



National Association  
of Drug Court Professionals

“Taking Drug Courts  
To Scale”

2007 National Drug Court Month  
Field Kit

May 2007  
Commencement Week May 27-31, 2007

Dear Colleague:

National Drug Court Month will be celebrated in May 2007, and I am excited to announce that this year's theme will be "Taking Drug Courts To Scale." As we face a growing population of drug-addicted offenders in the American justice system, we must expand our efforts to bring treatment to a larger number of those in need. The Drug Court Month celebrations will culminate with the 13<sup>th</sup> Annual NADCP Training Conference in Washington, D.C. on June 13-16, 2007.

Since the first drug court was founded in Miami-Dade County in 1989, the drug court field has grown to over 1,900 drug courts across the nation. Drug courts are employing the latest developments in treatment and judicial research and we are seeing greater success than ever before. At the same time, we face continued challenges, as drug courts compete for limited resources in an era of tight budgets. To build upon our past success and sustain our momentum, we must use National Drug Court Month as an opportunity to announce our presence and ensure that our voices are heard.

This year, the theme of National Drug Court Month ties into our initiative to take drug courts "to scale," so that the millions of substance-abusing offenders arrested each year in the United States can have access to treatment and a chance to turn their lives around. We've seen many successes in the hundreds of thousands of addicted offenders that have passed through drug courts to date; now it is time to expand this winning formula to address the millions of others in need.

This National Drug Court Month Field Kit contains a wealth of resources to help your program celebrate National Drug Court Month. Inside you will find suggestions on obtaining media coverage for your National Drug Court Month events, a draft proclamation of National Drug Court Month for use in your locality, and talking points. In addition, you will find some new and exciting features:

*"Taking Drug Courts To Scale" Contests* - This year NADCP will sponsor four contests dedicated to the theme of "Taking Drug Courts to Scale." With categories for Statewide, Individual Drug Courts, Adult Drug Court Participants, and Juvenile Drug Court Participants, we will recognize the creativity, dedication and innovation of drug court professionals and clients across the nation!

*National Drug Court Commencement Week* - We are hoping every drug court program across the nation will schedule a graduation/commencement ceremony during the week of May 27-31, 2007. Invite your Members of Congress, your governor, your mayor, your chief of police, and your local media representatives. Nothing communicates the vision, purpose, and effectiveness of drug court as clearly as a graduation/commencement ceremony, and these are the people who need to hear our message. We also ask that you submit the names of those graduating during the month of May using the "Recovery Roll

Call” form included in this kit, and we will recognize all drug court graduates at the Annual Conference in Washington, D.C. A release form is provided on page 40 of the Field Kit.

I hope that you find this Field Kit helpful as you prepare your National Drug Court Month events. For questions, or to receive a hard copy of this Field Kit, please contact John Heekin, NADCP Legislative Coordinator, at 703-575-9400, ext. 37, or via email at [jheekin@nadcp.org](mailto:jheekin@nadcp.org).

With your support, we can make May 2007 our most successful Drug Court Month ever. See you in Washington, D.C.!

Sincerely,



West Huddleston, III  
Chief Executive Officer  
National Association of Drug Court Professionals



## You Will Find Included

1. Letter to the Field from West Huddleston
2. Goals of “National Drug Court Month”
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## Goals of “National Drug Court Month” . . . . National, State and Local

### National Goals

1. To promote “Taking Drug Courts to Scale” through the application of research-driven practices to facilitate the expansion of drug court programs nationwide to reach the millions of drug-addicted citizens in need of treatment.
2. To conduct drug court commencement ceremonies nationwide during National Drug Court Commencement Week, May 27-31, 2007, inviting federal, state, and local elected officials to attend.
3. To ensure federal funding for fiscal years 2008.
4. To educate federal, state, and local lawmakers that drug courts are an effective and cost-efficient approach to reducing substance abuse and related crime
5. To educate the public on drug court principles and the need to expand drug court programs into “drug court systems” that include all drug-addicted offenders on probation and living in our communities.
6. To increase awareness of the 2007 NADCP 13<sup>th</sup> Annual Drug Court Training Conference in Washington, D.C. from June 13-16, 2007.
7. To increase national awareness of NADCP’s role as the national drug court advocacy organization.

