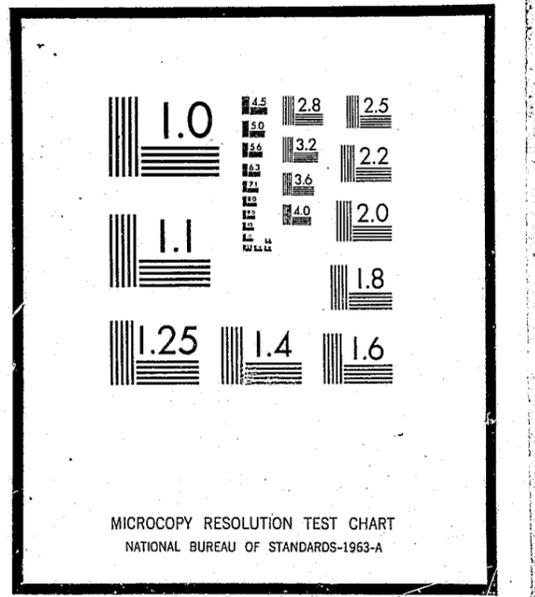


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U.S. DEPARTMENT OF JUSTICE
LAW ENFORCEMENT ASSISTANCE ADMINISTRATION
NATIONAL CRIMINAL JUSTICE REFERENCE SERVICE
WASHINGTON, D.C. 20531

Date filmed

6/11/76

INTRODUCTION

ONCE EVERY 13 SECONDS. . .2,386,000 OCCURRENCES EVERY YEAR. . .
COST TO CITIZENS IN THE HUNDREDS OF MILLIONS OF DOLLARS EACH YEAR
. . .BURGLARY IS ROBBING YOU BLIND.

Is there an answer to this crime? Not totally, but one program that was begun in California has caused a phenomenal reversal in burglary statistics. It's called OPERATION IDENTIFICATION and enables the ordinary citizen to help protect his home and property from burglary.

Your programming kit will give you the tools and expertise to begin Operation Identification in your community. Your Jaycee chapter should serve as the catalyst by encouraging local law enforcement agencies and other groups to serve as a team to combat burglary.

As a viable community organization, your Jaycee chapter can make positive impact on your community in one of the most serious crises facing Americans today. . .the growing crime problem. The real success of the project depends on you. It will be your job to stimulate citizen participation. The ultimate goal is for members of the community to be assisting one another with your help and with police cooperation.

THE BURGLARY PROBLEM FACT SHEET

There is a burglary in this country every 13 seconds.

One out of every 100 Americans will be burglary victims this year.

The FBI estimates 2,386,000 burglaries were committed in 1971.

Burglary represents 40 percent of all crimes.

Since 1966, burglary has risen 70 percent.

Burglary rose 9 percent in 1971 over 1970.

Regionally, Southern states account for 27 percent of total volume, Western states 25 percent, and Northeastern and North Central states 24 percent each.

Forcible entry was used in 77 percent of all burglaries.

Total cost of burglaries in 1971 was \$739 million. (Does not include law enforcement costs.)

Average dollar loss is \$312 per burglary.

Nighttime burglary represents 62 percent of the total volume.

Nationally, 83 percent of all arrests for burglary were of persons in the age group under 25.

The group under age 18 accounted for 51 percent of those arrested for this crime.

THE HISTORY OF OPERATION IDENTIFICATION

Operation Identification was originated by Monterey Park, California, Police Chief Everett F. Holladay. Monterey Park is a city of 50,000 population with 11,000 residences. Since Operation Identification began in 1963, half of the households in the community have joined the program. A recent report showed that the 5,500 protected properties have experienced only five burglaries while the non-participants have experienced more than 1,800. This amazing reduction in burglaries is a direct result of Operation Identification and points out the effectiveness of this crime prevention program. Since 1963, more than 200 communities have adopted this program. But this is a small number when compared with the nearly 100,000 communities in this country.

HOW OPERATION IDENTIFICATION WORKS



Very simply, here is how Operation Identification works. A resident uses a small electric engraver to permanently record his driver's license number on valuables such as power tools, TV sets, stereo equipment, cameras, etc. The resident may borrow the engraving tool from the local police department or from other

locations in the community.

After valuables are engraved, a decal is placed on all entrances to the home advising potential thieves that all items of value have been marked for ready identification by law enforcement agencies. By doing this, several purposes are served.



