



NCDC DWI COURT FIELD KIT



*NATIONAL
IMPAIRED DRIVING
PREVENTION
MONTH*

2012 DWI Court Field Kit

Prepared by: The National Center for DWI Courts

About the NCDC

The National Center for DWI Courts (NCDC), a professional services division of the National Association of Drug Court Professionals (NADCP), is the only dedicated advocacy, policy, training and technical support organization for DWI Courts in the nation.

Dedicated to delivering research-driven practices to reduce impaired driving recidivism nationwide, the NCDC is designed to:

- Expand DWI Courts nationwide.
- Improve DWI Court operations through training and technical assistance.
- Maintain operational standards for DWI Courts.

Established in June of 2007, through a partnership with Beam Inc., the NCDC works toward eliminating the hardcore impaired driver through the expansion of DWI Courts nationwide. The NCDC is now bringing DWI Courts to the forefront of the repeat impaired driving problem. It is through that effort and the expansion of DWI Courts that NCDC's message of "Making Your Community a Safer Place" is coming true.

The NCDC is supported by the National Highway Traffic Safety Administration, U.S. Department of Transportation; Beam, Inc.; and the Wine & Spirits Wholesalers of America, Inc.



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Forward

Greetings,

This December, DWI Courts around the country are supporting National Impaired Driving Prevention Month holding graduations and other events; all designed to demonstrate a commitment to end impaired driving.

In 2010, there were 10,228 fatalities in crashes involving a driver with a BAC of .08 or higher, 31 percent of all 2010 traffic fatalities. Of the more than 10,000 people killed, at least one driver in the crash had a BAC of .15 or greater in 70 percent of the fatalities. In December 2010, 745 people were killed, an increase of 30 deaths when compared to December 2009. These facts show the true devastation of impaired driving.

The good news is that DWI Courts are working to change that dynamic. High BAC and repeat DWI offenders are the ones that DWI Courts target, changing their behavior so they don't repeat this deadly crime. DWI Courts are working to make sure that communities everywhere are safer. **Now is the time to let your community know just how important your DWI Court is in the effort to end impaired driving; that it is a critical component in this fight.**

To help you share your message, the NCDC created this DWI Court Field Kit. The Field Kit contains a wealth of resources to help showcase your program and demonstrate your support of Impaired Driving Prevention Month. NCDC also created a website to make it easy for you to access resources, track media, upload pictures, and inform us of your activities. As you prepare your December activities, please be sure to visit www.dwicourts.org/resources/idpm-2012.

There will be material in addition to the Field Kit for you to use.

NCDC will highlight your accomplishments all month long on our website, in the NCDC newsletter and on Facebook (www.Facebook.com/AllRise). Please send us all of your December news for us to share!

I hope you find this Field Kit helpful as you prepare your events. For questions, please contact Chris Deutsch, Director of Communications, at 571-384-1857 or cdeutsch@nadcp.org.

DWI Courts everywhere are making a difference. What better time than the Holiday Season to share this important message? The work your DWI Court does, day in and day out, allows your participants and graduates to join families and friends and celebrate a safe and sober Holiday Season. You are making your community a safer place to live.

Sincerely,

David Wallace
Senior Director
National Center for DWI Courts

Chapter 1 National Impaired Driving Prevention Month

The holiday season between Thanksgiving and New Year's Day is one of the deadliest and most dangerous times on America's roadways due to an increase in impaired driving. Since 1981, every President of the United States has demonstrated the commitment to preventing impaired driving by proclaiming December as National Drunk & Drugged Driving Prevention Month or more recently, National Impaired Driving Prevention Month.

In December there will be a significantly increased enforcement effort combined with aggressive marketing on the annual Drunk Driving crackdown, Drive Sober or Get Pulled Over. Local law enforcement officers will be out in force from December 14, 2012, to January 2, 2013, apprehending all drunk drivers and spreading the message. This is a prime opportunity to discuss what DWI Courts are doing in communities across the nation, preventing impaired driving by changing the behavior of the repeat and high BAC DWI offender.

Just as important, this is a time to raise the awareness of the community on the consequences of driving while impaired of alcohol or other drugs as family and friends join together to celebrate the Holiday Season. You may want to include in any message, preventive measures that can be taken during the holiday season, such as:

- Plan a safe way home before the festivities begin;
- Before drinking, designate a sober driver;
- If you're impaired, use a taxi, call a sober friend or family member, or use public transportation so you are sure to get home safely;
- If you happen to see a drunk driver on the road, don't hesitate to contact your local law enforcement;
- And remember, *Friends Don't Let Friends Drive Drunk*. If you know someone who is about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

There will be additional material on Impaired Driving Prevention Month, including PSAs, posters and logos on the National Highway Traffic Safety Administration website, www.nhtsa.gov/StopImpairedDriving.

Chapter 2 National Impaired Driving Prevention Month Checklist

Below is a suggested timeline in order for your DWI Court to be prepared for the Impaired Driving Prevention Month and your events.