### State Goals

1. To promote “Taking Drug Courts to Scale” through the application of research-driven practices to facilitate the expansion of drug court programs nationwide to reach the millions of drug-addicted citizens in need of treatment.
2. To conduct statewide drug court commencement ceremonies during National Drug Court Commencement Week, May 27-31, 2007, inviting federal, state, and local elected officials to attend.
3. To increase awareness among elected officials, media and the community of the existence and effectiveness of drug courts.
4. To promote state legislation mandating the institutionalization of drug courts by providing funding for their operation.
5. To enhance the success of your state drug court association.
6. To increase coordination of drug court programs at the state and regional levels.

## Local Goals

1. To conduct a drug court commencement/ graduation ceremony during National Drug Court Commencement Week, May 27-31, 2007, with names and release forms forwarded to NADCP for inclusion in the “Recovery Roll Call”.
2. To promote “Taking Drug Courts to Scale” through the application of research-driven practices to facilitate the expansion of drug court programs nationwide to reach the millions of drug-addicted citizens in need of treatment.
3. To increase awareness among elected officials, media and the community of the existence and effectiveness of drug courts.
4. To increase the involvement of other agencies and community organizations in the operation of existing drug courts.
5. To foster the development of proclamations, resolutions and awards by local governments and community organizations.



## “Taking Drug Courts to Scale” Contests

National Drug Court Month is an opportunity for the drug court field to celebrate “Taking Drug Courts to Scale.” If society is truly going to save the lives of the addicted, break the familial cycle of addiction for future generations, have a substantial impact on associated crime, child abuse and neglect, reduce poverty, alleviate the over-reliance on incarceration for the addicted, and reduce many of the public health consequences in the United States, drug courts must be taken to scale. There is no greater opportunity for systemic social change in the American justice system.

Drug courts are demonstratively effective. According to a decade of research, drug courts significantly improve substance-abuse treatment outcomes, substantially reduce crime, and produce greater cost-benefits than any other justice strategy. Drug courts transform over 120,000 addicts each year in the adult, juvenile, and family court systems into drug-free, productive citizens. Drug courts are the antidote. In fact, as methamphetamine sweeps across the country, drug courts have demonstrated that they are the most effective tool to successfully combat this epidemic among the addicted. Yet, drug courts are not widely available and, thus, not prescribed to everyone who needs them. Despite their immense success, drug courts have yet to realize their mass implementation and institutionalization. Now is the time to take drug courts to scale, not scale them back.

Drug courts should serve as the model for how to address the broadest population of substance abusers involved in the justice system. This will be accomplished by, 1) instituting sustainable drug courts in all 3,143 counties in the United States; and, 2) ensuring that all drug courts serve the highest percentage of citizens in the American justice system. Short of this, we fail to provide the best solution to America’s greatest justice problem – addiction.

To that end, we are pleased to announce four contests to celebrate National Drug Court Month. From the individual to the state level, there’s a contest for everyone this year!

NDCM Statewide Contest – Many states coordinate their National Drug Court Month celebrations, and we want to recognize the state that best represents this year’s theme. How has your state worked to expand its drug court programs in order to reach a greater portion of the drug-addicted offender population? Submissions for the state award must be received from the president of your state association or from the state administrative office of the courts or equivalent body. The winning state will be highlighted at the 13<sup>th</sup> Annual NADCP Training Conference in Washington, provided their own table to display their activity, and will receive a plaque commemorating their efforts. Must be received by May 27, 2007.

