



RESHAPING THE FUTURE **HONORING THE PAST**

CAP TIPS is 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 annesey@atlantech.net.

CAP TIPS #1

To Improve Public Awareness

“Be Prepared!”

A “12-Week-Out” Countdown Calendar and Checklist for Success

Introduction

While 2011 National Crime Victims’ Rights Week is three months away, it’s a good idea to begin your strategic planning *now*.

This “countdown calendar checklist” is designed to help you think through *all* your potential NCVRW activities, and plan accordingly to ensure that you have enough human, financial and other resources to ensure their success.

This CAP TIP is designed to offer guidance to you *for two categories* of CAP activities:

- Special events.
- Media relations.

While *all* previous CAP TIPS, along with those that will be emailed to you in 2011 by NAVAA, are relevant to your planning, this CAP TIP highlights those that are *most applicable* to your planning activities (see “Relevant CAP TIPS to Review”).¹ This “checklist” provides only an overview of key activities; the previous and 2011 CAP TIPS offer much more detail for each recommended activity.

The “special events” and “media relations” checklists can be easily adapted to meet your individualized needs in your community or state, and can become your “ongoing reminder” of activities that have been accomplished, and those that require further attention.

NAVAA will notify you when the Office for Victims of Crime 2011 NCVRW Resource Guide becomes available, so that you can incorporate its many suggestions and resources into your “countdown calendar checklist for success.”

¹ All previous CAP TIPS are publicly available at <http://cap.navaa.org/captips.html>. Current 2011CAP TIPS are distributed only to current NCVRW CAP subgrantees; they are emailed and available online in the “Subgrantees Only” section (<http://cap.navaa.org/subs>).

Special Events Checklist

Relevant CAP TIPS to Review:

- Creating an Effective NCVRW Planning Committee
- How to Promote the 2011 NCVRW Theme (*this will be emailed to you within two weeks*)
- Engaging Crime Victims and Survivors in your NCVRW Activities
- Notable Quotables
- Creative Use of NCVRW Theme Colors
- How to Turn Out a Crowd
- Developing Culturally-competent Resources
- NCVRW Activities for Children
- Engaging Criminal and Juvenile Justice Officials and Agencies
- How to Engage and Involve Teens in Your NCVRW Activities
- Sample sign-in sheets

Week of January 16 (12 weeks out)

- Your NCVRW Planning Committee should be established, and include members who can facilitate outreach to *all* potential participants, supporters and funders of your 2011 NCVRW activities. Special efforts should be made to be diverse by gender, culture, geography, profession, and sexual orientation, and to include crime victims and survivors.
- Your Planning Committee should be provided with copies of this “countdown calendar/checklist” to review and adapt to your specific 2011 NCVRW activities.
- Sub-committees that address specific responsibilities and duties for NCVRW planning, implementation and evaluation should also be created.

Week of January 23 (11 weeks out)

- The roles and responsibilities of your NCVRW activities should be discussed and delegated to Planning Committee members (and any other volunteers who offer special skills to enhance your events and activities).
- A communications plan and calendar should be established to facilitate ongoing communications among Planning Committee (and eventually, Sub-committee) members:
 - In-person meetings (once a month).
 - Teleconferences.
 - Listserves.
 - Email communications.
- Goal(s) and objectives for your NCVRW activities are established that can contribute to the development of performance measures that evaluate “success.”

Week of January 30 (10 weeks out)

- A basic budget is developed and approved by your NCVRW Planning Committee (including the use of CAP funds).
- Locations of events are determined with the following support activities:
 - Ensuring that insurance covers all activities/ events.
 - Permits are obtained.

- People and businesses in the neighborhood are notified about your planned activities.

Week of February 6 (*nine weeks out*)

- Featured speakers/presenters are identified.
- The involvement of crime victims/survivors is clarified with a plan developed for:
 - Outreach.
 - Victims' roles.
 - Activities to honor victims and survivors.
 - Volunteers to ensure that their participation is a positive experience.

Week of February 13 (*eight weeks out*)

- Potential speakers/presenters are confirmed:
 - Confirmation letters/e-mails.
 - Participation logistics (including travel for out-of-jurisdiction presenters).

Week of February 20 (*seven weeks out*)

- All co-sponsoring agencies and organizations have been provided with NCVRW artwork and a highlight of your special event to publicize to their constituents and communities, such as:
 - Posters.
 - Letter of invitation.
 - Reminder post cards.
 - Language/artwork for "Save the Date" email or snail mail, and listserv dissemination.
 - Artwork and copy for website publicity.
- Potential participants/supporters rosters are developed:
 - E-mail listing (in a software program such as Microsoft Excel to facilitate effective communications).
 - "Snail mail listings" for direct mail and invitations.

Week of February 27 (*six weeks out*)

- This is your "half-way" point in the NCVRW planning process. During this week, it's a good idea to sponsor a meeting of your full Planning Committee to conduct a "pulse check:"
 - How are we doing?
 - What needs to be done in the next six weeks?
 - Any loose ends?

Week of March 6 (*five weeks out*)

- **TAKE A BREAK!** You've been working hard for six weeks.....it's a good idea to have a week that is totally FREE of NCVRW planning activities!

Week of March 13 (*four weeks out*)

- The location of special events has been confirmed, and you have a copy of the contract or agreement (*which should be carried on-site to the actual event*). A walk-through has been conducted to:

- Determine the physical logistics (such as stage, podium or table, seating, resource arena, etc.) and make sure that you have an adequate number of chairs and tables.
 - Finalize any requirements related to hanging things on the walls and/or decorating the stage or venue.
 - Assess and address physical access for persons with disabilities, from transportation and parking to entry into the site.
 - Identify a space or “quiet room” where attendees who may be deeply affected by the proceedings can go to.
 - Determine where bathrooms and adjunct facilities (i.e., storage, kitchen, etc.) are located.
 - Ensure that there is a secure place to hang coats.
- Arrangements are made with event site staff to arrive *at least two hours* (and maybe more) *in advance of the event* to prepare and set up.
 - A map to the specific location (with a physical address, directions, and information about public transportation, parking and disability access) is secured in both paper and electronic formats.
 - If your location is outdoors, an alternative location has been planned for in case of inclement weather.
 - Volunteers to provide security are obtained and confirmed with email and cell phone contact information (local police departments may be a good source for this!).
 - Any food or beverage orders have been confirmed.
 - Any entertainment has been confirmed (choirs, singers, color guards, etc.).
 - Your budget is reviewed to ensure that you are in line with all expenditures.
 - An e-mail roster of potential attendees has been developed.
 - If you are sponsoring a Resource Arena, potential participants are:
 - Notified and provided with logistical information.
 - Provided with information about the availability of tables, wall space, etc.
 - Asked to bring a specified number of brochures, posters, and other victim awareness and public education resources.
 - Provided with information about where to go at the actual event (i.e., to the Resource Arena coordinator/sign-in table).
 - For all key activities, volunteers have been secured to plan, implement, and clean-up after the event. A list with names, landline and cell phone numbers, and email addresses has been developed.
 - If any special event giveaways are planned (such as tee-shirts, caps, pens, squeeze balls, etc.), the order has been confirmed, and a volunteer has been assigned to track its arrival.

