

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.