

## Eyes on the Prize Outreach Partners

Blackside, the producer of Eyes on the Prize, is a minority-owned documentary film production company dedicated to raising consciousness about America's social progress and history.

Blackside is managing a national outreach initiative funded by the Corporation for Public Broadcasting (CPB) with additional support provided by The Annie E. Casey Foundation (AECF). The outreach campaign is a collaborative effort of three outreach partners: Outreach Extensions, Facing History and Ourselves, and the National Black Programming Consortium.

### Facing History and Ourselves

For 30 years, Facing History has been engaging students of diverse backgrounds in an examination of racism, prejudice, and antisemitism in order to promote the development of a more humane and informed citizenry. By studying the historical development and lessons of the Holocaust and other examples of genocide, students make the essential connection between history and the choices they confront in their own lives. As part of the national Eyes on the Prize outreach campaign, Facing History is developing a classroom study guide and creating lesson plans, conducting educator workshops in its regions, and presenting at national and regional conferences across the country.

### Outreach Extensions

Founded in 1992, Outreach Extensions is a national consulting firm that specializes in comprehensive, high profile campaigns for media projects. Its custom designed outreach campaigns extend the impact of a series/program beyond the television broadcast into the community, and build the capacity of community organizations to utilize media tools and resources. For Eyes on the Prize, Outreach Extensions is administering the outreach grants program, engaging 25 public television stations and their local partners in solution-based activities.

### National Black Programming Consortium

The National Black Programming Consortium (NBPC) is a non-profit media arts organization that curates and funds film and video projects that reflect the complex stories of the Black experience. Since 1979, NBPC has been funded by the Corporation for Public Broadcasting to ensure that public media remains rich with diverse and dynamic content. NBPC created and is implementing the Eyes on the Prize Black College New Media Project, which provides 15 grants to Historically Black Colleges and Universities to produce blogs, short movies and podcasts that engage issues explored in Eyes on the Prize such as civil rights, American history and leadership.