

# 2007 National Crime Victims' Rights Week Community Awareness Projects

April 22 - 28, 2007

*Victims' Rights: Every Victim. Every Time.*

If you have difficulty reading this message, an archived copy is available for NCVRW CAP subgrantees at <http://lists.navaa.org/lists/info/ncvrw>

This is the first in a series of periodic messages to assist in the planning and implementation of NCVRW Community Awareness Projects. Please feel free to send your individual questions or requests for assistance to Anne Seymour at [annese@atlantech.net](mailto:annese@atlantech.net).

## **CAP TIPS**

*(To Improve Public awareness)*

by Anne Seymour

### **Building a Comprehensive Media List**

#### **Introduction**

Effective community outreach and public awareness rely significantly on strong, diverse media contacts. While many CAP recipients may have good relationships and ongoing contacts with local news media, others may need a bit of quick work to create a current and comprehensive media list. NCVRW provides an excellent opportunity to create an electronic news media roster that can be regularly updated, and shared by all CAP Planning Committee members.

#### **Who Are "the Media"?**

Traditional print and broadcast venues have expanded in recent years, due to the Internet (web sites, blogs, etc.) and increasingly specialized media that focus on specific issues. When considering the development or enhancement of a news media roster, it's helpful to first think about the types of news media that can help with NCVRW outreach, as well as victim-related activities throughout the year. Examples include, but are not limited to:

- Daily newspapers.
- Weekly newspapers, including:
  - Shoppers.
  - City Guides.
  - Giveaways.
- Radio:
  - News.
  - Talk and call-in shows.
  - Specialized formats (such as Farm Reports in rural regions).
- Network television.
- Cable television.
- Local magazines and journals.
- Specialized publications (such as Chambers of Commerce, women's and civic organizations, labor unions, etc.).
- Internet-based venues:
  - Internet broadcasts.
  - Internet news forums.
  - Weblogs.

## **The Format and Content**

The best format that promotes easy entry of media outlets and capacity to regularly update is software such as EXCEL (a Microsoft product) or similar spreadsheet software. Media outlets can be organized into categories, such as print; broadcast; web-based; and specialized venues.

The media information that is most useful includes:

- Name of media outlet.
- Specific contact for reporter(s) who covers issues related to crime and victimization and/or public safety.
- Mailing address.
- Telephone number.
- Fax number.
- Email address.
- Web site URL.

You may want to collect multiple contact information for certain media outlets. For example, a newspaper or radio station will probably have different contacts for news, letters to the editor, community announcements, etc.

## **How to Assemble a Comprehensive Media Directory**

First and foremost, the development of a media directory should have three key goals:

1. Obtain existing media contact information from local CAP Planning Committee members.
2. Develop a collaborative Directory that all members will have access to in the future for their own, as well as collective, uses throughout the year.
3. Include plans for periodically updating the media directory (for example, every six months) and providing updated information to all local CAP Planning Committee members.

There are a number of ways to develop not only a comprehensive media directory, but also the names and contact information for specific reporters who tend to address issues such as crime, victimization and community safety. These include the following:

- Ask all local CAP Planning Committee members to contribute specific names and contact information for reporters, editors, news directors and producers with whom they have dealt with in the past (with a clearly-stated goal of sharing (and updating) all media contacts that are developed for the CAP Project).
- Assign members and/or volunteers to watch specific newscasts; listen to radio programming; read newspapers and other print venues; and log on-line to web-based media outlets in your community for a one-week time period. Ask them to:
  - Document any/all reporting and reports that relate to public safety, public health, crime or victimization.
  - Identify topics that are addressed.
  - Identify the names of specific reporters or on-air “talent” that cover these issues.
  - If time permits, send a quick note or email to the reporter or “talent” that compliments him or her on the specific news coverage that was documented (this tip facilitates an important “personal connection” to media professionals).
- Once you have a list of the names of media professionals who cover such issues, identify a Planning Committee member or volunteer who can match the name identified with the specific news medium and document contact information (see “Yahoo News Directory” below). This is a great project for a volunteer, intern or college student looking for a one-time public service project!
- Identify a Planning Committee member or volunteer who can input all media contact information into a spreadsheet for easy dissemination of NCVRW-related media information.

One of the best resources to build a good media list is available from Yahoo at [http://dir.yahoo.com/News\\_and\\_Media/](http://dir.yahoo.com/News_and_Media/). The Yahoo News Directory offers information about national, regional, state and local news media by geography; news format; and category of media. It also includes a "subject" listing that includes topics relevant to crime victim assistance such as:

- College and university.
- Crime.
- Cultures and groups.
- Disabilities.
- Health.
- Law.
- News for Kids.

In each category, the Yahoo News Directory lists various media by state and includes the website URL for each. This requires further effort to identify the specific contact information for each medium; different media have specific key contacts, for example:

- Broadcast and cable television (news directors, reporters, producers).
- Radio (news directors, public service directors, reporters, and hosts of specific programs).
- Newspapers (editors and reporters).
- Web-based media (news directors, reporters and bloggers).

### **Keeping It Current**

Once your Planning Committee has developed a comprehensive media directory, make sure to plan for periodic updates of the contact information, as news reporters tend to move onto other journalism positions with regularity. Again, this is an excellent project for a volunteer or intern.

### **For More Information**

Please contact 2007 National Crime Victims' Rights Week Community Awareness Project Consultant Anne Seymour via email at [anneseey@atlantech.net](mailto:anneseey@atlantech.net); or by telephone at 202.547.1732.

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## **CAP TIPS**

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### **Creative Use of the National Crime Victims' Rights Week Theme Colors**

#### **Introduction**

Each year, the Office for Victims of Crime selects two theme colors to enhance all promotional resources created to commemorate National Crime Victims' Rights Week (NCVRW). This year, the theme colors are *blue (Pantone 281)* and *Orange (Pantone 159)*.