Week of March 20 (three weeks out)

- A “Save the Date” reminder has been emailed to all potential attendees.
- Interpreters have been secured to facilitate active participation by any Deaf attendees.
- All decorations have been planned and ordered.
- If any awards are being given out:
 - Award recipients have been notified and provided with all information relevant to the special event.
 - Awards have been prepared with the name of the award and recipient.

Week of March 27 (two weeks out)

- An event schedule with *every minute* timed and designated is emailed to all presenters; and a master/mistress of ceremonies is confirmed, with introductory and segue way remarks prepared in advance.
- An email confirmation/reminder is sent to all key participants and contributors with day/date/time/location and any other relevant information:
 - All potential attendees.
 - All participants in any Resource Arena.
 - Speakers and presenters.
 - Entertainment.
 - Food/beverages and napkins/plates/cups/utensils.
 - Volunteers.
- (*Optional*) A photographer and/or videographer are confirmed.
- Plan for volunteers who can be available to assist any attendees – especially crime victims and survivors – who may need extra emotional support during the actual event.

Week of April 3 (one week out)

- Event programs are finalized (and edited!) and printed.
- A final reminder about your special event with map/directions has been emailed to all potential attendees.
- Sign-in sheets have been prepared and copied.
- A “run through” with all key players is hosted, either at your office or at the actual site of the special event, and timed to ensure that you keep with your planned schedule.
- Any audio/visual activities are subjected to a “practice run-through” (such as the NCVRW Theme DVD included in the OVC Resource Guide; PowerPoint presentations; and/or a PowerPoint “welcome slide”).
- You obtain a final confirmation of food and beverage orders; ensure that the vendors/volunteers have the day/date/time/location of the special event; and confirm cell phone information for delivery.
- All volunteers are confirmed with their assignments, and an email reminder is sent (see below, *Week of April 10, “Prior to and at the Event – Volunteers”*).
- Arrange in advance to have any leftover food delivered to a shelter or other program in the community that accepts such donations (such as a co-sponsoring domestic violence shelter).
- (*Optional*) For confirmed attendees, name tags are prepared in advance.

Week of April 10 (NCVRW)

- Signage has been prepared to post around and at the event:
 - With arrows pointing to the entrance.
 - With information about disability parking and access.
 - With details about specific sign-in locations (for attendees, volunteers, news media, etc.).
 - Welcome signs (using NCVRW Resource Guide artwork).
- Special event giveaways (such as tee-shirts, caps, squeeze balls, etc.) are nicely displayed.
- A first aid kit has been secured for the actual event.
- A list of emergency numbers is developed for the event (police, ambulance, hospitals, etc.)

Prior to and at the event:

- All decorations have been finalized at least two hours prior to the event.
- You have copies of all relevant contracts and “proof of payment,” and emergency contact information for all vendors (i.e., food, sound system, etc.).
- On-site logistics:
 - Tables and chairs are set up for registration; any food or beverages; resource arena; attendees; speakers on the stage, etc.
 - An audio/visual check is conducted one hour prior to the event.
 - You have copies of three sign-in sheets available as people enter (for attendees, the news media, and volunteers).
 - Logistical signage is posted.
 - Enough copies of the special event program have been duplicated.
 - A list of emergency numbers is available at the registration desk.
 - Prepared name tags and/or name tags and Sharpie pens are available at the registration desk.
- Volunteers are available (and receive a short briefing one hour in advance of the event) in advance, during and following the event on-site to:
 - Haul boxes and other resources into the site.
 - Set up the room
 - Decorate the room.
 - Facilitate any Resource Arena.
 - Provide security at and around the event site.
 - Meet and greet guests at the front door(s) and provide information and guidance.
 - Staff the welcome/registration table and sign-in sheets.
 - Assist any attendees who may need to visit a quiet space or room and receive comfort and support (have plenty of Kleenexes available!).
 - Coordinate audio/visuals for any presentations.
 - Coordinate distribution of giveaways (tee-shirts, caps, pens, etc.)
 - Coordinate any refreshments.
 - Coordinate media participation.
 - Coordinate welcoming speakers and key participants.
 - Break down the event, and clean up afterwards (you’ll want to leave the room in good shape so you’ll be welcome back in the future!).
 - Make arrangements to promptly return any borrowed equipment (audio/visual, laptops and LCD projectors, tables, chairs, etc.)

- Deliver any leftover food to a shelter or other designated organization.

Week of April 17

- Remember to thank all the volunteers, featured speakers and others whose contributions made your event a success!
- Snail-mail “thank you’s” are preferable to email. You can use the artwork included in the NCVRW Resource Guide to create a lovely 8 ½” by 11” piece of stationary, with standardized artwork and a thoughtful message, and leave room at the bottom of the page for a personalized one-line note-of-thanks and signatures.
- Plan or conduct a post-event debriefing with all key coordinators. Assess what worked, and what needed improvement, and document your findings for future commemorations of NCVRW (*an upcoming 2011 CAP TIP will address “Debriefing and Evaluation”*).

Media Relations Checklist

Relevant CAP TIPS to Review:

- How to Engage the News Media
- Building a Comprehensive Media List
- Writing an Effective Press Release
- Creating Public Service Announcements
- Sample Media Sign-in Sheet

Week of January 16 (12 weeks out)

- Create a “media and public outreach sub-committee” within your NCVRW Planning Committee.

Week of January 23 (11 weeks out)

- Begin to build your news media list:
 - Broadcast.
 - Print.
 - Web-based.
 - Social networking/media sites.
 - Specialized media (victim assistance and criminal justice organizations/’ and agencies’ newsletters and websites)

Week of January 30 (10 weeks out)

- *Prioritize* your news media list:
 - Which are the *top five* news media you want to reach?
 - Which are the *top ten* after that?
 - Identify personnel who can be assigned to each news medium and (preferably) a direct contact within each news medium (news director, editor, reporter, columnist, etc.)

Week of February 6 (nine weeks out)

- Develop a plan for social networking/media (*a 2011 CAP TIP will be emailed to you to help you with this activity*):
 - Facebook.

- YouTube.
- MySpace.
- Twitter.
- Others.

Week of February 13 (*eight weeks out*)

- Develop “media pitches” that:
 - Reflect the 2011 NCVRW theme.
 - Provide appropriate spokespersons to deliver your pitches.
 - Reflect your planned activities.
 - Are geared toward the specific type of media (broadcast, print, web-based, and/or social networking/media sites).

Week of February 20 (*seven weeks out*)

- Key media resources are *drafted*:
 - Public service announcements (print, audio, visual, etc.).
 - Press advisories.
 - Press releases.

Week of February 27 (*six weeks out*)

- Key media resources (see “week of February 20th”) are finalized.

Week of March 6 (*five weeks out*)

- **TAKE A BREAK!** You’ve been working hard for six weeks.....it’s a good idea to have a week that is totally FREE of NCVRW planning activities!

