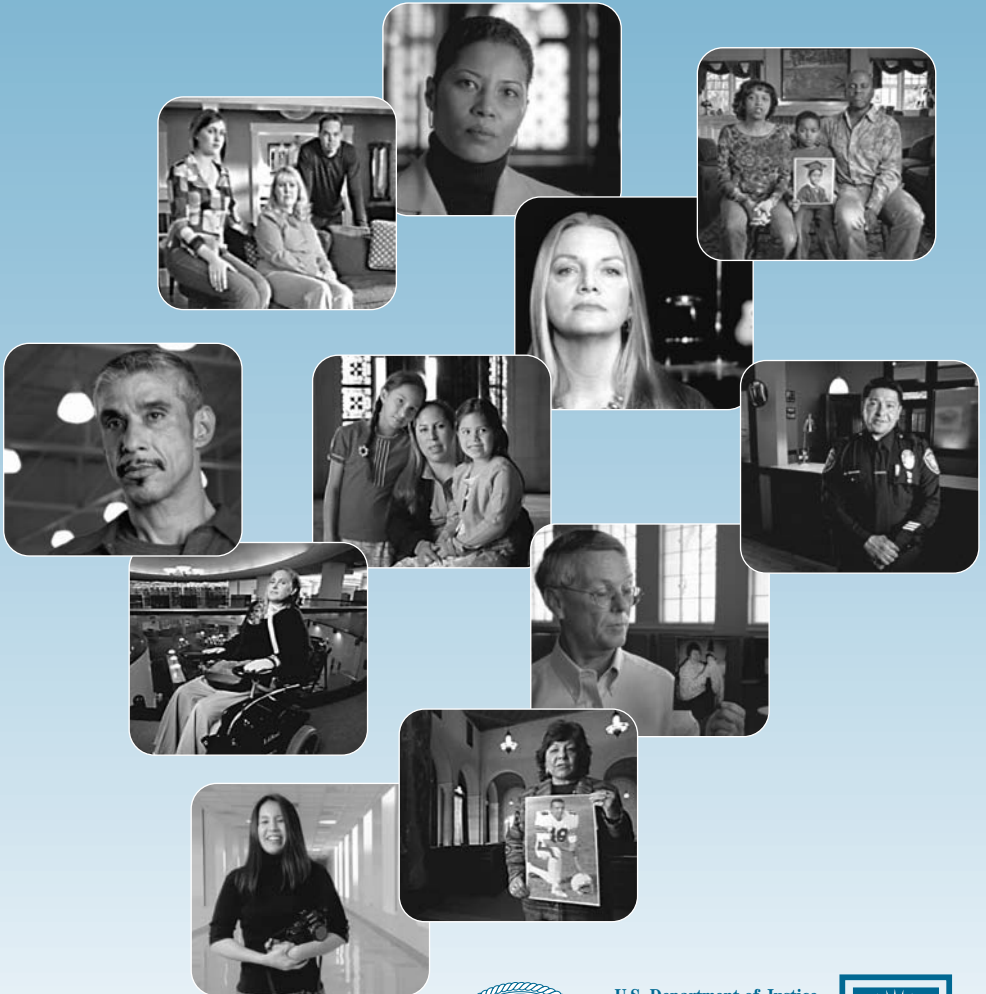


Public Service Announcement Partner Guidebook



U.S. Department of Justice
Office of Justice Programs
Office for Victims of Crime
OVC
"Putting Victims First"



Why Become a PSA Partner?

- Customized “Tags” Allow You to Create PSAs for Your Own Organization/Agency.
 - PSAs allow you to add your organization’s name and contact information. This “customized tag” will make these high-quality, professionally produced PSAs your own. You can reach thousands of crime victims and potential volunteers in your community at little or no cost.
- Launch Your Own Local Media Campaign.
 - Customized PSAs can be the basis of a local media campaign or serve as the centerpiece of a larger public education and media strategy.
- Bolster Your National Crime Victims’ Rights Week (NCVRW) Strategy.
 - The messages and themes of the PSAs are also contained in OVC’s 2005 National Crime Victims’ Rights Week Resource Guide. The PSAs can be integrated into your local or state NCVRW events and activities.
- Assure Repeated Play of PSAs for Long-Term Impact.
 - Broadcasters typically play PSAs for up to a year or longer. Although the PSAs were designed to reflect the theme and messages of the 2005 NCVRW, they are relevant and effective throughout the year.
- Boost the Impact of Your Local Message by Partnering With the National PSA Campaign.
 - The same PSAs will be made available to the national networks—and in the future, all cable networks and radio stations—in addition to your local stations. PSAs aired by the networks will reinforce the message and enhance viewership in a way that magnifies the impact of your customized local PSA, while contributing to OVC’s nationwide effort to educate all Americans about crime victims’ rights and needs.
- Track the Play of Your PSAs Online.
 - The PSA Campaign includes a built-in system that allows it to track each time a given PSA airs. Detailed information about each “play” will be made available on an easily accessible Web site, so you can tell not only which stations are playing your PSAs, but also how many people have seen it.
- Participation Is Easy With This Step-by-Step Guidebook and Online Registration.
 - Whether you have extensive or limited experience with PSAs and public education, this easy-to-read, step-by-step Guidebook will tell you everything you need to know to create a customized PSA and to ensure that it gets played. It takes less than 5 minutes to register online as a PSA Partner.