The use of theme colors helps promote a similar "family look" for NCVRW resources and public education and awareness activities. The concept is that when people see the orange and blue colors incorporated into all visual resources, as well as activities you sponsor, they will identify them as being related to NCVRW, crime victims' rights and needs.

#### **Tips for Printed Materials**

- The NCVRW Resource Guide features many pre-designed materials – including posters, bookmarks, bumper stickers and pin cards – that include the NCVRW logo. Once you personalize these materials to your community and/or agency, you can provide your printer with the specific Pantone colors (noted above) for production.
- You can use "percentages" of both the blue and orange colors to achieve beautiful shading colors. You can experiment with your printer to obtain shading to accent screened boxes, photographs, or the NCVRW artwork.

#### **Tips for Sponsored Activities**

- All professionals and volunteers who participate in NCVRW victim outreach and public education activities can be asked to wear orange and blue at special events. This not only promotes the theme colors, but also clearly identifies the people who are sponsoring the event.
- A small, square placard with the NCVRW theme artwork – in orange and blue – can be created at little cost, and affixed to any podium for public speeches.
- Party stores and dollar stores have many inexpensive options for theme color promotion,

including:

- Paper and plastic tablecloths.
  - Paper plates and cups.
  - Napkins.
  - Cutlery.
  - Gift bags and ribbon.
- 
- *A beautiful, simple centerpiece for banquet tables or public education displays includes a basket with blue tissue paper or blue film. Simply pierce large oranges with cloves, and place them in the basket. Greenery (such as ivy) can add a special effect. These centerpieces are not only beautiful; they smell great!*
  - *Another creative centerpiece idea is to purchase inexpensive daisies, and place them in a bucket with water that has either orange or blue food coloring. The daisies will take on the shade of the water, and can be displayed in a vase of the alternate NCVRW theme color. A ribbon bow tied around the vase tops off this pretty centerpiece.*
  - *Placemats using the NCVRW theme artwork can be printed in the theme colors, and used for events involving meals; or provided to local restaurants, senior centers, schools, etc. for use during NCVRW.*
  - *In standardized public education displays or those created specifically for NCVRW, place orange and blue paper backings on resources that are displayed for public view. An orange or blue paper or plastic tablecloth will also enhance the theme colors.*
  - *The pin cards in the NCVRW Resource Guide can be personalized to your agency or community, and then printed in the theme colors. Orange and blue ribbons can be purchased at any floral or home décor shop. In many communities, offenders who are sentenced to community service hours assemble the pin cards for free, which is an excellent way to encourage community service work that directly benefits victims. The theme ribbons are always a popular way to allow individuals to show their support for crime victims on their lapels during NCVRW.*
  - *If your NCVRW activities include awards, the sample “certificate of appreciation” included in the NCVRW Resource Guide can use orange and blue ink; and also use single or double matting in blue and orange within glass frames.*
  - *Any art-related activities sponsored in conjunction with NCVRW – such as poster contests for students or the development of large banners – should incorporate both the NCVRW theme artwork and colors.*

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# **CAP TIPS #3**

*(To Improve Public awareness)*

by Anne Seymour

## **National Crime Victims' Rights Week Activities for Children**

### **Introduction**

Many Community Awareness Projects supported by OVC for 2007 include activities to engage and educate children (see [cap.navaa.org/recipients.html](http://cap.navaa.org/recipients.html) for overviews of all CAP activities). There are several benefits to including kids' activities in your events, including:

- Opportunities to actively engage children in activities that promote their awareness of personal and community safety issues.
- Outreach to parents/guardians who might otherwise not attend events that are adult-focused, to provide fun activities for their children.
- Establishing your community partnership and/or organization(s) as programs that are concerned about children's safety.
- Opportunities to partner during NCVRW (and throughout the year) with entities that work with children and teenagers, such as schools, youth centers, Boys and Girls Clubs, etc.

### **Potential Partners for Kids' Activities**

There are many individuals and entities in your community that are committed to child safety, crime prevention and victim assistance efforts. It's a good idea to conduct outreach to professionals and volunteers who can help support your NCVRW outreach activities for kids – many of them may have existing children's activities and resources that are already adapted for your community.

Possible partners include, but are not limited to:

- Pre-schools and day care centers.
- Elementary, middle and high schools.
- Juvenile court programs.
- Family court programs.
- Child Advocacy Centers.
- Boys and Girls Clubs.

- Youth and Teen Centers (including after-school programs).
- Youth art programs.
- Youth sports programs.
- Civic organizations that focus on youth-related volunteer activities.

### Great Resources for Children's Activities

The NAVAA CAP Project has identified a number of online resources that can help you develop or enhance your educational outreach and activities for children and teens during NCVRW and throughout the year. While many of these websites have resources that can be easily adapted to your specific community, they are all full of ideas that offer “food for thought” for your 2007 NCVRW activities.

- A web site sponsored by the Discovery Channel that allows you to customize ten different types of written games for kids, including word search puzzles, fallen phrases puzzles, and mazes, is available at: <http://www.puzzlemaker.com/> . It includes easily-accessible clipart to enhance your puzzles, as well as a “Users’ Guide.”
- The website of the National Crime Prevention Center (NCPC) features myriad educational and learning activities for kids that feature McGruff, the Crime Fighting Dog. This excellent website addresses topics such as:
  - School safety.
  - Staying home alone.
  - Cyberbullies.
  - What to do in an emergency.
  - How to stay safe online.

The website includes interactive games and activities that can be downloaded and/or easily adapted or replicated for NCVRW activities for kids: [www.mcgruff.org](http://www.mcgruff.org).

