the external communication and media use by the Oklahoma Messages Project.

Theme 4: Communication by the Organization/Media Use

1. Are you likely to be persuaded by facts, emotion or a combination of the two?

Participant B: Um really, I'm driven by facts, but I guess it will be a combination. The most part of it would be facts.

2. Who are credible sources and opinion leaders in your community? Participant B: In my community? I'd have to say myself for one. Um. Um. I don't know, I don't really know a lot of people in this area.

3. What interpersonal communication channels do you think the Oklahoma Messages Project should use? (events, speeches, demonstrations, etc.)

Participant B: I think it should be more events like the one big event. If they can squeeze in other events during the year that would be great. They need more speeches like if they could go to the school or make an event and give out flyers so the parents can know. They need more advertisement so, people can know.

4. What advertising or promotional media do you think the Oklahoma Messages Project should use?

Participant B: But if they could do like um a commercial that would be very beneficial to them as well.

5. What news media outlets do you think the Oklahoma Messages Project should use?

Participant B: I mean they will get a better response from more, they are already on social media, I don't know how much sharing and spreading the word on social media.

6. How likely are you to be motivated by appeals to the past (experience, success, track record)? By appeals to the future (motivation, inspiration, vision)?

Participant B: Um, hearing other people's success or track record, I mean it motivates me because I'm a helper. Because if I can help anybody anyway, it motivates me to do things for other people so regardless of their track record and

regardless of their success if they need help or if they

need whatever they need if I can do it, I am there always. My own motivation and vision inspires me as well.

Finally, this section will cover questions over the opposition toward the Oklahoma Messages Project.

Theme 5: Opposition faced/pain points/deterrents

1. Have you interacted with anyone who is opposed to assisting incarcerated individuals?

Participant B: No, no I don't think I have.

2. How do you feel current state and local legislation affects the Oklahoma Messages Project's goals?

Participant B: Um, really honestly, I don't know how the legislature affect the state. That I don't know.

3. What do you think deters people from donating and volunteering to the Oklahoma Messages Project?

Participant B: Because they really don't understand it or know about it. Even if they hear a little bit maybe they really don't understand all it entails. If people knew what all they do other than just have the adventure day and they really knew the heart behind it. I think a lot of people would donate or be a sponsor because it's so many kids that have incarcerated parents. The state of Oklahoma tremendously. When they first started this, it touched my heart because actually back I 2009, I used to be a corrections officer at Davis Correctional facility. I would see the impact that it has on the kids when they come in and when they leave and how it affects the incarcerated parents as well. It not only helps the kids it also helps them to strive and get better and get their programs and in school.

At this time, I have covered all the questions I have. Are there any other behaviors you took part in that I did not mention? Did you have any additional thoughts, feelings, or attitudes that I did not address? Anything you feel I missed?

I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the researchers can be found on your copy of the consent form.

Refined Research: Focus Group 3

(Moderator) Introduction:

Hello, I am _____, a public relations student from Gaylord College of Journalism

and Mass Communication at the University of Oklahoma. How are you doing today?

I first want to thank you for your participation in this focus group today. We are part of a Public Relations Research class at OU. We are working with the nonprofit Oklahoma Messages Project.

This focus group will examine themes regarding knowledge, attitudes, and behaviors regarding the Oklahoma Messages Project and the social issues the organization works with. Our goal is to use this information in helping the nonprofit improve their current and future communications.

Do you have any questions or concerns before we begin?

First, I am going to tell you about services that the Oklahoma Messages Project provides and incarceration statistics published by the state of Oklahoma. Afterward, please share your thoughts and opinions about the information.

1. We know the Oklahoma Messages Project is currently serving 70 out of 77 counties in Oklahoma. How do you feel about those efforts?

Participant C: I feel like it's an awesome program

2. 96,000 -- or 10 percent of -- children in the state of Oklahoma have one or more parent(s) who are incarcerated. We know that the Oklahoma Messages Project has served over 5,000 children in Oklahoma. What do you think should be done to increase the number of children served?

Participant C: get the message out and you know what y'all are doing, is getting the opinions of those involved. I don't see how anyone cannot like the program I mean it's so beneficial to everyone involved. The children, the parents the whole family. My grandson, he's six years old and his mother has been incarcerated for over 4 years. Without this program he would be more emotionally distraught than he has been. I've been so happy with the program. I told the warden that one day when I went down there, and she said we need to hear that because not everyone gets the

chance to be involved because of the judges and I said what and she said yeah some of the judges won't let the parents be involved with the children. To me I think that every judge should understand that people can change ya know, my daughter has totally turned her life around. She'll be coming home soon, and I guarantee, I know her better than anybody that she's not ever going to turn back.

3. We know that children with incarcerated parents are 70 percent more likely to go to prison than children without incarcerated parents. How do you feel about this issue?

Participant C: I feel like it's true and that there needs to be a lot of intervention. It needs to be recognized by the people taking care of these children that it's a very true statistic and my grandson is definitely got signs that he is right now about to be put into some counseling. I took him a couple of years ago to Moore counseling

and got a psychologist to evaluate him. Everything happened to him at three years of age and his mother first jumped out of a window running from the police and crushed her leg and a week later they went back to get her, and she was in a wheelchair and she said well I can't run anymore can I. But I promise you it's changed her life. But yeah intervention is needed, absolutely needed with all these children to help with depression and their anger. These kids they're angry, not just at their parents, my grandson is very angry because I'm old. He says you're old you can't do this you can't do that.

4. We know that the majority of incarcerated parents are racial or ethnic minorities. What are your thoughts on this?

Participant C: No that depends...my grandson is biracial he's white and black and he's questioned me on that he says I'm black and I say no you're brown, you're black and white.

Now, I am going to ask you about your perceptions of the Oklahoma Messages Project. Theme 1: Perception of the Oklahoma Messages Project

1. If you were to describe the Oklahoma Messages Project, would it be worthless or beneficial? Why?

Participant C: Beneficial. 100 percent.

2. If you were to describe the Oklahoma Messages Project, would it be efficient or inefficient? Why?

Participant C: It's efficient, definitely.

3. If you were to describe the Oklahoma Messages Project, would it be ordinary or innovative? Why? ??

4. If you were to describe the Oklahoma Messages Project, would it be idealistic or practical? Why?

Participant C: Um, practical.

Now I am going to ask you about your satisfaction with the Oklahoma Messages Project and its services.