Week of March 13 (*four weeks out*)

- A volunteer has been assigned to document all media relations activities, i.e., press clippings, tapes of radio and television interviews, printouts of web media publicity, etc.
- Your media directory should be complete and documented in an easy-to-use format.
- Your public service announcements should be written, reviewed and edited, and finalized in the recommended PSA format.
- Any quotations or comments to be included in media relations (such as press releases, opinion/editorial columns, etc.) should be obtained from contributors, with proper attribution noted.
- Guidelines for submitting opinion/editorial columns or radio or television actualities, press releases and public service announcements have been reviewed and followed.

Week of March 20 (*three weeks out*)

- If any special media recognition award is being given out during NCVRW, the recipient and his/her superior are notified about the award, and when it is being presented (see *Sample Certificate of Recognition* in the OVC NCVRW Resource Guide).

- Your public service announcements are mailed to television and radio stations (and if you are providing “on air” talent to read the PSA, arrangements for taping should be finalized with the station).

Week of March 27 (two weeks out)

- Press releases are snail-mailed by Friday, April 4 (or emailed by Monday, April 7).
- Opinion/editorial columns (for newspapers and web media) and actualities (for radio/television) are submitted by mail or electronically (to be received by April 4) with a request to publish during NCVRW (Sunday or Monday is best), and include the author’s credentials and contact information.
- Conduct follow-up telephone calls and/or emails to news media representatives to see if they need any additional information, or have any special needs when covering your event.
- All key media interviews have been scheduled and confirmed (day/date/time/location and who is being interviewed/who is conducting the interview). Arrangements are made to publicize and audiotape/videotape key media interviews.

Week of April 3 (one week out)

- Letters-to-the-editor inviting people to any special events are emailed or snail mailed to local newspapers.

Week of April 10 (NCVRW)

- A media schedule for NCVRW has been developed and disseminated to all key players involved.

For any special events:

- A volunteer has been designated to meet and greet the media; answer any questions they may have; and ensure that key representatives are available for interviews.
- A designated (quiet) area or room has been planned for media interviews, and is equipped with ample electrical outlets and/or a power strip.
- The “Media Sign-in Sheet” has been copied and is available on a clipboard at the welcome/registration desk.
- Any special needs of the media have been identified and addressed.
- If a “media recognition award” is being presented, it is ready at the podium, along with information about the recipient.

Week of April 17

- Follow-on notes or emails are sent to media representatives who attended and/or covered NCVRW activities.
- Where relevant, letters-to-the-editor are sent that thank the news media and community members for supporting NCVRW and crime victims/survivors.

For More Information

Please contact National Crime Victims’ Rights Week Community Awareness Project Consultant Anne Seymour via email at annesey@atlantech.net; or by telephone at 202.547.1732.



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CAP TIPS #2

To Improve *Public Awareness*

Notable Quotables

Introduction

The 2011 National Crime Victims' Rights Week theme – “Reshaping the Future. Honoring the Past” – allows us to consider our individual and collective histories as victim advocates and as a dynamic, professional field that has contributed much to public safety and social justice; and how we can learn from the past to build a positive, proactive vision for the future.

There are many quotations from noted leaders and famous people throughout the world's history that address the “future” and the “past.” This CAP TIP features inspirational quotations that span 2000 years of the world, and feature a highly diverse group of authors.

A great resource is the website www.quoteland.com at which many of the following quotes and many more can be found.

How to Use Notable Quotables

The possibilities are endless!

The quotations that follow can be used in virtually *all* aspects of 2011 NCVRW planning, victim/survivor outreach, and community and public awareness. For example:

- Begin each meeting of your NCVRW Planning Committee by reading one of the quotations.
- If you find one quotation to be particularly inspiring, incorporate it into any theme artwork or include it at the bottom of any letterhead designed specifically for 2011 NCVRW.
- Match a specific inspiring quotation to your target audience (for example, by gender, culture, or profession) and use it to seek their support, or to encourage their participation in your 2011 NCVRW activities.
- Provide sample quotations to people you are seeking as inspirational speakers for your NCVRW events.

- Include a quotation that incorporates “future” and “past” in public presentations for NCVRW, and feature them in any audio/visual aids (such as PowerPoint presentations).
- Cite the quotations in any media interviews conducted in conjunction with NCVRW.

Quotations for “Reshaping the Future”

“I am not influenced by the expectation of promotion or pecuniary reward. I wish to be useful, and every kind of service necessary for the public good, becomes honorable by being necessary.”

—*Nathan Hale*

“The battle of life is, in most cases, fought uphill; and to win it without a struggle were perhaps to win it without honor. If there were no difficulties there would be no success; if there were nothing to struggle for, there would be nothing to be achieved.”

—*Samuel Smiles*

“Whether you be man or woman you will never do anything in this world without courage. It is the greatest quality of the mind next to honor.”

—*James Allen*

“We must remember that any oppression, any injustice, any hatred, is a wedge designed to attack our civilization.”

—*Franklin D. Roosevelt*

“Remember, people will judge you by your actions, not your intentions. You may have a heart of gold -- but so does a hard-boiled egg.”

—*Anon.*

“We cannot always assure the future of our friends; we have a better chance of assuring our future if we remember who our friends are.”

—*Henry Kissinger*

“The many of us who attain what we may and forget those who help us along the line we've got to remember that there are so many others to pull along the way. The farther they go, the further we all go.”

—*Jackie Robinson, Baseball Has Done It, 1964*

“When you are kind to someone in trouble, you hope they'll remember and be kind to someone else. And it'll become like a wildfire.”

—*Whoopi Goldberg*

“Usually a person has more faith in their fear than faith in their future. “

—*Doug Firebaugh*

“It's tough to make predictions, especially about the future.”

—*Yogi Berra*

“When all else is lost, the future still remains.”

—*Christian Nevell Bovee*

“I look to the future because that's where I'm going to spend the rest of my life.”

—*George Burns, At age 87; he lived to be 100*

“Let your hopes, not your hurts, shape your future.”

—*Robert H. Schuller*

“All endeavor calls for the ability to tramp the last mile, shape the last plan, endure the last hours toil. The fight to the finish spirit is the one...characteristic we must possess if we are to face the future as finishers.”

—*Source Unknown*

When planning for a year, plant corn. When planning for a decade, plant trees. When planning for life, train and educate people.

—*Chinese Proverb*

“Planning is bringing the future into the present so that you can do something about it now. “

—*Alan Lakein*

“Don't let the past steal your present.”

—*Terri Guillemets*

“You can clutch the past so tightly to your chest that it leaves your arms too full to embrace the present.”

—*Jan Glidewell*

“When one door closes another door opens; but we so often look so long and so regretfully upon the closed door, that we do not see the ones which open for us.”

—*Alexander Graham Bell*

“Behold the turtle. He makes progress only when he sticks his neck out.”

—*James Bryant Conant*

“I am always doing that which I cannot do, in order that I may learn how to do it.”

—*Pablo Picasso*

“Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending.”