October

- 1 Bookmark www.dwicourts.org/resources/idpm-2012
- 1-5 Register for the free NCDC Webinar on Impaired Driving Prevention Month 2012, Wednesday, October 10 @ 2:00 PM EST. :
<https://nadcp.webex.com/nadcp/onstage/g.php?d=640974290&t=a>
- 1-5 Schedule a Commencement/Graduation Ceremony for December
- 8-12 Invite your Members of Congress/other dignitaries to your Commencement Ceremony
- 15-19 Schedule other Impaired Driving Prevention Month activities
- 15-19 Prepare a proclamation for your local and state policymakers
- 22-26 Assemble talking points for your media outreach to include relevant local and national statistics
- 22-26 Tailor the media kit to your local DWI Court

November-December

- Nov 1 Send media kits to local media contact
- Nov 5-9 Make follow-up calls to media contacts
- Nov 5-9 Fax or e-mail media advisory to media contacts
- Nov 19-30 Call media again to invite to Commencement/Graduation event
- Dec 1-15 Fax or e-mail press release to media contacts (if holding celebratory event)
- Dec 1-31 Submit OpEd to media contacts
- Dec 1-7 Notify NCDC of your Impaired Driving Prevention Month events including total number of graduates expected
- Dec 18-30 Send ALL media clips to your state and elected officials
- Dec 18-30 Send NCDC media clips and pictures for posting on Facebook and the NCDC Media Monday Morning Roundup.

Chapter 3 National Impaired Driving Prevention Month Event Ideas

During National Impaired Driving Prevention Month, it is important to hold a commencement ceremony and talk about how you are preventing future impaired driving. But there are many types of activities you can schedule in addition to a commencement that will generate media interest in your program and foster community support. Here are a few events successfully used in the past. **Elected officials can be invited to attend all of these events!**

- **District Meeting with Member of Congress:** Try to schedule a meeting with your Member of Congress when they are home. Have your DWI Court judge and a graduate attend the meeting and educate them on why they should support DWI Courts, or thank them for their support (instructions on Page 14).
- **Community Clean-Up:** Depending on the weather, clean up a park, a street, a highway or a school. Invite past DWI Court graduates to join and encourage all court staff, law enforcement, probation etc to participate.
- **School Assembly:** Many DWI Courts do outreach in local schools. This is a great way for your participants to give back and to spread a positive message to youth in the community.
- **5K Run/Ski:** Another fun community event that could turn into an excellent tradition and fundraising opportunity.
- **Basketball Game:** A couple years ago there was a great story about a game between local law enforcement and court participants. The game was covered by the local press and was a tremendous success.
- **Donation Drive:** This can be done all month long. Choose a local food bank or charity and help them raise donations. This can also be used to get local businesses involved with your court.
- **Holiday Toy Drive:** Work with community partners to provide gifts to local children during the Holiday Season.
- **Fundraiser:** Many DWI Courts have associated non-profits. Impaired Driving Prevention Month is an excellent time for a fundraising event.

Chapter 4 Talking Points

During December there will be a number of questions on DWI Courts and impaired driving. Below you will find some useful facts on both topics. For the Alcohol-Impaired Driving section, NHTSA stands for the National Highway Traffic Safety Administration (www.nhtsa.gov) and NTSB stands for the National Transportation Safety Board (www.nts.gov).

DWI Courts

- DWI Courts hold DWI offenders accountable, save valuable resources, and make the community safer.
- DWI Courts operate in a post-conviction model using intensive supervision and treatment to change a person's behavior.
- In a study of three Michigan DWI Courts, DWI court participants were up to 19 times less likely to be re-arrested for DWI than a DWI offender in a traditional court.
- In a study funded by NHTSA of three Georgia DWI Courts, DWI court participants had a 15% recidivism rate versus 24% for traditional courts.
- In the same Georgia Study, it is estimated that DWI Courts resulted in between 47 and 112 fewer DWI arrests for those jurisdictions.
- The following national organizations have issued resolutions in support of DWI Courts:
 - American Judges Association (AJA)
 - The Governor's Highway Safety Association (GHSA)
 - The Highway Safety Committee for the International Association of Chiefs of Police (IACP)
 - Mothers Against Drunk Driving (MADD)
 - The National Alcohol Beverage Control Association (NABCA)
 - The National Association of Prosecutor Coordinators (NAPC)
 - The National District Attorneys Association
 - The National Sheriff's Association (NSA)

Alcohol-Impaired Driving

- Alcohol impaired driving is one of America's most-often-committed and deadliest crimes.

- There are over 2 million drivers with three or more DWI convictions in the United States.¹
- Every year more than half of the alcohol-impaired fatalities involve a driver with a BAC (Blood Alcohol Content) of .15 or higher. [Source: NHTSA]
- In 2010, 32,885 people nationwide were killed in motor vehicle traffic crashes. **Alcohol-impaired** driving accounted for 10,228 or 31 percent of the motor vehicle traffic fatalities. [Source: NHTSA].
- In December 2010, 775 people were killed by an impaired driver. This is an increase of 30 fatalities from the previous year. [Source: NHTSA]
- Between 1982 and 2009, more than 251,000 people died in crashes involving hardcore drinking drivers. [Source: NTSB]
- Repeat DWI offenders are over represented in fatal crashes, and have a greater relative risk to kill another person. [Source: NHTSA and NTSB]
- A driver with a .08 BAC in a fatal crash is 8 times more likely to have a prior DWI conviction than a person with no alcohol present. [Source: NHTSA]
- Drivers at .15 BAC and above are at least 20 times more likely to be involved in a fatal crash than a non-drinking driver. [Source: NHTSA]

Drug-Impaired Driving

- One in Eight: the rate of Americans driving on a weekend night testing positive for an illicit drug. [Source: NHTSA]
- Of the 16.3% of drivers positive for drugs, 11.3% were positive for illegal drugs, 3.9% for medications and 1.1% for both illegal drugs and medications. The most common illegal drugs were cannabis (8.6%), cocaine (3.9%) and methamphetamine (1.3%). [Source: NHTSA]
- According to the Fatality Analysis Reporting System (FARS), one in three (33%) of all drivers with known drug-test results who were killed in motor vehicle crashes in 2009 tested positive for drugs (illegal substances as well as over-the counter and prescription medications). [Source: NHTSA]
- FARS data also showed the involvement of drugs in fatal crashes has increased by five percentage points over the past five years, even as the overall number of drivers killed in motor vehicle crashes in the United States has declined. [Source: NHTSA]

¹ Mothers Against Drunk Driving, New Data Shows Disturbing Number of Repeat Drunk Drivers on America's Roadways, press release, November 25, 2009.

