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INTRODUCTION^N C J R S

JUL 8 1969

ACQUISITIONS

The success of any crime prevention program depends on the extent to which the public is aware of the magnitude and threat of crime, and their understanding and acceptance of methods to prevent it. Crime prevention services such as Neighborhood Watch, Operation Identification, security inspections of homes and businesses and others are of *little value* unless the public is *aware of the programs, understands their benefits and takes action.*

Although law enforcement agencies may consider the prevention of crime as being in the public's best interest, too often the public gives little or no thought to it. Therefore, crime prevention practitioners must actively seek opportunities to inform citizens about crime and encourage them to take action to prevent it, both on an individual and community basis.

Crime prevention should be viewed as a "*public interest product,*" and as such should be marketed in order to reach the largest possible segment of the population.

This guide will aid you in publicizing crime prevention and will identify the major opportunities available in most localities, regardless of size. With some exceptions, they include: radio, television, daily or weekly newspapers, advertising supplements, local or regional magazines, outdoor advertising, presentations to various groups and organizations, newsletters, and other periodicals available through business and industry, government agencies, associations and other organizations.

The cost of embarking on a public awareness program is minimal. Many of the materials and resources are available at little or no cost.

PLANNING A PUBLIC AWARENESS EFFORT

A. Identifying Problems and Needs

1. Determining major crime problems

- a. Uniform crime report
- b. Crime analysis (offense reports, arrest reports, miscellaneous reports)
- c. Public perception (media response to crimes, citizen feedback at crime prevention meetings, etc.)

2. Determining the public's attitude toward security

- a. Extent and nature of crimes reported
- b. Victimization analysis—review of offense reports can serve as an indicator of the public's concern about safety and security if, for example, they are victimized in the following manner:
 - autos stolen with keys in ignition
 - burglaries through unlocked windows and doors
 - sexual assaults in high risk areas
 - larceny of unsecured property
 - others

3. Level of public involvement and participation in community crime prevention programming

- a. Extent to which the public requests crime prevention services, i.e., presentations, material, advice, etc.
 - Neighborhood Watch
 - home or business security inspections
 - Operation Identification
 - sexual assault awareness
 - others
- b. Attendance at community crime prevention meetings and seminars
- c. Comparative citizen involvement between low and high crime areas

B. *Developing Public Awareness Goals and Objectives*

1. General Goal Statement:

To make all citizens aware of the threat and magnitude of crime and the individual and collective actions which can be taken to prevent it.

2. Objectives:

Objectives are the means by which to solve the problems previously identified and to reach the overall program goal. Public awareness objectives must relate to, and complement other components of a crime prevention program.

3. Strategies:

Strategies are the means by which to achieve objectives. Viewed in total, they represent a plan of action.

A typical public awareness objective with attending strategies is illustrated below:

Objectives:

To make the users of the downtown area aware of the threat of larceny from automobiles and provide them with the educational information to prevent it.

Strategies:

- * 1.1 Prepare public service announcements and have radio stations air them during "rush hour" traffic.
- * 1.2 Prepare or obtain brochures or flyers describing the threat and remedy, then distribute to major businesses in the area for redistribution to their employees.
- * 1.3 Inform newspapers of the problems and attempt to interest them in writing about the subject.

**Note: These are but three of a number of public awareness strategies that could assist in accomplishing the objective.*

PROFILING PUBLIC AWARENESS OPPORTUNITIES

Prior to implementing a public awareness component of an overall crime prevention effort, it is necessary to catalog the various outlets or opportunities normally available within each locality.

A. Radio

1. Name, address, telephone number, contact person at each station
2. Arbitron rating (share of local audience by age and other factors such as day of week, hours of day, etc.)
3. Format
 - a. rock
 - b. beautiful music
 - c. country
 - d. adult contemporary
 - e. religious
 - f. news/talk
4. Content or percentage of local programming
 - a. public service announcements
 - b. interviews
 - c. talk shows

B. Television

1. Name, address, telephone number, contact person at each station
2. Nielson rating (share of local market)
3. Type of station
 - a. network affiliate
 - b. public broadcasting
 - c. local independent

-
4. **Extent of local programming**
 - a. interviews
 - b. features
 - c. public service announcements

C. *Newspapers*

1. **Name, address, telephone number, relevant editor(s) and beat reporter(s)**
2. **Type of newspaper**
 - a. local or regional daily
 - b. local or regional weekly
 - c. predominantly advertising (shoppers/throwaways)
3. **Deadline for submission of material**
4. **Circulation**
 - a. geographical
 - b. number of subscribers

D. *Magazines*

1. **Name, address, telephone number, editor**
2. **Local or regional**
3. **Type of readership**
4. **Deadline for submission of material**

E. *Service and Civic Groups/Organizations*

1. Name, address, telephone number, contact person
2. Type of organization
 - a. social
 - b. community
 - c. business
3. Number and type of membership
 - a. geographical representation
4. Community service interest

F. *Business and Industry*

1. Name, address, telephone number, contact person
2. Number of employees
3. Type of business
4. In-house security capability
5. In-house newsletter

G. *School*

1. Name, address, telephone number, principal
2. Grade levels
3. Number of students

IMPLEMENTATION

Although the Federal Communication Commission no longer requires radio and television stations to allocate some of their broadcast time for public service announcements, they nevertheless feel an obligation to the community to provide a portion of their time to public service advertisements and programs.