—*Author Unknown*

“Seventy percent of success in life is showing up”

—*Woody Allen*

“The best angle from which to approach any problem is the try-angle.”

—*Author Unknown*

“The past is our definition. We may strive, with good reason, to escape it, or to escape what is bad in it, but we will escape it only by adding something better to it.”

—Wendell Berry

Quotations for “Honoring the Past”

“The innocent victims of crime have frequently been overlooked by our criminal justice system, and their pleas for justice have gone unheeded and their wounds – personal, emotional and financial – have gone unattended. So I’m signing today an Executive Order establishing the President’s Task Force on Victims of Crime.”

“In proclaiming Crime Victims’ Week, I stated that our commitment to criminal justice goes far deeper than our desire to punish the guilty or to deter those considering a lawless course. Our laws represent the collective moral voice of a free society – a voice that articulates our shared beliefs about the roles of civilized behavior. Both the observance of Crime Victims’ Week and the creation of this Task Force are entirely consistent with principles that lie at the heart of our nation’s belief in freedom under law.”

“Our concern for crime victims rests on far more than simple recognition that it could happen to any of us. It’s also rooted in the realization that regardless of who is victimized or the extent to which any one of us may personally be threatened, all of us have an interest in seeing that justice is done not only to the criminal, but also for those who suffer the consequences of his crime.”

President Ronald Reagan, April 23, 1982, On signing Executive Order 12360, establishing the President’s Task Force on Victims of Crime

“I’m proud that this Administration led the way in passing new legislation and new programs for the victims of crime. But most of all, I share the pride of all Americans today in honoring those who have, through their work for the victims of crime, turned anguish and fear into constructive action.”

President Ronald Reagan

April 19, 1985

Remarks on Signing the Victims of Crime Week Proclamation

“Civilization is built on a number of ultimate principles...respect for human life, the punishment of crimes against property and persons, the equality of all good citizens before the law...or in a word, *justice*.”

—Max Nordic

“Safeguarding the rights of others is the most noble and beautiful end of a human being.”

—Cahill Libran

“Action springs not from thought, but from a readiness for responsibility.”

—Dietrich Bonhoeffer

“Strength is born in the deep silence of long-suffering hearts; not amid joy.”

—Felicia Humans

“There is not higher religion than human service. To work for the common good is the greatest creed.”

—Woodrow Wilson

“One never notices what has been done; one can only see what remains to be done.”

—*Marie Curie*

“Our deeds determine us, as much as we determine our deeds.”

—*George Eliot*

“Only a life lived for others is worth living.”

—*Albert Einstein*

“My ability to survive personal crises is really a mark of the character of my people. Individually and collectively, we react with a tenacity that allows us again and again to bounce back from adversity.”

—*Chief Wilma Man killer*

“Service is the rent you pay for being.”

—*Marian Wright Edelman*

“He profits most who serves best.”

—*Arthur F. Sheldon*

“Service: giving what you don’t have to give; giving when you don’t need to give; giving because you want to give.”

—*Damien Hess*

“One generation plants the trees; another gets the shade.”

—*Chinese Proverb*

“No one’s death comes to pass without making some impression, and those close to the deceased inherit part of the liberated soul and become richer in their humanness.”

—*Hermann Broch*

“I answer the heroic question Death where is thy sting? It is here in my heart and mind and memories”

—*Maya Angelou*

“For some life lasts a short while, but the memories it holds last forever.”

—*Laura Swenson*

“To live in hearts we leave behind, is not to die.”

—*Thomas Campbell, Hallowed Ground*

“Nothing fixes a thing so intensely in the memory as the wish to forget it.”

—*Michel de Montaigne*

I think of you often and make no outward show,
But what it means to lose you, no one will ever know
You wished no one farewell, not even said good-bye,
You were gone before I knew it, and only God knows why.
You are not forgotten nor will you ever be,

As long as life and memories last, I will remember thee.
To some you may be forgotten, to others a part of the past,
But to me who loved you dearly, your memories will always last.
Nothing can be more beautiful than the memories I have of you.
To me, you were someone special, God must have thought so too!
If tears could build a staircase and memories a lane,
I would walk all the way to Heaven, and bring you back again.
—Anon.

For More Information

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CAP TIPS #3 *To Improve Public Awareness*

Tips to Promote the 2011 National Crime Victims' Rights Week Theme "Reshaping the Future. Honoring the Past."

Introduction

Each year, the National Crime Victims' Rights Week (NCVRW) theme provides cohesiveness and inspiration to national, state and local efforts to promote rights and services for crime victims and survivors, and generate greatly needed public awareness about the plight of crime victims in America. The 2011 theme – *Reshaping the Future. Honoring the Past.* – actually offers *two* distinct opportunities for victim outreach and public awareness, focusing on a *hopeful future* that is built upon the *strong foundation of our field's history* created by victims, survivors, advocates, and justice professionals – the pioneers who provided the genesis for our field nearly 40 years ago.

"Reshaping the Future"

The key to reflecting this portion of the 2011 NCVRW theme is to consider where your agency and/or jurisdiction are *today*, and where you want to be *in the future* (two years from now, five years from now, etc.). It's an opportunity to create a realistic vision for the future of crime victim/survivor services that is personalized to your community, with many avenues to develop such a vision:

- Include quotations from "Notable Quotables" (2011 CAP TIP #2) in your NCVRW outreach activities.
- Solicit input from key stakeholders about their vision for the future.
- Contribute to the national "Vision 21" initiative sponsored by the Office for Victims of Crime, U.S. Department of Justice.
- Commit to strategic planning to improve victims' rights and services in your jurisdiction.

Notable Quotables

The "Notable Quotables" contained in 2011 CAP TIP #2 can be used to emphasize the NCVRW theme, incorporating both the future and the past. Consider using them, as well as the 2011 NCVRW theme:

- In speeches prior to and during 2011 NCVRW.
- In media relations, such as press releases, public service announcements, opinion/editorial columns, blogs, etc.
- In social networking media, such as Facebook, MySpace, Twitter, etc.

- As a “temporary tag” on all emails that your agency or organization sends out prior to NCVRW.

Solicit Input from Key Stakeholders

Prior to and during 2011 NCVRW, you’ll have many opportunities to seek and secure input from key stakeholders about how to create – individually and collectively – a future that is sensitive to victims’ and survivors’ rights and needs, and that proactively engages *everyone* in crime victim assistance, community and public safety, and crime prevention.

At the end of this CAP TIP, there is a half-page form that asks a basic, important question that can help you solicit input from key stakeholders:

“What is the **one most important thing** that our (jurisdiction/agency) can do to shape the future of America’s victims’ rights and victim assistance field?”

Once you tailor the form to indicate the specific jurisdiction (i.e., agency/organization, city, county, tribe, state, etc.), you can:

- Email it to key stakeholders in advance of 2011 NCVRW, and ask them to respond by Monday, March 28th (two weeks in advance of NCVRW).
- Email it or provide it to crime victims and survivors, who can anonymously use their “power of the personal story” to provide guidance and input to you.

