



Just Publics @365

JUSTPUBLICS@365

**Imagining New York City After
Stop-and-Frisk**

Module Packet



FORDFOUNDATION

**THE
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TABLE OF CONTENTS

<u>Section A:</u> Overview	3
Our Mission	4
Who We Are	5
Topic Series Introduction	6
How to Use the Module Packet	8
<u>Section B:</u> Designing Your Own Social Justice Campaign	10
Step One: Who are you talking to? Audience and Target Participants	11
Step Two: What are you trying to say? Working on Content	13
<i>Resources: Discussion Questions</i>	15
<i>Resources: Index of Blog Posts on Stop-And-Frisk</i>	16
<i>Resources: Summary of Blog Posts on Stop-And-Frisk</i>	17
Step Three: Collaborative Working	23
Step Four: Create Your Content	25
<i>Resources: Blogging How-To</i>	26
<i>Resources: Twitter How-To</i>	29
Step Five: Who is listening? Tracking Your Message	32
<u>Section C:</u> Resources	34
Websites, Blogs & Organizations	35
Get Involved	36

IMAGINING NEW YORK CITY AFTER STOP-AND-FRISK

Overview



OUR MISSION

The goal of the JustPublics@365 project is to create new forms of knowledge using digital media to connect academics, journalists and activists across traditional silos, and foster transformation on issues of social justice.

- The rise of digital media has fostered dialogues about “public scholarship,” but JustPublics@365 extends and enriches those discussions by emphasizing public scholarship that specifically addresses social inequality. This project breaks new ground in making explicit the connection between public scholarship and creating a more just world for everyone, with a particular focus on the impact that academic research can and should have on public policy.
- The project leverages the identity of the Graduate Center as an advanced public research institution and its location in NYC, at the heart of global networks of media and activists, to push forward a public conversation around social justice and inequality and to encourage greater collaboration between academics, journalists, and activists.

JustPublics@365 creates new synergies around issues of inequality and social justice enriched by research, buttressed by data (including new types of data and ways of recording the effects of research), and informed by visualizations that will make complex issues understandable to broader publics and make action to address inequalities easier.

- This is a bold attempt to: support and encourage distinguished but hidebound scholars to become more comfortable with digital media; to prompt media broadcasters to engage with scholars and sustain that conversation; to place social activists in conversation with researchers in ways that promote social transformation; and to broaden the impact of academic scholarship on public policy and practice.



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WHO WE ARE

Project Leadership & Team

The project is led by Jessie Daniels, Professor of Public Health, Sociology and Environmental Psychology at the Graduate Center and Hunter College, and Matthew K. Gold, Associate Professor, English, City Tech-CUNY, Advisor to the Provost for Master's Programs and Digital Initiatives and Acting Executive Officer of the M.A. Program in Liberal Studies.

The project team includes:

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TOPIC SERIES INTRODUCTION

In the fall of 2013, JustPublics@365 introduced the first of three online social justice topic series. Each series featured leading academics, activists, and journalists who shared their research, experiences, and perspectives on a given topic. They did this through [blog posts](#), [podcasts](#), and [infographics](#) on the JustPublics@365 website and social media channels. Each topic series was then compiled into free downloadable modules for individuals, community activists, academics and journalists, to use as teaching tools.

IMAGINING NEW YORK CITY AFTER STOP-AND-FRISK **October 10th to November 10th 2013**

Imagining New York City After Stop-and-frisk asked academics, activists, and journalists to reimagine New York City after the end of [stop-and-frisk](#) and to consider how civic engagement and greater democracy might be promoted for all residents.



Stop-and-frisk has been a tool used by the NYPD for decades, though in recent years the number of criticisms and grassroots protests around police tactics has increased tremendously. In the case of [Terry v. Ohio](#) (1968), the United States Supreme Court established a national legal basis allowing officers to stop, question and frisk citizens. This decision allowed police officers to stop and detain individuals based on reasonable suspicion

rather than a higher-level proof of probable cause. According to the [NYCLU](#), New Yorkers have been [subjected to police stops and street interrogations more than 4 million times since 2002](#). Nearly [9 out of 10](#) of those stopped and frisked have been



completely innocent with Black and Latino communities representing an overwhelming target of these tactics.

While Mayor Bloomberg and New York City police officials have stated stops-and-frisks are beneficial for decreasing crime, citizens of NYC affected by stop-and-frisk saw these tactics as intrusive, unwarranted and ineffective. Together with activists, journalist, and academics, the city of New York City organized to shed light on the realities of stop-and-frisk and on August 12th, 2013, the U.S. District Court Judge Shira Scheindlin found that the New York City Police Department had violated the Fourth and Fourteenth Amendments in the way that they have conducted stop-and-frisks.



In June of 2013, Community United Against Police Reform released a series of short documentaries that highlight the impact of stop-and-frisk on ordinary citizens and communities in New York City. Take a look!



HOW TO USE THE MODULE PACKET

The stop-and-frisk module packet is designed to bring together digital activism strategies, tools and informational resources to help you create your own stop-and-frisk social justice campaign.



