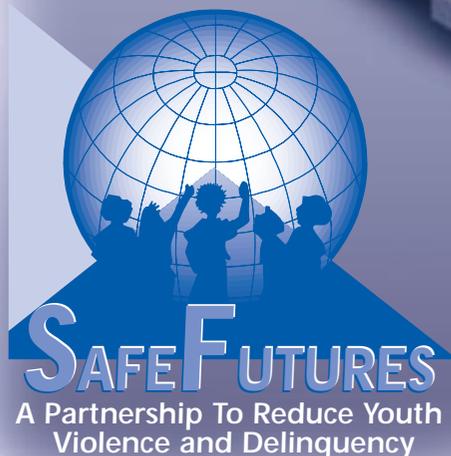




Safe**F**utures
Marketing
Tool Kit



SafeFutures Marketing Tool Kit

**Produced by the Juvenile Justice Resource Center
Office of Juvenile Justice and Delinquency Prevention**



February 1998

**Office of Juvenile Justice and
Delinquency Prevention**

**SafeFutures
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Foreword

The SafeFutures initiative has the potential to be one of the shining lights of a new, comprehensive approach to reducing juvenile violence and delinquency. This multidisciplinary effort to provide a continuum of services and graduated sanctions for at-risk and delinquent juveniles is expected to set a standard for communities throughout the country. The six SafeFutures demonstration sites point the way toward more effective partnerships among health, mental health, child welfare, education, police, probation, judicial, and corrections resources.

We all know, however, even the brightest lights cannot shine under the proverbial bushel basket, and many promising projects wither on the vine for lack of sustained attention. Consequently, the Office of Juvenile Justice and Delinquency Prevention has developed this *SafeFutures Marketing Tool Kit* to help SafeFutures staff and planning boards successfully market and promote this innovative, coordinated approach to helping at-risk and delinquent youth and their families, while creating safer, healthier communities.

I believe that all demonstration sites will find the *Tool Kit* invaluable in their efforts to spread the word to those whose support is essential to continuing the important work that has been started. The full impact of the SafeFutures initiative can be realized only if all concerned policymakers, agency and organization officials, and citizens know of its existence, its goals, its successes, and its promise to free communities from the threat of juvenile violence—and this is where marketing comes in.

I wish you success in using the *Tool Kit* to help make a difference in your communities.

Shay Bilchik

Administrator

Office of Juvenile Justice and Delinquency Prevention



Acknowledgments

I would like to acknowledge several people who contributed to the development of the *SafeFutures Marketing Tool Kit*. Kristen Kracke of the Office of Juvenile Justice and Delinquency Prevention supervised the project from the planning stage to the finished product. Lucy Hudson, Ann L. Poritzky, and Annette Beacham of the Juvenile Justice Resource Center wrote, edited, and produced the *Tool Kit*. David Graver designed the SafeFutures logo and the *Tool Kit*. Trish Donahue, who has been providing technical assistance to the SafeFutures sites, provided valuable insight and feedback on the types of information that would be most useful to the SafeFutures sites. The document has benefited from their efforts.

Shay Bilchik



Introduction

The *SafeFutures Marketing Tool Kit* was designed to help you use marketing and promotional activities to strengthen your SafeFutures site. The Office of Juvenile Justice and Delinquency Prevention's (OJJDP's) SafeFutures program was initiated to help your community and five other communities create a continuum of care to meet the needs of local youth. As a SafeFutures site representative, you work with your community to develop a multidisciplinary system that provides comprehensive, coordinated child and family services and promotes healthy youth development. The goal is to reduce delinquency and the victimization of children by providing children timely, effective, and appropriate services whenever they are needed.

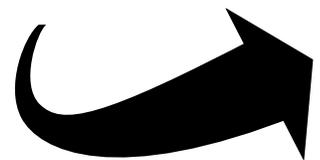
You, your staff, and your planning board are developing a strategic plan. As part of the strategic planning process, you are analyzing your community, the SafeFutures organization, and the other factors affecting your program. You are also determining your site's goals and the methods for accomplishing them.

Marketing can be a powerful tool to help you meet some of your strategic planning goals, including:

- ❑ Raising awareness about SafeFutures in the community.
- ❑ Building support among the individuals, agencies, and organizations involved in SafeFutures and helping the SafeFutures site become established in the community so it will continue after OJJDP funding has ended.
- ❑ Encouraging parents, school staff, media representatives, and others from the community who are not involved in SafeFutures to support and participate in the program.
- ❑ Recruiting volunteers to participate in planning boards and to serve as mentors.

Marketing plans are often based on the same information as strategic plans. In fact, many strategic plans include marketing and promotional initiatives.

This Tool Kit has been developed to give you quick access to practical information about marketing and promotion for SafeFutures sites. It includes details about various promotional tools and how to use them. Because marketing initiatives begin with a plan, this Tool Kit also includes a step-by-step approach to developing a marketing plan. In addition, numerous resources are provided to help you to take full advantage of your site's marketing and promotional opportunities.

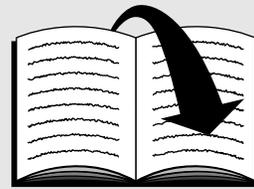


How To Use the SafeFutures Marketing Tool Kit

The *SafeFutures Marketing Tool Kit* is divided into three parts: Marketing and Promotion, Resources, and Logo information. The Marketing and Promotion section presents an introduction to marketing and a variety of promotional options. The Resources section includes materials to help you use the information presented in the first section. In the SafeFutures Logo section, you will find ideas for using the SafeFutures and Office of Juvenile Justice and Delinquency Prevention logos, along with camera-ready and electronic versions of the logo.

This icon appears throughout the Marketing and Promotion section. It means that you can find more information about the topic in the Resources section of the Tool Kit.

Good luck!



SAFEFUTURES MARKETING TOOL KIT

Table of Contents

Marketing and Promotion	11
Marketing	13
Promotion—Tools, Techniques, and Tips	15
Publicity	
Advertising	
Personal Selling	
Sales Promotion	
Other Promotional Options	
Resources	31
Marketing Plans.....	35
At-A-Glance	43
SafeFutures Marketing	
SafeFutures Promotion	
Forms.....	47
Media Contact Information Form	
News Release Planning Form	
More Tools	53
Samples	67
Samples From the Sites	81
SafeFutures Logo.....	91
Camera-Ready Logos	95
Electronic Logo Files (PC and MAC)	99



Marketing

You don't have to be a "marketing whiz" to develop successful marketing or promotional plans, but you do need to know what marketing is. Many people think marketing is selling or advertising. In fact, marketing is a management process designed to help organizations ensure that their strategic plans, goals, and objectives are achieved. It is important to note that:

- ❑ Marketing relies on *careful* planning, not just random acts to obtain quick, desired results.
- ❑ Marketing involves *selecting* one or more target audiences, rather than trying to serve all possible audiences. You choose the target audience(s) based on the goals of your strategic plan.
- ❑ Marketing efforts are designed to *facilitate* voluntary exchanges. In nonprofit initiatives, like SafeFutures, people from the community "exchange" their time or resources or both to become involved in improving the quality of services for youth or reducing juvenile crime and delinquency.

To use marketing successfully, you should coordinate your marketing goals with your strategic plans. This will involve:

- ❑ Determining which individuals or groups the organization will serve (often called target audiences or target markets).

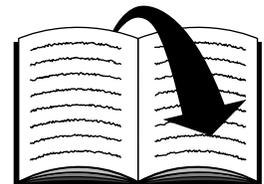
- ❑ Assessing the needs of those individuals or groups.
- ❑ Designing programs or services that encourage voluntary exchanges between the organization and target audiences.

Marketing is a management process designed to help organizations ensure that their strategic plans, goals, and objectives are achieved.

- ❑ Developing communication or promotion plans to let target audiences know about products, services, and/or successes.

Preparing marketing plans can help you carry out your strategic plans efficiently.

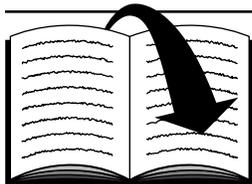
For additional information, see Marketing Plans (p. 35) and the Marketing Plan Form (p. 39) in the Resources section.



Promotion—Tools, Techniques, and Tips

Promotion is the most visible element of marketing. It includes the design and use of persuasive communication activities to inform people, build awareness, and encourage favorable attitudes about the sponsor. Most of the promotional activities described below can be performed by anyone. However, it may be helpful to find volunteers with marketing, promotional, and/or media experience to participate in your planning board or help with specific projects.

It is also important to note that promotional materials—especially those for specific target audiences—must be unbiased and culturally sensitive.



For resources on creating culturally sensitive materials, refer to the Resources section (p. 58).

Promotional techniques generally fall into one of four categories:

- ❑ *Publicity* includes all planned efforts to take your message to the people you want to reach through the media. For example, news releases are a form of publicity.
- ❑ *Advertising* is any paid, mass communication that is used to inform or persuade people or to remind them about the sponsor. Nonprofit organizations often negotiate with media representatives for free print or broadcast advertisements and announcements.
- ❑ *Personal selling* involves meeting with one or more people to encourage them to support an idea or program or to persuade them to make a purchase. Personal selling is also done in small meetings or through workshops and presentations to groups.
- ❑ *Sales promotion* is the use of special offers or short-term incentives or rewards to encourage people to support an idea or organization or to purchase products or services. Many organizations distribute logo items such as pens, magnets, and calendars to remind individuals of the organization's existence and purpose.

Promotion is the most visible element of marketing.

PUBLICITY

There are many reasons for choosing publicity as a promotional tool:

- ❑ Using publicity can be fun and creative.
- ❑ Compared to advertising, publicity is relatively inexpensive—expenses generally include time, paper, and postage.
- ❑ You choose the “news hook” or item of interest to present to media contacts.

MARKETING AND PROMOTION

- ❑ Publicity enables you to inform many more people than you can contact on your own.
- ❑ When stories appear in print or broadcast media, they gain credibility.
- ❑ Items that are published become permanent records of events and success stories.

Media outlets are organizations that publish or broadcast news or provide entertainment and other items of interest to the community. They exist in urban, suburban, and rural areas. Although the settings are different, many aspects about working with media organizations are the same everywhere.

Editors and program managers determine what is printed in newspapers and magazines and broadcast on television (including local cable) and radio (commercial and public). They are constantly looking for material to fill hours of television and radio broadcast time and the pages of newspapers and magazines. Specifically, editors and program managers look for material that will inform, educate, entertain, or help their audiences. (Of course, there is more competition for attention from editors, available print space, and air time in major metropolitan areas.)

There are two kinds of media stories—"breaking" news and stories that are planned in advance. Breaking news happens suddenly—often without notice. Features and other stories that are planned in advance often begin with a press or news release. Story ideas (from press releases) can be used in many different ways by media outlets. Your information might be used for regular news stories, feature articles, analyses, personal perspectives, advice, and so on. The issues of juvenile crime, abuse, and

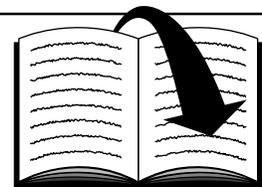
delinquency can also be the basis of breaking news. This means that you or others associated with the SafeFutures initiative may be able to answer questions or serve as resources when reporters need additional information or quotes from people working on related issues.

Start With a Media List

An up-to-date media list is essential for successful publicity. The list should include daily, weekly, monthly, and specialty newspapers and magazines, along with all radio and television stations that serve the SafeFutures site's area. If appropriate, you may include wire services such as the Associated Press and UPI.

You can create your own media list or rent or buy one. By creating your own, you can ensure that it includes all of the information you want. If you have a large area to cover or many media outlets, you may want to prepare a partial list on your own and supplement it with services from a company that distributes news releases for a fee.

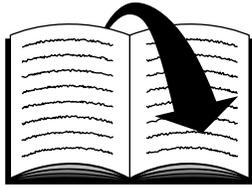
A news release distribution service is listed in More Tools (p. 66) in the Resources section.



Media list resources include the following:

- ❑ Reference books from the local library on local and national media.
- ❑ Media lists from local advertising or public relations organizations.
- ❑ Suggestions from planning board contacts.

SAFEFUTURES MARKETING TOOL KIT



For help on collecting information for your media list, see the Media Contact Information Form in the Resources section (p. 49).

