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PRACTITIONERS GUIDE



A Communications Toolkit



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# BUILDING SUPPORT FOR JUSTICE INITIATIVES: A COMMUNICATIONS TOOLKIT

## INTRODUCTION

Many criminal justice agencies and institutions—including law enforcement agencies, courthouses, and probation and parole agencies—are testing new approaches to public safety problems such as gangs, domestic violence, and drug-related crime. Judges, for instance, are reaching out to treatment providers to improve monitoring of offenders in treatment and develop research-based sanctioning schemes. Prosecutors are working with neighborhood block associations on crime prevention projects. Corrections and parole officials are working with businesses to find jobs for ex-offenders and promote the successful reintegration of ex-offenders into the community. Although these various initiatives have different goals and involve different constellations of partnering agencies, they have at least one thing in common: to be successful they must work hard to gain the support and collaboration of a wide range of traditional and nontraditional stakeholders.

Funded by the U.S. Department of Justice’s Bureau of Justice Assistance under the Community-Based Problem-Solving Criminal Justice Initiative, this toolkit was originally written for practitioners involved in problem-solving justice programs. Such programs include problem-solving courts—drug treatment courts, mental health courts, and community courts, for example—as well as programs that apply the principles of problem-solving justice (e.g., links to social services, rigorous judicial monitoring, and aggressive community outreach) outside of the problem-solving court context. But the reality is that the tools presented in this manual are useful to a broader audience—that is, those in the justice system seeking either to collaborate with partners outside their agency as well as those seeking to explain or gain support for their work among a broader audience.

The focus of this manual is marketing. To succeed, most programs—especially new initiatives—need more than innovative ideas and good intentions. An unwillingness or inability to build broad political support for an initiative is one of the leading causes of failure among criminal justice reform efforts. For some, the term “marketing” may evoke images of aggressive salesmen and deceptive advertising; it is therefore important to keep in

mind that in this document, “marketing” is used to describe a communications strategy, one that reformers can undertake to explain why their project is important, how it works, and what it has achieved.

Communicating regularly with the public and key institutional stakeholders so that they understand the significance of your project and are aware of your goals and achievements will make it easier to gain their lasting support and collaboration. This toolkit elaborates on the following 10 steps that programs can take to ensure that they are communicating effectively:

1. **Hone your message and develop key themes and goals**
2. **Develop core marketing materials**
3. **Create a written marketing plan**
4. **Cultivate relationships with local media**
5. **Harness the power of the internet**
6. **Publish regular newsletters and annual reports**
7. **Plan events and activities that offer the community and other stakeholders a variety of opportunities for involvement**
8. **Appear at community meetings and events**
9. **Seek free marketing resources**
10. **Keep track of and acknowledge stakeholders**

Each section ends with resources and examples that illustrate how initiatives around the country are putting these ideas into practice. Examples come from problem-solving initiatives and other innovative criminal justice programs. One note: the toolkit offers many suggestions, more than any one project can realistically implement. The hope is that practitioners will select those that make sense for their programs, tailoring them to fit their specific needs and audiences.

## **1. HONE YOUR MESSAGE AND DEVELOP KEY THEMES AND GOALS**

Take the time to craft a concise, powerful statement that makes the case for your program—it will pay off in the long run. Use Resource Guide A on page 18 to develop an internal document that describes the most important elements of your initiative. A helpful part of this process is honing your core statement down to a handful of bullet points that capture your program’s essence. Defining those key points will help keep staff on message and will also make it easier for your audience to remember what is special about your program. As suggested in the worksheet, you can then modify your core message, as appropriate, for different purposes.

When describing their programs, practitioners often launch into a description of project activities (community service projects, links to social services, etc.) without first introducing their overall mission and goals (for example, reducing quality-of-life crime in a central business district). This is a missed opportunity. Stakeholders

**TIP:** Fine-tune your core message and help staff absorb it by playing a party exercise. First, distribute a draft of your core message to staff and ask them to put it into their own words. Then pretend you are all at a party with people you don't know. Give everyone a chance to use their version of the core message to introduce the project to another person at the party. After five to 10 minutes, stop and discuss it with the participants. Whose introductions worked the best? Are team members able to successfully distill the goals and strategies down to a few strong statements? Keep track of the strongest statements and incorporate them into a refined core statement for the project.

will be more likely to support your strategies and activities if they understand the larger goal and agree that it is important.

The core message should not be static. A one-size-fits-all model is rarely as effective as a message that is individually tailored to different audiences. Think about why different stakeholders would support your program. What are the benefits to them? For example, retail establishments might be interested in cleaner, more orderly streets; the local homelessness advocacy group might be interested in more effective service linkages for defendants; and neighborhood residents might want to know that their local park will be safer. Make sure you've thought through your core message and tailored it, as appropriate, to individual groups so that their interests are highlighted.

Use key aspects of your core message as often as possible when presenting information about your project in newsletters, annual reports, on the web, in presentations, etc. Repetition will help the message stick. Keep your message fresh by combining your core themes with examples of current success stories and recent progress toward your goal.

**Resources:**

- [Appendix: Resource Guide A: Crafting a Core Message](#)
- [Appendix: Resource Guide B: Examples of Core Messages](#)

## 2. DEVELOP CORE MARKETING MATERIALS

Creating promotional materials with a consistent, professional look can help your project establish visibility and credibility. Professional does not necessarily mean glossy or expensive. Rather, it means that readers can easily recognize and read materials related to your project because they have a consistent look, are easy to understand, and don't contain smudges or spelling errors. In short, professional-looking marketing materials help inspire confidence by conveying the message that your project takes pride in doing things well.

## TAG LINES

Investing in Our Community (*Seattle Community Court*)

Justice That Works (*Midtown Community Court*)

Building Safer Neighborhoods through Community Partnership (*Washington D.C. Community Prosecution Program*)

Early Solutions/Faster Justice (*British Columbia Criminal Justice Reform Secretariat*)

Visual elements that can help create a recognizable look for your written and electronic materials include a logo, tag line, and the project name consistently printed in the same font when used as a heading or as part of the project's logo and/or tag line. Create a project banner, flag, or sandwich board with your project's name, logo, and/or tag line. Display your banner or flag at all project events and make sure it is always visible when photos are taken.

Core marketing materials that problem-solving initiatives have found helpful include a one-page project description, flyers for events such as community service days or graduations, brochures for defendants and community members, print and electronic newsletters, PowerPoint presentations, and an information packet that includes press clippings, photographs, and testimonials from participants, community members, and project partners. Make sure your business cards and letterhead use the same visual elements as your marketing materials. Projects might also consider creating a video—it can be a compelling way to make a program come alive when introducing it to new audiences.

**TIP:** Keep copies of concept papers, funding proposals, reports to funders, and complimentary letters from stakeholders close at hand. Set up a system for keeping track of success stories and progress toward your goals. This could be a file folder or a word processing document that's continually updated. Drawing from these sources will make it easier to create and update compelling project descriptions and brochures.