First, if a marked home is burglarized and the thief is apprehended with marked items in his possession, he can easily be prosecuted and the items returned to the owner. Since these items are easily identifiable, "fences" (people who deal in buying and selling stolen merchandise) will be reluctant to purchase them. Finally, a potential thief, seeing the Operation Identification sticker on the door will be reluctant to break into the home.

HOW TO BEGIN YOUR PROGRAM

Once this project has been proposed and adopted by your chapter's board of directors and general membership, implementation should follow a logical progression.

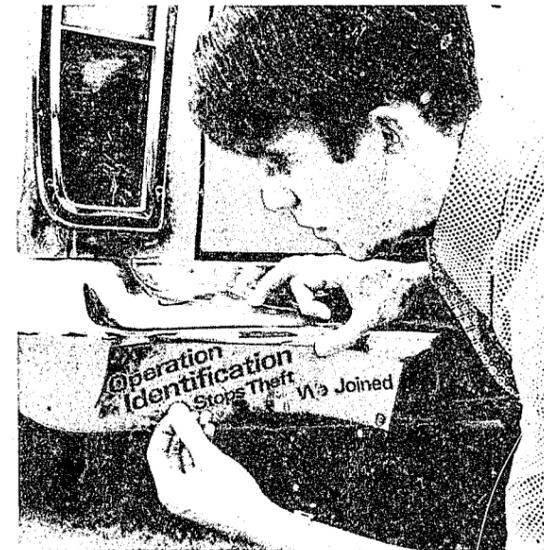
1. Meet with the mayor and/or police chief and police commission. They are the individuals to whom you must sell the value of Operation Identification. Explain that this would be a joint effort between the police and the Jaycees and that the Jaycees will handle promotion, advertising and obtain the financing for the program.

2. Once you have the cooperation of local officials, form your committee including local police officials. You might also consider having members of other organizations and local business leaders on the committee. One additional potential source of volunteers is a school civic class.

3. It will be important to develop a timetable at your first committee organizational meeting. Estimate what your material needs will be. You should consider ordering one engraving tool for each 2,500 of population. In addition, decide what other materials you will need to order and what materials you plan to have printed locally.

Once you have all the materials you will need, begin the campaign with a press conference (depending on the size of your community) or press statements to the newspapers. Follow up immediately with distribution of informational material and posters. This can be handled several ways: Include the information in a municipal (water bill, etc.) mailing or pass it out door-to-door with the help of volunteers such as the Boy Scouts. Next, establish pickup locations for the engraving tools. Distribution of the tools should be handled through the police department or another agency and the period of loan should not exceed three days to any one household. It may be wise, in the first month or the program, to set up an information booth at a local bank or similar location where large numbers of people congregate. Information can be distributed and tools loaned to residents from this location.

PUBLICITY



Much of the success of Operation Identification is dependent on a good public relations campaign. Several news releases are included in this kit, but it is recommended that more be developed. Newspaper, radio and television publicity should be sought where possible. Posters, brochures, leaflets, bumper stickers, billboards and localized handout items also should be used. Two purposes are served: firstly, by encouraging their participation, the interest of residents is stimulated, and, secondly, burglars are warned that the community is protected by Operation Identification.

Possible subjects for publicity photographs include:

1. The mayor, police chief, or Jaycee president or chairman engraving assorted household items.
2. A resident placing Operation Identification decal on front door.
3. A policeman loaning an engraving tool to a resident.
4. Jaycees or Scouts handing out informational materials.

Request editorial support from the local media. Included in this kit are several spot radio public service announcements and other materials to be used in publicizing the program.

FINANCING THE PROGRAM

Cost of an Operation Identification program in a community of 10,000 residents normally would be between \$50 and \$100. This could cover the cost of four or five engraving tools, 4,000 decals, 100 posters and two billboard signs. If your chapter has access to a mimeograph machine, additional printing costs would be insignificant. Several ways to finance this program are available to your chapter. Operation Identification is qualified to receive LEAA (Law Enforcement Assistance Administration) federal funds. Each state has a branch office, usually located in the capital or other major city. It is recommended that the state Jaycee organization apply for the funds for all chapters within that state interested in participating in Operation Identification. Another method of financing O. I. is through corporate or business sponsorship. Cost of materials and printing could be divided among several sponsors. For example, the local bank may be willing to purchase the engraving tools or decals. Also, some city governments may have funds budgeted for special crime prevention programs.