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The Public Service Announcement Partnership Project and the National Public Awareness and Education Campaign

The Public Service Announcement (PSA) Partnership Project is a component of the National Public Awareness and Education Campaign developed by Justice Solutions under a cooperative agreement awarded by the Office for Victims of Crime (OVC), Office of Justice Programs, U.S. Department of Justice.

The goal of the Campaign is to increase awareness among crime victims and survivors about their rights and the services available to assist them, and to educate the public about the impact of crime on victims and survivors, victims' rights, and crime victim services.

The Campaign also includes the development and dissemination of seven PSAs, in 20-, 30-, and 60-second formats, for broadcast on national, regional, and local network and cable television stations.

The mission of OVC is to enhance the nation's capacity to assist crime victims and to provide leadership in changing attitudes, policies, and practices to promote justice and healing for all victims.

Justice Solutions is a national nonprofit organization dedicated to enhancing rights, resources, and respect for victims and communities affected by crime; enhancing governmental and societal responses to crime and its consequences for individuals and communities; and strengthening crime prevention initiatives in America.

The PSA Plan

The primary purpose of the PSA Plan is to provide broadcast television stations with a broadcast-quality copy of the PSAs as part of a "Broadcaster PSA Kit." The PSA Plan *also* intends to provide victim assistance organizations with resources (included in this PSA Partner Kit) so they have the opportunity to become active participants in this important PSA Campaign, and thus generate victim awareness about their rights and available services, in addition to providing public education about crime and victimization.

The PSA Partner Kit

The PSA Partner Kit contains three key resources:

1. All seven PSAs are viewable as Online Video Clips on this Web site (<http://www.ojp.usdoj.gov/ovc/videos/psa.html>). Transcripts are also available by clicking "Clip Transcript" under the picture for each PSA.

2. A storyboard that briefly explains the content of the PSAs and includes screen captures of photographs from the actual PSAs, statistics that illustrate to broadcasters the seriousness of the problem of crime and victimization in the United States, and information about OVC. Broadcasters will receive the same storyboard in their PSA Kit. You can view the storyboard online or download it as a PDF file by going to:
<http://www.ojp.usdoj.gov/ovc/publications/infores/psakit/storyboard.pdf>.
3. The online *PSA Partner Guidebook* is designed to provide all the information you need to help you become a PSA Partner, including how to create a customized PSA with contact information for your organization. It contains helpful strategies, ideas, and advice to maximize the likelihood that your PSA will be aired.

PSAs

Justice Solutions worked in association with Emmy Award-winning writers and producers Joey Forsythe and Lisa Jackson of Superfine Films to develop a series of seven public service announcements for television, including one in Spanish. All individuals who appear in the PSAs are actual victims telling of their own powerful experiences as survivors of crime while highlighting the availability of victims' rights and services. Each PSA is closed-captioned for the hearing impaired.

The seven PSAs, which are included in the VHS tape in this Kit, include:

1. "One Crime, Many Victims" (*English*—60 seconds). This PSA features a family who describe how a **drunk-driving** crash and the resulting serious injury to a family member permanently affected all of their lives.
2. "Victims Have Rights" (*English*—20 seconds). This PSA dramatically illustrates the fact that **crime victims have basic rights** that parallel the Miranda Rights of accused offenders. It also highlights the availability of assistance and services to help victims cope with the consequences of victimization.
3. "Victims Have Rights" (*Spanish*—20 seconds). This PSA is a **Spanish** version that mirrors the PSA described above in #2.
4. "Justice for Victims #1" (*English*—60 seconds). This PSA highlights the compelling stories of five crime victims and the impact of their victimizations. It includes a young mother who lost both her legs in a **drunk-driving** crash, a woman **assaulted** by a stranger with a hammer, the parents and victim/survivor brother of a young **homicide** victim, a young woman who was **raped**, and a man who was severely beaten in a **hate crime**. Each talks about the impact of the crime and how victim services, counseling, and/or advocacy helped them recover in the aftermath of the crimes.
5. "Justice for Victims #2" (*English*—60 seconds). As in "Justice for Victims #1," this PSA highlights the stories of five victims of violent crimes. It includes a woman paralyzed by a **vicious attack**, a teenager killed in a **drunk-driving** crash, the surviving sister of a young man who was **murdered**, a male law enforcement officer who was **sexually assaulted** as a child, and the husband of a woman

who was killed in a **drunk-driving** crash. Each talks about the impact of the crime and how victim services, victim compensation, counseling, and/or advocacy helped them recover in the aftermath of the crimes.

6. “Justice for Victims #3” (*English*—30 seconds). This PSA features the parents of two young brothers—one **murdered** and one **severely injured**—when they were caught in the crossfire of gang violence. They discuss how victim services, victim compensation, and advocacy helped them cope with the consequences of the crime.
7. “Justice for Victims #4” (*English*—30 seconds). In this PSA, a young woman discusses the physical and emotional impact of being **raped**, and how victim assistance services helped her cope and hold her rapist accountable.