### Resources:

- **Appendix:** Resource Guide C: Examples of Logos
- **Appendix:** Resource Guide D: Hartford Community Court Brochure
- **Video:** Educational video of the North Liverpool Community Justice Centre: an overview of Britain's ground-breaking North Liverpool Community Justice Centre. Available at <http://www.courtinnovation.org/Video/NLCJC.html>

### 3. CREATE A WRITTEN MARKETING PLAN

A written marketing plan can help make sure that regular stakeholder communications are not forgotten in the midst of the urgent day-to-day needs of the program. To create a clear plan:

1. **Identify the key stakeholders for your program.** Who needs to be kept abreast of your program's achievements? Whose long-term support does the project need to operate effectively and stay in business?
2. **Map out what you want to convey to each of your different audiences.** Your core message will be your starting point, but what recent activities or achievements can you highlight that will reinforce your key themes? Let your constituents know about concrete results and successes. You can even use challenges to your advantage: educating your audiences about problems you encounter while trying to reach your goals will position you to ask for resources to address those problems. You are likely to focus on different topics with different audiences (e.g., educating legislators about drug addiction, informing community members about local beautification projects, or making sure funders know when you've met project objectives). Different topics may lend themselves to different marketing vehicles.
3. **Decide how often each of your stakeholder groups should hear from you.** Should they hear from you monthly? Quarterly? Keep in mind the budget cycles (the dates when proposals and reports are due and when funding decisions are made) of potential private and government funders. You want to make sure you meet their deadlines, but you also want to make a point of keeping them up to date on your project when you're not asking them for money.
4. **Select the best communication vehicles.** Decide what works best (e.g., newsletters, presentations, special events) for your purposes, and then create a schedule to make sure that each of your stakeholder groups gets ongoing communication about your program and its successes.
5. **Get the most bang for your buck.** Find multiple vehicles for getting out your message. For example, announce community service events or drug court graduations on your web site or Facebook page; try to find a newsworthy angle that would motivate a reporter to cover your project events; and hand out copies of your newsletter at community meetings. And if you don't have a newsletter, consider starting one.
6. **Identify effective spokespersons for your program and provide them with support materials (talking points, visual aids, presentation coaching).** Remember that it is possible to divide the labor among different people—the person attending community meetings need not necessarily be the one testifying before legislators, attending police roll calls, or writing newsletters. Depending on the activity, spokespersons

may be staff members, project partners, or enthusiastic community volunteers. If you don't have an effective spokesperson, you can help train potential representatives by encouraging them to take a course on public speaking or join a club such as Toastmasters.

7. **Evaluate the success of your efforts on a periodic basis.** Do your partners in the justice system, community members and other stakeholders understand your project? Do they know about your recent achievements? Have you been able to generate media coverage? Are people visiting your web site? Modify your plan, if necessary.

**Resources:**

- **Appendix: Resource Guide E: Highlights of a Marketing Plan and Calendar for a Community Court**
- This document, "Communications Strategies for Conduct Committees," offers some good ideas for developing a communications plan. When reading, substitute 'problem-solving initiative' for 'conduct committees': <http://www.judicialcampaignconduct.org/CommunicationStrategy.pdf>

#### 4. CULTIVATE RELATIONSHIPS WITH LOCAL MEDIA

Favorable media coverage is a great way to get news about your program to the community, and is also terrific proof of the significance of your project to funders, elected officials, and others. Here are some ideas for cultivating relationships with local media.

1. **Do your homework.** Make a list of your local media outlets (newspapers, TV, radio, web sites, blogs, etc.), including neighborhood-focused ones. Search a media outlet's archives for articles about criminal justice or public safety to get a sense of what kinds of stories attract media attention and which reporters are focusing on those areas. Keeping track of articles and radio/TV segments that are related to your project's work is another way to stay on top of what's currently newsworthy and who's writing about it.
2. **Introduce yourself.** Give some thought to the aspects of your project that reporters and bloggers might be interested in. If possible, meet with reporters, editors, TV or radio producers, and respected bloggers to discuss their interests and what their needs and deadlines are. Invite them to visit. This is also a great time to let them know that your project can be a resource to reporters on appropriate justice-related issues or that you can connect reporters to program participants for quotes for stories that reporters might be working on.
3. **Keep up the relationships.** Maintain a list of contacts to send news and photos to on a regular basis. If your program has relevance to a particular news event, reach out to the reporter or blogger with your take on events. Send press releases inviting reporters, editors, producers, and bloggers to events such as grad-

uations or park cleanups. In addition, send press releases to government agencies and project partners who may be able to assist in publicizing your work through their own media contacts, web sites, newsletters, etc. Some projects start calling reporters one month ahead of their events. But don't forget to re-send the press release the day before or even the morning of the event—sometimes reporters don't know their schedules until that day. Press releases should feature a media-worthy headline and give media contacts a good reason for wanting to attend the event.

4. **Pitch possible stories and photographs.** Don't be shy about giving reporters ideas for interesting stories that make your program come alive and that demonstrate your project's impact on the community. Reporters like human interest stories. Make it easy for them to talk to supportive stakeholders and project participants. You can also pitch photos that show your project in action. Take your own photos and send them to media outlets with suggested captions.
5. **Prepare carefully for media interviews and program visits.** Make life easier for reporters: give them project fact sheets or FAQs with key information about your project, including a succinct list of your successes. Try to think of colorful analogies and compelling statistics that you can use in conversation with reporters. And rehearse key points in advance: What's the sound bite that you'd like to hear on TV or read in an article about your project?
6. **Invite reporters to speak to project participants or partners.** Many reporters are experts in their area of reporting. A reporter who has been covering youth crime and at-risk youth, for example, is in a good position to make the case for why a community would benefit from a juvenile drug court or to offer motivation to project participants. One project enlisted local reporters to participate in a media training workshop for youth participants who wanted to get media coverage for their activities. Enlisting reporters in this way benefits your project while allowing you to strengthen your relationship with them.
7. **Educate journalists.** Consider hosting educational events to help local journalists gain a better understanding of how the justice system works and the role your project plays. Ideas include organizing an educational lunch or asking a prosecutor or judge to speak to students at a nearby journalism school. Reporters, particularly those new to a court or crime beat, may appreciate the opportunity to learn more about legal terminology, the role of the different justice system agencies, and how the prosecutor and/or judge make decisions in typical cases. Both sides benefit: reporters will be able to do a better job making issues come alive for their audience, while your project will benefit from more accurate reporting. You can also point journalists to a short online course developed by the Reynolds National Center for Courts and Media and Criminal Justice Journalists called "On the Beat: Covering Courts":  
[http://www.newsu.org/courses/course\\_detail.aspx?id=cjj\\_courts06](http://www.newsu.org/courses/course_detail.aspx?id=cjj_courts06).