- The web site of the State of Connecticut Judicial Branch features a variety of activities for children that educate them about the justice process, including a “Kids Korner” brochure and many ideas about how to engage communities in child safety and child abuse prevention efforts. This site also includes on-line, reproducible coloring books that address “Learning About the Law” and “Learning About Judges.” The site can be accessed at: <http://www.jud.state.ct.us/external/kids/ColoringBook/default.htm>.
- The “Safety Theme Pre-school Activities and Crafts” website is designed for preschoolers and kindergarteners, and addresses a number of safety and crime prevention issues. It can be accessed at: <http://www.first-school.ws/theme/safety.htm>.
- A word puzzle (PDF format) that addresses “Making Safe or Dangerous Choices” for children is available at: [http://www.peacefulsolution.com/curriculum/children/Peaceful\\_Activities/Grade3/Puzzle-Making\\_Safe\\_Or\\_Dangerous\\_Choices\\_Word\\_Search.pdf](http://www.peacefulsolution.com/curriculum/children/Peaceful_Activities/Grade3/Puzzle-Making_Safe_Or_Dangerous_Choices_Word_Search.pdf).
- The “Celebrate Safety” curriculum is designed to be a four-day program taught in the classroom, and includes a Teacher/Facilitator Handbook, Program Guide, and learning activities (including a kids’ safety test and coloring book). The curriculum can be reviewed for creative ideas to promote NCVRW activities for children, and is available at: [http://www.healthyplace.com/Communities/Abuse/socum/education\\_prevention/ed\\_cs\\_index.htm](http://www.healthyplace.com/Communities/Abuse/socum/education_prevention/ed_cs_index.htm).
- Askacop.org is a web site full of free police and safety activity pages, including on-line and paper-based coloring books, puzzles and stories. It can be accessed at: <http://kids.askacop.org/coloringpages.html>.
- The Maryland Judiciary Kids Page is designed for elementary school-age children, and contains

lots of ideas for how to educate children about the court system, including a fun “word scramble.” It can be accessed at: <http://www.courts.state.md.us/kidspage/index.html>.

- The 19<sup>th</sup> Judicial Circuit Court of Illinois sponsors an on-line “Kids Korner” with great ideas about how to engage the community in supporting initiatives related to child victims and child safety. It also includes “On-line Projects for Kids,” such as “Learning About the Law” and “Learning About Judges” coloring books. You can access this website at: <http://www.19thcircuitcourt.state.il.us/kidskorn/kids.htm#projects>.

### **For More Information**

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## **CAP TIPS #4**

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 by Anne Seymour

### **Engaging Multi-faith Communities**

#### **Introduction**

Faith communities serve an important role in helping crime victims on a daily basis throughout the year. Many victims and survivors turn to their faith community for support, counseling and other important services that can help them cope with the aftermath of criminal victimization. Others question their faith and the concept of a "just higher being" when they are hurt by crime, and seek answers to a variety of faith-related questions.

In addition, faith communities have become important partners in national, state and local efforts to address crime and victimization, and to help victims of crime as part of their overall missions. The Office for Victims of Crime has supported many cutting-edge initiatives that engage and involve faith communities and their congregations in identifying and addressing the needs of crime victims and survivors (please see "Office for Victims of Crime Faith-based Initiatives" below for additional information).

#### **Tips for Engaging Multi-faith Communities in NCVRW Activities and Throughout the Year[i]**

If your group or organization is interested in developing an multi-faith or interfaith program involving communities that represent different faiths, or materials specifically for 2007 National Crime Victims' Rights Week, here are some tips for getting started.

- **Start early and be patient.**

Faith leaders receive more mail and invitations than they can accommodate and often are reluctant to take on new initiatives. They are most likely to participate if they have been involved in the development of a program or project. It takes time to build trust, even among denominations or sub-groups of one faith. Start with a small group of representatives of various faiths who already are familiar with crime victims' issues and services. They do not necessarily need to be faith leaders, but may be volunteers in the community to whom victims informally turn for help. This initial group should meet a few times in order to move from tolerance to mutual respect and appreciation of each other. Early meetings might offer the opportunity for each group to share basic information about their faith, correct myths or misunderstandings, and identify common themes of peace and non-violence. The ultimate task of this group is to decide on a reasonable goal for commemorating 2007 National Crime Victims' Rights Week and identify interfaith members of a steering committee who can work together to achieve the goal.

- **Decide what you want to accomplish.**

- Sermons or teaching outlines for faith leaders who will address crime victims' most important concerns?
- Newsletter or inserts for the worship bulletin depicting crime victimization and where to go for help?
- Speakers' bureau of crime victims and victim services providers who will speak to faith groups during National Crime Victims' Rights Week?
- Resource guide for cross-referrals between faith communities and victim assistance agencies?
- Interfaith anti-violence forum or breakfast during National Crime Victims' Rights Week?

- Dating violence materials for faith-based youth groups and organizations?
- Domestic violence screening tools for pre-marriage counseling programs in faith communities?
- A victim memorial service that is spiritually sensitive to all faiths in your community?
- Theologically-based materials for each faith group that emphasize non-violence, compassion for victims, and offender accountability?
- Brochure outlining how members of the faith community can support victims of crime?
- Training about crime victim issues to faith communities?
- A spiritually-sensitive crisis response plan in the event of a community disaster?
- Other ideas?

- **Develop a steering committee with commonalities.**

Most steering committee members will emerge from the initial planning group. A few more key faith leaders may be added. While it would be ideal to bring together all faiths in your community, it is not likely to happen initially. Jews, Christians, and Muslims are likely to work well together because they share the same heritage. Buddhists and Hindus may work well together because of their common faith characteristics. Those who practice traditional Native American spirituality are accepting of other faith groups. If interdenominational groups within Christianity or interfaith groups have already been developed in your community, that's a good place to start.