"Silent March to End Stop-and-frisk" By LongIslandWins is licensed under CC BY 2.0.

Our goal was to create a practical resource-rich guide that serves as an excellent introduction to producing a social justice digital campaign for activists on the ground, journalists writing a story or academics in the classroom.

This module is structured around three levels of campaign outcomes:

Make Your Issues Their Interest: Raising Awareness About An Issue with an Audience

Make Your Issue Their Issue: Getting an Audience More Deeply Engaged in An Issue

Make Your Issue Their Action: Moving an Audience Towards a Specific Action



Throughout this module packet, we cover basic campaigning how-to's, handpicked the best tools for collaboration and outreach, and provide examples of the JustPublics@365 stop-and-frisk digital activism campaign by highlighting our own work on this issue.

We hope that the information below will help you reach your target audiences by integrating some of the most widely used social networks into your social justice campaign or classroom projects.

If you have any questions in planning your campaign, please feel free to contact us at justpublics365@gmail.com or send us a tweet, @justpublics365.



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IMAGINING NEW YORK CITY AFTER STOP-AND-FRISK
Designing Your Own Social Justice Campaign



THE ESSENTIALS: DESIGNING YOUR OWN SOCIAL JUSTICE CAMPAIGN

STEP ONE: Who are you talking to? Audience and Target Participants

There are many stakeholders, or individuals, organizations and groups, connected to stop-and-frisk. They can be supportive of ending stop-and-frisk or affected by stop-and-frisk and NYC policing tactics. The stakeholder may have the power to end stop-and-frisk in NYC or may even be responsible for its implementation in NYC.

When designing a campaign, it's important to know all the people, organizations and groups involved in your topic. You also need to know who has the power to help you make a change.

Types of Stakeholders

Allies – People and organizations that already support what you want to do.

Neutral – People whose position is unsure/unclear.

Adversaries – People who oppose the change you wish to see.

Before you begin your campaign, it would be a good idea to figure out who your stakeholders are using the three categories in the box to the left. When you know who your Allies, Neutral and Adversary stakeholders are, you can more easily identify your target audience and see who will help you achieve your goal.

When identifying stakeholders in a community, it can be useful to think about these sets of questions:

1. Geography – local neighborhood, region, urban, rural - how do these shape people's experience of this issue?
2. Media habits – what media do they have access to, use and like?
3. Demographics – class, race/ethnicity, gender/sexuality, age, and disability can intersect and shape people's experiences and perceptions about stop-and-frisk. How do these play a role in your community and with your stakeholders?
4. Culture – What is their cultural background of the specific community? What languages do they speak or read? Are there religious traditions that may influence how people view this issue?



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5. Attitudes – Assess the attitudes within the community you are working in. Are people already engaged in organizing activity about this issue? If not, what would it take to get them to want to take action?

Example: JustPublics@365 Stop-and-Frisk Stakeholders

Allies – Eli Silverman (individual), Bill de Blasio (individual) Colorlines Magazine (Group), Morris Justice Project (Group), Drug Policy Alliance (Organization), Communities United For Police Reform

Neutral – General Public

Adversaries – Mayor Bloomberg, NYPD



"Stopfrisk June17_DSC_0076" by Michael Fleshman is licensed under [CC BY 2.0](https://creativecommons.org/licenses/by/2.0/).

Target Audience and Participants

Your target audience is who can help you make the changes you wish to see. Participants are those who you would like to get involved in your media campaign (i.e. people, organizations, groups, etc.), who will provide support by following the work that you produce, and help you share the message. Some will simply read your posts online and re-tweet your tweets, while others may want to engage actively by blogging for you, and more.

You should define your target audience early on as

this will help you shape your message. A strong media campaign targets specific audiences and then has a better chance of being viewed by many. Use your list of stakeholders to identify your audience and who will become your participants. You may find that the target audience and participant communities overlap.

(Adapted from New Tactics in Human Rights' Spectrum of Allies exercise and <http://howto.informationactivism.org/>)

Example: Target Audience

Our Social Justice Topic Series Stop-and-Frisk was created to encourage activists, academics and journalists to engage in conversation and form alliances on this issue. In our case, the target audience and participants overlapped - The participants and audience included academics, activists and journalists who have already worked on this issue as we sought to engage the three groups in



STEP TWO: What are you trying to say? Working on Content

Create a clear message that draws people to your social justice campaign. This is similar to a thesis statement - Do research and find out what story, or stories, needs to be told. You may find that your message changes as your campaign progresses.

Example: JustPublics@365 sought to answer the question, “What will NYC look like with an end to stop-and-frisk?” In the midst of our topic series, the ruling to end stop-and-frisk was overturned but our focus on envisioning NYC without this policing tactic, always still stayed the same.

Elements For Creating A Clear Campaign Message

1. Make sure your message is accurate and honest

Don't mislead your audience as this will open you up to criticism.

2. Your message should be easy for your audience to understand

Create a message that is concise and accessible for different groups/stakeholders to understand. What language are you using?

