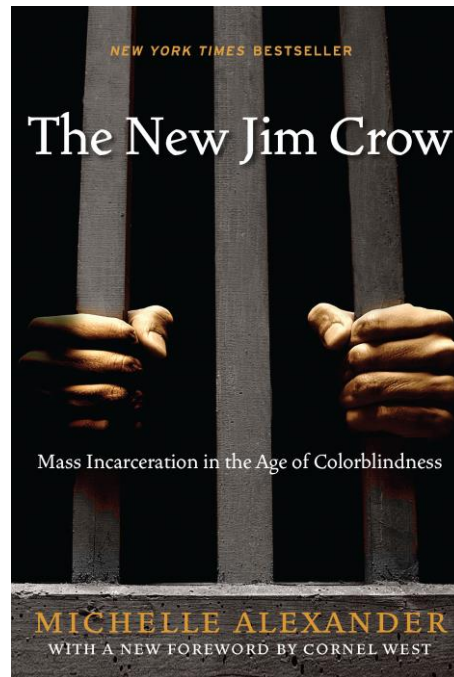


***The New Jim Crow:  
Mass Incarceration in the Age of Colorblindness***  
**A Case Study on the Role of Books in Leveraging Social Change**

**Updated November 2014**



*This case study describes the publishing, outreach, and dissemination activities around the release of Michelle Alexander's **The New Jim Crow: Mass Incarceration in the Age of Colorblindness**, a title published as part of The New Press's Criminal Justice Publishing Program. This program seeks to publish books at the cutting edge of criminal justice reform issues and to use these books to wage the hearts and minds campaigns that are an essential component of transformational reform efforts.*

*The reception for **The New Jim Crow**—across a wide range of platforms, including traditional print and broadcast media; electronic media; and in policy, faith, and academic circles—offers an excellent case study for the way a trade book, almost exclusively among the many forms of communication available to us today, can penetrate public consciousness with a paradigm-shifting idea.*

*Books by their nature offer their authors platforms across many media outlets—old and new—to discuss and address the issues contained within. Unlike the author of a white paper or foundation report, the author of a trade book has built-in receptivity among television and radio producers, bloggers, op-ed page editors, e-chat organizers, virtual and bricks-and-mortar event planners, and feature writers in print and cyberspace.*

# Executive Summary

## USING A BOOK TO LEVERAGE SOCIAL CHANGE

Michelle Alexander's groundbreaking book *The New Jim Crow: Mass Incarceration in the Age of Colorblindness* (first published in February 2010) has been a breakout success and has had an unprecedented impact in the fields of criminal and racial justice.

The book's initial print run was slightly over 3,000 copies, a figure consistent with sales of previous New Press criminal justice titles and based on advance orders received by the New Press's distributor. However, demand for the book quickly exceeded expectations and additional printings were needed. To date, the book has had eighteen hardcover printings and is currently in its thirteenth paperback printing with more than 400,000 copies sold.

As interest in the book grew, The New Press recognized the importance of making the book accessible to a wider audience. A paperback edition was released in January 2012 that featured a new foreword by prominent activist and academic Cornel West. With this new edition, the book was made available for the first time to prisoners—an audience both impacted by the book's argument and frequently barred from access to original hardcover versions. Following the paperback publication, *The New Jim Crow*—called “the bible of a new social movement” and praised by scholars and activists across the country and around the world—was increasingly adopted by a range of community, faith-based, and academic groups working to end mass incarceration around the country.

Highlights include activism on campuses through Students Against Mass Incarceration; standing-room-only events at churches around the country (including an 800-plus audience at Abyssinian Baptist Church in Harlem); marches organized by the Campaign to End the New Jim Crow; and sponsored events featuring Michelle Alexander in partnership with a range of nonprofit organizations, including the ACLU, the Drug Policy Alliance, Demos, the NAACP, and The Sentencing Project. These events provided an opportunity to reach individuals at the front lines of advocating for policy reform. In addition to events, *The New Jim Crow* also played an instrumental role in the Center for Constitutional Rights' legal preparation in advance of the seminal case, *Floyd, et al. v. City of New York, et al.*—a class action lawsuit that challenged the New York Police Department's practices of racial profiling and stop-and-frisks, with Judge Shira Scheindlin citing *The New Jim Crow* twice in her decision.

*The New Jim Crow* has also garnered significant attention in major newspapers, radio, and television. Highlights include an appearance on *The Colbert Report* (May 2012); a *New York Times* op-ed by Michelle Alexander on the right to trial (March 2012); a *Time* piece about racial profiling and Trayvon Martin (July 2013); two appearances on *Moyers & Company*, the acclaimed television program; and a front-page article in the *New York Times* Arts section (March 2012) on the book's role in galvanizing the debate around race and the war on drugs. The book has also benefited greatly from The New Press and Michelle Alexander's social media presence through Twitter, Facebook, and the book's website, [www.thenewjimcrow.com](http://www.thenewjimcrow.com). A full list of the more than one thousand media hits the book has garnered since its publication is available upon request.