- **Diversify leadership.**

While one person may be identified to schedule meetings and plan logistics, all participants on the steering committee should have balanced and equal authority in all phases of program development and implementation.

- **Remember that an interfaith program is not a melting pot program.**

An interfaith program is more like a mosaic than a melting pot. It is not realistic to seek to reduce each faith to a common denominator. However, it is reasonable to focus on multiple manifestations and expressions of a common theme, such as peace or anti-violence. For example, Jews may pray to Yahweh for peace; Christians may pray for peace in the name of Jesus; and Muslims may pray for peace directly from the words of the Qu'ran to Allah. Hindus and Buddhists are more comfortable with meditation than prayer. Never expect all groups to pray the same way.

- **Meet at different places to develop the program.**

The sites of various committee meetings should rotate among the faiths, perhaps at a church one time and a synagogue, temple, or mosque the next. Likewise, if the program is to be an annual one, such as an Interfaith Memorial Service for Victims of Crime, the actual site of the service may change from year to year.

- **Don't expect universal participation.**

A mailing to every faith community in your community is not likely to be effective. Rely on steering committee members to distribute information about the program within their own faith groups; these personal contacts are essential for success. Each can introduce the program to their youth groups, congregations, service agencies, seminaries, and faith leaders through personally signed cover letters or direct personal contacts.

### **Office for Victims of Crime Faith-based Initiatives**

The Office for Victims of Crime (OVC) within the Office of Justice Programs, U.S. Department of Justice (and sponsor of the 2007 National Crime Victims' Rights Week Community Awareness Projects) offers a variety of resources, including training and technical assistance, about how to partner with multi-faith communities on programs and issues related to crime victim assistance and community safety.

You can visit the OVC Web site at [www.ovc.gov](http://www.ovc.gov), and enter key words such as "faith-based" or "faith communities" into the site's "search" engine. A variety of resources provide great information and ideas on how to partner with multi-faith communities, both during 2007 National Crime Victims' Rights Week and throughout the year.

### **Tips for Identifying Multi-faith Communities in Your Jurisdiction**

A great place to start is to ask members of your NCVRW Planning Committee to identify and provide contact information for the faith institutions at which they worship. Personal relationships with faith leaders are helpful to “get the ball rolling” for this effort.

The Internet has a variety of websites that make it simple to identify different faith communities by denomination, worship preferences, and even special needs for people with disabilities. For this CAP TIP, we simply entered “find a (type of faith denomination site)” into search engines to develop the following list of “one-stop” referrals for most faith denominations.

**Please note that the Office for Victims of Crime and NAVAA offer the following resources for reference only, and do not endorse the contents of any of these Web sites.**

- Beliefnet offers a user-friendly web site that provides information about and locations/contact information for a wide variety of faith denominations by proximity to state and/or zip code, including:
  - Buddhism.
  - Christianity.
  - Christian Science.
  - Hinduism.
  - Islam.
  - Judaism.
- Mormonism.
- Religious Society of Friends (Quakers).
- Scientology.
- Seventh Day Adventist.
- Sikhism.

The Web site can be accessed at: [http://www.beliefnet.com/index/index\\_10060.html](http://www.beliefnet.com/index/index_10060.html).

- Find a Church.com is an online global directory of houses of worship, and allows you to search its database by denomination, language, worship style, and special needs, among other criteria. You can access its Web site at: [www.findachurch.com](http://www.findachurch.com).
- The Pluralism Project at Harvard University offers links to a variety of faith denominations within the United States. The Web site can be accessed at: <http://www.pluralism.org/directory/search.php>.
- The Web site of the National Council of Churches has a page within its site devoted specifically to programs and issues related to “Overcoming Violence.” This website can be accessed at: <http://www.nccusa.org/>.
- The United Synagogue of Conservative Judaism has a Web site that provides a listing of synagogues by clicking on a specific state within a map of the United States. This website can be accessed at: [http://www.uscj.org/Find\\_a\\_Synagogue\\_Sea5425.html](http://www.uscj.org/Find_a_Synagogue_Sea5425.html).
- The Judaism 101 Web site offers links to a number of synagogues, shuls and temples within the United States. This Web site can be accessed at: <http://www.jewfaq.org/shul.htm>.
- About:Islam lists information and referrals for mosques by state and zip code. This website can be accessed at: [http://islam.about.com/gi/dynamic/offsite.htm?zi=1/XJ/Ya&sdn=islam&cdn=religion&tm=15&gps=101\\_147\\_1020\\_547&f=10&tt=14&bt=1&bts=0&zu=http%3A//www.islamicfinder.org/](http://islam.about.com/gi/dynamic/offsite.htm?zi=1/XJ/Ya&sdn=islam&cdn=religion&tm=15&gps=101_147_1020_547&f=10&tt=14&bt=1&bts=0&zu=http%3A//www.islamicfinder.org/).
- A national directory of Buddhist temples in the United States is available at: [http://www.thaiembdc.org/directry/wat\\_e.htm](http://www.thaiembdc.org/directry/wat_e.htm).
- Cuisine Cuisine has a Web site to identify information about and locations of Hindu temples throughout the United States by state. This website can be accessed at: <http://www.cuisinecuisine.com/HinduTemplesinUS.htm>.

**For More Information**

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[i] Janice Harris Lord, (2005). 2005 National Crime Victims' Rights Week Resource Guide. Washington, DC: Justice Solutions and Office for Victims of Crime, U.S. Department of Justice.

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# CAP TIPS #5

*(To Improve Public awareness)*

by Anne Seymour

## Designing a NCVRW Brochure

### Introduction

The CAP team has received requests for guidance in how to produce an effective brochure for 2007 National Crime Victims' Rights Week. This CAP Tip offers guidelines for planning a brochure; tips for brochure content, design and printing; and free online resources for brochure templates.

