

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 [PS000014] 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.