What question do you want to ask?

3. A good message is emotionally compelling

Connect to your audiences' core and trigger a strong emotional response.

4. Test your message on audiences who represent your target/participant communities

Does your target audience understand what your message is? Do they show interest and want to get involved?

5. Design a Call to Action

The digital tools that you use should support your social justice campaign or project. This call-to-action should be designed in a way that brings about the change you wish to see.

Example: JustPublics@365 used various forms of action to engage audiences. We asked individuals and groups to re-tweet a message, Post a picture on their wall in support of ending Stop-and-frisk, Write a guest blog post, and Send in pictures of communities taking action.

Step Two: What are you trying to say? Working on Content

DESIGNING YOUR OWN SOCIAL JUSTICE CAMPAIGN



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Your call-to-action should:

- Be actionable. It should be something that people find easy to do
- Suggest specific ways in which your audience can get involved
- Provide options for different levels of engagement

More Resources

New Tactics in Human Rights provides good resources around strategy-building for human rights advocates as well as a workbook explaining different types of tactics that can be used.

(Adapted from <http://howto.informationactivism.org/>.)



"Stop & Frisk" by Joshua Kehn is licensed under [CC BY 2.0](https://creativecommons.org/licenses/by/2.0/).

Action: On the next page, you will find discussion questions to get you started on designing your own campaign.



RESOURCES: Discussion Questions

The JustPublics@365 Social Justice Topic Series used a wide range of interview questions to engage, and learn from, the experiences of journalists, activists, academics and students. In this module packet, we have included sample questions that you may use to stimulate conversations around stop-and-frisk with your colleagues on the field, in the classroom or at the office.

1. What is stop-and-frisk? Come up with a definition.
2. How does stop-and-frisk affect different communities in New York City? Can you give examples?
3. Does stop-and-frisk reduce crime? Explain.
4. Our social justice topic series on stop-and-frisk was focused on envisioning what NYC will look like without stop-and-frisk tactics. In your experience, what changes, if any, do you foresee with District Court Judge Shira Scheindlin's recent ruling to end this controversial policing experiment? What does this ruling mean to the young men and women of color in NYC?
5. How might academics, activist and journalist work together to promote civic engagement and greater democracy for all residents in New York City?
6. Some academics might be hesitant to get involved in such a controversial issue political issue. What do you say to critics who might question the 'objectivity' of a scholar?
7. What form of action can Academics, Activists, Journalists and/or Students take to raise awareness around stop-and-frisk?
8. What effect does digital media have on creating social change?
9. What people and resources (both print and social media) should individuals follow to stay abreast of news on stop-and-frisk?



RESOURCES: Index of Blog Posts on Stop-And-Frisk

Now that you have your content, it's important to organize it correctly. Here, you will find a list of all of the JustPublics@365 blog posts from our Stop-and-Frisk Topic Series to help give you a sense of how to organize your online campaign. The posts are still on our website (Click on the titles below and you will be taken directly to the blog post).

Continue the conversation: Though our series is over, we encourage you to leave comments on the blog, share them with your colleagues through social media and reach out to us if you have any recommendations or stories you would like to share.

Use our content: We also encourage you to repost our blogs or use them to help you write your own - Just make sure to give JustPublics@365 and the authors credit.

Happy Reading!

- [Introduction to the Stop-and-Frisk Series](#)
- [Connecting Scholarship With Activism](#)
- [Digital Storytelling on Stop-and-Frisk](#)
- [An Interactive Stop-And-Frisk Timeline](#)
- [A Special Interview with Eli Silverman on Recent Stop-And-Frisk Trial](#)
- [How To Create Your Own Timeline](#)
- [Our Stop-and-Frisk Series: A Case Study for Reimagining Scholarly Communication](#)
- [Envisioning A Better Future: Youth Action Against Stop-and-Frisk](#)
- [“I’ve Been Stopped a Thousand Times”: Measuring Effects of Stop-and-frisk](#)
- [Tips for Academic Who Want To Engage Policymakers](#)
- [Shaping the Narrative through Arts and Technology: Youth Activism in Stop-and-Frisk](#)
- [Interview: Academic-Activist Partnerships For Social Change](#)
- [Where Are We Now? Stop-and-Frisk](#)
- [Special Interview with Jamilah King on Covering Stop-and-Frisk](#)
- [Visualizing The Effects of Stop-and-frisk](#)
- [Interview: Brett Stoudt and Maria Torre about the Morris Justice Project](#)
- [Bill de Blasio and The Future of Stop-and-frisk](#)
- [JustPublics@365 Stop-and-frisk Series: A Temporary Conclusion](#)



