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MISSOURI LAW ENFORCEMENT ASSISTANCE COUNCIL
REGION 5

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SAINT LOUIS, MISSOURI 63101
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L. L. HOLMES

MAY 28 1974

May 23, 1974

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EXECUTIVE DIRECTOR

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Mr. Robert Barton
Project Director
Multi-Media Crime Prevention Program
St. Louis Metropolitan Police Department
1200 Clark Street
St. Louis, Missouri 63103

NCJRS

SEP 15 1976

Re: Multi-Media Crime
Prevention Program
S-MP4-73-bl
Final Evaluation Report

ACQUITTANCE

Dear Mr. Barton:

Enclosed please find the final evaluation report for the above referenced project for the current award period. Your response to the report, in letter form, is requested within the next two weeks. If the report contains recommendations relating to modifications of the project, your reply should give specific consideration to them, indicating for each how it will be implemented or why it should be changed or dropped. During the week following the receipt of your reply a decision will be made by the Impact Program regarding compliance with the recommendations.

Specific questions relating to the report may be directed to the Evaluation Analyst listed below. Your cooperation and assistance are appreciated.

Sincerely,

Floyd D. Richards
Floyd D. Richards
Executive Director

CENTRA

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L. L. HOLMES

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Evaluation Analyst Stan Schimerman
Enclosure
FDR/djt

CC: Otto G. Heinecke
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Dr. Larry Holmes
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REGION 5

PROJECT EVALUATION REPORT

Project: Multi-Media Crime Prevention
S-MP11-72-bl - S-MP4-73-bl

Grant Award: Phase I: \$15,000
Phase II: \$15,675

Subgrantee: St. Louis Metropolitan
Police Department

Project Director: Robert Barton, Director
Police Community Relations

Date of Report: May 9, 1974

Subgrant Period: Phase I: 9/1/72 to 6/30/73
Phase II: 6/1/73 to 7/31/74

Prepared by: Stan Schirerman
Evaluation Analyst

Authorized Official: Col. Theodore E. McNeal
President, Board of
Police Commissioners

SCOPE OF EVALUATION

This evaluation of the Multi-Media Crime Prevention Program addresses the project goal of providing public information support to the police Impact projects in the City of St. Louis. To date, project activity has been directed toward achieving this goal, mainly through the use of radio spot announcements, brochures, and billboards. Mr. C. White, project coordinator of the Multi-Media Crime Prevention Program, has provided the information on project activity.

SUMMARY OF BACKGROUND INFORMATION

Phase I of the Multi-Media Crime Prevention Program was funded for \$15,000 (Federal share) with a subgrant period beginning September 1, 1972 and terminating on June 30, 1973. Phase II, approved with a Federal share of \$15,675, is to operate through July 31, 1974. A good deal of the project activity to date has taken place during Phase I due to a budget revision on the Phase II grant, forbidding use of funds for purchase of advertising time on the electronic media. The Multi - Media Crime Prevention Program will be integrated with Operation Ident starting August 1, 1974; future plans call for decorating and displaying a trailer donated by Southwestern Bell Telephone Company to be used to promote department Impact projects, and a publicity campaign starting in June, 1974.

SUMMARY OF EVALUATIVE FINDINGS

1. Five hundred fifty-four radio spot announcements relating to the police Impact projects and crime prevention were aired during the months of May and June, 1973 (Phase I).

2. Approximately 30,000 of the brochures, "Crime Prevention For Everyone", have been distributed to interested citizens to date.

3. Thirty billboards were rented for the period May 15 through June 13, 1973. The posters advertised the crime prevention brochure.

4. Other media efforts included news releases, speaking engagements by Department personnel, and public service announcements over radio and television.

5. A budget restriction forbidding purchase of electronic media has severely limited Phase II project activity. Hence, a good deal of the project activity to date took place during Phase I.

RECOMMENDATIONS

1. The completion of the Multi-Media Crime Prevention Program Monthly Activity Reports by project personnel continue so that current information on media efforts will be available as this project is integrated with Operation Ident.

EVALUATION: MULTI-MEDIA CRIME PREVENTION PROGRAM

I. INTRODUCTION

The Multi-Media Crime Prevention Program started operations in September , 1972 with the goal of providing public information support for the police Impact projects which were also starting up at that time. Evaluation of any public information program is a formidable task. One major problem is the enormous amount of effort required to obtain more than just the simplest information about project activity. Data on the efforts of project personnel are available, but measuring the effect of such activities on the public is at best, a costly and difficult task.

This evaluation of the Multi-Media Crime Prevention Program is essentially a summary of project activity to date. The efforts of the project staff have been targeted mainly toward three major areas of endeavor: 1) radio and television, 2) brochures, and 3) billboards. The goal has been to provide information on the police Impact programs and how citizens can protect themselves from crime. The accomplishment of information dissemination has been restricted during Phase II operations due to a decision by the Mayor that no Phase II funds be spent for the purchase of advertising time on the electronic media. Hence, the evaluation which follows is limited to purchased advertising during Phase I, and public service advertising provided since the inception of the project.

II. INFORMATION DISSEMINATION

A. Radio Spot Announcements

Radio spot announcements have played an important role in the information dissemination efforts of the Multi-Media Crime Prevention Program. To date, radio spot announcements have been targeted toward publicizing specific Impact projects, and suggesting ways for citizens to protect themselves from crime. Most of the longer spots (.e.g., 60 seconds) were descriptions of programs such as Operation

Ident, Blockwatchers, Citizen's Reserve, or Police Youth Corps, where there was an opportunity for the public to become directly involved in the specific program. In addition, other long spots on programs such as the Mounted Patrol were aired because of their visibility to the public. Most of the short radio spots (e.g., 10 seconds) were used as a means of referring the public to a source of further information. The method employed here was to give listeners a telephone number, that of the Police Community Relation's office, so that they could obtain a brochure outlining the Police Impact programs (see section B).

In order to maximize the radio coverage under the budgetary constraints imposed on the Multi-Media Crime Prevention Program, project staff sought to obtain as much free radio time as possible. When contracting for station time and services, an arrangement was made whereby two free spots would be provided for every one purchased. Table I presents the radio spots which were aired during the last two weeks of May and the first week of June, 1973 (all during Phase I).

TABLE I

RADIO SPOT ANNOUNCEMENTS

Station	Number Purchased	Number Aired
KSD	24	72
WIL	24	72
KWK	50	150
KATZ	55	165
KMOX	17	51

The cost for airing the above announcements was \$4,002; thus \$8,004 of free time was provided. A fixed cost of \$856.50 covered production of the tapes.

A second, smaller radio spot campaign was run the week of June 25, 1973. Table II presents a summary of this effort. The selection of stations for both campaigns was based on results of ARB and Nielsen radio surveys. This permitted selection of stations which reach diverse groups of people.

TABLE II

PURCHASED RADIO SPOTS FOR WEEK OF JUNE 25, 1973

Station	Number Aired	Cost
KATZ	6	\$102.00
KWK	6	96.00
KMFS	32	166.40

B. Brochures

A second major media effort implemented early in the project was the production and distribution of a brochure which informed citizens about the police Impact projects and suggested ways to protect themselves from crime. The brochure, "Crime Prevention For Everyone", first presents brief summaries of the following police projects:

- Expanded Foot Patrol
- Burglary Prevention Unit
- Operation Ident
- Police Youth Corps
- Evidence Technician Unit
- Citizen's Reserve Officers
- Expanded Mounted Patrol
- Team Counseling of Hard Core Delinquents
- Community Service Officers
- Multi-Media Crime Prevention

The second section of the brochure addresses the problems of residential burglary, automobile theft, and street crime, with suggestions on how citizens can minimize chances of their own victimization. Finally, the booklet sets forth some special suggestions for women and children, and closes with a list of emergency telephone numbers.

In early April 1973, 10,000 of the brochures were ordered at a cost of \$1000 in anticipation of a campaign to distribute them throughout the City of St. Louis. A good deal of the Multi-Media Crime Prevention Program efforts in subsequent months were targeted toward "selling" (at no cost) the brochure to the public. The plan was

to run an intensive campaign, especially during the months of May and June, with the goal of informing the public where and how the booklet could be obtained. Soon after saturation of the available media, requests for the brochure became substantial. Approximately 90 percent of the requests were telephoned to the Police Community Relations Division of the Police Department, resulting in mailing of the brochures to citizens. By early August, the supply was exhausted.

In early August, 25,000 more brochures were ordered at a cost of \$2571.75. The slight increase in cost was due to the paper shortage experienced during this period. The continual flow of telephone requests for several months resulted in mailing approximately eight to nine thousand of the newly ordered brochures. At present, three to four thousand brochures remain on hand. During the intervening months, the brochures were distributed at Police Community Relation meetings, Blockwatcher training centers, block units, meetings addressed by members of the Department Speaker's Bureau, and other, smaller scale efforts in addition to the mailings.

There are plans in the near future for preparing a third edition of the brochure, including information on new projects such as ARAC (Automated Resource Allocation Control), and revising some of the suggestions. As with the first edition of the brochure, this will involve consultation with directors of the projects and other persons with expertise in the field of crime prevention.

C. Billboards

Table III presents the locations of the Multi-Media billboards which were rented for the period May 15 through June 15, 1973. Some of the posters remained up past June 15th since the billboard company did not remove them immediately, perhaps due to a lack of new business. All posters carried the inscription, "77 WAYS TO AVOID BEING A CRIME VICTIM. CALL 231-6150", which was designed

to solicit citizen interest in the crime prevention brochure discussed earlier.

TABLE III

BILLBOARD LOCATIONS (PHASE I)

1. Chouteau & Express
2. 916 South 18th
3. 6032 Manchester
4. Olive & Cardinal
5. Olive east of Grand
6. Spring & Hickory
7. Vandeventer & West Pine
8. 1313 Delmar
9. Delmar west of Grand
10. 7th & Franklin
11. Grand & Cass
12. 1121 North 12th
13. Washington & Beaumont
14. 2710 North Broadway
15. West Florissant east of Euclid
16. Kingshighway & Cates
17. 2600 Natural Bridge
18. Olive & Walton
19. Sarah south of Delmar
20. 520 Des Peres
21. 3520 Goodfellow
22. Riverview & Laura
23. Page & Union
24. Gravois & Bates
25. Kingshighway south of McRee
26. 3457 Morganford
27. South Broadway & Illinois
28. Gravois & Lemp
29. Virginia & Loughborough

Total cost for rent, printing, and production of the billboards was \$4473.50; this included a mobile billboard trailer which displayed the same poster and was moved to various locations throughout the City.

D. Other Media Efforts

1. News Release

The files of the coordinator of the Multi-Media Crime Prevention Program show fourteen news releases which were prepared by the Police Community Relations Division for the period Oct. 17, 1972 through March 28, 1974. Table IV presents

the subjects and dates of these releases.

TABLE IV
MULTI-MEDIA NEWS RELEASES

Subject	Date	Multi-Media Phase
Foot Patrol	10/17/72	I
Police Youth Corps	3/3/73	I
Citizen's Reserve	3/7/73	I
General Information	5/2/73	I
Citizen's Reserve	5/17/73	I
General Information	8/3/73	II
Mounted Patrol	11/6/73	II
FLAIR (ARAC)	11/8/73	II
Foot Patrol	1/28/74	II
Burglary Prevention Unit	2/7/74	II
Citizen's Reserve	2/14/74	II
Police Youth Corps	3/7/74	II
Police Youth Corps	3/28/74	II
General Information	Not available	-

This summary of news releases does not include those prepared for Operation Ident.

For the period May 16, 1972 to December 18, 1973, there were 20 news releases dealing with the Ident program. The number of newspaper articles precipitated by these releases has not been tabulated, since no records of this were attempted by the project.

2. Other Radio and Television Activity

The budget revision which forbid the spending of Phase II funds for radio and television time severely restricted Phase II activity. In lieu of the Mayor's approval of funds, a reception was held in his office for St. Louis broadcasters. Through this reception, several broadcasters became interested in providing public service time. Consequently, all St. Louis television stations and twenty radio stations carried commercials for police Impact projects starting the week of August 5, 1973. KTVI-TV Channel 2, donated nearly five hours of studio time, video tape and the assistance of its production and news staffs to produce the television commercials. These public service announcements continue, but project staff have been unable to

document them since station records are not easily accessible.

Table V presents the dates, times, and subjects of a series on law enforcement held by KXEN Radio - 1010KC. These programs each lasted for 15 minutes, and all but two relate to Impact programs.

TABLE V

LAW ENFORCEMENT SERIES (KXEN RADIO)

Date	Multi-Media Phase	Time	Speaker	Subject
3/16/73	I	2:00 PM	Lt. Armstrong	Evidence Technician Unit
3/31/73	I	6:30 AM	Robert Barton	Community Serv. Officers
4/13/73	I	2:00 PM	Sgt. Gorder	Citizen's Reserve
4/28/73	I	6:30 AM	Kenneth Dames	Non-Impact Project
5/11/73	I	2:00 PM	Robert Barton	Comm. Serv. Officers
5/26/73	I	6:30 AM	Sgt. Gorder	Citizen's Reserve
6/8/73	I	2:00 PM	Lt. Armstrong	Evidence Tech. Unit
6/23/73	I	6:30 AM	Lt. Armstrong	Evidence Tech. Unit
7/6/73	II	2:00 PM	Kenneth Dames	Non-Impact Project
7/2/73	II	6:30 AM	Lt. Armstrong	Evidence Tech. Unit

3. Speaking Engagements

Staff of the Police Community Relations Division, especially the project coordinator of Multi-Media, have spoken to numerous groups of citizens in the process of promoting the brochure discussed earlier. No records other than the number of speeches made by the project coordinator are available.

III. PROJECT COORDINATION

A project objective which related to the goal of providing public information support to the police Impact projects was coordination of all Multi-Media efforts. Part of this objective was accomplished by identifying the publicity needs of each project, consulting with corresponding personnel, and producing the required media information. However, the input of three consulting groups described in the Narrative Work Program never materialized. The Multi-Media Advisory Board, comprised of the chairmen of the Police Department's nine Police-Community Relations committees, was to provide opinions with respect to the effectiveness of the publicity program. Similarly, the reactions of individual members of the Police-

Community Relations committees and a Review Panel (experts in the media field), to be recruited by the project director, were never given. The project coordinator has indicated that attempts to solicit their opinions were made, but resulted in little or no response. Since no funds for obtaining citizen reaction to Multi-Media efforts were available, this resulted in little outside feedback on project activity.

END

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