Once you have assembled a media list, try to get in touch with some of the contacts. Your news items may get more attention if you talk to station managers, editors, or reporters before you send releases. If editors know you, they may contact you with questions or call you for your opinion about breaking stories. Building relationships with media representatives can help you position yourself as a valuable resource on juvenile justice, SafeFutures, and related issues.

There is a notes section on the media contact form. You may want to use this section to record information about your media contacts. If you speak to them regularly, you might want to note their news-related interests or such personal details as the names of family members, hobbies, or favorite sports.

Media lists are not static. People change jobs often, so you need to update your list to ensure that it includes the correct names and contact information.

News Releases

A press or news release is a printed report that is used to get information about a story to editors. By sending a release, you can let media contacts know—in a professional way—that something newsworthy is planned or has happened. Different types of stories will appeal to different media, so be sure to select the best media outlet for your news release.

When Is the Best Time To Prepare and Send a News Release?

Most releases are sent out before an event to encourage media contacts to cover the event. You can also send a release while the event is taking place so that all major points are covered accurately. You can also send out a release after an event to let media contacts know what happened. Most media representatives use advance news releases, but weekly, monthly, and specialty publications often rely on releases at all three stages.

Media outlets have different deadlines. Be sure to include details about deadlines in your media list and use the information to guide your schedule. These are general guidelines:

- Newspapers (Dailies) 1 week in advance
- Newspapers (Weeklies) 2-3 weeks in advance
- Wire Services Up to 1 week in advance
- Television Stations 2 days in advance

“Free” news coverage is great, but editors make the final decisions about what exactly is printed or aired. They use information from news releases on a “space available” basis. You have no control over what an editor will select, so write the best news release you can and hope for the best.

Since the news for your release may be based on the efforts of several organizations, the body of the news release can include information about the SafeFutures initiative and other partners. For example: The SafeFutures initiative will administer the program and the Your Town Mental Health Council will provide the counseling services. This is a good way to give credit to all of the organizations involved.

How To Prepare a News Release

Write the release as if you were writing a story you hope will appear in print. Your decision about the information included in the release should reflect the priorities you have set for your communication initiatives. While your ultimate goal is likely to be informing the community about the importance of the SafeFutures initiative, you will need to convey this message with news about events, successes, and new developments.

Your news release should begin with a “news hook”

The release should be no more than two pages long. Use letterhead stationery with the name, address, and telephone number of the SafeFutures initiative. Make sure that your SafeFutures initiative has one designated contact person who can be reached easily by media representatives. The spokesperson should be a staff person or a member of the board who can return calls quickly and provide concise, accurate information. Use the same spokesperson for all of your releases. Remember, if the spokesperson’s title includes “SafeFutures,” SafeFutures will be mentioned each time the spokesperson is quoted.

Your news release should begin with a “news hook”— something interesting that will catch the attention of the audience served by the media outlet. The news hook describes whatever is unique, special, or different about your story. You can select the news hook for your release, so be sure the “hook” emphasizes the aspects of the story that you think are most

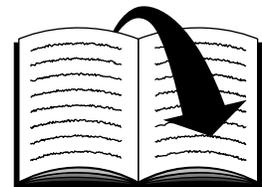
critical. News hooks that will catch an editor’s eye include:

- Items of interest to a large number of people in the area, State, or country.
- Local issues and/or people from the local area.
- Details about breaking news.
- Previews of upcoming events or programs.
- Emotional issues or human interest issues.
- Local, regional, or national controversies.
- News about local or national celebrities.

If you are not comfortable with the journalistic writing style, just write the information you want to convey clearly and concisely. Be sure to include details about who, what, where, when, how, and why.

For the text portion of the release, keep complete sentences and paragraphs on the same page. If the release continues onto a second page, type “-more-” at the end of the first page and place one or two words to identify the release at the top right corner of the second page. Mark the end of the release text with “-end-” or “###.”

For more help writing news releases, refer to the News Release Planning Form (p. 51) and the Sample News Release (p. 69) in the Resources section.



You can send photographs or drawings to add interest to your release. It is important to provide editors with the names of the people who appear and other pertinent details about the photograph. To avoid damaging the photograph, either write the information on the back

SAFEFUTURES MARKETING TOOL KIT

Format of a News Release

FOR IMMEDIATE RELEASE

CONTACT: (name and telephone number)

Date: (date of release)

HEADLINE: Begin with an eye-catching headline that includes a “news hook.”

Paragraph #1: Present details that answer questions about who, what, where, when, why, and how. The text of the release should be double spaced.

Paragraph #2 or more (if needed): Add more information about the situation, event, or activity. Include accurate statistics, facts, or quotes.

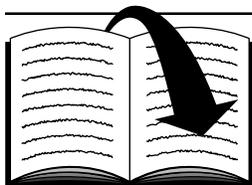
- If you plan to include quotes, you can write a draft statement and ask the person you are quoting to approve it. If you want a statement from a public official, be sure to work with his or her public affairs office to get an approved statement.
- If the press release is for a radio or television station, include items in the story that relate to what the audience might hear or see.

Last Paragraph: Add a standard description of the SafeFutures initiative. For example:

SafeFutures, a national initiative of the Office of Juvenile Justice and Delinquency Prevention (OJJDP), aims to reduce delinquency and victimization by intervening quickly when children and teens encounter problems and by holding them responsible when they commit crimes. Through the SafeFutures initiative, local governments, organizations, and volunteers work together to provide appropriate services for children and families and to create safer, healthier communities.

with a special photograph pen or photocopy the picture, attach it to the copy, and write the pertinent details on the photocopy.

Before you send a photograph, you must get a signed photograph release form from each person in the picture. If children or teenagers (under age 18) appear, a parent or guardian must sign the release form.



See the Sample Release Form (p. 71) in the Resources section.

Review the release before you send it, and ask yourself:

- Does it get to the point immediately?
- Does it include enough, but not too much, detail?
- Does it include interesting facts, statistics, or quotes?
- Is it as short as possible (not more than two pages)?

MARKETING AND PROMOTION

- If you included a photograph, do you have the signed photo release(s) in your files?
- Does it include all of the necessary contact information for editors to reach a knowledgeable spokesperson?
- Have you proofread it carefully so it is completely correct?
- Clip any articles that appear in publications or request additional copies or reprints.

If you answered yes to all of these questions, send it!

If you do not receive news coverage after you send a release, you did not waste your time. You let your media contacts know you are a resource for information and future story leads.

How Should You Send the News Release?

News releases are often sent by mail or fax. If you fax your release, you will have a good reason to call and confirm the media representative received it.

In large metropolitan areas, you may choose to use a news distribution service to ensure that your release reaches many different media outlets. For smaller areas, it may be helpful to hand-deliver your release.

After you send the release:

- File a copy of the release for your records.
- Call one or more editors to follow up. If the editor has not noticed your release, calmly offer to send another and follow up again a few days later. (Don't nag!)
- Respond quickly if you get calls from media contacts requesting information. They have pressing deadlines to meet.
- Ask staff members and board members to monitor the publications and broadcast media you contacted to find out if your release was used.

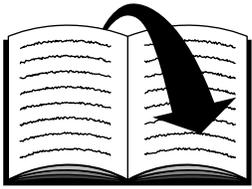
Working With Media Representatives

By sending out news releases, you invite media representatives to contact you for details on your story and related information. You also have the option of initiating contact with media representatives. By meeting and getting to know reporters, editors, and program managers, you can position yourself as a credible person to call on for responses to breaking stories and as a resource for future articles and media coverage.

Preparation is the key to successful relationships with media representatives. Here are some hints:

- Select an articulate, well-informed, and enthusiastic spokesperson for the SafeFutures initiative from either the staff or the planning board. Be sure the spokesperson has a title that includes "SafeFutures" so the initiative will be mentioned each time he or she is quoted.
- Anticipate the kinds of questions the media representatives may ask, and plan answers.

SAFEFUTURES MARKETING TOOL KIT



For ideas on potential questions, refer to the publication *Covering Youth and Family Issues: A Guide for the Media* (p. 55). This publication is listed in More Tools in the Resources section.

- ❑ Have the spokesperson practice responding to questions. During practice sessions, work on mentioning SafeFutures (and other partners); providing short, accurate responses; and making “quotable” remarks. This is because sound bites are quick—20 or 30 seconds.

Interviews with the young people involved in SafeFutures programs can reinforce messages about the significance of the initiative. When young people are going to be interviewed, it is essential for adults to prepare them and stay with them during and after interviews.

- ❑ Carefully explain what will happen during and after the media interview. Be sure that each young person understands that the media representatives will only use a portion of their interviews and that people often feel uncomfortable when they see or hear themselves on radio or television.
- ❑ Remind young people that family members and friends are likely to ask questions or perhaps tease them about appearing in the newspaper or on radio or television.
- ❑ Think ahead about the questions they may be asked and have them practice answering them in front of a “friendly” audience and/or a video camera.

During any scheduled media interview, it is important to remember the following guidelines:

- ❑ Tell the truth. If you do not know the answer, say so and let the interviewer know when you can get the information.
- ❑ Assume that anything you say will be used in print or on the air. Do not offer information “off the record.”
- ❑ Do not overpromote the SafeFutures initiative or anything else.
- ❑ Speak positively, even if a question is phrased negatively. It is unwise to criticize people or programs during an interview.
- ❑ If there is a television camera, look at the interviewer, not the camera.

When the News Is Bad News . . .

While you hope your relationships with media contacts will result in coverage for your good news, you should assume that reporters will call you when there is a crisis or bad news about the SafeFutures initiative. If you manage the crisis by providing honest, accurate information, media representatives will be more open to your good news in the future.

If reporters call you about bad news, do not respond to it until you have actually read, seen, or heard what they are asking you about. While you may want to respond with a firm, “no comment,” it is much better to say that you do not have all of the information and you will try to answer all of the questions once you have studied the issue. Then quickly prepare to talk to reporters by collecting the information and formulating your responses. Write down your key points and keep them in front of you while you talk to reporters.

MARKETING AND PROMOTION

If you get the call from reporters and someone else is the designated media spokesperson, contact that individual. Then help the spokesperson get ready to talk to reporters.

Here are some hints for talking to reporters:

- Listen carefully to the questions. If you don't understand a question, ask the reporter to rephrase it.
- Respond to questions with facts—not opinions or guesses. Do not lie or mislead reporters. This will damage your credibility.
- Stay calm. Never argue or debate with the reporter, even if the questions seem hostile.
- Maintain control of the interview. Address the key points you selected. If the reporter's questions stray into another area, answer the question, and follow it with, "Another important point is ..." or "The real issue is ..."
- If the bad news involves an incident, such as a violent crime committed by a young person, be sure to mention the importance of initiatives like SafeFutures. This can focus attention on and mobilize support for combating youth violence.
- People who hear bad news often want to know what they can do to help. Be sure to provide options for those who want to volunteer or participate in the SafeFutures initiative.
- If the SafeFutures initiative is wrong, admit it. Then try to shift the focus of the story from the error to what is going to be done to correct it.
- Keep your responses simple. Don't use acronyms, jargon, or complicated terminology. Use language everyone can understand.
- Repeat facts and ensure that the reporter has understood you clearly; otherwise, you may be

misquoted and the SafeFutures initiative may be misrepresented.

Always assume that your comments are getting noted or recorded. Do not say anything that you would not want repeated in a news story or on the air.

If you follow these basic guidelines, the SafeFutures initiative will have a better chance of "weathering" a bad news crisis. It is also a good idea to prepare a plan for future crisis communications. Such a plan may include designating a crisis communication team and selecting backup spokespersons in case they are needed.

A crisis communication team can provide guidance on preparing clear, consistent messages for media representatives; assist the designated spokesperson; handle internal communications during a crisis; and monitor all print and broadcast coverage.

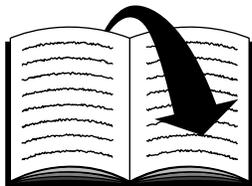
Information Packets

An information packet is a pocket folder or package that can serve as an introduction to the SafeFutures initiative. You can mail or give information packets to media representatives, prospective planning board members, program volunteers, or others from the community. Because you assemble packets individually, you can include the printed materials listed below or other information that will be helpful or relevant to the recipient.