Chapter 5 Webinar: How to Plan a Successful Impaired Driving Prevention Month

In our ongoing effort to provide you with the resources you need to plan Impaired Driving Prevention Month, NCDL is proud to offer the first Impaired Driving Prevention Month Webinar!

When: Wednesday, October 10 at 2:00 PM EST

Presenters:

- National Highway Traffic Safety Administration (NHTSA) representative
- Honorable Michael Barrasse, DWI Court Judge, Scranton, PA; Chairman NADCP DWI Court Committee
- Chris Deutsch, Director of Communications, NADCP
- Moderated by David Wallace, Senior Director, National Center for DWI Courts

This webinar will cover:

- What is National Impaired Driving Prevention Month and what activities will be occurring
- Planning and scheduling special DWI Court events
- Inviting Members of Congress to attend your event
- Engaging the media

REGISTER TODAY

To register, go to : <https://nadcp.webex.com/nadcp/onstage/g.php?d=640974290&t=a>

Don't worry, if you can't tune in, the webinar will be posted at the Impaired Driving Prevention Month online headquarters.

Chapter 6 Getting Members of Congress to Your Event

This December, Senators and Representatives will be in their home districts for a limited amount of time. However, we still **encourage every DWI Court to reach out to invite your Members to attend a graduation ceremony, regular DWI Court session or special DWI Court event.** It is very possible that a staff person may be able to attend in lieu of the Member. This is still an excellent opportunity to inform your Members of Congress about the life saving work DWI Courts are performing.

In addition to inviting Members of Congress, invite your governor, your mayor, your state legislators, your chief of police, and your local media. Nothing communicates the vision, purpose, and effectiveness of DWI Court as clearly as a graduation/commencement ceremony.

Steps for Inviting Your Members of Congress

It is easy to forget sometimes that your Members of Congress work for you - the constituent. But they do! Community events are important to Members, particularly when there is press coverage. Your DWI Court event is a perfect occasion to invite them to attend.

Step 1 - Call Your Congressional Member's Washington, D.C. Office

- Go to <http://capwiz.com/nadcp/dbq/officials/> and get your Member's contact information by entering your zip code. (This is also a great resource for when you send your Members of Congress all of the fantastic press your court receives during Impaired Driving Prevention Month!)
- In your initial call, ask for the staff person who is "responsible" for Judicial/DWI Court issues in that Member's office (usually the Judicial Legislative Assistant). Staff turnover on the Hill is frequent so any staffer you have previously met may be gone.
- Each Member of Congress also has someone on staff called the "Scheduler" who will NOT be the same person in charge of DWI Court issues. It is best to contact BOTH the scheduler and staff member.
- When you reach the appropriate staff person, tell them who you are and that you would like to invite your Member of Congress to a special Commencement Event being held during Impaired Driving Prevention Month.
- Tell them that the ceremony is a part of Impaired Driving Prevention Month and you would be honored if the Member would attend and provide keynote remarks. Let them know if press will be attending.
- The staff person will likely refer you to the Member's Scheduler. If they do not, ask for the Scheduler's contact information.

- It is imperative that you talk to either the staffer or the Scheduler during that initial call. If you get the staffer's voice mail, leave a message and call the office back and ask for the Scheduler and make your request to him/her as well. Schedulers will often ask you to fill out a meeting request form and fax it back to them. Follow up your first contact with an email within 24 hours summarizing your request.

Step 2 - Make a follow-up call

A few days after you fax, or email, your request letter, follow-up with a phone call to the staff person confirming they received the request letter.

If the Scheduler says they have **not made a decision** on the invitation request yet:

- Acknowledge the amount of requests the Scheduler receives and thank the Scheduler for his/her time trying to accommodate your request.
- You may also want to mention any notable figures, public officials or community leaders who have confirmed attendance to the event.
- Ask when would be a good time to call back to confirm.

If the Scheduler says the Member of Congress **will not be able to attend**:

- Ask if there is another date that would work better (for future invites).
- Ask if there is a staff member who would be able to attend in the Member's place.

If the Scheduler says the Member of Congress **will be able to attend**:

- Thank the Scheduler for his/her help.
- Confirm the key details: date, time, length of event, Member's Role.
- Provide your cell phone number for any last minute changes.

Step 3 - Notify NADCP after you have scheduled your Member to attend.

Contact us and provide the following information:

- Name of Member(s) of Congress and/or staff person attending
- Date and time of ceremony

Chris Deutsch
Director of Communications
National Association of Drug Court Professionals
703-575-9400 (Office)
571-384-1857 (Direct Line)
cdeutsch@nadcp.org

Step 4 - Re-confirm the visit

A few days before the ceremony, contact the Member's Scheduler to confirm your meeting date and time. Life moves pretty quickly for Members and their staff often have to rearrange their schedules at the last minute. Again, staff will appreciate that you did!

