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 <p>U. S. DEPARTMENT OF JUSTICE LAW ENFORCEMENT ASSISTANCE ADMINISTRATION</p>		<p>NCJRS DISCRETIONARY GRANT PROGRESS REPORT</p>	
<p>GRANTEE Division of Criminal Justice Colorado State Planning Agency</p>		<p>LEAA GRANT NO. 73DF-08-0029(M)</p>	<p>DATE OF REPORT May 15, 1977</p>
<p>IMPLEMENTING SUBGRANTEE City and County of Denver Denver Anti-Crime Council</p>		<p>REPORT NO. Final</p>	
<p>TYPE OF REPORT</p> <p><input type="checkbox"/> REGULAR QUARTERLY <input type="checkbox"/> SPECIAL REQUEST</p> <p><input checked="" type="checkbox"/> FINAL REPORT</p>			
<p>SHORT TITLE OF PROJECT (NCPEP) Neighborhood Crime Prevention Education</p>		<p>GRANT AMOUNT \$1,071,384.00</p>	
<p>REPORT IS SUBMITTED FOR THE PERIOD 11-1-74</p>		<p>THROUGH 8-31-76</p>	
<p>SIGNATURE OF PROJECT DIRECTOR <i>David K. Martin</i></p>		<p>TYPED NAME & TITLE OF PROJECT DIRECTOR David K. Martin Executive Director</p>	

COMMENCE REPORT HERE (Add continuation pages as required.)

SEE ATTACHED NARRATIVE

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NEIGHBORS ACT

ABSTRACT

Neighbors Against Crime Together (Neighbors ACT), originally known as the Neighborhood Crime Prevention Education Project (NCPEP), began January 1, 1975, and concluded 20 months later, on August 31, 1976.

This 1.3 million dollar project was sponsored by the Denver Anti-Crime Council (DACC). Funding came from the Law Enforcement Assistance Administration (LEAA) and the City and County of Denver.

Goal of Neighbors ACT was to educate and involve the citizens of Denver in ways of helping themselves to avoid becoming victims of the crimes of rape, robbery, assault, and burglary. This was to be accomplished through (1) a city-wide media campaign and (2) a pilot organizing effort in selected high crime neighborhoods of the city. Burglary, robbery, and assault were to drop 5 per cent city wide and 10 per cent throughout the city--as measured by victimization studies.

Denver Police Department data for the period of actual program operation, August 1975 through June 1976, showed dramatic declines of 10 to 15 percent for burglary, robbery, and assault in Denver compared with the same period a year earlier. Figures for rape were up by 8 per cent.

Similar decreases were noted in the organized neighborhoods. However, an almost identical decrease was noted in similar areas where NACT organizers did not work.

NACT was handicapped from the beginning with a weak management structure. The executive director and a central staff, quartered down the hall from the sponsoring DACC, were all employees of the City and County of Denver. The city and DACC entered into third party contracts with the East and Westside Action Centers to perform the functions of the pilot organizing efforts.

The centers hired component directors who in turn hired their own staffs. Central staff and the executive director had overall responsibility for the total project, but authority to go along with that responsibility was not clearly defined. As a result component directors constantly challenged authority, to the detriment of the project.

Internal dissensions and a lack of organizing performance alarmed federal and state authorities in January, 1976. A 90 day probation

period was established from February 1 through April 30. At the end of that period a monitoring effort was conducted by federal, state, and DACC personnel. Their recommendations, although lacking a central consensus and showing a considerable variance among themselves according to which monitor had talked with which component, ended up with LEAA calling on the City and County of Denver to produce a reorganization plan or else terminate the project.

The director and his staff produced a reorganization document, and it indicated how a tightened management could operate on existing funds through the next few months and still accomplish the original goals and objectives. This plan was not approved and the project was terminated.

The result was that the NACT project was allowed to die despite the successes of the media campaign and some evidence of reduced crime rates.

The media campaign was regarded as a success by the Denver media, the Denver advertising community (the Denver Advertising Federation awarded NACT the citation for the best multi-media campaign in Denver for 1975) and citizens surveyed. In addition, Rapid City, South Dakota used the NACT television spots, and the Rapid City Police Department had particular praise for the "crime specific" approach of the entire media campaign.

Finally the impact of NACT upon the Denver community should be of lasting benefit for some time after the end of the project.

NEIGHBORS ACT

A. PROJECT OBJECTIVES

The major goal of Neighbors Against Crime Together (ACT) as it began operation January 1, 1975 was to develop within the citizenry of Denver a greater awareness of the city's crime problem, particularly burglary, robbery, rape, and assault, and to provide the opportunity for citizens to become involved in crime prevention and reduction.

The project had been created to generate a strong public awareness of (1) the seriousness of Denver's crime problem and (2) the efforts that were being made by the criminal justice and other agencies to deal with it.

An underlying assumption behind planning for this project was that re-establishing a sense of community, would be an effective way to reduce crime and that the way to re-establish community in an urban area was to "villagize" high crime neighborhoods. By that, it was meant to enhance those social processes that bring a group of isolated families and individuals together into a functioning cohesive group of people.

The project had five "effectiveness objectives" and three "program objectives".

Effectiveness Objectives:

- 1) To increase citizen awareness of the city's crime problem, functions, and activities of the criminal justice system and the citizen role in the prevention and reduction of crime.
- 2) To stimulate increased citizen activity in crime prevention, family, and self protection against crime, and cooperation with the criminal justice system.
- 3) To reduce impact crimes throughout the city by five percent over the previous year as measured by victimization surveys.
- 4) To reduce impact crimes in targeted high crime areas by ten percent as measured by a victimization survey.
- 5) To reduce the number of rapes citywide by ten percent as measured by victimization surveys before and after the program was in operation.

Program Objectives:

- 1) To develop a public information program.
- 2) To develop a community crime prevention action program
- 3) To develop a research and evaluation program.

B. METHODS AND PROCEDURES

Overview

During late 1974, one of the last LEAA Impact Cities grants was funded in Denver, Neighbors Against Crime Together, Neighbors-ACT. This was a 1.2 million dollar effort designed to get the community actively involved in crime prevention and reduction. Emphasis was placed on the reduction and prevention of impact offenses such as burglary, robbery, rape, and assault. The main elements of the program included: a) a cadre of neighborhood workers to elicit support of residents in high crime areas; b) a public media effort to reenforce the work in the neighborhoods and keep the larger public informed; and c) a pre/post research survey to evaluate the impact of the project on crime reduction and shifts in citizen attitudes regarding fear of crime and changes in crime prevention behaviors.

More specifically, the project objectives included the following:

1. Through the efforts of the program, reduce violent crime and burglary in 20 target high crime census tracts by 10%.
2. Increase citizen awareness of the crime problem and improve individual and community participation in crime prevention.
3. Develop an innovative public media campaign to keep the community informed as a whole and a research survey project to evaluate project outcomes.

Neighbors-ACT attempted to reduce criminal activity through citizen involvement. The project included a strong public information and

education program focusing on the extent of the crime problem, the causes of crime, and practical methods of reducing these offenses. It was anticipated that an effective program would produce citizen involvement in an anti-crime effort which would have a positive impact on the crime problem.