- National SafeFutures brochure.
- SafeFutures fact sheet.
- Local SafeFutures flier or brochure.
- Brief history of the local SafeFutures site, including organizational partners.

SAFEFUTURES MARKETING TOOL KIT

- List of accomplishments and successes from the SafeFutures initiative.
- Planning board membership roster, including job titles and affiliations.
- Itemized list of programs and services offered through the SafeFutures initiatives, including contact names and phone numbers.
- Minutes from the last planning board meeting.
- Reprints of articles about the SafeFutures initiatives.
- List of volunteer opportunities in the SafeFutures initiative.
- Publications from the Juvenile Justice Clearinghouse and the National Criminal Justice Reference Service.



For information on the Juvenile Justice Clearinghouse (p. 65) and the National Criminal Justice Reference Service (NCJRS) (p. 65), refer to More Tools in the Resources section.

If you are sending the packet to a prospective board member or volunteer, prepare a cover letter to be mailed with the packet. The letter should provide a brief introduction to the SafeFutures initiative, the reasons the prospective volunteer's help is needed, and a telephone number to call for more information. If you are sending the packet to a media contact, include a cover letter and press release with the packet. The cover letter should introduce the SafeFutures initiative and encourage the recipient to read the press release and materials in the packet.

Whenever you send a packet, be sure to follow up with a telephone call a few days later. By calling and offering to answer questions, you will remind the recipient about the package and stimulate discussion about the volunteer opportunity or news story.

Some sample materials for information packets are included in the Resources section.

ADVERTISING

SafeFutures programs are most likely to use public service advertising because other types of advertising can be cost prohibitive. In some situations, however, paid advertising will be appropriate for SafeFutures programs. Another option is to negotiate with media representatives for free advertising space or air time. Media representatives are likely to agree if you show them that your information will be of interest to the community.

You may find it helpful to recruit a planning board volunteer with advertising or public relations experience.

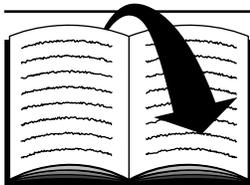
This section includes information about public service advertising, along with details about some popular options for paid advertising. If you do not have any experience working with media outlets, you may find it helpful to recruit a planning board volunteer with advertising or public relations experience.

Public Service Announcements

Public service announcements (PSA's) are statements or "spots" designed for radio or television broadcasts to inform people about an issue of general interest. There are also print PSA's for publications. PSA's are broadcast or printed free of charge, so they must be totally free of commercial content. PSA's have been used to urge health-related behavior changes, present national or community information, or inform people about an upcoming event. SafeFutures programs may want to use PSA's to tell citizens about meetings, events, successes, or available services. Before you prepare a PSA for broadcast or print, contact the media outlet to find out about PSA policies and guidelines for submission.

Broadcast PSA's

To get your PSA aired, the message must be of interest to the community and well presented. Although PSA spots can be 10, 15, 30, or 60 seconds long, shorter ones tend to be aired more frequently. Competition for public service air time is often intense—especially in large urban areas.



See the Sample PSAs (p. 75) in the Resources section.

You will not have control over if or when your PSA will be broadcast. PSA's are often aired at off-hours—after midnight and before 5 a.m.—because it is difficult for stations to sell advertising at those times. Because broadcast times

vary, you will not be able to tailor your message to specific audiences.

Some stations select issues to focus on for public service broadcasting. PSA's that focus on those designated issues are aired at more popular viewing and listening times.

To submit radio PSA's, send in either written text for an announcer to read or a prerecorded tape. Television stations tend to use announcer-read PSA's, along with slides or videotape footage. If videotape is required, be sure to send professional quality tape. Some stations will ask for slides, whereas others will prepare their own slides. The television station may be willing to help prepare videotape or may refer you to someone who can assist you.

Print PSA's or "Drop-In" Ads

Print PSA's look like other advertisements in newspapers, magazines, and journals, but they are placed free of charge. Many publications have policies about the type of PSA messages they will use. Others will accept a variety of different PSA's and use them when they have space. As with news releases, it is important to know the preferred format and deadlines for submission of materials.

Paid Advertising

Newspaper Advertising

There are a number of advantages to using paid newspaper advertising:

- SafeFutures programs can use paid newspaper ads to inform people about meetings, events, available services, or other items that might not be considered newsworthy enough to be published as "news."

SAFEFUTURES MARKETING TOOL KIT

- ❑ Newspapers reach a relatively large number of people for a reasonable cost per person.
- ❑ Advertisements can be placed in specific parts of the paper, so they will be read by particular audiences.
- ❑ Special-interest groups often publish their own papers, so it is possible to reach specialty audiences with ads. One option is to purchase an ad in the printed program for a cultural event. (This is often called the playbill.)
- ❑ It is possible to advertise on a daily, weekly, or monthly basis.
- ❑ There are different ad formats, including classified and display ads, inserts, and special supplements that focus on specific populations, seasons, and topics.
- ❑ You can often obtain information about the newspaper's audience by requesting a media kit.

The disadvantages of newspaper advertising include:

- ❑ Newspapers have a short lifespan. They are discarded quickly.
- ❑ Regular advertising can be expensive. To determine whether newspaper ads are cost effective, track the results of newspaper ads. This can be done by regularly asking how people learned about the SafeFutures initiative when they call.

Magazine and Newsletter Advertising

Some magazines and newsletters also offer advertising options. This may be useful to SafeFutures programs because such publications can reach specific audiences.

Magazines and newsletters tend to have a relatively long lifespan because people often pass copies on to friends who are interested in the same topics. Depending on their size, format, and content, magazines and newsletters offer a variety of advertising options to choose from. Many also offer some form of classified advertising option.

There are some difficulties associated with this kind of advertising. Magazines and newsletters are often planned far in advance, so it is necessary to have ad text prepared long before the publication will appear. Many magazines charge a high advertising rate.

Many communities have community publications such as “shoppers,” which feature articles and advertisements for local merchants and area organizations, and newsletters that are published by churches, community groups, schools, and others. These publications may offer creative options for free or low-cost advertising.

Transit Advertising and Billboards

Transit advertising and billboards can be used to provide members of the community with general information about SafeFutures programs, and services or volunteer opportunities that may interest them. Transit advertisements can be placed on buses, subways, or trains and in transportation centers such as airports and train stations. Transit advertising is most often used in urban and suburban areas, whereas billboards appear in many different areas.

Although outdoor advertisements can reach a large number of people, they must be distinctive and eye catching to be successful. It can also be cost prohibitive to have the ads appear in enough locations to be effective.

MARKETING AND PROMOTION

Direct Mail Advertising/Promotion

There are many different uses for direct mail advertising. SafeFutures programs may choose to use direct mail to make announcements, inform people about programs, or precede telephone calls or personal visits about collaborating with or volunteering in SafeFutures initiatives.

Direct mail promotions reach very specific audiences and present personalized messages. The disadvantage is that items sent by mail must compete for attention with many other promotions. However, using interesting graphics and addressing mailings to people by name increases the chance that your mailing will be read.

The best way for you to learn how your target audience might respond to a direct mailing is to try a mailing and track the results. To track a mailing, have the mailing piece request that recipients call a particular phone number or send in an order form. Then monitor when and how many recipients responded with calls or orders. The average response rate for direct mail is less than 1 percent.

PERSONAL SELLING

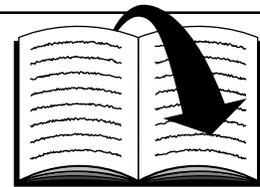
Many government and nonprofit organizations work to influence or persuade clients, citizens, and policymakers, but most do not think of their activities as *selling*. While they do not sell products and services in exchange for money, they regularly sell ideas, plans, policies, and services. Just as traditional salespeople must plan for meetings with prospective buyers, you should plan for your meetings with businesspeople, government officials, and citizens about SafeFutures. It is important to

think about the best ways to fulfill the needs of those you are meeting with and achieve your objectives for the meeting.

SALES PROMOTION

There are two kinds of sales promotion to consider for your SafeFutures initiative. One involves using special offers or incentives to encourage people to take specific actions, such as attending designated programs or volunteering. The other refers to distributing logo items, such as T-shirts, mugs, pens, or magnets to build recognition about the program. You can also combine the two options by offering people logo items for responding to special offers. For example, offer to give each person who attends a SafeFutures program a special list of community resources.

A sample reference list from St. Louis (p. 85) is in the Resources section.



Using sales promotion can be fun because it offers unlimited options for creativity. People often respond to “special offers” and enjoy getting logo items. Here are some hints for planning and using sales promotion:

- Special offers do not have to involve money. Identify the needs of the audiences you plan to attract and base your offer on their needs. For example, you can offer to give people “the inside story” on juvenile crime and prevention programs if they attend a presentation about the SafeFutures initiative. Another option is to provide a certificate of achievement for people who have volunteered for a certain number of hours in a SafeFutures program.

SAFEFUTURES MARKETING TOOL KIT

- ❑ If you want to use logo items, decide what you want to accomplish with an item and whether it will be for home, school, or work. If your objective is for recipients to have the SafeFutures initiative's telephone number for future reference, you can select a refrigerator magnet for home use or a desk item for school or work.
- ❑ Plan to use the SafeFutures logo and other information on the item so it will resemble the printed and other materials from the initiative. Logo items can help build a sense of belonging and group identity among collaborating partners, clients, and policymakers.
- ❑ If you are planning to mail logo items, calculate the packing and mailing costs as you prepare the budget for your promotional effort. For example, ceramic mugs are heavy and must be carefully packed and shipped.
- ❑ Many companies sell and distribute logo items, so compare the selections and prices of vendors that serve your area. Company salespeople can suggest creative uses for logo items and tell you which items are popular.

OTHER PROMOTIONAL OPTIONS

This list of options is designed to give you additional ideas and suggestions for promotion. If you are interested in using any of these ideas and would like more specific information about them, refer to More Tools in the Resources section.

Brochures, Inserts, and Fliers

Brochures, inserts, and fliers can be good tools for promoting your SafeFutures initiative. They can present details about your SafeFutures initiative as well as contact information. Brochures are generally used to make people aware of an organization, product, or service. Inserts are small promotional pieces that are placed in mailings from other organizations. They can be included in billing statements, newsletters, and other mailings. Fliers are one-page documents that are used to announce programs or events.

Since many SafeFutures initiatives involve cooperative efforts, it is a good idea to provide guidance to partners on ways to show their affiliation with or support of SafeFutures. You can suggest that partner organizations include the SafeFutures and OJJDP logos on their stationery, brochures, fliers, and inserts. Another option is to provide specific text for partners to use in their materials.

Example:

SafeFutures is a national initiative of the Office of Juvenile Justice and Delinquency Prevention (OJJDP). The community-based initiative aims to reduce delinquency and victimization by encouraging local governments and community organizations to coordinate their efforts to provide appropriate services for children and families.

Brochures

Brochures are primarily used for raising awareness. They come in many shapes and sizes. You should choose a format that is

MARKETING AND PROMOTION

appropriate for your audience and clearly presents the information you want to convey.

Some brochures are mailed and others are distributed as handouts. You can pass out brochures at community events, presentations, and meetings. Other options include placing brochures in schools, libraries, community centers, and churches.

The choices for brochures are endless, but here are some hints:

- Put your main message on the cover. Research shows that four out of five people do not get past the cover of a brochure.
- The cover should tell readers that the brochure is from the SafeFutures initiative and should highlight the main point(s) you want to convey.
- Design your brochure so it resembles other print products from the SafeFutures initiative. This can be done by selecting specific colors, logos, print fonts, and so on.
- Make sure your brochure “communicates” your message with the design and text.
- If desired, use photographs to convey information. Include captions under the photos to reinforce information in the brochure.
- Give the brochure credibility with readers by including facts and promoting the important benefits of the SafeFutures initiative.
- If the brochure is to be mailed in an envelope, be sure it fits in a standard number 10 business envelope.
- If the brochure will be a self-mailer, it must comply with postal requirements. Check with your local post office during the design phase to ensure that it meets these requirements.

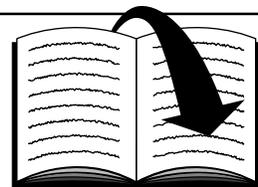
Inserts

Inserts are small printed pieces that are placed in mailings done by other organizations. The mailing costs are either low or free, but you must prepare and provide the inserts. Utility companies, cable services, and government agencies will sometimes include inserts in their mailings. Other organizations also will—you just have to ask.