Theme 2: Satisfaction with the organization/its services

1. How successful do you believe the Oklahoma Messages Project is at establishing trust within any given community?

Participant C: Absolutely. They are, I've lived in 4 or 5 different states and this is the only state I know that has programs such as this. Programs for families and keeping them together, keeping kids out of the system.

2. How beneficial do you believe the Oklahoma Messages Project is to the state?

Participant C: ???

3. Do you feel that the Oklahoma Messages Project values existing relationships between itself and consumers?

Participant C: Yes

4. How successful to feel the Oklahoma Messages Project is in getting their message across?

Participant C: Ummm 50 percent on that. They need to have more information. A lot of people don't even know what it is. I'm all about telling people about it because it helps the community

5. How satisfied are you with Oklahoma Messages Project?

Now I am going to ask you about your relationship and involvement with the Oklahoma Messages Project.

Theme 3: Relationship and Involvement with the Organization

1. How are you involved with the Oklahoma Messages Project?

Participant C: I'm very involved, 100 percent. My grandson goes to every playday

2. How has your relationship with the Oklahoma Messages Project changed over time?

Participant C: I've gotten closer to everybody involved because it's a wonderful program. People need to know how beneficial it is for the children.

3. How influential do you believe you are within the organization?

Participant C: Yeah, yeah. I am involved I go up there and tell my church, peers, his teacher and counselor and school, everyone who I've told about this is very impressed with it.

4. How committed are you to the mission of the Oklahoma Messages Project?

Participant C:?

5. Do you feel that the Oklahoma Messages Project is open to your feedback?

Participant C: Absolutely

6. What challenges do you face in your role with the Oklahoma Messages

Project? Participant C: Not really just getting the word out there. That's about the only thing. And disappointment that any judge would deny that opportunity to a child and a parent. Unless the child has been involved in some kind of sexual abuse because I'm not too sure that type of person can ever fully be rehabilitated

7. Have you encouraged your friends and family to get involved with the organization?

Participant C:???

Now I am going to ask you for your thoughts regarding the external communication and media use by the Oklahoma Messages Project.

Theme 4: Communication by the Organization/Media Use

1. Are you likely to be persuaded by facts, emotion or a combination of the two?

Participant C: Stories of the kids that have benefitted from the program

2. Who are credible sources and opinion leaders in your community?

Participant C: Definitely the boy scout program, they are a big part of it and they're influential. The warden has an opportunity, she's the one who told me to get the message out there and she's the one who told me about the judges. The more positive feedback we get the better the program will be.

3. What interpersonal communication channels do you think the Oklahoma Messages Project should use? (events, speeches, demonstrations, etc.)

Participant C: I think both, I think definitely both. Go to schools, because a lot of

these children are in schools. That's when my grandson started out, in preschool. This has beneficial to the whole family. We got a story to tell that's very real and it involves a whole lot more than being incarcerated.

4. What advertising or promotional media do you think the Oklahoma Messages Project should use?

Participant C: Channels on the new itself the radio advertisement, YouTube

5. What news media outlets do you think the Oklahoma Messages Project should use?

6. How likely are you to be motivated by appeals to the past (experience, success, track record)?

Finally, this section will cover questions over the opposition toward the Oklahoma Messages Project.

Theme 5: Opposition faced/pain points/deterrents

1. Have you interacted with anyone who is opposed to assisting incarcerated individuals?

Participant C: No.

2. How do you feel current state and local legislation affects the Oklahoma Messages Project's goals?

Participant C: Yeah, I don't see why judges should ever deny that opportunity

3. What do you think deters people from donating and volunteering to the Oklahoma Messages Project?

Participant C: I wouldn't understand why they wouldn't unless they just don't understand the program or the benefits of it. A lot of people look at it like they're there for a reason and don't deserve to be with their children.

At this time, I have covered all the questions I have. Are there any other behaviors you took part in that I did not mention? Did you have any additional thoughts, feelings, or attitudes that I did not address? Anything you feel I missed?

Participant C: Just that I'm very, very, grateful. I'm very grateful for the program and there needs to be more media on it. There needs to be people going out there, students from the college, anyone that's involved just get the message out there. There's so many people who don't know about the program and I feel like if they knew and understood it and communicated with people like me that they would have more involvement, more appreciation, and more compassion. I mean what would Jesus do, he wants us to love one another correct?

I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the researchers can be found on your copy of the consent form.

Research Relations: Focus Group 1

Interviewer: Hello, I am (Interviewer), a public relations student from Gaylord College of Journalism and Mass Communication at the University of Oklahoma. How are you doing today?

Participant A: I'm fine.

Interviewer: I first want to thank you for your participation in this focus group today. We are part of a Public Relations Research class at OU. We are working with the nonprofit Oklahoma Messages Project. This focus group will examine themes regarding knowledge, attitudes, and behaviors regarding the Oklahoma Messages Project and the social issues the organization works with. Our goal is to use this information in helping the nonprofit improve their current and future communications. Do you have any questions or concerns before we begin?

Participant A: I don't think so.

Interviewer: First, I am going to tell you about services that the Oklahoma Messages Project provides and incarceration statistics published by the state of Oklahoma. Afterward, please share your thoughts and opinions about the information. We know the Oklahoma Messages Project is currently serving 70 out of 77 counties in Oklahoma. How do you feel about those efforts?

Participant A: I think their effort is good. I think that if they could do more, they would. But there's only so much that, you know, the prisons will allow them to do.

Interviewer: 96,000 -- or 10 percent of -- children in the state of Oklahoma have one or more parent(s) who are incarcerated. We know that the Oklahoma Messages Project has served over 5,000 children in Oklahoma. What do you think should be done to increase the number of children served?

Participant A: I'm not really for sure. I feel like they are doing a lot with the children that they do have. It's not necessarily, you know I think they do all that they can to get the children involved and the parents involved. So I'm not really for sure what they could do more.

Interviewer: We know that children with incarcerated parents are 70 percent more likely to go to prison than children without incarcerated parents. How do you feel about this issue?

Participant A: I think it's sad. But, it's true, you know, the program kind of helps with that, to me, you know because the kids have to see what their parents are going through, you know and what it does to them.

Interviewer: We know that the majority of incarcerated parents are racial or ethnic minorities. What are your thoughts on this?

Participant A: Um, I'm not too sure about that one.

Interviewer: Now, I am going to ask you about your perceptions of the Oklahoma Messages Project. If you were to describe the Oklahoma Messages Project, would it be worthless or beneficial? Why?