NDCM Drug Court Program – Do you believe your program best exemplifies this year’s theme, “Taking Drug Courts to Scale”? Tell us about it! How has your drug court expanded its capacity to reach more offenders in your district in need of treatment? Individual drug court programs may submit photographs, programs, and other memorabilia illustrating how their program celebrated National Drug Court Month. The most creative drug court program will receive a full organizational membership in NADCP. The second place winner will receive a five-person organizational membership in NADCP. Must be received by May 27, 2007

Adult Drug Court Participants – Every drug court participant has a story of hope and recovery, and we want to hear these stories. We are asking that adult drug court participants submit poems, short stories, artwork or music that details their personal experiences with addiction and recovery.

The winning entry will receive a \$250.00 cash award, be posted on the NADCP website and published in the NADCP newsletter, and the winner will present their artwork at the NADCP 13<sup>th</sup> Annual Training Conference in Washington, D.C. NADCP will provide transportation and lodging costs for the winner of this contest. Must be received by May 1, 2007.

Juvenile Art Contest – Juvenile participants in drug court have often sought to express themselves through art. NADCP invites juvenile drug courts to submit drawings, poetry, or other forms of artistic expression by the participants. Gift certificates will be awarded for first, second, and third place in the categories of creativity, presentation, composition, and originality. Must be received by May 1, 2007.

To submit an entry for any of the contests, please submit materials along with the National Drug Court Month Contest Entry Form. Please note that entries will not be returned. For questions, please contact John Heekin at 703-575-9400, ext. 37 or via email at [jheekin@nadcp.org](mailto:jheekin@nadcp.org).



# Local Campaign Timeline

## *Tasks*

## *Deadlines*

Draft and submit resolution or proclamation	February 15-28, 2007
Begin planning for National Drug Court Commencement Week	March 1-31
Tailor media kits to local drug courts	March 15-31
Send media kits to local media contacts	April 1-15
Make follow-up calls to media contacts	April 15-30
Fax media advisory to media contacts	April 15-30
Call media again to invite to Commencement Week event	April 15-30
Fax press release to media contacts (if holding celebratory event)	May 1 - 31
Convene and videotape celebratory events	May 1 - 31
National Drug Court Graduation/Commencement Week	May 27-31
Send videotapes/articles/photos/resolutions/proclamations to NADCP (to showcase at its national conference)	May 1 – May 27

\*Please note that all submissions for National Drug Court Month contests will be displayed at the conference but will not be considered for an award if received after May 27, 2007.



## Resolution/Proclamation

### In Support of Establishing “Drug Court Month”

WHEREAS, drug courts combine judicial accountability and evidence-based treatment to effectively intervene against substance abuse and related crime; and

WHEREAS, results of more than 100 program evaluations and at least four experimental studies have yielded definitive evidence that drug courts are demonstratively effective and significantly improve substance-abuse treatment outcomes, substantially reduce crime, and produce greater cost benefits than other justice strategies; and

[Note: Family Dependency Treatment Courts may prefer to substitute the following]:

WHEREAS, results of more than 100 program evaluations and at least three experimental studies have yielded definitive evidence that drug courts are demonstratively effective and significantly improve substance-abuse treatment outcomes, substantially reduce crime, and produce greater cost-benefits than other justice strategies; and

WHEREAS, the judges, prosecutors, defense attorneys, substance abuse treatment and rehabilitation professionals, law enforcement and community supervision personnel, researchers and educators, national and community leaders and others dedicated to the movement have had a profound impact within their communities; and

WHEREAS, the drug court movement has grown from the twelve original drug courts in 1994 to 1,927 operational drug courts as of December 2006; and

WHEREAS, the week of May 27-31, 2007, marks National Drug Court Commencement Week, which celebrates the promise of recovery, restoring hope to drug court graduates and their families

THEREFORE, BE IT RESOLVED, that \_\_\_\_\_ declares that a “Drug Court Month” be established during the Month of May, 2007, recognizing the practitioners and participants who make drug courts work and the significant contributions that drug courts have made, and continue to make, in reducing drug usage and crime.