The project was organized with a central coordinating office, which was to set policy, administrate the media and research efforts, and monitor operations in the target census tracts. In addition, the neighborhood work was contracted to community-based agencies on the East and West sides of the City. The overall structure of the project was cumbersome and proved to be a burden throughout the duration of the program. The primary problem was that project leadership was divided among the central, eastside, and westside offices. There was lack of uniformity in the neighborhood operations, and communications among the three components was poor. Eventually this had an adverse impact on the program, and the project closed after its original funding period had elapsed.

Nonetheless, Neighbors-ACT did provide the opportunity to conduct a useful evaluation of a community-based crime prevention effort with emphasis on neighborhood impact of project activity. That is, while there were organizational problems with the project, there was a concerted effort generated within the selected target census tracts. The products of this effort were available for documentation and measurement. Thus, an evaluation was conducted which utilized the available data sources.

The basic approach in the high crime residential areas was the "Neighborhood Protection Plan," which consisted of establishing a block-watching organization. Community workers were to go door to door and talk to as many residents in a neighborhood as possible. One-block areas were organized so that neighbors could observe each other's homes and report to the police any suspicious activity. Block "captains" were identified to coordinate meetings at which crime prevention educational presentations were conducted by project staff. In addition, once a target census tract was organized block-by-block, a "mini-mass" meeting was held to make the immediate community aware of the total effort being made by their neighbors to reduce the threat of crime. At this meeting local police officers as well as political representatives were present to listen to the neighborhood's crime problems.

In addition to the neighborhood block development, project staff also conducted crime prevention educational programs at local schools, churches, community meetings, etc. These presentations usually consisted of demonstrations of proper security measures for the home including locks and locking devices, things to do when leaving your home, and what to do when observing suspicious activity in the neighborhood. These meetings were normally well attended when properly pre-publicized, and the presentations were of high quality. One contributing factor to the educational presentations was that the staff attended a one-week crime prevention training program given by the Denver Police Academy. This program, originally developed for an in-service training effort for the Police Department, provided useful skills and knowledge in the area of citizen involvement in

crime prevention. In addition, two staff members attended the National Crime Prevention Institute in Louisville, Kentucky and they, in turn, provided training for the remaining project staff. Thus, the community development component of the Neighbors-ACT project was well planned, and the educational materials were based on practical principles of crime prevention.

The public media effort consisted of printed matter, as well as radio and T.V. spots. The printed material was developed both to supplement the neighborhood developmental work and to provide those residents in neighborhoods outside the high crime target areas with useful information to protect their homes. The printed matter consisted of brochures and pamphlets designed to give helpful hints on prevention of specific crimes such as burglary, rape, and assault. Newspaper ads also were purchased which gave specific crime prevention information and asked readers to clip out response forms and send in for "crime prevention kits", which consisted of the printed materials and information on organizing a neighborhood watch group.

Radio and T.V. public service announcements were also developed which utilized "dramatic situations" to illustrate crime prevention techniques. These spots were then aired over most of the radio and television stations in the city. The public broadcast media effort was implemented to, one - generate more interest in the neighborhood program and two - increase awareness in the total community of the city's crime problem.

As a supplement to the media efforts noted above, other training materials were also developed which aided in the community education program. Slide presentations were developed which highlighted project goals and methods, and other visual aids were also produced.

The Neighborhood Campaign:

Neighbors ACT had a central office and two neighborhood offices. The central office consisted of the project's executive director, the neighborhood coordinator, the research analyst, an accountant, and three clerical personnel. Each neighborhood office consisted of a neighborhood component director, four coordinators, eight organizers, plus clerical personnel.

Central office personnel were employees of the City and County of Denver. Neighborhood staffers were employed directly by the East and Westside Action Centers, which were third party signatoores with the city and the Denver Anti-Crime Council.

The executive director had responsibility for the entire project. During the early phases of the project a staff retreat was held to try to iron out differences in preceptions about the project and to arrive at a unified understanding of goals, objectives, and methodology. Prior to that the executive director had put together a week long training session for existing staff, which consisted of all employees in the neighborhood groups, except the sixteen organizers who were not hired at that point.

Following the retreat a six week training program was held for the full staff. This included one week at the Denver Police Academy as well as exposure to an array of criminal justice system activities and other projects funded through the DACC.

It was decided that the main programmatic thrust of the neighborhood organizing effort would be the Neighborhood Protection Plan (NPP). The rationale was this, each neighborhood component was charged with organizing the people in twenty census tracts. Following basic organizational procedures, it was necessary to organize around something specific. Therefore, staffers were assigned particular blocks. The staffer would canvass the block to explain Neighbors ACT and to set up a meeting of the people on that block. A block was understood to be both sides of a street plus each corner as far in as the alley, (approximately 40 residences).

Each component handled the procedure a little differently, and there were variations among staffers within a component. However, the sequence involved roughly the following:

- (1) An initial block meeting was held where NACT literature was passed out, the NPP was explained and a list of citizen concerns was determined. Also, later in the project, lock demonstrations were presented by NACT staffers. Finally, one or two citizens were asked to be volunteer block captains to serve as liaison between NACT and the neighborhoods.

- (2) After a census tract had been completed a "mini-mass meeting" was held to which all persons in the organized area were invited. Representatives of the police department, the Public Service Company, other government agencies concerned with neighborhood activities, and sometimes the local city councilman or state legislator attended.
- (3) A newsletter with crime prevention tips was instituted and put out by the Eastside almost on a monthly basis to an ever increasing mailing list of people who had attended these meetings.

How well this model worked is detailed in the Results and Evaluation section of this report.

The Media Campaign:

Media Program Objectives

The media program played an essential part in the overall success of the Neighbors ACT program with primary objectives of:

- (1) increasing citizen awareness of the crime problem and of the operation of the criminal justice system.
- (2) increasing citizen involvement in crime prevention and cooperation with the criminal justice system.

Media Program

The ultimate success of the Neighbors A T media program was dependent upon obtaining and holding individual and community interest in crime prevention. To this end the overall thrust of the Neighbors ACT program was geared toward a design that was versatile and flexible enough so that specific programs could be tailored to given target audiences.

The following outline briefly describes some of the vehicles that were utilized to inform, educate, and involve citizens in anti-crime action.

The New Name

The original name bestowed on this project by some nameless planner in the early stages of creation was "Neighborhood Crime Prevention Education Program (NCPEP)". It was changed to Neighbors ACT to make it easier to remember and to encompass the grass-roots flavor of the entire program that asks neighbors to "act" against crime. The acronym "ACT" also lent itself to many possibilities whereby the target audience was asked to take affirmative action against crime.

The Symbol

A symbol or logotype for the program was essential since a cohesive image and portrayal of the program could enhance visibility and identification. The symbol along with the name promoted the overall scope of the program.

Advertising Program

Objective: To educate, inform and involve citizens (both general and specific audiences) in crime prevention with special emphasis on reducing high impact crimes of rape, assault, robbery, and burglary five to ten percent in the Denver Metro area.