### Tips for Planning

It's important to develop a timeline for planning, designing and printing your brochure. Your timeline will depend on whether your brochure will be utilized to publicize – in advance – your NCVRW

activities, or will be used for victim and public awareness during the Week beginning on April 22<sup>nd</sup>. In either case, it helps to allow at least six weeks from planning to printing – which means you need to begin the process now!

It's also helpful to have a Brochure Development Committee, which should include people that bring different skills to creating a brochure, including:

- Brochure development management.
- Content.
- Graphic design.
- Writing.
- Editing/proofreading.
- Printing.

The “manager” is responsible for ensuring that all other contributors are clear on their responsibilities, and make deadlines so that the process can proceed in a timely manner and on schedule. The development of a brochure – from planning to printing – is a truly linear process, so it's important to ensure an effective schedule with clear-cut assignments and deadlines.

### Tips for Brochure Content

*The first step is to determine the purpose of the brochure. Do you want to:*

- *Raise general awareness about rights and services for crime victims and survivors among the general public?*
- *Inform victims and survivors about rights and services, and/or engage them in your NCVRW activities?*
- *Promote specific NCVRW events and activities?*
- *Provide an incentive for readers to volunteer for victims in the future?*
- *Include information about how to contact victim assistance, justice and allied professional agencies not only during 2007 NCVRW, but throughout the year?*

*Remember, none of these four purposes (or other purposes you may define) is mutually exclusive – you can have more than one purpose or goal for your brochure! Keep your brochure focused on what you want to achieve! Defining your purpose(s) is essential to the content of your brochure.*

*Also, consider how the 2007 NCVRW theme – Victims' Rights: Every Victim. Every Time. – relates to your jurisdiction.*

*If part of your “purpose” is to explain NCVRW, it may be helpful to consider – and adapt to your community – the mission statement and vision statement for NCVRW that was developed by OVC in 2005:*

### **Mission Statement**

*The mission of National Crime Victims' Rights Week is to provide a time of nationwide remembrance, reflection and re-commitment for crime victims and survivors and those who serve them in order to raise individual, victim and public awareness about the rights and needs of crime victims; the challenges that victims face in seeking help and hope in the aftermath of crime; and the positive impact that individuals and communities can have by providing services and support to victims and survivors of crime.*

### **Vision Statement**

*The vision of National Crime Victims' Rights Week is to raise the public's consciousness and generate media awareness about the impact of crime on individuals, families and communities in order to promote and strengthen programs, public policy and services that promote victim justice; to remember the pain and suffering of crime victims by honoring them and publicly recognizing their losses, and by reminding all Americans that victims of crime are people they know and love; and to celebrate the many accomplishments of the victim assistance field, and re-commit our individual and collective resources to meet the needs of all victims of crime in our nation.*

*The second step is to determine the audiences for the brochure:*

*You may have primary audiences (such as “the general public in my community” or “crime victims and survivors”) and secondary audiences (such as “allied justice professionals,” “schools,” “businesses,” etc.). While it's not necessary to limit your scope of potential audiences, it is necessary to ensure that your brochure content includes information that is relevant to each specified audience.*

- *If your brochure will focus on general public outreach and awareness, consider that while many*

members of your audience may have experience with crime and/or as victims, your brochure may be the first time they are hearing about the concepts of which means that you will need to introduce your concepts of “crime victims’ rights” or “crime victim services.” It’s important to keep your language and concepts as simple as possible.

- If your jurisdiction includes populations whose primary language is not English, it’s a good idea to plan for and allow time for translating the brochure into other languages.
- All CAP recipients should also include in their brochures telephone contact information available in TDD and TTY for the Deaf and hearing-impaired.

*The third step is to determine the reading level of the brochure:*

- The best advice regarding “reading level” is to write at a 6<sup>th</sup> grade reading level.
- The next best advice is to find a 12-year-old adolescent who can serve as a “reviewer” to ensure that the information you include is easily understood!

*Once you have completed steps 1 – 3, the final step is to determine the content of the brochure:*

The answers to the first three steps will help clarify the content of your brochure. Some final considerations here:

- Keep it simple.
- Make sure that your sentences are brief, and to the point.
- Include moving quotations or testimonials from actual victims and survivors.
- Consider including a section on “what you can do” to help victims/survivors, or to support victim assistance organizations. A specific “call to action” is always helpful to engage readers.
- Whether you are highlighting a specific event, victims’ rights or victim services, try and focus on “ease of access,” i.e., it doesn’t take a lot to attend an event, or get involved to help victims, or seek assistance, or exercise your rights, or provide victim information to somebody you know who needs it.
- Avoid acronyms or jargon.
- Include contact information (telephone numbers and web URLs) “for more information.”

### **NCVRW Resource Guide: A Great Resource for Brochure Content**

By now, you have hopefully carefully reviewed all the contents of OVC’s 2007 NCVRW Resource Guide. Some of the components that may help you with your brochure content include:

- Notable Quotables that relate to the NCVRW theme (Section 2).
- Information and Referrals Contact List (national toll-free telephone numbers for victim assistance) (Section 3)
- Twenty-one statistical overviews (including general crime and crime-specific national data) (Section 6). You can review each overview’s title, and seek to provide state and/or local statistics for the most effective impact.
- Accessing Information, which features the website URLs of all major national victim assistance, criminal justice and allied professional organizations (Section 6).