RESOURCES: Summary of Blog Posts on Stop-and-Frisk

Introduction to the Stop-and-Frisk Series

By Morgane Richardson

Today begins our month-long social justice topic series which asks academics, activists, and journalists to reimagine New York City after the end of stop-and-frisk and to consider how civic engagement and greater democracy might be promoted for all residents. The first week of this month's series, *Stop-At-Frisk At A Glance*, will provide an overview of the issue to-date. We will include a blog post on the connection between social justice and activism, as well as interviews with activists and academics in the field. Emily Sherwood, a member of the JustPublics@365 team, will introduce an interactive timeline about milestones in the Stop-and-Frisk story along with steps to creating your own digital timeline to use as a form of digital activism and social engagement.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/10/10/introduction-social-justice-topic-series-stop-frisk/>

Connecting Scholarship With Activism

By Jessie Daniels

Scholarship that's intended for a small audience of other specialists within the academy and with no connection to the larger social world may continue to have a place, but there are indications that the ivory-tower-only-scholarship no longer holds as much appeal. Part of that change has to do with digital technologies.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/10/14/connecting-scholarship-activism/>

Digital Story Telling on Stop-and-frisk

by Morgane Richardson

Digital Storytelling is a tool that helps to create and build communities through sharing individual and collective experiences. The simple act of listening to a person's story can personalize otherwise seemingly abstract theories and policies. In June of 2013, Community United Against Police Reform released a series of short documentaries that highlight the impact of stop-and-frisk on ordinary citizens and communities in New York City. These stories take us beyond the charts and numbers on stop-and-frisk and give us an honest look at the personal experiences resulting from a political action.



URL: <http://justpublics365.commons.gc.cuny.edu/2013/10/15/stop-frisk-action/>

An Interactive Stop-and-Frisk Timeline

By Emily Sherwood

This timeline illustrates some of the major moments of, responses to, and influences on Stop-and-frisk dating back to Terry vs. Ohio, the 1968 Supreme Court decision to the present Federal District Court ruling on Floyd v. New York City. Collected here are important documents, reports, and films, created by the state, activists, research and community institutions. In the comments, we welcome your suggestions for other entries to add to the timeline.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/10/16/stop-frisk-timeline/>

A Special Interview with Eli Silverman on Recent Stop-and-frisk Trial

By Heidi Knoblauch

This past week, I interviewed Eli Silverman, PhD (Professor, Emeritus, John Jay and Graduate Center, CUNY), about his experience testifying as an expert witness in the recent stop-and-frisk trial, Floyd, et al. v. New York City. In this interview, I asked Professor Silverman about his involvement as one of the leading scholars working on the issue of stop-and-frisk in New York City and his experience translating academic research to a wider audience. We also discussed the potential changes that will occur as a result of District Court Judge Shira Scheindlin's ruling and the ramifications of stepping outside the academy and into the courtroom.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/10/17/special-interview-silverman-stop-and-frisk/>

How To Create Your Own Timeline

By Emily Sherwood

Timelines allow you to craft a narrative for your audience, gather a wide range of information, and provide a platform that is clean, clear, and interactive. Whether designing a class project, curating data and resources for an academic article, or presenting a history of your community group, timelines naturally combine the visual and textual in an easy to follow format.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/10/18/timeline-how-to/>



Our Stop-and-Frisk Series: A Case Study for Reimagining Scholarly Communication

By Jessie Daniels

The aim of JustPublics@365 is to foster just the kind of “disruptive” work that can foster connections between academics, activists and journalists who are working to address some of the pressing social problems of our time. From where we sit in the heart of New York City, stop-and-frisk is at the top of the list of pressing social problems because of the deleterious effects it has on the democratic life of the city. Stop-and-frisk has also been an issue around which academics, activists and journalists have worked together, across traditional silos and enabled by digital media, in order to end this practice... So, we offer this series on stop-and-frisk as a kind of case study of how we might reimagine scholarly communication for the public good.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/10/21/case-study-reimagining-scholarly-communication/>

Envisioning A Better Future: Youth Action Against Stop-and-frisk

By Morgane Richardson

Our series on Stop-and-Frisk continues as we take a look at what it means to ‘come of age’ under stop-and-frisk. Over the next two days, we’ll focus on the impact on young people in New York City dealing with stop-and-frisk and how U.S. youth mobilize to resist criminalization. Young adults, between the ages of 18 and 25, comprise at least half of all recorded stops in NYC. In 2012, over 286,000 young people in this age group were stopped and frisked. A study by the Vera Institute on Youth Justice recorded that young people in NYC are now less willing to report crimes, even when they are the victims. What does it mean to grow up within a system that targets, rather than protects, you? How do U.S. youth envision their futures within a system they fear?

