

**OWN** and **OWN** | DOCUMENTARY CLUB  
OPRAH WINFREY NETWORK

PRESENT

# CRIME AFTER CRIME



A FILM BY YOAV POTASH

PREMIERES THURSDAY, NOVEMBER 3 AT 9PM  
EXCLUSIVELY ON OWN, THE OPRAH WINFREY NETWORK

★ HOME VIEWING & COMMUNITY ACTION GUIDE ★

Sparking Change, Transforming Lives

*How to Host a Screening and  
Make a Difference in Your Community*

[www.own.tv](http://www.own.tv)

[www.CrimeAfterCrime.com](http://www.CrimeAfterCrime.com)

## WHY ORGANIZE A SCREENING?

Through the harrowing and inspiring story of Deborah Peagler, CRIME AFTER CRIME provides a wake-up call regarding the problems of domestic violence, sex trafficking, and mass incarceration in the United States. This award-winning film (see below) provides motivation for people to think more deeply about these issues and to get involved in helping to solve these problems. Organizing a home or community viewing of the film as it airs on OWN is an exciting way to bring people together, harness the emotional power of the film, and channel it towards making a difference in your community.

## FROM THE FILMMAKER

Thank you for taking an interest in CRIME AFTER CRIME. I am very proud to have the opportunity to tell Deborah Peagler's story in my first full-length featured documentary. She is, quite simply, a remarkable person who chose to live a positive life despite many very negative circumstances.

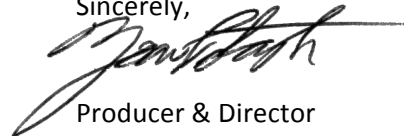
Initially, I began production of this project simply because of my attraction to the high-stakes storyline and to all three main characters: Deborah and her attorneys, Joshua and Nadia. Over time, however, working on the film transformed me into a vocal advocate for all victims of domestic violence and sex trafficking, especially those who would otherwise be forgotten and denied justice.

Through "Debbie's Campaign," our outreach and engagement effort, this film is sparking change for victims of abuse. Through our national broadcast and subsequent home video distribution, CRIME AFTER CRIME will help advance a national dialog about the rights of battered women. Films can and do have a direct and meaningful impact on people's lives, and this Home Viewing & Community Action Guide will help you become a part of that.



Again, thank you for your involvement, and I hope you are moved by the film.

Sincerely,

A handwritten signature in black ink, appearing to read "David S. [unclear]".

Producer & Director  
CRIME AFTER CRIME

## AWARDS "CRIME AFTER CRIME" HAS RECEIVED TO DATE

- ★ Golden Gate Award for Investigative Documentary Feature, San Francisco International Film Festival
- ★ Henry Hampton Award for Excellence in Film & Digital Media, Council on Foundations Film Festival
- ★ Justice Matters Jury Prize, Washington DC International Film Festival
- ★ Audience Award, San Francisco International Film Festival
- ★ Pursuit of Justice Award, California Women's Law Center
- ★ Best Documentary, Berkshire International Film Festival
- ★ Audience Award, Berkshire International Film Festival
- ★ Audience Award, Rochester Jewish Film Festival
- ★ Audience Award, Atlanta Jewish Film Festival
- ★ Best Editor, Milan International Film Festival
- ★ Crystal Heart Award, Heartland Film Festival
- ★ Audience Award, Heartland Film Festival
- ★ Grand Prize, Heartland Film Festival
- ★ Grand Prize, San Antonio Film Festival

## Suggestions for planning your CRIME AFTER CRIME viewing event

### **Determine your event location and time**

You can host a screening event in your home, workplace, community center, or house of worship – anywhere with cable where you can watch OWN. Not sure if you have OWN? Check your cable guide or visit [www.own.tv](http://www.own.tv) and click on “Find OWN on TV.” Can’t watch the premiere? Record the broadcast, search for repeat airings, or order the DVD.