It is essential for you to get details about the specifications and deadlines for the insert. If you decide to do an insert mailing, you should assume that your piece will compete with the other items in the envelope for the recipient’s attention. Here are some hints:

- Keep it short! Include only the most important information you want to communicate.
- Use eye-catching colors and designs. Include your logo and other elements that will make the insert look like other items from your SafeFutures initiative.
- Be sure to include information on who to contact for more information.
- If possible, place text on both sides of the insert.

See the Sample
Insert (p. 77) in
the Resources
section.



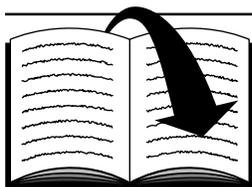
Fliers

Fliers are used to announce programs or events. They are usually photocopied on 8½- by 11-inch or 8½- by 14-inch paper and distributed widely in the community.

SAFEFUTURES MARKETING TOOL KIT

The information in the flier should be targeted to the intended audience. The fliers should be placed in areas that members of the target audience pass in their daily activities. Such locations may include schools, health care centers, grocery stores, community centers, libraries, churches, laundromats, social service or other government offices, and recreation areas. If the fliers are for teens, it is a good idea to ask them about the best places to post fliers. Plan to send fliers to attorneys, teachers, social workers, and others who might be able to pass the information to their clients. Here are some hints for producing and distributing fliers:

- Use bright colors to attract attention.
- Be sure to make the print large enough so it can be read easily.
- Include the most important information and tell readers to call for details.
- Give clear contact information, including telephone numbers and the times to call.
- Post fliers in as many places as possible. Remove them after the program or event.



A Sample Flier (p. 79) is provided in the Resources section.

Exhibits and Community Events

Participating in conference exhibits or community events can be an easy way to raise awareness about your SafeFutures site. By setting up a table at a conference or community program

(for example, a community fair or Earth Day celebration), you can give new audiences a chance to learn about the SafeFutures initiative. By distributing fliers and answering questions, you may find volunteers for the planning board or to work in programs.

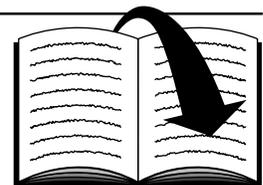
Presentations and Workshops

Business groups, community organizations, churches, and other groups often look for people to make presentations to their members. By accepting speaking opportunities, SafeFutures staff or planning board members can inform people about the SafeFutures initiative, promote support for the program, recruit volunteers, and convey accurate information about the program.

Web Pages and Electronic Options

A number of electronic options can be used by SafeFutures sites for communicating with people in the community. These include creating a World Wide Web site, sending electronic mail messages, maintaining electronic mailing lists (listservs), and using fax machines for delivering notices. SafeFutures sites located in educational institutions or government agencies may be able to coordinate with other organizations to get the resources needed to create and maintain a Web site.

For information on preparing a Web site (p. 60), see More Tools in the Resources section.



Banners

Some communities allow organizations to design and hang large, colorful street banners in selected areas. A SafeFutures site banner might include the logo or graphic designs that were created by young people in the community.

Coordination With National Organizations

A number of national organizations, such as the National Crime Prevention Council, have sponsored public awareness campaigns on issues related to juvenile crime and victimization. SafeFutures sites may be able to coordinate efforts with these organizations.

Table of Contents

Marketing Plans	35
Marketing Plan Form	39
At-A-Glance	43
SafeFutures Marketing At-A-Glance	
SafeFutures Promotion At-A-Glance	
Forms	47
Media Contact Information Form	
News Release Planning Form	
More Tools	53
Samples	67
News Release	
Release Form	
Letter to Prospective Volunteer Mentor	
Public Service Announcements (PSA's)	
Insert	
Flier	
Samples From the Sites.....	81
Flier (Ft. Belknap)	
Reference List (St. Louis)	
Brochure (St. Louis)	
News Article (Seattle)	

Marketing Plans

WHY DEVELOP A MARKETING PLAN?

Marketing plans can be developed to help you achieve any of the marketing-oriented strategic planning goals. By preparing written plans, you can organize your thoughts and focus on the details related to carrying out your marketing initiatives.

MARKETING PLAN COMPONENTS

There is no perfect marketing plan format. The best marketing plan is one that helps you, your staff, planning board members, and volunteers get motivated and work toward common marketing goals and objectives. A marketing plan that “works” is one that is read and used.

The following is a flexible marketing plan format:

1. Goals and Objectives
2. Situation Analysis
 - A. Background Information
 - B. Organizational Profile
 - C. External Audit
3. Marketing Strategy
 - A. Target Audience
 - B. Positioning
 - C. Marketing Mix
(Product, Promotion, Place, and Price)

4. Action Plan
5. Monitoring and Evaluation

Goals and Objectives

This section presents specific and measurable marketing goals and objectives for a specific year or time period. Marketing goals usually describe the more general tasks to be achieved over a long time period. Objectives are usually accomplished in a shorter period of time and often relate to more specific tasks. It is essential for both goals and objectives to be concise, understandable, and measurable so staff members can monitor their progress and evaluate results. Here is an example that we will follow through this section of the Marketing Tool Kit:

The goal is to increase the number of school representatives involved in the planning board and other SafeFutures activities.

An objective is to “recruit” five representatives from area schools to serve on the SafeFutures planning board for 1 year.

Situation Analysis

A situation analysis is an unbiased analysis of the SafeFutures initiative’s current situation as it relates to the marketing goals or objectives you have chosen. When you prepare a situation analysis, you assemble the information you will need to help you prepare a realistic marketing plan. Because you have already prepared a strategic plan, you may not need a situation analysis. If you choose to prepare a

situation analysis, it may include some or all of the following subsections:

Background Information

This portion of the plan includes information that is needed to prepare and carry out your marketing objectives. It also describes the service or opportunity that will be offered by the planned marketing initiative.

The goal is to recruit school representatives, so the background information may include details about the schools in the area, contact people, and issues that cause school staff to have special concerns about juvenile crime or delinquency (such as local crime problems).

In this example, the SafeFutures site offers school staff from the community an opportunity to serve on the planning board. Although this opportunity involves an investment of time, it gives the school representatives access to information and an opportunity to have their opinions heard by other planning board members.

Organizational Profile

The organizational profile offers a brief overview of your SafeFutures initiative, including details about the programs and services, staff, planning board, and other related information.

The profile provides specific details about the SafeFutures initiative that would help a school representative decide whether to participate. The organizational profile includes background information on the site, who has served on the board, current

activities, and any written materials on the site's mission, goals, and objectives.

External Audit

The external audit presents a description of the trends in the country, region, or community that affect the SafeFutures initiative. Because social trends; economic conditions; legislative, political, or regulatory influences; and technological advances can influence your plans, it is important to consider them in the marketing planning process. Trends can help the SafeFutures initiatives to move ahead or can hinder their progress. Even in nonprofit settings, there are competitors, such as other government agencies or community programs, that compete for financial or nonfinancial resources.

For a marketing plan designed to get school representatives involved, the external audit includes information about the area's juvenile crime rates, economic conditions that have an impact on the staffing or funding of programs for children, and legislative or regulatory changes that may encourage schools to coordinate with other programs.

Marketing Strategy

The most important part of a marketing plan is the marketing strategy. To prepare a marketing strategy, you use the information from the strategic plan or situation analysis to determine how to achieve the goals. The marketing strategy presents your game plan or approach for achieving the marketing goals and objectives you have selected. The marketing strategy should include the following subsections:

SAFEFUTURES MARKETING TOOL KIT

Target Audience

The target audience includes the people or organizations that planners want to influence with their programs, messages, or materials.

In this example, you can select any or all of the following groups as target audiences: school administrators, teachers, and counselors from public or private schools. People who are active in parent-teacher associations or school-related programs may also be logical choices.

The target groups you select must have an interest in SafeFutures (through work responsibilities or personal interest) and something to exchange, such as time, resources, or a willingness to get involved in some aspect of the SafeFutures program.

A key to successful marketing involves analyzing the needs of the target audience. School representatives may need to find solutions for at-risk students. They may need to find low-cost options for serving families of students or gaining access to prevention programs.

For this example, you can get information about needs by reading newspapers or local government reports to find out about juvenile crime problems or budget issues that may compel school representatives to become interested in supporting the development of a continuum of care. Look for data on school dropout rates, suspensions and expulsions, grade retention, substance abuse among students, and standardized test results.

Another option is to talk to people in schools to determine which school representatives (principals, teachers, counselors, or area supervisors) would have the kinds of expertise and job-related skills to participate in a planning board.

Positioning

Positioning is the process of analyzing your organization and selecting the specific information you want to communicate to the target audience(s).

As part of the positioning process, you must identify the special aspects of the SafeFutures programs and choose the information you want the target audience(s) to know. It is important to note that a positioning statement does not need to be catchy. You may want to give it some zip later when you work on promotion.

In this example, you want school representatives to know that the SafeFutures planning board makes important decisions and creates programs that help reduce juvenile crime.

Marketing Mix

The marketing mix is the particular combination of elements that you choose to achieve your goals and objectives. The marketing mix elements are known as the four P's:

- Product: What kinds of products, services, or opportunities will be offered?
- Promotion: What techniques will be used to inform people about the SafeFutures site or activities?
- Place: What area(s) will be served or where will products or services be offered?
- Price: What will people need to pay or exchange?

In this example, the PRODUCT is the opportunity to participate in the SafeFutures planning board. The PROMOTION may

include presentations to community groups, letters, or personal meetings with school representatives. The PLACE will be where meetings or activities are held. The PRICE will be how much time and effort the school representatives will need to spend attending meetings and working with the planning board.

Action Plan

Once the decisions about the four P's have been made, the next step is to create an action plan to clarify what tasks need to be done to complete each part of the planned initiative. The action plan should describe the specific tasks, staff and board member assignments, and completion dates. If a budget is needed, it should be prepared as part of the action planning process.

Monitoring and Evaluation

After the action plan is finished, it should be possible to identify ways for the staff and board members to monitor the progress of the marketing or promotional initiatives. It is also important to plan ways to obtain feedback on the success of the initiatives that can be used for future planning efforts.

The goal was to get more school representatives involved in the planning board or other SafeFutures activities. The objective was to "recruit" five representatives from area schools to serve on the SafeFutures planning board for 1 year.

It will be possible to monitor the progress of achieving the goal and objective by counting how many school representatives attend meetings or commit to serving on the SafeFutures planning board for at least 1 year. You may choose to check on this quarterly or every 6 months.

To plan for future marketing efforts, it will be helpful to check with school representatives who join the planning board to find out how they found out about the opportunity and what influenced their decision to participate.

Marketing Plan Form

GOALS AND OBJECTIVES

What are the goals of your marketing plan?

What are the objectives of your marketing plan?

SITUATION ANALYSIS

This part of the plan should include information about the SafeFutures site that relates to the goals and objectives you have selected. The advantage of preparing this portion of the plan is that it can help you assemble the information you will need to determine your specific marketing strategy.

Background Information

What specific products, services, or opportunities can you offer to achieve your goals and objectives? (List several options.)

Who (or what organizations) are your target audiences? If there are several, determine which one is the primary target audience.

List the reason(s) these audiences might be interested in your goals or objectives.

List any factors or elements that may motivate your target audience.

RESOURCES

Organizational Profile

What is the organizational structure of the SafeFutures initiative?

How many people currently serve on the planning board? What are their affiliations?

What kinds of programs, services, or activities are offered by the SafeFutures site?

External Audit

What local, regional, or national trends influence the SafeFutures site?

You may want to consider:

- Social trends.
- Economic conditions in the selected communities.
- Legislative developments or political concerns.

Do other organizations “compete” with the SafeFutures site for financial or other resources?

SAFEFUTURES MARKETING TOOL KIT

MARKETING STRATEGY

This part of the marketing plan presents your “game plan” for accomplishing your goals and objectives.

Target Audience

Which target audience(s) are you appealing to? If you select more than one target audience, which one is the primary target audience? Remember, you can create a different marketing strategy for specific target audiences.

Positioning

What information do you want the target audience to receive about the SafeFutures site? (Consider aspects of the SafeFutures site or programs that make it unique, along with the elements of the program that will appeal to the members of the target audience.)

