

## WHY BOTHER?

### Finding the Will to Carry On...

This new video production is a part of the growing **OPEN INFORMATION SERIES™**. It is designed to help offenders find constructive answers to the question, "Why Bother?" The tendency for offenders is to live for the moment. Thus, the motivation required for self-development is often overshadowed by the overriding question: "Why bother?" Why try, why hope, why change? Without practical, convincing answers to these questions, offenders see little reason to work toward self-improvement.

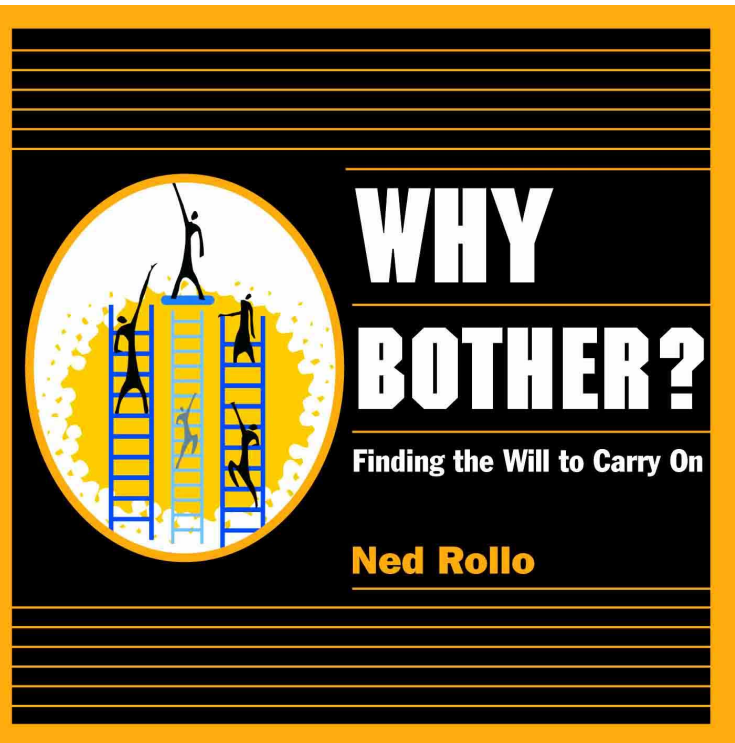
The primary goal of the "Why Bother?" video is to help offenders develop effective ways to achieve their goals and ambitions through pro-social actions. Speaking directly to the offender, the video seeks to empower the viewer in his or her efforts to maintain hope and accomplish positive behavioral change. For the offender, the message is very clear: *Life is worth living when you have hopes and dreams to pursue.*

The hard-hitting presentation is delivered by Ned Rollo, a nationally recognized correctional training specialist, as well as an ex-offender and recovering addict. Rollo, founder and executive director of OPEN, INC., has 36 years direct experience in the corrections field.

The "Why Bother?" video is designed for use by all correctional institutions and others concerned with changing the lives of inmates and ex-offenders, including long-timers

**"...The Why Bother? DVD is a great start for peer-led group discussion...Universally acceptable."**

*Ralph Zaccheo, Administrative Officer  
Psychosocial Rehabilitation Programs, Dept. of  
Veterans Affairs, Lowell, MA*



and lifers. The program package includes a staff publication on motivation and a discussion guide, both available for download from the OPEN, INC. website ([www.openinc.org](http://www.openinc.org)).

**Running Time Approximately 23 Minutes**

**DVD Format \$119.95 VHS Format \$119.95**

**"The video was very raw. The imagination is an 'escape' from the loneliness felt inside these walls. I could relate to Ned because I didn't feel intimidated by him. There was no sugar coating or (an) unrealistic presentation. Ned easily inspired me to look towards the future & never give up on my dreams..."**

*Inmate, Indiana Women's Prison  
Indianapolis, Indiana*

*For pricing and ordering information, please contact:*

**OPEN, INC. 1.972.271.1971**  
**PO BOX 472223 1.800.966.1966**  
**Garland, TX 75047-2223 1.972.278.5884 (fax)**

**[www.openinc.org](http://www.openinc.org)**  
**[info@openinc.org](mailto:info@openinc.org)**