8. **Seek out recognition opportunities.** Many local media outlets have recognition programs that highlight worthy work being performed by local organizations or exemplary individuals. Submit your project or a staff member for consideration (or ask a partner to nominate you, if appropriate). Another route is to nominate a project participant who has succeeded despite exceptional odds. On the flip side, let your media contacts know if your project receives an award or is recognized by a group such as Rotary Club or the local chamber of commerce, receives a grant, or participates in community events such as National Night Out Against Crime.
9. **Write letters to the editor and opinion pieces for local media.** Letters to the editor and opinion pieces offer a way to use the reach of local media to explain your program or educate the public using your own words. It can also be effective—sometimes more so—when key stakeholders write letters or opinion pieces about your program and its importance.
10. **Spread the news.** When you do get media coverage, be prepared to spread the news immediately by mail or e-mail to stakeholders. Add a link to the story to your web site. Save hard copies of positive press coverage so that you can use them in marketing packets or grant proposals. If you're lucky enough to get television coverage, ask the station for a link to the footage or a DVD

#### Resources:

- A simple search for “writing press releases” reveals many articles on the web about how to writing press releases. See, for example, “Tips, Guidelines and Templates for Writing an Effective Press Release” at <http://www.prwebdirect.com/pressreleasetips.php>, and “50 Tips for Press Release Writing” at <http://pressdr.com/blog/media-release-writing/50-tips-for-press-release-writing.php>.
- Web sites:
  - o The OpEd Project offers tips for writing op-eds: <http://www.theopedproject.org/>
  - o The Reynolds National Center for Courts and Media’s web site (<http://www.courtsandmedia.org/>) has advice on how courts can develop constructive relationships with the media. The Center created “Tools for Judges and Court Personnel to Deal with the Media” with interview tips and sample press releases: <http://www.nacmnet.org/PastConferences/2006Annual/HengstlerHandout.pdf>.
- Case Study: An article about the role of the media in telling the story of New York City’s school reform efforts. Available at [http://www.learningpt.org/pdfs/EdWeek\\_editorial10\\_29.pdf](http://www.learningpt.org/pdfs/EdWeek_editorial10_29.pdf)
- Links to reporters: Here is an interesting resource for receiving alerts about reporters who are looking for sources for their stories: <http://www.helpareporter.com>. It’s also an excellent way to gain a better understanding of what reporters consider newsworthy.

- Examples of media coverage:
  - o Videos:
    - Channel 1 in New York selects the Harlem Reentry Court as its “New Yorker of the Week”: [http://www.ny1.com/ny1/content/index.jsp?&aid=83356&search\\_result=1&stid=34](http://www.ny1.com/ny1/content/index.jsp?&aid=83356&search_result=1&stid=34).
    - A three-part series by a local TV station profiles San Diego's Beach Area Community Court. You can view one part at: [http://www.courtinnovation.org/Video/beach\\_area\\_community\\_court1.htm](http://www.courtinnovation.org/Video/beach_area_community_court1.htm)
    - A CBS affiliate airs a story about the Dallas Community Court: <http://www.courtinnovation.org/Video/DallasCommunityCourt.html>
  - o Article: Vancouver Sun writes about the Vancouver Downtown Community Court: [http://www.canada.com/story\\_print.html?id=71993f50-44d9-4b76-b68d-b9d8d7d71cc2&sponsor](http://www.canada.com/story_print.html?id=71993f50-44d9-4b76-b68d-b9d8d7d71cc2&sponsor).
  - o Op-ed: The mayor and district attorney of San Francisco write an opinion piece on the need for a community court in San Francisco: <http://www.sfgate.com/cgi-bin/article.cgi?f=/chronicle/archive/2007/05/13/EDG6FPP5941.DTL>.
  - o Blogs:
    - San Diego District Attorney Bonnie Dumanis is a guest blogger on a news site: <http://www.sdn.com/sandiego/2009-11-25/blog/a-more-perfect-union/funding-for-domestic-violence-shelters-still-a-concern>
    - An environmental blogger writes about the Midtown Community Court: <http://greenstandard-nyc.com/2009/12/22/graffiti-manure-and-environmental-justice-making-the-case-for-community-court/>

## 5. HARNESS THE POWER OF THE INTERNET

There are more options now than ever for communicating through electronic mail and the Internet: you can create a web site, send out periodic e-mails to groups of supporters, publish a blog, establish a page for your project on a social networking site such as MySpace or Facebook, send updates to followers on Twitter, post a video on YouTube or a slideshow on FLICKR—the possibilities are nearly endless ... and perhaps a bit bewildering.

Below is a menu of possible ways that you can use electronic marketing to benefit your project. Some are fairly quick and inexpensive while others require a bigger investment of time and/or resources. Mix and match them to fit your project's needs and resources. Start small: you can always expand your repertoire over time. And remember to integrate and coordinate. Your electronic activities should work in conjunction with each other. Make sure that your web site includes a prominent link to your blog and other internetpages and vice versa. Send out e-mail blasts (mass e-mailings to stakeholder groups) when you post new content on your web site. Keep all electronic platforms up to date. And always make sure your contact information is easily visible regardless of what tool you are using.

### 1. Web sites

Web sites are terrific vehicles for allowing the public to access in-depth information about your project. Unlike print publications, web sites make it easy to post the latest news about your project. Frequently changing the content will encourage visitors to come back. Web sites also allow you to explain complicated projects in innovative, graphically compelling ways. For example, you can include short interviews—written, video-taped, or recorded as podcasts—with staff, participants, and other stakeholders (you can convey a lot of information in a two-to-three minute interview). You can also develop interactive features: for example, visitors can fill out an online survey to gauge interest in a potential project enhancement (Survey Monkey at <http://www.surveymonkey.com/> is a good tool for this) or community members can sign up for project tours or volunteer opportunities. Web sites also allow you to customize content for different stakeholder groups. A relatively easy way to create and maintain a project web site is to establish a page on a social networking site such as Facebook (see below for a fuller discussion of social networking sites).

### 2. Blogs

Blogs allow for a more informal, direct style of communication than standard web sites. They are great for reflecting on challenges, successes, and lessons learned; giving stakeholders a greater appreciation of the behind-the-scenes aspects of a new project; allowing them to get to know staff and participants on a more personal level; and placing your project in the context of regional and national trends. Blogs also make it easier for your audience to talk back to you. Invite readers to share their own experiences, ideas, and reflections. Blogs are useful for networking and heightening your project's visibility within relevant community or professional circles. Connect to other blogs that are talking about similar issues by referring to their posts and listing them in an easy-to-see links section. Caution: if you start a blog, commit yourself to regular updating—this is a medium that abhors static content.

### 3. Podcasts

Podcasts are well suited for educating stakeholders about your program or about an issue that's important to the program. One way to get started with podcasts is to think about great project moments you can capture. Do you have a recording of a public presentation about your project? Consider converting it into a podcast. Is your project director or judge an inspiring speaker? Feature them in a podcast about your program's achievements for the year. Would local stakeholders benefit from a better understanding of mental health disorders? Create a segment that combines mental health information with interviews with program participants. Better yet, find out whether government agencies and national issue organizations (in the case of mental health, for example, agencies and organizations such as the National Institute of Mental Health or the American Psychiatric Association) might have already created podcasts that you can use.

#### 4. Social networking sites

Social networking sites where users generate the content might be an attractive option for projects that are interested in strengthening connections with their stakeholders. Increasingly, nonprofits and government agencies are creating pages on sites such as Facebook, MySpace, YouTube, and Flickr. Why? Since many stakeholders, staff, and participants use those sites regularly, having a presence there makes perfect sense, making it easier for interested parties to find out about your work. Establishing a page on a site like Facebook or MySpace can also be a cost-effective way for projects with limited resources to create a web presence. Social networking applications lend themselves particularly well to projects that are seeking to actively engage community members. For example, you can post information on events that you want community members to attend (and afterwards, share photos from the event). Community members can, in turn, comment on events or send information on local public safety concerns.