## National Association of Drug Court Professionals

### NADCP BACKGROUNDER

The National Association of Drug Court Professionals (NADCP) was founded in 1994 by an extraordinary group of visionary drug court judges, prosecutors, public defenders, treatment providers, probation and law enforcement officers, and other dedicated criminal justice practitioners. This group understood the need for professionals who worked in drug courts throughout the country to join forces for education and advocacy on behalf of new courts. They also recognized the need to alter the way that business was being done in the criminal justice arena in adjudicating offenders addicted to alcohol and other drugs.

NADCP's founders believed that these challenges could be better addressed through a blending of accountability and treatment. They developed a system whereby offenders are required to undergo long-term and effective drug treatment, frequent drug testing and close monitoring, coupled with regular status hearings before a specially trained judge. The drug court approach was designed to ensure improved accountability and services during and after the criminal adjudication process. The promise was to achieve long-term improvements for the offender and society alike leading to outcomes such as a reduction in future criminal activity and a permanent break in the cycle of substance abuse and addiction. The impact of drug court has far exceeded the promise of those early pioneers.

One of the early victories NADCP achieved was the passage of the "Violent Crime Control and Law Enforcement Act of 1994". In the bill, drug courts were authorized and supported by the U.S. Congress. Since this monumental beginning, NADCP has been vital to the explosive growth of drug courts nationwide. NADCP's leadership and guidance to the states has led to the widespread acceptance and institutionalization of the drug court model. As a direct result, 31 states have passed authorizing legislation and 33 state legislatures fund drug courts through state appropriations. Today, with 1,927 drug courts in operation in all 50 states and U.S. territories, NADCP has changed the face of the justice system, transforming drug court from a grassroots movement to an institutionalized way of doing court business.

Another critical contribution NADCP has made to the drug court field is the creation of the "National Drug Court Institute" (NDCI). NDCI provides a comprehensive drug court training series for practitioners, supports investigative projects aimed at the development of more effective drug court policies and

procedures, and disseminates important drug court specific research, evaluations and relevant commentary. Each year, NDCI hosts numerous drug court training and technical assistance events where thousands of drug court practitioners have benefited. In just the past three years, NDCI has trained nearly 9,000 people in 43 states through statewide conferences and training events.

NADCP provides other important services and resources to the drug court field, including:

- An annual training conference focusing on adult, tribal, juvenile and family drug court matters
- Quarterly publication of the *NADCP News*
- Advocacy on behalf of drug courts on the national, state and local levels
- A resource library containing NADCP and other publications, videos, a website and other drug court-related materials
- The convening of the Congress of State Drug Court Associations of the National Association of Drug Court Professionals, dedicated to the establishment of local drug courts

In the coming years, NADCP will continue its efforts to serve the drug court field and to inform and educate the nation about the importance and effectiveness of drug courts and other problem-solving courts.



## National Association of Drug Court Professionals

### Quotable Quotes on a National Scale

*Drug courts are an effective and cost efficient way to help non-violent drug offenders commit to a rigorous drug treatment program in lieu of prison. By leveraging the coercive power of the criminal justice system, drug courts can alter the behavior of non-violent, low-level drug offenders through a combination of judicial supervision, case management, mandatory drug testing, and treatment to ensure abstinence from drugs, and escalating sanctions.*

President George W. Bush

*Three quarters of the growth in the number of federal prison inmates is due to drug crimes. Building new prisons will go only so far. Drug courts and mandatory testing and treatment are effective. I have seen drug courts work. I know they will make a difference.*

Former President William J. Clinton

*The long-term viability of the existing drug courts is critical, and can best be accomplished by ensuring that the courts are able to support the full range of services - especially treatment and training - that are needed by drug court clients if they are to break the cycle of drug abuse and criminal activity.*

Former Attorney General John Ashcroft

*Drug usage of offenders participating in drug court programs is substantially reduced when they are in the programs, and [for] most participants who complete the program, drug use is eliminated altogether - let us get that message out to Congress, to state legislatures, to cities, county commissioners - treatment does work.*