URL: <http://justpublics365.commons.gc.cuny.edu/2013/10/22/youth-action-stop-and-frisk/>

“I’ve Been Stopped A Thousand Times:” Measuring Effects of Stop-and-frisk

by Wilneida Negrón

How do you measure the effects of stop-and-frisk on NYC youth, such as the survey respondent above, who report having being stopped more often than they could count or remember? This was a pivotal challenge faced by researchers, Jennifer

Fratello (Research Director, Vera Center on Youth Justice) and Andrés Rengifo (Associate Professor, Rutgers University) for their report Coming of Age with



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Stop-and-frisk: Experiences, Self-Perceptions, and Public Safety Implications which attempts to capture the effects of stop-and-frisk. During a recent event organized by The Center on Race, Crime and Justice at John Jay College-CUNY on October 17th, Fratello and Rengifo discussed their research.
URL: <http://justpublics365.commonsgc.cuny.edu/2013/10/23/effects-of-stop-and-frisk/>

Tips for Academics Who Want To Engage Policymakers

By Julie Netherland

Many academics want their research to have broader impact. In fact, according to a recent study, an estimated 92% of social science scholars said they wanted to connect more with policymakers. With the ever-increasing clamor for “evidence-based policy,” policymakers - elected and appointed officials at the local, state and national level – really do want to hear from academics. Here, I offer some ways academics can get involved, tips for effectively engaging policymakers, and some frequent challenges.

URL: <http://justpublics365.commonsgc.cuny.edu/2013/10/24/tips-academics-want-to-engage-policymakers/>

Shaping The Narrative Through Arts and Technology: Youth Activism in Stop-and-frisk

By Wilneida Negron

With the focus on these high-profile efforts to end stop-and-frisk, the individual and collective efforts led by youth are often overlooked. These efforts at the local community level often include an array of micro-mobilizations such as “know-your-rights” campaigns, “cop-watch” projects, community meetings and video storytelling, as well as door-to-door advocacy, that are much less documented than the court cases which garner lots of press attention. Considered together these community-based efforts demonstrate the ability of youth to advocate for neighborhood change.

URL: <http://justpublics365.commonsgc.cuny.edu/2013/10/25/youth-and-stop-and-frisk/>

Interview: Academic-Activist Partnerships For Social Change

By Jessie Daniels

At the moment, International Drug Policy Reform Conference is coming to a close in Denver, Colorado. The conference brings together academics and activists working to reform drug policy across the globe. While at the conference, I had a chance to interview two people [Professor Harry Levine and gabriel sayegh who personify



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academic-activist partnerships around the connection between stop-and-frisk and marijuana arrests.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/10/26/academic-activist-partnerships-social-change/>

Where Are We Now? Stop-and-frisk

By Matthew K. Gold

This week, we pause to consider the state of stop-and-frisk in New York City in the shadow of an important mayoral race and recent legislation. We'll take stock of things with the help of journalists covering the issue and politicians taking stands on it. As we do so, we'll be sharing resources that you can explore for more information and providing visualizations of stop-and-frisk practices.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/10/28/now-stop-frisk/>

Special Interview with Jamilah King on Covering Stop-and-frisk

Interview by Heidi Knoblauch, Questions by Morgane Richardson

Jamilah King is the news editor at Colorlines.com, coordinating story assignments as news breaks, as well as covering urban politics and youth culture. In this interview we talk about her involvement as one of the leading journalists working on the issues of urban politics and youth culture in New York City and what changes she foresees coming from District Court Judge Shira Scheindlin's recent ruling on Stop-And-Frisk.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/10/30/special-interview-jamilah-king-news-editor-colorlines-com/>

Visualizing The Effects of Stop-and-frisk

By Morgane Richardson

A powerful way to understand the effects of stop-and-frisk on the people of NYC is through data visualization. Data visualization provides scholars, activists and journalists

with a set of tools to display data in a way that can be more easily and clearly communicated with a broad audience. In an era in which digital media is re-shaping scholarly communication, data visualization has become an important tool in teaching, research and activism.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/10/31/visualizing-effects-stop-and-frisk/>



Interview: Brett Stoudt and Maria Torre About The Morris Justice Project

By Jessie Daniels

Today, our stop-and-frisk series continues with an email interview I did with two researchers involved in the Morris Justice Project (MJP), a community-based, participatory research and action project in the Bronx. Brett Stoudt (PhD, John Jay-CUNY) is an Assistant Professor in the Psychology Department with a Joint Appointment in the Gender Studies Program at John Jay College of Criminal Justice. Maria Elena Torre (PhD, Graduate Center-CUNY) is the founding Director of The Public Science Project at The Graduate Center of the City University of New York.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/11/06/interview-morris-justice-project/>

Bill de Blasio and The Future of Stop-and-frisk

By Morgane Richardson

On Tuesday, November 4th 2013, Bill de Blasio was elected mayor of New York City after winning 73 percent of the vote. Over the course of his campaign, de Blasio's platform focused on stop-and-frisk, and supporting the (recently-removed) Judge Scheindlin's ruling, which found the policing practice unconstitutional and ordered a federal monitor to oversee the NYPD...The question remains: will de Blasio get rid of discriminatory stop-and-frisks once he's in office? How can activists, journalists and academics come together to ensure that changes are made to the offensive policing tactics?