Local Tagging: Customizing PSAs With Your Organization’s Contact Information

At the end of each PSA, there is a 5-second “tag” that appears with the logos of both the Office for Victims of Crime and the U.S. Department of Justice, along with a Web site URL (www.crimevictims.gov) that will take Internet users directly to a special PSA page on OVC’s Web site. This will allow visitors to easily access OVC’s Directory of Crime Victim Services Web page (<http://ovc.ncjrs.org/findvictimservices>) to help victims find an organization or agency in their area, or to help other viewers locate local programs where they can volunteer to assist victims.

This tag has an additional purpose. It is specifically designed to allow local organizations to add a tag with **their own organization’s name and contact information** (such as a telephone number or Web site address). By personalizing each PSA, victim assistance programs and coalitions can “localize” a national PSA for maximum impact at their own local, regional, or state level.

The process of creating a “local tag” is simple, and only requires the local station to create an electronic overlay (often called a “cryo”) that would replace the OVC Web address (www.crimevictims.gov) with your organization/agency’s name and contact information. In other words, the cryo should look like a strip that appears just above the DOJ/OVC logos at the bottom.

It is important that the cryo covers only the Web address (www.crimevictims.gov) and not the U.S. Department of Justice and OVC logos. Viewers need to be able to identify the national sponsors of the PSAs.

You should ask the broadcast station staff or video editor to develop your organization’s overlay cryo by creating an opaque black box (or “strip”) with white lettering in a compatible font, so that it appears as a seamless part of the original screen.

Most broadcasters will welcome the opportunity to create a custom cryo for your organization, tailored specifically to meet the needs of victims in their viewing area. This also creates an ideal opportunity to begin to establish an ongoing relationship with the broadcaster that will extend far beyond National Crime Victims’ Rights Week (NCVRW). *Please review the section about “How to Get Your PSA Played on Air” to learn how this approach may dramatically increase the likelihood that a broadcaster will actually air the PSA.*

If for some reason your broadcaster declines your request to create a local tag, you can have one created by an outside video editing firm, usually for a modest fee. If you choose to opt for an outside editor, you will need to borrow the broadcast station's copy of the PSAs for editing.

You can ask your local broadcaster to tag all seven PSAs, particularly if you serve all categories of crime victims, or you can ask to have only those PSAs tagged that specifically address your victim/client population (e.g., drunk driving, sexual assault, homicide, etc.).

Even if you choose not to have a tag with your organization/agency's information added to the PSAs, you should still consider contacting your local broadcaster to encourage them to play the PSAs, as victims and potential supporters may still be able to find your organization/agency through the OVC Web site by visiting its Directory of Crime Victim Services page. You may want to confirm that your organization or agency is included as a referral on OVC's Directory of Crime Victim Services Web page (<http://ovc.ncjrs.org/findvictimservices>). If it is not, it is simple to register your program online.

In addition, crime victims and others who are made aware of the existence and availability of victim services may still be able to find your organization/agency through telephone listings or referrals from criminal justice or social service agencies in your community. Also, on a broader scale, the PSAs will help increase public awareness of victim services and victim issues to the benefit of all victims and those who serve them.

Collaboration and Coordination for the PSA Campaign

To provide ***all*** victim organizations and agencies with an equal opportunity to become partners in the PSA Campaign, the option to personalize the PSAs with organizational tags is being offered to all interested organizations. However, since there are likely to be fewer broadcast stations in any given community than victim assistance organizations, there is a distinct possibility that stations may be approached with competing requests to tag the same PSAs.

For this reason, ***you are strongly encouraged*** to consult and collaborate with other victim organizations/agencies in your community in order to "share" the PSAs. This could be accomplished in several ways:

- If there is another organization in your community that has a similar interest in tagging a specific PSA, a helpful approach may be to form a partnership and list both organizations on the tag. There is enough space above the DOJ/OVC logos for the cryo tag strip to list the names and phone numbers of at least two organizations.
- If your community has a central victim information and referral telephone number or Web URL, or if you have formed a victim coalition in your community (whether your "community" is local or statewide), a helpful approach may be to list the telephone number or URL for this contact, with referrals then made from a centralized point to individual organizations, as appropriate.

- With seven PSAs that address a wide range of victimizations and issues, victim assistance organizations can seek an agreement that designates specific PSAs for each organization, thus ensuring that organizations seeking to participate in this Campaign can do so.

PSA Distribution Plan

Justice Solutions has secured the services of a national PSA marketing and distribution firm, Goodwill Communications, which specializes in packaging and distributing PSAs for nonprofit organizations. The PSAs will be distributed as part of a “Broadcaster PSA Kit” that includes broadcast-quality copies of the PSAs in the station’s preferred format and a storyboard similar to the one in this online Kit. The Broadcaster PSA Kit will be distributed to virtually every national network and local broadcast station in the United States that regularly uses national PSAs. Each Kit will be addressed to the station’s staff member who has been identified as having primary responsibility for deciding which PSAs the station will air and when.

(You can find a copy of the distribution list, including these contacts, on the PSA Project Web site at: www.psaresearch/jusreports.asp).