Strategy: Utilize virtually every form of media to help citizens help themselves and others against the rising crime problem. Utilize electronic, print, collateral, person-to-person and other types of communication beginning with a teaser campaign, follow up with a press conference and several special events identifying the month of October 1975, as "Neighbors Against Crime Together Month". Continue periodic reinforcement through the entire program, with emphasis on high impact crime periods.

Specifics

Electronic Media

3-30-second TV spots one spot was developed for each of the following impact crimes: rape, assault, and robbery and burglary. Spots were designed to include business participation that vastly extended the media budget and allowed for prime time at the same cost. Because of business involvement in the crime spots, impact and measurability was greatly enhanced.

3-30-second radio spots in order to economize and increase impact, radio and TV sound tracks were virtually the same and thus focused upon the same three impact crime areas.

Print Media

Newspaper ads Four ads were produced for utilization in major and local newspapers. These ads were both sponsored by area businesses and run as public service announcements.

Brochures The first brochure described and solicited participation in the Neighbors ACT program. This brochure was printed bilingually and also included a special phone number identification for the East and Westside components and the central office for information. Other folders were produced on specific crime prevention problems: rape, burglary, and assault.

Bus Cards, Cab Cards, and Outdoor Posters These media promoted the overall program in order to increase awareness, impact and identification.

Posters Posters played an important role in the development of community visibility of the program through utilization of local and neighborhood merchants and other establishments.

Public Relations Program

Specifics: Beginning on Monday, September 15, 1975, a teaser campaign was launched in an effort to make the public anxious to learn more and get involved in the program.

Teaser campaign materials included the following:

- (1) 15,000 posters proclaiming "Get in the ACT" were distributed throughout the city. A Spanish language poster proclaimed, " ¡ Pongase En Accion!".
- (2) Use of marquees on stores, motels, etc.
- (3) Brief announcement by Disc Jockeys, Sky Spy reports: "Get in the ACT".

In the interim period the following activities were pursued:

- (1) A slide show soliciting business sponsorship of the Neighbors ACT media program. The presentation was relatively short (8.5 minutes) and to the point, educating and involving businesses regarding the crime problem. In this light many businesses have become more socially conscious, especially about crime. The slide program showed how businesses could help themselves and the general community through sponsorship of some portion of the media program. The slide presentation explained the crime problem along with the Neighbors ACT program utilizing some of the communication vehicles within the overall program. The business viewer was left with an appeal to action-sponsorship of a portion of the media program.
- (2) A similar show was put together for neighborhood meetings.
- (3) A proclamation for the Mayor making October 1975 "Neighbors Against Crime Month".
- (4) Window stickers were printed for general distribution which proclaim the displayer to be a "supporter" of Neighbors ACT.

- (5) A basic news release kit for the October 1 news conference included the basic release, a brief fact sheet on the program, the brochures, an explanation of the neighborhood watch program, examples of the sticker (with veloxes of the Neighbors ACT logo).
- (6) Assistance was sought from companies who distribute bills to either cachet all envelopes or include some data in monthly mailings. A stuffer was prepared and used extensively.
- (7) Motion picture theaters agreed to run the 30-second TV spot.
- (8) Special coverage and features in special sections of THE DENVER POST and ROCKY MOUNTAIN NEWS were obtained.
- (9) School officials were contacted.

News Conference

The media conference was held at 9:30a.m., Wednesday, October 1, at the Neighbors ACT office. All major media covered the conference.

Down the road, in addition to staying alert for the outside-generated opportunities, the following occurred:

- (1) Seasonal releases for usage when entering high crime periods: (christmas, summer vacation, etc.).
- (2) Periodically reported success stories.
- (3) Measured citizen security consciousness through the use of a follow up interim survey.
- (4) Considered the production of a comic book, or complete-the-dots and coloring book. We lacked funds and/or a sponsor, so discarded the idea.

The following was the original timetable for 1975 which was dependent upon a number of variables, and it did change as time went on.

SIX-MONTH MEDIA PROGRAM TIMETABLE

July 24	Name change from Neighborhood Crime Prevention Education Program (NCPEP) to Neighbors Against Crime Together (Neighbors ACT). Work begins on symbol for program to be utilized in all phases of the media program. Work begins on active and involving theme line.
August 1	Implementation of Neighborhood Protection Plan by East and Westside components. Neighbors informed and educated (person-to-person) on crime problem and introduced to 5-Way Watch System. Stickers and flyers hand circulated. Bilingual flyer for project (copy and layout) delivered to Westside component.
August 20	Initial (logo) symbol designs presented to Neighbors ACT.
August 21	DPD contacted concerning feasibility of special hot line to Police Dispatcher. Fry-sills suggests the number 228 or ACT. Telephone company also contacted for feasibility. Symbol/Theme line approved or revised.
August 22	Conference and input with Denver Police Department Crime Prevention experts.
August 25	Review available crime research data. Send key questions to Falk and Associates for tabulation and analysis.
August 25 - September 5	Prepare copy of basic brochure on Neighbors ACT program.
August 25 - September 12	Prepare copy for 3-30 second TV and 3-30 second radio commercials on Rape, Burglary/Robbery and Assault.

SIX-MONTH MEDIA PROGRAM TIMETABLE

Cont'd

August 26	<p>Initial Critical Path Chart presentation to Advisory Committee along with symbol, theme line and major goals.</p> <p>Begin initial script for slide show soliciting businesses to sponsor Neighbors ACT media program.</p> <p>Prepare Elements of teaser campaign poster for use in store windows and the like. Multiple distribution to all available retail outlets.</p>
August 28	<p>Line up theatre and restaurant marquees, Disc Jockeys, sky spies and mentions in church sermons of the Neighbors ACT program.</p>
August 29	<p>Present rough outline of slide show script.</p>
September 1	<p>Review available research data.</p>
September 1-15	<p>Prepare Mayor's Proclamation. Develop basic news releases for media conference. Develop cachet which proclaims October an Anti-Crime Month. Prepare letter to legislators, city and county supervisors, company presidents, labor leaders, businessmen.</p>
September 2	<p>Approval of teaser poster copy. Prepare layout.</p> <p>Approval of bus card poster copy. Prepare layout.</p> <p>Contact newspapers for available public service space for teaser campaign.</p>
September 6	<p>Printing of teaser poster and bus cards.</p>
September 15	<p>Development of copy for bus cards, cab cards, and billboards.</p>
September 15-30	<p>Kick off teaser campaign in all available media.</p>
September 17	<p>Approval of slide show (business) script. Begin shooting slides.</p> <p>Approval of basic script for brochure with individual phone numbers of East and Westside Action Centers. Prepare layout.</p>

SIX-MONTH MEDIA PROGRAM TIMETABLE

Cont'd

September 22	Approval of TV Scripts. Prepare storyboards. Approval of radio scripts. Solicitation of bids for production of 3-30 second radio spots (bus and cab cards, outdoor and newspaper).
September 26	Finished Slide Show presented to Neighbors ACT for approval. Layout of basic brochure presented for approval.
October 1	Layout for bus cards, cab cards and billboards. Layout for newspaper ads. Media conference. Kickoff of October Neighbors Against Crime Together Month. Solicit assistance from companies who distribute bills to include data in mailings. Solicit magazine coverage. Solicit news talk shows.
October 1-18	Production of 3-30 second radio spots.
October 1 - November 21	Approval of TV storyboards. Solicit bids for production of 3-30 second TV spots, casting, production, editing, interlock, answer prints, release prints.
October 5	Printing of basic brochure
October 15	Finished art for bus cards, cab cards, and outdoor boards. Finished art for newspaper ads.
November 22	TV release prints.
November 24-28	Media plan for TV and radio spots or available PSA scheduling.
December 1 - January 15	Airing of Burglary/Robbery radio and TV Commercials either as sponsored or PSA spots.
January 15 and on	Feedback, planning and development of strategies for reinforcing ongoing programs and instituting new ones. In depth planning and analysis plus development of media program utilizing all types of media especially radio and TV for the high crime spring and summer months of Neighbors ACT program to August 1976.