A. Public Service Announcements

1. Purpose

- a. To inform the audience about crime prevention
- b. To have the audience share your interest in crime prevention and obtain their support and assistance

2. McGruff SPOTS

- a. Contact the local media to determine if they have copies of the announcements
- b. If yes, explain the significance of the campaign and ask if they will use them. If they don't have the announcements, contact the National Crime Prevention Council or the Department of Criminal Justice Services.
- c. Request the station to assist you with inserting a local identifier on each announcement: "This message has been brought to you by the National Crime Prevention Coalition and the Anywhere Police/Sheriff Department."

3. Radio

- a. Length of PSA depends on preference of station. It is advisable to supply them with 60, 30, 20, and 10 second spots. As a rule of thumb, a 60 second spot contains approximately 150 words; 30 second spot, 75 words; 20 second spot, 50 words; and a 10 second spot, 20 words. Normally, 30 and 10 second announcements receive the most airings.
- b. Script material can be obtained from a brochure on the subject.
- c. Determine whether the station requires a tape or a script from which the announcer can read. If a tape is used, a script should also be included.
- d. When your PSA is ready, call and make an appointment with the station employee responsible for airing

announcements, usually the public service director.

- Explain the purpose of the announcement and why it is important
 - Outline the action you hope will occur as a result of the airing
 - Read the script or play the tape and ask for their suggestions
- e. After the announcement has been aired, write a letter to your contact with a copy to the station manager/owner expressing your department's appreciation and the hope that the station will continue to use this and other crime prevention spots.

4. Television

- a. The technical requirements for television station public service announcements are more difficult than for radio. Unless you are able to obtain assistance from the television station, a local university or advertising agency, it is not advisable to produce your own spots.
- b. Self-produced slides and tapes must be of the same quality as those produced by the station. Check to determine their requirements.
- c. It is advisable to utilize McGruff and "Take A Bite Out Of Crime" PSA's and add a local identifier.

B. News Release

1. Purpose

- a. To invite the media to cover an important event
- b. To address a specific issue of concern to the public
- c. To provide additional or supplemental information to a story already being covered by the media

2. Form

- a. Typed, double spaced with wide margins
- b. If practical, no more than one page
- c. Use letterhead paper and include at top of release:
 - Agency's name
 - Name of the contact person and phone number
 - The release date (immediate release or after a certain date and time)
 - A headline for the news release is optional. The

advantage of a headline, however, is to catch the editor's attention.

- A press release should be sent in sufficient time to allow the media to schedule coverage. Usually delivering a press release seven working days in advance is considered adequate notice.

3. Style

- a. The lead is the first sentence or the first paragraph. To the extent possible, it should address who, what, when, where and why. The lead should be quotable and serve to convince the media to cover the story.
- b. Broadcast media—release for television and radios should be in a conversational style, short, and to the point.
- c. Print media—release should be written in the form of a news story.

C. *Feature Articles/Programs*

1. Purpose

- a. Can provide important in-depth information to the viewer/reader
- b. Can serve to highlight significant issues

2. Print Media

- a. Your ability to convince a newspaper to run a feature article on crime prevention depends upon your ability to convince the reporter or editor that the article has reader appeal. This is easier if you are familiar with the newspaper's staff.
- b. Determine the topic you would like to have covered.
- c. Attempt to relate the feature to a local event which is news worthy.
- d. Contact the reporter or editor and suggest a topic.
- e. Stress the importance of the feature and include suggestions as to the information that should be presented.
- f. Provide necessary statistical data or other information which makes the feature compelling.

3. Broadcast Media

- a. Prepare a brief outline of the feature program.
- b. Call the station's public affairs director or manager

- and ask for an appointment.
- c. Present your ideas to the public affairs director in a clear and concise manner.
 - d. Take sufficient support material and be prepared to answer all questions. With television, have some idea of the visual you would like to see presented.
 - e. Be prepared to detail the activities or support your agency or organization can provide.
 - f. Follow-up with a letter summarizing the meeting.
 - g. Maintain close contact with appropriate staff while the feature is being planned.

D. Oral Presentations

Target potential audience depending on the problems and objectives previously identified.

Contact the appropriate organization member and explain that your agency would appreciate the opportunity to present a program on crime prevention.

