

CASE STUDY COMMUNITY BUILDING

## The Legal Aid **Society**

## **Parole Reform**

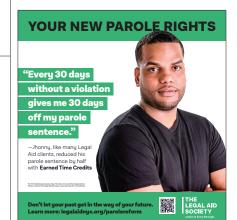
Governor Hochul signed into law The Community Supervision Revocation Reform Act which includes some of the most sweeping parole reforms in the nation. It represents a major step forward in the fight to end mass incarceration, advance racial equality, and bolster due process in New York.

We are helping Legal Aid use multimedia storytelling, marketing strategy, and technology in an unprecedented way for public defender and civil legal service provider organizations. All of this work supports the life-saving work of over 2200 LegalAid attorneys and staff who selflessly serve New Yorkers.

"I'm especially proud to this public education campaign — the organization's single largest community education effort." **VINCENT VILLANO** CHIEF COMMUNICATIONS OFFICER LEGAL AID SOCIETY



Branding Advertising/Outreach Campaign Video and Social Media Communication Strategy









## **YOUR NEW PAROLE RIGHTS**