Participant A: Beneficial, because the children, you know some children don't get to see their parents or parent who is locked up. So them being able to get that video and the book and have their parent participating in an activity, to show them that they care, that they do love them or think about them, even though they're not there

with them, it's a good thing. Without the program some kids might not be able to see them at all, or you know, get the help that they do from the program. To me, it's very beneficial for the children.

Interviewer: If you were to describe the Oklahoma Messages Project, would it be efficient or inefficient? Why?

Participant A: I would describe it as efficient, because of the service that they provide for children whose parents are incarcerated, and the help that they give, you know and they don't have to.

Interviewer: If you were to describe the Oklahoma Messages Project, would it be ordinary or innovative? Why?

Participant A: I would say innovative. I think it's innovative because there's not another program out there like them. There's not many programs out there at all that really even, in my theory, care to say is the parent able to let their kids know that they love them, to let them know that there's care, or you know, to tell them how they're doing and how proud their parent is of the kid. You know you don't have any other programs out there like that; and then, to top it off, the people who do the program for these children as well as the parents, they all do it as volunteers. Me personally I don't think they're looking for a handout or money for doing it or anything like that, I think that they really want to do it, and for them to just go out and do it on their own, I feel like that's why they're that important.

Interviewer: If you were to describe the Oklahoma Messages Project, would it be idealistic or practical? Why?

Participant A: I would say idealistic, and I say that because they came up with this program, to me, that is very creative for them to come up and say "ok well let's go to these prisons with these parents who have kids and bring these books and let these parents read the books to them and to give a message to these kids", to me that's very creative. And then you know, the kids get the books, and get the video, for whichever holiday it may be, which my child was getting them for Christmas or Thanksgiving, just all the different holidays, or whenever they could make it up there, so that meant something to her.

Interviewer: Now I am going to ask you about your satisfaction with the Oklahoma Messages Project and its services. How successful do you believe the Oklahoma Messages Project is at establishing trust within any given community?

Participant A: I think it's very successful.

Interviewer: How beneficial do you believe the Oklahoma Messages Project is to the state?

Participant A: If we're talking about the people, I think it's very beneficial for them. If we're talking about "the state" the state, I'm really not for sure about that. I feel like it's beneficial to the people just because, you know, let's just say it's a mom who has their kid and the father is locked up, it's easy, it feels good to see a smile on your kid's face when they haven't seen their other parent or, you know, for them to hear their other parent tell their kid that they love them or, reading the books to them, I think it's very beneficial to them.

Interviewer: Do you feel that the Oklahoma Messages Project values existing relationships between itself and consumers?

Participant A: Yes, I believe so.

Interviewer: How successful to feel the Oklahoma Messages Project is in getting their message across?

Participant A: I feel like they're pretty successful. I think maybe if they had a little bit more advertisement, that maybe it would be a little bit more successful in that area. You know it's like you don't see commercials that talk about the Messages Project, well I haven't anyways. I feel like maybe if they had something like that maybe it'd be, more people would look into it.

Interviewer: How satisfied are you with Oklahoma Messages Project?

Participant A: I am very satisfied with them. I couldn't ask for more from people that I don't even know. For me, I'm very satisfied with them, and everything that they do. Because, there's nobody else out there trying to help these kids, and us as parents, to make sure that the kids stay in - you know there's nobody else out there that's worried if the kids get anything from their parents that are incarcerated, and so for them to do what they do, I'm very grateful for it.

Interviewer: Now I am going to ask you about your relationship and involvement with the Oklahoma Messages Project. How are you involved with the Oklahoma Messages Project?

Participant A: My child received the videos, and the Messages Project also has a program that they throw for the kids during the summertime called Outdoor Adventure Day, I also participated in that.

Interviewer: How has your relationship with the Oklahoma Messages Project changed over time?

Participant A: For my family it's kind of changed because my daughter no longer receives the videos, due to the fact that her father got moved to another prison facility, and where he got transferred to, the prison will not allow them to go out there. As far as that, it's kind of gone down a little bit, but as far as the Outdoor Adventure Day, it's still great, and we still communicate with the Messages Project people, so, I think still pretty good.

Interviewer: How influential do you believe you are within the organization?

Participant A: I'm not so sure.

Interviewer: How committed are you to the mission of the Oklahoma Messages Project?

Participant A: I'm very committed to it. I tell people about the program all the time. I feel like if there was more that I could do I would do it.

Interviewer: Do you feel that the Oklahoma Messages Project is open to your feedback?

Participant A: Yes.

Interviewer: What challenges do you face in your role with the Oklahoma Messages Project?

Participant A: I'm not sure.

Interviewer: Have you encouraged your friends and family to get involved with the organization?

Participant A: Yes I do.

Interviewer: Now I am going to ask you for your thoughts regarding the external communication and media use by the Oklahoma Messages Project. Are you likely to be persuaded by facts, emotion or a combination of the two?

Participant A: A combination of the two.

Interviewer: Who are credible sources and opinion leaders in your community?

Participant A: I'm not really sure about that question.

Interviewer: What interpersonal communication channels do you think the Oklahoma Messages Project should use? (events, speeches, demonstrations, etc.)

Participant A: I don't know about that one either.

Interviewer: What advertising or promotional media do you think the Oklahoma Messages Project should use?

Participant A: I think they should do commercials, Internet ads, radio, I think they should do them all. Because their program to me is beneficial, so why not be on it all? Maybe the more they got out there, as in TVs and stuff like that, maybe the more people they might get interested.

Interviewer: What news media outlets do you think the Oklahoma Messages Project should use?

Participant A: News 9, Fox 25, Channel 4, 34. I know they have used News 9 once, because they did a little segment on the Messages Project that me and my daughter participated in for Thanksgiving, so I think maybe if they did more of those then, not just with that one channel, maybe it would've been better. Or more people would see it.

Interviewer: How likely are you to be motivated by appeals to the past (experience, success, track record) and appeals to the future (motivation, inspiration, vision)?

Participant A: I kind of think both, because if they show what they've done, and what they can do, I think they'd both be very beneficial.

Interviewer: Finally, this section will cover questions over the opposition toward the Oklahoma Messages Project. Have you interacted with anyone who is opposed to assisting incarcerated individuals?

Participant A: No.

Interviewer: How do you feel current state and local legislation affects the Oklahoma Messages Project's goals?

Participant A: I'm not sure.