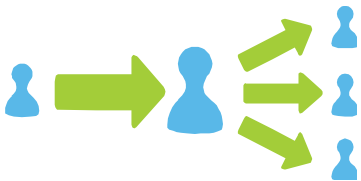
### **Enlist partners**

Even if your event will be at home, reach out to local organizations and invite guests. Don’t be shy – organizations that work to address issues depicted in the film will probably be excited to hear from you. You can even make your event a chance for them to speak to your group, recruit volunteers, or raise funds for their cause. Who should you contact? Here are some ideas:

- ✓ Your local domestic violence prevention agency or women’s shelter – try an internet search with the keywords “domestic violence” and the name of your city or town.
- ✓ A local organization or chapter working on women’s issues, justice, or civil rights – try the local chapter of the National Organization for Women, the League of Women Voters, the ACLU, or use a simple internet search to find appropriate groups in your area.
- ✓ A local chapter that serves one or more ethnic or religious communities – try your local Jewish Federation or JCC, local chapter of the NAACP or other African-American organization, a Christian community group or other organization. These groups value justice and equality, and a CRIME AFTER CRIME screening can provide them with a unique opportunity to come together under one roof.

### **Make it social**

Use email, phone calls, text messages, social networking sites, and your personal interactions with friends and family to get people excited about watching CRIME AFTER CRIME. See the next page for a sample email you can use. To make your event more social (and to help make sure people arrive on time), consider offering light refreshments or a meal before the film is scheduled to begin. Potlucks are a great way to make it easier for the host and create a sense of community.



### **Set up a resource table and raise funds for a good cause**

Distribute copies of the DEBBIE’S CAMPAIGN donations forms (see last page of this document) or this entire Home Viewing & Community Action Guide. Invite organizations to place fliers or brochures at your event, or print out information from their websites. This information can help people and organizations connect with one another and take next steps after the film.

### **Have a guest speaker or discussion after the film**

Special guests may be able to speak to your group about how their work or personal experiences connect with the film. Even without a guest, keep in mind that most people in the US have experienced abuse or know someone who has, so the film can spark memories and feelings for most everyone. Plan for a short discussion after the film, and create a safe space for people to discuss what they feel comfortable talking about. The National Domestic Violence hotline can help you at 1-800-799-SAFE.

### **Tell us about it – we want to hear your inspiring stories!**

Be sure to contact us through [www.CrimeAfterCrime.com](http://www.CrimeAfterCrime.com) or [www.Facebook.com/CrimeAfterCrimeFilm](http://www.Facebook.com/CrimeAfterCrimeFilm) to tell us about what you did!



## SCREENING EVENT INVITATION TEMPLATE



*Copy, paste, and adapt this message to meet your needs. You can also use this information to create regular mail letters, fliers, Facebook events, Evites, and so on.*

Dear Friends,

I am excited to invite you to join me for the World Television Premiere of CRIME AFTER CRIME, an important and deeply moving documentary film.

CRIME AFTER CRIME tells the dramatic story of the legal battle to free Debbie Peagler, a wrongfully imprisoned survivor of domestic violence who becomes a mentor and church leader while behind bars. After two decades of incarceration, her story takes an unexpected turn when a pair of rookie land-use attorneys steps forward to fight for her freedom. This award-winning movie has been called “Magnificent” by *The New York Times*, “moving and inspiring” by *The Washington Post*, and “a must-see” by *The Los Angeles Times*. Now you know why you’ve got to see it!

WHEN: [time and date info]

WHERE: [location name and address]

WHAT TO BRING: [optional; food or drink, etc.]

### LOCAL BROADCAST INFO

If you can’t join us here, I strongly encourage you to tune-in or record the broadcast. The film will be showing exclusively on OWN (the Oprah Winfrey Network). OWN is part of the Discovery Network, so if you get Discovery as part of your cable TV package, you also get OWN.

Here in [your city], OWN is channel [insert local channel number].

CRIME AFTER CRIME will premiere at [insert local broadcast time] on November 3, 2011.

Set your DVR now!

### [OPTIONAL PARAGRAPH REGARDING ORGANIZATION INVOLVEMENT]

[name of organization] is a partner in this event, and by attending you will have an opportunity to hear about and support the important work they do in our community.