It’s also a good idea to include language that highlights your designation as a “Community Awareness Project,” which recognizes your linkage to OVC, as well as your designation as a “CAP.” The following language is offered for your consideration:

*“The 2007 National Crime Victims’ Rights Week Activities sponsored in our community are supported, in part, by our receipt of funding from “Community Awareness Projects” sponsored by the Office for Victims of Crime (OVC) within the U.S. Department of Justice. OVC’s mission is to provide leadership and funding on behalf of crime victims.*

### **Tips for Designing a Great Brochure**

*One of the most important elements of a brochure is its cover panel. First impressions can determine whether somebody:*

- *Picks up a brochure.*
- *Opens it.*
- *Reads it.*
- *Keeps it.*
- *Actually uses the information it contains.*

*The NCVRW theme artwork contained in the Resource Guide offers you various options to visually articulate the theme.*

*When designing your brochure layout, you can also use headings to divide your key issues and topics within the brochure. You can set headings off by:*

- *Using a **larger font**.*
- *Using a **bold font**.*
- *Using an italicized font.*
- *Using **different colors**.*

***(Or a combination of any of the above...)***

*There is a tendency when designing a brochure to include too much information and content, so it is difficult to read. When you first determine the content of your brochure (see guidelines above), it’s helpful to prioritize the content so that if you have too much information – and your brochure looks too busy or crowded – you can scale back.*

*This year, the theme colors are **blue (Pantone 281)** and **Orange (Pantone 159)**. You can make the best use of these colors by incorporating “screens” or “percentages” of the color in your design, and/or incorporate the colors into boxes. For example:*

**2007 National Crime Victims’ Rights Week**

**Victims’ Rights: Every Victim. Every Time.**

*Please see CAP Tip # 2, “Creative Use of the NCVRW Theme Colors,” for additional tips regarding colors.*

### **Tips for Printing**

#### **Paper Choice**

*You will need to decide if you are printing your paper in-house, or sending it out to a professional printer (or other options). This may affect the paper you choose for your brochure.*

A good paper choice is a 32 lb. weight glossy brochure paper that is designed for color printers. Coated papers have a better resistance to heat, which produces a higher-quality image and prevents any distortion.

If you are printing in-house, many paper companies have reams of paper that are “flyer and brochure paper” designed specifically for this purpose. Other cost-effective options include:

- Bright white laser or inkjet paper.
- Laser gloss paper.
- Soft gloss paper.
- Matte paper.

You may consider doing a “test run” on different types of paper to achieve the effect you desire.

### **Printing Your Brochure**

This can be accomplished in-house or by a professional printer. If you choose the latter option, it's always a good idea to ask for a price discount, and/or printing as an “in-kind contribution” to your organization or Planning Committee.

In the past, some states have partnered with their Departments of Corrections that have printing presses and training programs for inmates related to printing. The DOCs contribute the printing as a “community service contribution” to NCVRW activities. In other jurisdictions, offenders who have community service obligations as a component of their sentencing are engaged to fold brochures. If you brochures are delivered flat and not already folded, volunteers can also help out with this task.

### **Resources for Brochure Templates**

There are a number of free online resources that can help you plan and design a brochure. Some examples include the following:

- Free templates for brochures are available online from Microsoft Publisher:  
[http://desktoppublishing.com/templ\\_mspub.html](http://desktoppublishing.com/templ_mspub.html).
- Simple guidelines for how to design a brochure using Microsoft Word are available at:  
<http://www.mschien.com/howto/brochures.htm>.
- Stock Layouts features inexpensive brochure design templates:  
<http://www.stocklayouts.com/Products/Brochure/Make-Brochure-Design..aspx> .

### **For More Information**

Please contact National Crime Victims' Rights Week Community Awareness Project Consultant Anne Seymour via email at [annesey@atlantech.net](mailto:annesey@atlantech.net); or by telephone at 202.547.1732.

## 2007 National Crime Victims' Rights Week Community Awareness Projects

April 22 - 28, 2007

*Victims' Rights: Every Victim. Every Time.*

If you have difficulty reading this message, an archived copy is available for NCVRW CAP subgrantees at <http://lists.navaa.org/lists/info/ncvrw>

This is the sixth in a series of periodic messages to assist in the planning and implementation of NCVRW Community Awareness Projects. Please feel free to send your individual questions or requests for assistance to Anne Seymour at [anneseey@atlantech.net](mailto:anneseey@atlantech.net).

# CAP TIPS #6

*(To Improve Public awareness)*

by Anne Seymour

## Creating Public Service Announcements

### Introduction

A public service announcement (PSA) is a brief message aired on radio or television stations that provides information to the public. The Federal Communications Commission (FCC) requires that in order to receive or renew a broadcast license, broadcast stations must donate a certain amount of airtime "for which no charge is made," usually to nonprofit organizations and other community groups. PSAs can air at any time period during which a station broadcasts to the public.

PSAs are a great way to publicize special NCVRW events in your community, and introduce or enhance crime victim awareness to broadcast media. A strong PSA can result in actual news coverage of your NCVRW activities.

### Format of Public Service Announcements

A PSA's format may vary, depending upon the submission guidelines of different radio or television stations. You can contact the public service director (also called "community affairs director) or visit a station's web site to determine:

- General submission requirements.
- To whom the PSA should be submitted (it helps to get a specific name, title and mailing address).
- Preferred length in words or amount of time.
- Suggested format (see below).
- The station's preferences and guidelines related to written copy, or providing an audiotape or videotape.
- When the station needs the PSA copy (advance time prior to its actual airing).
- When to expect the PSA to air once the station receives it.

If a station allows community members to read the PSA for audiotaping or videotaping, consider asking a community or civic leader – such as the Mayor, police chief, or crime survivor – to serve as the "on-air talent."