WHAT THE RESIDENTS DO TO PARTICIPATE

Once the program materials are ready and the program has been publicized, the resident will go to the local police station or other specified location and borrow an engraving tool. The resident is loaned the tool for a period not to exceed three days. He will be given an



instruction sheet on how to mark his valuables and a log sheet to list the items engraved. If they choose, the police may also keep a log of persons borrowing the tools. (Optional)

Upon returning the tool, the resident is given two or three decals to place on entrances to the home.

THAT'S ALL THERE IS TO IT. . .THE RESIDENT IS NOW ENROLLED IN O. I.
AT NO COST TO HIM.

All material for complete implementation of this project can be found in this kit.

OPERATION IDENTIFICATION

FACT SHEET

1. Obtain the cooperation and support of your local police or sheriff's department. This should precede any other activity.
2. Success is also dependent upon good publicity. Seek public service space in all available media.
3. Recommend that the driver's licence number be used in marking valuables. The Social Security number cannot be used to trace people due to federal government restrictions. Driver's licence numbers, however, can be traced by any law enforcement agency and will reveal the owner's most recent address.
4. Advise all residents, if they sell marked items, to provide the purchaser with a signed bill of sale indicating the transfer so that he can prove the items are not stolen.
5. If possible, use police headquarters or substations as pickup locations for the engraving tools. Officers on duty may assist with the loan-out operation.
6. Keep complete records of engraving equipment. Every reasonable effort should be made to recover tools that are overdue.
7. If you live in a college town, offer the program to the school's director of housing. Dormitory thefts have been increasing and several Indiana universities have reduced such thefts drastically with the Operation Identification program.

8. Ask appliance dealers in your town to purchase several engraving tools for loan to their customers. Some dealers are putting identifying numbers on new appliance purchases as a free service.

9. Publicize these samples of accomplishment:

Monterey Park, Calif.--Over a ten-year period among 5,500 homes participating there were five burglaries. In non-participating homes there were 1,800 burglaries.

New Orleans, La.--In 1971 about 2,500 of New Orleans' homes and business establishments participated in the plan and only one was burglarized. A TV set was stolen, but was returned to the owner because it was marked.

Cincinnati, Ohio--Almost \$3.75 million worth of personal property was burglarized from Cincinnati homes in 1971. Since Operation Identification's inception, there have been no burglaries from homes that have participated in the program.

Lansing, Michigan--During 1971 among 2,048 participating homes, there were only 20 burglaries.

Dallas, Texas--There was a 66 percent decline in burglaries after initiation of a program in 1971.

10. In developing your plan of action, use the "Chairman's Guide to Project Success". (ROC) It is an invaluable tool that will enable you to plan, organize, budget, think and question the steps you will take to assure success with Operation Identification. Once you complete the project, it becomes an evaluation of your program and permanent record of your chapter activity for future chairmen.

11. As your local program develops, you can help other chapters that later adopt the project by sending a progress report of your successes or pitfalls to the National Consultant for the Crime Prevention programming area. Also, any photos, news clips, local materials and ROC forms you send will be helpful for the future of the program. Address them to:

John R. Cook
Crime Consultant
U. S. Jaycees
Allstate Plaza F-3
Northbrook, Illinois 60062

OPERATION IDENTIFICATION
PUBLICITY CHECKLIST

1. Announcement Release and Photographs. Localize and distribute to newspapers, and radio and television news editors one week in advance of formal kickoff ceremonies.
2. Radio Script. Localize and deliver to program directors of radio stations. By its nature, the script should fall under the "Public Service" announcement category. Suggest they run the commercial for at least one week following the formal beginning of the program.
3. Arrange a press conference to introduce the program to the community. Involvement should be on the highest governmental level with, if possible, the mayor, the police chief and a representative of the sponsoring organization.
 - a. Notify newspaper, radio and television representatives of of event two days in advance.
 - b. Try to set up several visual events for the media, such as:
 - (1) Demonstrate how the marker works, on a television set or bicycle, for example, for use on a television news program.
 - (2) Arrange a picture, for newspaper use, of the mayor or police chief marking a valuable piece of property for newspapers.
 - (3) Interview the police chief about the program. Use tool during part of interview to give it additional color and background.
 - c. Ask editor of local paper for an editorial supporting the program.
4. Follow-up publicity is very important to keep the program effective.
 - a. Arrange press conference with local police chief one month after the program introduction to discuss public reaction.
 - b. Try to arrange with local merchant to award a prize to the 1,000th resident who receives the tool on loan. Notify the news media and arrange a presentation ceremony.
 - c. Arrange photo of local resident affixing "O.I." sticker to window.
 - d. Also ask participants to sign release forms permitting you to use their names in the "Operation Identification Honor Roll" for local publicity.