Step 5- Day of the event

Expect that staff members may accompany the Member of Congress even if it was not specifically mentioned.

Consider appointing a person to greet and/or escort the official during the event and provide materials about DWI Courts to the Member and any state or local DWI Court information, data or research. For additional information, contact David Wallace, Senior Director, National Center for DWI Courts at dwallace@dwicourts.org

Ensure that media representatives who attend know the elected official is present. Likewise, ensure the Member of Congress and his/her staff know that media is present.

Step 6 – Thank your Member of Congress for attending!

Following your event, make sure to send a personalized “thank you” to your Member for attending. It is important for them to understand how much you appreciate their visit and this will help build a lasting relationship with your Member.

Sample Letter of Invitation to an Event

To: [Your Senator or Representative]
ATTN: [In-District Scheduler]
CC: [Judiciary LA]
FAX: [Congressional Office fax number]
FROM: [Your Name and City, State]
RE: Visit from Constituents
DATE: [Current Date]

Dear Congressman/Congresswoman XXXXXXX:

It is my honor to invite you to provide the commencement address at the graduation ceremony of the XXXX DWI Court, [date, time, location].

This graduation will occur during Impaired Driving Prevention Month, a national recognition of the dangers of impaired driving and a time to encourage everyone to not drink and drive. The graduation will recognize the men and women who have completed DWI Court and are leaving the program as sober and productive members of society.

Our DWI Court is truly making a difference, from transforming individuals to a clean and sober life, to reducing impaired driving and making our community safer. As our district's representative [IF INVITING SENATOR, INSERT: As the U.S. Senator for XXX], it would be an honor to have you address our DWI Court graduates. We have also invited [LIST INVITEES] and are working with local media to cover the event.

[ADD BASIC INFO ON YOUR COURT]

Thank you for your service to our community and for your consideration of this invitation. If you have any questions you can contact me at:

Sincerely,

Name

Title

Schedule a District Meeting

Go to <http://capwiz.com/nadcp/dbg/officials/> and get your Member's contact information by entering your zip code. (This is also a great resource for when you send your Members of Congress all of the fantastic press your court receives during National Impaired Driving Prevention Month!)

In your initial call, ask for the staff person who is "responsible" for Judicial/DWI Court issues in that Member's office, usually the Judicial Legislative Assistant (LA). Staff turnover on the Hill is frequent so any staffer you may have met prior to December could be gone.

Each Member of Congress also has someone on staff called the "Scheduler" who will NOT be the same person in charge of DWI Court issues. It is best to contact BOTH the scheduler and staff member.

When you reach the right staff person:

WHO - Tell the staff person who you are (constituent, if you are involved with a DWI Court, etc.) and that during December you would like to set up a meeting with your Member of Congress if they will be in the district.

WHAT - Tell the staff person that you would like to update the Member on the DWI Court work in his/her community and invite a DWI Court graduate to attend.

CONTACT - Ask for the staff person's email and/or fax number so that you may send a **meeting request letter***. It is important to give information to the staff person prior to the meeting in order for the Member of Congress to be informed and prepared for your meeting.

SCHEDULE – The Judiciary LA will usually transfer you to the In-District Scheduler, however, it is best to ask for the In-District Scheduler's name and contact information from the Judiciary LA prior to the transfer.

FOLLOW-UP – Pursue the In-District Scheduler to ensure the meeting has been arranged. Staff are extremely busy, so do not be afraid to call back or email if you do not get a response. Remember, this is YOUR representative. You have a right to meet with him or her. Ask if they received your request letter. If they did not, send it again until a meeting date and time is set.

Sample District Meeting Request Letter

To: [Your Senator or Representative]
ATTN: [In-District Scheduler]
CC: [Judiciary LA]
FAX: [Congressional Office fax number]
FROM: [Your Name and City, State]
RE: Visit from Constituents
DATE: [Current Date]

Dear [Your Senator or Representative]:

As a DWI Court Professional/DWI Court Graduate/Concerned Citizen and your constituent, I am writing to request an opportunity to meet with you while Congress is in recess on [insert date]. The purpose of the meeting will be to discuss Impaired Driving Prevention Month and how DWI Courts in our community are saving lives and saving money.

Thank you in advance for your consideration of my request. To confirm the meeting date and time please feel free to contact me at [phone number and email address].

Sincerely,

Name

Title

Chapter 7 Resolution/Proclamation

To continue or increase the support of the DWI Court in your community, you may want to ask your Mayor, County Commission or other governing body to issue a resolution or proclamation declaring December to be “Impaired Driving Prevention Month,” and your DWI Court as an important component in the effort to end impaired driving.

Obtaining a resolution or a proclamation is an honor and reinforces the value of your actions and the lives you are saving. A sample resolution/proclamation is contained in the Field Kit.

Who to Contact

Contact officials in your local or state government offices who have jurisdiction over the area where your DWI Court is located. The officials that are most likely to be interested in your activities include:

- Mayor
- Councilperson
- County Supervisor
- State Representative or State Senator
- Congressman
- Governor

Telephone or email the official’s office and ask who to speak to about obtaining a proclamation or resolution. Once you determine the proper person to speak to about the process, you can obtain the specific guidelines and the turnaround time required. Be ready to provide a summary of the resolution to the person and the purpose behind it. Be sure to confirm the format required for submitting the request.