### [OPTIONAL PARAGRAPH REGARDING DEBBIE’S CAMPAIGN]

Alongside the film, the filmmaker and a coalition of domestic violence prevention agencies have announced Debbie’s Campaign, a nonprofit project to help end domestic violence, sex trafficking, and wrongful incarceration. We will gather donations for Debbie’s Campaign at our event, which can be submitted by check or online donation using a credit card. More information on Debbie’s Campaign is available at [www.CrimeAfterCrime.com](http://www.CrimeAfterCrime.com).

If possible, please RSVP by [desired RSVP date], and I hope to have you join us for this powerful film.

Sincerely,

[your name]

## **BACKGROUND INFORMATION ABOUT THE FILM**

CRIME AFTER CRIME tells the dramatic story of the legal battle to free Debbie Peagler, an incarcerated survivor of domestic violence. Over 26 years in prison could not crush the spirit of this determined African-American woman, despite the wrongs she suffered, first at the hands of a duplicitous boyfriend who beat her and forced her into prostitution, and later by prosecutors who used the threat of the death penalty to corner her into a life behind bars for her connection to the murder of her abuser.



Her story takes an unexpected turn two decades later when two rookie land-use attorneys step forward to take her case. Through their perseverance, they bring to light long-lost witnesses, new testimonies from the men who committed the murder, and proof of perjured evidence. Their investigation ultimately attracts global attention to victims of wrongful incarceration and abuse, and becomes a matter of life and death once more.

## **OVERCOMING OBSTACLES TO FILMING BEHIND BARS**

Stories like Deborah's are rarely heard outside of prison walls, largely because of restrictions on media access. Only members of the press who will portray the prison in a positive light are allowed in. To film interviews with Deborah, filmmaker Yoav Potash gained entry to the prison not as a member of the press, but as part of Deborah's legal team – the official legal videographer.

Meanwhile, filmmaker Yoav Potash gained additional access to Deborah Peagler by making a documentary about the prison's work and rehabilitation programs, many of which Deborah led. Through the filmmaker's persistence, creativity, and patience, Potash was able to document Deborah Peagler's saga in and out of prison for over five years with unprecedented and exclusive access to a story that otherwise would have remained forever hidden from the public knowledge.



## ABOUT THE PEOPLE IN THE FILM

### **Deborah Peagler**

Deborah was only 15 when she fell in love with a charming young man — only to then be horribly abused by him and forced into prostitution. Today, she is in prison for his murder. In her decades behind bars, she has taught illiterate inmates to read and write, led the gospel choir, and earned two college degrees. In prison she has learned that she is not alone; the majority of incarcerated women today are survivors of domestic violence. Still, she has little hope for freedom — until she meets Joshua Safran and Nadia Costa.



### **Joshua Safran**

As a nine year-old boy, Joshua saw his mother beaten too many times to count. He felt powerless to stop the abuse, and young Joshua and his mother narrowly escaped her batterer. Flash-forward two decades: Joshua is now a lawyer and he finds that, in representing Deborah Peagler, he now has a chance to help a victim of domestic violence where he could not help his own mother. Over time, Joshua's Jewish identity also fuels his work on the case, as he finds inspiration in ancient prayers that address injustice.



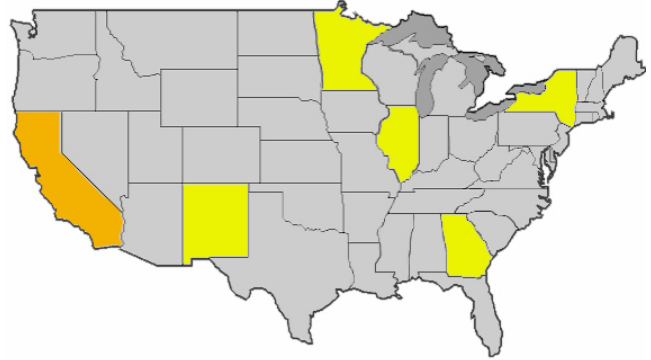
### **Nadia Costa**

In addition to being a former social worker, successful lawyer, and dedicated mom, Nadia is an ultra-marathon runner who rises before dawn to train for hundred-mile races. The stamina that she has developed through this daily practice is a great asset in her work on Deborah's case, as the battle for Deborah's freedom itself becomes a legal marathon, stretching on for years and covering the terrain of both civil and criminal law. Nadia's personal mantra of "constant forward momentum," becomes the only way that Deborah and her legal team can persevere through the difficult challenges and setbacks they encounter.



