

CAMPAIGN *COMMUNICATIONS* REPORT

FEB 2026

NO
MORE.

NO MORE.



CAMPAIGN OVERVIEW

CAMPAIGN NAME



NO MORE: The Campaign for Safety and Accountability in Alabama Prisons

OBJECTIVE



Build on the attention and exposure catalyzed by “The Alabama Solution” to bring Alabamians and people across the US together in calls for prison reform – both in Alabama and nationwide.

DURATION



Oct 2025 (launch) – ongoing

TARGET AUDIENCES



- Alabamians of all walks of life and across the entire political spectrum
- National allies and advocates, particularly those from the following communities:
 - *Parents and educators*
 - *Faith leaders*
 - *Black Americans*
 - *Centrist conservatives and moderate reformers*

VISUALS AND DESIGN

PRIMARY COLORS



SECONDARY ACCENTS



**NO
MORE
UNCHECKED
POWER**

**NO
MORE
PRISON
MURDERS**

**NO
MORE
FORCED
LABOR**



@NoMoreAlabama Instagram Grid



Billboards in MONTGOMERY



Billboards in MONTGOMERY



Billboards in MONTGOMERY



ADVOCACY

2.5K+

signatories to our open letter to elected leaders...and growing.

7.7K+

letters and emails sent through campaign infrastructure to Alabama leaders, including Gov. Ivey, Commissioner Hamm, and the Prison Oversight Committee.

SUPPORT THE MEN

SHARE ACTION ALERT

SIGN THE LETTER HERE



JASON CHAPMAN
BULLOCK CF
5/14/2023





GARY OWEN MATTHEWS
BIBB OF
1/13/2024



MARQUIS WERNET MACK
STANTON OF
5/26/2023



JACKIE BLAKE BARNETT
KALIN OF
6/10/2023



ANTHONY MACK
BIBB OF
1/13/2024

SOCIAL MEDIA METRICS

26M+

video views
across Instagram
and TikTok

1.5M+
engagements

ACCOUNT FEATURE: **@VOICESBEHINDBARS**

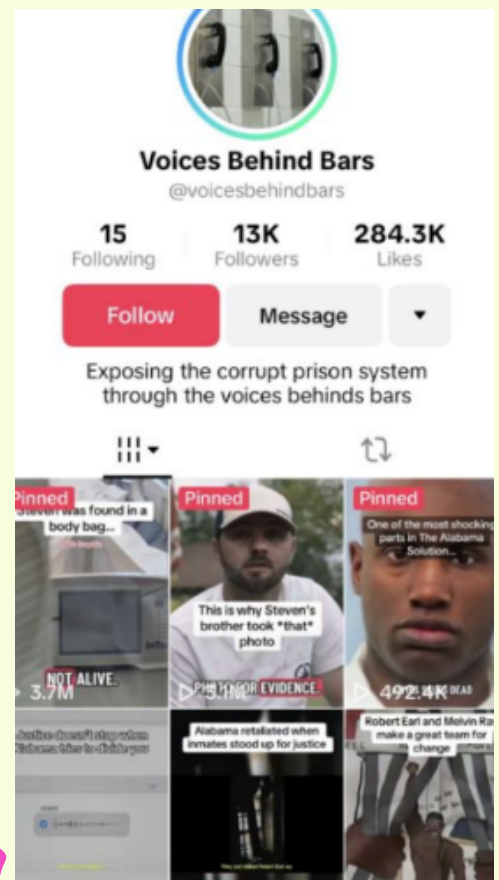
With 13k+ followers, @voicesbehindbars became a trusted voice in the prison reform space, cultivating its own dedicated community.

11.4M
views

341K
engagements

13K
followers

- The account focused on personal, serialized stories of the film's protagonists like Sandy Davis and Robert Earle.
- The account attracted attention from prison reform organizations and families of incarcerated individuals advocating for justice.



SOCIAL MEDIA METRICS

SPOTLIGHT: ALABAMA IMPACT

220K post views on
@NoMoreAlabama

AUDIENCE

15K followers across
film and impact
Instagram accounts

KEY ENGAGEMENTS

Heavy influencer
support driving people
to our **Take Action**
page, including
from:

- **Kim Kardashian**
- **Jane Fonda**
- **Common**
- **John Legend**
- **Mariska Hargitay**
- **Mark Ruffalo**
- **Nikole Hannah Jones**
- **Meek Mill**