URL: <http://justpublics365.commons.gc.cuny.edu/2013/11/07/de-blasio-future-stop-and-frisk/>

JustPublics@365 Stop-and-frisk Series: A Temporary Conclusion

By Matthew K. Gold

Though our own series is over for now, we will continue to track Stop-and-Frisk on this site and will be putting together an archive of our Stop-and-Frisk posts and resources. We invite you to continue this important conversation in the comments section and through social media as we collectively chart the future of our city and work together to create a more just public.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/11/11/justpublics365-stop-frisk-series/>



STEP THREE: Collaborative Working

A good networking-building tactic will help you expand your audience, help you engage volunteers, track attendance at events and assist in the distribution of information as well as manage your supporters.

Meeting people in person and introducing your campaign is a great first step, but how do you keep them interested in a digital world? And how do you reach people who you don't have the time, resources or chance to meet in person?



["StopFrisk June17 DSC 1252"](#) by Michael Fleshman is licensed under [CC BY 2.0](#).

You can do this by:

1. Creating a database

Start by creating a spreadsheet using Google documents (or if your budget allows, Constant Contact) of contacts. Include tabs with their names, basic contact info, where you met them, their interest level, and what kind of stakeholder you think they may be.

2. Recruiting new Supporters



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You can convince individuals and organizations to get involved in your project by attending conferences and the like, but it is also a good idea to engage those who find your work online. You can do this by: including a link to your cause/website in your email address, create a contact form on your website or newsletter, and create a Facebook or Twitter hashtag that represents your organization/cause.

(Adapted from <http://howto.informationactivism.org/>.)



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STEP FOUR: Create Your Content

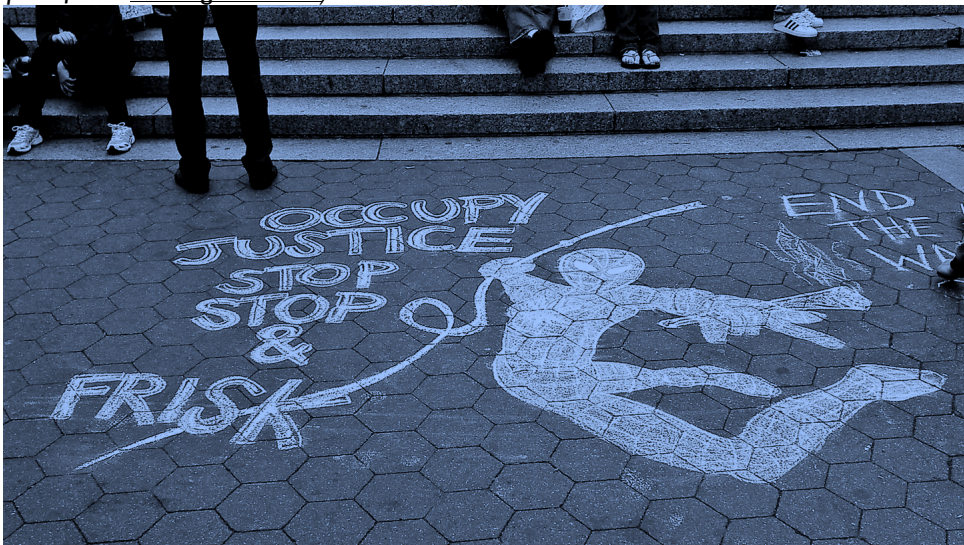
Now that you know what your message is, and who your audience and supporters are, it's time to create your content. Ask yourself:

- a. What medium will you use to share your information?
- b. Will you use blog posts, Twitter or Facebook?
- c. How often will you upload content and during what time of the day?
- d. How will others contribute to your content?

When you produce any content, it's important that you are aware of copyright laws:

1. Make sure to cite all sources. You are doing social justice work and so it's especially important that you give credit where it is due.
2. Decide on what kind of copyright laws you want to use (Creative Commons, Open source, etc.).

(Adapted from: Message-in-a-box)

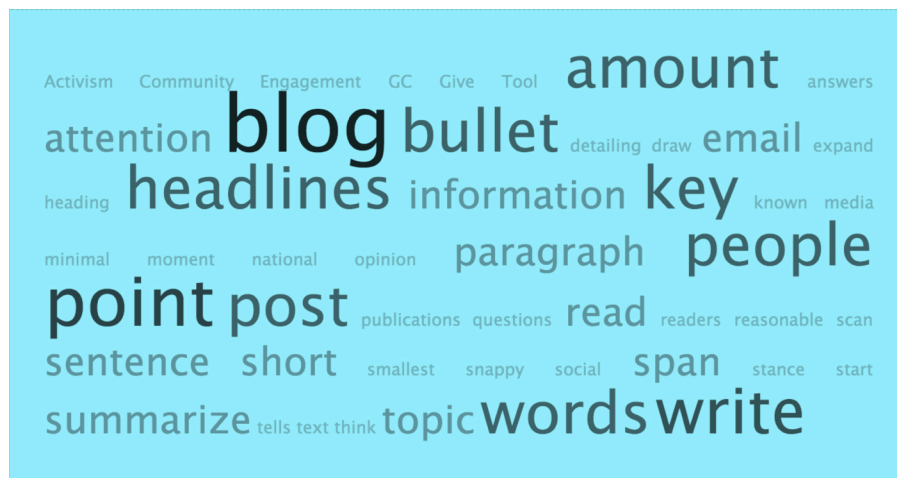


"Legalize Pot Rally Union Square 2010 Shankbone 9" by David Shankbone is licensed under CC BY 2.0

Action: On the following pages, you will find a Blogging How-To as well as a Twitter How-to, to get you started on developing your content.