Interviewer: What do you think deters people from donating and volunteering to the Oklahoma Messages Project?

Participant A: I think it's because maybe people just don't know. I talk about the program a lot, a lot of them haven't heard of the program or don't know about it. I feel like they're out there but they're not out there enough. If they were out there a little bit more, or there were more ways for people to find out about it, besides basic stuff, like someone just telling somebody about it, I feel like if maybe they'd seen it

on TV, they'd be more interested in finding out what it's about. I know there's more than 5,000 children in Oklahoma and way more parents locked up than that too, so I figure maybe if more families knew about it, that maybe they would want to find a way to help in some type of way.

Interviewer: At this time I have covered all the questions I have. Are there any other behaviors you took part in that I did not mention? Did you have any additional thoughts, feelings, or attitudes that I did not address? Anything you feel I missed?

Participant A: I'd mentioned once about the news segment on the Messages Project, and we, me and my child, participated in that. I feel like the program is a great benefit for kids, and it really does help them. It may not seem like it, or people might not think it does, but, to see the reaction on your child's face, and the look in their eye and the smile that they give you after they have received this gift from the Messages Project, you know, it's priceless. You can't put a dollar amount on it or words on it, it's literally just priceless, something that they could've been dreaming of, or their kid hasn't seen their parent in years and that's all they've wanted, so to be able to be a part of that, and to have the opportunity that we have, it's really just priceless. So I thank the Messages Project for the things they do, and have done, and I just, they deserve all the credit. It's a true blessing to have them and the program, and I would recommend it for anybody who has a parent incarcerated or a grandparent who have their grandkids, and their child is locked up or incarcerated, it's just an amazing program. And I wish more people knew about it, and I hope that the Messages Project finds a way to grow with the community of Oklahoma. That's just my thoughts on it, you know, I love the people that do it and volunteer their time to do it, for people that they don't even know. It's just a really great program.

Interviewer: I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the researchers can be found on your copy of the consent form.

Research Relations: Focus Group 2

Interviewer: Hello, I am (Interviewer), a public relations student from Gaylord College of Journalism and Mass Communication at the University of Oklahoma. How are you doing today?

Participant B: I'm good thank you m'am

Interviewer: I first want to thank you for your participation in this focus group today. We are part of a Public Relations Research class at OU. We are working with the nonprofit Oklahoma Messages Project. This focus group will examine themes regarding knowledge, attitudes, and behaviors regarding the Oklahoma Messages Project and the social issues the organization works with. Our goal is to use this information in helping the nonprofit improve their current and future communications. Do you have any questions or concerns before we begin?

Participant B: I don't think so.

Interviewer: First, I am going to tell you about services that the Oklahoma Messages Project provides and incarceration statistics published by the state of Oklahoma. Afterward, please share your thoughts and opinions about the information.

Interviewer: We know the Oklahoma Messages Project is currently serving 70 out of 77 counties in Oklahoma. How do you feel about those efforts?

Participant B: I think it's worthwhile.

Interviewer: 96,000 -- or 10 percent of -- children in the state of Oklahoma have one or more parent(s) who are incarcerated. We know that the Oklahoma Messages Project has served over 5,000 children in Oklahoma. What do you think should be done to increase the number of children served?

Participant B: Not sure, more talking about the program to people.

Interviewer: We know that children with incarcerated parents are 70 percent more likely to go to prison than children without incarcerated parents. How do you feel about this issue?

Participant B: It's true and since Oklahoma is an incarceration state many people are wrongly convicted.

Interviewer: We know that the majority of incarcerated parents are racial or ethnic minorities. What are your thoughts on this?

Participant B: 95% white where my daughter-in-law is in prison so I wouldn't say that applies to our situation.

Interviewer: Now, I am going to ask you about your perceptions of the Oklahoma Messages Project. If you were to describe the Oklahoma Messages Project, would it be efficient or inefficient? Why?

Participant B: Efficient, because I've seen the attitudes of the parents and children who do this program and it helps both.

Interviewer: If you were to describe the Oklahoma Messages Project, would it be ordinary or innovative? Why?

Participant B: I would say it's innovative, because it shows that you know people are trying to do something to make things better for people in those situations.

Especially in the state of Oklahoma there's not a whole lot of that going on

Interviewer: If you were to describe the Oklahoma Messages Project, would it be idealistic or practical? Why?

Participant B: I'd say its practical because it's a necessary service that should be provided for the people and children that are in these situations.

Interviewer: Now I am going to ask you about your satisfaction with the Oklahoma Messages Project and its services. How successful do you believe the Oklahoma Messages Project is at establishing trust within any given community?

Participant B: I believe they do it well as far as getting people to trust them. I've never heard anything bad about the messages project, most of people who talk about it seem real upbeat.

Interviewer: How beneficial do you believe the Oklahoma Messages Project is to the state?

Participant B: It would be beneficial because it gives the people who are incarcerated and the children some type of communication with each other and it just helps them, gives them hope. It gives the people who are incarcerated and the children involved some type of communication with each other and it just helps them, gives them hope.

Interviewer: Do you feel that the Oklahoma Messages Project values existing relationships between itself and consumers?

Participant B: I think they do, people have been helpful and seem to care.

Interviewer: How successful do you feel the Oklahoma Messages Project is in getting their message across?

Participant B: I think they do it pretty well, most of the people that are from the program talk about it a lot, and this is the only communication they get with their children.

Interviewer: How satisfied are you with Oklahoma Messages Project?

Participant B: Really satisfied, no hope in the children seeing their mother otherwise.

Interviewer: Now I am going to ask you about your relationship and involvement with the Oklahoma Messages Project. How are you involved with the Oklahoma Messages Project?

Participant B: My daughter in law was charged and convicted. So the children's mother has videos done through you all where she reads stories to the children and she send them to me and I make sure the children get to see them.

Interviewer: How has your relationship with the Oklahoma Messages Project changed over time?

Participant B: Never really changed.

Interviewer: How influential do you believe you are within the organization?

Participant B: Really wouldn't know ma'am.

Interviewer: How committed are you to the mission of the Oklahoma Messages Project?

Participant B: I'm committed.

Interviewer: Do you feel that the Oklahoma Messages Project is open to your feedback?

Participant B: Yes, otherwise you wouldn't be asking questions.

Interviewer: What challenges do you face in your role with the Oklahoma Messages Project?

Participant B: Mainly just getting info and relaying information.