#### 5. Electronic mailing lists

Electronic mailing lists (sometimes referred to as Listservs) make it easy to use a single e-mail address to send the same e-mail to a large group of people (generally referred to as subscribers). Sign up for electronic mailing lists that would be interested in your project (e.g., Courtbuilders—an online community of community court practitioners, neighborhood listservs, listservs of local youth-serving agencies or drug treatment providers, etc.) and use the electronic mailing lists to publicize community-friendly events such as graduations, community service events, etc. Consider creating a listserv for project stakeholders to generate discussion and ideas on topics specific to your project.

#### Resources:

- Project web sites:
  - Austin Community Court: <http://www.cityofaustin.org/comcourt/>
  - Downtown Vancouver Community Court: [http://www.criminaljusticereform.gov.bc.ca/en/justice\\_reform\\_projects/community\\_court/index.html](http://www.criminaljusticereform.gov.bc.ca/en/justice_reform_projects/community_court/index.html)
- Blogs:
  - o U.S. Department of Justice: <http://blogs.usdoj.gov/blog/>
  - o San Francisco's Collaborative Courts: <http://sfcollaborativejustice.blogspot.com/search/label/CJC>
  - o Bronx Community Solutions: <http://changingthecourt.blogspot.com>
  - o Los Angeles Police Department: <http://www.lapdblog.org>
  - o Los Angeles City Attorney: <http://lacityorgatty.blogspot.com/>
  - o Reclaiming Futures: <http://blog.reclaimingfutures.org/>
  - o Dallas Community Prosecutor (West Oak Cliff Neighborhood): <http://communityconnectionwoc.blogspot.com/>

- Facebook:
  - Montgomery County (Pa.) Office of the District Attorney: <http://www.facebook.com/pages/Norristown-PA/Montgomery-County-District-Attorney/96910904678?ref=search&sid=1476360905.796353937..1>
  - Oklahoma County District Attorney David Prater: <http://www.facebook.com/pages/District-Attorney-David-Prater/139766289828?ref=search&sid=1476360905.796353937..1>
  - Legal Aid Society of Louisville, Ky.: <http://www.facebook.com/pages/Legal-Aid-Society/106164314526?ref=search&sid=1476360905.48859039..1>
  - Lakeshore (Ontario, Canada) Community Policing Committee: <http://www.facebook.com/home.php#/group.php?gid=14941378087>
- Twitter:
  - American Constitution Society for Law and Policy: <http://twitter.com/ACSLaw>
  - Illinois Legal Aid Online: <http://twitter.com/ILAO>
  - American Community Corrections Institute: <http://twitter.com/ProbationNews>
  - Milwaukee Police Department: <http://twitter.com/milwaukeepolice>
  - Montgomery County, Texas, District Attorney: <http://twitter.com/MontgomeryTXDAO>
- YouTube:
  - “Dallas Community Prosecutor Works to Uplift South Dallas”: <http://www.youtube.com/watch?v=7tB6l4gdDfc>
- Online reference guide:
  - National Center for State Courts’ Problem-Solving Justice Toolkit: [http://www.ncsconline.org/D\\_Research/Documents/ProbSolvJustTool.pdf](http://www.ncsconline.org/D_Research/Documents/ProbSolvJustTool.pdf)
- Video:
  - Red Hook Community Justice Center: <http://www.courtinnovation.org/video/RedhookVideoPopup.html>
- Podcast:
  - Court Services and Offender Supervision Agency, Washington D.C.: <http://media.csosa.gov/podcast/video/>
- Nonprofit marketing resources:
  - Kivi’s Nonprofit Communications blog: <http://www.nonprofitmarketingguide.com/blog/>
  - “Should Your Organization Use Social Networking Sites?”: <http://www.techsoup.org/learningcenter/internet/page7935.cfm>
  - “A Beginner’s Guide to Facebook”: <http://www.techsoup.org/learningcenter/internet/archives/page9141.cfm>
  - “How Nonprofits Can Get the Most Out of Flickr”: <http://www.techsoup.org/learningcenter/internet/page8291.cfm>

- o Tips for producing e-mail newsletters: <http://www.nonprofitmarketingguide.com/resources/e-mail-newsletters/nonprofit-e-mail-newsletters/>

## 6. PUBLISH REGULAR NEWSLETTERS AND ANNUAL REPORTS

Don't forget the power of print publications. There are still likely to be segments of your target audience that do not feel comfortable with the internet as their primary vehicle for information. Many high-ranking officials are not web-savvy. Newsletters and annual reports can be powerful ways to demonstrate accountability to your stakeholders. Use newsletters and annual reports to let them know that you are tracking progress toward your goals.

Here are some ideas:

- Develop an annual report card that reflects progress toward your stated goals.
- Profile successful program graduates and the changes in their lives that your program inspired. Also, profile stakeholder contributions, highlighting how they are helping further the project's goals.
- Invite a variety of stakeholders to contribute articles.
- Make newsletters and annual reports available both electronically and in hard copies.
- Include executive summaries in longer documents. You will stand a greater chance of conveying your most important points to busy readers.

### Resources:

- Newsletters:
  - o Hartford Community Court: <http://www.jud.ct.gov/external/super/commcourtnews.htm>
  - o San Diego District Attorney: <http://www.sdca.org/office/newsroom/index.php#newsletter>
- Annual reports and report cards:
  - o Samples for nonprofits: <http://www.nonprofitmarketingguide.com/resources/annual-reports/non-profit-annual-report-gallery/>
  - o Allegheny County Juvenile Court Report Card: [http://www.alleghenycourts.us/pdf/family/juvenile%20section/Brochures/2003\\_Report\\_Card.pdf](http://www.alleghenycourts.us/pdf/family/juvenile%20section/Brochures/2003_Report_Card.pdf)

## 7. PLAN EVENTS AND ACTIVITIES THAT OFFER THE COMMUNITY AND OTHER STAKEHOLDERS A VARIETY OF OPPORTUNITIES FOR INVOLVEMENT

Public events are important because they allow you to see and speak in person to your constituencies. Hearing from program participants and staff is one of your organization's most powerful tools for communicating the significance and impact of your program. Develop events that allow your stakeholders to be involved in a variety of ways. Some of these can serve as ways to cultivate relationships with funders, elected officials, and other stakeholders beyond asking them for money or resources.

Also be on the lookout for ways to involve stakeholders in your programs for both a programmatic and marketing win. Would local businesses offer internships for youth participants or provide employees to serve as mock interviewers in your job training program? Can the local church provide mentors for your youth program or sponsor a business clothing drive for graduates of your drug court program?

And, finally, make your events media-friendly to generate favorable coverage for both the project and your stakeholders.

Here are some ideas for events:

- Graduations or ceremonies celebrating a successful project launch are perfect opportunities to ask elected officials or local leaders to speak or present awards.
- Park and vacant lot cleanups or street fairs are a great way to demonstrate that your problem-solving project believes in joining with the community to solve local problems.
- Educational sessions for community members, service providers, local officials or other stakeholders can draw attention to some of the neighborhood issues that your project is trying to address (e.g., truancy reduction efforts, mental illness, domestic violence) while enhancing your project's visibility. You can enlist some of your stakeholders to lead educational sessions (e.g., would your district attorney want to educate community members about a truancy reduction program?)
- Let event attendees know you want their support and involvement. Make sure that everyone who attends your events leaves with information about your project's activities and services as well as information on whom to contact if they would like more information or are interested in getting involved. Keep a written list of attendees.