Marketing Mix

This part of the plan presents the specific combination of elements you will use to achieve your goals and objectives.

Product: What kind of product, service, or opportunity will you offer?

Promotion: What techniques will you use to inform people about your initiatives?

Place: What geographic area(s) will be served? Where will the products, services, or opportunities be offered?

RESOURCES

Price: What will people need to pay or exchange to get the product or service or to take advantage of the opportunity you are offering?

ACTION PLAN

The action plan should describe the specific tasks that will be done to complete your marketing strategy. If a budget is needed, it should be prepared (on a separate page) as part of the action planning process.

MONITORING AND EVALUATION

What aspects of the marketing plan can be measured?

How can the progress of staff and volunteers be monitored?

What are some options for obtaining feedback on the various aspects of the plan?

OTHER INFORMATION

At-A-Glance

SAFEFUTURES MARKETING TOOL KIT

SAFEFUTURES MARKETING AT-A-GLANCE

Here are some marketing and promotion ideas to help you achieve SafeFutures objectives. For more detailed information, see the text portion of the *SafeFutures Marketing Tool Kit*.

SafeFutures Objectives	Marketing/Promotional Ideas
<p>Raise Awareness about the SafeFutures initiative in your community.</p>	<p>Information packets and brochures. News releases to media representatives about programs and successes. Inserts to be mailed with bills or mailings in the community. Articles about SafeFutures in community newsletters, shoppers, and other publications.</p>
<p>Build support among the individuals, agencies, and organizations associated with the SafeFutures initiative. Help the initiative become established in the community so it will continue after the OJJDP funding has ended.</p>	<p>Meetings with school officials, community representatives, local foundations, and business leaders to discuss plans for continuing the initiative. Presentations and workshops about the SafeFutures initiative. Community events to help establish SafeFutures as an integral part of the community. Data on savings and reductions in crime that result from the SafeFutures initiative.</p>
<p>Encourage parents, school staff, media representatives, and others from the community who are not involved in the SafeFutures initiative to support and participate in the program.</p>	<p>News releases to media representatives and followup calls. Personalized letters to people who are not involved in the program. Calls to selected people to inform them about the program. Print, radio, and television PSA's to encourage support for the program.</p>
<p>Recruit volunteers to participate in planning boards and serve as mentors.</p>	<p>Assistance from community officials or local organizations to identify people who might serve. Personal visits, calls, and letters.</p>

RESOURCES

SAFEFUTURES PROMOTION AT-A-GLANCE

Here are some ideas to help you select promotional options for key SafeFutures audiences. For more detailed information, see the text portion of the *SafeFutures Marketing Tool Kit*.

Choose the Best Techniques to Reach Target Audiences	<i>Publicity</i>	<i>Advertising</i>	<i>Sales Promotion</i>	<i>Brochures, Fliers, and Inserts</i>	<i>Exhibits and Community Events</i>	<i>Personal Selling Presentations, and Workshops</i>	<i>Information Packets</i>	<i>Web Pages</i>
Key Leaders	x			x	x	x	x	x
General Public (including volunteers)	x	x	x	x	x	x	x	x
Parents and Youth	x	x	x	x	x	x	x	x
Media Representatives	x			x			x	x

Forms

SAFEFUTURES MARKETING TOOL KIT

Date information was verified _____

MEDIA CONTACT INFORMATION FORM

Type of media outlet:

Print _____ TV _____ Radio _____ Wire service _____ Other _____

Name of the publication, program, or wire service: _____

If radio or television, name or call letters of the station: _____

If print publication, name of the section(s) or column(s): _____

Contact person (name and title): _____

Telephone and fax numbers: _____

Mailing address: _____

E-mail address: _____

Topics or subjects covered: _____

Days and times of broadcast or publication: _____

Deadlines: _____

Special requirements for submissions: _____

For print publications, are photographs used? Yes ____ No ____

If yes, what are the requirements for submitting photographs? _____

continued on next page



Notes: _____

Followup: _____

Date(s) releases were sent: _____ **What happened?** _____

SAFEFUTURES MARKETING TOOL KIT

NEWS RELEASE PLANNING FORM

Use this form to help you plan your news release.

1. What is the most important information you want to convey? What is your news "hook"?

2. Elements of your story:

- Who is involved? _____

- What will happen? _____

- Where will it happen? _____

- When will it happen? _____

- Why will it happen? _____

- How will it happen? _____

3. If an event is to be held, what are the dates and times? _____

Are there costs involved for those attending? _____

Are there incentives to encourage people to attend or any special features to attract attendees?

4. What is the name and telephone number of the contact person for this press release?
(Remember, the spokesperson should be a staff person or member of the planning board.)

5. Are there any other interesting or special aspects of this announcement? _____

More Tools

Most social service and nonprofit agencies know that putting together and implementing an outreach plan on a small budget is not an easy task. Although not impossible, such an endeavor requires research and planning to ensure maximum exposure for the least amount of money. The resources listed below provide a starting point from which you can begin your search for useful and economical communications strategies and tactics.

BOOKS

The Associated Press Stylebook and Libel Manual, 6th Trade Edition

Publisher: Addison-Wesley Publishing Company, Inc.

This style manual is the newspaper journalist's writing bible. Organized like a dictionary, the manual's entries clarify the Associated Press' rules on the grammar, spelling, punctuation, and usage for news releases. It also includes a listing of most, but not all, AP bureaus in the United States.

Cost: \$14

ISBN: 0-201-40717-5

How to obtain: Available from your local bookstore.

Better Brochures, Catalogs and Mailing Pieces

Author: Jane Maas

Publisher: St. Martin's Press

This practical guide provides 178 rules for producing effective low-cost sales pieces. The author discusses positioning and strategy, 15 basic rules for better brochures, the layperson's guide to improving layouts, and requirements for creating effective fundraising literature.

Cost: \$8.95

ISBN: 0-312-07731-9

How to obtain: This book is out of print, but copies may be available at larger, chain bookstores.

The Copywriter's Handbook

Author: Robert W. Bly

Publisher: ISI Press

In addition to giving tips on writing marketing pieces, this book includes information on graphic design and a glossary of advertising terms. The author also discusses 8 headlines that work and how to use them, 11 ways to make your copy more readable, 15 ways to open a sales letter, and 10 characteristics of successful print ads.

Cost: \$13.95

ISBN: 0-8050-1194-3

How to obtain: Available from your local bookstore.

Do-It-Yourself Marketing

Author: David F. Ramacitti

Publisher: AMACOM, American Marketing Association

As well as reviewing traditional marketing concepts, this book discusses how to produce high-impact direct-mail pieces, brochures, and advertisements. Realistic, affordable, and practical marketing plans are also presented, with three sample marketing plans included. It also discusses word-of-mouth promotional techniques and provides a glossary of marketing terms.

Cost: \$18.95

ISBN: 0-8144-7800-X

How to obtain: Available from your local bookstore.

Do-It-Yourself Publicity

Author: David F. Ramacitti

Publisher: AMACOM, American Marketing Association

Ramacitti provides a step-by-step guide to publicity, showing how to take advantage of opportunities for local media coverage. He also furnishes tips on tactics that get someone's attention but require only a small budget. The author also discusses when and how to write a news release, how to organize a news conference, how to develop a media kit, and how to use trade and neighborhood publications.

Cost: \$17.95

ISBN: 0-8144-7773-9

How to obtain: Available from your local bookstore.

Getting Publicity: A Do-It Yourself Guide for Small Business and Nonprofit Groups

Authors: Tana Fletcher and Julia Rockler

Publisher: Self-Counsel Press

This book shows you how to make the most of every free publicity opportunity and how to handle interviews. Using inexpensive and practical tips, this guide includes suggestions on ways to become a sought-after speaker and explains how to prepare your publicity for maximum impact, which types of activities attract the most attention, who to contact at the media outlet, what you can do to piggy-back previous media coverage, how to look and sound your best during interviews, and why you need a publicity plan.

Cost: \$14.95

ISBN: 0-88908-890-X

How to obtain: Available from Self-Counsel Press (800-663-3007).

Handbook for Public Relations Writing

Author: Thomas Bivins

Publisher: NTC Business Books

Handbook for Public Relations Writing gives an in-depth look at all aspects of public relations and publicity writing. It shows how to produce attention-getting print and broadcast news releases, public service announcements, newsletters, magazines, brochures, annual reports, print ads, and speeches. Special chapters feature grammar and style issues, media placement, and desktop publishing.

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This edition also includes suggestions on writing for the electronic media, video news releases, building and maintaining a media contact data base, and working with service bureaus.

Cost: \$24.95

ISBN: 0-8442-3436-2

How to obtain: Available from your local bookstore.

Quick and Easy Newsletters

Author: Elaine Floyd

Publisher: Newsletter Resources

This kit highlights a seven-step system that uses software already in your computer to write, design, and produce newsletters. A diskette in the kit contains cartoons, clip art, quotes, and filler articles for your newsletter. The package also provides contacts for additional information on newsletter design and editing, fillers, clip art, cartoons, newsletter "how to" seminars, and newsletter software. Newsletter Resources, the kit's publisher, will also do a free evaluation of your newsletter. You can contact Newsletter Resources at 6614 Pernod Avenue, St. Louis, MO 63139; 314-647-0400; fax: 314-647-1609.

Cost: \$49.95

ISBN: 096 302 2253

How to obtain: Available from your local bookstore.

OTHER PUBLICATIONS

National Clearinghouse on Families & Youth (NCFY)

Covering Youth and Family Issues: A Guide for the Media. April 1997.

NCFY prepared this publication for the U.S. Department of Health and Human Services to expand media coverage of youth and family issues. This guide contains research findings, program statistics, and other information. You may want to send this publication to newspaper, radio, and TV news editors. A good resource for youth program managers and policymakers, it discusses how to frame youth issues to attract better and more indepth media coverage. The NCFY publications list features other youth-related reports that may be useful to your program.

Cost: Free

How to obtain: Contact NCFY at P.O. Box 13505, Silver Spring, MD 20911-3505; 301-608-8098; fax: 301-608-8721.

National Clearinghouse for Alcohol and Drug Information (NCADI)

Electronic Catalog, Center for Substance Abuse and Prevention (CSAP) Communications Technical Bulletins

NCADI bulletins are a series of short, informational pieces that give program managers an in-depth review of the basics of getting your message heard. Titles in the NCADI series include:

- You Can Increase Your Media Coverage
- A Key Step in Developing Prevention Materials Is To Obtain Expert and Gatekeeper Reviews
- You Can Use Communication Principles To Create Culturally Sensitive and Effective Prevention Materials
- You Can Prepare Easy-To-Read Materials

How to obtain: These and other publications can be downloaded directly from NCADI's Web site at www.health.org/pubs/catalog/series.htm.

Department of Health and Human Services National Center on Child Abuse and Neglect (NCCAN)

Marketing Matters: Building an Effective Communications Program

Although aimed at those managing child abuse, neglect, and prevention programs, this comprehensive publication provides practical advice for any nonprofit organization on how to use communications and the media successfully to increase public awareness. Based on the lessons learned by 20 NCCAN grantees, this publication helps readers apply advertising, marketing, and public relations strategies in their communities to achieve specific goals.

Cost: Free

Publication No.: 20-10103

How to obtain: Contact NCCAN at P.O. Box 1182, Washington, DC 20013; 703-385-7565.

National Crime Prevention Council (NCPC)

Partner with the Media to Build Safer Communities: An Action Kit

This publication is designed to support the work of individuals and organizations involved in crime prevention at the community level. It provides information, activity and program ideas, strategy suggestions, and models for action to engage the mass media as partners in crime prevention efforts.

Cost: \$19.95

Publication No.: K20

How to obtain: Call 800-NCPC-911 (800-627-2911).

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Ink & Airtime

Ink & Airtime is a basic guide for setting up local press relations—from how to write and present a news release to ideas for active partnerships with the media. It presents approaches to community outreach. Forms are included in the guide for developing press contact lists, profiling media outlets, and developing catchy leads. The uses of news conferences and special events and ways to handle bad news also are explained. A glossary of media-related terms is included as well.

Cost: \$14.95

Publication No.: M5B

How to obtain: Call 800-NCPC-911 (800-627-2911).