Former Attorney General Janet Reno

*Drug courts are a vital, essential element of our National Drug Control Strategy. While offering incentives to stay off drugs, they hold individuals accountable and simultaneously deal with the deadly disease of addiction. America is better off because of drug courts.*

John Walters  
Director  
Office of National Drug Control Policy

*The establishment of drug courts, coupled with [their] judicial leadership, constitutes one of the most monumental changes in social justice in this country since WWII. Maintaining the integrity of the drug court movement will take constant monitoring and reassessment of their progress.*

General Barry McCaffrey (ret.)  
Former Director  
Office of National Drug Control Policy

*Drug courts have shown that tremendous success is possible when supervised drug treatment is backed up by legal sanctions. We have seen that this approach provides effective incentives for drug abusers and addicts to stay in rehabilitation kick their drug habit and return to health. The DEA enthusiastically supports drug courts and the significant role they play in reducing drug abuse and rebuilding lives.*

Karen Tandy  
Administrator  
Drug Enforcement Administration

*Through drug courts, we have an opportunity to build an era of responsibility. . . I want to thank all of you who are so committed to this important work. There is no doubt that you make a lasting and significant impact on our society. Everyday you are giving people a second chance at a new future. That is what America is about. We are a nation of second chances.*

Asa Hutchinson  
Under Secretary for Border and  
Transportation Security  
Homeland Security  
Former Administrator  
Drug Enforcement Administration

*I believe the success of drug courts is well documented, and strong Congressional support should be given to the rehabilitation of future drug offenders. Traditional incarceration has yielded little gains for our drug offenders. Costs are too high, and the rehabilitation rate is minimal. The drug courts of America are an excellent way to make strides forward in our fight against drugs.*

Former Senator Ben Nighthorse Campbell  
(R-CO)

*There is hope. There is an opportunity to change the way things have been going in America's war on drugs . . . . It's clear that arbitrary sentences . . . are really not the solution to the problem . . . . This is not rocket science. [Drug courts are] the formula, you've made the formula work.*

Former Senator John Breaux (D-LA)

*Rather than just churning people through the revolving door of the criminal justice system, drug courts help these folks get their acts together so they won't be back. When they graduate from drug court programs they are clean and sober and more prepared to contribute to society.*

Senator Joseph Biden (D-DE)

*Our local drug courts have proven to be an effective alternative to jail for individuals convicted of nonviolent drug charges. The programs are intense, and as a result, set participants on course to being a productive member of the community*

Representative John Boozman (R-AR)

*... We have had fantastic results with drug courts and drug rehabilitation... What we know is drug treatment works. What we know is drug courts work.*

Senator Tom Coburn (R-OK)



## Drug Court Talking Points

### The Problem...

- The number of substance users/abusers in American is high.
  - 110 million Americans have used illicit drugs in their lifetime.
  - 35 million have used drugs regularly in the past year.
  - 7 million abuse or are dependent on illicit drugs, and another 17 million Americans abuse or are dependent on alcohol.
  - Over 14 million Americans were arrested in 2005, with nearly 2 million arrests for narcotics violations
  - At the time of arrest, it is estimated that two-thirds of adults and half of juveniles test positive for illicit drugs and/or alcohol.
    - Of the 14 million arrestees, it is estimated that 9.3 million offenders were under the influence at the time of arrest<sup>1</sup>
    - It is estimated that 25 – 50% of adult male arrestees are at risk of drug dependency<sup>2</sup>
- Substance abuse and dependence and their consequences remain the greatest social problem facing America.
- Addiction rips the foundations from millions of families and communities each year.
  - Each year, 5 million children are the subject of 3 million cases of child abuse and neglect.
  - 80% of such cases are drug and alcohol related.
- In 2004 illegal drug use cost society \$168 billion in treatment, lost productivity, criminal justice, and healthcare.