Timetable for Distribution

The PSAs are scheduled for initial national release in conjunction with **National Crime Victims’ Rights Week (NCVRW), April 10–16, 2005**. The Broadcaster PSA Kits will be mailed to arrive at broadcast stations approximately 1 week prior to Victims’ Rights Week (i.e., during the week of **April 4, 2005**) to concentrate airplay during NCVRW and maximize impact.

This online PSA Partner Kit is being made available to you prior to the PSA release date to allow you to do advance work with your local television stations. Even though broadcasters will not receive the actual PSAs until 1 week prior to NCVRW, you will have the opportunity to call, write, or even meet with your local broadcast station contacts to inform them of the PSAs’ pending arrival; to request their assistance in developing your local “tag”; and to encourage station staff to play your spot during NCVRW and throughout the year. You can even suggest that broadcast stations “preview” the spots by directing them to the PSA Video Clips on this site (<http://www.ojp.usdoj.gov/ovc/videos/psa.html>).

Future PSA Campaigns and PSA Partner Registration

In addition to use in this PSA Campaign, the same PSAs will be sent to virtually all *cable broadcasters* nationwide later this year in a “Cable Pak.” A Radio PSA Campaign with similar themes will be launched later in 2005 in a similar joint enterprise, “Radio Pak,” to be sent to a majority of radio broadcast stations across the country.

Information about these additional cable and radio campaigns will be made available on the OVC special PSA Web page (www.crimevictims.gov).

However, if you would like to receive updates, notices, and other useful information about future PSA campaigns, you can **register as an official PSA Partner** by clicking the “Register as a PSA Partner” button at www.crimevictims.gov/provider or by going directly to the PSA Partner sign-up page at: www.justicesolutions.org/PSAPARTNER.

OVC also plans to create a “**Web Forum**” specifically for PSA Partners so that Partners can swap ideas and strategies, ask questions, and share their successes. OVC has a wide range of topics (or threads) available on an ongoing basis as part of its Web Forum. To view the Web Forum and current topics go to: <http://ovc.ncjrs.org/ovcproviderforum/index.asp>.

Tracking PSA Airplay

This PSA Campaign will be using cutting-edge technology that electronically tracks every time one of the TV PSAs is played on any broadcast station anywhere in the United States. The A.C. Nielsen SIGMA monitoring system tracks which PSA was played, on which broadcast station, and at what time it aired. By using demographic profiles and viewing pattern analyses, it is also possible to estimate the number of people who actually viewed any given PSA each time it airs.

All this information will be made available on a regular basis on Goodwill Communication’s (our distribution partner) Web site, the PUBSANS GATEWAY, at: www.psaresearch/jusreports.asp. Airplay information on the Web site will be updated on a monthly basis (usually around the 15th of each month). By checking the Web site, you will be able to determine whether or not a specific local broadcast station has played your PSA and respond accordingly (either by sending a thank you note if it aired and to encourage additional play, or by encouraging first-time play if your PSA has not yet aired). Reports will be posted for 12 months after the initial release of the PSAs (studies have shown that *broadcasters will continue to play PSAs for up to a year or more after they are first received*). By accessing the distribution reports on our custom site, you will be able to see the *Previous Usage Index* for each media outlet—the number of times that station has previously played a PSA. You will also see estimates of how many viewers actually saw the PSAs.

How to Make the PSAs Part of Your Public Education Strategy

Use in Conjunction with NCVRW

The timing and content of this PSA Campaign are specifically designed to be used in conjunction with your 2005 NCVRW activities. Many of the themes, tag lines, and subject matter directly reflect those that appear in the 2005 NCVRW Resource Guide (available from the OVC Resource Center by calling 1–800–851–3420, and requesting the Resource Guide [NCJ 207049] and Theme Poster [PS00014] for a nominal shipping and handling fee). You can also visit the OVC Web site to view and/or download a **free** electronic version of the Resource Guide at: www.ovc.gov/ncvrw2005/welcome.html.

The three themes reflected in both the 2005 NCVRW Resource Guide and the PSA Campaign are:

- “Justice Isn’t Served Until Crime Victims Are” (2005 NCVRW theme).
- “Get Help or Help Out” (to encourage victims to access services, and others to volunteer for victims).
- “Victims Have Rights Too” (for both victim and public education).

By creating these common elements, the PSA Campaign can be easily integrated into your 2005 NCVRW victim awareness and public education activities. Some additional integration strategies you may want to consider include:

1. Enhance the Impact of Your NCVRW Media Outreach

Media coverage is essential to the success of NCVRW. Your victim outreach and community awareness events will be enhanced by adding a professionally produced, but locally relevant, PSA campaign to your media outreach efforts during NCVRW. The attention and “buzz” such PSAs will generate can magnify the impact of all your public education and media-related efforts throughout the week and beyond. In fact, the PSAs can be used in conjunction with events you have planned throughout the year.

2. Sponsor Your Own “World Premiere”

Since the release of the PSAs has been embargoed until the beginning of 2005 NCVRW (April 10th), it creates the perfect opportunity to make the release an event in and of itself. If you plan to customize the PSAs with a “tag” that lists your organization and contact information, you can sponsor a “premiere” of your new PSA campaign either by holding a separate press conference to highlight the campaign and NCVRW, or “unveil” the new PSAs during a NCVRW event you have already planned. The media appreciate powerful visuals. You can encourage them to incorporate scenes from the PSAs into their news coverage, which may encourage them to cover and broadcast your event in addition to the PSAs.