#

(Reproduce Locally - Handout with Engraver)

SOME HELPFUL HINTS ON ENGRAVING
YOUR BELONGINGS

The engraving pen will mark metal, glass, plastic, wood and almost any other hard surface. It requires no special skill. Just use it as you would any pencil or pen. Printing is preferred.

1. Follow the manufacturer's instructions on the use of the engraving pen. Generally, the lighter the pressure you use, the easier it will be to write. Since you can't erase, a little practice on scrap material is suggested.
2. The bigger your engraved numbers, the better. The bottom of the article probably would be the best location for the identification mark.
3. The identification mark should be visible without a need to dismantle the article. The number doesn't have to be in an orderly horizontal line. For example, on a bicycle or motor bike you can string out the numbers in a vertical line on some tubular part of the vehicle frame.
4. Use your driver's license number followed by an abbreviated state designation on all possessions. If an item is stolen, the police who recover the property can notify you almost immediately.
5. The engraving tool vibrates at an average of 7,200 strokes per minute. It can be adjusted at the tip to compensate for the material being marked. For example, you would not use the same setting for glass as you would for metal.

GO AHEAD! Try it out, then use it to mark everything of value in your home.

(Reproduce Locally)

(City) JAYCEES

OPERATION IDENTIFICATION

RECEIPT

Borrower's Name _____

Address _____ City _____

Driver's License No. _____

Home Phone _____ Business Phone _____

Time of Loan _____ Date _____

RECEIPT IS ACKNOWLEDGED OF ONE ELECTRIC ENGRAVING TOOL NO. _____

The undersigned agrees to return the tool on or before _____.

Borrower's Signature

Jaycee in Charge

ELECTRIC ENGRAVING TOOL NO. _____

Returned at _____ o'clock _____.

Jaycee in Charge

Returnee's Signature

Decals issued

"If we can get everybody to participate," said the Monterey Park Police chief, "it looks as if we will have licked the burglary problem."

In _____ (town) _____, said _____ (chairman) _____, homeowners who borrow the engraving tools will be asked to engrave their driver's license number next to the manufacturer's serial number when possible. The engraving should be on a nonremovable part of the object. Persons borrowing the engraving tools will be given a blank form on which to list all items engraved and the locations of the numbers. This form should be kept in a safe place by the resident. According to the Jaycees, "Numbers make it much easier to identify objects and track down rightful owners. Verbal descriptions are not nearly so efficient, as evidenced by the police auctions across the country where recovered stolen goods are sold because ownership can't be established."

_____ (chairman) _____ listed typical items that should be engraved: television sets, radios, stereo phonographs and tape recorders, bicycles, cameras, typewriters, electric tools, jewelry, musical instruments and kitchen appliances. Residents participating in _____ (town) _____ will be given stickers to put on their doors warning potential thieves that "all items of value on these premises have been marked for ready identification by law enforcement agencies."

The Jaycee "Operation Identification" chairman said the engraving helps stop thefts in three ways. "If a thief is stopped by police with the marked items in his possession, he can't plead

convincingly that they are his own. Second, the possessions now are easily identifiable, which means "fences" who buy and resell stolen property are cool to these items; the thief gets stuck with the goods when what he really wants is money. Third, the stickers may discourage a thief from attempting entry."

 (chairman) said burglaries have dropped dramatically in the many communities where "Operation Identification" is in effect.

"The key to success in this program", said (chairman) , "is for a large number of (town) residents to participate, so thieves will know they are operating in dangerous territory."

(Suggested News Release)

Contact: (Project Chairman)
(Phone)

FOR IMMEDIATE RELEASE (Release at time of project kickoff)

JAYCEES BEGIN PROJECT TO STOP BURGLARS

"Operation Identification," a proven protective measure for _____ (city's) _____ burglaries, is being introduced in the city by the _____ (city) _____ Jaycees in cooperation with local police.

The program is designed to discourage burglars from breaking into local homes and businesses by providing positive identification of valuable property such as radios, TV sets, cameras, tape recorders, typewriters, firearms, jewelry, musical instruments and small appliances.