Any responses received *in advance* of 2011 NCVRW can be:

- Used for media relations (such as press releases and opinion/editorial columns).
- Cut-and-pasted onto graphically-designed “suns” (reflecting the 2011 NCVRW artwork) and posted at the entrance to or inside your sponsored events, and/or at high-profile places such as courthouses and police departments, state legislatures, on trees outside high-profile sites, etc.
- Posted in victim assistance and allied professional agencies’ and organizations’ offices and waiting rooms.

You can also consider providing the half-page flyer at *all* 2011 NCVRW events, and ask participants to take a few minutes to fill it out. The flyers can then be posted or otherwise made available for public view at all events and activities that you sponsor during 2011 NCVRW, and throughout the year.

Vision 21: Transforming Victim Services

The Office for Victims of Crime within the U.S. Department of Justice is sponsoring an important initiative that will, indeed, shape the future of crime victim and survivor assistance in America and around the world. The overarching goal of *Vision 21* is “to expand the vision and impact of the crime victim services field.”

This groundbreaking national initiative will assess the current state of our field through literature reviews, forum discussions and other methods of information gathering, resulting in comprehensive reports that address four key areas:

1. **The role of the crime victims’ field in the overall response to crime and delinquency in the United States.** This report will explore topics including current crime victimization, underserved and unserved communities, enhancing partnerships, and improving integration of crime victims’ rights in order to develop a new, more comprehensive vision of the role for the crime victim services field.

2. **Building capacity in the crime victims' field to better serve victims of crime.** This report will examine issues surrounding the ability of networks to meet current and future crime victim needs, availability of funding, organizational flexibility toward resource enhancement, diversity in staffing and leadership, and stronger collaborations to further crime victims' rights and services.
3. **Enduring challenges in the crime victims' field that are still being addressed.** This project will identify the challenges of serving diverse victims and find the commonalities that exist to support a strategy to better serve victims of crime. This report will explore barriers and issues that continue to challenge the victim services field, including:
 - Domestic violence.
 - Child abuse.
 - Sexual assault.
 - Elder abuse.
 - Victims in Indian Country.
 - Young African American male victims.
 - Victims with disabilities.
4. **Emerging challenges the crime victims' field has yet to address.** This report will incorporate information related to the field's response to new trends and issues into a framework to help prepare the field for new challenges, including:
 - The changing demographics in the United States.
 - Advances in technology and the subsequent increase in cybercrime.
 - A rise in environmental crimes.
 - The incorporation of direct services for human trafficking victims.
 - The growing impact of social media, and fully serving youth victims.
5. **A final synthesis report is the fifth project,** which will produce a document that analyzes the information from the four reports and synthesize it into a cohesive and comprehensive assessment of the current state of the victim services field in the United States. The report will provide a set of recommendations and a blueprint for a national demonstration project (or multiple demonstration projects) to implement those recommendations.

You and Your Community Can "Reshape the Future" Through "Vision 21"

One of the most exciting aspects of *Vision 21* is its "open invitation" to our field and, in particular, to crime victims and survivors to contribute to its four reports and final synthesis report. If you visit the *Vision 21* website at <http://ovc.ncjrs.gov/vision21/initiative.html> and click on "Share Your Vision," you will see the opportunity to contribute comments and recommendations in the four issue areas (up to 2000 characters – approximately 400 words).

As a prelude to 2011 NCVRW, you can email your clients, colleagues and constituents, provide them with the *Vision 21* URL, and encourage them to provide their input in conjunction with 2011 NCVRW and reflecting its theme: "Reshaping the Future. Honoring the Past." You can target specific populations within your state or jurisdiction, such as:

- Crime victims and survivors.
- Victim advocates.
- Criminal and juvenile justice professionals.

- State legislators and Executive Branch officials.
- Local community leaders and elected officials.
- Mental health and medical professionals.
- High school and higher education students.

While all submissions must be provided to *Vision 21* electronically through email, you can also consider developing a one-page *Vision 21* “Share Your Vision” flyer – utilizing the 2011 NCVRW artwork included in the OVC Resource Guide as the “header.” This can be made available to participants at any events you sponsor, offering them the opportunity to shape the future of our field. Once you collect all the “Share Your Vision” documents, you can have a volunteer or intern input the information from each flyer into the prescribed email format and submit them electronically to OVC.

Linking *Vision 21* to 2011 NCVRW will not only help OVC in its efforts to guide our field toward a productive and more effective future; it will also allow *your community* to be important contributors to this national effort.

Vision 21
Transforming Victim Services
<http://ovc.ncjrs.gov/vision21/initiative.html>

Strategic Planning

One of the most effective ways to “shape the future” of crime victims’ rights and services in your organization/agency, community or state is to commit to developing a strategic plan. Such a plan creates guiding statements – including values, vision and mission statements – goals and measurable objectives.

The Office for Victims of Crime has published its *Strategic Planning Toolkit*, which can help victim assistance entities prepare for, assess, create, implement, communicate and evaluate a strategic plan. The Toolkit is available online from the OVC Training and Technical Assistance Center (OVC TTAC) at <https://www.ovcttac.gov/views/resources/dspStrategicPlan.cfm>.

In addition, OVC TTAC can provide funding support for consultants to help you develop a strategic plan. You can visit <https://www.ovcttac.gov/> for more information about how to receive training and/or technical assistance for strategic planning.

If developing a strategic plan is a good idea for your agency, organization or jurisdiction, you can “kick off” your planning effort during 2011 NCVRW, and promote the theme of “Shaping the Future.”

“Honoring the Past”

“In proclaiming Crime Victims’ Week, I stated that our commitment to criminal justice goes far deeper than our desire to punish the guilty or to deter those considering a lawless course. Our laws represent the collective moral voice of a free society – a voice that articulates our shared beliefs about the roles of civilized behavior. Both the observance of Crime Victims’ Week and the creation of this Task Force are entirely consistent with principles that lie at the heart of

our nation's belief in freedom under law."

President Ronald Reagan, April 23, 1982

On signing Executive Order 12360, establishing the President's Task Force on Victims of Crime

This quotation from President Ronald Reagan epitomizes the sense of commitment and unity that resulted from the creation of the 1982 President's Task Force on Victims of Crime; National Crime Victims' Rights Week itself; and countless victims' rights laws and innovative victim services that have emerged over the past four decades.

In every community and state, there are "stories to be told" that provide an important historical perspective to the early days of our field, encompassing local, state, national and Federal initiatives. What follows are tips to "honor the past" in your own jurisdiction during 2011 NCVRW.

Office for Victims of Crime Oral History Project

"What Is Past Is Prologue."

These five words inscribed on the National Archives building in Washington, DC represent the foundation of the landmark OVC Oral History Project.

OVC created the "Oral History of the Crime Victim Assistance Field" project to ensure that the "lessons learned" from the history of our field are fully understood and appreciated – the good, the bad, and the ugly! The Project:

- Conducted video interviews of over 60 pioneers of the victim assistance field.
- Documented an audiotaped interview of the surviving members of the 1982 President's Task Force on Victims of Crime.
- Solicited paper-based documents of landmark activities of our field (that are available on-site at the Project's host site, the University of Akron in Ohio).