### The Solution...

- Drug courts were created to protect public safety, provide treatment, and turn the tide of addiction.
- Drug courts represent the coordinated efforts of the judiciary, prosecution, defense bar, probation, law enforcement, mental health, social service, and treatment communities to actively and forcefully intervene and break the cycle of substance abuse, addiction, and crime.
- Drug courts quickly identify substance-abusing offenders and place them under strict court monitoring and community supervision, coupled with effective, long-term treatment services.

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<sup>1</sup> U.S. Department of Justice. *Crime in the United States, 2005, Estimated Number of Arrests*, [http://www.fbi.gov/ucr/05cius/data/table\\_29.html](http://www.fbi.gov/ucr/05cius/data/table_29.html). September 2006.

<sup>2</sup> Zhang, Zhiwei. *Drug and Alcohol Abuse and Related Matters Among Arrestees: 2003*, <http://www.ncjrs.gov/nij/adam/ADAM2003.pdf>; National Institute of Justice (NIJ), 2004.

- Drug courts represent a coordinated approach that requires the drug court participant to undergo an intensive regimen of substance abuse and mental health treatment, as well as unprecedented accountability through ongoing and intensive drug testing and probation supervision, while reporting to regularly scheduled status hearings before a judge with specialized expertise in the drug court model.

#### The Results...

- Drug courts work:
  - In February 2005, the GAO issued a report confirming that drug courts significantly improve substance-abuse treatment outcomes, substantially reduce crime, and produce greater cost benefits than other justice strategies
  - Last year alone, 16,000 individuals graduated from drug courts and more than 840 babies were born drug free to drug court clients
  - According to a study released by the National Institute of Justice (NIJ) in 2003 from a sample of 2,000 drug court graduates nationwide, within one year of program graduation, only 16.4 percent had been re-arrested and charged with a felony offense (Roman, Townsend, & Bhati, 2003)
- The growth of drug courts continues to increase:
  - As of December 31, 2006, 1,927 drug courts were operational in all fifty states and U.S. territories.
  - More than 70,000 drug court clients are being served at any given time throughout the United States.
  - 69 percent of adult drug courts today have a probationary or post plea condition.
  - 72 percent of courts report lack of funding was their greatest concern in increasing the capacity of the program.
- Drug courts are cost effective:
  - In Multnomah County (Portland) Oregon, for every \$1 spent on drug court, \$10 was saved. A total savings to the taxpayer over a one-year period was \$1,521,471 per year.
  - In California, drug courts demonstrate a savings of \$18 million per year. A \$14 million investment returned \$43.3 million in savings over two years. (Judicial Council of California & California Department of Alcohol & Drug Programs, 2002; NPC Research, Inc. & Judicial Council of California, 2002).
  - A study by the Department of Economics at Southern Methodist University reported that for every dollar spent on drug court in Dallas, Texas, \$9.43 in tax dollar savings was realized over a forty-month period (Fomby & Rangaprasad, 2002).
  - In St. Louis, MO, program benefits far outweighed its costs. Each drug court graduate cost the city less than \$2,615 less than those on probation alone.

## Get Your Media Kit Together

It is helpful to have a media kit on hand as you begin to engage your local media in a dialogue about your drug court program. Your media kit should be a concise, attractive package of background information about your local drug court and national issues relevant to you. 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 drug courts (feel free to copy the various talking points throughout this packet).
- Your mission statement and goals.
- A backgrounder that highlights the history behind your local drug court.
- Brochures, newsletters and other outreach materials.
- Staff profiles.
- “Frequently Asked Questions” (FAQs) that is, a sheet that provides answers to some of the most commonly asked questions about drug 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 drug court graduation ceremony.
- 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. Use it as a general information kit for speaker bureau pitches, potential funders, volunteers and other important purposes.