#### Resources:

- **Appendix: Resource Guide F: San Diego Beach Area Community Court: "Get Involved" Flyer**
- **Citizens Judge for Themselves: The East Middlesbrough (England) Community Court hosts a forum at which citizens get a chance to question members of the judiciary involved about why they impose certain sentences—and the citizens consider how they might act if they were on the bench. A description of the event is available in the East Middlesbrough Community Justice newsletter at the top of Page 2: <http://lcjb.cjsonline.gov.uk/area5/library/Community%20Justice/Publications/CJI%20Newsletter%20Spring08.pdf>.**
- **The Montpelier Community Justice Center uses the web to keep the public informed about special events that highlight the work of local and national/international restorative justice practitioners: <http://www.montpelier-vt.org/department/79.html>.**

## 8. APPEAR AT COMMUNITY MEETINGS AND EVENTS

The regular appearance of key project staff at community meetings and events reinforces the message that your project addresses community issues and that you care about the health of the larger community. As with some of the events suggested above, participation in community activities can serve both programmatic and marketing purposes. These meetings provide excellent opportunities to educate different audiences about your project, publicize upcoming activities, and develop relationships with other agencies or community organizations that your project may be able to partner with.

Possibilities include:

- Project representatives can become members of community- or city-wide groups that are tackling similar problems. A juvenile mental health initiative in Queens, New York, made contacts by attending the meetings of a borough-based network of mental health providers and neighborhood-based coalition of youth programs.
- Staff a table or booth at street fairs or other community events. Display your project's logo prominently. Figure out a way to entice people to come to your table or booth (offer face-painting for children, balloons, candy). Make sure the person staffing the event is outgoing and will engage community members in conversation.
- To increase your project's visibility among elected officials, make a point of testifying, as appropriate, at public hearings that focus on the issues your project tackles.
- Attend public meetings hosted by groups such as the police or local block associations to hear firsthand about local issues. These meetings are also a forum for strengthening collaborations between community groups and the criminal justice system.

Resources:

- **Blog:** In Oregon, Reclaiming Futures, an initiative that works with teenagers involved in drugs, alcohol, and crime, co-sponsored a statewide summit to develop policy recommendations for teen substance abuse treatment. They then recruited a variety of community partners, including affected teenagers, to testify before the state senate. You can find more details on the Reclaiming Futures blog: "Teens Talked Treatment to Oregon State Senators" (<http://blog.reclaimingfutures.org/?q=node/869>).
- **Checklist:** A checklist for advocates of public school choice (but its advice about organizing community meetings is useful for a broader audience): "Planning and Conducting Effective Community Meetings," available at: [http://www.buildingchoice.org/cs/bc/download/bc\\_res/576/P-Effective\\_MeetingsRev.doc?x-r=pcfile\\_d](http://www.buildingchoice.org/cs/bc/download/bc_res/576/P-Effective_MeetingsRev.doc?x-r=pcfile_d).

## 9. SEEK FREE MARKETING RESOURCES

Think about free resources in your community to help you develop and strengthen your marketing strategies. Here are some starter ideas:

- Explore whether a local advertising agency can provide pro-bono services to help your project develop marketing materials such as a logo, or a print, radio, or TV public service announcement. It may even help you develop or refine your overall marketing strategy.
- Are there marketing or journalism programs in your area? They may be able to provide interns to help develop an overall strategy or to help launch specific aspects of your plan.
- Investigate public programming vehicles in your area. These might include public access cable TV shows, local National Public Radio or Public Broadcasting Corporation stations, and the public interest segments of commercial radio, TV, and cable programs.
- Seek free advertising venues. Your local transit agency, for example, might be willing to donate advertising space on buses or trains. The Midtown Community Court received a donation of electronic billboard space in Times Square to run a 30-second promotional piece.
- Recycle media coverage by, for example, including links to TV news reports on your web site or distributing clips of newspaper articles at community meetings.

### Resource:

- **Video Billboard: Midtown Community Court promotional piece that played on billboard in Times Square:** [http://www.courtinnovation.org/Video/MCC\\_ClearChannel.html](http://www.courtinnovation.org/Video/MCC_ClearChannel.html).

## 10. KEEP TRACK OF AND ACKNOWLEDGE STAKEHOLDERS

At the end of the day, marketing is an important element in maintaining robust relationships with the wide array of stakeholders that enable problem-solving initiatives to succeed. The following two steps will make it easier to communicate with and maintain the support of your many audiences.

- **Keep accurate contact information.** Whether you are distributing a newsletter or sending an e-mail blast, you need to have accurate contact information for stakeholders. Don't forget to maintain a database with complete contact information for everyone that expresses an interest in your project. If possible, organize the database by stakeholder categories (foundation, treatment provider, elected official, resident, etc.) so that you can easily send out relevant news about your project's achievements and successes. As you meet new potential 'friends of the project,' set up a system to make sure you add them to your contact list.

- **Share credit with partners.** Successful problem-solving projects succeed through the efforts of many different people and agencies. Highlight the contributions your partners make to your success whenever you can—in your core marketing materials, by writing an article profiling the work of a partner agency, and in your presentations and remarks at community meetings. Beyond making your partners feel good, regularly sharing credit will help increase trust and promote greater support of your project.

**Resources:**

- In Portland, neighborhood prosecutors make sure that citizens send collective thank you letters to key agency officials, community groups, and other stakeholders who've helped to make the initiative a success. When problems surrounding a city park were solved by a large, multi-agency effort, satisfied community members sent letters to officials from law enforcement, the parks department, and the state highway division.
- Recognize your internal stakeholders by, for example, hosting an appreciation lunch for court clerks, court officers, and other court staff, and let them know how their contributions are critical to the success of your project. Create an awards and recognition system to promote innovation and new ideas. The Arlington (Texas) Police Department created the BEST program—it challenges employees to create new ways of becoming more efficient and more effective. Selected projects receive a monetary or gift award and recognition at a citywide event. To find out more, read an interview with Theron Bowman, chief of the Arlington Police Department:  
<http://www.courtinnovation.org/index.cfm?fuseaction=Document.viewDocument&documentID=791&documentTopicID=31&documentTypeID=8>.

# APPENDIX

## RESOURCE GUIDE A

### Crafting a Core Message

Develop a short—up to one page—core message by answering the questions below. Then condense the description into a single paragraph that captures the essence of your program. You can use the shorter version to introduce your project at community events or on a flyer. The longer version will be useful in funding proposals or lengthier presentations.