RESOURCES: Blogging Guidelines. Producing Content For Your Campaign



We have put together a DIY blogging form to help guide you in the blogging process. If you have any questions, please feel free to contact our team at Justpublics365@gmail.com. We look forward to reading your work!

1. If you can write an email, you can blog.

If blogging is completely new to you, the key is knowing that if you know how to write an email detailing key information, you can blog. Take a moment to gather your thoughts, put them into bullet points and then expand.

2. Make headlines snappy

Make your headline interesting and witty (but about your topic) so that people want to read it. Look at national publications to see how they do it. For example: “Blogging at the GC” is too broad and doesn’t explain what the text is about. “Academic Blogging as a Tool for Activism and Community Engagement” tells your audience what your blog post will be about.



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3. Write Less - 250-500 words is plenty

Give the most amount of information that you can in the smallest amount of writing. A 250-word post that answers the key questions (“what, how, when and why?”) is phenomenal; doing the same in 500 words is reasonable.

4. Make your opinion known

People have short attention spans, so draw them in by getting to the point. Tell your readers what you think using a minimal amount of words. Have a topic sentence that summarizes your stance at the beginning of each paragraph.

5. Make your posts easy to scan

Insert a sub heading every few paragraphs. Make sentences and headlines short and to the point.

6. Include bullet point lists

In the age of social media people don’t have time or attention span to read everything. Bullet points are a great way to start/summarize an article.

7. Include links

Support your post with links to other websites that are relevant to your post (but always link “externally” so that viewers don’t lose your blog post page). This turns your article into a broader resource for those viewers who want to delve into the topic. When done appropriately it also makes your post rank higher in search results.

8. Incorporate keywords

Think about what keywords people would use to search for your post and include them in the body text and headers. Make sure the keyword placement is natural and does not seem out of place.

9. Develop a consistent writing style

People enjoy knowing what they are going to get. Find your writing style (and general topic) and then stick to it.

10. Edit your post

Good writing is in the editing. Before you hit the submit button, ALWAYS re-read your post and cut out the stuff that you don’t need. One very effective trick is to read it



aloud and make sure that it sounds right. Another trick to stay aware of your writing is to read your post from the last sentence up.

11. Use pictures and video when appropriate

Mix in some images and video clips whenever appropriate. Often, people will glance at the title of your post and then look at the picture or skip to the video to understand what you're speaking about.

12. Market your blog post

Now that you spent all of this time writing your post, it's important to get people reading. Promote your blog post using your personal Facebook, Twitter, Linked, and/or Google+ accounts (it's best to use a bit.ly link so that you can track the number of views). You may also post a comment on a like-minded blog or Youtube/Vimeo video and include a link to your own post using a bit.ly link.



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RESOURCES: Twitter Guidelines. Producing Content For Your Campaign.

Before you get started, here is a key to guide you through using twitter to promote your topic series. If you have questions about the specifics of tweeting (i.e. understanding what a tweet is, how its used, knowing what to tweet about, etc.), please contact us at justpublics365@gmail.com and we can send you more detailed packet. Happy Tweeting!



What to Tweet About: Your main goal is to engage others outside to learn more about the work that you are doing.

If you are live tweeting, you can:

- Capture the voices of the speakers by tweeting their statements, or quotes from them.
- Engage in conversations with other tweeters using the appropriate hashtag.
- Ask questions to the presenter(s) as well as other audience members both on and offline.



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- Retweet someone else's wonderful statement, question, etc. that has been made based on the presentation at the moment.
- Connect with other Justpublics@365 friends on Twitter and ask them to check out what's happening with your social justice topic series via the #jptopicseries.

If you are tweeting on a daily basis or monitoring an account for a scheduled time period:

- Promote blogs posts and upcoming conferences, events, summits.
- Engage in conversations with your twitter followers.
- Take a look at @justpublics365 and likeminded hashtags (i.e., #jptopicseries, #stopandfrisk, #socialjustice, etc.) and see if there are any tweets that you can re-tweet, ask questions about, disagree with, etc.
- Link to relevant articles or stories (i.e. did you recently read or write something related to new media and social justice? That's certainly worth sharing on your twitter account).
- Discuss your own research or activism as it relates to your topic series (make sure to make it about the work though).

The main goal is, engage in conversation, talk to people online.

How to include hyperlinks: If you are going to be tweeting and citing other blogs, make sure to make all hyperlinks into a bit.ly so that you can monitor them (i.e. you can see click-through rates).

What to favorite: Use the "star" or favorite to mark any key interactions. You can pull your favorite tweets on a specific # and then generate a blog from it!