When to Request

Generally 3-6 weeks notice is required by public officials. The larger the jurisdiction, the more time may be needed.

Sample Resolution/Proclamation

In Support of

“Impaired Driving Prevention Month”

- WHEREAS,** Impaired Driving kills thousands of individuals every year; and
- WHEREAS,** Research has shown that repeat drunk drivers pose the greatest risk of death on our roads; and
- WHEREAS,** DWI Courts target the repeat drunk driver; and
- WHEREAS,** DWI Courts are the most effective tool in the criminal justice system for saving money, and reducing impaired driving by the repeat drunk driver by addressing the underlying addiction; and
- WHEREAS,** DWI Courts facilitate community-wide partnerships, bringing together public safety and public health professionals in the fight against alcohol and drug abuse and impaired driving; and
- WHEREAS,** Results of several studies have yielded important evidence that DWI Courts significantly improve substance-abuse treatment outcomes, substantially reducing alcohol abuse and repeat drunk driving, and do so at less expense than any other justice strategy; and
- WHEREAS,** DWI Courts demonstrate that when one person rises out of alcohol, drugs and crime, we ALL RISE; and
- WHEREAS,** The time has come to put a DWI Court within reach of every eligible person in need.
- THEREFORE, BE IT RESOLVED,** that _____ declares that Impaired Driving Prevention Month be established during the Month of December, 2012, and;
- THEREFORE, BE IT FURTHER RESOLVED,** that _____ recognizes the significant contributions the DWI Courts have made toward reducing substance abuse and impaired driving, while saving valuable resources.

Chapter 8 DWI Court Video Clips

The NCDC has developed a number of short video clips that can be used to share the message that impaired driving kills, and DWI Courts are part of the solution. They are available for you to use during Impaired Driving Prevention Month as educational material during special events and commencement ceremonies.

The clips include:

- **Why DWI Court?** Created from outtakes of three speakers at the 2012 NADCP Annual Conference, Closing Session, this clip provides a powerful discussion of the dangers of impaired driving and the curative powers of a DWI Court. Length: 2 minutes 34 seconds.
- **DWI Courts: Making Our Communities Safer.** A professionally developed video, it discusses what a DWI Court is all about, taking an observer through the entire process, from the arrest to graduation. Length: 7 minutes 31 seconds.
- **2010 Crash Clock.** Incorporating startling statistics and pictures, this clip reminds everyone that impaired driving is deadly. Length: 1 minute 27 seconds.
- **DWI Courts: What Are They?** Combining a number of photographs with upbeat music, this clip shows what DWI Courts are all about: restoring individuals to a sober lifestyle and saving lives. Length: 1 minute 47 seconds.
- **DWI Courts Smart Justice.** The NCDC Director discusses why DWI Courts are an important component in the fight against impaired driving. Length: 1 minute 56 seconds.
- **DWI Court: A Serious Solution.** The NCDC Director discusses what DWI Courts see every day and that a DWI Court is a serious solution for impaired driving. Length: 1 minute 25 seconds.

To view the clips go to: <http://www.dwicourts.org/video-clips-dwi-courts-and-impaired-driving>

If you are interested, contact David Wallace, Senior Director of the NCDC at dwallace@dwicourts.org. We will send you a link to download the clips for your use.

Chapter 9 Media Guide

It is helpful to have a media kit on hand as you begin to engage your local media in a dialogue about your DWI Court program. Your media kit should be a concise, attractive package of background information about your local DWI Court and national issues relevant to your locale. Your kit does not need to be glossy or expensive. The press appreciates brevity, clarity, and newsworthy content.

Media Kit Components

- Press release (see the sample release in this kit).
- Media alert (see sample alert in this kit).
- Fact sheets on national DWI Courts (feel free use any of the talking points included in this packet).
- Your mission statement and goals.
- A backgrounder that highlights the history behind your local DWI Court.
- Brochures, newsletters, and other outreach materials.
- Key staff bios.
- “Frequently Asked Questions” (FAQs) - a sheet that provides answers to some of the most commonly asked questions about DWI Courts (see the various talking points throughout this packet for examples).
- Glossy black and white photographs of spokespeople, 5”x7” or 8”x10” (with short bios), or photos of a DWI Court graduation ceremony (optional).
- Sample articles that may have appeared previously in the media (optional).

Media Kit Assembly

Media kits usually are assembled in two-pocket folders. If your kit includes a press release, place it on the right-hand side, in front, to ensure visibility. Remember to include a business card. All materials should be dated.

Prepare enough kits to send to each local media outlet on your list, and have more copies on-hand to dispense to reporters on request.

Extra Mileage

You can alter your media kit slightly and use it for other purposes and audiences - as a general information kit for speaker bureau pitches, potential funders, volunteers, events/conferences, and other important purposes.

Tips on Contacting the Media

For help with media outreach or for contact information for media in your state, contact Chris Deutsch at cdeutsch@nadcp.org.

Making the Right Contacts

Making media contacts takes time, so make the most of the time you invest by making the *right* contacts. Before you send a media kit, press release, or media advisory, take the time to:

- Call each newspaper, periodical, TV station, or radio station on your list.
- Ask for the name of the editor or reporter to whom your material should be directed (*e.g.*, the legal editor).
- Ask whether press releases and media advisories should be mailed, faxed, or e-mailed (media kits, obviously, should be mailed or delivered).
- Get the mailing address (and an e-mail address and a fax number, if appropriate).