Barter, Bargain, and Borrow

How to get needed resources through local sources is the focal point of this NCPC publication. It gives ideas for finding services, people, and money for not only accomplishing goals, but building important partnerships.

Cost: \$3.95

Publication No.: R4B

How to obtain: Call 800-NCPC-911 (800-627-2911).

Other promotional items available from NCPC include posters, reproducible items, educational materials, videos, teaching tools, instructional guides, and outreach options. For a catalog, write or call:

NCPC Fulfillment Center

P.O. Box 1

100 Church Street

Amsterdam, NY 12101

800-NCPC-911 (800-627-2911)

Fax: 518-843-6857

National Institutes of Health (NIH) Office of Cancer Communications

Making Health Communications Work: A Planner's Guide

This publication outlines the key principles and steps for developing and evaluating health communications programs for the public, patients, and health care professionals. It is a good resource for those needing help with planning, testing, and evaluating their communication strategy.

How to obtain: Available from the NIH Web site at rex.nci.nih.gov. To find this particular document, select “patients and public,” select “publication index,” and then select “health communicators.”

Office of Juvenile Justice and Delinquency Prevention

Combating Violence and Delinquency: The National Juvenile Justice Action Plan **Chapter 8: Implement an Aggressive Outreach Campaign on Effective Strategies To Combat Juvenile Violence**

Unless the public understands the effective strategies underlying juvenile delinquency prevention programs, communities will face difficulties in getting support and implementing their programs. This publication discusses the relationship between public information

and juvenile crime; the current status and analysis of youth violence; effective and promising strategies and programs, including developing partnerships; and ways to match the message to the communications medium. The Department of Justice's role in public information efforts is also outlined.

Cost: Free

How to obtain: Download this chapter from the OJJDP Web site at www.ncjrs.org/ojjdp/action/sec8.htm or order the entire publication from the Juvenile Justice Clearinghouse at 800-638-8736.

Juvenile Justice

Juvenile Justice is published periodically by the Office of Juvenile Justice and Delinquency Prevention (OJJDP), Office of Justice Programs, U.S. Department of Justice, to disseminate information regarding juvenile justice and delinquency prevention programs. Geared toward juvenile justice system and youth-service professionals, this publication provides indepth research on issues that assist practitioners in meeting the needs of America's at-risk youth.

Cost: Free

How to obtain: Contact the Juvenile Justice Clearinghouse at 800-638-8736 to subscribe or visit the OJJDP Web site at www.ncjrs.org/ojjhome.htm.

DEVELOPING CULTURALLY SENSITIVE PROGRAMS AND MATERIALS

Communicating with people from different cultures, especially recent immigrants who do not speak English fluently, can be challenging for anyone designing communications materials. The resources listed below provide guidance on creating materials that are both unbiased and easy to understand.

If you plan to translate materials into other languages, use a multistep process. Begin by having the item translated. Then ask another bilingual person to translate it back to English. Review the translation to ensure that the item really conveys the intended meaning.

Center for Substance Abuse and Prevention Technical Assistance Bulletins

You Can Use Communications Principles To Create Culturally Sensitive and Effective Materials

This publication discusses the role of culture—language, values, and attitudes—when

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creating targeted informational pieces. It provides a step-by-step approach to developing messages and materials, including mistakes to avoid and a glossary.

Cost: Free

How to obtain: Order by calling the National Clearinghouse for Alcohol and Drug Information at 800-729-6686.

You Can Avoid Common Errors As You Develop Prevention Materials

Aimed at public health professionals, this publication provides detailed examples of how to structure messages that are clear and relevant and that do not contain any cultural or ethnic biases.

Cost: Free

How to obtain: Order by calling the National Clearinghouse for Alcohol and Drug Information at 800-729-6686.

Developing Effective Messages and Materials for Hispanic/Latino Audiences

This bulletin not only provides information to help program planners meet the challenges of communicating effectively with Hispanic/Latino audiences, but furnishes ideas and tactics that can be used to communicate with other ethnic audiences. U.S. Hispanic/Latino demographic information is given, with the population's various demographic segments listed. The use of bilingual text is also addressed.

Cost: Free

How to obtain: Download from the Web site at www.health.org/pubs/makepubs/tab15.htm

Communicating Appropriately with Asian and Pacific Islander Audiences

Similar to the bulletin addressing communication with Hispanic/Latino audiences, this publication provides useful demographic information on Asian and Pacific Islander populations and strategies for communicating with this group.

Cost: Free

How to obtain: Download from the Web site at www.health.org/pubs/makepubs/tab16.htm

Urban Youth Public Education for the African American Community

With a slant toward creating community support and participation through targeted programming, this bulletin provides insight into conducting effective campaigns in urban communities. In addition to presenting information about the attitudes and beliefs of young, urban African-Americans, the bulletin discusses ways to create community ownership, establish campaign themes and messages, and use multiple communication channels and formats.

Cost: Free

How to obtain: Download from the Web site at www.health.org/pubs/makepubs/tab14.htm

National Cancer Institute

Clear & Simple: Developing Effective Print Materials for Low-Literate Readers

Making communication pieces easy to read and understand is important for any audience. Although this publication is geared toward preparing materials for those with poor reading skills, many of the concepts and examples in it can be applied to creating readable brochures, fliers, newsletters, and other informational tools for any audience.

Cost: Free

How to obtain: Download from the National Cancer Institute's Web site at rex.nci.nih.gov. To find this document, select "patients and public," select "publication index," and then select "health communicators" or call the Cancer Information Clearinghouse at 800-4CANCER (800-422-6237).

Web Sites

Guerrilla Marketing Online

Guerrilla Marketing Online is a user-friendly Web site and a companion to the book, *Guerrilla Marketing*. Guerrilla Marketing Online's site provides a weekly Web magazine for small businesses and entrepreneurs engaged in marketing. The site hosts a free weekly newsletter and allows you to order books, CD-ROMs, and other Guerrilla-related materials. Its sections include Online Advertising and Public Relations, Direct Marketing, Advertising and Public Relations, Promotion and Specialty Advertising, Telemarketing, and Miscellaneous

Marketing. Additional information to help you implement your Guerrilla Marketing Plan is provided in the site's Vendors and Resources section.

Cost: Free

Web address: www.gmarketing.com

PR Place

This site includes a free U.S. Media Guide and furnishes addresses and hot links to public relations organizations and publications, online news services and data bases, news media groups, and more.

Cost: Free

Web address: www.prplace.com

The Website Promoters Resource Center

The center helps organizations and individuals promote their Web sites. The center focuses on four major areas: banner advertising, URL submissions, targeted e-mails, and news releases. The site provides guidance for advertising on the Web and tells you how to get your Web site listed on search engines and directories. Reaching a specific audience via e-mail and writing news releases are also addressed.

Cost: Free

Web address: www.wprc.com

Creating Your Own Web Site

Web sites provide an easy way for interested parties to find out about your organization. Members of your local computer user's group may be able to help you set up a site for your

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organization at little or no cost to you. If you are interested in doing it yourself or simply want more information on the process of setting up a Web site, check out the following:

Guerrilla Marketing Online, 2nd Edition

Authors: Jay Conrad Levinson and Charles Rubin
Publisher: Houghton Mifflin

Although this book targets entrepreneurs seeking to make money through the Internet, it provides a great introduction to the Internet as a marketing tool for anyone interested in establishing a presence on this new electronic medium and using the Internet as a marketing tool. The book describes Internet culture and the online world and provides insight on how to build and maintain a Web site. It also offers low-cost electronic marketing strategies and tactics.

Cost: \$14

ISBN: 0-395-86061

How to obtain: Available through your local bookstore.

The Complete Idiot's Guide to Creating an HTML Web Page, 2nd Edition

Author: Paul McFedries

Publisher: Que Education and Training

This book is an excellent introduction to creating Web pages. It covers inserting images and sounds, linking documents, and securing your Internet site. A free disk includes a hypertext markup language (HTML) editor, a browser, and a graphics editor—everything users need to create their own home pages.

Cost: \$24.99

ISBN: 0-789-71146-X

How to obtain: Available from your local bookstore.

HTML for Dummies

Authors: Deborah S. Ray and Eric J. Ray

Publisher: IDG Books Worldwide

HTML for Dummies provides a step-by-step guide to creating your own Web pages using HTML. Short lessons, real-life examples, and quizzes at the end of each section make learning HTML easy. A shareware version of Paint Shop Pro also is included. This book is ideal for Web page authors just getting started.

Cost: \$24.99

ISBN: 0-764-50032-5

How to obtain: Available from your local bookstore.

Create Your First Web Page in a Weekend

Author: Steven E. Callihan

Publisher: Prima Pub

This guide is designed to be used over a weekend! The five lessons teach you to create a simple, but attractive, Web page. An accompanying CD-ROM contains Web page examples and tools, including HTML and graphics editors. The appendixes offer valuable Web design tools and instructions for putting your page online, a tutorial on tables, and tips on getting your site noticed.

Cost: \$29.99

ISBN: 0-761-50692-6

How to obtain: Available from your local bookstore.

COLLEGES AND UNIVERSITIES

Marketing, communication, advertising, and public relations programs at most colleges and universities are resources for assisting you with your outreach efforts. Many courses take nonprofit organizations as “clients,” helping them create an action plan and design steps to implement it. Contact your local college or university to find out if such a program exists and if such assistance is available.

PROFESSIONAL COMMUNICATION SOCIETIES

Many professional communication societies do pro bono (no cost) work for nonprofit organizations as a part of their community service effort. Each year, volunteers from these organizations create and implement information campaigns for organizations they preselect.

To find the communication organization closest to you, contact one of the following societies.

Public Relations Society of America

33 Irving Place
New York, NY 10003-2376
212-995-2230
E-mail: hq@prsa.org
Web address: www.prsa.org

Public Relations Student Society of America (PRSSA)

Your local college or university may have a PRSSA chapter. Many chapters do pro bono work to give their members experience prior to graduation and clips for their portfolio. Some public relations campaign courses take on “clients” as class projects. For additional information, contact your local college or: Public Relations Student Society of America
33 Irving Place
New York, NY 10003-2376
212-460-1474
Fax: 212-995-0757

International Association of Business Communicators

One Hallidie Plaza, Suite 600
San Francisco, CA 94102
415-433-3400
Fax: 415-362-8762
Web address: www.iabc.com

American Marketing Association

250 South Wacker Drive, Suite 200
Chicago, IL 60606
312-648-0536
800-AMA-1150
Fax: 312-993-7542
E-mail: info@ama.org
Web address: www.ama.org

DIRECTORY OF ASSOCIATIONS

Associations can often provide networking opportunities and resources for nonprofit organizations and government-funded programs on a tight budget. It may prove worthwhile to contact a few associations in your areas of interest to see how they can benefit

SAFEFUTURES MARKETING TOOL KIT

your organization. A complete listing of associations can be found in *Gale Encyclopedia of Associations*. This guide lists nearly 23,000 national and international organizations, including their addresses and phone numbers.

Contact:

Gale Research
835 Penobscot Building
Detroit, MI 48226-4094
313-961-2242

MEDIA OUTLETS

Contact information for local and national media outlets are listed for broadcasters (television and radio), newspapers, magazines, business publications, the trade press, publications for special interest groups, and news syndicates in the following directories, which may be available at your local library:

Bacon's

Cost: Complete set is \$550. The CD-ROM version costs \$1,095 and includes additional directories.

How to obtain: Call 800-621-0561.

Burrell's

Cost: Complete set is \$575.

How to obtain: Call 800-876-3342.

Gebbie's

Cost: \$90

How to obtain: Contact Gebbie Press at P.O. Box 1000, New Paltz, NY 12561; 914-255-7560.

Directories on the Web

Newspapers: www.n-net.com

Television: www.ultimatetv.com/tv.com/tv/us/stations3.html

Radio: wmbr.mit.edu/stations/statemap.html

Local Media Directories

Local media directories may be available for your community. Contact your chamber of commerce or United Way chapter.

WIRE SERVICES

The Associated Press

The Associated Press (AP) is a nonprofit news cooperative that provides State, national, and international news; photos; graphics; and broadcast services to newspapers and radio and television stations around the world. AP serves 1,550 U.S. newspaper members and 6,000 U.S. radio and television stations and networks. The news service, which is headquartered in New York City, has 236 bureaus worldwide.