How To Use The Hashtag: You should use hashtags whenever you are discussing a corresponding topic/subject. Not only will you "store" or save tweets by using these hashtag, you will be able to see what others are saying about the same topic, what quotes they have obtained (that you might want to share or retweet) from a live event, etc.

To date, the most commonly used @JustPublics365 hashtags are:

- a. #JPTopicSeries
- b. #StopandFrisk
- c. #CUNYGC: used when discussing events happening at the Graduate Center
- d. #digitalGC: used when discussing the move for a digital Graduate Center



Hashtags that may be relevant to your social justice topic series are:

- a. #p2: used when discussing/referring to the progressive movement
- b. #fem2 or #gender: used when discussing anything around gender and feminism
- c. #"[insertnameofpresenter](#)": You can create a hashtag for a person presenting (used largely if the person you are referring to doesn't have a twitter account)
- d. #race: used when discussing race issues
- e. #lgbtq: used when discussing LGBTQ issues
- f. #StopandFrisk: used when discussing stop-and-frisk



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STEP FIVE: Who is Listening? Tracking Your Message

Tracking your reach is an important way of knowing if people are listening to your message and who they are. There are many online platforms that have built-in analytical tools to help you track your viewership.



“Police Brutality Protest Planned for Friday on Capitol Hill” by JSeattle is licensed under [CC BY 2.0](#).

I. Track Your Own Message

Here are online analytics tools that can help you measure how many people download your campaigns logo, post photos documenting an action organized by your organization, share your video on their bog or send emails about your campaign.

- Blip.tv video dashboard: The Blip.tv video dashboard allows you to automatically cross-post a video and track its activity on other video services such as YouTube, DailyMotion, or Vimeo, and to the micro-blogging site, Twitter.
- Google Analytics: Google Analytics allows you to measure how many people visit your website, which websites they were referred from, how long they spent on your website, what pages they read, and on what page they clicked out of

Step Five: Who is Listening? Tracking Your Message

DESIGNING YOUR OWN SOCIAL JUSTICE CAMPAIGN



- your website. You need to be able to add a JavaScript code generated by Google to your website in order for Google Analytics to track your visitors.
- Email alerts: Many social network sites allow you to receive emails notifying you when new people add you as a friend or contact, comment on your content, or send you a private message. If you dedicate an email account to these alerts, you can share them with others in your organization, and avoid overloading your regular email account.
 - AWStats/JAWStats: AWStats is a free and open source web traffic analytics tool, which can track how many people visit your website
 - ClickHeat: ClickHeat is a free and open source web application that generates visual representations of where people click when visiting your website, so that you can see what parts of the page are most interesting, easy to read, or effective in getting your visitors to act.

2. Track the issue you are looking to change

The Justpublics@365 Stop-and-frisk series used the hashtag #stopandfrisk as well as #jptopicseries to track current news, organized forms of action and to connect to other individuals and organizations working on this issue. Here are some tools that you may use to track issues online and stay up to date with developments that you can respond to.

- Google Alerts: Google Alerts supports you to search for any coverage of an issue, in digitized print media as well as in online-only media and blog posts. By signing up for alerts via email or RSS feed, you can get updates as they appear.
- RSS Readers (such as Netvibes, Feedly or Reeder): Allow you to subscribe to any syndicated (RSS) content published on websites (such as blog posts, podcasts or videos) and see it as soon as it is posted.
- Twitter: You can track replies to your messages, and track keyword searches by hashtag (#), which makes relevant posts easier to find.
- HootSuite: HootSuite has built-in analytical tools to track how many people quote, or reply to, your Twitter posts.

(Adapted from: <https://archive.informationactivism.org/en/basic5>)



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IMAGINING NEW YORK CITY AFTER STOP-AND-FRISK
Resources



WEBSITES, BLOGS & ORGANIZATIONS

Want to continue learning about stop-and-frisk and social justice? Here are the websites, blogs and organizations that we featured for our Social Justice Topic Series on stop-and-frisk.

[Bronx Defenders](#)

[Center for Constitutional Rights](#)

[Center for NuLeadership on Urban Solutions](#)

[Colorlines](#)

[Community Justice Network For Youth](#)

[Community United For Police Reform](#)

[Drug Policy Alliance](#)

[JustPublics@365](#)

[Morris Justice Project](#)

[New York Civil Liberties Union](#)

[Picture The Homeless](#)

[StopandFrisk.Org](#)

[Vera Institute on Youth Justice](#)



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GET INVOLVED

Have a Smartphone? Encourage everyone you know to download the Stop-and-Frisk app and report any instances of stop-and-frisk that you see in the community.

Are you on Twitter? Join the conversation and learn about local advocacy efforts by following these hashtags: #stopandfrisk, #Floyd, #communitysafetyact.

Work with youth? Contact NLG-NYC Street Law Tea at streetlaw@nlgnyc.org to set up a free “know your rights” workshop for your group.

Feeling social? Attend a local stop-and-frisk event and meet and collaborate with other activists. This website features upcoming events: ChangetheNYPD.