C. PROJECT EVALUATION

MEDIA IMPACT

R.F. Falk Associates hired interviewers to conduct a survey of the effects of the media. The survey was conducted from April 12, to April 23, 1976. Of the 239 people who were surveyed, 54% or 125 respondents had heard of Neighbors-ACT. When asked where they had heard of Neighbors ACT, most respondents mentioned the newspaper or TV. Fourteen percent (18 people) of those who had heard of our program had written in for packets on crime prevention. These 18 people represent 8% of the total population. In other words, 16,718 of the 208,980 homes in Denver have been exposed to our crime prevention materials.

In addition to measuring the amount of exposure of Neighbor ACT, we wanted to determine the effects of our program on crime prevention behaviors. We asked those people who had heard of our program about steps that they take to secure their home when they go out for a while, we had asked this identical question in the survey administered to 1,083 Denverites prior to the media campaign.

The responses of three groups will be analyzed: 1) the sample involved in the pre-survey, 2) those who were telephoned and had heard of Neighbors ACT and, 3) those who were telephoned and had sent for our materials. The percent of each group responding "yes" to the item is presented in Table 1.

TABLE 1

The Number Affirming Their Involvement
In Crime Prevention Behaviors

Here's a list of some steps people might take to secure their (house, apartment) when they're going out for a while and no one will be home. Which of the following do you usually do? (READ LIST)

Survey Questions	PERCENT RESPONDING "YES"		Telephone Survey Recieved Packet
	Pre-Survey No Knowledge of NACT	Telephone Survey Knowledge of NACT	
Lock your windows	78	91	100
Tell a neighbor you're going out	43	40	50
Turn on an alarm system	7	9	11
Leave Outside lights on	49	63	72
Leave Drapes and shades closed	72	74	67
Set automatic timer to turn lights on after dark	14	16	11
TOTAL NUMBER OF RESPONSES	1,083	129	18

If Neighbors ACT is having the desired effect, one would expect that those with knowledge of our program (column 2 in Table 1) would have a greater percent than those with no knowledge on Neighbors ACT. Similarly, those who have received our material (column 3 in Table 1) should be more involved in crime prevention behaviors than the others.

This hypothesis is confirmed on 3 of the 7 items: 1) lock your windows, 2) turn on an alarm system, 3) leave outside light on. The remaining items are only slightly off the predicted model.

Finally, two questions were asked of all respondents in the telephone survey who had heard of Neighbors ACT. The questions were focused on actual behavioral changes that might take place because of Neighbors ACT.

Table 2 and Table 3 present the frequency distributions for these questions; thirteen percent of all those who have heard of our program report that they lock their home more regularly because of information supplied by Neighbors ACT. In addition, 12% have purchased locks since they heard of our program.

From this survey we can conclude that the majority of people in Denver (54%) have heard of Neighbors ACT. The most effective tool for dispelling information about Neighbors ACT has been the TV and newspapers.

TABLE 2

Do you lock your home more regularly because of the information you received from Neighbors ACT?			
Response to Survey	Number	Percent	Estimate Number in Households
Yes	17	13	14,942
No	108	84	96,549
No Response	4	3	3,448
TOTAL	129	100	114,939

TABLE 3

Have you purchased any locks since you have heard of Neighbors ACT?			
Response to Survey	Number	Percent	Estimate Number in Households
Yes	15	12	13,793
No	111	86	98,848
No Response	3	2	4,299
TOTAL	129	100	114,940

We have placed materials on crime prevention in 8% of all Denver homes. Although this may appear to be a small percentage, it does represent almost 17,000 households. It is interesting to note that we have distributed 41,291 packets on crime prevention since program inception (quarterly report). It appears that 40% of the materials distributed do not reach and/or remain in the homes to which they are sent.

People who have heard of our program and read our brochures appear to be more involved in home security than people were before the media campaign. It also appears that we have influenced people to buy more locks and to use their locks.

Advertising Coverage

This chart explains the extent of exposure our prepared spots have received from the media. The data were recorded for the final quarter of operation and the total coverage since October 1, 1975, the start of the media campaign. The number of spots presented to the audience is recorded for all the media except the theatres. It was impossible for the theatres to make this figure available to us. Also, the number of gross impressions is estimated by the media and recorded in this chart. Note that the number of impressions is in thousands. One should use caution in interpreting the total number of gross impressions. There is probably a great degree of overlap in the audiences for the various presentations. Finally, the media estimated the cost of the time and/or space which was donated to Neighbors ACT.

It appears that the exposure granted by the media for public service has decreased this quarter. It is impossible to be definite since many stations do not or cannot record the number of spots that run and when they run.

TOTAL ADVERTISING CAMPAIGN

	Last Quarter			Total to Date		
	7/1/76 - 8/31/76*			10/1/75 - 8/31/76		
Media	Number of Spots	Gross Impressions (in Thousands)	Cost (in Dollars)	Number of Spots	Gross Impressions (in Thousands)	Cost (in Dollars)
Theater		352	27,710		1,610	123,664
TV	36	446	4,484	225	8,866	155,924
Radio	190	1,284	2,480	2,959	28,688	54,159
Newspaper				7	2,742	5,383
Miscellaneous	780	3,700	1,440	2,876	41,035	17,484
TOTAL	1,006	5,782	36,114	6,090	82,941	156,614

* These figures were estimated from the June coverage recorded by the media.

Radio stations carried the greatest number of spots for our NACT campaign. "Miscellaneous" media exposed the greatest number of people. This was due to the bus cards and the billboards. The television stations donated time worth the most money.

Our best estimates total to 82,941,000 gross impressions for the entire media campaign. A gross impression is defined as one person receiving one message about Neighbors ACT. The amount of donated space and time totaled to \$365,614. Both impressions and costs are approximated and were received through direct contact with participating area TV, Radio, Outdoor, Transit, Theatre and other media.

The Public Response to Media Campaign

On this form the number of requests for information on crime prevention is recorded. The requests are broken down by source from which the person heard of Neighbors ACT. If more than one medium is cited, the first one mentioned is used. The requests are also broken down by those coming from Denver and those from outside the city limits.

During this final quarter the public response was mild as compared to previous quarters. The TV brought in the most requests (40).