## LINKS TO LOCAL CAMPAIGNS AND POLICY IMPACT

Since the publication of *The New Jim Crow*, a number of groups and organizations have joined the existing movement building to end mass incarceration in the United States, and Alexander has been collaborating with many groups that have been working on these issues for years. In many cases local campaigns have used the arguments in *The New Jim Crow* to inform and strengthen their advocacy around criminal justice issues, and Alexander's message has had particular impact on policy and advocacy related to stop-and-frisk, racial profiling, prison privatization, and the collateral consequences of imprisonment. Alexander has also spoken at length about the school-to-prison pipeline and the effects of parental imprisonment.

A few examples of the impact the book has had in coalescing like-minded groups include:

- **The Campaign to End the New Jim Crow** is a grassroots organization based in New York City committed to building a movement with the goal of replacing prisons and lifelong discrimination with caring communities. Conceived initially as a *New Jim Crow* reading group at Riverside Church, the campaign now claims hundreds of members who are working in coalition with others to build a vibrant, grassroots human rights movement.
- **The Samuel DeWitt Proctor Conference (SDPC)** is a national network of several thousand progressive black churches. Inspired by *The New Jim Crow*, SDPC has made ending mass incarceration and building a new moral consensus its main priority for the coming years and has committed itself to consciousness-raising and movement-building from a faith perspective. SDPC developed a well-received and widely distributed study guide to accompany *The New Jim Crow*, as well as an additional youth guide and a youth summit. SDPC has partnered with numerous faith organizations and networks around the country to roll out an ambitious campaign on the issues during the next two years.
- **Students Against Mass Incarceration.** Since the publication of *The New Jim Crow*, student organizations opposed to mass incarceration have begun to form on college campuses, including Howard University, Columbia University, and Mount Holyoke College.
- **The Veterans of Hope Project** developed an interfaith study guide for *The New Jim Crow* written in honor of Rev. Dr. Martin Luther King Jr. and has sponsored *Bringing Down the New Jim Crow*, a radio documentary series that explores and gives voice to the continuing struggle for racial justice in the United States during the era of mass incarceration.

## ***The New Jim Crow* in the Context of The New Press's Criminal Justice Publishing Program**

In February 2010, The New Press first published *The New Jim Crow: Mass Incarceration in the Age of Colorblindness*, Michelle Alexander's bold and innovative argument that challenges the notion that we have entered a new era of colorblindness and argues that "we have not ended racial caste in America; we have merely redesigned it." She argues that mass incarceration in the U.S. criminal justice system functions as a contemporary system of racial control, decimating communities of color.

- Benjamin Todd Jealous, former president of the NAACP, called this book a "call to action."
- Marian Wright Edelman wrote, "*Michelle Alexander has placed a critical spotlight on a reality that our nation can't afford to deny.*"
- The *San Francisco Chronicle* called the book "*the bible of a social movement.*"

*The New Jim Crow* builds upon the success of previous important breakout titles such as Paul Butler's provocative *Let's Get Free: A Hip-Hop Theory of Justice*, Marc Mauer's *Race to Incarcerate*, and David Cole's *No Equal Justice: Race and Class in the American Criminal Justice System*. The New Press's extensive catalog also includes books that address collateral issues of criminal justice such as juvenile justice (Nell Bernstein's *Burning Down the House: The End of Juvenile Prison* and *All Alone in the World: Children of the Incarcerated*; William Eckenbarger's *Kids for Cash: Two Judges, Thousands of Children, and a \$2.8 Million Kickback Scheme*); public defense in the twenty-first century (Karen Houppert's *Chasing Gideon: The Elusive Quest for Poor People's Justice*); and incarceration as a health epidemic (Ernest Drucker's *A Plague of Prisons: The Epidemiology of Mass Incarceration in America*).

The books published in The New Press's Criminal Justice Publishing Program are tools that can be used by the progressive community to engage activists, policy makers, students, and general audiences to change the frame on key criminal justice issues. With the success of outreach campaigns tied to criminal justice titles, The New Press is increasingly seen by partner organizations and colleagues as the preeminent criminal justice reform publisher in the country. Relationships with potential authors and dynamic collaborators have developed significantly as more and more organizations and activists have begun to understand the unique leveraging position of trade books on serious criminal justice topics.

To this end, and in terms of a case study, *The New Jim Crow* reflects several key goals of the Criminal Justice Publishing Program: (1) setting the terms of public debate around criminal justice reform; (2) working across a range of communications and media platforms to bring an important new idea to public attention; (3) building audiences—including previously "redlined" readers—for thoughtful, well-written books on criminal justice; (4) developing partnerships with other organizations in the field; and (5) using books to leverage reform and social change.