Once you have the right information, store it all in a file or a database so that it will be on-hand for future projects. At least once each year, review the material and update it, as needed.

Targeting the Full Range of the Media

Hometown newspapers and local cable stations can help you increase public awareness of DWI Courts. However, also consider regional and national media outlets that maybe at your disposal. Simply select the outlets that are likely to reach the audience that you need. Think about contacting all of the following and more.

Print

- City dailies - An obvious choice if you are in an urban area, but consider them too if you are in a rural program. You may be 100 miles from the city, but if the people in your community read the city paper, the paper has a reason to consider covering your event.
- Daily and weekly community papers.
- Local university/college press.
- Regional and trade magazines.
- Bar journals, newsletters, magazines, and publications targeted to other disciplines that may have a special interest in court-based intervention programs.

- Special interest newspapers and magazines (e.g., non-English language papers).
- Newspapers and newsletters published by local military bases or large companies (call first to see if they cover community events/news).

Broadcast

- Local TV stations: commercial, public, and cable.
- News editors
- Community interest programs*
- Local radio stations: commercial and public.
- News editors
- Community interest programs*

*With respect to community interest programs:

If you hope to get “air time” on community interest programs, be sure to have a spokesperson available and prepared to represent your court. The spokesperson should be knowledgeable about your court and the national DWI Court movement. He or she should be able to speak from a position of authority (*i.e.*, a DWI Court judge or elected or appointed prosecutor).

Be selective. Familiarize yourself with the groups (in terms of format, questioning techniques, and the like) that you solicit. Remember that the goal is to increase positive awareness of DWI Courts. If you have any doubts, lay the groundwork for the interview.

How to Write a Press Release or Media Advisory

Press releases and media advisories are excellent tools for letting the press know about the importance of your upcoming DWI Court event. You can include a press release or media advisory in your media kit, and you can also distribute them individually.

Whenever possible, **press releases should be issued well in advance of the event or information that you are hoping to cover.** If you are using a press release to provide advance notice of an upcoming graduation ceremony or other event, send a release three weeks in advance and then again the day before the event.

Media advisories are typically sent immediately prior to your event, within one week of the date. E-mail or fax it to everyone on your media list as a reminder of the event. Include the media advisory in the body of the email, not as an attachment. Make follow-up calls to ensure that all of the contacts on your list received the e-mail or fax. Take the opportunity to pitch the story one last time.

When to Send a Press Release or Media Advisory

Before deciding to send a release or advisory, ask yourself:

- What do we hope to accomplish in sending out a press release or media advisory? [Will media coverage help you achieve your goal?]
- Who wants or needs to know, or cares (outside of your DWI Court)? [Which media outlets are most likely to reach the audience(s) in need of the information you want to share?]
- Will news coverage help us, and if so, how?

Purpose of a Press Release

- To issue a statement or take a stand on a newsworthy development or issue.
- To provide background information or supplement late-breaking news.
- To announce other news, such as the findings of a study, the results of a poll, recommendations in a report or a special event such as a DWI Court graduation.

Format for a Press Release

- Type it on your DWI Court's letterhead (8 1/2" x 11").
- List a contact person and his or her phone number and e-mail address in the upper right-hand corner of the page.
- Write "IMMEDIATE RELEASE" in the upper, left-hand corner of the page.
- Come down almost a third of a page and center the title of the release; use a brief and catchy headline to describe the story.
- Be brief - one to two typed, double-spaced pages, with wide margins. Avoid printing on the front and back.
- Use a "dateline" that includes the date, time, and location.
- Write in an active voice, and use short sentences and paragraphs.
- (In sentences written in an active voice, the subject performs the action expressed in the verb.)
- If your release is longer than one page, type "-MORE-" at the bottom of every page that continues.
- Identify subsequent pages with a "slug," *i.e.*, a one-word description from the headline followed by the page number in the upper, left-hand corner. (Pages can easily get separated in a newsroom.)
- Indicate the end of the release by typing "###" at the end of the final page.
- Carefully proofread your release.

Purpose of a Media Advisory

- To advise the media of an event, such as a DWI Court graduation ceremony.
- To get the media to attend your event.
- To provide background information on who, what, when, where, and most importantly, why. It should follow-up on the press release you sent earlier.

Format for a Media Advisory

- Type it on 8½" x 11" letterhead.
- List a contact person and a phone number.
- Create an eye-catching, informative headline.
- Type "Media Advisory" at the top.
- Include a release date.
- List the date, time, and location of the event.
- Describe the event and any photo opportunities.
- Limit the advisory to one page.
- Type "###" centered at the bottom of the page to show its end.

Content of a Press Release or Media Advisory

Press Release

- Use inverted, pyramid writing style and state facts in descending order of importance.
- Include at least two to three of the five W's (Who, What, Where, When, and Why) in the lead (first) paragraph. Summarize the climax in the lead. It should "hook" the reporter into reading the rest of your release.
- Include the remaining Ws in the second paragraph.
- Identify your DWI Court spokesperson no later than in the third paragraph.
- Use quotes to make an emotional point or to state an opinion. A good release usually contains at least one or two quotes (including at least one that appears within the first four paragraphs).
- Include background information about your DWI Court in the last paragraph.
- Double-check names, dates, places, numbers, and quotes for accuracy.

Media Advisory

- Use inverted, pyramid writing style and state facts in descending order of importance.

- Include who, what, where, when, and why.
- Double-check names, dates, places, numbers, and quotes for accuracy.