EMAIL METRICS

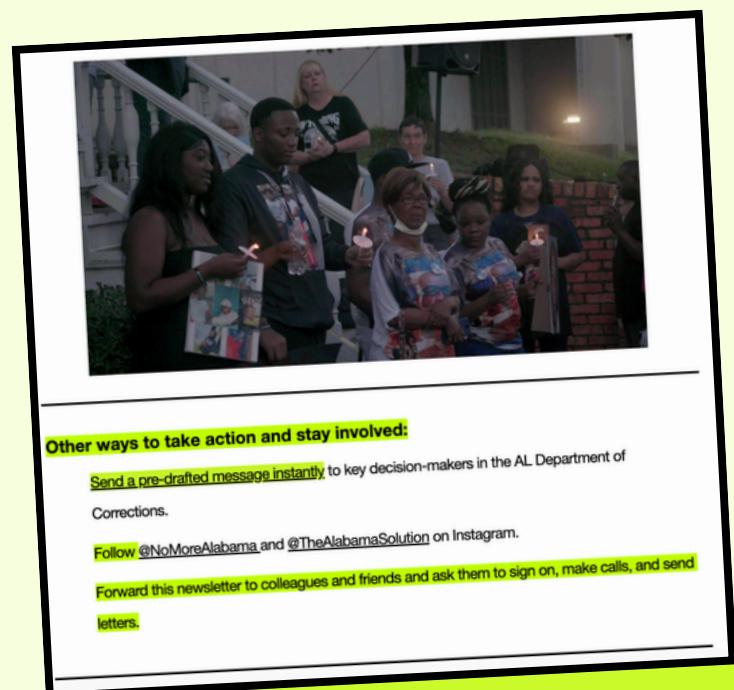
TOTAL REACH

2,750 subscribers and counting
9K emails sent

AVERAGE EMAIL OPEN RATE*

41%

Average nonprofit open rate averages range between 20-30%.
Our rate is more than 1.5X better.



MEDIA

100+

*impact campaign-related mentions in
Alabama media since October 2025*

300+

*impact campaign-related mentions in
US media since October 2025*



**The
Guardian**

The New York Times



Montgomery Advertiser

YELLOWHAMMER



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Podcast

02/25/2026

"The Alabama Solution" May Change How You See Prisons (w/ Andrew Jarecki & Charlotte Kaufman)

Sonny Bunch



POD SAVE
THE PEOPLE
WITH DERAY

Podcast

11/04/25

The Alabama Solution & The Fiction of Fair Consequence

DeRay Mckesson



Print/Digital News

02/09/26

Alabama inmates in Oscar-nominated documentary sue prison officials

Mike Cason



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Print/Digital News

01/26/26

Documentary exposing Alabama prisons nominated for Academy Award

Jacob Holmes

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Print/Digital News

10/13/2025

HBO documentary uses inmate videos to expose conditions inside Alabama prisons

Olivia McMurrey

w)b)h)m)

Radio

10/10/2025

'The Alabama Solution': a documentary with an inside look at Alabama's prison crisis

Noelle Annonen

AL.com

Print/Digital News

10/11/2025

New HBO documentary declares Alabama home to America's deadliest prisons

Ivana Hrynkiw

The New York Times

Print/Digital News

10/05/2025

In 'The Alabama Solution,' Amateur Footage Helps Expose Prison Abuses

Alissa Wilkinson

Los Angeles Times

Print/Digital News

10/03/2025

‘The Alabama Solution’ secretly captures the brutal conditions inside a penal system declared unconstitutional

Robert Abele

The Guardian

Print/Digital News

10/12/2025

‘How is this possible?’: a new film looks inside the appalling abuses of the Alabama prison system

Adrian Horton



Print/Digital News

01/26/2026

After Exposing Prison Horrors, Incarcerated Whistleblowers Are Moved to Solitary

Katie Rose Quandt



Television

10/22/2025

Joint prison committee meets first time since Alabama Solution documentary

Jessica Umbro



Television

10/09/2025

'A system in collapse': HBO documentary about Alabama's prisons debuts Friday

Andrey Ash



Print/Digital News

10/10/2025

'The Alabama Solution' Takes No Prisoners as Incarcerated Workers Struggle for Their Humanity

Ed Rampell



Television

10/09/2025

Smuggled footage exposes Alabama prison horror in new HBO documentary

Shannon Maze



Television

12/04/2025

Prison reform advocates call for 'shutdown' of Alabama Department of Corrections

Jessica Umbro

The Guardian

Print/Digital News

12/09/2025

He was called one of the most violent prison guards in America. He got promoted

Ed Pilkington

Montgomery Advertiser

Print/Digital News

10/09/2025

HBO documentary exposes Alabama prison system ahead of debut

Jennifer Lindahl



Television

10/22/2025

Leaders talk 'The Alabama Solution' and next steps

Ryan Hall



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Print/Digital News

10/10/2025

'The Alabama Solution': Documentary exposes state's maligned prisons

Jacob Holmes



Print/Digital News

10/22/2025

Inmates, families hope documentary brings end to horrific conditions inside Alabama's violent prisons

Mike Cason



Television

11/17/2025

HBO Max documentary screening sparks conversation about making changes to the Alabama prison system

Ayron Lewallen



Other

10/22/2025

Alabama prison death: Father demands answers for Chase Mathis amid system failings

Kim Chandler



Print/Digital News

10/23/2025

Alabama prison culture challenged in wake of documentary

Jacob Holmes



Television

10/15/2025

Family of inmate featured in 'The Alabama Solution' speak after release of documentary

Scott Minshall



Television

11/25/2025

Former WBRC anchor works as producer on HBO documentary about Alabama's prison system