The idea was originated in Monterey Park, California, in 1963. Chief Everett Holladay of the Monterey Park Police Department urged homeowners to engrave their driver's license number on valuable possessions, making it harder for a burglar to sell stolen property and providing a valuable aid in tracing and returning stolen goods.

Results showed that only five burglaries were committed in the 5,500 households participating in the program, while more than 1,800 burglaries were committed in the nonparticipating households during the same period.

The Jaycees introduced this program today at a press conference at _____ (place) _____ and revealed that the electric engraving pens will be available on a free loan basis for a three-day period at the following locations: _____, _____, _____, _____, _____, _____ and _____.

The engraving tools are easy to use and will inscribe clearly on metal, glass, wood and plastic. After returning the engraving tool, each person will receive window decals advising everyone that all items of value on the premises have been marked for ready identification by law enforcement agencies.

"The window decals also act as a deterrent factor", said

(name), Project Chairman of the Jaycee program.

"Once a burglar knows that the items of value in a home are marked and can be traced easily, he is likely to think twice about breaking in. In addition, a 'fence' won't buy such easily identifiable merchandise and the thief will lose his quick turnover market,"

(last name) added.

(Sample News Release)

Contact: (Project Chairman)
(Phone)

FOR IMMEDIATE RELEASE

OPERATION I. D. CUTTING BURGLARIES

Burglaries in (city) decreased (no.) percent during the last month compared to a (month or year) ago at the same time, according to a report recently issued by the burglary division of the (city) Police Department.

The (city) Jaycees feel that their "Operation Identification" program, which has been in effect since (date), has contributed greatly to the overall reduction.

The local "Operation I. D." plan is encouraging residents to visit one of the following locations _____, _____, _____, _____, _____, or _____ and borrow an electric engraving tool that will engrave on any surface.

The tool will be on loan for three days during which time the owner's driver's license number can be etched on radios, TV sets, tape recorders, typewriters, firearms, jewelry, musical instruments and small appliances. This makes stolen valuables immediately traceable to their owner by any law enforcement agency via teletype or telephone.

After all valuables are engraved, the engraving tool is returned to the checkout station and the borrower will be given a decal for each entrance to the home or business proclaiming, "All items of value

on these premises have been marked for ready identification by law enforcement agencies."

"Besides acting as an excellent recovery measure for stolen property", Jaycee Project Chairman _____ (name) _____ said, "it also is a great deterrent. Once a burglar knows that the items in a house are marked and can easily be traced, he is likely to think twice about breaking in."

"Since the program began, more than _____ (no.) households have participated in the program", _____ (last name) _____ continued. "If more of our citizens would become involved, burglary losses in _____ (city) _____ could be reduced even further."

(Suggested Operation Identification Editorial for Local Press)

One of the biggest businesses in America today is burglary. It's happening every 13 seconds; 2,368,400 times a year. Whether it involves a home or an office, the losses inflicted on the public reached a staggering \$739,000,000 in 1971.

Now there is an effective way to cut this loss. It is called "Operation Identification," a national crime prevention program sponsored by the United States Jaycees to make burglary a less popular thieves' occupation.

"Operation Identification" simply involves etching your driver's license number on your valuables and placing a decal in your window, warning would-be burglars that all property inside is marked for ready identification by law enforcement agencies. This makes it harder to fence the loot, offers police hard evidence for a conviction and enables the police to locate you so you can identify and recover stolen property. With these factors working against them, burglars are, according to the record, reluctant to break into an "Operation Identification" house. This was proven in Monterey Park, California, where the program started, and in many other towns that have adopted the program.

Electric engraving pencils to mark your property can be borrowed from the (city) Jaycees, who will also distribute the warning stickers for your doors and windows.

We can make "Operation Identification" work for us here in (city) just as it has helped other communities cut their losses.

SUGGESTED OPERATION IDENTIFICATION TELEVISION COPY

VIDEO

AUDIO

Slide: Pic of hand engraving a camera super with Jaycee logo and words "Join Operation Identification" (5 secs.)

ANNCR: Want to make your home burglar-proof? Join the _____ Jaycees in Operation Identification.

Slide: Pic of burglar super with words "It happens every 13 seconds"

ANNCR: Burglary. It happens every 13 seconds in this country. If you are interested in putting a thief out of business, join the _____ Jaycees in Operation Identification.