Interviewer: Have you encouraged your friends and family to get involved with the organization?

Participant B: My parents are 85 and my son has nothing to do with this so it's kind of just me.

Interviewer: Now I am going to ask you for your thoughts regarding the external communication and media use by the Oklahoma Messages Project. Are you likely to be persuaded by facts, emotion or a combination of the two?

Participant B: Probably a combination.

Interviewer: Who are credible sources and opinion leaders in your community?

Participant B: Not a whole lot

Interviewer: What interpersonal communication channels do you think the Oklahoma Messages Project should use? (events, speeches, demonstrations, etc.)

Participant B: Using YouTube.

Interviewer: What advertising or promotional media do you think the Oklahoma Messages Project should use?

Participant B: They could use channels on the news, radio advertisement, and YouTube like I mentioned earlier.

Interviewer: What news media outlets do you think the Oklahoma Messages Project should use?

Participant B: One in Woodward but I can't remember what it is.

Interviewer: How likely are you to be motivated by appeals to the past (experience, success, track record)?

Participant B: I don't know.

Interviewer: Finally, this section will cover questions over the opposition toward the Oklahoma Messages Project. Have you interacted with anyone who is opposed to assisting incarcerated individuals?

Participant B: I've ran into people like that are opposed to assisting those people in anyway.

Interviewer: How do you feel current state and local legislation affects the Oklahoma Messages Project's goals?

Participant B: It affects the people that are incarcerated and then it affects the program. People are affected adversely by the way things are ran in this state and it affects their attitude toward anything that might even be available to use.

Interviewer: What do you think deters people from donating and volunteering to the Oklahoma Messages Project?

Participant B: Probably financial or don't understand it unless they have people incarcerated and children involved.

Interviewer: At this time I have covered all the questions I have. Are there any other behaviors you took part in that I did not mention? Did you have any additional thoughts, feelings, or attitudes that I did not address?

Participant B: Y'all are serving a purpose.

Interviewer: Anything you feel I missed?

Participant B: No ma'am.

Interviewer: I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the researchers can be found on your copy of the consent form.

WHAND: Focus Group 1

Opening Questions:

We know the Oklahoma Messages Project is currently serving 70 out of 77 counties in Oklahoma. How do you feel about those efforts?

Uhm, I wish it was all counties, but I guess it's good to have 70. I mean it's almost all. I really hope that they can get this to where it's in all counties

96,000 -- or 10 percent of -- children in the state of Oklahoma have one or more parent(s) who are incarcerated. We know that the Oklahoma Messages Project has served over 5,000 children in Oklahoma. What do you think should be done to increase the number of children served?

What can help get more served? Uhm, more programs, you know that focus on the children, more support. I mean you don't really see a lot of it, when I was in [prison] it was like the only program, and uhm, just through my whole journey, there needs to be more. And I don't know exactly how to do that, but yeah.

We know that children with incarcerated parents are 70 percent more likely to go to prison than children without incarcerated parents. How do you feel about this issue?

I see a lot, I mean I can see that for sure... I think that the chain can be broken. Of the ones that do get out, there are not many that have continued on the straight path. And I mean, I know the struggles that I face daily, living with that hell over my head, I see why they go back. But I think if they get out and continue, you can... With me for instance, I tell my children I have made a mistake, a few mistake's, but I have picked myself up from them and just to continue to support and show them it can be done. And I think that it just has to be broken, I don't know exactly how to break that except for to show them and that's really it. 4:30

We know that the majority of incarcerated parents are racial or ethnic minorities. What are your thoughts on this?

I... I don't, that's hard. I don't think, honestly I think that you see all and everything. I mean, there are probably more of one or two races and ethnicities,

more than others, but I mean you see it all no matter what and it's still there.

Theme 1: Perception of the Oklahoma Messages Project

1. If you were to describe the Oklahoma Messages Project, would it be worthless or beneficial? Why?

Uhm, beneficial. Very. Like I said, I was a part of it while I was in prison, and it really helped to show my children... I mean my son, I have 3 kids but my son, and he was the youngest and the whole time he thought I was just in this cage. And just to show them an actual video of you, it

gives them more peace at mind just for the caretaker and for the children that mommy, or daddy, whoever it is, or grandma and grandpa... Whoever it is, for me it was mommy, that I was safe, I was not harmed, I was not in a cage, I was okay and it put a peace of mind on them for sure.

2. If you were to describe the Oklahoma Messages Project, would it be efficient or inefficient? Why?

Uhm definitely efficient. It has changed my whole life around, and my children's. And just, the whole support of it, you know, all 3 of my kids absolutely missed me and I missed them too, but it again helped them know I was safe. You know when every child's sick, they want their mommy. Most of the time. And so whenever my kids were sick, especially my daughter, my youngest daughter... My mom had my kids and she would play my videos and it just comforted her and made her feel okay. So yeah it helps in a lot of ways.

3. If you were to describe the Oklahoma Messages Project, would it be ordinary or innovative? Why?

o Help me out... What exactly is that?

o Uhm... Sorry, I'm not the best at answering certain questions. I guess, I don't know how to answer that I guess. I'm so sorry.

4. If you were to describe the Oklahoma Messages Project, would it be idealistic or practical? Why?

No answer. Just laughed.

Theme 2: Satisfaction with the organization/its services

1. How successful do you believe the Oklahoma Messages Project is at establishing trust within any given community?

Very. Yeah, it's very trustworthy.

1. How beneficial do you believe the Oklahoma Messages Project is to the state?

Very beneficial. I mean I just wish it will continue to grow, and I know it's in most of all [counties] everywhere, but I really hope it... It's nonprofit, so I know they kind of struggle with different funding things, but they do really good and I would love to see it grow more. 9:11

1. Do you feel that the Oklahoma Messages Project values existing relationships between itself and consumers?

No, they do really try as much as they can. I mean there's not many that have been in prison that get out, and it is successful, I guess though you don't see a lot of... Others that, the ones that get out. I mean I'm one, but I don't see many and it's because they go back or they're not doing good. So I mean that's the only reason why. And that's not on them [Oklahoma Messages Project], it's on the person themselves.

1. How successful to feel the Oklahoma Messages Project is in getting their message across?

Very, yeah. They do plenty of activities and you know different... Whatever you call it, adventure days and things like that which is very neat.

1. How satisfied are you with Oklahoma Messages Project?

Very, very satisfied, yeah. I'm actually working to get my DOC badge so I can go and help and volunteer.