Sample Press Release and Media Advisory

Remember: There is nothing to be gained by spending time making your release or advisory unique in either structure or organization. The standard press release or media advisory will suffice, as members of the press know precisely where to look to find the information that they need.

Use the sample press release and media advisory provided in this field kit as your models. Remember to include basic background material on DWI Courts on both a local and national level in your press release.

Sample Press Release

[Local DWI Court Letterhead]

NEWS

For Immediate Release

Contact: Name of Contact
 Contact Title
 Phone Number
 E-mail

DWI Court to Support “National Impaired Driving Prevention Month” With Graduation/Commencement Ceremony

“XXX Slated To Deliver Keynote Address”

CITY, STATE, DATE—In recognition of “National Impaired Driving Prevention Month,” the [NAME OF DWI COURT] will hold a graduation ceremony on [DATE] at [LOCATION]. The Hon. XXX, chief executive of XXXXX County, will deliver the keynote address. This is the court’s Xth ceremony since it was founded in XXXX.

More than XX men and women are expected to be among this year’s graduates. The ceremony marks their completion of an intensive program of comprehensive alcohol treatment, close supervision, and full accountability.

December is designated “National Impaired Prevention Month,” a time to raise awareness about the consequences of driving under the influence of alcohol and drugs. This year, DWI Courts throughout the nation are recognizing National Impaired Driving Prevention Month by highlighting their unparalleled success at reducing repeat drunk driving, saving money and making the community safer. The uplifting commencement ceremony is evidence of the tremendous impact the [NAME OF COURT] has had on the community and will send a powerful message that DWI Courts are a proven solution that saves lives and money.

[HAVE A QUOTE FROM YOUR JUDGE OR A LOCAL OFFICIAL? WORK IT IN HERE.]

Like the other 600 operational DWI Courts in the United States, the [NAME OF COURT] is a judicially-supervised court docket that reduces correctional costs, protects community safety, and improves public welfare. In DWI Courts, seriously alcohol-or-drug addicted individuals remain in treatment for long periods of time while under close supervision.

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DWI Court participants must meet their obligation to themselves, their families, and society. To ensure accountability, they are regularly and randomly tested for alcohol and drug use, required to appear frequently in court for the judge to review their progress, rewarded for doing well and sanctioned for not living up to their obligations. Research continues to show that DWI Courts work better than jail or prison and better than treatment alone.

[HAVE A QUOTE FROM A GRADUATE? WORK IT IN HERE]

As a former prosecutor I saw firsthand the deadly impact of repeat drunk driving, particularly during the month of December,” said NCDC Senior Director David Wallace. “But I have also seen DWI Courts emerge as this nation’s most effective strategy at reducing repeat drunk driving while saving tax payer money. By holding these dangerous drivers accountable and providing rigorous treatment and supervision, we are able to not only keep our roads safe, but save valuable criminal justice resources.” Mr. Wallace acknowledged the tremendous growth of DWI Courts over the last several years, which now number over 600, but stated that more can be done. “We must begin taking the steps toward ensuring that every repeat drunk driver is sent to DWI Court. We can afford nothing less.”

[PROVIDE INFORMATION ON YOUR COURT]

####

Sample Media Advisory

(If you would like national statistics to include in your media advisory, please contact Chris Deutsch at cdeutsch@nadcp.org.)

MEDIA ADVISORY
(Date of Release)

For Immediate Release
Contact: Name/Phone

DWI Courts Across the Country Support “National Impaired Driving Prevention Month”

(Your Local Court Name) Celebrates by Honoring Program Graduates

- WHO:** Your DWI Court Name and all VIP attendees
- WHAT:** Graduation of (*provide number of graduates*) DWI Court participants in conjunction with “Impaired Driving Prevention Month,” a national effort to end impaired driving.
- WHERE:** Location of graduation ceremony
- WHEN:** Date and time of graduation ceremony (Put details of ceremony in bullets, include all invited guests)
- WHY:** The graduation ceremony will showcase the accomplishments of the DWI Court participants and the successes of the DWI Court program since its establishment in (*your city, state*). All members of the DWI Court team - the judge, the prosecutor, the public defender, law enforcement and treatment professionals, as well as the graduates’ families, will be in attendance celebrating the graduation of this session’s participants and supporting “Impaired Driving Prevention Month.”

If a VIP is providing a keynote address, be sure to let the press know!

####

Write and place an OpEd

National Impaired Driving Prevention Month typically gets significant media attention, because of the topic and the time of year. One way to enhance this attention and ensure our message gets out is to write an Opinion Editorial (OpEd). An OpEd is a great way to remind your legislators and your community that DWI Courts are an effective response to preventing impaired driving, especially for the repeat DWI offender, and the courts must have their support.

Tips for getting your OpEd published.

Find a news hook. Your DWI Court graduation is newsworthy. Give it an extra hook by relating it to the broader discussion of the time of the year. Your hook is that DWI Court is a proven solution in preventing impaired driving and that it must be expanded in order to save lives as well as valuable resources.

Know the word limit. Newspapers have limited space, and editors don't have the time to cut your piece down to size. In general, 750 to 800 words will do, but check the paper's op-ed page to find out their preference.

Stick to a single point. You only have 750 to 800 words. Make one point clearly and persuasively.

"Humanize" your OpEd. Illustrations, anecdotes and personal stories help explain and bring complicated issues to life. Think about your personal experiences in DWI Court and use them in the OpEd.