Slide: Pic of hand engraving a camera super with Jaycee logo and words "Join Operation Identification" (10 secs.)

Slide: Pic of burglar super with words "It happens every 13 seconds"

ANNCR: Help prevent burglaries and insure the recovery of lost or stolen property by joining the _____ Jaycees in Operation Identification.

Slide: Pic of hand engraving a camera super with Jaycee logo and words "Join Operation Identification"

You can engrave an identifying mark on all your valuable property with a professional electric engraving tool available at no charge from the local Jaycees.

Slide: Pic of window sticker being applied to window super with O. I. logo. (Super local telephone no. over slide) (20 secs.)

Don't wait. Join Operation Identification today. For further information, call _____.

NOTE: Tag all spots with: "This has been a public service announcement presented by the _____ Jaycees. (Either live copy or locally produced slide)

SUGGESTED RADIO SPOTS -- OPERATION IDENTIFICATION

5 Seconds ANNCR: Want to make your home burglar-proof?
Join the _____ Jaycees
in Operation Identification.

10 Seconds ANNCR: Burglary. It happens every 13 seconds
in this country. If you are interested in putting
a thief out of business, join the _____
Jaycees in Operation Identification.

20 Seconds ANNCR: Help prevent burglaries and insure the
recovery of lost or stolen property by joining
the _____ Jaycees in
Operation Identification.

You can engrave an identifying mark on
all your valuable property with a professional
electric engraving tool available at no charge
from the local Jaycees.

Don't wait. Join Operation Identifica-
tion today! For further information, call
_____.

NOTE: Tag all spots with: "This has been a public service announce-
ment presented by the _____ Jaycees."

Sample letter from Police Chief or Sheriff

TO: Residents
Newspaper editors
TV stations

Mr. _____

The _____ (city) Jaycees have begun a crime prevention program designed to reduce burglaries. It's called "OPERATION IDENTIFICATION". Under this program, property owners may engrave their driver's license numbers on all items of value without any cost to themselves.

Engraving tools will be available on a three-day free loan basis at various locations throughout the city. After the resident has marked his valuables he returns the engraving tool and receives warning stickers to be placed on all entrances to the home. The sticker indicates that all items of value on these premises have been marked for ready identification by law enforcement agencies.

A potential burglar is warned away from the premises because the stolen goods are not marketable with identifying marks on them.

This department also recovers an enormous amount of property each year that cannot be identified and most of it ends up being sold at public auction. If a burglary does occur from an Operation Identification home, any recovered property can easily be traced back to its original owner and returned. If property is recovered in the possession of an unauthorized person, criminal prosecution can be more readily initiated.

I encourage you to become personally involved in this outstanding program along with the _____ (city) Jaycees. The real value of Operation Identification undoubtedly lies in citizen participation. It's your home and your property we are trying to protect. Won't you help us?

Cordially,

Chief

(city) Police Department

HOW TO APPROACH THE PRESS

Here are a few pointers that can be helpful in dealing with the media:

Appoint one person as news contact or publicity chairman to be responsible for placing Op ID material with local news media. It would be helpful to name someone with previous experience in dealing with the press.

(1) REMEMBER

Mass Media are commercial, profit-making enterprises with responsibilities to their advertisers and audiences. They are sympathetic and extremely cooperative with community service projects, but they owe you nothing. Moreover, there is intense competition for the limited "public service" space. Therefore, when you have a story, put yourself in the editor's shoes: would you run it? If it seems (let's face it!) dull, routine, and of limited interest and significance, look for a feature angle, off-beat picture possibility, a news-worthy or interesting personality, a "meaty" human interest angle - something which is both new and news, something you might want to read or hear about, yourself.

Media people are busy and work under constant deadline pressure. They appreciate a friendly word and smile as much as any of us, but they rarely have time to chat at length. If your business is not urgent, try to time your visits or calls for the least pressured times and to avoid the hectic "deadline" times.

Get from the editors their news deadlines. You have a better chance of having a story used if you get it in to the desk well in advance of the deadline.

Don't be discouraged if you get an initially cool reception. Media people are professional journalists, and your publicity material must stand on its own merits; but we are all human. Get to know the media people as individuals - their needs, problems, likes, dislikes. And help them to know you as an individual and as a representative of the Jaycees.