This case study will describe the many ways in which *The New Jim Crow* has impacted various communities, as well as the continued outreach campaign around the book.

# Building a Publishing Phenomenon

## EDITORIAL

While Alexander's argument was one of the most powerful submitted to The New Press in recent memory, the form and structure of the book itself took shape through several drafts and both conceptual and line edits over the course of several years. New Press Executive Director Diane Wachtell worked with Michelle Alexander to shape her initial proposal into a book with wide trade appeal.

Wachtell provided extensive written comments on each draft, including chapter-by-chapter editorial memos as well as edits on the manuscript itself. Major editorial suggestions included eliminating one chapter completely, refocusing the introduction, turning a critique of civil rights activists into a section of constructive criticism, and “rebuilding” Chapter Five, the key chapter of the manuscript wherein the book's argument culminates, to present that argument most effectively. Alexander ultimately concurred that the final manuscript was much stronger for these changes; as she wrote to her editor retrospectively, “It was hard to hear that I needed to reorganize the book and rewrite a couple chapters . . . thank you for your excellent advice.”

## PUBLICATION

Due to the immense popularity of *The New Jim Crow* and the desire to make the book more accessible to a wider audience, The New Press published an updated paperback edition of the book in January 2012 (175,000 copies sold in less than two months). The paperback edition also featured a new foreword by prominent activist and academic Cornel West. With this new edition, the book was available for the first time to prisoners—an audience significantly impacted by the book's argument—because prisons frequently bar access to hardcover books.

The New Press is working with prisoner and reentry organizations to get the book into the hands of those most impacted by mass incarceration as a means of increasing the grass roots impetus for reform. With donor support, more than seven hundred copies of the book have been donated to date.

The author also identified African American church groups as critical to the criminal justice and drug reform movements, so The New Press strengthened collaboration with these groups through numerous author events—most notably, a standing-room-only event at the 1,200-member Riverside Church in New York City and an event at the historic Abyssinian Baptist Church in Harlem that drew more than eight hundred people. Several faith-based organizations—including the Samuel Dewitt Proctor Conference and the New York Yearly Meeting—also invited Alexander to speak to their constituents and have created their own study guides for the book.

## MARKETING AND ADVERTISING

The New Press worked closely with the author to design a book jacket that genuinely reflected the book's message. After commissioning one design for use on the initial catalog page and on the bound galleys, a second round of jacket designs resulted in the iconic cover image that appears on the finished book and often appears (in various forms) in media coverage of incarceration issues.

The author and the publisher also worked together to solicit advance praise. Support from various foundations enabled The New Press to leverage the author's extensive contacts in the criminal justice, civil rights, and media communities by sending out three times the standard number of galleys/advance review copies, as well as several hundred copies of the finished book prior to publication; five hundred additional contacts were identified to receive advance finished copies of the paperback version. As a result, the book received stellar advance quotes from Lani Guinier, Benjamin Jealous, Glenn Loury, David Levering Lewis, Marc Mauer, and Ron Hampton (see the Publicity Appendices).

The book was featured in a full-page spread in the Fall 2009 catalog, which was sent out to thousands of booksellers nationwide, including independent bookstores and chain bookstores (e.g., Barnes & Noble); electronic retailers (e.g., Amazon.com); and wholesalers (e.g., Ingram and Baker & Taylor). The book was presented at The New Press's semiannual sales conference, and a sample chapter of the book was shared with sales representatives nationwide.

Due to increased demand and additional reprints, the hardcover was featured in The New Press's Spring 2011 catalog, and the paperback edition appeared in the Fall 2011 catalog. Subsequently, The New Press's Spring 2013 catalog featured a front-page summary of the successful widespread publicity, marketing, and outreach initiatives linked to this book.

A high-profile advertising campaign for *The New Jim Crow* was conducted in conjunction with The New Press's twentieth anniversary. Ads appeared in *Bookforum*, the *Boston Review*, *Library Journal*, the *London Review of Books*, *The Nation*, the *New York Review of Books*, the *New York Times Book Review*, *Publishers Weekly*, and on air on New York's WNYC. In addition, several of the magazines that ran excerpts from *The New Jim Crow*, including *Cold Type*, *Black Agenda Report*, and *The Root*, ran free ads for the book.