Remember, they will already have received broadcast-quality copies of all the PSAs in advance of NCVRW. This strategy assumes that you are able to obtain a copy of PSAs from your local broadcaster after they have added your organization’s tag. Virtually all broadcasters can provide you with a VHS or even DVD copy of the PSAs.

3. Make the PSAs a Centerpiece of Your NCVRW Key Event

The stories and images featured in the enclosed PSAs offer a compelling opportunity to educate and motivate virtually any audience, “on-” or “off-air.” You can use them as a centerpiece of any major NCVRW event or observance, or as a backdrop (i.e., showing the PSAs on a continuous loop as guests arrive at your event venue). Again, this assumes that you are able to obtain copy of the PSAs from your broadcaster.

4. Video Victim Voices for Allied Professionals and the Public

Many organizations and planning committees use NCVRW as an opportunity to use a variety of venues to directly educate the public about victims' issues and concerns. The *power of the personal story*—as depicted in the PSAs—has proven very effective in educating and garnering support among a wide variety of audiences. You can screen the PSAs as part of an issue briefing, training program for allied professionals, or presentation to civic groups. Because the PSAs were created for viewing by the general public, they are an effective communications tool, regardless of the audience. Obtaining a copy of the PSA is necessary to carry out this strategy.

5. Link Your Web Site to OVC

Another quick and easy way to expand the number of viewers who see the PSAs is to add a link from your organization/agency's Web site to the OVC PSA Web site (www.crimevictims.gov). This way, visitors to your site can learn more about the PSA Campaign, and they can also view the actual PSAs online through streaming video.

6. Make the Broadcast Station a Partner in Your NCVRW Campaign

When broadcast stations agree to air your PSAs during NCVRW, it provides a tremendous opportunity to establish a broader relationship with the station. Consider approaching the broadcaster with the idea of becoming a partner or co-sponsor of other NCVRW activities:

- Invite them to co-sponsor your major victim and public awareness activity, which may involve little more than listing them in your program. Not only will it make them more likely to show your PSAs, but they will be more likely to cover your event as a news story.
- Get the news division involved. Give broadcasters ideas for news stories about crime, victimization, victims' rights, and victim assistance during NCVRW. You may want to identify a victim/survivor whose experience parallels one highlighted in the PSAs. Victim profiles are extremely powerful and are made even more so if the story is about a *local* victim.
- Offer to appear as a guest on the station's public affairs program or to be interviewed as part of a news story.
- Suggest they make NCVRW and your PSA Campaign the subject of a station editorial or offer to do a guest editorial (called a "broadcast actuality") via taping or on-air live.
- Ask them for their expertise. As they are in the business of public communications and education, their advice can greatly improve your victim outreach and public awareness strategies.

7. Highlight the Project in Your Victim Outreach and Public Education Activities

Include an overview of the national PSA Partnership Project and your organization's active role as a local partner on your Web site, in your newsletter, and in all promotional materials related to 2005 NCVRW.

How to Get Your PSAs Played on Air

PSA Basics 101

Public service advertising is used by thousands of media organizations at the national, regional, and local levels. It generates public support for and awareness of a wide range of important social issues that affect individuals, communities, and our nation as a whole. The single factor that these issues have in common is that they must be sponsored by an IRS 501(c)(3) nonprofit organization in order to qualify for PSA airtime and space. PSAs cannot promote profit-seeking organizations in any way, nor can their logos or products be shown or mentioned in PSAs. However, PSAs can include information and logos of any nonprofit organization or government agency.

One of the most important things to recognize about PSAs is that *the media are not obligated by law or any other requirement to provide you with free airtime and space.* Although broadcasters must prove they are broadcasting "in the public interest," there are many ways to achieve that goal that don't require them to air PSAs. Accordingly, you must find ways to elicit voluntary media support and make a strong case to the broadcast station about why it should air your PSAs.

PSAs do, however, serve an important practical role for broadcasters—they allow schedulers to fill open time slots that they cannot otherwise fill with paid commercials or station promos. There is tremendous competition for PSA airtime, and the supply of PSAs far exceeds the number of "free spots" available.

This section is designed to provide you with tips and strategies to increase the chances that your PSAs not only get played, but get played *repeatedly*.

Your Key Role in Enhancing PSA Airplay

The majority of PSAs are sent to broadcasters "cold." In other words, most are simply mass mailed to broadcasters with little or no followup. You have a tremendous opportunity to personally encourage your local broadcaster(s) to pull your PSAs out of the pile and actually put them on the air. Broadcasters are **far** more likely to play a PSA if a local organization personally contacts them with a request to play a specific PSA.

Localizing PSAs

To convince broadcast stations to air your PSAs, it helps to understand what motivates decisionmakers to engage in public interest activities, such as airing PSAs in the first

place. First and foremost, it is the job of the station's public affairs director to establish a connection with its station's viewers. They measure every public relations opportunity in terms of its impact on, and relevance to, viewers in their community. They ask: "Is the issue something about which the average viewer cares?" "Will the station's involvement and association with the issue enhance its reputation and standing as a responsible and caring member of the community, deserving of viewer loyalty?" Remember, viewer loyalty translates into higher ratings, which translates into higher advertising revenues—the livelihood of all broadcast stations.

