

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.**