For the total requests to date the statement staffers have been the most effective media, bringing in 336 requests. Newspapers elicited 264 requests, TV promoted 153 requests, and the radio brought in 125

THE PUBLIC RESPONSE TO MEDIA CAMPAIGN
7/1/76 - 8/31/76

Area	SOURCE OF INFORMATION						Unknown	Total
	TV Coverage	Radio Coverage	Newspaper Coverage	Statement Stuffers	Misc. Media	Person to Person		
<u>DENVER</u>								
Number of Request	24		5	14	2	11	7	63
Packets Sent	22		5	14	14	4	8	67
Information Given	2					7	1	10
Referred to Operation ID	1		1	9		1		12
<u>OUTSIDE DENVER</u>								
Number of Requests	16		5	3			2	26
Packets Sent	17		5	3			2	27
Information Given							1	1
Referred to Operation ID	1		4	11		1		17
<u>TOTAL</u>								
Number of Requests	40		10	17	2	11	9	89
Packets Sent	39		10	17	14	4	10	94
Information Given	2					7	2	11
Referred to Operation ID	1		4	11		1		17

THE PUBLIC RESPONSE TO MEDIA CAMPAIGN
Total to Date

Area	SOURCE OF INFORMATION						Unknown	Total
	TV Coverage	Radio Coverage	Newspaper Coverage	Statement Stuffers	Misc. Media	Person to Person		
<u>DENVER</u>								
Number of Requests	108	74	159	263	24	56	47	731
Packets Sent	146	145	192	262	93	109	89	1,036
Information Given	32	2	2		9	26	10	81
Referred to Operation ID	1		59	141		1	6	208
<u>OUTSIDE DENVER</u>								
Number or Requests	45	51	105	73	9	13	13	309
Packets Sent	66	45	104	73	9	16	11	324
Information Given	2	8	4			5	4	23
Referred to Operation ID			48	32			1	81
<u>TOTAL</u>								
Number of Requests	153	124	264	336	33	69	60	1,040
Packets Sent	212	190	296	335	102	125	100	1,360
Information Given	34	10	6		9	31	14	104
Referred to Operation ID	1		107	173		1	7	289

requests. There have been a total of 1,040 requests for crime prevention information. From these requests, 1,360 packets have been sent out, 104 people received additional information and 289 were referred to the Operation ID agency in their area.

This listing of speaking engagements is self-explanatory. There were a total of 8 speeches during July and August of 1976. Through these presentations we reached 222 people and distributed 131 packets.

SPEAKING ENGAGEMENTS

Activity	Speakers(s)	Date	Number Present	Materials Distributed	Media Dissemination
Apartment House Manager	M. Olguin K. Segura	7/1/76	4	4	
Denver Police Academy	E. Berry	7/6/76	31	40	
Colorado Association of Broadcasters	D. Martin	7/8/76	12		
Herschfield Heights	M.A. Espinosa	7/10/76	33		
Owl Club Picnic	J. Rodgers	7/18/76	31	31	
Black Golf Club of Denver	J. Rodgers	7/20/76	20		
Westside Youth Development	M. Quayle K. Segura	7/29/76	6	6	
American Correctional Association	D. Martin	8/24/76	85	50	

Neighborhood Organization Impact

This chart provides an overall picture of some segments of Neighbors ACT. Our materials have been distributed to the public by speaking engagements, by personal requests, by the neighborhood components and by agencies who offer to disseminate our materials to their employees or clients.

These activities provide the details on crime prevention techniques to those involved. The advertising campaign is to inform and motivate residents to expose themselves to one of the activities listed in the chart.

Through Neighbors ACT speakers, requests and the effort in the target areas we contacted over 30,000 people. Add to these activities the work of agencies in distributing our packets and we have placed our crime prevention literature in 17,429 homes. This effort is the result of 13 months of neighborhood organizing and an 11 month media campaign.

SUMMARY OF NEIGHBORS ACT ACTIVITIES

Activity	7/1/76-8/31/76	Total
Number of Speaking Engagements	8	157
People Contacted by Speakers	222	5,947
Packets Distributed through Speakers	131	17,180
Number of Requests for Information	89	1,040
Packets Distributed through Requests	94	1,360
Number of People Contacted by Neighborhood Effort	4,035	23,478
Packets Distributed through Neighborhood Effort	4,939	29,198
Number of Agencies Distributing Our Materials	4	29
Packets Distributed by Agencies	2,690	9,591
Packets Reprinted and Distributed by Agencies	0	14,100
Statement Stuffers Distributed by Agencies	0	27,500
Total People Contacted by Speakers, Requests or the Neighborhood Effort	4,346	30,465
Total Packets Distributed by Speakers, Requests, the Neighborhood Effort or Agencies	7,854	71,429

Neighborhood Progress

During the previous quarter and this quarter the figures submitted to the central office by the components came under question. The results of the verification studies appear in the appendices of the quarterly report for 4/1/76 -6/30/76. The results of the survey should be read to caution the reader on interpreting the numbers appearing in the following charts and graphs.

The tables entitled "Neighborhood Progress" present a summary of the weekly reports submitted by the Eastside and Westside. The first table records the data for the last two months of operation. The second table contains the figures for the duration of the grant.

For the 56 weeks of operation the Westside averaged on a weekly basis:

- 3 block meetings
- 27 people at block meetings
- 25 households represented at block meetings
- 276 homes contacted
- 224 homes personally contacted
- 52 homes receiving information only
- 203 positive responses to NPP

Of all the homes in the area covered by the Westside:

- 94% were contacted
- 76% were personally contacted
- 17% received our packet only
- 69% were positive towards NPP
- 8% attended block meetings

During the life of the program the Eastside averaged on a weekly basis:

- 3 block meetings
- 26 people at block meetings
- 23 households represented at block meetings
- 245 homes contacted
- 195 homes personally contacted
- 51 homes receiving information only
- 174 positive responses to NPP

NEIGHBORHOOD PROGRESS

Neighborhood Progress	7/1/76 - 8/31/76		
	East*	West	Total
Number of Homes In Area	1,224	3,970	5,194
Number of Homes Contacted	1,083	3,856	4,939
By Personal Contact	1,041	2,994	4,035
By Leaving Information	54	862	916
By Phone	0	0	0
Number of Homes Not Contacted	141	114	255
Number of Homes Positive Toward NPP	958	2,833	3,791
Number of Homes Negative Toward NPP	32	165	197
Number of Block Meetings	9	15	24
Number of People Attending Block Meetings	81	91	172
Number of Households Represented at Blk. Mtgs.	72	83	155

* The Eastside did not submit any figures for the month of August.

Of all the homes in the area covered by the Eastside:

- 95% were contacted
- 75% were personally contacted
- 19% received our packet only
- 67% were positive towards NPP
- 9% attended block meetings

According to the 1970 census there are approximately 20,831 households in the Westside target areas, they have covered 16,332 homes (78% of the area).

The Westside claim to have covered 100% of the target areas. It is impossible to account for this discrepancy.

The Eastside contracted to cover approximately 23,526 households. To date they have canvassed an area with 14,418 homes. This represents 61% of the total number of homes in the target area. They claim to have covered 60% of their area and this appears to be consistent with the data.