The first priority of public affairs directors is to sponsor public relations activities that reflect their viewers' issues and concerns. Any successful strategy to convince the station's "gatekeeper" to air your PSAs must, therefore, include a "local angle." Your pitch must convince the decisionmaker that the issue—crime victim assistance—is one that is relevant to the community and one that viewers can relate to and will care about.

There are numerous ways in which you can help create the kind of "local angle" that will help convince the PSA gatekeeper at your local station to play your PSAs, and perhaps even take an active partnership role in your broader public education efforts.

Tagging

The addition of a local tag that can link viewers with programs and services in the community in which a PSA airs is one of the most important ways to increase opportunities for broadcast airing (see the "Local Tagging" section above). Adding local contact information makes the PSAs locally relevant. Equally important is explaining to the gatekeeper—in person or in writing—exactly how airing the PSAs will help *you* help *crime victims*. For example, you can explain that many victims don't seek assistance, simply because they are unaware that help is available. Airing the PSAs will help those victims find the support and assistance they so desperately need by helping them find **your** organization/agency.

Making the Case for Local Crime Victims

To convince a gatekeeper that airing the PSAs will address an important problem in his or her community, you must first define the nature and extent of the local problem. The Broadcaster PSA Kit (distributed to broadcast stations in late March 2005) includes references to ***national*** victimization statistics only. To define the problem as a ***local*** issue, you need to provide data that defines the problem of victimization in your community. Examples of such data might include local crime statistics, your own organization/agency's service statistics, needs assessments, or even anecdotal information such as case studies.

More specifically, you might share the fact that there is a lengthy waiting list for beds at a domestic violence shelter or for sexual assault counseling sessions. You can cite statistics that show the disparity between the number of crimes reported versus the number of crime victims who seek assistance as evidence of underserved or unserved victim populations in your community.

Perhaps most important, think of ways to show the gatekeeper why airing your PSAs will prove to be a "public relations winner" for his or her station. Explain that public concern

about crime victims is directly related to the fact that most people have, themselves, been touched by crime, or know someone who has been victimized.

Making the Case for Your Local Organization

You should also view your pitch to your local broadcasters as an opportunity to generate awareness about your own organization. Briefly explain how your organization provides critical assistance to help victims recover from the devastating impact of crime. Offer them real-life examples of victims your organization/agency has helped (*without violating client confidentiality*). Provide them with any promotional materials you have created to describe your work with crime victims. When you convince the gatekeeper that your organization/agency is well qualified to serve the needs and interests of crime victims, it will likely influence his or her decision to air the PSAs with your organization's tag.

Making the Connection with a Local Event

By connecting the initial release of the PSAs to a local event—such as an NCVRW commemorative event, a major policy initiative, or a high-profile case or crime issue that is already receiving media attention—you can provide an important linkage that may increase your PSAs' air play. And although this PSA Campaign is designed to be used in conjunction with NCVRW, the PSAs can also be used with events you have planned all year long. Often, broadcasters actively seek to offer their viewers "action steps" they can take to positively respond to tragic cases or ongoing issues that threaten the safety of the community. This series of PSAs offers those action steps.

Making Contact with Broadcasters

There is no single individual or department that controls PSA access in all media outlets across the country. The decisionmaking process differs from one station to another, from one market to another, and by the size and budget of the media outlet. Generally, the media contact you want to reach at larger broadcast stations is the *community affairs, public affairs, or public service director*. At smaller broadcast outlets, the title will most likely be *program director, news director, or perhaps even general manager*.

You will find a complete list of all broadcast stations that received the PSAs, *along with the names and contact information for the staff member* to which the Broadcaster PSA Kit was actually addressed, at: www.psaresearch/jusreports.asp. These staff members have been identified by the campaign's PSA distribution firm as the key decisionmaker regarding PSA airplay at their respective stations. We strongly suggest that you make your initial contact with the staff person listed, but keep in mind there may have been staff turnover, so if the person listed is no longer there or no longer in that position, you may need to ask the station to identify his or her replacement.

The distribution list for the Broadcasters PSA Kit includes Spanish-speaking broadcast stations. Include any local Spanish-speaking stations in your PSA Campaign outreach to encourage airing of the PSAs—specifically, the 20-second "Victims Have Rights" PSA, which is in Spanish. If your organization or agency provides victim services to Spanish-speaking crime victims, ask the station to tag the PSA with your organization's contact information.

