



# National Night Out Boston 2007 "Unity Through Community"



## III. OUTREACH AND ENGAGEMENT

In 2007 our Outreach and Engagement strategy was to reach as many people as possible with a special focus on bringing neighbors together who might not ordinarily make each others acquaintance or participate in National Night Out.

Our strategy involved three initiatives:

### **3. Media Partnerships**

We partnered with neighborhood weekly and major daily newspapers, TV stations, and local cable access, with a special emphasis on local television affiliates, and local radio.

### **4. Technology**

We utilized our Website, our e-newsletter, and other community partner's newsletters and list serves.

### **5. Traditional Outreach**

We used word of mouth and aggressive neighborhood flyering.

### **Special Note:**

Please continue reading for expanded details on each initiative and its results. Also see the supplements sections for copies of articles and materials.



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## Media Partnerships

**Note:** Please see the Media supplement sections for copies of all articles and materials.

### Media Partnerships Summary:

We know one of the best ways to engage the public is to reach out to them in their homes. In Boston, there are many local weekly papers delivered to people's doorsteps and available at local stores and places of interest. Bostonians also like to watch TV – especially Red Sox games. In June 2007, we began our aggressive and effective media campaign. Commissioner Davis held an hour-long breakfast with for local reporter to discuss National Night Out and the Neighborhood Crime Watch program. Due to a number of violent incidents that occupied the Boston Police's Media Relations Unit, our unit wound up taking on a significant portion of the media outreach and facilitation.

During the days prior to and of National Night Out, we stepped up our campaign to include releases to all major daily papers and TV Stations. Each day we sent out a release in the morning and afternoon. After each release we made follow-up calls to the assignment editors and "pitched" the stories. One member of our unit was assignment to be the media manager.

*We are proud of our efforts, as we were able to double our TV and radio coverage this year.*

#### a) Print Results:

- The Cover of the Boston Metro featured Sgt. Bruce Smith "Pulling it together" with local youth and families National Night Out Boston Rocks Event.
- The National Night Out Nametag Day was featured four times in major daily papers and across the Internet and Blogosphere
- We have records of 6 other stories and pictures in neighborhood papers.
- Almost all weeklies included National Night Out events in their community calendars.

#### b) Television and Radio Results

- There was a total of 20 Television and Radio Segments that aired about National Night Out.



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## 2. Technology:

**Note:** Please see the Technology supplement sections for copies of all materials.

### a) Website Summary:

Our website is found at [www.BostonCrimeWatch.com](http://www.BostonCrimeWatch.com). On our Website we posted everything from contact information and safety guides to online registration for National Night Out events. We created a special National Night Out sections were visitor could find the following information.

- Press Release
- Pictures
- Events Maps
- List of District Events
- Overview
- Key Messages and Goals
- National Night Out online event registration

In line with keeping our promise that participating in National Night Out is "Easy and Fun" we created the "Everything you need section" with the following components:

- Suggested timeline:
- Permit Instructions
- Sample block party flyer
- Sample press release
- Sample phone list
- Suggestions for involving youth
- Link to sample request for donation
- Attendance sheet
- Suggestion for keeping up the momentum

As National Night Out events unfolded and awards were announced, we posted articles to the Website with hundreds of pictures. We are particularly proud that most pictures were posted the night of or no later than 24 hours after the event occurred.

Pictures that we posted to the Website are grouped and viewable by date and by category. Pictures may also be seen as a slide show.



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Articles about National Night Out we posted to the Website include:

Article Titles	Published
Additional Photo's from National Night Out Boston 2007	Wed 29 Aug 2007 12:43 PM EDT
Michael Kuzo, 2007 Crime Fighter of the Year	Fri 10 Aug 2007 01:11 PM EDT
Target awarded the 2007 Tracy Amalfitano Award	Fri 10 Aug 2007 01:10 PM EDT
Top Ten Neighborhood Crime Watch Groups of 2007	Fri 10 Aug 2007 12:47 PM EDT
8,000 attend National Night Out Celebration at the Franklin Park Zoo	Thu 09 Aug 2007 11:56 AM EDT
MEDIA ALERT, THOUSAND EXPECTED TO TURN OUT FOR CITYWIDE 2007 NATIONAL NIGHT OUT CELEBRATION	Mon 06 Aug 2007 06:28 PM EDT
Pictures and Video from the Weekends Block Parties	Mon 06 Aug 2007 11:03 AM EDT
Pictures from the National Night Out Poster Contest Awards Luncheon	Mon 06 Aug 2007 10:32 AM EDT
Block parties across this city this weekend. Attend one in your neighborhood!	Fri 03 Aug 2007 11:00 AM EDT
Citywide "Unity Through Community" National Night Out celebration, Franklin Park Zoo, Tuesday, August 7, 5:00 to 8:00 PM	Wed 01 Aug 2007 07:07 PM EDT
WAAG Block Party	Thu 26 Jul 2007 11:49 PM EDT
Pictures from the weekends National Night Out events!	Mon 23 Jul 2007 11:27 PM EDT
National Night Out Nametag Day at Fenway Park a HUGE SUCCESS!!	Tue 17 Jul 2007 08:02 PM EDT
MEDIA ADVISORY: Boston, MA, July 15, Innovative Crime Prevention and Community Building Campaign	Sat 14 Jul 2007 03:37 PM EDT
Pictures of District 13, Jamaica Plain, National Night Out Open House	Sat 14 Jul 2007 02:01 PM EDT
Gearing up for Nametag Day on Sunday July 15	Thu 12 Jul 2007 08:35 PM EDT
National Night Out Nametag Day at Fenway Park on July 15, 2007	Tue 03 Jul 2007 07:23 PM EDT
National Night Out Boston 2007	Wed 23 May 2007 04:07 PM EDT



