

IIJIS Outreach Media Strategic Plan

Educational Materials

Brochures

Small flyer size posters (approx. 9" X 12")

Standard size poster (approx. 20" X 24")

- Currently designing the logo. Illinois Justice Network is scheduled to be incorporated into the logo
- Working on a tag line or catch phrase that will be associated with campaign. (Would like to incorporate the words 'information,' 'safer,' and 'community')
- Posters does not have depict real people or real life scenarios in the images

Post card with various images distributed to champions

Challenges

- Evolving message based on strategic plan
- One or multiple scenario that will relate to real life.
- Introduce a series of scenarios that could have been avoided.

Internet

Own Website

- Create a separate website
- Links to other sites (champions)
- Short 5 – 15 second film with voice over – cut from PSA

Broadcast

Presentation Video (5 - 8 minutes)/ Public Service Announcements (:15, :30 & :60 seconds)

- Have a series of Illinois popular news anchors to act as spokespersons (Bill Kurtis, Carol Marin, Ron Magers, Clarence Page, Warner Saunders)
- Will obtain footage from television stations

Challenges

- Cost
- Identifying other popular champions

Media

Editorial Board Meetings – Ms. Lori Levin or the Chairs of the Committees could serve as champions for editorial boards.

- Sun-Times

- Chicago Tribune
- Daily Herald
- Chicago Daily Law Bulletin
- State Journal Register - in Springfield
- Other down state towns

Letters to the Editor – All Daily and Weekly Illinois Papers, e.g.

- Sun-Times
- Chicago Tribune
- Daily Herald
- Chicago Daily Defender
- Daily Southtown
- Chicago Daily Law Bulletin
- Elgin Daily Courier News
- Kane County Chronicle
- Joliet Herald News
- News – Sun
- Northwest Herald
- Aurora Beacon News

Feature Stories

- Sun-Times
- Chicago Tribune
- Daily Herald
- Chicago Daily Law Bulletin
- State Journal Register
- Crain’s Technology Writer?

Press Releases – (Through governor’s office would get greater response)

Press Conferences – (Through Governor’s office)

- We have to have something to announce (funding/implementation)

Radio Spots – **all** appropriate radio stations, e.g.

- WBBM am
- WGN 720 am
- WBEZ fm
- US 99 weekend public affairs
- Illinois Broadcast Network – (state run)
- WILL (University of Illinois)

Radio Interviews

- WBBM am
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Television Interviews - Local

- WLS (ABC)
- CNN
- WBBM (CBS)
- WFLD (FOX)
- Kurtis Productions
- CAN
- CLTV
- WCIU
- WFLD
- WGN
- WMAQ
- WTTW – Chicago Tonite

Journals and newsletters

(Presentation Committee is developing a list of Associations.)

- Loyola
- Northwestern Center for Public Safety Institute (Alexander Weiss – Director)
- Illinois State University
- Southern Illinois University
- Chicago Bar Association
- Illinois State Bar Association
- Illinois State’s Attorney’s Association
- Sheriff’s Association
- Administrative Office of the Courts
- Illinois Chief’s of Police
- Illinois Corrections Association – Dept. of Corrections
- Illinois Academy of Criminology
- National Association of State Legislators
- Chicago Crime Commission
- Other Partner IIJIS Groups