*In general, it's a good idea to submit a PSA at least two weeks prior to when you want it to air; and to be very specific about when you want it to begin and end on the air.*

*PSAs are usually written in 15, 30 or 60 second formats (the one-minute format can also be used as a "radio actuality," which features the spot being read on the radio by a person from the organization or entity sponsoring its content). Brevity is very important; in general:*

- *A 15-second PSA has no more than 40 words.*
- *A 30-second PSA has no more than 80 words.*
- *A 60-second PSA or actuality has no more than 150 words.*

*The format below is generally acceptable to most broadcast stations:*

### **Organization Letterhead**

#### **PUBLIC SERVICE ANNOUNCEMENT**

**: # SECONDS**

**START DATE:**

**STOP DATE:**

**CONTACT:** *(Name, area code/telephone number and email address of primary contact person and organization)*

*CONTENT OF ANNOUNCEMENT (IT IS CUSTOMARY TO TYPE THE PSA DOUBLE-SPACED AND IN ALL CAPITAL LETTERS). ALWAYS END WITH: "FOR MORE INFORMATION, CALL (TELEPHONE NUMBER) OR VISIT (WEB SITE URL).*

*– END –*

### **Planning**

*It helps to assemble a "PSA team" to plan, develop and deliver the PSAs. Team members can:*

- *Coordinate PSA efforts within a jurisdiction so stations are not inundated with requests. Focus on your main NCVRW events!*
- *Research the PSA submission requirements of different television and radio stations, and compile a simple database with this information.*
- *Seek consensus on the most important message and information for the PSA*
- *Write and edit and re-write the PSA to fit the message and time limits.*
- *Read the PSA out loud to each other – several times – to make sure the message is clear, delivered succinctly and contains all relevant information.*

### **Content**

*Broadcast stations receive many requests to air PSAs and have a limited amount of time in which to do so. It helps to follow the "5 Ws" in determining a PSA's content – who, what, when, where and why – to organize the public service message.*

Here are some important tips to help you consider your PSA's content:

- Determine the most important thing you want to communicate, and do so right up front:
  - This is usually the key fact(s) about any event or issue, but also why people should care about it.
  - Consider posing a question to draw people's interest and engage them.
  - Compel people to listen by relating to their lives – most people are concerned about crime, care about their own safety and their family's safety, and likely have been, or know someone who has been, a victim of crime.
- Keep your message positive.
- Give people something simple to do – show up, volunteer, make a call or email, or contact your organization for information about how they can help. A simple “call to action” is a great way to begin or end a PSA.
- Mention the name of your organization at least once. It's okay to abbreviate the full name or use your acronym once the full name has been cited.
- Use short sentences.
- Use short action verbs (i.e., avoid passive verbs that end in “ing”).
- Avoid jargon and big words that the average viewer or listener won't understand.
- Keep your telephone number and web URL as simple as possible. For strictly local PSAs, an area code isn't necessary. For web URLs, it's no longer necessary to include the [www](http://www).

As noted above, it's very important to read your PSA out loud and have others listen and comment – hearing how it will sound is very different from simply putting your words to paper.

You can submit several versions of the same PSA, either with slightly different content and approaches, and/or different lengths.

### **Follow-on**

Once 2007 NCVRW is over, it's a good idea to write a brief thank-you note to all stations that aired your PSAs. You can note the success of your events that was made possible, in part, by the station's help with broadcasting the PSAs; and thank them for promoting a public service message that educates the public about victims' rights and services, and informs victims about how to get help.

### **NCVRW Resource Guide**

Within Section 4 of the Resource Guide, *Working with the Media*, there are four sample PSAs for your consideration in 15-second, 30-second and 60-second formats. The content of these examples may help you consider the message and type of information to include in your PSAs.

### **For More Information**

Please contact National Crime Victims' Rights Week Community Awareness Project Consultant Anne Seymour via email at [anneseey@atlantech.net](mailto:anneseey@atlantech.net); or by telephone at 202.547.1732.

## 2007 National Crime Victims' Rights Week Community Awareness Projects

April 22 - 28, 2007

*Victims' Rights: Every Victim. Every Time.*

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# CAP TIPS

*(To Improve Public awareness)*

by Anne Seymour

## Writing an Effective Press Release

### Introduction

A press release provides information to the media that is timely, useful and informative to their audiences. Editors and news directors receive hundreds of press releases each week and have to decide what is newsworthy. A press release is generally skimmed, so your press release needs simple, concise details that grab the attention of the person reviewing it.

Not every event or activity is newsworthy. In writing your press release for 2007 NCVRW, consider any of your activities that will really "stand out in a crowd." Prior to writing your press release, ask the following questions:

- Is this information newsworthy to the general public?
- What is the main point or feature of this NCVRW press release? A unique spokesperson or guest speaker? A unique event? A summary of all key events you are sponsoring?
- Should the press release be distributed to print or broadcast media, or both? (Please see CAP Tip # 1, "Building a Comprehensive Media List")
- Is there a creative angle that will make the release more interesting and appealing to editors and news directors?

### Content

- Writing style and content should be succinct, descriptive, and avoid unnecessary information. With the exception of personal quotations, the text should be written in "third person" style.
- Your headline should pique people's interest and doesn't have to tell the whole story. It should be no more than 10 words and seek to grab the attention of the news editor or news director.
- The first paragraph can be the "deal breaker." It should include the "5 Ws" (who, what, when, where, and why) written to immediately draw people in. For example: "A day without violence is

the goal of (event, followed by the 5 Ws).”