# National Night Out Boston 2007 "Unity Through Community"



## Web pages pertaining to National Night Out

- NNO 2007 Calendar
- Nametag Day at Fenway Park
- National Night Out
- National Night Out Map
- Neighborhood Events

## Website Results:

- In July our Website had 16,685 distinct visitors (people) an increase in over 12,000 from the same time last year.

## b) Neighborhood CrimeWatch E-Newsletter summary:

Our e-newsletter has been a powerful tool for efficient and effective communication with Neighborhood Crime Watch members, leader and community partners. Typically we send out two emails a month. The following is a list of Neighborhood Crime Watch E-newsletter we sent out.

3. Neighborhood Crime Watch Newsletter sent 5/23/2007
4. Neighborhood Crime Watch Newsletter sent 7/6/2007
5. Neighborhood Crime Watch Newsletter sent 8/4/2007

## c) Partners E-Newsletters and Blog summary:

As an ongoing effort we have been building relationships with key connectors resulting in a partnerships where key connector organizations are, including events like the National Night Out Poster Contest, and other National Night Out events in their newsletters and blog.

The following is a list of connectors and blogs who sent out information on our behalf. We estimate emails were delivered to about 30,000 inboxes.

3. Boston Youth Zone
4. Citizen Observer – BPD Alert Network
5. BPD Internal List – Sent by Commissioner's Office
6. Social Capital Incorporated, Dorchester e-blast
7. Neighbors for Neighbors, JP
8. Young Non-Profit Network
9. Boston Network Yahoo Group
10. [www.UniversalHub.com](http://www.UniversalHub.com)
11. [www.BlueMassGroup.com](http://www.BlueMassGroup.com)

## Partners E-Newsletters results:

- Utilized powerful and diverse networks to drive event awareness and participation.
- Recruited community partners and volunteers, for example Neighbors for Neighbors, JP recruited the majority of volunteer for Nametag Day.
- Spread awareness and build partnerships with new agencies in Boston.



## National Night Out Boston 2007 "Unity Through Community"



### 3. Traditional Outreach summary:

**Note:** Please see the Traditional Outreach supplement sections for examples of materials.

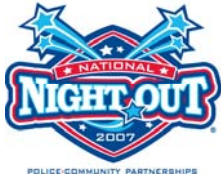
**Note:** Please see the Traditional Outreach supplement sections for examples of materials.

#### **Traditional Outreach Summary:**

- Each of the 11 District Stations were given official National Night Out banners and proudly displayed them from July through August.
- Each block party and Area event distributed posters to nearby residents that we either printed or they downloaded from our site.
- Each block party leader was reminded to email, call, and speak to their members to spread the word.
- At each meeting we have attended since April we handed out informational sheets about National Night Out.
- We sent out a mailing to our entire database of over 3,000 contacts.
- The week prior to National Night Out, Boston Police Cadets canvassed the entire city and hung 3,000 National Night Out branded posters around the City in busy locations like Bus Stops, Libraries, Community and Health centers.
- The weekend before National Night Out Joseph Porcelli flyered every family picnic, gathering, and festival he could find. He even found himself center stage at the Hip Hop festival in front of 6,000 thousand and invited everyone to come celebrate National Night Out at the Franklin Park Zoo on Tuesday, August 7.
- On Sunday, August 5, Joseph arranged for all churches surrounding the parks to make announcements during services and flyers all cars for church parking.

#### **Traditional Outreach results:**

- Fantastic awareness of National Night Out
- Great participation at Open Houses.
- Block Party attendance was high even though the weather was hot.
- We had hoped to turn out 3,000 for the Zoo Celebration but were blown away by 8,000 who showed up!