NEIGHBORHOOD PROGRESS

Neighborhood Progress	Total (8/1/75-8/31/76)		
	East	West	Total
Number of Homes in Area	14,418	16,332	30,750
Number of Homes Contacted	13,739	15,459	29,198
By Personal Contact	10,913	12,565	23,478
By Phone	12	54	66
By Leaving Information	2,861	2,928	5,789
Number of Homes Not Contacted	662	850	1,512
Number of Homes Positive Toward NPP	9,736	11,386	21,122
Number of Homes Negative Toward NPP	1,146	1,314	2,460
Number of Block Meetings	141	178	329
Number of People Attending Block Meetings	1,471	1,491	2,962
Number of Households Represented at Blk. Mtgs.	1,312	1,376	2,688

Reported Crime Impact

The major tool for the evaluation of Neighbors ACT is the victimization survey. In order to investigate the impact of Neighbors ACT on the crime rate prior to the completion of the victimization surveys, crime statistics available through the Denver Police Department and the Denver Anti-Crime Council were used. Because we are working in census tracts, the only comparisons possible from existing data are for 1974 versus 1975.

In Table I, the percent of change in the rate of crime from 1974 to 1975 is presented for each census tract worked during 1975. The Westside and Eastside census tracts are also combined to show the percent of change in all the areas covered by each and both components.

Our goal, as established in the proposal, is to decrease impact crimes by 10% in the target areas and 5% in the remainder of the city. The only crime that appears to be down in the target areas is assault, by 5% in the Westside, and 9% in the Eastside. The remaining crimes have increased with a substantial gain in the crimes of rape and robbery.

Next, it is desirable to compare the area covered by Neighbors ACT to other high crime areas to determine if crime went up less in our census tracts.

The control high crime areas in Table I experienced less of an increase in rape than did the census tracts we covered. A similar situation exists for the crime of robbery. Assault went down in our areas and up in comparable areas of the city. The increases in burglary are similar in both experimental and control areas.

What can we conclude from the data? We must be cautious for many reasons: 1) Neighbors ACT was not the only anti-crime program operating in Denver. 2) Neighbors ACT was only in operation for 5 of the 12 months in 1975. 3) The data consists of crime reported to the police. In most Neighbors ACT activities we stress the value of reporting crimes and the increases noted in Table I may be a result of greater reporting while the actual crime rate may have gone down.

it appears that the rate of reported rapes and robberies increased in the census tracts canvassed by the Eastside and Westside during 1975 more than in other high crime areas. Burglary figures look identical for both areas showing increases of less than 10%. Finally, we may speculate the Neighbors ACT has had some impact on the crime of assault.

In terms of the crime rate for the city, Table I shows it to be increased by 2 to 10 percent for each impact crime. It is impossible to estimate what the figures would have been had Neighbors ACT not been operating in the city. So far, however, we have not decreased reported impact crimes by 5% in the city of Denver.

Table I
Percent of Change in Crime Rate
 From 1974 to 1975

Area Covered in 1975 by Neighbors ACT	Rape	Robbery	Assault*	Burglary+
Westside 5.00	+33	+52	+20	-12
Westside 7.02	-15	+32	+ 1	+13
Westside 19.00	+38	- 8	-26	+11
Eastside 41.03	0	+87	0	+ 1
Eastside 41.04	+40	- 8	-18	+16
Total Westside	+11	+24	- 5	+ 4
Total Eastside	+14	+44	- 9	+ 7
Total Neighbors ACT	+12	+30	- 6	+ 5
Control High Crime Areas	Rape	Robbery	Assault*	Burglary+
Westside	+ 2	- 1	+ 6	+ 2
Eastside	+ 3	+20	+ 3	+ 8
Total	+ 2	+13	+ 4	+ 5
City	Rape	Robbery	Assault*	Burglary+
City	+ 9	+10	+ 2	+ 6

* Assault includes homicide, simple and aggravated assault.

+ Burglary includes residential and commercial.

Third Party Evaluation Summary

The Law Enforcement Assistance Administration funded, through the Denver Anti-Crime Council, a \$1.2 million neighborhood crime prevention education program called Neighbors Against Crime Together - - Neighbors-ACT. The grant had a twenty month duration beginning in January, 1975 and terminating August 31, 1976.

Neighbors-ACT had the primary goal of providing opportunities for citizen involvement in crime prevention and reduction. Emphasis was placed on the reduction and prevention of impact offenses such as burglary, robbery, rape and assault.

To achieve the major objectives of Neighbors-ACT, a public media effort for the entire metropolitan area and a crime prevention education activity in high crime target neighborhoods was implemented. The public media component informed citizens of the crime problem in Denver and their possible role in reducing crime. The neighborhood component augmented the media campaign by involving private citizens in an anti-crime effort through community participation.

In order to evaluate the Neighbors-ACT program a survey of the citizens of Denver was conducted prior to program implementation during the summer of 1975. A survey was also conducted at the completion of the program, during the summer of 1976.

The pre-test and post-test data collected, covered five areas:

1. The extent of victimization in the household, certain details of the crime and the victims behavior.
2. The awareness of crime among the public and the extent to which citizens fear crime.
3. The knowledge and attitude of the public toward the criminal justice system, including perceptions concerning the police and willingness to cooperate with the police and courts.
4. The degree to which citizens practice crime prevention techniques in home security and personal security including the general awareness of and attitude toward different methods.
5. Social and demographic characteristics of the respondents.

The pre-test sample consisted of 1,083 interviews randomly selected from within randomly selected blocks in pre-determined census tracts. All respondents were household heads or spouses, eighteen years of age or older. The post-test sample consisted 1,055 household interviewees similarly selected.

In addition to the pre-test and post-test data this evaluation utilized a panel design wherein ninety-one of the pre-test respondents were reinterviewed in 1976.

Also, we utilized an open-ended interview schedule to elicit qualitative information about the program from six individuals who held key posts in project administration or oversight.

All questions used in both surveys were written with the assistance, input and approval from the Neighbors-ACT staff based upon previous and similar studies or newly constructed questions. All interview schedules were pretested, reliability checks conducted and revisions made.

Special care was taken in the selection, training and monitoring of survey interviewers. Where possible survey interviewers were hired from among individuals residing in the two major areas of study designated as the Eastside and Westside. After a thorough training period the interviewers were assigned to crews headed by a crew chief. Crew chiefs reported directly to the research supervisor of Community Research and Planning, Inc. (Formerly R. F. Falk Associates, Inc.) the contractor conducting the evaluation. The experience of the staff of Community Research and Planning, Inc., with local residents hired and trained as survey interviewers and crew chiefs was highly favorable. Indeed, many of those who conducted interviews for the 1975 pre-test were rehired to work on the post-test data collection effort.

All interview data were coded onto standard coding forms by those who had conducted the interviews and after a training session on coding; Code sheets were then used for transferring data to punched card format. All key-

punching was verified. Punched card input was transferred to magnetic tape and disk storage and all data processing and analysis was performed at the University of Denver Computing Center facilities.