Transcripts are available online for all interviews, and are searchable by both "interviewees" and "key words." There are countless insights, opinions and stories that resonate today, and that can be used to "Honor the Past" during 2011 NCVRW.

You can access the OVC Oral History Project online at: <http://vroh.uakron.edu/index.php>.

Create Your OWN "Oral History"

While your planning and preparation time is somewhat limited, you can consider creating a "condensed version" of an Oral History Project for your jurisdiction. Key areas to focus on include, but are not limited to:

- The "power of the personal story" of crime victims and survivors who have contributed to the passage of new laws, or creation of new programs, policies and/or protocols that benefit crime victims and promote public safety.
- State, Federal and tribal laws that have promoted victims' rights throughout the criminal, juvenile and civil justice systems.
- Effective leadership – focusing on key individuals – that has promoted victims' rights and services.

Again, the OVC Oral History Project is a great resource to make creating your own oral history a bit easier. You can visit <http://vroh.uakron.edu/pdfs/StateOralHistoryGuide.pdf> for information about “How to Create an Oral History.” Of particular note are the “Interview Process and Questions,” which offer a good “starting point” for creating an oral history specific to your organization or jurisdiction.

Landmarks in Victims’ Rights and Services

The 2011 NCVRW Resource Guide includes an excellent and informative document, “Landmarks in Victims’ Rights and Services.” This publication originated as a result of some of our field’s pioneers who, in the early 1990s, felt it was important to “capture” the history of our field, and document important activities that tell the story of a truly impressive grassroots movement in our Nation.

It’s a good idea to take time to review this document for its national, state and local perspectives. You can “compare” your state’s efforts to the “landmarks” included in this document, and see where you stand. You can also consider creating a “report card” of how your state compares to the landmark victims’ rights, services and policies that are described in this document.

For More Information

Please contact National Crime Victims’ Rights Week Community Awareness Project Consultant Anne Seymour via email at annese@atlantech.net; or by telephone at 202.547.1732.



RESHAPING THE FUTURE **HONORING THE PAST**

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CAP TIPS #4

To Improve *Public Awareness*

Tips to Seek and Engage Volunteers for Special Events and Activities

Introduction

It is undoubtedly difficult for victim advocates and allied professionals to plan and implement National Crime Victims' Rights Week (NCVRW) activities with their full-time jobs and other commitments. The proactive solicitation and use of volunteers can "lighten the load" of NCVRW Planning Committees and designated staff, and also engage community members in important efforts to promote victims' rights and services. Many community members who engage as volunteers prior to and during NCVRW go on to be longtime trusted and reliable volunteers throughout the year.

This CAP TIP is designed to help you consider the core elements of volunteer recruitment and management, and provide many resources to make this process as simple as possible.

Be Specific about Your Volunteer Needs and Messages

Many volunteers are drawn to activities that require limited time, energy and commitment (however, experience proves that if they *enjoy* and *are rewarded* by such experiences, they are likely to commit to future volunteer activities!).

It's very important to clarify the "benefits" of volunteering for your NCVRW activities, i.e., your volunteers can:

- Help to promote the important needs of crime victims, their rights and available services.
- Contribute to individual and community safety.
- Meet like-minded volunteers who are concerned about crime, victimization and public safety.
- Commit to limited voluntarism during NCVRW that goes a long way to help crime victims and survivors (with "future volunteer opportunities" offered following NCVRW).
- Consider that they may know *someone* – family members, friends, co-workers, even *themselves* – who has been affected by crime and victimization.

Targeting Volunteers

There are many venues that are *perfect* for volunteer solicitation because of their ongoing, clearly-stated commitment to voluntarism. You can tap into such opportunities through personal contacts (telephone, email and in-person requests through on-site visits, presentations, speeches, etc.) to:

- Civic organizations
- Allied justice professionals
- Chambers of commerce
- High school organizations and students (who are often “required” to commit to a specific number of volunteer hours)
- College/university organizations and students
- Senior citizen organizations (e.g. Senior Corps, RSVP -- Retired Senior Volunteer Programs)
- Multi-faith communities
- Families – emphasizing that crime often affects families and family dynamics, and that an appropriate response to victimization can include family engagement on issues related to personal safety, crime prevention and victim assistance.
- And of course, *crime victims and survivors* who are often readily invested in activities that promote victims’ rights and services.

Networking for Volunteers

- Ask all NCVRW Planning Committee members and their respective staff members to recruit *at least one volunteer* for your special events or activities.
- Ask your existing volunteers to help out and recruit their families and friends to assist with your special events and activities.
- Include a “Seeking Volunteers” link on your website that describes *very specific volunteer activities* (see “Be Specific...,” above) related to 2011 NCVRW.
- Develop a one-page volunteer solicitation that can be:
 - Included in participant resource packages at conferences and other training venues prior to NCVRW.
 - Made available in waiting rooms and offices at victim assistance, justice and allied professional agencies.
 - Emailed to all constituents and clients of your NCVRW Planning Committee and allied professionals.

Volunteer Training

For “one time” events, you can conduct volunteer training through a variety of venues.

It’s important that your volunteers feel welcomed; clearly understand the goal(s) of your activities; and are given the opportunity to provide input and suggestions.

You can conduct volunteer training programs:

- On-site at your organization or agency.
- Via teleconference.
- Through use of a web-based training program.

Through your volunteer training programs, you may identify people with specific areas of expertise that can enhance your NCVRW activities. Don't hesitate to provide them with a "leadership role" as a chairperson of a committee or other leadership role!

And if you're asking for volunteers for a specific event, make sure you tell them to arrive at least 90 minutes in advance, so you can provide an on-site briefing and clarify assignments and volunteer responsibilities.

Volunteer Supervision

Since many organizations and agencies are involved in your NCVRW activities, it's important to establish a *single point of contact* for volunteer supervision. When you reach out to volunteers – in recruitment, training, supervision, evaluation and recognition – it's important to have one person with whom they can directly communicate on an ongoing basis. Make sure that volunteers have access to your "volunteer coordinator" by telephone and email, and it's helpful to have contact information for "in case of emergencies."

Volunteer Evaluation

It's a good idea to seek input from volunteers about their experiences. You can develop a simple one-page evaluation form that asks:

- How did they perceive their volunteer experience?
- Is there anything that could have enhanced their experience?
- Do they have any specific suggestions for future volunteering?
- Would they like to stay in touch to be informed about future volunteer opportunities to promote victims' rights and services and community safety?

Volunteer Recognition

One of the best ways to *retain* volunteers is to *recognize their efforts*, and "reward" them for the time and energy they have committed to help out. You can recognize your NCVRW volunteers by:

- Writing personal notes of thanks to them following NCVRW (or a personal email).
- Using the "certificate of appreciation" artwork from the 2011 NCVRW Resource Guide to personalize a certificate that recognizes their voluntarism.
- Asking "all volunteers" to stand and be recognized during your NCVRW special events or activities.
- Writing a "letter to the editor" following NCVRW that commends your volunteers and communities for supporting your efforts.