Make a specific recommendation. This is an opinion piece. State your opinion on what is needed to ensure your DWI Court can continue to operate effectively.

Draw the reader in, but get to the point. Your first paragraph should draw the reader in by using a dramatic vignette or a well-stated argument. If you choose to open with an anecdote or other device, make sure you quickly get to the point.

End with a bang. Your final paragraph is as important as your opening paragraph. Be sure to summarize your argument in one strong final paragraph.

Follow up. Most op-ed editors will respond to you within a week. If you haven't heard in that time frame or if your piece is particularly time sensitive, you can make one follow-up phone call to be sure it was received and ask about its status.

SAMPLE OPED

December is Impaired Driving Prevention Month

Now that the holiday season is here Americans across the country are revving up for travel, and holiday activities. For some however, the season won't be free of disaster. Hard core drunk drivers, those persons with a blood alcohol content (BAC) over .15 or greater, or a prior driving while impaired (DWI) conviction, are a menace to our roadways and statistics tell us they will be involved in fatal crashes in the month of December. Fortunately our community has a DWI Court to ensure that when hard core drunk drivers are arrested, they face accountability.

According to the National Highway Traffic Safety Administration (NHTSA), in December 2010, 775 people were killed in crashes that involved a driver or motorcycle rider (operator) with a blood alcohol concentration (BAC) of .08 or higher, which is above the legal limit in every state as well as the District of Columbia. Repeat DWI offenders are over represented in fatal crashes, and have a greater relative risk to kill another person.

What is now known, traditional sanctions have little effect on drivers with a prior DWI conviction and those whose blood alcohol content (BAC) is .15 or above. Research has proven these hard core drunk drivers to be unresponsive to general and legal deterrence.

There is a clear need for a court system that specifically addresses hard core offenders and the addiction that keeps them from changing their behavior. DWI courts are the solution. Our DWI Court targets hard core offenders. Defendants receive the treatment they require to stay clean and sober and never get back behind the wheel of a vehicle impaired. But treatment is only half the strategy. Accountability is critical; DWI offenders are required to meet their own obligations to society, themselves and their families. They are regularly tested for alcohol use, required to appear in court for the judge weekly to review their progress, and receive rewards for doing well and sanctions for not living up to their obligations. A study by NHTSA found that repeat DUI offenders graduating from DWI Court were up to 65% less likely to be re-arrested for a new DUI offense, and the courts saved a substantial amount of taxpayer money. There are 600 such courts nationwide.

Currently the **[NAME OF JURISDICTION]** court has **[X NUMBER]** participants who are working hard to change their lives for the better. Their success makes all of us safer.

Chapter 10 Tell us what you're up to during Impaired Driving Prevention Month

NCDC wants to highlight Impaired Driving Prevention Month and DWI Court activities on the NADCP Facebook page, the NCDC website and the NCDC newsletter. In order to present accurate statistics, we ask that you send us information on your activities.

Below you will find a form for you to fill out and return to us, as well as a photo release for pictures of DWI Court participants and graduates. You can also enter this information online www.dwicourts.org/submissions

Impaired Driving Prevention Month Activities on Facebook and YouTube.

Throughout December, NCDC will highlight DWI Court activities supporting Impaired Driving Prevention Month by posting articles, pictures, video's as well as updates on Impaired Driving Prevention Month activities. If you would like to see your court highlighted, make sure you send your material and information to cdeutsch@nadcp.org.

These can be very short. Here are some examples:

“DWI Court in Springfield graduates 17 during special Impaired Driving Prevention Month ceremony”

“Scranton mayor signs Impaired Driving Prevention Month Proclamation supporting DWI Court”

“Las Vegas DWI Court participates in community cleanup as part of National Impaired Driving Prevention Month celebration.”

Send NADCP/NCDC Your DWI Court Pictures

Please send us high quality pictures from your Impaired Driving Prevention Month activities. When you do, please include your name, the name of your court, and the names of individuals in pictures.

You must also include a completed photo release form for all DWI Court graduates or participants. A release is on a later page in this kit, or you can download release forms at: <http://www.dwicourts.org/learn/news-and-events/ncdc-events/impaired-driving-prevention-resource-center/submitting-your-event>.

We will use these pictures online and in NCDC newsletter articles.



National Impaired Driving Prevention Month Organizational Information

Please fill out this form and email it to David Wallace, Senior Director of the NCDC at dwallace@dwicourts.org.

Organization: _____

Address: _____

City _____ State _____ Zip _____

Contact Person: _____

Phone: _____

Email: _____

Date of Commencement Ceremony: _____

Number of graduates in December: _____

Keynote speaker: _____

Members of Congress invited to attend: _____

Resolution (state, county, or local) _____ YES _____ NO

*If yes, please send NCDC a copy

Additional information:

To submit this information online, visit <http://www.dwicourts.org/learn/news-and-events/ncdc-events/impaired-driving-prevention-resource-center/submitting-your-event> and click on the blue icon.



Photo Release

For valuable consideration received, I hereby grant to the National Association of Drug Court Professionals and its legal representatives, licensees, and assigns the irrevocable and unrestricted right to use and publish photographs of me, or photographs in which I may be included, for editorial trade, advertising, and any other purpose and in any manner and medium; and to alter the same without restriction. I hereby release the National Association of Drug Court Professionals and its legal representatives, licensees, and assigns from all claims and liability relating to said photograph.

Name*

Signature*

Date*

Name of DWI Court*

Address

Email

Chapter 11 NOTES