Contact Considerations

Here are the things you will want to keep in mind when making contact with broadcasters:

- Learn as much as you can about the station(s) you are contacting—what type of PSAs they already air, the types of public service activities they engage in, and the issues they typically cover in the news and through on-air editorials. Be prepared to explain how the PSA Campaign fits with their current policies and practices.
- Call the identified station staff person. Explain who you are, the organization or coalition you represent, and ask if you can make an appointment to **briefly** speak with them—preferably in person, or, otherwise, over the telephone—about the PSA Campaign.
- If the person you contact at the station declines your request for a face-to-face meeting, do not press the issue. Simply ask if you can send them the information you had planned to provide at the meeting, along with a letter that describes the PSA Campaign (see the Tips for a Powerful Pitch included in Appendix A).
- Provide them with brief written information about your organization, its mission and goals, and how you assist victims of crime and the community.
- If you decide that you want to personalize one or more of the PSAs with your organization's or coalition's tag, ask if they would be willing to use their staff, editing equipment, and expertise to create one for you. Explain how this will help you help victims.
- Explain that they will be receiving a special Broadcaster PSA Kit around the week of April 4, 2005. If time allows, you may even want to suggest that the broadcaster preview the PSAs by directing them to the PSA Video Clips on PSA Project Web site (www.crimevictims.gov).
- If a station representative agrees to a face-to-face meeting, consider taking a victim who is comfortable talking about his or her experiences to “personalize” your pitch, and/or a well-known community leader who is active in the victim assistance field. Both can add tremendous credibility to your request.
- If you sense a strong interest and positive response from your contact, feel free to explore other opportunities, such as news coverage, talk show appearances, editorials, or broadcast actualities, or even co-sponsorship and/or a partnership. Don't press the issue if you don't sense real interest. Although it is important to urge them to play your PSAs, don't expect them to promise you that they will air the PSAs. Remember, PSAs are played only when broadcasters have open slots of opportunity in their lineup.

Tracking and Followup

- Regardless of the outcome of your initial meeting with the station representative, send a note thanking him or her and asking if there is any additional information

or assistance you can provide (see sample thank you letters included in Appendix B).

- Consider sending a reminder note or e-mail a few days before NCVRW, encouraging them to air the PSAs sometime during the week.
- You will have the ability to track if and when each station airs any of the PSAs during the month after NCVRW by going to the online tracking Web site (www.psaresearch/jusreports.asp). The site will be updated each month thereafter (for 12 months), so that you can determine airplay for each PSA on each station during the previous 30 days. (Online usage reports are updated around the 15th of each month.)
- If the station airs one or more of the PSAs, be sure to send a thank you note to your contact. Also, be sure to send a letter to the station manager expressing your gratitude and explaining how helpful your contact had been in assisting you (*send a copy of the letter to the station manager to your contact*). Also point out the positive impact that the airing of the PSA(s) has had for your organization and for your community, such as an increase in victim referrals or volunteer support from the community.
- If your station contact and/or the station itself was extraordinarily helpful, consider giving them an award—either a certificate or a plaque—that highlights their “Outstanding Contribution to Crime Victims by the Media.” Such recognition can help build strong, ongoing relationships with broadcasters.
- Consider participating in the **OVC Web Forum** that has been specifically created to allow you and your fellow PSA Partners to share ideas, compare notes, share successes, solve problems, etc. The success of one Partner contributes to the success of all. To participate, please visit online: <http://ovc.ncjrs.org/ovcproviderforum/index.asp>.
- If tracking shows that the station has *not* shown any of your PSAs, consider making a followup phone call or sending a followup letter or e-mail that asks if there is anything further you can do to facilitate airing of the PSAs.
- Remember, the PSAs are designed to have a long “shelf life.” All your communications with broadcast media should request airing of the PSAs during 2005 NCVRW, and ***throughout the year***. The generic nature of, and powerful messages included in, the PSAs combine to make them just as effective at any time of year.
- Be sure to register as a PSA Partner by clicking on the “Register as a Partner” button on the OVC PSA Web page (www.crimevictims.gov) or by going directly to the sign-up page at: www.justicesolutions.org/PSAPARTNER.

Be sure to pass along the Web address for the online PSA Partner Kit to everyone you think might be interested. Copy or “cut and paste” the PSA Web site address (www.crimevictims.gov) into an e-mail to all your colleagues and contacts, and ask them to do likewise.

Conclusion

Remember, the media have countless issues presented to them, all of which are important to the organizations vying for time and space. Be professional and thorough in your approach, and respect the media's time. Make the connection that helps them become "invested" in victim issues, and you stand a good chance of getting the PSAs aired.

Additional Resources

OVC PSA Partner Web Page

Additional information about the PSA Partnership and PSA Campaign, including an online version of this PSA Partner Kit, is available at: www.crimevictims.gov.

PSA Partner Registration

To register as a PSA Partner in order to receive e-mail updates about current and future PSA campaigns (including the Cable and Radio Campaigns), and additional information throughout the year, please go to: www.justicesolutions.org/PSAPARTNER.

Station Contact and Tracking Information

For a list of all broadcast stations that received the PSAs and the staff contact to whom they were sent, along with information about which PSA was played on which station and when, go to: www.psaresearch/jusreports.asp.

2005 NCVRW Resource Guide

The Resource Guide (which includes graphic files on a CD-ROM) and the Theme Poster can be ordered from the OVC Resource Center by calling 1-800-851-3420, and requesting the NCVRW Guide (NCJ 207049) and Theme Poster (PS000014). There is a \$5.00 shipping and handling fee. The Resource Guide is also available online at: www.ovc.gov/ncvrw2005/welcome.html.

Helpful Publications about the Media

For the most complete set of reference books on the nation's media, including magazines and newspapers, ask for *Burrelle's Media Directory*, which has all of the nation's media available in both a directory and electronic format. You can contact Burrelle's at 1-800-876-3342, or visit their Web site at: <http://www.burrellesluc.com>.