1. **What problems or needs is your initiative trying to address?** Be as specific as possible. [Examples: high levels of street-corner prostitution; residents feel unsafe because of public drug use and disorderly behavior by young adults; chronic misdemeanor offenders who are repeatedly cycling through the system; perception among community members that response to misdemeanor crimes is a “slap on the wrist.”]
2. **What is your initiative?** Briefly describe it. [Example: a neighborhood defender service that focuses on North Heights, a low-income inner-city neighborhood, and provides client-based defense services that go beyond legal representation to include assistance with the underlying issues that drive involvement with the justice system.]
3. **What are your specific goals? What impact is your initiative trying to have on these problems?** Make your goals measurable. [Examples: a 20% reduction in prostitution arrests; reduction in public disorderly behavior and an increase in residents’ sense of safety, as measured by annual community surveys; reductions in recidivism among defendants with more than five arrests in the past year.]
4. **How are you going to address those problems and reach your goals? In other words, what strategies will your project employ?** [Example: The initiative will seek to reduce street-corner prostitution through a combination of a) constant arrests and community service dispositions that will make it hard for prostitutes to conduct their business and b) sentencing convicted prostitutes to participate in a program designed to help them develop the motivation to leave the life while offering concrete logistical supports to help them do so.]
5. **What are you doing that is different or that is not currently being done? What evidence or indication do you have that those strategies will work?**
6. **If your initiative has been open long enough, what progress has been made in reaching your goals?**

## RESOURCE GUIDE B

### Examples of Core Messages

#### D.C. Superior Court's Community Courts

Community courts bring together new partners and new resources to respond to crime and safety issues in innovative ways. In a community court, everyone has a role to play in solving local problems—not just the judge, prosecutor, and defense attorney, but also social service and government agencies, and, most importantly, community organizations, individual residents, and the defendant/offender. Through these partnerships, community courts respond more effectively to crime and develop solutions that improve outcomes for the community, victims, and the defendants/offenders themselves.

The District of Columbia Courts have two community courts: the D.C. Misdemeanor and Traffic Community Court and the East of the River Community Court. Both courts focus largely on quality-of-life offenses, such as driving violations, public drinking, prostitution, and drug dealing, all of which can have a significant negative impact on the community.

Like traditional courts, community courts seek to determine guilt or innocence, but unlike traditional courts, they have a much broader array of responses at their disposal than just fines or short jail stays. Because they seek not only to punish defendants/offenders but also to repair the harm caused by the offense, community courts frequently require defendants/offenders to “pay back” the community by performing court-supervised community service. They also seek to reduce the likelihood of future offenses by linking offenders with services they may need, such as drug treatment, job training, and mental health services.

By strengthening ties between the court system and the community, the D.C. Court's community courts seek ultimately to reverse neighborhood decay, strengthen communities, and improve public confidence in justice.

#### Downtown Austin Community Court

The purpose of the Downtown Austin Community Court is to collaboratively address the quality of life issues of all residents in the downtown Austin community through the swift, creative sentencing of public order offenders.

#### Hartford Community Court

Opened on November 10, 1998, the State of Connecticut Superior Court Community Court Session in Hartford is a collaborative effort between the State of Connecticut Judicial Branch and local authorities that seeks to address the “quality-of-life” crimes that contribute to the deterioration of local neighborhoods. Committed to the concept of restorative justice, the community court in Hartford utilizes a combination of court-supervised community service and social services to promote responsibility among defendants for their

actions while simultaneously offering a helping hand to address the social issues that may be contributing to their behavior.

### **Multnomah County Community Court**

The Community Court Project endeavors to address quality-of-life crime that diminishes citizens' pride and sense of safety in their neighborhoods. By collaborating with citizens, law enforcement, court and social service agencies, the Community Court Project encourages defendants to contribute positively to their community through community service projects and offers them social service assistance to address underlying problems that can lead to criminal behavior.

### **Vancouver's Downtown Community Court**

Vancouver's Downtown Community Court is the first of its kind in Canada.

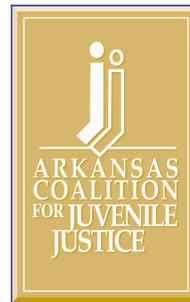
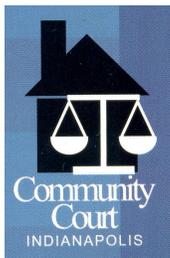
- At its core, the community court is about partnership and problem solving. It's about creating new relationships, both within the justice system and with health and social services, community organizations, area residents, merchants, faith communities and schools.
- The community court is about testing new ways to reduce crime and improve public safety. It deals with offenders more quickly through a more coordinated and informed response.
- A high number of offenders in downtown Vancouver have health and social problems, including alcoholism, drug addiction, mental illness, homelessness and poverty. The court takes a problem-solving approach to address offenders' needs and circumstances and the underlying causes of their criminal behavior.
- Vancouver's Downtown Community Court opened in summer 2008 and will work with about 1,500 offenders each year. There are two courtrooms in the community court.

### **Seattle Community Court**

Seattle Community Court is a community-involved justice initiative that provides a nontraditional approach to address traditional problems. Rather than go to jail, non-violent misdemeanor offenders who enter the program can help themselves in overcoming their own problems as they complete community service to improve the neighborhood and make a variety of comprehensive social service linkages to help address the root and underlying issues of repeated criminal behavior.

## RESOURCE GUIDE C

### Examples of Logos



## RESOURCE GUIDE D Brochure

(Trifold, Side 1)

### The Regional Network of Mentor Community Courts

Community courts in Dallas, Hartford, and Seattle serve as mentors for jurisdictions that want to do a better job combating neighborhood crime. The three courts work with the **Center for Court Innovation** to provide guidance in developing strategies that combine accountability (such as mandatory participation in community restitution projects) with help (such as links to drug treatment and job training).

For more information, visit the Center for Court Innovation's Regional Network of Mentor Community Courts page at:

[www.courtinnovation.org/mentorcourts.html](http://www.courtinnovation.org/mentorcourts.html)

The Regional Network of Mentor Community Courts is sponsored by the **Center for Court Innovation** and the **Bureau of Justice Assistance**.

The **Center for Court Innovation** is a non-profit think tank that helps courts and criminal justice agencies aid victims, reduce crime, and improve public trust in justice. The center combines action and reflection to spark problem-solving innovation both locally and internationally.

The **Bureau of Justice Assistance** is a component of the Office of Justice Programs, U.S. Department of Justice. The **Bureau of Justice Assistance** supports law enforcement, courts, corrections, treatment, victim services, technology, and prevention initiatives that strengthen the nation's criminal justice system.



A cleanup team from the Hartford Community Court pays back the community by participating in a community restitution project.

## Hartford Community Court



### A Member of the Regional Network of Mentor Community Courts

A peer network to support the exchange of best practices



Center for Court Innovation  
520 8th Avenue, 18th Floor  
New York, NY 10018  
(212) 373-1690  
[www.courtinnovation.org](http://www.courtinnovation.org)



Bureau of Justice Assistance  
Office of Justice Programs  
810 Seventh Street NW, Fourth Floor  
Washington, DC 20531  
(202) 616-6500  
[www.ojpa.usdoj.gov/BJA](http://www.ojpa.usdoj.gov/BJA)

(Trifold, Side 2)

**ABOUT HARTFORD COMMUNITY COURT**

Marking its 10th anniversary in 2008, the Hartford Community Court was the third community court to open in the U.S. and the first one designed to apply community court principles to an entire city. The court seeks to address quality-of-life crimes by applying restorative justice concepts, such as requiring that offenders participate in a combination of court-supervised community service and social services.