B. SUMMARY OF FINDINGS

Evaluation of the data collected was performed by first analyzing the panel data. Next the pre-test data was compared to the post-test data. Finally results from the panel analysis were compared to the results of the pre-test vs. post-test analysis. In all cases, where a difference between the pre and post measures of a variable were statistically significant at the .10 level, the variable was considered to have changed over the time period. Thus, four possible findings are possible. These are summarized below:

Significant differences found in panel data		
Significant differences found in Pre-Test vs. Post-test data	YES	NO
	<p>YES</p> <p>Strongest evidence of program impact</p>	<p>Differences may be due to technical factors such as sample size, not the program.</p>
	<p>NO</p> <p>Panel data differences <u>may</u> be due to other factors</p>	<p>No program impact</p>

The strongest evidence of program impact is where differences between variables is found both in the panel data and the pre-test vs. post-test data. Where differences were not found in the panel data, but are found in the

pre-test vs. post-test data the evidence supporting the conclusion that the program contributed to the differences is slightly less strong. However, these differences should still be seriously considered. Therefore, in summarizing findings we will use these two sets of findings.

Where differences found in the panel data are not substantiated in the pre-test vs. post-test there is a strong possibility that the interview schedule itself may have sensitized respondents. Therefore, these differences are not considered evidence of program effect. Finally, of course, where no differences between variables was found in either the panel data or the pre-test vs. post-test data, the program was not effective.

An important caution must be kept in mind when reading the following summary of findings. Many events, activities and programs in addition to the Neighbors-ACT program took place during the time period between the pre-test and post-test. Many of these events could influence the variables for which we collected data. Thus, the differences discussed below may not be only due to the Neighbors-ACT program.

The evidence gathered in this evaluation shows that between 1975 and 1976 Denver residents did become more knowledgeable about crime prevention programs. They definitely found out about Operation I.D., the Emergency Telephone number and did receive information on protecting their home from burglary.

Attitudinally, Denver residents are more likely to view crime as a serious problem in 1976 than in 1975. They are more likely not to feel safe walking in their neighborhood at night and feel that there is little they can do to prevent being attacked or having their home burglarized. It is also the case, however, that residents report being less concerned about their home being broken into in 1976 than in 1975. This may be explained by the fact that in 1976 residents are more likely to say that crime has decreased as compared to 1975.

With regard to involvement in crime prevention, people say they are more willing to engage in crime prevention behaviors including engaging in neighborhood watch activities. In fact, the importance attached to the neighborhood as a locus for crime prevention activities was manifest in the 1976 data. Respondents reported watching their neighbor's homes more often and agreeing that one reason crime in their neighborhood has decreased is because residents stick together.

In 1976 respondents reported actually engaging in crime prevention behaviors which they did not do in 1975. Specifically, they report locking doors when family members are home. And when they go to bed at night they are more likely to lock their windows and leave inside and outside lights on. When they are going out for just awhile more people report leaving outside lights on. Finally, when residents go away for a weekend or long vacation they report that they stop newspapers, deliveries and mail, have lawns mowed and leave outside lights on, more than in 1975.

The only offense which receives strong support for having decreased between 1975 and 1976 was being the victim where someone broke into the house and stole something or where someone stole something from outside the house.

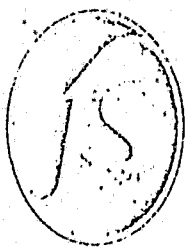
In conclusion the evidence suggests that the Neighbor-ACT program did not reduce victimization across many crimes but did increase residents knowledge about crime prevention programs, made them more aware of the crime problem, enhance their interest and willingness to participate in crime prevention activities and did alter many of their actual crime prevention behaviors.

Conclusion

In conclusion, the Neighborhood Crime Prevention Education Program clearly produced a proactive crime prevention awareness among a significant proportion of Denver residents and residents in other areas reached through Denver media. This program peaked at a time which paralleled the most severe period of recession and unemployment to strike Denver in the past several years. We, therefore, feel confident that substantial increases in serious crimes may have been deterred through the sensitizing afforded by this program. Crime projections linked to economic indicators are, however, not available for this jurisdiction and consequently our speculations regarding the substantial increases that "may have occurred" must remain mere conjecture. We, nevertheless, believe that the program was a timely one which has left a lasting impression with the City of Denver. Continued neighborhood crime prevention campaigns will be forthcoming through a variety of alternative delivery mechanism. The N.A.C.T. experiment has provided us with a base to work from and has, indeed, been an important learning experience for the city.

APPENDIX A

Copies of Radio and T.V. Spots



NACT
4050-4 51036-5
11/5/75
:30 TV -- ASSAULT

RYE SILLS, INC. • ADVERTISING • CORPORATE COMMUNICATIONS • 1200 LINCOLN STREET • DENVER, COLORADO 80203 • (303) 573-7335

VIDEO

Camera to elderly Anglo man at counter, cashing social security check, buying groceries.

Ordinary lower middle-class neighborhood after dark. Over it, waiting, pulsing, a purplish, orange, red, darkly menacing blob like out of science fiction--looking evil, malevolent, threatening.

Same elderly man, struck down (not the act)

Hands reaching for brochures... black, brown, white

Hands holding assault brochure open to middle pages

Young black woman at window, alarmed at something she sees--

Same young black woman at phone talking urgently.
SUPER: Dial 911 for help.

AUDIO

MOOD SOUND/MUSIC IN BG KEYED TO ACTION

ANNCR: (voice over) Crime. It's an evil presence out there...

waiting for you to slip up...

Don't give crime a chance to happen.

Join with your neighbors.

Learn how to use your head to protect your body.

Watch. Listen. (SFX - car roaring off)

Dial 911 for help. (SFX - dialing 3 digits)

4050-4 51036-5
:30 TV - Assault
Page 2

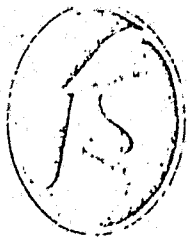
Blob shrivels and retreats leaving
a clean, fresh look

Make your neighborhood a safer
place to live.

Animation of NACT logo, with
Neighbors ACT against crime
together.
534-1671

For information, call this
number.

NACT logo smaller with
phone number larger, leaving
space in critical area for
sponsor I.D. super.



Client: N-ACT Job No. 4050-1-51036-5

TV 30 secs. for production

Subject: Burglary

RYE SILLS, INC. • ADVERTISING • CORPORATE COMMUNICATIONS • 1200 LINCOLN STREET • DENVER, COLORADO 80203 • (303) 573-7333

VIDEO

Black couple, any mature age, leaving house in middle class neighborhood--like going to the early movie, or out to the fast-food place to eat.

Cut to empty garage, open windows or other evidence of careless security.

In the neighborhood, a waiting, pulsing presence--a blob, menacing, malevolent, threatening.

Crow-bar prying at door--show gloved hands

Hands reaching for brochures--spread out on table--black, brown, white, many.

TCU of Operation I. D. sticker and Neighbors Act sticker on door or window

Chicano woman at window, alarmed at something she sees
Anglo man, reading, reacting to noise.

TCU of finger dialing 911.
SUPER: Dial 911 for help.
Super out

Blob shrivels and retreats leaving clean fresh look in neighborhood.