Theme 3: Relationship and Involvement with the Organization

1. How are you involved with the Oklahoma Messages Project?

As much as I can be, you know I am out and I'm at work full time and I'm going to college full time and I'm you know, a single mom to three, but I know a lot of their events that they do... Adventure Day we always go to, we've done a lot of documentaries I guess for them, I mean I like to go share my testimony a lot, every chance I get, they invite me to and if I can make them ill go, and then I'm working

on my [DOC] badge to go help.

1. How has your relationship with the Oklahoma Messages Project changed over time?

Uhm, I think the only way it's changed is me being more of a... More of a stronger, more of a... Not advocate, what's the word. Ambassador, there we go, for them. Like I said while I was in I did the video for them for Mother's Day and Christmas, and that's the only time I had the interaction. And then now it's gotten stronger.

1. How influential do you believe you are within the organization?

Yes, oh definitely. I try to always, I always talk about it no matter, you know I mean different events, and even if it's not with them I'll share. Even with the girls that I... I got out and went to rehab because I was asked to through the courts, but I had shared it with them, you know too and I always try to mention hey, do you all know this, and I just try to help others.

1. How committed are you to the mission of the Oklahoma Messages Project?

No answer.

1. Do you feel that the Oklahoma Messages Project is open to your feedback?

Yes, yeah they're always open. Yes.

1. What challenges do you face in your role with the Oklahoma Messages Project?

No, not really, yeah.

1. Have you encouraged your friends and family to get involved with the organization?

Yes, as much as I can yeah.

Theme 4: Communication by the Organization/Media Use

1. Are you likely to be persuaded by facts, emotion or a combination of the two?

A combination. Right... I mean and to just know the facts about how it works, all of that.

1. Who are credible sources and opinion leaders in your community?

That is within the program? Who could talk about it, I guess... Man, I... That's hard to say because I feel like there isn't any.

1. What interpersonal communication channels do you think the Oklahoma Messages Project should use? (Events, speeches, demonstrations, etc.)

Uhm, yeah I mean I would, any chance they get you know. I know it's on the Internet, I know that they go to the prisons, but that's... Then they host some events, but somehow it needs to be more out there so it can grow more, but I just don't know really how else they would do that. I mean I know they've had the news a few times interview them, I mean I know at Adventure Day I got interviewed and I don't think it was the news exactly but it was something with Cheri and the Oklahoma Messages Project.

1. What advertising or promotional media do you think the Oklahoma Messages Project should use?

Yeah I mean maybe the news that would help definitely.

1. What news media outlets do you think the Oklahoma Messages Project should use?

Same answer as above.

1. How likely are you to be motivated by appeals to the past (experience, success, track record)? By appeals to the future (motivation, inspiration, vision)?

Both, I guess, yeah. Because for me, definitely both.

Theme 5: Opposition faced/pain points/deterrents

1. Have you interacted with anyone who is opposed to assisting incarcerated individuals?

No.

1. How do you feel current state and local legislation affects the Oklahoma Messages Project's goals?

Funding is a big problem for them. I mean they do as much as they can, but even for Adventure Day, I mean they on everything they do they rely on the funding. Going to the prisons and making the videos and mailing them to each child, that takes a lot and there's so many... So yeah, funding is the major.

1. What do you think deters people from donating and volunteering to the Oklahoma Messages Project?

Me: "It could be as simple as they don't know about it."

That's what I was fixing to say, just because they don't know what it is, what it does, all that.

Did you have any additional thoughts, feelings, or attitudes that I did not address? Anything you feel I missed?

I mean it's a great program. I mean I really liked it when I was in, and I really enjoy being an ambassador and helping them do everything I can. It needs to be more out there and it needs to grow for sure and I would love to see that.

Additional questions:

· Me: When you were in, how did you hear about it? Was it posters, or what?

There were some posters in the Chapel, that's where it's usually held at, and then in the dorms there's a bulletin board and it has the this is when we're doing it, save the date, yeah. But you do have to send in before you can even do it, you have to send in a... A form you have to have the guardian of whoever fills it out, like a permission slip I guess is... I can't think. But yes that, and then so, I know for me, I sent it to my mom and she played that hard role, like that tough love where if she didn't want me... I wrote all the time and I did not know if she would do it or not and I was thankful that, I just went in thinking 'hey I'm gonna try this, but yeah.' It's posted everywhere and then I asked other women that had done it before and kind of just asked around too and yeah.

No, I mean it's a great review, if you have any questions feel free to ask me anything, I mean I don't care.

Me: do you feel your kids got as much out of it as you did?

I think so, I think they got more actually. They go with me a lot, I mean besides the adventure day, and we talk and they've interviewed, I think even one of the videos is us on there, on the Youtube one, I think it's one of the first ones actually, you've probably seen it... I really think that they got more out of it because I was in and it was devastating, I put them through a lot you know but hey, things are looking better for me.

WHAND: Focus Group 2

(Researcher WS): Hello, I am WS, a public relations student from Gaylord College of Journalism and Mass Communication at the University of Oklahoma. How are you doing today? I first want to thank you for your participation in this interview today. We are part of a Public Relations Research class at OU. We are working with the nonprofit Oklahoma Messages Project. This interview will examine themes regarding knowledge, attitudes, and behaviors regarding the Oklahoma Messages Project and the social issues the organization works with. Our goal is to use this information in helping the nonprofit improve their current and future communications.

Do you have any questions or concerns before we begin?

(Caregiver): No.

(Researcher WS): First, I am going to tell you about services that the Oklahoma Messages Project provides and incarceration statistics published by the state of Oklahoma. Afterward, please share your thoughts and opinions about the information.

We know the Oklahoma Messages Project is currently serving 70 out of 77 counties in Oklahoma. How do you feel about those efforts?

(Caregiver): Well, I'm not in Oklahoma. The one thing – she (child of incarcerated parent) gets these CDs and DVDs that her mother records, but most of them don't work. The last CD we got, it did play, but most of the DVDs, she (child of incarcerated parent) only had one that actually worked. I even called and reported that they didn't work, and they said "we'll let you know," and that's all that became of it. Then, one time, her (incarcerated children) other two children are in foster care out there, in Oklahoma, and she sent them a book and a DVD, and then (child of incarcerated parent) got a book and a DVD, but they had the DVDs mixed up. And she got her book, but she got the DVD to her sisters. Other than that, I think it's a

good idea.

