

## **“Choose Freedom”**

### Media Campaign

Thank you for taking an interest in our “Choose Freedom” media campaign. Nationally, one in every thirty-two adults is under some form of correctional supervision, in prison or jail, or on probation or parole. Incredibly, Georgia leads the nation with one in every fifteen adult Georgians under some form of correctional oversight. Simply put, no Georgian is unaffected by crime.

The “Choose Freedom” inter-agency media campaign is designed to educate the youth of “at risk” communities that all actions have consequences. “At risk” communities are those that send a disproportionately large number of people to prison, or where trends suggest there is a significant growth in the number of people entering prison.

Georgia is tough on crime. Our youth need to understand that if, for example, a fourteen-year-old and his friends rob a convenience store with a weapon they will all go to adult prison for at least ten years with no possibility of parole. Actions have consequences and the decisions our youths make today can have enormous life-long consequences.

The “Choose Freedom” media campaign will include print, television and radio public service announcements, billboards, offender testimonials, and volunteer education initiatives. Our desired outcome is that our youth are more aware of the consequences of criminal behavior, that we see fewer prison inmates coming from “at risk” communities, and that that we have safer, healthier, better educated and growing communities throughout Georgia.

Please join us in educating our children to **“Choose Freedom.”**

Georgia Department of Corrections  
Commissioner Brian Owens