Follow-up the initial contact with a letter detailing the presentations your agency is capable of making, and in accordance with your internal plans, suggest specific topics.

4. Organizing the presentation

- a. Introduction of presentation
 - Captures the attention of the audience
 - Serves to motivate the audience
 - Serves as an orientation
 - Brief outline of what will be covered in the presentation
- b. Main body of the presentation
 - Discuss the scope of the problem
statistical data
anecdotes/examples
 - Outline current activities
 - Detail what needs to be done
- c. Conclusion
 - Summarizes the key sections of the main body
 - Addresses or reiterates what the audience can do, individually or collectively to prevent crime

- d. Allow time for questions and answers
- e. Always finish on time

5. Use of visual aids

- a. Make sure the visual aids are appropriate for the audience. Don't add them unless they complement your presentation. Avoid the use of visual aids to simply take up time.
- b. If used, make sure they are working properly.
- c. Many times equipment can be borrowed from your local school system.
- d. Films, slides/tapes can be obtained from a number of sources. For a complete listing, consult the Virginia Crime Prevention Resource Directory, furnished by the Department of Criminal Justice Services.

E. Employee Education

Business and industry perhaps hold the greatest potential for reaching and educating adults within a locality. Many are willing to include crime prevention articles in their newsletters and print crime prevention handout material for their employees, if encouraged to do so, and provided with the necessary support and material.

After determining the messages you would like to convey, contact the appropriate person within the largest employers in your locality. Don't rule out the school system or the government, since both may fall into the category of major employers.

The appropriate contact person will typically be the information officer, public affairs director or personnel director. If you are unsure, contact the business and ask the name and title of the appropriate staff person.

When meeting to discuss the need to educate their employees, be prepared to outline what you would like them to do. Don't be vague.

Detail what your agency can do for them in terms of providing support material, copy, photographs, etc.

RESOURCES

A. Councils

**National Crime
Prevention Council**
805 15th Street, N.W.
Room 718
Washington, D.C. 20055
(202) 393-7141

*(Secretariat for National Crime
Prevention Coalition)*

**The Advertising
Council**
825 Third Avenue
New York, New York
10022
Contact: Elenore
Hangley
(212) 758-0400

*(The media portions of Mc-
Gruff and Take A Bite Out
Of Crime are under the aus-
pices of the Advertising
Council)*

1. **McGruff and "Take A Bite Out Of Crime"**
campaign material (available free or at low cost)
 - a. Public service announcements—distributed to all television and radio stations
 - television spots
 - radio spots
 - b. Print advertisements/camera-ready
 - newspapers/newsletters
 - magazines
 - c. Reproducibles/camera-ready
 - suitable for a variety of uses, such as: magazines, newspapers, newsletters, bulletin board material, flyers, brochures, bank envelopes, etc.
 - various poses of McGruff and slogan—"Take A Bite Out Of Crime"

McGruff and "Take A Bite Out Of Crime" is copyrighted material of the Advertising Council, 825 Third Avenue, New York, New York 10022, and requires permission before use.

- d. Posters
 - outdoor billboards
 - transit cards
 - office bulletin boards
 - store windows
 - schools (vandalism, bike safety and child abuse are packaged together with five posters on each subject)
- e. Booklets
 - over ten titles (quantity limited)
 - photo-ready reproducibles of booklets available for loan (minimum deposit required which is refunded upon return of reproducibles)
- f. Crime prevention program kits
 - A Corporate Action Guide: Employee and Community Crime Prevention—\$8.50
 - General Program Kit—\$20.00
 - Youth Kit—\$20.00
 - Neighborhood Watch Kit—\$20.00
 - Business Kit—\$20.00

B. Department of Criminal Justice Services

***Department of Criminal Justice Services
Crime Prevention Center
805 East Broad Street
Richmond, Virginia 23219
(804) 786-4000***

1. State member of National Crime Prevention Coalition and as such can assist local departments in obtaining McGruff and "Take A Bite Out Of Crime" campaign material
2. Assists local departments in planning a public awareness effort and identifying program resources
3. Publishes a bi-monthly newsletter entitled ***Crime Prevention Update***

4. Will lend on a short-term basis the McGruff hard-head costume

C. Print and Broadcast Media

1. Depending upon the relationship your department enjoys with the local media and the importance they attach to crime prevention, the following services may be available on a limited basis.
 - a. Producing public service announcements
 - b. Adding a tag line to a McGruff public service announcement (a tag line is a voice over at the end of the announcement which identifies local agency or organization)
 - c. Video taping television PSA's
 - d. A radio or television announcer may narrate a slide/tape program
 - e. Assist with scripting and layout of brochures

D. Others

- *1. University or college mass communication departments have the capability to assist with public awareness activities given the time, interest and resources
- *2. Local advertising agencies
- *3. School systems
- *4. Military installations