AP will post your event in their daybook—a listing of events for the day—which is available to all reporters that cover your area. If an AP reporter is interested in your event, he or she may write a story about your event and release it on the AP wire.

AP has bureaus that cover all 50 States. The bureaus listed below are closest to the SafeFutures sites.

California

221 South Figueroa
Los Angeles, CA 90012-2501
213-626-1200

1390 Market Street
San Francisco, CA 94102
415-621-7432

Massachusetts

184 High Street
Boston, MA 02110
617-357-8100

Montana

P.O. Box 5810
West Building, Room C
1300 Cedar Street
Helena, MO 59604-5810
406-422-7440

Washington

P.O. Box 2144
201 Boren Avenue, North
Seattle, WA 98111-2144
206-682-1812

AP Headquarters

50 Rockefeller Plaza
New York, NY 10020
212-621-1500

United Press International

The UPI wire service has several regional offices located throughout the country. Like Associated Press, it has a daybook.

UPI

1510 H Street NW.
Washington, DC 20005
202-898-8000
Fax: 202-898-8057
E-mail: General Information: info@upi.com
News Tips: tips@upi.com
UPI Daybook: snelson@upi.com

COMMUNITY ACCESS STATIONS

Public, educational, and governmental (PEG) access cable television channels serve a variety of community organizations, including churches, synagogues, civic clubs, local political party organizations, high schools, and colleges. Local franchise authorities provide PEG access centers with services, facilities, and equipment as compensation for the cable companies' use of State and local rights-of-way.

A community access station can help you by producing a public service announcement for local broadcast. This should be either a free or low-cost service. Many stations have local community interest talk shows that may be interested in featuring your organization and its activities. To find out if there is a community access station near you, contact:

Alliance for Community Media
666 11th Street NW., Suite 806
Washington, DC 20001
E-mail: acm@alliancecm.org
Web site: www.alliancecm.org/index.htm
(directory of stations is listed on the Web site).

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ADDITIONAL RESOURCES

National Criminal Justice Reference Service

The National Criminal Justice Reference Service (NCJRS) is one of the most extensive sources of information on criminal and juvenile justice in the world, providing services to an international community of policymakers and professionals. NCJRS is a collection of clearinghouses supporting all bureaus of the U.S. Department of Justice, Office of Justice Programs. These include the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, the Bureau of Justice Statistics, the Bureau of Justice Assistance, the Office for Victims of Crime, and the OJP Program Offices. It also supports the Office of National Drug Control Policy. NCJRS distributes a broad range of criminal justice research publications that you can use in information packets for planning board members, volunteers, and media representatives. Many of these publications are available at no cost; others are provided for a nominal fee.

How to contact NCJRS:

Phone: 800-851-3420

Write: NCJRS

P.O. Box 6000

Rockville, MD 20850

E-mail: askncjrs@ncjrs.org

Web site: www.ncjrs.org/ncjhome.htm

Juvenile Justice Clearinghouse, Office of Juvenile Justice and Delinquency Prevention

The Office of Juvenile Justice and Delinquency Prevention's (OJJDP's) information center, the Juvenile Justice Clearinghouse (JJC), provides information and services to juvenile justice professionals and policymakers, produces and distributes the agency's publications, and prepares customized responses to information requests. Publications available from the JJC include the journal *Juvenile Justice*, reports, summaries, bulletins, and fact sheets. Many of OJJDP's publications are also available via the Internet and Fax-on-Demand. JJC publications can be included in information packets as resources for staff, planning board members, media representatives, and program volunteers.

How to contact JJC:

Phone: 800-638-8736

Write: Juvenile Justice Clearinghouse

P.O. Box 6000

Rockville, MD 20850

E-mail: askncjrs@ncjrs.org

Fax-on-demand: 800-638-8736

Select option 1 for automated ordering service

Select option 2 for Fax-on-Demand instructions

Web site: www.ncjrs.org/ojjhome.htm

Media Distribution Services (MDS)

For a fee, MDS can help you target your press coverage with mailings to media outlets and assist you with producing news releases, press kits, product samples, photographs, speeches, and editorials. The MDS Web site provides a free U.S. media guide that you can either download by category from the Web site or order as a hard copy. This site also links you to PR Place, a list of public relations Web sites.

If you use MDS, you can receive Luce Press Clippings at a discounted rate. For more information on Luce Press Clippings, call 800-628-0376. To find out more information about MDS, contact:

Media Distribution Services, Inc.
307 West 36th Street
New York, NY 10018
800-MDS-DATA (800-637-3282)
Fax: 212-714-9092
E-mail: mds.ny@worldnet.att.net
Web address: www.mdsconnect.com

Paper Direct

Paper Direct offers paper products you can use to create communications materials. By using a computer and an inkjet or laser printer, you can create fliers, brochures, newsletters, and other marketing pieces with near-professional quality at a substantial reduction in cost. Paper Direct has predesigned papers (including letterhead, brochures, business cards, invitations, envelopes, certificates, and labels) and software templates, portable presentation tools, and printer supplies. The company's Web site has a helpful Frequently Asked Questions section, which provides answers to printing, paper weight, and design format questions. It also tells you how to use the materials and which ones are best for specific uses. They can send you a sample kit so you can see what their papers look like before you make a purchase.

To receive a sample kit or order a catalog, call 800-A-PAPERS (800-272-7377).
Web address: www.paperdirect.com

Samples



use letterhead
stationary

FOR IMMEDIATE RELEASE

Date

use your news "hook"
in the headline

CONTACT:

Name
SafeFutures Coordinator
or Board Member
Phone number: 333-222-1111

Sample News Release

MAYOR TO CUT RIBBON, OPENING NEW SAFEFUTURES YOUTH CENTER

New Your Town Youth Center Will Give Kids Alternatives to the Streets

Your Town, ZZ – As part of the Office of Juvenile Justice and Delinquency Prevention’s (OJJDP’s) nationwide SafeFutures initiative, Your Town Mayor Elaine Hudson will cut the ribbon signifying the opening of the new Your Town SafeFutures Youth Center on January 19, 1998. “I am committed to offering all kids positive ways to spend their free time,” said Mayor Hudson at a press conference today. “I am especially proud to support the SafeFutures Youth Center because I believe this kind of program is the best way to reduce juvenile delinquency and crime.”

give the facts in the first paragraph

Your Town Councilmembers Kessler and Beach and city staff will also attend the festivities. The ceremony will be held at 2 p.m. at 444 West Oak Street. Members of the community and media representatives are welcome.

double space the body of the release

The SafeFutures Youth Center, which will be open to all young members of the Your Town community, will offer safe, fun alternatives to hanging out on the streets.



include names and roles of other organizations to “share” credit

The Your Town Youth Service Bureau, the YT Dance Troupe, and the Health Department will work together to offer a variety of activities. There will be sports, organized games and activities, guest speakers, summer camp programs, tutoring services, and much more. The youth center will employ eight full-time staff members, including a licensed youth counselor and site coordinator who will oversee services such as youth employment, parent education, and family support.

The idea for the youth center began when Your Town was named among six cities nationwide to become a SafeFutures site. SafeFutures, a national initiative of OJJDP, seeks to reduce delinquency and victimization by intervening quickly when children and teens encounter problems and by holding them responsible when they commit crimes. Through the SafeFutures initiative, local governments, organizations, and volunteers work together to provide appropriate services for children and families and to create safer, healthier communities.

The Your Town SafeFutures program operates under the direction of the Office of Youth Development within the Mayor’s Office. The program primarily targets youth residing in the Enterprise Community neighborhoods located near the business district and those under the supervision of the juvenile court.

###

Photograph, Videotape, and/or Sound Recording Authorization and Release

I, _____ of _____, hereby voluntarily and without compensation authorize and consent that (your organization), its legal representatives, successors, or assigns, shall have the absolute right to copyright, publish, use, sell, or assign any and all photographic portraits or pictures, videotapes, other media material, and/or sound recordings, or any part thereof, they have taken or made of me on this date or in which I may be included in whole or in part, whether apart from or in connection with illustrative or written printed matter, story or news item, motion pictures, or for any other lawful purpose whatsoever, in conjunction with my own or fictitious name, or in reproduction thereof in color or otherwise.

I hereby waive all claims for any compensation for such use or for damages.

I hereby waive any right that I may have to inspect and/or approve the finished product or the advertising copy that may be used in connection therewith or the use to which it may be applied.

I hereby warrant that I am of lawful age and have the legal capacity to contract in my own name in the above regard. I state further that I have read the above authorization and release, prior to its execution, and that I am fully familiar with the contents thereof.

Date: _____

Signature*: _____

Witness: _____

Project Name: _____

* For children under age 18, this form must be signed (or co-signed) by a parent or legal guardian.





Your Town SafeFutures
Address
City, State, Zip
Date

use letterhead
stationery

Mr. Anyone
Address
City, State, Zip

use the addressee's name and
make sure it is spelled correctly

Dear Mr. Anyone:

Thank you for your interest in becoming a mentor in the SafeFutures program. The enclosed packet will provide you with background information on the SafeFutures initiative and our mentoring program.

We are currently seeking adults from the Your Town community who are willing to become volunteer mentors for local teenagers and young adults. All young people need caring adults in their lives, and mentoring is an effective way to fill this need. Our program matches each volunteer mentor with a young person. We also provide a short orientation program to present information about the SafeFutures initiative, mentoring, and the resources available to people in the program.

We have found that mentors and their young "partners" often develop important friendships by participating in program activities and meeting with each other on a regular basis. It can be a learning experience for you, so I hope you will decide to volunteer.

Mentoring is a large component of the Your Town SafeFutures initiative. This national initiative of the Office of Juvenile Justice and Delinquency Prevention aims to reduce delinquency and victimization by intervening quickly when children and teens encounter problems and by holding them responsible when they commit crimes. Through the SafeFutures initiative, local governments, organizations, and volunteers work together to provide appropriate services for children and families and to create safer, healthier communities.

Currently, we are interviewing volunteers for our February orientation session. I will call you in a few days to schedule an interview, but feel free to call me earlier at 333-222-1111 if I can answer any questions. I look forward to talking to you soon.

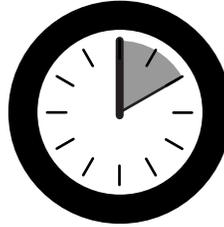
Sincerely,

tell the benefits

Jerry Mentor
Your Town SafeFutures Coordinator

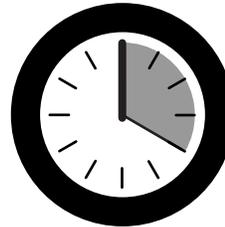
10-Second PSA

“Nobody cares.” That’s what most kids say when they drop out of school. Show you care. Call SafeFutures at 111-222-3333.



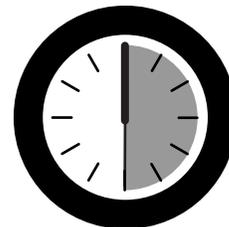
20-Second PSA

“Nobody cares.” That’s what most kids say when they drop out of school. The SafeFutures initiative helps teens realize that we really do care. You can help by volunteering, serving on a committee, donating items, or giving a financial contribution. Call SafeFutures at 111-222-3333 today. You can make a difference in a young person’s life.



30-Second PSA

“Nobody cares.” That’s what most kids say when they drop out of school. Show you care! Join the SafeFutures initiative. SafeFutures aims to reduce delinquency and victimization. Through SafeFutures, people and local governments work together to provide appropriate services for children and families. To volunteer, call SafeFutures at 111-222-3333.



make the headline "grab" attention

You can make a difference to the kids in our community!

Show you care by supporting the SafeFutures initiative!

One person can make a difference in the life of a Your Town young person.

Start making a difference today by volunteering your talents, time, or skills with the SafeFutures initiative through:

- Tutoring.
- Mentoring.
- Serving on a planning board or other committee.
- Donating needed items.
- Making a financial contribution.

make the
message simple

We have many ways for adults (over age 21) to make a real difference. Take the first step and call 111-222-3333.

SafeFutures, a national initiative of the Office of Juvenile Justice and Delinquency Prevention, aims to reduce delinquency and victimization by intervening quickly when children and teens encounter problems and by holding them responsible when they commit crimes. Through the SafeFutures initiative, local governments, organizations, and volunteers work together to provide appropriate services for children and families and to create safer, healthier communities



Sample Insert

side
1

Make a
difference
to kids
Call SafeFutures
111-222-333

side
2

You can make a difference to the kids in our community!

make the headline big and eye catching



include a phone
number to call for
more information

Every kid needs a safe place to play,
study, or talk to a caring adult . . .