*The New Jim Crow* has been featured on the *New York Times* paperback nonfiction bestseller list for more than a hundred weeks over the past two years; its longest continuous run was forty-five weeks beginning with its debut on January 29, 2012, and running through December 2, 2012. During twenty of those consecutive weeks, the book sat firmly in the top ten, often bookended by such high-profile names as Tina Fey, Malcolm Gladwell, and Sonia Sotomayor. *The New Jim Crow* has also been featured on the bestsellers lists of the *Book Reporter*, the *Boston Globe*, *National Indie*, *Publishers Weekly*, and the *Washington Post's Book World*, among others. It consistently ranks high in Amazon sales lists, a top seller in various categories such as Discrimination and Racism, Race Relations, and African American Studies, and it often appears as one of the top 100 bestselling books on the site. To date, more than 400,000 copies have been sold.

### **Academic Marketing**

Together with the author, The New Press assembled a targeted list of more than 3,000 professors teaching relevant courses—in law, criminal justice, ethnic studies, critical race studies, sociology, history, and political science—and marketed aggressively (through e-blasts, flyers, and postcards) to encourage course adoption. The feedback from the academic community has been extremely enthusiastic; for instance, Robert J. Hironimus-Wendt, an associate professor of sociology at Western Illinois University and the book review editor of the scholarly journal *Humanity and Society*, responded to The New Press's mailing about *The New Jim Crow* by writing, "This is by far the best book I have read all summer, indeed, in a long time. It is

excellent sociology! I will be writing a review for it soon, and intend to use it in a graduate course we are creating.”

*The New Jim Crow* has been adopted in more than six hundred college and law school courses including Race and Social Justice, Critical Race Theories, African American Politics, Corrections and Punishment, Social Work in Practice, Social Meaning of Race, Criminology, Ethnic Minorities and Social Inequalities, Punishment and the State, The Politics of Rights, Introduction to Urban America, Institutionalizing America, Law and Inequality, Public Policy and Social Justice, and the Sociology of the Civil Rights Movement.

Professors from Barnard College, Brown University, Columbia University, Ithaca College, New York University, Ohio University, Princeton University, Rutgers University, Smith College, Stanford University, George Washington University, University of Washington, UCLA, University of California Berkeley, Yale University, and many other acclaimed colleges and universities are using the book as a required text. In 2012, the book was selected as a Common Read at schools and in communities across America, including Yale Divinity School; the town of Poughkeepsie, New York; the town of Princeton, New Jersey; the Unitarian Universalist Association; and the United Methodist Women’s Reading Program. In the same year, it was also selected as an incoming class-wide read at Philander Smith College in Little Rock, Arkansas, and Florida Atlantic University in Jupiter, Florida. Essex County College in Newark, New Jersey, also selected the book as a required read for eight hundred criminal justice students. *The New Jim Crow* was also selected as one of the featured books for empowerment workshops by the New York City Department of Education and the Eagle Academy for Young Men Foundation, which held a summit attended by two thousand young men of color from the tristate area, each of whom received a copy of the book.

### **Special Sales**

More than seven thousand copies of the book have been sold through organizations including the Abyssinian Baptist Church; Akonadi Foundation; American Civil Liberties Union of Northern California; Annie E. Casey Foundation; Black Star Project; Books Not Bars; Bronx Defenders; Drug Policy Alliance; NAACP National Headquarters; Open Society Institute; Riverside Church Prison Ministry; Teaching for Change; Unitarian Universalist Bookstore; Yale Divinity Student Book Supply; and A New Way of Life, an organization run by Susan Burton, one of the Top 10 CNN Heroes of 2010. Ongoing robust sales numbers for *The New Jim Crow* include several special sales to partners in the field; The New Press facilitates such sales at a significant discount.

### **Subsidiary Rights**

The New Press worked with Michelle Alexander to place excerpts from the book and essays based on the book in traditional and online venues both prior to and following publication.

- An essay based on *The New Jim Crow* was included in an anthology titled *Rethinking Crime & Punishment*, co-published by the Aspen Institute and the Open Society Foundations.
- An essay based on *The New Jim Crow*, “How the War on Drugs Gave Rise to a Permanent American Undercaste,” was posted on TomDispatch.com; it was subsequently featured on the front page of the *Huffington Post* and on mainstream websites such as

*Mother Jones*, *Democracy Now!*, AlterNet, and *The Nation*'s syndicator Agence Global; it was also featured by dozens of lesser known microsites.

- Just Books, a website sponsored by the Brennan Center for Justice at NYU School of Law, ran an essay by Alexander based on *The New Jim Crow* in its inaugural issue.
- *The Root*, excerpt.
- The Kirwan Institute's new peer-reviewed journal, *Race/Ethnicity: Multidisciplinary Global Contexts*, prepublication, first-serial excerpt.
- *ColdType: Writing Worth Reading from Around the World*, excerpt.
- *Black Agenda Report: The Journal of African American Political Thought & Action*, excerpt.

The New Press continuously uses timely news hooks to place op-eds by its authors. The New Press worked with Alexander to place a piece in the *Sacramento Bee*, following the lead story about then-Governor Arnold Schwarzenegger's vow to reduce the prison population in California. This piece was subsequently featured by the *Huffington Post*, leading to ongoing engagement of Alexander by the HuffPost as a blogger and allowing for the placement of a featured series of blogs based on the book. The New Press also worked with Alexander to place an op-ed in the *New York Times*, where editor Jennifer Schuessler presented a front-page Arts section story about the role of *The New Jim Crow* in the drug policy debate.

## **PUBLICITY AND OUTREACH**

The New Press publicity team—with support from an outside publicist, retained with donor support—has made extensive outreach efforts surrounding the book. These efforts have attracted widespread national media coverage for *The New Jim Crow* on a variety of major television and radio programs, as well as in an array of print and online publications. (A complete list of print, electronic, and media coverage is available upon request.)

Prepublication coverage from major book review outlets celebrated the book widely, and reviews, interviews, and mentions of the book have since appeared among more than one thousand radio, television, print, and online outlets. *Publishers Weekly* (starred review), called *The New Jim Crow* “carefully researched, deeply engaging, and thoroughly readable,” while *Kirkus Reviews* called the book an “explosive debut . . . alarming, provocative, and convincing,” and *Daily Kos* called the book “a timely and stunning guide to the labyrinth of propaganda, discrimination, and racist policies masquerading under other names that comprises what we call justice in America.”

Early blog coverage was extensive, ranging from reviews to Alexander's op-eds; a number of these have “gone viral,” and many articles have been cross-posted. In addition, the book was featured in *Newsweek*—where Ellis Cose noted that “Alexander is absolutely right to fight for what she describes as a ‘much-needed conversation’ about the wide-ranging social costs and divisive impact of our criminal-justice policies”—the *Huffington Post*, CNN.com, and *Ebony* magazine. The *Miami Herald*, in a syndicated column by Leonard J. Pitts Jr., called it “a troubling and profoundly *necessary* book.” Pitts also purchased copies of the book to give away through his column.



Alexander has also reached the listening public by appearing on national radio shows, including *All Things Considered*, *Fresh Air*, *On Point*, and *Tell Me More* (all on NPR); *Keeping it Real with Rev. Al Sharpton*; and local radio shows in Atlanta, Baltimore, Chicago, Cleveland, Detroit, Gainesville, Mississippi, Philadelphia, San Francisco, Tampa, and other cities. She has also appeared on a range of nationally broadcast television shows. Highlights include: “*All In*” with *Chris Hayes* on MSNBC, *Washington Journal* on C-SPAN, *Democracy Now!* with *Amy Goodman*, *Tavis Smiley*, and *Charlie Rose* on PBS. Alexander was a guest on the award-winning *The Colbert Report* (March 2012); and C-SPAN Book TV selected *The New Jim Crow* to kick off their new book club (March 2013), promoting the book and hosting a moderating discussion with their Twitter followers. Alexander also appeared on one of the final broadcasts of *Bill Moyers Journal* (Moyers called it one of his best interviews and will be including a transcript in a forthcoming “best of *Bill Moyers Journal*” book), and subsequently appeared in conversation with Bill Moyers on the *Moyers & Company* episode “Incarceration Nation” (December 2013).

### **Author Appearances and Speaking Engagements**

The tour and campaign around *The New Jim Crow* have been expansive. Alexander has done more than a hundred events in more than thirty cities, including Baltimore, Boston, Chicago, Cincinnati, Cleveland, Columbus, Gainesville, Hattiesburg, Houston, Los Angeles, New York, Philadelphia, Saint Paul, San Francisco, Santa Fe, Seattle, and Washington, D.C. Events ranged from book launch parties to law school presentations, panel discussions for policy audiences, and presentations inside prisons and jails. Many events have been oversubscribed, and hundreds of audience members have listened to lectures and participated in engaging Q&A sessions with Alexander about the book. (These events have also provided The New Press with additional networking opportunities to connect with other activists and potential authors.)

Co-sponsors have included the ACLU, African American Community Services Agency, Akonadi Foundation, All of Us or None, American Constitution Society, Demos, Drug Policy Alliance, Equal Justice Society, Legal Services for Prisoners, Metropolitan Black Bar Association, NAACP, The Sentencing Project, Stanford Black Law Students Association, and countless others. Alexander also keynoted the conference of the NACDL’s State Criminal Justice Network, was invited by Congressman John Conyers Jr. (D-MI) to speak with the Congressional Black Caucus, was the plenary speaker at the Annie E. Casey Foundation’s Juvenile Detention Alternatives Initiative conference, and was featured in an event on Martha’s Vineyard hosted by Henry Louis Gates Jr. and moderated by journalist Charlayne Hunter-Gault. (Other panelists included Bob Herbert and Charles Blow of the *New York Times*, poet and advocate R. Dwayne Betts, and Lawrence Bobo of Harvard.)

### **POLICY REFORM IMPACT**

Alexander has been invited to speak at a number of large policy events beyond those listed above, notably a criminal justice reform plenary panel at the 2012 NAACP annual convention; the Juvenile Defender Leadership Summit, a major annual training event bringing together juvenile defenders from every state; and Wisconsin’s thirty-first annual “Tribute and Ceremony” honoring the Rev. Dr. Martin Luther King Jr., organized by the governor’s office and broadcast live on the Ideas Network of Wisconsin Public Radio and Wisconsin Public Television. Speaking invitations yield an expanded audience and unique opportunities to engage community members in an active dialogue. Alexander’s book has inspired and served as a guide to groups working for

criminal justice reform including the Campaign to End the New Jim Crow and the Campaign to End the Death Penalty.

*The New Jim Crow* was also featured on the homepage of the Drug Policy Institute, which continues to work with the author and The New Press to use the book to leverage drug law reform. The book was cited by the judge in *Floyd, et al. v. City of New York, et al.*—a federal class action lawsuit filed against the New York Police Department and the City of New York that challenges the NYPD’s practices of racial profiling and unconstitutional stop-and-frisks.

## **AFRICAN AMERICAN FAITH COMMUNITY**

The message of *The New Jim Crow* has gained much traction in the black faith community, where it runs contrary to an often conservative stance on drug legalization issues. Stephen H. Phelps, interim senior pastor of First Presbyterian Church in Brooklyn, was so inspired by the book that he delivered a Mother’s Day sermon on the topic of mass incarceration as a system of racial control. He described *The New Jim Crow* as unraveling “the cords that are binding our whole nation in evil.” Phelps reported that he received an extended standing ovation from his parishioners on Mother’s Day and that since then “half a dozen church members have specifically sought out ways that they can offer their service in prisons, in advocacy, and with people coming home.”

At The New Press’s suggestion, Phelps adapted the piece for a Father’s Day sermon as well—highlighting the disproportionately high numbers of African American fathers and sons who will not be with their families on Father’s Day—and The New Press arranged for the sermon to be published on AlterNet.org on Father’s Day. This sequence of events exemplifies The New Press’s goal of bringing the ideas in its criminal justice books directly to affected communities with the hope that they will inspire and encourage activism.

Alexander has spoken at various churches and faith organizations, including to more than five hundred African American parishioners at the Harzell Memorial United Methodist Church in Chicago under the auspices of the Black Star Project; Riverside Church in New York; and Harlem’s Abyssinian Baptist Church. In February 2012, Alexander spoke at the Samuel Dewitt Proctor Conference in Chicago, an organization that represents a cross-section of progressive African American faith leaders and their congregations. The conference has also published their own *New Jim Crow* study guide for use in the faith community. The Riverside Church prison ministry of the Religious Society of Friends is currently using the book in their prison working groups.

## **ACCOLADES**

*The New Jim Crow* has garnered numerous awards, including the NAACP Image Award for Outstanding Non-fiction, the National Council on Crime and Delinquency’s Prevention for a Safer Society Award, the Constitutional Commentary Award, the Association for Humanist Sociology Award, and a Silver Medal in the Current Events category by the Independent Publishers Association. Michelle Alexander was awarded the Michael Harrington Best Book Award, given for a book of excellent academic quality with the potential to mobilize change on a pressing social and political issue. The book was also a finalist for the Silver Gavel Award, the Phi Beta Kappa Emerson Award, and the Letitia Woods Brown Book Award.

## FUNDRAISING

*The New Jim Crow* has already had an enormous impact on the criminal justice reform dialogue, having reached well beyond academic and progressive activist circles with the help of Ford Foundation support for The New Press's Criminal Justice Publishing Program and additional funding from the Atlantic Philanthropies and the W.K. Kellogg Foundation for The New Press's racial justice work.

Given the unique opportunity this book has for catalyzing debate around difficult issues on racial justice, U.S. drug policy, and mass incarceration, The New Press has solicited several additional foundations and individuals to support the campaign. The New Press collaborated with Michelle Alexander to secure funding from the Open Society Foundations, where she began work on the book as a Soros Justice Fellow in 2005. This support enabled The New Press to hire an outside publicist to focus specifically on African American media outlets, as well as to contribute to a dedicated website for the book ([www.newjimcrow.com](http://www.newjimcrow.com)), which has been an invaluable promotional and awareness-raising tool.

A private donor also committed funds to the expansion of Michelle Alexander's tour, with a focus on African American audiences and locations where drug law reform was under consideration and review. With this additional funding, Alexander continued to accept speaking invitations from organizations that were not in a position to pay for her travel expenses. Funding also helped to underwrite the distribution of free copies of the book to key leaders in the faith community engaged in the initiative.

## OUTREACH COORDINATOR AND NEXT STEPS

In September 2012, recognizing the need for a full-time person to communicate with the many groups and individuals involved in the broader movement to end mass incarceration, The New Press hired an Outreach Coordinator for *The New Jim Crow*. Staffing this position has enabled The New Press to work more strategically to connect advocates, spread the message of the book, and explore other innovative ways to leverage the publication of *The New Jim Crow* to create policy reform. Under the leadership of *The New Jim Crow* Outreach Coordinator, The New Press has engaged in the following activities:

- Convened a meeting of key partners from organizations including the Brennan Center for Justice, the Campaign to End the New Jim Crow, the Center for Community Alternatives, the Center for Law and Justice, the Drug Policy Alliance, and the Fortune Society to brainstorm ways to work together toward policy reform;
- Developed a database comprised of thousands of individuals and organizations engaged in the movement to end mass incarceration and related criminal justice, racial equality, and drug reform movements to better provide support to and engagement with potential partners in the movement;
- Donated more than seven hundred free copies of *The New Jim Crow* to prisoners;

- Launched *The New Jim Crow* Newsletter in March 2013 and distributed it to more than five thousand contacts.
- Managed the design and development of the website [www.newjimcrow.com](http://www.newjimcrow.com) for book promotion;
- Worked with Veterans of Hope to design and produce a “Study Guide and Call to Action.” The New Press subsequently donated 1,500 copies for distribution;
- Developed a partnership and worked with the highly acclaimed Teaching Tolerance of the Southern Poverty Law Center and Michelle Alexander to develop a high school curriculum based on *The New Jim Crow*. This curriculum is freely available online to all high school teachers and promoted through the Teaching Tolerance network; it was featured in the Fall 2014 issue of the magazine *Teaching Tolerance*.
- Managed the ongoing design and development of a new website, featuring:
  - Toolkits, curriculum guides, and other resources freely available to enable students, activists, scholars, and others engaged in the movement;
  - *The New Jim Crow* Network: an association of organizations and individuals committed to ending mass incarceration, anchored by the framing and analysis of *The New Jim Crow*;
  - *The New Jim Crow* Speakers Bureau: a dynamic cohort of activists and academics able to speak on a range of issues addressed by *The New Jim Crow* with the goal of connecting organizations and interested individuals with opportunities to hear from and engage with the experts on issues raised in the book.

In addition to the above, based on feedback from educators, The New Press has learned that teacher training is crucial to the adoption of curriculum for *The New Jim Crow*. To that end, The New Press will support the development of a pilot project to offer teacher training on the new curriculum in four urban locations—New York City; Washington, D.C.; Oakland, California; and Columbus, Ohio—which will be replicable and freely distributed to interested partners.

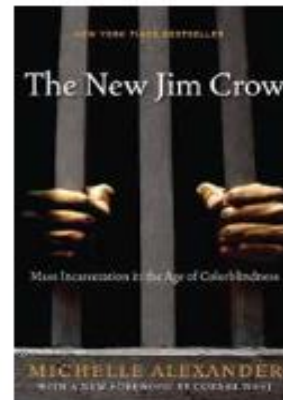
## **PUBLICITY APPENDICES**

- A. Spring 2014 Catalog Announcement
- B. Advance Praise
- C. Review Excerpts

## A. Spring 2014 Catalog Announcement

FIVE YEARS LATER, THE REMARKABLE  
PUBLISHING STORY CONTINUES . . .

*The New Jim Crow:*  
from a 3,000-copy first printing  
in January 2010 to 90+ weeks on the  
*New York Times* Paperback Bestseller list



- With more than 400,000 copies in print and still on indie bookseller bestseller lists across the country, *The New Jim Crow* should remain in stacks at the front of bookstores throughout the country.
- It is the #1 book in criminology, discrimination and racism, and in African American studies on Amazon.com.
- *The New Jim Crow* has been adopted in more than 600 college and law school courses, including by professors at Barnard College, Brown University, Columbia University, Ithaca College, New York University, Ohio University, Princeton University, Rutgers University, Smith College, Stanford University, George Washington University, the University of Washington, UCLA, the University of California at Berkeley, and Yale University.
- The book was cited by the judge in *Floyd et al. v. City of New York et al.*—the federal class action lawsuit filed against the NYPD and the City of New York that challenged the NYPD's practice of racial profiling and unconstitutional stop-and-frisks.
- Teaching Tolerance of the Southern Poverty Law Center, in partnership with Michelle Alexander and The New Press, is developing a high-school curriculum based on *The New Jim Crow*. This curriculum will be freely available to all high school teachers in September 2014.
- More than 500 study groups have gathered across the country to engage with the book.
- The book is cited and Michelle Alexander is interviewed in Eugene Jarecki's documentary *The House I Live In*; Matthew Pillischer's film *Broken on All Sides*; and *Long Distance Revolutionary*, the award-winning documentary about Mumia Abu-Jamal.

An outreach coordinator has been working at The New Press since 2012 to leverage the publication of *The New Jim Crow* in support of the growing national movement to end mass incarceration. To learn more, please e-mail [outreach@newjimcrow.com](mailto:outreach@newjimcrow.com)

Thank you to all of the booksellers, librarians, activists, readers, professors, students, and citizens who are working to end the New Jim Crow. We look forward to supporting your efforts.

## B. Advance Praise

“Michelle Alexander’s brave and bold new book paints a haunting picture in which dreary felon garb, post-prison joblessness, and loss of voting rights now do the stigmatizing work once done by colored-only water fountains and legally segregated schools. With dazzling candor, Alexander argues that we all pay the cost of the new Jim Crow.”

—Lani Guinier, professor at Harvard Law School and author of *Lift Every Voice: Turning a Civil Rights Setback into a New Vision of Social Justice* and *The Miner’s Canary: Enlisting Race, Resisting Power, Transforming Democracy*

“For every century there is a crisis in our democracy, the response to which defines how future generations view those who were alive at the time. In the eighteenth century it was the transatlantic slave trade, in the nineteenth century it was slavery, in the twentieth century it was Jim Crow. Today it is mass incarceration. Alexander’s book offers a timely and original framework for understanding mass incarceration, its roots to Jim Crow, our modern caste system, and what must be done to eliminate it. This book is a call to action.”

—Benjamin Todd Jealous, former president and CEO, NAACP

“With imprisonment now the principal instrument of our social policy directed toward poorly educated black men, Michelle Alexander argues convincingly that the huge racial disparity of punishment in America is not the mere result of neutral state action. She sees the rise of mass incarceration as opening up a new front in the historic struggle for racial justice. And she’s right. If you care about justice in America, you need to read this book!”

—Glenn C. Loury, economist at Brown University and author of *The Anatomy of Racial Inequality* and *Race, Incarceration and American Values*

“After reading *The New Jim Crow*, Michelle Alexander’s stunning work of scholarship, one gains the terrible realization that, for people of color, the American criminal justice system resembles the Soviet Union’s gulag—the latter punished ideas, the former punishes a condition.”

—David Levering Lewis, Pulitzer Prize-winning historian at NYU and author of *W.E.B. Du Bois: The Fight for Equality and the American Century, 1919–1963*

“We need to pay attention to Michelle Alexander’s contention that mass imprisonment in the United States constitutes a racial caste system. Her analysis reflects the passion of an advocate and the intellect of a scholar.”

—Marc Mauer, executive director, The Sentencing Project, and author of *Race to Incarcerate*

“A powerful analysis of why and how mass incarceration is happening in America, *The New Jim Crow* should be required reading for anyone working for real change in the criminal justice system.”

—Ronald E. Hampton, executive director, National Black Police Association

### C. Review Excerpts

“An explosive debut.” —*Kirkus Reviews*

“A troubling and profoundly *necessary* book.” —Leonard Pitts Jr., *The Miami Herald*

“The bible of a social movement.” —*San Francisco Chronicle*

“Striking . . . Alexander deserves to be compared to Du Bois.” —Darryl Pinckney, *The New York Review of Books*

“A devastating account of a legal system doing its job perfectly well. We have simply replaced one caste system (Jim Crow) for another one (imprisonment, parole, detention) that keeps the majority of minorities in a permanent state of disenfranchisement. Alexander looks in detail at what economists usually miss, namely the entire legal structure of courts, parole, probation and laws that effectively turn a perpetrator of crime into a moral outlaw who is unworthy of rehabilitation. . . . Alexander does a fine job of truth-telling, pointing a finger where it rightly should be pointed: at all of us, liberal and conservative, white and black.” —*Forbes*

“Alexander is absolutely right to fight for what she describes as a ‘much needed conversation’ about the wide-ranging social costs and divisive racial impact of our criminal-justice policies.” —Ellis Cose, *Newsweek*

“Invaluable . . . a timely and stunning guide to the labyrinth of propaganda, discrimination, and racist policies masquerading under other names that comprises what we call justice in America.” —*Daily Kos*

“Many critics have cast doubt on the proclamations of racism’s erasure in the Obama era, but few have presented a case as powerful as Alexander’s.” —*In These Times*

“Carefully researched, deeply engaging, and thoroughly readable.” —*Publishers Weekly*

“[Written] with rare clarity, depth, and candor.” —*Counterpunch*

“A call to action for everyone concerned with racial justice and an important tool for anyone concerned with understanding and dismantling this oppressive system.” —*Sojourners*

“Undoubtedly the most important book published in this century about the U.S.” —*Birmingham News*