

A Message from the Office for Victims of Crime Director

For many years, the victim assistance field has been requesting public service announcements to help inform victims of their rights and available services, and to educate our communities about the needs and concerns of crime victims and survivors. In 2004, the Office for Victims of Crime (OVC), through a cooperative agreement with Justice Solutions and with significant input from the field, produced seven broadcast PSAs—including one in Spanish—that explain victims' rights and victim services through the powerful and poignant words of actual victims and survivors, in a manner that is generic and applicable to all victim assistance organizations. Our PSA initiative is an important component of OVC's National Public Awareness and Education Campaign.

I invite you to become a "partner" in this nationwide effort to help victims and educate the public. OVC is pleased to provide you with a PSA Partner Kit, which includes a VHS copy of the seven PSAs, a "story board" that captures the essence of the Campaign, and a PSA Partner Guidebook full of tips and suggestions for dramatically increasing the chances for PSA airplay. This Guidebook also explains how you can personalize the PSAs with your own organization's information to support your local victim and volunteer outreach efforts.

A similar Broadcaster PSA Kit will be disseminated this month to more than 1,200 television stations across the United States, for broadcast in conjunction with the 25th observance of National Crime Victims' Rights Week, scheduled for April 10-16, 2005. While this is a *national* effort, the overall success of the Campaign significantly depends on your participation as a *local* Campaign Partner. By joining this effort, you will become part of an exciting, national-scope victim awareness and public education initiative. Your participation will substantially enhance the chances that these important public service messages are aired and heard by crime victims and survivors, and community members who share our concern for victims' rights.

I am confident you will find this PSA Partner Kit helpful, and hope you will consider joining OVC in this landmark effort.

My staff and I send you and your colleagues best wishes for a highly successful National Crime Victims' Rights Week and National PSA Campaign.

John W. Gillis
Director
Office for Victims of Crime