(Researcher WS): 96,000 -- or 10 percent of -- children in the state of Oklahoma have one or more parent(s) who are incarcerated. We know that the Oklahoma Messages Project has served over 5,000 children in Oklahoma. What do you think should be done to increase the number of children served?

(Caregiver): I have no idea. I don't know all they do. I guess a lot of parents may not allow it to happen. Really. I mean, does that ever happen?

(Researcher WS): I'm not sure.

(Caregiver): I've got more questions than I do answers. I don't know what else you could do, especially if the children are out of state. It's kind of difficult to anything more than what you're doing. I guess that's my answer.

(Researcher WS): We know that children with incarcerated parents are 70 percent more likely to go to prison than children without incarcerated parents. How do you feel about this issue?

(Caregiver): That's scary. It's very scary. I know I make sure that (child of incarcerated parent) goes to church regularly, and she's a very happy, well-adjusted child. So, I don't see that happening to her.

(Researcher WS): We know that the majority of incarcerated parents are racial or ethnic minorities. What are your thoughts on this?

(Caregiver): I think that's probably true. The minority population -- it's a sad but true fact.

(Researcher WS): Now, I am going to ask you about your perceptions of the Oklahoma Messages Project.

Theme 1: Perception of the Oklahoma Messages Project

If you were to describe the Oklahoma Messages Project, would it be worthless or beneficial? Why?

(Caregiver): I think it'd be beneficial because it keeps the incarcerated parent in touch with their children. I don't know if, like, the other children in foster care -- if she (parent of incarcerated children) has had to give up her children -- I don't know if that's beneficial for them because they are adopted by other people, but I think for somebody that the child is still in contact, it's beneficial for them to keep some -- to be able to hear their mom's voice or their father's voice, or whomever, so they don't forget them.

(Researcher WS): If you were to describe the Oklahoma Messages Project, would it be efficient or inefficient? Why?

(Caregiver): I think I've already answered that question. I think right now, it's inefficient because the DVDs don't work. They don't. We can't get them to play.

(Researcher WS): If you were to describe the Oklahoma Messages Project, would it be ordinary or innovative? Why?

(Caregiver): I think it's innovative.

(Researcher WS): Is there any particular reason that you think it's innovative?

(Caregiver): Well, I mean, I haven't been around incarcerated people before, very much. I've never heard of a project doing this, trying to keep the children involved with their parents. I think it's a great, innovative idea.

(Researcher WS): If you were to describe the Oklahoma Messages Project, would it be idealistic or practical? Why?

(Caregiver): Practical.

(Researcher WS): Why do you say that?

(Caregiver): Well, it has a practical base. It's been initiated to help keep families together. But to me, that's practical.

(Researcher WS): Now I am going to ask you about your satisfaction with the Oklahoma Messages Project and its services.

Theme 2: Satisfaction with the organization/its services

How successful do you believe the Oklahoma Messages Project is at establishing trust within any given community?

(Caregiver): I don't know. See, I'm out of state. That's the problem. I don't know. I don't think I can answer that question.

(Researcher WS): How beneficial do you believe the Oklahoma Messages Project is to the state?

(Caregiver): Well, I think if the CDs and DVDs worked, it would be more beneficial. I think that's a big problem with the whole thing.

(Researcher WS): Do you feel that the Oklahoma Messages Project values existing relationships between itself and consumers?

(Caregiver): Yes.

(Researcher WS): How successful to feel the Oklahoma Messages Project is in getting their message across?

(Caregiver): I think they're fairly effective. It shows that they're trying, you know what I'm saying? I don't know how to answer that either.

(Researcher WS): How satisfied are you with Oklahoma Messages Project?

(Caregiver): Not very, because they (the DVDs) don't work. If they worked, everything would be great, and I would be very satisfied. (Child of incarcerated parent) is very excited when she gets them, and then we can't get them to play. And then, she's disappointed.

(Researcher WS): Now I am going to ask you about your relationship and involvement with the Oklahoma Messages Project.

Theme 3: Relationship and Involvement with the Organization

How are you involved with the Oklahoma Messages Project?

(Caregiver): Well, my ex-daughter-in-law is incarcerated in Oklahoma. I get the information in the mail from them. I don't talk to anybody out there usually. I just get the DVDs and stuff from them in the mail and the consent forms.

(Researcher WS): How has your relationship with the Oklahoma Messages Project changed over time?

(Caregiver): I don't believe it has.

(Researcher WS): How influential do you believe you are within the organization?

(Caregiver): Not very.

(Researcher WS): How committed are you to the mission of the Oklahoma Messages Project?

(Caregiver): Somewhat. When you're out of state, it's very hard to be involved with it.

(Researcher WS): Do you feel that the Oklahoma Messages Project is open to your feedback?

(Caregiver): No. Because when I called, I got no results from the (CE?) and everything.

(Researcher WS): What challenges do you face in your role with the Oklahoma Messages Project?

(Caregiver): I think that's just the only thing that challenges to it. Not working well.

(Researcher WS): Have you encouraged your friends and family to get involved with the organization?

(Caregiver): No.

(Researcher WS): Now I am going to ask you for your thoughts regarding the external communication and media use by the Oklahoma Messages Project.

Theme 4: Communication by the Organization/Media Use

Are you likely to be persuaded by facts, emotion or a combination of the two?

(Caregiver): Combination.

(Researcher WS): Who are credible sources and opinion leaders in your community?

(Caregiver): I guess the city board?

(Researcher WS): What interpersonal communication channels do you think the Oklahoma Messages Project should use? (events, speeches, demonstrations, etc.)

(Caregiver): I don't know. I think they need to make it more public. I think I have seen stuff on television about it. I think it's not very well-known.

(Researcher WS): What advertising or promotional media do you think the Oklahoma Messages Project should use?

(Caregiver): Everybody watches television. So, that's what I would say.

(Researcher WS): What news media outlets do you think the Oklahoma Messages Project should use?

(Caregiver): Broadcast, I guess.

(Researcher WS): How likely are you to be motivated by appeals to the past (experience, success, track record)?

(Caregiver): I don't know. Most people, if they don't have somebody incarcerated, they don't give it much thought. So, I don't know. Since I know somebody that is incarcerated, I would be more effected by it than somebody who didn't have somebody in jail.

(Researcher WS): How likely are you to be motivated by appeals to the future (motivation, inspiration, vision)?

(Caregiver): Really good, I think. Yes.