## DOES YOUR STATE HAVE A LAW TO ALLOW WOMEN LIKE DEBBIE TO BE FREE?

At present, California is the only state in the nation with a law that allows incarcerated survivors of domestic violence to petition the courts for their freedom based on evidence of the abuse they endured. Efforts to pass similar laws, however, are spreading quickly. When the film CRIME AFTER CRIME premiered in January of 2011, only one other state had an effort underway to pass similar legislation. Now efforts are in progress in:



- Georgia
- Illinois
- Minnesota
- New Mexico
- New York

### **Can I start or get involved in an effort in my state?**

YES! To learn more about getting involved in a call for reform in your state, please send an email to [info@crimeaftercrime.com](mailto:info@crimeaftercrime.com).

While passing a law is a monumental achievement, ordinary citizens can make it happen if they are dedicated and resourceful. The California law was passed through the steadfast efforts of a small but passionate group, and you can work with others to achieve similar results where you live.

We will be happy to send you the following information to help you begin:

- **Habeas Project letter for national advocates.** The Habeas Project is the coalition of organizations that pushed for legislation in California and that now arranges pro bono representation for incarcerated survivors of domestic violence. As the pioneering group behind this kind of effort, they have drafted an advisory letter for those seeking to start similar movements in their states.
- **Supporting materials.** We have assembled several key research studies and articles on the effort to assist incarcerated survivors of domestic violence like Deborah Peagler.
- **Contact information.** We will direct you to state and local organizations working on domestic violence prevention and justice issues who may be able to partner with you in your area. We will also provide you with contact info for volunteers who have agreed to share their information with others getting involved in this effort.
- **Film Excerpts.** “Crime After Crime” film excerpts can be a powerful and effective way to get others to understand the need for change. We can send you links to short portions of the film that you can share with others to help move them towards action.



DEBBIE'S CAMPAIGN, the accompanying outreach and engagement effort for CRIME AFTER CRIME, is creating real change to help end domestic violence and wrongful incarceration. Recent activities of Debbie's Campaign include:

- Distributing copies of the film to domestic violence prevention organizations nationwide through a partnership with The National Network to End Domestic Violence (NNEDV).
• Arranging special screenings of the film at high schools as part of a campaign to educate teenagers about the warning signs of abusive relationships.
• Enabling battered women's shelters to use private screenings of the film as fundraiser events.
• Working with lawyers' groups to spark changes in the practice of domestic violence law.

Debbie's Campaign is a nonprofit project of the Foundation for Jewish Culture (FJC) with 501(c)3 tax-exempt status, supported through grants, donations, and a percentage of CRIME AFTER CRIME film profits. To make a donation in support of Debbie's Campaign, visit www.CrimeAfterCrime.com or complete and mail this form.

First Name: Last Name:
email: phone (optional):

Street address:

City, State, ZIP:

Donation \$2,500 \$1,000 \$500 \$250 \$100 \$50 \$25
other amount \$

If donating \$100 or more, would you like to be thanked by name on our website? Yes No
...If yes, please tell us how you want to be acknowledged (i.e. "Amy Smith" or "The Smith Family")

Please acknowledge as:

I would like to donate using a...
Check payable to "FJC" (please enclose your check with this form)
Credit card

Name on credit card (if different from above):

Credit card type: VISA MasterCard American Express

Credit card number:

Expiration Date: /

Security Code REQUIRED:
(The security code is the three digits on the back of card, or the four digits on the front of an AmEx card.)

TO DONATE BY MAIL, please send this form to:
Debbie's Campaign / F.J.C.
P.O. Box 4709
Glendale, CA 91222-0709

TO DONATE ONLINE VISIT:
www.CrimeAfterCrime.com

Please make your check payable to "FJC."
(Write "Debbie's Campaign" on the memo line).

Thank you for your support!!