Steve Crocker



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Print/Digital News

11/17/2025

Montgomery's Capri Theatre to show The Alabama Solution for free

Staff

The Crimson White

Print/Digital News

10/19/2025

Culture Pick | 'The Alabama Solution' showcases inhumane treatment of prisoners

Addison Phelps



Television

10/31/2025

“The Alabama Solution:” New Doc Exposes Disturbing Conditions in AL Prisons

Harl Sreenivasan



Television

10/22/2025

State lawmaker demands firing of officer after documentary exposes prison beating death

Cynthia Gould



Print/Digital News

10/14/2025

Alabama’s Prisons Face Scrutiny In Gripping New HBO Documentary

Don Hartley



Radio

12/05/2025

Alabama inmates plan another labor strike over conditions featured in new HBO film

Pat Duggins; Emily Ahearn; The Associated Press



Other

01/28/2026

Alabama inmate activists from an Oscar-nominated film are moved to solitary, attorneys say

Kim Chandler



Print/Digital News

01/22/2026

Movie about Alabama prisons lands Oscar nomination. Here's how you can watch it

Ben Flanagan



Television

10/13/2025

New documentary critical of Alabama prison system has public screening in Selma, more to come

Simon Schuessler



Television

10/11/2025

Director of 'The Alabama Solution' discusses ongoing crisis in state prison system

Austin Franklin



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Radio

02/26/2026

Documentary on Alabama prisons in the running for an Oscar

Pat Duggins



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Print/Digital News

10/16/2025

Petition calls for federal investigation into killing of inmate Steven Davis

Jacob Holmes

abc GOOD MORNING AMERICA

Television

10/08/2025

Andrew Jarecki talks new documentary, 'The Alabama Solution'

George Stephanopoulos



P+R+I+D+E
PUBLISHING GROUP
"The voice of a proud community"

Other

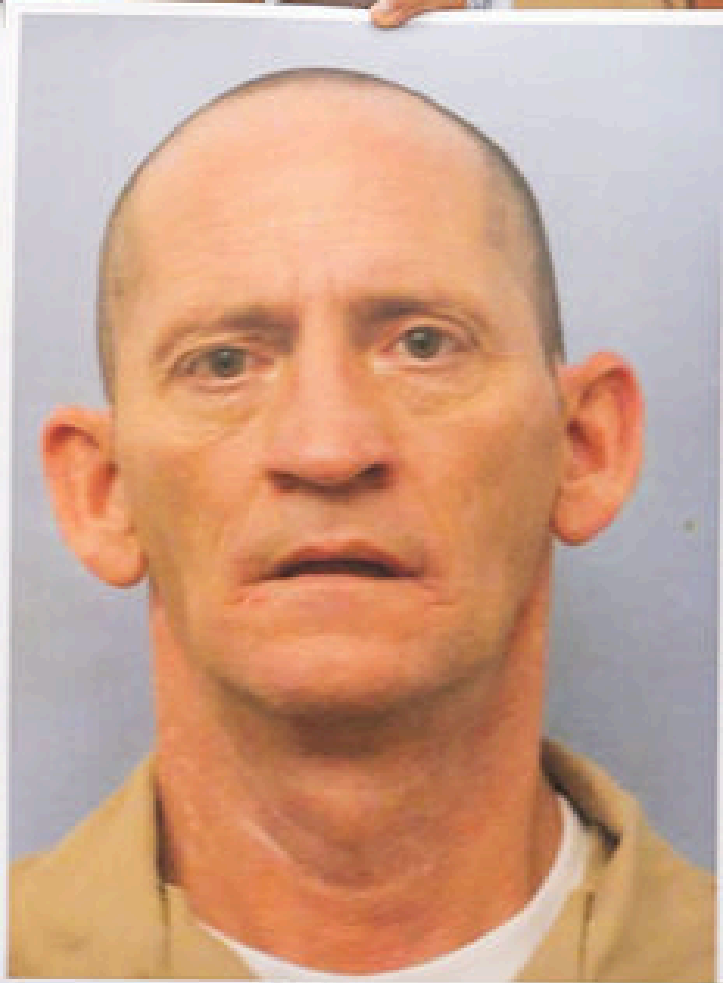
02/05/2026

Alabama prison documentary 'The Alabama Solution' earns Oscar nomination

Staff

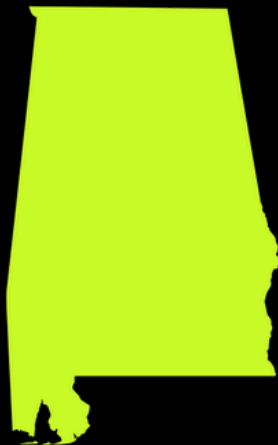


ANITA T HILL
BIRMINGHAM CSF
4/6/2025



KENNETH WARREN
KILBY CF
8/26/2024

*The fight continues.
Thank you for your
continued support.*

NO 
MORE.

✉ alabamians@safetyandaccountability.com
🌐 nomorealabama.com
📍 Montgomery, AL