You can help . . .

Come to the Second Annual Your Town
SafeFutures for All Kids Fair!

SafeFutures for All Kids

Date: Saturday, May 9, 1998

Time: 1 - 5 p.m.

Place: Your Town Chamber of Commerce
321 Jones Street
Your Town, ZZ

RSVP: 333-222-1111

Light Refreshments Will Be Served

There will be informative sessions for adults,
plus details about volunteer opportunities in the SafeFutures programs.

Meet Mayor Elaine Hudson, the SafeFutures staff and planning board,
volunteers, and program participants.

Bring the kids! There will be music and special activities.

We hope to see you there!

SafeFutures, a national initiative of the Office of Juvenile Justice and Delinquency Prevention, seeks to reduce delinquency and victimization by intervening quickly when children and teens encounter problems and by holding them responsible when they commit crimes. Through the SafeFutures initiative, local governments, organizations, and volunteers work together to provide appropriate services for children and families and to create safer, healthier communities.

use the design to attract attention
see reverse for examples

Sample Flier



Flier Design Options

Here are four flier design options you can use. By placing the headline and the logo in different locations on the page, you can change the “look” of your flier. You can also “screen” or shade portions of the page as shown on the design below.

Basic layout



Reverse out headline



Run headline vertically



Screen logo behind text



Samples From the Sites

SAFEFUTURES MARKETING TOOL KIT



SAFEFUTURES
CITY OF SAINT LOUIS

1997
QUICK REFERENCE CARD

314-534-KIDS (5437)

SafeFutures provides prevention, intervention and treatment services to at risk and delinquent youth.



Funded by OJP

side
1

Reference List (St. Louis)

1997
QUICK REFERENCE

Big Brothers Big Sisters	361-5900
City of St. Louis	
• Department of Health and Hospitals (C.O.R.R.)	367-0191
• 22nd Judicial Circuit Family Court-Juvenile Division	533-6108
• Office of Youth Development	381-7438
• Police Department	444-5627
• St. Louis Agency on Training and Employment (SLATE)	589-8000
• St. Louis Development Corporation	622-3400
Family Resource Center	534-9350
Herbert Hoover Boys & Girls Club	652-8300
Mental Health Board	535-6964
Productive Futures	367-2522
Project Respond	534-6015
St. Louis Board of Education	
• Carver Elementary CEC	533-7020
• Sherman Elementary CEC	776-2626
• Williams Middle CEC	652-4548
• Project Change	436-7582
• Parent Infant Interaction Program	531-9028
State of Missouri	
• Division of Youth Services	725-4122
• University of Missouri St. Louis	516-5031

side
2

SAFEFUTURES MARKETING TOOL KIT

SafeFutures

for Youth –

- Job Training and Placement
- Educational Assistance
 - Tutoring
 - GED Classes
- Mentoring
- Recreation
- Counseling
- Cultural Enrichment
- Parenting Skills Classes
- Delinquency Prevention
- Intensive After-Care for Youthful Offenders

for Youth and their Families –

- Conflict Resolution
- Recreation
- Cultural Enrichment
- Family Centered Activities
- Parenting Skills Classes
- Counseling

and other programs aimed at strengthening youth, families and neighborhoods.

Fold

SafeFutures Services
534-KIDS (5437)
SafeFutures Services
SafeFutures Services
SafeFutures Services



Fold



Founded by DHP

SafeFutures SafeFutures SafeFutures SafeFutures

2433 North Grand
Saint Louis, Missouri 63106
(314) 534-KIDS (5437)
Fax: 534-2169

Administered by the
City of St. Louis

side
1

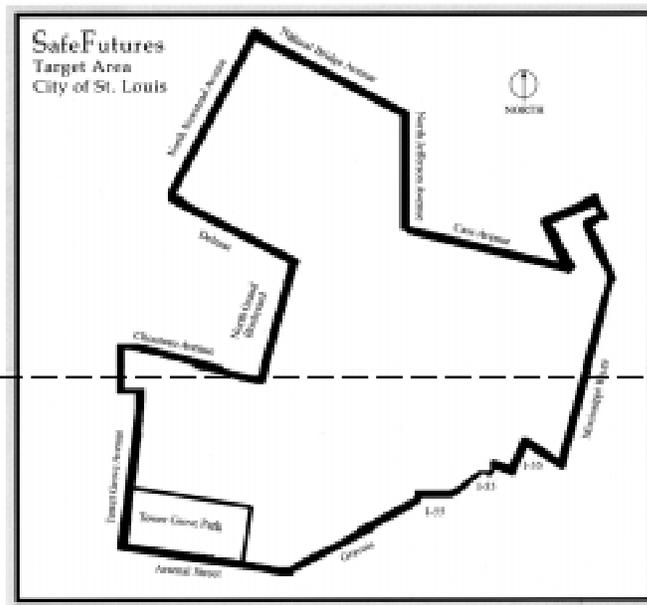
Brochure (St. Louis)



RESOURCES

SafeFutures Neighborhoods

- Carr Square
- Central West End (Northeast Portion)
- Columbus Square
- Compton Heights
- Covenant Blu/Grand Center
- Downtown
- Downtown West
- Forest Park Southeast
- Fox Park
- The Gate District
- The Greater Ville
- JeffVanderLou
- Lafayette Square
- LaSalle
- Lewis Place
- McKinley/Fox
- McRee Town
- Midtown
- Peabody, Darst, Webbe
- Shaw
- Tiffany
- Tower Grove East
- Vandeventer
- The Ville



Fold

The City of St. Louis ...

SafeFutures is a federally funded partnership administered by the City of St. Louis Office of Youth Development. It is aimed at reducing youth violence and delinquency, and focuses on strengthening families.

SafeFutures provides prevention, intervention and treatment services to high risk and delinquent youth and their families. It links them to a variety of free, comprehensive services within the St. Louis community.

Fold

SafeFutures is here for:

- you ...*
- your child ...*
- your family ...*
- your neighborhood ...*

Call SafeFutures if you live in one of these neighborhoods and:

- *you* are afraid to go to school
- *you* get suspended from school often
- *your* friends are gang members
- *you* are a teen parent or parent-to-be
- *you* are concerned because your child is not attending school regularly
- *you* find drugs or weapons in your child's possession
- *your* child is hanging out on the corner
- *your* child is pregnant and needs help to stay in school
- *your* child gets in trouble at school
- *your* child is frightened in the neighborhood

SafeFutures is here to help!

side
2

Youth center gives kids alternatives to crime

by **Renessa Shaoul**

NW Asian Weekly

A new youth center in West Seattle offers younger members of the Asian American community a safe alternative to "hanging out" on the streets.

Opened this June, the new Safefutures Youth Center aims to prevent and reduce juvenile delinquency and crime — especially among certain Asian populations — by offering teen-agers some positive alternatives. Ultimately, organizers hope the center will encourage at-risk youth and their families to work together to get back on track with their lives.

'It keeps me off the street.'

— a youth center participant

Because of recent increases in incidence of crime among Vietnamese and Cambodian youth in particular, center services target members of Seattle's Southeast Asian population. A permanent, full-time staff of six — who all speak either Vietnamese or Cambodian — lead activities such as summer-school programs, re-

treats, job training and more.

Youth-center coordinator Steve Hamai stressed the importance of having a bilingual staff on hand.

"We wanted to create a center where Southeast Asians — and especially at-risk kids — could feel at home," said Hamai, adding, "And that means breaking the language barrier."

"For non-English speaking immigrant parents, as well as the kids, the court systems can be impossible to understand."

Currently, the center serves — and supervises — about 15 kids. Center staff are especially proud that kids in the program apparently like it so much that they bring in their friends.

"We want to create a culture and environment where kids feel safe and want to bring in their friends," said Hamai. "Ultimately we want to achieve an atmosphere of respect."

Safefuture workers strongly encourage

See Youth Center

continued on Page 8

Youth Center

continued from page 1

families to use the program, even to the extent of providing a full-time parent education and family-support coordinator.

"We wanted to empower the parents by helping them to understand all the aspects surrounding their child," Hamai explained.

The idea for the youth center began when Seattle was named among six cities nationwide to receive a large grant, known as "Safefutures."

The city used a majority of the money to fund nonprofit groups throughout Seattle. But when staff began to see gaps in services offered to young people within certain ethnic groups, they decided to use part of the funds to organize a youth center with a new approach.

"The center is a great idea because it is one of the few centers that is culturally focused," said Sgt. Diane Newsom, of the Seattle Police Department Gang Unit.

"It is so important to be able to bring in non-English-speaking families and give them someone to talk to," added Newsom, who believes that the center provides needed and useful alternatives for these kids, who might otherwise be out on the streets.

otherwise be out on the streets.

"The only way to build up their self-esteem and to find alternatives (to crime and juvenile delinquency) are centers like this," Newsom asserted.

"If you put a kid in jail, then they hang out with other criminals," Newsom continued. "The center allows for choice and lets the kids take control of their lives."

The center employs two case counselors and coordinators who oversee services such as youth education and employment, parent education and family support.

Team members work together to help individual families to ensure that the proper communication has taken place and that each youth has been fully supported by every member of the staff.

"The strength in having all of these positions under one roof is that we work with the kids on a daily basis," Hamai said. "We can tailor our services to their specific needs, all here at the center."

Counseling coordinators also go to court hearings. The purpose is not only to keep fami-

lies informed, but also to work closely with the probation officers.

Staff generally believe that if they provide an atmosphere that is fun and supportive yet supervised, kids will spend less time looking for trouble on the streets. By encouraging youth to include their friends in the activities and programs at the center, staff members feel they can prevent still more kids from getting into trouble.

One 17-year-old Cambodian youth named Such (center staff discouraged the use of last names) said he especially appreciates the center's caring staff. He has been attending Safefutures since it opened, and says he has gotten many of his friends to come in as well.

"They care about us here," said Such, who smiles shyly and is reluctant to speak. "Even if me and my 'home-boys' complain a lot, they still care about us." He summed up the success the new youth center from his own perspective, noting, "It keeps me off the streets."

Renessa Shaoul is a student in the University of Washington School of Communications News Lab.

SafeFutures Logo

The national SafeFutures logo and the OJJDP logo are included in this Tool Kit. A logo is an identifying design or symbol that serves as an organization's visual image. You can use the SafeFutures logo in many different ways to give an impression of the initiative to the people who see it.

If SafeFutures products are developed with OJJDP grant funds, they should include the OJJDP logo on the cover. If the OJJDP logo is used, it should appear in a separate space that is not too close to other symbols or credits. In addition to the OJJDP logo, products should include a written acknowledgment of support.

Here are some examples:

This project was supported by Award No. _____ by the Office of Juvenile Justice and Delinquency Prevention.

Funded by the Office of Juvenile Justice and Delinquency Prevention.

Funded in part by the Office of Juvenile Justice and Delinquency Prevention.

HOW TO USE THE LOGOS

There are many options for using the logos in this Tool Kit. These logos can be used in small or large formats and in color or black and white formats. If people from the community see the logo in several places, they will associ-

ate it with the other information they have about the initiative.

Here are some ideas for places where you could use logos:

- SafeFutures letterhead stationery.
- Fax cover sheets.
- Business cards.
- Name badges.
- Stationery of cooperating or sponsoring organizations.
- Banners.
- Signs and posters.
- Printed materials.
- Advertisements.
- T-shirts and hats.
- Web sites.
- Mailing labels.
- Newsletters.
- Bumper stickers.

This Tool Kit contains black and white logos in two formats. The logos on the next page can be photocopied, cut out, placed on documents, and printed. Electronic versions of the logos are on the enclosed PC and MAC disks. These .eps, .tif, and .gif files can be used with the following software packages: Adobe PageMaker, Quark Express, Microsoft Word, and Adobe Illustrator.

In the original copies of this document, camera-ready logos for SafeFutures appeared on this page. The camera-ready logos are not available in the electronic version of this document.

In the original copies of this document, camera-ready logos for OJJDP appeared on this page. The camera-ready logos are not available in the electronic version of this document.