PSA Resources

Virtually every state has a state broadcaster association that may help you develop creative ways to engage its local media members. For a list of broadcast stations and state broadcaster associations look for a publication entitled the *Broadcasting & Cable Yearbook* at your local library. It is also for sale at: <http://www.bowker.com/catalog/000061.htm>. An alternative source for station information is the *News Media Yellow Book*, which includes comprehensive personnel directories for many media outlets nationwide. To view a copy of the directory, visit <http://www.leadershipdirectories.com/nmyb.htm>.

To learn more about the media's PSA "mindset," selection criteria, and how to access lists of national media organizations, most of which have local chapters or affiliates, go to www.psaresearch.com and click on "PSA Bibliography."

Staff Contact Information

If you have questions about the information in this Guidebook, the PSAs, or OVC's National Public Awareness and Education Campaign, please contact the Campaign staff at Justice Solutions by e-mailing PSASTAFF@justicesolutions.org, or by calling 202-448-1710.

Tips for a Powerful Pitch

Your initial contact with local broadcast television stations can occur by telephone, by e-mail, in writing, or in person. Regardless of the methods you choose, here are some tips to help you make a powerful case for the station to air the PSAs, and to personalize the PSAs with your organization's contact information:

- √ Emphasize the fact that these PSAs are a component of the *National Public Awareness and Education Campaign* sponsored by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice.
- √ The PSAs are being released in conjunction with the 25th commemoration of National Crime Victims' Rights Week, a time-honored national observance that generates victim awareness and community education about crime victims' rights and needs.
- √ There are over 10,000 victim assistance organizations in all 50 states, U.S. Territories, and the District of Columbia that join your organization with the opportunity to participate in this Campaign—making this a powerful *national* campaign with important *local* relevance and impact for victims of crime, and for community members concerned about justice and public safety.
- √ All individuals included in the seven PSAs—who are diverse by age, culture, gender and geography—are *actual survivors of crime*. The power of their personal stories represents the voices of millions of crime victims in our nation, and many in your community.
- √ One of the PSAs is in Spanish, which can enhance the efforts of local broadcasters and your organization to reach diverse victim and community populations.
- √ Less than half of all violent crimes are reported to law enforcement. If people in your community are aware of the wide range of crime victim services and the scope of victims' rights afforded by law, it may enhance their capacity to report crimes and make your community a safer place.
- √ Because most people have themselves been touched by crime, or know someone who has been victimized, the broadcast station will be offering its viewers vital information that is timely, relevant, and, in some cases, life saving.
- √ If the broadcaster will include your organization's or community coalition's "tag" with contact information in the PSAs, it will go far to provide victims in the station's viewing area with vital information that can provide help, hope, and healing. By viewing these PSAs, victims and survivors can learn about the many programs available in your community to help them recover from the often devastating physical, emotional, financial, and spiritual impact of crime and victimization.

- √ The broadcast medium can also partner with your organization or coalition to bring attention to the rights and needs of crime victims during 2005 National Crime Victims' Rights Week *and throughout the year*.
- √ The essential information that you should include in your initial pitch (much of which is included in this PSA Partner Guidebook), includes:
 - The mission of the Office for Victims of Crime.
 - The goal of the National Public Awareness and Education Campaign.
 - The reasons why your organization is participating as a Partner:
 - To educate crime victims in your community about their rights and the services available to assist them.
 - To provide a critical "local angle" to a major national victim and public awareness initiative.
 - To inform the station's viewers about the wide range of programs and services available to help them if they, or someone they know, are ever hurt by crime.
 - A *brief* overview of your victim assistance coalition or organization, and the services it provides to victims and survivors of crime.
 - Any statistics or other data that describe crime and its impact on your state or community.
- √ When broadcasters agree to meet or speak with you about the PSA Campaign, or actually air the PSAs, be sure to send them a thank you letter (*two samples are included in Appendix B*).

Sample Thank You Letters

Dear (Mr/Ms.)::

Thank you for taking time to discuss the National Public Service Announcement Campaign that highlights the many services and rights available to victims of crime in our nation and community. Although this Campaign is national in scope, I appreciate your consideration of ways to increase its impact locally and to publicize available victim assistance resources to *our* community and *your* many viewers.

By broadcasting these important PSAs, you will help link crime victims to the many excellent programs in our community that can help victims in the aftermath of crime.

If you have any questions or need additional information about the PSAs, please contact me at (*area code/telephone number*).

Thank you very much.

Dear (Mr/Ms.)::

I am so pleased that (*station call letters*) has chosen to air the public service announcements that are an important component of the National Public Awareness and Education Campaign sponsored by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice.

Your efforts have made a vital national Campaign relevant to our community and to your viewers. You have also provided important information and resources to crime victims and survivors and community members who are concerned about justice and victims' rights.

I greatly appreciate your support of our Campaign, and am confident that it has had a powerful impact on educating your viewers—including many crime victims—about victims' rights and services.

Thank you very much.

**PLEASE REFER TO THE CONTENTS OF THIS
PSA PARTNER GUIDEBOOK FOR MORE DETAILED
INFORMATION RELATED TO THESE AND OTHER TIPS.**