- *The second paragraph should explain the value and purpose of the event or activity, and why people should care about it.*
- *The body of the press release should include elements of human interest and articulate the theme of the information. For example:*
  - *How your NCVRW activity (or various activities) will make a positive difference in the lives of victims and the community.*
  - *Any information about resources or speakers that are unique and have something special to offer.*
  - *Quotations from victims and survivors or community leaders.*
  - *Linking the NCVRW theme, “Victims’ Rights: Every Victim. Every Time.” to actual victims/survivors and/or your events.*
- *The information should be factual, and language should avoid superlatives (the “best,” the “most”).*
- *Offer information that people can use. Tell why people should attend your event. Offer a free publication or something interesting in your press release or via a web site to make your press release more relevant.*
- *Also make sure to include information about the location of events, including access by public transportation and parking; their accessibility to persons with disabilities and, if relevant, provision of American Sign Language interpreters; and whether or not child care will be provided and/or if the events are “child friendly.”*

### **Format**

The standardized format for press releases is shown below. Some format considerations include:

- *Press releases should be typed in a 12 point font (Arial, Verdana or Times Roman) and double-spaced.*
- *“FOR IMMEDIATE RELEASE” indicates that the information in the release is ready to be published.*
- *The headline should not exceed ten words and should fit on one line, centered, using capital letters in a bold font that is slightly larger than the text font.*
- *If a press release exceeds one page, type “more” on the bottom of the first page and at the top of the second page, type in bold:*
  - *Press release*
  - *(Topic)*
  - *Page two*
- *Type “END” in bold in the center at the end of the release.*
- *Always “spell check” the draft press release.*

**FOR IMMEDIATE RELEASE:**

**CONTACT:** *Contact person and organization affiliation*

Area code/telephone number  
Email address  
Website URL

### **HEADLINE OF THE PRESS RELEASE**

*City/State/Date – The first sentence should include the most important information to get the attention of the editor, and encourage further reading.*

*Text of the press release – it's a good idea to keep the length to less than 600 words.*

*The last paragraph should always read: "For additional information about (topic of the release), contact (name) at (area code/telephone number) or visit (web URL).*

**– END –**

*It's a good idea to have several people review the press release for content and accuracy, format, grammar and spelling prior to sending it.*

*Your press release should be mailed or emailed 7-10 days in advance of your event.*

### **NCVRW Resource Guide**

*Within Section 4 of the Resource Guide, Working with the Media, there is a sample press release that includes a wonderful quotation from OVC Director John W. Gillis (which you are encouraged to use in your press release).*

### **For More Information**

*Please contact National Crime Victims' Rights Week Community Awareness Project Consultant Anne Seymour via email at [anneseey@atlantech.net](mailto:anneseey@atlantech.net); or by telephone at 202.547.1732.*

## 2007 National Crime Victims' Rights Week Community Awareness Projects

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# CAP TIPS #8

*(To Improve Public awareness)*

by Anne Seymour

## How to Turn Out a Crowd

### Introduction

The best way to turn out a crowd is to sponsor an event that has both general appeal to a wide population, and specific appeal to targeted audiences. Two key questions for your NCVRW Planning Committee are:

*"If I wasn't involved in planning this event, would I want to attend it?"*

*"And would I even hear about it?"*

The information contained in your National Crime Victims' Rights Week Resource Guide can help you promote your NCVRW activities. Important considerations include your outreach to:

- Crime victims and survivors.
- The news media.
- Criminal and juvenile justice and allied professionals.
- Civic organizations.
- Schools and universities.
- Targeted populations.

### Tips and Techniques

- "Each one, reach one" (or ten or twenty). Challenge members of your NCVRW Planning Committee to commit to bring one or ten or twenty people, including their family, friends and neighbors.
- Conduct targeted outreach to victims and survivors of crime through emails, personal telephone calls, personalized invitations and other readily-available outreach information.
- Plan a "speaking tour" where members of your NCVRW Planning Committee offer brief presentations to civic organizations, student groups, etc.

- *Get your event on the agenda of key elected officials, such as County Supervisors, Mayors, and City Councilmembers. Make sure that if they cannot personally attend that you encourage them to send a representative (and make sure to recognize them at the event).*
- *Hold your event at a venue that already has a lot of foot traffic, such as a local mall, Senior Center or the courthouse at lunchtime.*
- *Collaborate with allied professionals who are commemorating National Sexual Assault Awareness Month, National Child Abuse Prevention Month and Law Day (on May 1<sup>st</sup>). While you may all sponsor separate events, one collaborative event can tap into various constituencies.*
- *Do your homework with the press – send press releases, editors’ advisories, and public service announcements to the media. Make sure your event is posted on the “Community Calendars” of both print and broadcast media websites.*
- *Provide interpreters for the Deaf and publicize the fact that they will be available to the Deaf community.*
- *Promote Americans with Disabilities Act accessibility to inform people of a barrier-free environment.*
- *Consider providing and advertising “reliable child care” so adults can attend without worrying about their children; and/or include children’s activities in your event (see CAP TIP # 3, “NCVRW Activities for Children”).*
- *Engage participants that are already large groups. For example, invite a choir to sing. Sponsor an activity that involves school-age children and their parents.*
- *Everybody loves “freebies.” Promote the availability of free information, NCVRW theme tokens, etc.*
- *Invite college professors to provide “classroom credit” to their students for attending the event (and even helping out in advance!).*
- *If rules permit, inundate the area surrounding your venue with signage or chalk messages on the sidewalk the day of the event.*
- *Develop targeted messages for specific audiences, such as senior citizens, faith communities, culturally-diverse populations, mental health and allied professionals, educators, etc. Identify the venues through which they receive information to promote your event, and offer specific “angles” that are relevant to their interests.*
- *Work with your local probation agency to engage offenders who have community service obligations as a condition of their community supervision, and have them put up posters around your community to promote your event (they can also help with assembling commemorative pin cards and other tasks).*
- *Provide attractive flyers to restaurants that deliver food to homes (such as pizza or Chinese food) that they can include with their deliveries.*

### **For More Information**

Please contact 2007 National Crime Victims’ Rights Week Community Awareness Project Consultant Anne

Seymour via email at [annesey@atlantech.net](mailto:annesey@atlantech.net); or by telephone at 202.547.1732.