**CASES: MISDEMEANORS AND VIOLATIONS**

The types of cases the court handles include "nuisance" cases, both nonviolent misdemeanors and municipal violations. Offenses include breach of peace, shoplifting, prostitution, and illegal vending.

**AREA SERVED: URBAN AND SUBURBAN COMMUNITIES**

The Hartford Community Court is the only community court in the nation to work with both urban and suburban communities. The area it serves includes the entire City of Hartford as well as five suburban towns.

**COMMUNITY ENGAGEMENT: CIVIC MEETINGS AND QUARTERLY NEWSLETTER**

Court staff regularly attend meetings of civic, neighborhood and business groups. Community members were involved in the planning of the court, and the court has pioneered the use of a newsletter to promote court-community collaborations. Each quarter, the community court issues a newsletter detailing the latest project news and events, including updates on project partners.

**ACCOUNTABILITY: COMMUNITY**

**RESTITUTION**  
Through community restitution, the court seeks to provide visible pay-back to the community that was harmed by the defendant's actions. Community members recommend tasks for defendants to perform. Assignments include working on street clean-up crews, sorting and packaging fresh food for the needy, and helping out at a local horse stable.



A case manager at the Hartford Community Court discusses employment options with a client.

**CASE OUTCOMES**

**SPEEDY TURNAROUND**

The court achieves a fast 48-hour turnaround from arrest to arraignment. It disposes of over 90 percent of cases in just three months.

**HIGH APPEARANCE RATE**

The court enjoys an appearance rate of 90 to 92 percent.

**SOCIAL SERVICE SCREENING**

Caseworkers screen defendants for social service needs. The court makes more than 2,000 social service referrals annually.

**NEW PARTNERS**

The court fosters creative community partnerships. For instance, some defendants are assigned to FOODSHARE, where they help prepare food for distribution to needy families, and to Ebony Horsewomen, a stable where participants help care for the horses and grounds.

**RESULTS**

**COMMUNITY ACCOUNTABILITY**

During the court's first 10 years, defendants have paid back the community by participating in over 300,000 hours of community restitution projects.

**COMBINING PUNISHMENT AND HELP**

The court uses a combination of court supervised community service and social services to promote responsibility among defendants while simultaneously offering a helping hand to address the social issues that may be contributing to their behavior.

The court's Social Services Team has made over 20,500 human service referrals for drug treatment, job training, GED classes, and more.

**POSITIVE OFFENDER PERCEPTIONS**

Surveys show that defendants think positively about the court: 96% of offenders think the community court is a good idea; 73% think their sentence is fair; 83% believe the community court is helping Hartford neighborhoods; and 61% say that they are treated fairly.

**MORE INFORMATION**

To learn more, schedule a site visit, or receive assistance from members at the Hartford Community Court, contact:

Chris Pleasanton, Coordinator  
Hartford Community Court  
Superior Court, State of Connecticut  
80 Washington Street  
Hartford, CT 06106  
(860) 756-7915

[Chris.pleasanton@jud.ct.gov](mailto:Chris.pleasanton@jud.ct.gov)  
<http://www.jud.ct.gov/odotrcmail/pspar>  
[/s/press.html#CommunityCourt](#)

## RESOURCE GUIDE E

### Highlights of a Marketing Plan and Calendar for a Community Court

The hypothetical community court used in this example is in a low-income urban neighborhood and handles adult misdemeanor crimes and juvenile delinquency matters. Public safety issues that are particularly important to residents and local businesses and professional organizations include groups of young people that hang out in the local park and retail district and engage in disorderly behaviors such as smoking marijuana, drinking alcohol, fighting, shoplifting and occasional muggings. There are increasing signs of gang activity. Community members also complain about corner drug dealing and loitering by a relatively small but visible adult homeless population. Some of the key social and neighborhood problems that fuel the court's caseload include alcohol and substance abuse and mental health disorders (prevalent in both the adult and juvenile populations), unemployment and young people that are not in school and not working.

The project has decided to focus on communications and engagement with the following groups in its marketing plan:

- Community members, including residents, local businesses and non-profit organizations (including service providers), schools and a local hospital
- Justice system partners, including the police; district attorney (handles misdemeanor offenses); city attorney (handles delinquency cases); defense attorneys; court system (community court employees as well as judges and staff at other courts); probation; and detention and correction agencies
- Funders (a mix of private foundations and city and state agencies)
- Elected officials

#### Primary marketing vehicles and their purposes include:

| <u>Vehicle</u> | <u>Primary Audience</u> | <u>Purpose/Details</u>   |
|----------------|-------------------------|--|
| Web site       | All                     | Basic information on the project. Includes core message, list of staff, list of partners and funders, contact information, quarterly newsletters, links to Facebook page and information on events.        |
| Newsletter     | All                     | Project updates. Regular features include a column from the community court coordinator; breakouts for the last six months and year-to-date on top charges and court dispositions (including community and |

social services sanctions); a brief article by or about a stakeholder (a staff person, partner, a defendant, community member, etc.); and pictures of events. Second newsletter of the year provides an annual overview and information on local crime and delinquency statistics.

|   |   |   |
|---|---|---|
| Monthly emails  | All   | More frequent but brief project updates. Also used to educate about relevant issues. Has a fixed format to make it easy to produce: educational blurb and link to a court-related issue (e.g. substance abuse, mental health, gang activity, homelessness and related issues), court-related news; information on upcoming events, report on last month's events, update on # of cases in the court and the # of community service hours performed in the previous month. The court news might include information on visits to the project; grants, awards or other kinds of recognition; information about community court programs such as a teen – police program. The end of the email always gives readers information on new postings on the project web site and Facebook page. |
| Facebook, Twitter, or other Internet/ social networking tools | Community members and justice system  | Used to communicate with community members and partners about local public safety concerns (in partnership with police precinct and prosecutors' offices); raise awareness about community justice partnerships and reinforce the notion that the whole community is playing a role in addressing public safety issues; inform community members about available services; publicize and report on community court events (including photos) to encourage participation. Also helpful in connecting to younger community members (both defendants/ respondents and other young people in the community.)  |
| Activities and events organized by the community court        | Community members, justice system partners. Some events will focus on funders, officials. | Examples: 1) Quarterly community service events where stakeholders work alongside defendants and respondents to clean parks, remove graffiti, paint the local school or hospital, help with a toy drive sponsored by the local church, etc. 2) Appreciation lunches three times a year for staff and partners that feature an educational component—a defendant who has benefited from a social service sanction, a police officer who focuses on truancy, a local therapist who specializes in adolescent mental health.   |

|   |                                       |  |
|---|---------------------------------------|--|
| Participation in events sponsored by project partners | Community and justice system partners | Court staff keep up to date on local issues and strengthen local relationships and collaborations through, for example, a court-community advisory board, precinct community council meetings, and a coalition of substance abuse and mental health treatment providers. |
| Press releases  | Reporters                             | Keep the community court on the radar screen of local reporters.   |