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## IV. SUPPLEMENTS

### Index

#### 1. Media Partnership supplement index

- c) Examples of press releases supplement
- d) Examples of articles

#### 2. Technology Website supplement index

- c) NNO articles that we posted to the Website
- d) National Night Out Boston web page contents
- e) NNO Boston "Everything you need section" downloads
- f) National Night Out pictures on [www.BostonCrimeWatch.com](http://www.BostonCrimeWatch.com)
- g) Web pages pertaining to National Night Out
- h) NNO Neighborhood Crime Watch E-Newsletters
- i) Partners E-Newsletters

#### 3. Traditional Outreach supplement index

- a) Examples of flyers and posters



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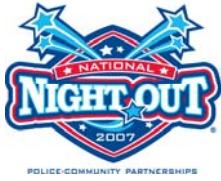


## 1. Media partnership supplement index

Our media execution was aggressive and effective. Our first general release went out in early July to rev up the press and public about Nametag Day on July 15. Other releases followed for District Open Houses and Block Parties, and finally the citywide National Night Out Zoo celebration. We had a solid month of great press.

SUPPLEMENTS: Press Articles.

3. July 9, "Where everybody knows your name"  
By: Galen Moore, Bostonnow.com. An article promoting National Night Out and Nametag Day at Fenway Park.
4. July 16, "Getting to know you"  
Taken By: Jim Davis, The Boston Globe. A photograph and caption of Nametag Day at Fenway Park in furtherance of National Night Out.
5. July 16, "Name game: Fenway fans meet their neighbors"  
Taken By: Nicolaus Czarnecki, Metro. A photograph and caption regarding Nametag Day at Fenway Park.
6. July 16, "Sox fans balk at name game"  
By: Laurel J. Sweet, The Boston Herald. An article acknowledging the opinions of different individuals regarding Nametag Day at Fenway Park.
7. July 21, "Sense of community"  
By: The Boston Courant. An award for community service is awarded to Patty Lane.
8. August 4-10, "No National Night Out for BHCA & NABB"  
By: Jim Cronin, The Boston Courant. An article expressing that the Back Bay and Beacon Hill will not be participating in National Night Out because they have a safety committee that works closely with District A-1.
9. August 9, "National Night Out celebrated in Castle Square"  
Taken By: Marlene Karas, South End News. A photograph and caption of the National Night Out celebration by the resident of Castle Square Apartments.
10. August 9, Front page, The Boston Bulletin  
Taken By: Justin A. Rice. A photograph and caption of the members of Dorchester's Talbot Norfolk Triangle Neighbors United at National Night Out.
11. August 9, "NNO block party in Roxbury"  
By: Lydia Mulvany, The Boston Bulletin. An article and picture about the Roxbury block party and National Night Out celebration at Franklin Park Zoo.
12. August 10-12, "Pulling it together"  
Taken By: Nicolaus Czarnecki, Metro. A photograph and caption of Youth Stop and Boston R.O.C.K.S National Night Out in Orchard Park in Roxbury.
13. August 16, "Michael Kozu"  
By: The Reporter. A photograph and paragraph about Michael Kozu earning the Boston Crime Fighter of the Year award at Boston's National Night Out celebration.



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## Media TV supplement Index

- ) Please view enclosed DVD or view accompanying VHS.



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2. Technology Website supplement Index

c) Print out of main Website articles as of August 31<sup>st</sup>, 2007:



# National Night Out Boston 2007 "Unity Through Community"



Technology Website supplement Index continued

**d) NNO Articles that we posted to the Website:**

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# National Night Out Boston 2007 "Unity Through Community"



Technology Website supplement Index continued

**c) National Night Out Boston web page contents:**

3. Print out of National Night Out web page.

Including: Press Release, Pictures, Events Maps, List of District Events, Overview, Key Messages and Goals, National Night Out online event registration, Special "Garden Party" event registration.



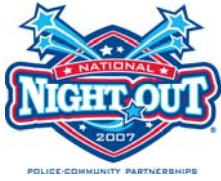
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Technology Website supplement Index continued

**d) National Night Out Boston "Everything you need section" downloads:**

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4. Permit Instructions
5. Sample block party flyer
6. Sample press release
7. Sample phone list
8. Link to sample request for donation
9. Attendance Sheet



# National Night Out Boston 2007 "Unity Through Community"



Technology Website supplement Index continued

**f) Web pages pertaining to National Night Out:**



# National Night Out Boston 2007 "Unity Through Community"



Technology Website supplement Index continued

**g) NNO Neighborhood Crime Watch E-Newsletters:**



# National Night Out Boston 2007 "Unity Through Community"



Technology Website supplement Index continued

**h) Partners E-Newsletters:**



## National Night Out Boston 2007 "Unity Through Community"



3. Traditional Outreach supplement index
  - a) Examples of traditional outreach: