

INNOCENCE PROJECT

CASE STUDY: PUBLIC POLICY

Innocence Project

CHALLENGE

The Innocence Project is a nonprofit organization that helps exonerate the wrongfully convicted, and works to reform the criminal justice system to prevent future injustice. Its national policy team needed public relations support to pass legislation at the state level in several areas, including police practice reform related to interrogations and eyewitness identification, prosecutorial accountability, the use of jailhouse informant testimony and compensation for the wrongfully convicted.

STRATEGY

Slowey McManus created and implemented strategies for more than a dozen states to generate media coverage and editorial endorsements to support the IP's legislative agenda.

OUTCOME

The IP had the most successful legislative year in its history — more than doubling the number of bills shepherded through various state legislatures compared to previous years. Media coverage and editorial support was extensive.

Slowey McManus supports our work across numerous states to advocate for our legislative agenda. They generated a tremendous amount of coverage and editorial support, and were always available — day and night — to provide ideas and counsel throughout the legislative sessions. Their assistance was invaluable and impactful.

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