Web-based Volunteer Promotion and Solicitation

The web has made it easier than ever before to solicit volunteers. There are countless sites that allow you to post volunteer opportunities, and allow individuals who are seeking volunteer activities in their community to find you!

It's important to draft two-to-three sentences that accurately and enthusiastically describes the types of volunteer activities you are sponsoring, and how/whom to contact for more information (as many online posting sites have limitations on the length of your submission). For example:

“Volunteer opportunity to help crime victims and survivors and contribute to our community’s safety. Volunteers needed for (*describe events/activities and dates/times*) to promote victims’ needs and rights during 2011 National Crime Victims’ Rights Week.”

The following list is intended to provide examples only (this list was compiled by entering “finding volunteers” into an Internet search engine); there are likely other opportunities in your jurisdiction that you can tap to solicit volunteers online:

- Energize Inc. (www.energizeince.com) provides a listing of websites where you can post your volunteer activities. It also contains a “treasure trove” of links about how to solicit, secure, train and reward volunteers (see “About Volunteering”).
- Craigslist (www.craigslist.org) allows you to post volunteer opportunities. Simply find the Craigslist listing for your community or state; click on “post to classifieds,” then “community,” and then “volunteers.” Volunteer listings are sorted by the date of posting, and you can either post a personal/work email or create an anonymous one.
- Volunteermatch.org (www.volunteermatch.org) allows people seeking volunteer opportunities to do so by zip code. There is a “free basic account” that is perfect for 2011 NCVRW, and this site also sponsors a very cool blog.
- Meetup (meetup.meetup.com) is a site that allows individuals to create on-line “meetup venues” to engage people who share common interests. At this website, there are many people – sorted by zip code – who are seeking volunteer opportunities. You can also easily start a “meetup group” that solicits volunteers for your NCVRW events and throughout the year; it only requires a commitment to “pledge to create a real, face-to-face community.”
- If your agency or organization is a member of United Way, www.liveunited.org is a great centralized website to post and seek volunteers.

Online Resources for Volunteer Recruitment and Management

There is a wide variety of online resources to help you consider the full scope of volunteer recruitment, management and evaluation. Here are just four sources among the many available to you via the Internet:

- The National Crime Prevention Council, with support from the Office of Justice Programs, has published a four-page overview of “volunteer recruitment” that is succinct and includes very creative “secrets of success” (http://www.ojp.usdoj.gov/ccdo/programs/H_a.pdf).
- MAP for Nonprofits (www.mapnp.org) features a free management library that features, among a wide range of topics, information about volunteer planning, operations and resources. Its broader management library for nonprofit organizations can be accessed at www.managementhelp.org.
- Service Leader (www.serviceleader.org) offers tips for engaging, recruiting, supporting, supervision and recognizing volunteers.

- Citizen Corps (http://www.citizencorps.gov/councils/volunteer_mgmt.shtm) has an excellent online “Volunteer Liability Guide” that is a “must read” to make sure you prepare for and address all potential liability issues.

For More Information

Please contact National Crime Victims’ Rights Week Community Awareness Project Consultant Anne Seymour via email at annesey@atlantech.net; or by telephone at 202.547.1732.



RESHAPING THE FUTURE **HONORING THE PAST**

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CAP TIPS #5

To Improve *Public Awareness*

Tips to Create Effective Public Service Announcements

Introduction

A public service announcement (PSA) is a brief message aired on radio, television stations, in movie theaters or the Web that can provide information to the public about 2011 National Crime Victims' Rights Week (NCVRW), and the needs and rights of, and services available to, crime victims and survivors.

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 (including in the middle of the night!). In addition, opportunities for web-based PSAs range from posting PSAs on an agency's website or through online venues such as YouTube or Facebook.

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

Planning for PSAs

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

- Coordinate PSA efforts within a jurisdiction so stations are not inundated with requests (remember, it's important to focus on your main 2011 NCVRW events and messages!)
- Research the PSA submission requirements of different radio and television stations, and compile a simple database with this information (this will require both on-line research and likely telephone calls to the stations).
- Consider targeting broadcast stations that can enhance your outreach to a broad spectrum of victims and survivors – college and university radio and television stations, local cable programs, and stations whose audiences include people of color, older people, teens, etc.
- Seek consensus on the most important message(s) and information for your PSAs.
- Write, edit and finalize the PSAs to fit the message and time limits.
- Read the PSAs out loud to each other – several times – to make sure the message is clear, delivered succinctly and contains all relevant information.

Broadcast Public Service Announcements

“Broadcast PSAs” refer to television and radio. Your PSAs’ 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 website to determine:

- General submission requirements.
- To whom the PSA should be submitted (it helps to get *a specific name, title and email or snail-mail 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 broadcast-quality DVD.
- *When* the station needs the PSA copy (advance time required prior to its actual airing – usually *at least two weeks*).
- When to expect the PSA to air once the station receives it.
- For television PSAs, it’s very important to make sure that your PSAs are closed-captioned for people who are Deaf or hearing-impaired.

Broadcast stations usually prefer PSA broadcasting using the following approaches:

- Broadcast-quality DVD/video or audiotape that matches the station’s time requirements (usually 15 or 30 seconds).
- The provided script is read by the station’s on-air “talent” on either radio or television.
- A representative of your organization or coalition delivers the PSA message on-air.
- A local well-known person, i.e., Mayor, local celebrity or sports figure, etc., reads the PSA script.

In general, it’s a good idea to submit your 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 air.

PSAs are usually written in 15, 30, or 60 second formats (the one-minute format can also be used as a “radio or television actuality,” which features the spot being read on the radio or television by a person from the organization or entity sponsoring its content, or by the station’s on-air talent). 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 not more than 150 words.

Three sample PSAs that matches each of these recommended time-frames are included at the end of this CAP TIP.

Format for Submission

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--

PSA 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 the content of a PSA – "who, what, when, where and why?" – to organize your public service message.

Here are some important tips to help you consider your PSAs' 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 including a question to draw people's interest and engage them.
 - Compel people to listen by relating to *their lives* – most people are or know someone who is a victim of crime; are concerned about crime and victimization; and/or care about their own safety and that of their family.
- Keep your message *positive*.
- Give people something simple to do – show up, volunteer, make a call or send an 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 ("the Center") or use an acronym once the full name has been cited.
- Use short sentences.
- Use short action verbs (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 is not necessary. For web URLs, it's not necessary to include the www.

Follow-on

Once 2011 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 rights and service for crime victims and survivors, and informs victims about how to get help.

Community Calendars

Most broadcast stations feature online "community calendars," where you can post information about special events that is then included on the station's website (for example, see <http://katv.eviesays.com/submit.html> of KATV, the ABC affiliate of Little Rock, Arkansas). Most "community calendars" require you to register as a "member" to take advantage of this public awareness opportunity.

Web-based PSAs

All organizations and agencies engaged in your 2011 NCVRW planning activities can post print, audio and video PSAs on their websites. You don't have to worry about "broadcast quality" requirements – you just need to make sure that *your message is clear and your visuals are powerful*.