(2) CHANNELS

In general, spot news is channeled through the city editor on newspapers and through the news editor in broadcasting. Some departments operate independently of the city desk: women's, Sunday supplements, real estate, etc., in newspapers, and radio-TV personalities in broadcasting. However, NEVER give the same story to more than one department of the same paper or station unless each knows that the other has it.

No media person has time to dream up your publicity ideas for you. However, the specialized department heads appreciate the opportunity to discuss your ideas if they will provide worthwhile, interesting copy. In most cases, features must be exclusive.

(3) RELEASES

Whether a release is hand-carried or mailed depends on several factors, other than your available time. It's best to use your own judgement on the relative importance of the release and to consider the following: An unnecessary interruption may irritate an editor; on the other hand, taking the time and trouble to go yourself impresses on the editor that this is important, at least to you. Is your cause well-known and your relationship established, or do you need to become better known to the editor? Are there any questions the editor may need to ask? Is there a feature angle you want to discuss? Do you issue a number of releases and wish to use a personal visit to emphasize the most important ones?

In mailing a release, it is almost always better to address it to "City Desk" of a paper and "News Desk" in broadcasting, rather than to a specific person who might have the day off and never see it. This applies mostly to routine releases, not a feature story you may be working on with someone in particular.

Suburban newspapers almost always prefer a story with a local angle, rather than something which appeared five days earlier in the city papers. City weeklies are usually aimed at audiences in a certain area or with particular interests.

Keep in mind upcoming events. The week preceding holidays and long weekends, when people are away from home, might be excellent times for anti-burglary material.

In preparing releases, the "rules" are designed to make things as easy as possible for the pressured people dealing with them. Have prepared news releases printed on your chapter's letterhead. Have each individual copy typed or run on an offset. Never use carbons! Provide the name and phone numbers (home and office) of the person who can supply additional information. Leave at least two inches of white space (for the editor to write a headline) before starting the release. Type double-space, on one side only. If the release runs more than one page, write "MORE" at the bottom of the first page and put a one or two-word identifying slug at the top of the second page (e.g., "O.I.- page 2"). Try not to break a paragraph, and never break a sentence. (Each page may be given to a different typesetter.) Write "END" or "30" at the end of the release.

Where size of community and number of media outlets justify it, plan a news conference to "kick-off" Op ID. Invite newspapers, radio, TV and civic leaders. Law Enforcement officials should attend to endorse Op ID in the area. A successful news conference is one that is meticulously planned.

(4) PICTURES

Keep in mind photo potentials for the local paper.

Daily papers will usually send their own photographer to a newsworthy event or in connection with a feature story. They prefer to use their own photographs, but will occasionally print a good picture which has been sent in to them.

Weeklies and small papers often use good pictures which have been sent to them.

There aren't any quick rules for good pictures, but it's always best to show something happening, rather than a group of smiling people lined up against a wall.

Color pictures must be planned for about a month in advance. Color possibilities should be discussed with the Director of Photography.

All pictures should have captions identifying people, place, date and event. Write the caption material on the lower half of a sheet of paper and tape it to the back of the picture, so the caption material shows at the bottom.

(5) BROADCASTING

The best use of broadcasting is spot announcements, which are repeated at intervals over a period of time, reaching the broadest possible audience. In writing spots, the important point is that time doesn't stretch. The most commonly used lengths are 10-seconds stationbreaks (12-15 words), 30-second (70-80 words) and 60-seconds (145-160 words). A few stations use some 20-second spots (45-50 words). Get the listener's attention, give him your message, and then tell him to do something - now. Two or three different spots of each length are ample. Send four or five copies of each spot to each station.

Visual accompaniment to spots for TV can range from one or more black-and-white slides to full-color motion pictures. Stations vary as to what they can do for you and what you must provide. The promotion director of the station is the person to talk with.

When requesting time on a particular program, such as an interview, know the program. Each show has a distinct character and special interests. Don't waste their time and yours with inappropriate suggestions. In the broadcasting media, a bright, articulate person, thoroughly familiar with and involved in his subject, can do more for you as an interviewee than a "name" who isn't quite sure just what the agency does. The ideal, of course, is a prominent person who knows the subject. For these interviews, contact producer of that particular show, not the talent (the "star" of the show).

Public Service Time is required of each TV and Radio station by the FCC, but remember that there is great competition for this time. Unless otherwise specified, the Promotion Director of the TV and Radio stations is in charge of all Public Service Announcements. He must log all PSA time so it can be recorded for the FCC. Never deal directly with talent unless you have checked with the Promotion Director first.

