

DATE: March 4, 2010

SUBJECT: Public Service Announcements

TO: Victim Service Providers

FROM: B.J. Horn 
Director
Office of Victims' Services

The Pennsylvania Commission on Crime and Delinquency (PCCD) is pleased to announce a new campaign designed to help victim service providers statewide in creating greater awareness of services to victims of crime in their community. As one of the primary state agencies that distribute funding for services for victims of crime, we need to improve public awareness of victims' services and the Victims Compensation Assistance Program (VCAP).

The Office of Victims' Services will be providing a **webinar on Monday, March 15, 2010** to give an overview of this outreach campaign. If you need specific information on the webinar, please contact Mr. Ray Moneta at (717) 265-8728 or via email at rmoneta@state.pa.us.

We have obtained from the Office for Victims of Crime (OVC) two video public service announcements (PSA), that we edited with Pennsylvania specific information, which will be sent to local television affiliates in your area. This PSA covers all aspects of compensation, including victims of assault, DUI, sexual violence and others. A DVD of two 60 second PSA spots is enclosed for your use.

A recent Penn State University poll showed:

- 48% of Pennsylvania's population is not aware of how or where to access services for crime victims where they live;
- Less than half were not aware that these services are free;
- 74.5% of our population was not aware that VCAP exists.

While we understand that these are very uncertain economic times, as well as acknowledge that there is an increased demand on services you provide in your community, it is vitally important that we ensure the public knows about all of the services available:

- We know that during times of economic downturn, acts of interpersonal violence increase, including sexual assault and domestic violence
- Fund-raising efforts for victim service provider agencies are always a challenge, especially during the current economic climate. These PSAs can help you to get the messages out to the community about your program's services and assist you in awareness, fund-raising endeavors, and Crime Victims' Rights Week Awareness April 18-24, 2010.
- The PSAs contained on the DVD can be used within your own agency/organization efforts in your area, including health fairs, community events, etc. In addition, the DVD can be copied and given to your partners/stakeholders.

You have also been provided a list with specific contact persons for the TV stations in your area who will receive this video PSA. Statistics show that stations are more likely to air these PSAs if they receive direct contact from the agencies in their viewing area about how important and vital their services are to the community.

Please feel free to contact the TV stations in your area the **week of March 22nd**, as the broadcast quality tapes will be sent to each station the week prior. Crime Victims' Rights Week is April 18-24, 2010 and this provides a great opportunity for the media to do a feature story on victims' rights and/or victim services. There is a lot of beneficial background information that can be found on the PA Commission on Crime and Delinquency's (PCCD) website at www.pccd.state.pa.us to provide the station with background information.

Enclosed is a list of helpful talking points when meeting with or directly contacting TV station personnel.

We hope this PSA tool is helpful to you and your staff in promoting and educating your community about the invaluable services you provide each day to victims of crime and their families.

Enclosures