Animation of N-ACT logo with Neighbors Act against crime together. 534-1671

N-ACT logo, smaller, with phone number 534-1671 larger. Leave space in critical area for super of sponsor I. D.

AUDIO

MOOD SOUND/MUSIC IN BG KEYED TO THE ACTION

ANNCR: (voice over) Crime. It's an evil presence out there...

waiting for you to get careless.

Don't give crime a chance to happen.

Join with your neighbors.

Learn how to protect your home from burglars.

Watch.

Listen. (SFX - glass breaking)

Act. Dial 911 for help. (SFX-dialing 3 digits)

Make your neighborhood a safer place to live.

For information, call this number.

Client: N-ACT
:30 TV - RAPE

4050-4-51035-7

11/5/75

VIDEO

Chicano woman, 30-ish, steps from bus into darkened street. She wears the "whites" of a nurse coming off the 2nd shift. Neighborhood is ordinary lower middle class. She walks along sidewalk, with bushes offering cover for rapist (not shown).

In the neighborhood, a waiting, pulsing presence--purple, orange, red--darkly menacing, malevolent, threatening...blob.

Chicano woman, frightened--anguished look on face.

Hands, black, brown, white, reaching for brochures, taking them from table

Woman at window alarmed at what she sees

Man roused from sleep by scream down the street.

TCU of hand dialing 911
SUPER: DIAL 911 for help.

Blob shrivels and retreats leaving clean, fresh look.

Animation of N-ACT logo, with Neighbors ACT against crime together.

534-1671

N-ACT logo smaller with phone number larger.
Leave space in critical area for sponsor I.D. super.

AUDIO

MOOD SOUND/MUSIC IN BG CUED TO THE ACTUAL

ANNCR: (voice over) Crime. It's an evil presence out there....

waiting for you to let down your guard.

Don't give crime a chance to happen.

Join with your neighbors. Learn how to use your head to protect your body. Watch.

Listen. (SFX: SCREAM DOWN THE STREET)

Act. Dial 911 for help. (SFX: dialing)

Make your neighborhood a safer place to live.

For information, call this number.

FRYE · SILLS, INC.

01-
10-11

TYPE SPECIFICATIONS

CLIENT NACT

JOB NO 4050-4 51039-9 DATE TYPED 10-31-75

#1

COPY FOR: 30 Assault

SEE

SFX: MOOD SOUND/MUSIC, KEYED TO COPY

ANNCR: Leave your house without locking up and you're
asking for it.

SFX: SPOOK MUSIC UP--FADING FOR

ANNCR: There's an evil presence out there. Crime.
Don't give crime a chance to happen. Learn
how to protect your home from burglars--there's
a booklet that spells it out for you.
To make your neighborhood a safer place to
live, get in the ACT - Neighbors Against Crime
Together.
Call 534-1671 for details.

SFX: TO TIME

FRYE · SILLS, INC.

TYPE SPECIFICATIONS

CLIENT NACT

JOB NO 4050-4 51037-3 DATE TYPED 11-4-75

#2

COPY FOR :30 Burglary/Robbery

SFX: MOOD SOUND/MUSIC, KEYED TO COPY

ANNCR: You flash money at a store...or take up
with strangers. You're asking for it.

SFX: SPOOK MUSIC UP--FADING FOR

ANNCR: There's an evil presence out there. Crime.
Waiting to strike you down. Don't give crime
a chance to happen. Learn to protect yourself.
A special booklet tells you how. To make
your neighborhood a safer place to live,
get in the ACT -- Neighbors Against Crime
Together.
Call 534-1671 for details.

SFX: UP FULL TO TIME

FRYE · SILLS, INC.

TYPE SPECIFICATIONS

CLIENT NACT

JOB NO 4050-4 51038-DATE TYPED 11-4-75

#2

COPY FOR :30 RAPE

SIZE

SFX: MOOD SOUND/MUSIC, KEYED TO COPY

ANNCR: You're a woman. You're in danger when you
walk alone after dark--or open your door to
strangers.

SFX: SPOOK MUSIC UP--FADING FOR

ANNCR: There's an evil presence out there. Crime.
Don't give rape a chance to happen. Join with
your neighbors. Learn to use your head to
protect your body. A special booklet tells
you how. To make your neighborhood a safer
place to live, get in the ACT -- Neighbors
Against Crime Together. Call 534-1671 for
details.

SFX: UP FULL TO TIME

FRYE·SILLS, INC.

TYPE SPECIFICATIONS

CLIENT NACT

JOB NO 4050-4 51050-9 DATE TYPED 10-31-75

COPY FOR PSA SPOT
:30

SIZE

S. BROWNMILLER: This is Susan Brownmiller.

In my book, Against Our Will--Men,
Women and Rape, I make the point:

we not only have to look out for
ourselves, but for each other.

That's what I like about your Denver
program: Neighbors Act Against Crime
Together. It can make your neighborhood
a safer place to live. For more
information about Neighbors Act and
free crime prevention literature, I
suggest you call 534-1671...today.

FRYE · SILLS, INC.

TYPE SPECIFICATIONS

CLIENT NACT

JOB NO 4050-4 61060-6 DATE TYPED 12/23/75

COPY FOR :25 PSA KHOW

SIZE

DILL: Nobody gets more heat about the crime problem in Denver than the Police Department. Nobody knows better that we need your help. That's why we support the new program - Neighbors Against Crime Together or Neighbors Act. I suggest you call 534-1671 today for a free crime-prevention kit. It teaches you to take simple precautions to protect yourselves from crime, to make your neighborhood a safer place to live. And to call 911 when you see or hear something suspicious. This is Denver Police Chief Art Dill speaking for Neighbors Against Crime Together.

FRYE · SILLS, INC.

TYPE SPECIFICATIONS

CLIENT NACT

JOB NO. 4050-4 61060-0 DATE TYPED 12/23/75

COPY FOR :25 PSA KHOW Spots SIZE

NEIGHBOR: Our neighborhood here in Denver has a good thing going. It's called Neighbors Against Crime Together or Neighbors Act. Through this program we're learning how to protect our homes from burglars and ourselves from crime--just by taking ordinary precautions. And we're looking out for each other, calling 911 if we see something suspicious. For a free, crime-prevention kit call 534-1671. Learn how you can avoid becoming a victim of crime. This is _____ speaking for Neighbors Against Crime Together.

FRYE·SILLS, INC.

TYPE SPECIFICATIONS

CLIENT NACT

JOB NO. 4050-4 61060-6 DATE TYPED 12/23/75

COPY FOR :25 PSA KHOW

SIZE

MARTIN: A recent survey shows that more than half the people who live in Denver are afraid to walk in their own neighborhoods after dark. We're doing something about that with a new program called Neighbors Against Crime Together or Neighbors Act. It shows you how to prevent crime by being careful, and to work with the folks next door to make your neighborhood a safer place to live. For a free crime prevention kit call 534-1671. This is Dave Martin, Executive Director, speaking for Neighbors Against Crime Together.

APPENDIX B

Crime Prevention Packet

- Supply Limited - By Request -

APPENDIX C

Complete Third Party Evaluation Report

END