



Anti-Violence Media Campaign

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Center for Public Safety Initiatives



Introduction

The City of Rochester has received funding through Project Safe Neighborhoods (PSN) to work with law enforcement and service providers to identify, assess, and intervene in violent disputes.

Part of the project involves developing a media campaign to:

- discourage people from using violence/guns, and
- to promote awareness of intervention resources.

PSN program partners include:

- RIT CPSI
- Monroe County Probation
- Center for Dispute Settlement
- Rochester Police Department
- City of Rochester's Pathways to Peace

Prior to the creation of a media campaign, CPSI gathered information from local partners for further insight to design decisions and how they might affect our audience.

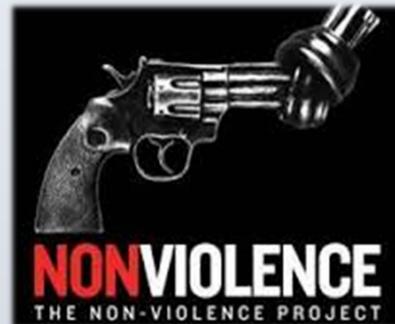
- How do certain colors impact the audience?
- What type of imagery is appropriate to address gun violence?
- How do our methods of interaction change depending on the audience?

Project Methodology

Initially, CPSI reviewed national behavior change campaign efforts. Though these recognizable and well-funded campaigns do not directly address gun violence, they provide information on how media can affect behavior.

Findings:

- Research, if done at all, has been inconclusive as to effectiveness of behavior change campaigns. Too many things to consider, including culture and legal changes (i.e. smoking and seatbelt usage).
- Messages and images should be simple, consistent, and persistent (multiple media types)
- These campaigns differ from ours because they focus on "everyone," while ours will focus on a much more targeted group of individuals potentially involved in gun violence.



CPSI conducted interviews and reviewed the media products of local organizations. Some were mass media outlets, while others were service provider agencies working with people affected by violence. We gained insight regarding how to these organizations address gun violence through media products.

Five mediums were interviewed:

- Two newspapers
- Movie producer
- Radio/television channel
- Association for journalists

Different audiences require different approaches

- Printed Materials
- Interactive Sources
- Radio
- Television

Fell into two categories, those with:

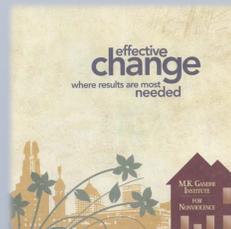
1. **Target Audience:** Intended or preferred viewers based on demographics or other societal factors
2. **Broad Audience:** Those whose audiences include all groups of people in a fairly large area

1. **Target Audience:**

- Youths at risk of gun violence require a one-on-one relationship to effectively get the message.
- Access to interactive outlets are cost effective and able to reach an audience wherever they are.

2. **Broad Audience:**

- Community members associated with our audience can be reached through mass media outlets .



Conclusions

Mass/General Media Sources

- Audience is interested in unusual or graphic violence/crime stories
- Mass media tries to remain objective
- Do not offer solutions, but talk about resources, give information
- Goal: Start dialogue and allow community to act/make change
- Candid images are most powerful
- Different audiences react to certain news/stories differently
- Media with minority audiences tries to focus on the positive things happening within community

Community agency media strategies

- Truthful messages are impactful
- Hopeful messages are better than scare tactics
- Type and images should reflect audience culture
- Trust and credibility are most important when trying to reach the highest-risk individuals

Next Steps - Research

- Focus groups/impact assessments
- Dissemination studies
- Ask any referrals how they learned of the program

Contact CPSI

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