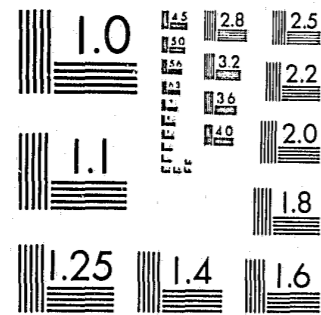


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National Institute of Justice  
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# AD COUNCIL CAMPAIGN

## Localizing a National Public Education Campaign on Juveniles in Adult Jails

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AD COUNCIL CAMPAIGN

Localizing a National Public Education Campaign  
on Juveniles in Adult Jails

Prepared for

The Office of Juvenile Justice  
and Delinquency Prevention

U.S. Department of Justice

U.S. Department of Justice  
National Institute of Justice

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## INTRODUCTION

During the past three years, there has been general accord by the media that the placement of juveniles in adult jails is a major national problem. This has resulted in widespread acceptance and use of public service advertising materials on the issue of jailed juveniles, via a campaign endorsed by the Advertising Council, and sponsored by the Office of Juvenile Justice and Delinquency Prevention.

In 1980, the U.S. Congress reauthorized the Juvenile Justice and Delinquency Prevention Act, with the law as amended calling for complete removal of juveniles from adult jails by 1985. There has also been movement toward change and compliance by the States themselves. Although the problem of juveniles in jail plagues virtually every large and small community in the Nation, it can be resolved by 1985, but only with public support. A primary means of obtaining that support is continued national public service advertising, implemented by and meshed with State and local public education efforts.

The 1981-82 national public education campaign on juveniles in adult jails emphasizes effective alternatives to jails and the role of the public citizen or volunteer in helping to solve the problem. Also available in Spanish, the advertising recognizes the over-representation of minority children in adult jails.

Ten, 30 and 60-second Public Service Announcements (PSAs) were produced and distributed to all radio stations nationwide. The 60-second PSA for radio follows:

(As recorded)

SOUND EFFECTS: JAIL CELL BLOCK CORRIDOR, FOOTSTEPS ECHO, GENERAL JEERING IN BACKGROUND...CELL DOOR SLAMS

ANNOUNCER: Ninety percent of the juveniles in adult jails have not committed a serious crime. In spite of this, most States still place juveniles in adult jails with murderers, rapists, and other criminals...but there are alternatives.

Thanks to the citizen-based Juvenile Justice Center of Pennsylvania, legislation prohibiting juvenile jailing has been enacted in that State, reducing the number of juveniles in adult jails from 3300 to none.

The Alston Wilkes Society of South Carolina, a volunteer association, monitored local jails for juveniles. With

the Department of Youth Services, they provide alternative housing and counseling.

These organizations reduced the number of youths in jail by 32 percent.

SOUND EFFECTS: CELL DOOR SLAMS

ANNOUNCER: You can help, too. Get involved. Write:

JAIL  
Box 2580  
Champaign, Illinois 61820

A message from the U.S. Department of Justice.

The ten and 30-second radio announcements are variations upon the above. Slides and scripts for television were also developed and distributed, with three 20-second and a ten-second announcement as follows:

ANNOUNCER: There are alternatives to locking juveniles in adult jails. Volunteers around the nation are working with juvenile justice officials to reduce the number of kids in adult jails--and succeeding.

Get involved. Write:

JAIL  
Box 2580  
Champaign, Illinois 61820

A message from the U.S. Department of Justice.

ANNOUNCER: It's a crime to jail a kid when there's a choice. Volunteers around the Nation are working with juvenile justice officials to reduce the number of juveniles in adult jails--and succeeding.

Get involved. Write:

JAIL  
Box 2580  
Champaign, Illinois 61820

A message from the U.S. Department of Justice.

ANNOUNCER: Ninety percent of the juveniles in adult jails have not committed a serious crime. But in spite of this, juveniles are still being placed in adult jails with hardened criminals.

Help kids take an alternative route. Write:

JAIL  
Box 2580  
Champaign, Illinois 61820

A message from the U.S. Department of Justice.

ANNOUNCER: There are alternatives to locking juveniles in adult jails.

Get involved. Write:

JAIL  
Box 2580  
Champaign, Illinois 61820

A message from the U.S. Department of Justice.

The booklet, "It's Your Move: Juveniles in Adult Jails and Lockups," distributed to citizens who respond to the public service announcements, has been updated and revised to include recent instances of successful litigation of the juvenile jailing issue, and additional current examples of alternatives to jails, several of which utilize volunteers to implement their programs.

Many State and local communities have found that the current national public service advertising which promotes effective, cost-efficient alternatives to jails correlates with their own needs and efforts in this area. Arkansas, Virginia, Missouri, Washington, and Tennessee provide particularly fine examples of a Statewide public education effort interfacing with a national campaign.

#### ARKANSAS

In the State of Arkansas, Arkansas Advocates for Children and Families, an organization based in Little Rock, determined that a large number of juveniles were being arrested annually. Yet they have found it very difficult to ascertain what happens to these youths after they are jailed.

Arkansas Advocates have promoted and arranged for the use of the national television PSAs on three stations in Little Rock, and other regional television stations. In addition, they are producing and distributing their own PSAs to be used in conjunction with the national advertising. These announcements will ask the people of Arkansas to contact the organization if they know of instances where youths are detained in adult jails.

During the 1980-81 campaign, this agency aired the OJJDP public service announcements with their own tagline, and received many direct requests for

information. They also distributed "It's Your Move" widely, including providing copies to all Arkansas county officials.

#### VIRGINIA

At the request of the Virginia Division of Justice and Crime Prevention, the Virginia State Advisory Group has been promoting the national Public Service Announcements to the media.

The Division of Justice is, furthermore, incorporating the national slides on juvenile jailing and alternatives into a slide-sound show on juvenile justice for the Virginia State Fair. Print materials from the national public education campaign will be provided to the public as part of the Virginia juvenile justice exhibit at the Fair, as will a brochure, which is based in part on materials from the national campaign. The Virginia Division of Justice and Crime Prevention is also offering these materials at the Southern States Legislative Conference in support of their position on the jail confinement issue.

#### MISSOURI

The Missouri Department of Public Safety is promulgating the use of the national public service advertising in St. Charles County, Missouri, in particular. Because they are attempting to develop alternative programs apart from the jail, the Department is using the media materials "to make the case for not putting juveniles in jail."

The Missouri State Advisory Group is developing a Statewide public education strategy around the national public service advertising, with the notion of adding their own tagline to the PSAs. Using the national media materials as a starting point, the Missouri SAG is planning to initiate and maintain a sub-committee on public education.

#### WASHINGTON

In the State of Washington, an especially strong attempt has been made to mesh State and national public education activities.

The public education coordinator of one youth-serving agency, the Association for Washington Community Youth Services, contacted every media outlet in the State in regard to the PSAs, and provided every public service director a copy of "It's Your Move." This initial contact was followed up with a letter providing statistics on juvenile jailing and detention specific to the State of Washington, and offering the services of the public education coordinator and the agency's juvenile justice specialist for public service programming.

The outcome of this effort has been extremely positive, and includes invitations to meet with news editors to discuss the jailing problem, appearances on public service programs, and generous donations of airtime for the PSAs by the media in Washington.

#### TENNESSEE

The Institute for Children's Resources in Nashville is engaged at present in an intensive campaign to create awareness of the critical nature of the State's juvenile jailing problem.

Initially, the agency contacted every radio and television station in the State to request the airing of the national public service advertising. As a result, the PSAs are in use throughout the State, and in Knoxville, in particular, are "running all the time." The recent suicide of a 17-year old youth jailed in the area, a case which has been called to the attention of the public by the Institute, has undoubtedly raised the level of media concern about the issue.

The Institute is now producing its own slides and scripts for television, revealing that many jailed juveniles in Tennessee are status offenders, and describing alternatives to jails which can be developed by local communities. In addition, a slide/tape program has been developed from these slides and scripts, in conjunction with the national materials, for presentation at conferences.

Also in the State of Tennessee, the juvenile court of Upper East Tennessee has added its own tagline to the national television announcements, requesting that concerned citizens interested in becoming court volunteers contact the court.

#### RESOURCES

Information about public education activities in the States was provided by the following:

Atherine Walker  
Arkansas Advocates for Children and Families  
931 Donaghey Building  
Seventh and Main  
Little Rock, AR 72201  
501/371-9678

James Roberts  
Virginia Division of Justice and Crime Prevention  
805 East Broad Street  
Richmond, VA 23219  
804/786-4000

Paul Shumate  
 Missouri Department of Public Safety  
 PO Box 749  
 Jefferson City, MO 65102  
 314/751-4905

Bruce Betz  
 Juvenile Justice Publications Service  
 615 14th Avenue #107  
 Seattle, WA 98112  
 216/325-1595

Linda O'Neal  
 Institute for Children's Resources  
 Box 5, 250 Venture Circle  
 Nashville, TN 37228  
 615/256-6383

LETTERS RECEIVED IN RESPONSE TO AD COUNCIL CAMPAIGN  
 ON JUVENILES IN ADULT JAILS

<u>State</u>	<u>Number of Letters</u>	<u>State</u>	<u>Number of Letters</u>
Alabama	13	Oregon	48
Alaska	6	Pennsylvania	65
Arizona	19	Rhode Island	13
Arkansas	18	South Carolina	19
California	212	South Dakota	3
Colorado	31	Tennessee	26
Connecticut	21	Texas	84
Delaware	6	Utah	14
Florida	125	Vermont	19
Georgia	37	Virginia	37
Hawaii	2	Washington	70
Idaho	21	West Virginia	13
Illinois	160	Wisconsin	34
Indiana	54	Wyoming	12
Iowa	31		
Kansas	24	TOTAL	1,995
Kentucky	26		
Louisiana	16	<u>Other</u>	
Maine	13	District of Columbia	5
Maryland	24	Puerto	1
Massachusetts	67	Canada	5
Michigan	61	Mexico	1
Minnesota	24		
Mississippi	7		
Missouri	50		
Montana	25		
Nebraska	20	TOTAL	2,007
Nevada	5		
New Hampshire	37		
New Jersey	64		
New Mexico	12		
New York	164		
North Carolina	47		
North Dakota	5		
Ohio	69		
Oklahoma	22		

**END**