Each television and radio station has its own preferred method of arranging public service time. Check each station.

News items of interest to the whole community can be sent directly to the two wire services, to one or both of which almost all local TV and Radio stations subscribe.

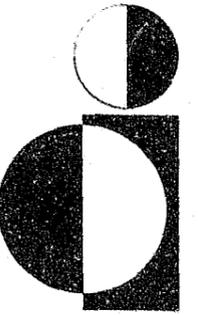
Many scheduled events may not be of national or even community-wide interest, but may provide good picture possibilities or human interest. Therefore, in addition to notifying TV and press directly, you can send a notice of the event to both wire services which will include it in their calendars of up-coming events.

FOLLOW UP

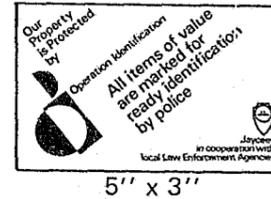
Keep coming back with new material; the reduction in the burglary rate, the amount of citizen participation, comments from the police chief. FOLLOW UP!

Promotional Materials

Operation Identification



Window Decal



5" x 3"

The window decal serves as a deterrent and is to be given to citizens when the engraving tool is returned.

\$10.00 per 1,000

Posters



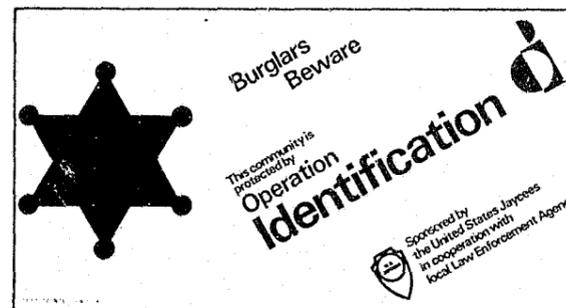
12" x 22"

\$2. per 100

\$7. per 500

\$11. per 1,000

Outdoor Billboard Sign



24 sheet

\$5. each

Electric Engraving Tool



Craftsman engraving tool has tungsten carbide tip for extra long life.
\$6.25 each

Brochure



8 1/2" x 11"

This informative brochure gives the facts about burglary and how Operation Identification can help stop it.
\$6 per 1,000

TV Slides

Includes 5-, 10-, and 20-second public service announcements.
\$2 each set

Leaflets



3 1/2" x 6 1/2"

These leaflets can be used as mail stuffers or as handouts.
\$2 per 1,000
\$1.50 per each additional 1,000 over 25,000

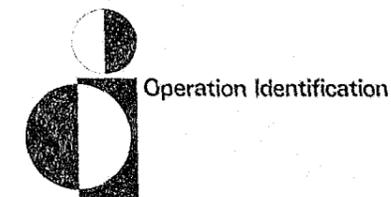
Bumper Sticker



12 1/2" x 3"

These can be offered when engraving tool is returned to provide additional promotion for your project.
\$25. per 1,000

The United States Jaycees
P.O. Box 7
Tulsa, Oklahoma 74102



Sales Request

Quantity	Name of Item-Description	Price of each	Total Price
	642 - 1 Brochure	\$5.00 per 1,000	
	643 - 1 Outdoor billboard (24 sheet)	\$5.00	
	644 - 1 Posters (12 x 27)	\$2.00 per 100	
		\$7.00 per 500	
		\$11.00 per 1,000	
	645 - 1 Window decals	\$10.00 per 1,000	
	Leaflets	\$2.00 per 1,000	
		\$1.50 each addl. 1,000 over 25,000.	
	TV Slides	\$2.00 each set	
	Bumper sticker	\$25.00 per 1,000	
	651 - 1 Electric engraving tool	\$6.25 each	

ATTENTION SALES DEPARTMENT
Please detach and send to program
manager for operation identification

AMOUNT ENCLOSED \$ _____

SHIP TO:

Chapter _____

NAME _____ DATE _____

Project Chairman _____

STREET ADDRESS _____

Street _____

CITY _____

STATE _____

ZIP CODE _____
(MUST BE FILLED IN)

City, State, Zip _____

CHAPTER _____

(DO NOT WRITE IN THIS SPACE)	
BATCH # _____	ORDER# _____
DATE REC'D _____	
CHECK NO. _____	
AMOUNT _____	