(Researcher WS): Finally, this section will cover questions over the opposition toward the Oklahoma Messages Project.

Theme 5: Opposition faced/pain points/deterrents

Have you interacted with anyone who is opposed to assisting incarcerated individuals?

(Caregiver): No.

(Researcher WS): How do you feel current state and local legislation affects the Oklahoma Messages Project's goals? (Didn't ask because caregiver lives out of state.)

(Researcher WS): What do you think deters people from donating and volunteering to the Oklahoma Messages Project?

(Caregiver): Lack of advertising and emotional – to get somebody emotionally involved. I don't think it's very well-known or advertised.

(Researcher WS): At this time I have covered all the questions I have. Are there any other behaviors you took part in that I did not mention?

(Caregiver): No.

(Researcher WS): Did you have any additional thoughts, feelings, or attitudes that I did not address? Anything you feel I missed?

(Caregiver): No. I just wanted to let you know that they don't work most of the time. It would be nice if they did.

(Researcher WS): I appreciate your time and help with this research. Please let me know if you think of anything else you would like to add. Contact information for the researchers can be found on your copy of the consent form.

WHAND: Focus Group 3

How long you have been taking part in programs offered by the organization? 5 years I believe.

We know the Oklahoma Messages Project is currently serving 70 out of 77 counties in Oklahoma. How do you feel about those efforts?

That's amazing. Very few organizations take care of almost 100%.

96,000 -- or 10 percent of -- children in the state of Oklahoma have one or more parent(s) who are incarcerated. We know that the Oklahoma Messages Project has served over 5,000 children in Oklahoma. What do you think should be done to increase the number of children served?

Well they need to broaden the Messages Project, because it's an awesome project and they do need maybe some kind of federal or state funding to help with the process but with the way things are going I don't know if that can happen at this time.

We know that children with incarcerated parents are 70 percent more likely to go to prison than children without incarcerated parents. How do you feel about this issue? Sad. Very sad. Because I do understand that can happen, but we need to do everything we can to help, help these children learn a better perspective of their self-worth.

We know that the majority of incarcerated parents are racial or ethnic minorities. What are your thoughts on this?

I'm not sure about that. I still think it's more or less how the general population is treating the ethnic populations because my kids are Indian.

Theme 1: Perception of the Oklahoma Messages Project

If you were to describe the Oklahoma Messages Project, would it be worthless or beneficial? Why

It's very beneficial because it helps these children stay connected with their parents and I believe that the division of the parents and the children are the basic cause for the children to wind up in the criminal system too.

If you were to describe the Oklahoma Messages Project, would it be efficient or inefficient? Why?

I believe it's very efficient. To have as little help from the state and government as they do, they tend to make it work. I just haven't seen any organization as caring and giving as this project.

If you were to describe the Oklahoma Messages Project, would it be ordinary or innovative? Why?

When I first heard of them they were very innovative, I had never even fathom anything like this project.

If you were to describe the Oklahoma Messages Project, would it be idealistic or practical? Why?

It's a little of both. You've got to be idealistic put something into this and practicality is the main purpose of this. Children in connection with their parents, well that's the most practical thing you can do. Family units keep faith in the children.

Theme 2: Satisfaction with the organization/its services

How successful do you believe the Oklahoma Messages Project is at establishing trust within any given community?

I think they're doing above average, way above average, at establishing trust in the community because they are, they just are. I don't even know how to explain it, I'm not left without words usually.

How beneficial do you believe the Oklahoma Messages Project is to the state?

I believe it's going to save them a few million dollars by keeping these children from following in the footsteps of their parents.

Do you feel that the Oklahoma Messages Project values existing relationships between itself and consumers ?

Yes I do.

How successful to feel the Oklahoma Messages Project is in getting their message across? I think they're getting it across quite well, pretty much 100%.

How satisfied are you with Oklahoma Messages Project?

In my personal opinion, I'd say 100%.

Theme 3: Relationship and Involvement with the Organization How are you involved with the Oklahoma Messages Project?

My involvement came about when the mother of my grandkids, my daughter, was

incarcerated, then their father was incarcerated as well.

How has your relationship with the Oklahoma Messages Project changed over time?

It seems like its gotten more intense. It's feels like they're a family member too.

How influential do you believe you are within the organization?

I've actually never thought about that. I know they care about me and I care about them, but I've never been one to judge my influence.

How committed are you to the mission of the Oklahoma Messages Project?

As committed as I can be and still take care of my grandkids.

Do you feel that the Oklahoma Messages Project is open to your feedback?

I know they are very open. They call me, they email me, I didn't have communication like this when I was working. My own job did not communicate with me as well as they do.

What challenges do you face in your role with the Oklahoma Messages Project?

Keeping my emotions straight.

Have you encouraged your friends and family to get involved with the organization? Well, my family is about as involved as you can get.

Theme 4: Communication by the Organization/Media Use

Are you likely to be persuaded by facts, emotion or a combination of the two?

Well when it comes to the media I'd say more facts, because facts are what draw you in.

Who are credible sources and opinion leaders in your community?

Usually I watch the news, but then I also try to talk to people who are involved.

What interpersonal communication channels do you think the Oklahoma Messages Project should use? (events, speeches, demonstrations, etc.)

I like the way they do it. They do it with public events. Demonstrations I don't find very effective at all, they cause more negative emotions than anything.

What advertising or promotional media do you think the Oklahoma Messages Project should use?

I don't know exactly, but their TV spots have kind of hit it pretty well. They might try some radio.

What news media outlets do you think the Oklahoma Messages Project should use?

I think they'll get buy more if they start getting to work on Facebook, Twitter, things like that, along with the TV messaging.

Theme 5: Opposition faced/pain points/deterrents

Have you interacted with anyone who is opposed to assisting incarcerated individuals? No. Most of the people with family in prison want to get them out and help them stay out.

How do you feel current state and local legislation affects the Oklahoma Messages Project's goals?

They affect it at least 95% and usually it's a negative impact.

What do you think deters people from donating and volunteering to the Oklahoma Messages Project?

Negative publicity on the inmates themselves.

Did you have any additional thoughts, feelings, or attitudes that I did not address? Anything you feel I missed?

I just know that this project has kept my grandkids in touch with their parents and its been a positive experience for them and they look forward to getting the little books and the little one on one time that they can just stick into that DVD player anytime, so that they have any pain or feel that empty space where their mom and dad should be, they put that in and it's kind of like talking to them.