An excellent example to consider is available from the American Heart Association, which sponsors a comprehensive PSA campaign that features video, audio, print, outdoor (billboard) and web PSAs *all on one web page*. You can visit http://www.heart.org/HEARTORG/News/PublicServiceAnnouncements/Public-Service-Announcements_UCM_312002_SubHomePage.jsp to gain ideas about how to implement this unique approach to PSAs.

YouTube

YouTube is a great venue to broadcast your video public service announcements. Unlike other electronic venues, "broadcast quality" footage is not required. All you need is a powerful message, interesting visuals, a DVD camcorder to record your PSA, and a computer to upload it to YouTube.

You can visit YouTube at <http://www.youtube.com/> and, in the web site's search engine, type "*public service announcements, crime victims*." Nearly 150 examples are available for you to view and get ideas for your own YouTube PSAs.

Sample Public Service Announcements

Here are three sample PSAs that you can easily adapt to your community, and your special events planned for 2011 NCVRW:

:15 second

Everyone *is* or *knows* a victim of crime. Help make a difference in the lives of crime victims by joining us during 2011 National Crime Victims' Rights Week on (*day/date*) at (*time*) at (*location*) to honor victims and survivors of crime, and to help make our community safer. For more information, please visit (*web URL*).

:30 seconds

If you've *ever* been or known a victim of crime, you know the hurt and helplessness that result from crime. Even if you've *never* been a crime victim, you've benefitted because countless victims and survivors have worked hard to strengthened our state's victims' rights laws and worked to make our communities safer.

This is National Crime Victims' Rights Week. Please join us in recognizing our family members, friends, neighbors and colleagues who've been hurt by crime at (*provide specific information about your event*). Together we can shape a future that is free from fear! For more information, please visit (*web URL*).

:60 seconds

April 10 to 16 is National Crime Victims' Rights Week – a time to recognize the countless people in our community/state who have suffered the indignity of being the victim of a crime; and whose commitment as survivors helps prevent crime and other victims that has made *our community* a better place to live.

Not long ago, crime victims had *no rights* and *few services* to help them. Today, many victims' rights laws help ensure that they can be active participants in our justice systems, and there are countless programs that aid victims in the aftermath of crime.

On (*day/date*) at (*time*) at (*location*), our community will honor crime victims and those who serve them. Please join us to honor the many victims who have changed how we treat crime victims and how our criminal justice system responds to people who've been hurt by crime. *Together*, we can create a future free from fear, where crime victims are *always* treated with the fairness, dignity and respect they deserve.

For more information, please visit (*web URL*).

Office for Victims of Crime Resources for Public Service Announcements

In the past, the Office for Victims of Crime has produced video PSAs for NCVRW, as well as generic PSAs to promote victim and public awareness (see www.crimevictims.gov). These URLs will link you to previous video PSAs, along with tips for PSA production and dissemination:

- <http://ovc.ncjrs.gov/ncvrw2008>
- <http://ovc.ncjrs.gov/ncvrw2009>
- <http://ovc.ncjrs.gov/ncvrw2010>
- <http://www.crimevictims.gov>
- <http://www.ovc.gov/library/psas.html> (includes NCVRW Theme DVDs and PSAs going back to 2000)
- <http://www.ovc.gov/publications/infores/psakit/welcome.html> (this site provides helpful information on using public services announcements, including tips on how to get them played on air).

For More Information

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



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CAP TIPS #6

To Improve Public Awareness

Victim Assistance-, Criminal and Juvenile Justice-related Web Sites

Introduction

There are countless Federal agencies, national and state organizations and coalitions, and other entities that provide excellent information about crime victims' rights and services, justice-related partnerships, research, training curricula, public outreach strategies, and "promising practices" that improve the treatment of crime victims and survivors.

Attached to this CAP TIP is a comprehensive listing of these entities, including, for easy access, the Web URL for myriad resources that can enhance 2011 National Crime Victims' Rights Week (NCVRW) activities, as well as your victim assistance and public awareness activities throughout the year.

Online Resources

- **Federal Agencies/Resources** include key agencies that have some role in victim assistance, with many data from government-funded studies relevant to crime and victimization available.
- **National Victim-related Organizations** collectively address virtually every type of crime and victimization (including non-violent crime and resources about non-reporting victims), and many have significant online libraries.
- **National Associations: Criminal and Juvenile Justice and Public Policy-related Associations** include important allied partners in crime prevention, victim assistance, and public safety.
- **State Crime Victim Compensation Programs** list all victim compensation programs in the U.S., including states, Territories and the District of Columbia (all CAP programs should be sure to engage your victim compensation program staff in your NCVRW activities).
- **State VOCA Victim Assistance Agencies** offer links to VOCA Administrators (please remember in our Webinar, we encouraged all CAP recipients to get in touch with their VOCA Administrator!).
- **State Attorneys General Victim Assistance Programs** include a listing of such programs in nearly all states, many of which have full-service victim assistance services, and others that focus on specific issues (such as criminal appeals, fraud, elder abuse, etc.).

- **State Domestic Violence and Sexual Assault Coalitions** link you to state-level coalitions, many of which will be highly involved in 2011 NCVRW activities. These can be important partners in your 2011 NCVRW activities and can link you to other victim assistance programs, “promising practices” within your state, and other excellent resources.
- **Federal and State Corrections (Adult)** offer links to corrections-based victim assistance programs in the Federal Bureau of Prisons and all 50 states – important potential partners for your 2011 NCVRW efforts!
- **State Corrections (Juvenile)** links you to juvenile corrections authorities, some of which sponsor victim assistance programs.
- **Victims’ Rights Compliance and Enforcement Programs** include agencies, coalitions and legal clinics that help victims enforce their constitutional and statutory rights.
- **Legal Research/Resources** includes online resources where you can find specific laws and statutes, court decisions, etc.
- **Media Resources** include websites that focus on the impact of the news media on crime, and on crime victims and survivors.

Tips to Make the Best Use of These Websites

Here are some ideas about how this extensive Web roster can enhance your 2011 NCVRW activities:

- For each state-specific agency, organization or coalition, you can visit its website and let staff know about (and invite them to) your NCVRW activities. Some websites list their “member” victim assistance programs, so you can identify programs within your jurisdiction (by zip code) that you may not know and also engage them in your NCVRW activities. Also, many of these entities document “promising practices,” statistics and other resources that are *state-specific*.
- Many of these websites feature extensive online libraries that cover a wide range of topics and issues related to the needs and rights of crime victims. Once your NCVRW Planning Committee finalizes its priorities and strategies for 2011 NCVRW, you can visit websites that are relevant to your target issues and/or audiences to identify helpful information.
- If your organization or agency features URL links to “other victim assistance resources” on your website, this roster can simplify the process of updating or creating URL links in the categories identified above.
- And of course, you can “save” this roster and share it with your staff, volunteers and allied professionals to promote easy access to a literal “treasure trove” of online resources that can help improve crime victims’ rights and services!

For More Information

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