### Calendar

#### January

- Partner events: precinct community council meeting, Martin Luther King Day event at local high school
- Web site: review and update
- Monthly email: Martin Luther King Day event, blurb and link to information about a city initiative to engage disconnected youth, including a web page that has a comprehensive, searchable list of all of the after-school programs in the city, as well as educational and employment programs for young adults
- Facebook: public safety update; post pictures from Martin Luther King Day event
- Media outreach: send press release on Martin Luther King Day event
- Other: begin meetings with individual City Council members and the Mayor’s Office to request funding support for community court in next fiscal year (the mayor and City Council release a final budget in June)

#### February

- Community court event: Valentine’s Day appreciation lunch for staff and court partners
- Partner event: precinct community council meeting
- Monthly email: highlight staff and court partners; blurb and link to article on growing acceptance of problem-solving court models by state judiciaries
- Facebook: public safety update; post an invitation to March community service event
- Other: continue meetings with City Council members and mayor’s staff

#### March

- Community court event: local park clean-up and planting community service event (focus on inviting members of members of nearby local tenants association and staff of nearby hospital to volunteer)
- Partner events: precinct community council meeting, substance abuse and mental health treatment

provider meeting sponsored by the hospital

- Monthly email: announce recruitment for teen-police program; blurb and link to effects of marijuana on teenagers; give information on teen substance abuse program in the community
- Facebook: public safety update; post information and photos from community service event
- Media outreach: send press releases on community service event and on teen-police program
- Other: continue meetings with City Council members and mayor's staff

#### April

- Community court event: Educational lunch for local reporters
- Partner event: precinct community council meeting
- Web site: post an article written by director of homeless services organization on a new partnership between the community court, local church and her organization to link homeless defendants to services
- Monthly email: announce partnership to aid the homeless, including a quote from the director of the homeless services organization
- Facebook: public safety update; link to web article on new partnership
- Media outreach: press release on new partnership to aid homeless defendants
- Other: follow-up calls to city council members and mayor's staff

#### May

- Newsletter
- Community court event: appreciation lunch for justice system partners
- Partner event: precinct community council meeting, substance abuse and mental health treatment provider meeting sponsored by the hospital
- Web site: post newsletter
- Monthly email: highlight community justice partnerships in the neighborhood; blurb and link to article on national community justice initiatives; link to newsletter on web site
- Facebook: public safety update; post newsletter highlights; post invitation to June community service event
- Other: follow-up calls to City Council members and mayor's staff

#### June

- Community court event: Beautification event, co-sponsored with the local business improvement district, for the local retail area. The event will include removing graffiti, painting cracked walls and installing new planters and trash receptacles. Court will reach out to local business and professional community (non-profits, service providers, etc.) to participate.

- Partner event: precinct community council meeting
- Monthly email: blurb about beautification project; information about National Night Out events (Aug. 5)
- Facebook: public safety update; post photos from beautification project; post info on National Night Out events
- Media outreach: press release on beautification event

#### July

- Partner event: precinct community council meeting, substance abuse and mental health treatment provider meeting sponsored by the hospital
- Monthly email: paragraph from a local business owner who benefited from the June beautification event; reminder about National Night Out events (Aug. 5)
- Facebook: public safety update, post reminder about National Night Out

#### August

- Partner events: precinct community council meeting; National Night Out block party (sponsored by police precinct)
- Web site: post an interview with a youth and a police officer who have participated in the court's teen-police program
- Monthly email: highlight local community and youth officers; include a statement from the interview with a youth participant in teen-police program
- Facebook: public safety update; post photos from National Night Out event

#### September

- Community court event: Respondents partner with youth service group to paint and fix up the pre-school classrooms at the local school. Funders invited to participate.
- Partner events: precinct community council meeting, substance abuse and mental health treatment provider meeting
- Monthly email: describe community service event pairing court-involved youth with teens in a youth service group; include quotes from two participating youth;
- Facebook: public safety update; post photos from community service event
- Media outreach: press release on community service event
- Other: follow-up phone calls to funders who participated in community service event.

#### October

- Community court event: appreciation lunch for service providers
- Partner event: precinct community council meeting; Halloween party co-sponsored with police,

District Attorney's Office, defense attorneys, probation and parole agencies and local youth organizations to promote safety and encourage young people to celebrate the holiday nonviolently.

- Monthly email: highlight Halloween event; blurb and link to article on youth engagement as an antidote to youth violence
- Facebook: public safety update; post invitation to Halloween event, as well as tips for staying safe on Halloween

#### November

- End-of-year newsletter
- Community court event: Thanksgiving dinner for homeless (in partnership with church and homeless services group)
- Partner events: precinct community council meeting, substance abuse and mental health treatment provider meeting
- Web site: article written by a local business improvement district on the economic impact of low-level crime and delinquency; post newsletter
- Monthly email: blurb on the web site article; link to newsletter
- Facebook: public safety update; newsletter highlights; invitation to Thanksgiving community service event; post photos after the event
- Media outreach: press release about Thanksgiving dinner

#### December

- Community service event: help pick up, deliver and wrap toys for toy drive sponsored by local church; Christmas Eve and New Year's Eve dinners for the homeless (in partnership with church and homeless services group)
- Partner events: precinct community council meeting
- Monthly email: update on partnership to aid the homeless, including quote from a homeless defendant
- Facebook: public safety update; request participation in the toy drive and holiday dinners; post photos from the events
- Media outreach: press release about service events
- Other: Send holiday greeting card to all stakeholders

## RESOURCE GUIDE F

### San Diego Beach Area Community Court Flyer

**ALL COMMUNITY MEMBERS AND  
VOLUNTEERS ARE ENCOURAGED TO ATTEND**

**BEACH AREA COMMUNITY COURT  
PLANNING COMMITTEE MEETING**

San Diego City Attorney's Office  
San Diego Police Department



*Beach Area Community Court*

**Monday, April 10, 2006**

**6:30-8:00 p.m.**

**Santa Clara Recreation Center**

**1008 Santa Clara Place**

**San Diego, CA 92109**

For any questions about the Planning Committee and  
VOLUNTEER OPPORTUNITIES,  
please contact Regan Savalla,  
San Diego City Attorney's Office, at (619) 533-5500.

### **Center for Court Innovation**

The winner of the Peter F. Drucker Award for Non-profit Innovation, the Center for Court Innovation is a unique public-private partnership that promotes new thinking about how the justice system can solve difficult problems like addiction, quality-of-life crime, domestic violence, and child neglect. The Center functions as the New York State Unified Court System's independent research and development arm, creating demonstration projects that test new approaches to problems that have resisted conventional solutions. The Center's problem-solving courts include the nation's first community court (Midtown Community Court), as well as drug courts, domestic violence courts, youth courts, mental health courts, reentry courts and others.

Nationally, the Center disseminates the lessons learned from its experiments in New York, helping court reformers across the country launch their own problem-solving innovations. The Center contributes to the national conversation about justice through original research, books and white paper and roundtable conversations that bring together leading academics and practitioners and by contributing to policy and professional journals. The Center also provides hands-on technical assistance, advising innovators throughout the country about program and technology design.

**For more information, call 212 397 3050 or e-mail [info@courtinnovation.org](mailto:info@courtinnovation.org).**

C E N T E R

F O R

C O U R T

I N N O V A T I O N

**Center for Court Innovation**

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**BJA**  
**Bureau of Justice Assistance**  
**U.S. Department of Justice**

**U.S. Bureau of Justice Assistance**

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