### Write It Up In A Press Release or Media Advisory

Press releases and media advisories are excellent tools for getting word to the press about an issue, an event or other news pertaining to your drug court. 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. Fax it to everyone on your media list as a reminder of the event. Then, make follow up calls to ensure that all of the contacts on your list received the 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 drug 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 drug court graduation.

## Purpose of a Media Advisory

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

## How to Format a Press Release or Media Advisory

### Press Release

- Type it on your drug court's letterhead (8 1/2" x 11").
- List a contact person and his or her phone number in the upper right-hand corner of the page.
- Write "FOR RELEASE [date, time]" 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 the active voice, and use short sentences and paragraphs.
- 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.

### 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.

### Copy Content

#### 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 drug 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 drug court in the last paragraph.
- Double-check names, dates, places, numbers and quotes for accuracy.

## Media Alert

- 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 drug courts on both a local and a national level in your press release.



[Local Drug Court Letterhead]

# NEWS

For Immediate Release

Contact:      Name of Contact  
                    Contact Title  
                    Phone Number

## Local Drug Court Celebrates “National Drug Court Month” With Graduation/Commencement Ceremony *“County Executive Slated To Deliver Keynote Address”*

CITY, STATE—In celebration of “National Drug Court Month,” the [NAME OF DRUG COURT] will hold a graduation ceremony on [DATE] at [LOCATION]. The Hon. XXX, chief executive of XXXXX County, will deliver the keynote address.

More than XX men and women are expected to be among this year’s graduates. The ceremony marks their completion of an intensive 12-month program of comprehensive drug treatment, close supervision and full accountability. This is the court’s Xth ceremony since it was founded in 19xx and the first to which the press has been invited.

Like many of the over 1,900 operational drug courts in the United States as of December 2006, the [NAME OF COURT] hears cases of offenders charged with drug-related crimes. The drug court relieves already overwhelmed court dockets, placing offenders in an environment, where they undergo treatment and counseling, submit to frequent and random drug testing, make regular appearances before the judge and are monitored closely for program compliance. Graduated sanctions, including jail time, are imposed for noncompliance. Conversely, incentives are applied for continual compliance.

- More -

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

Since their inception, drug courts have enjoyed bi-partisan support as a result of the phenomenal success rates and national attention they have received. In fact, President George W. Bush stated that “drug courts are an effective and cost efficient way to make non-violent drug offenders commit to a rigorous drug treatment program in lieu of prison. By leveraging the coercive power of the criminal justice system, drug courts can alter the behavior of non-violent, low-level drug offenders through a combination of judicial supervision, case management, mandatory drug testing and treatment to ensure abstinence from drugs and escalating sanctions.” Former President William J. Clinton stated that “three quarters of the growth in the number of federal prison inmates is due to drug crimes. Building new prisons will only go so far. Drug courts and mandatory testing and treatment are effective. I have seen drug courts work. I know they will make a difference.”

This year’s “National Drug Court Month” marks 18 years of drug courts in the United States. From the first drug court in Miami in 1989, the movement emerged. In 1994, there were 12 courts; as of December 2006, there were over 1,900 operational drug courts. The success of the drug court system is well documented. More than 70 percent of drug court participants have successfully completed the program or remain as active participants, and the cost of drug court programs are significantly less than the cost of incarceration in the traditional court system.

“National Drug Court Month” is coordinated on a national level by the National Association of Drug Court Professionals (NADCP), which was established in 1994 to assist the planning, implementation and operation of drug courts. The theme of this year’s National Drug Court Month, “Taking Drug Courts to Scale”, embraces the vision of the NADCP Chief Executive Officer West Huddleston to expand drug court programs to more fully address the growing threat substance abuse poses to the nation.

NADCP is celebrating “National Drug Court Month” in Washington, D.C. in conjunction with its 2007 NADCP 13<sup>th</sup> Annual Drug Court Training Conference. The largest-ever criminal justice conference emphasizing substance abuse issues, the conference is expected to draw over 3,000 drug court practitioners from the United States and across the world this year.

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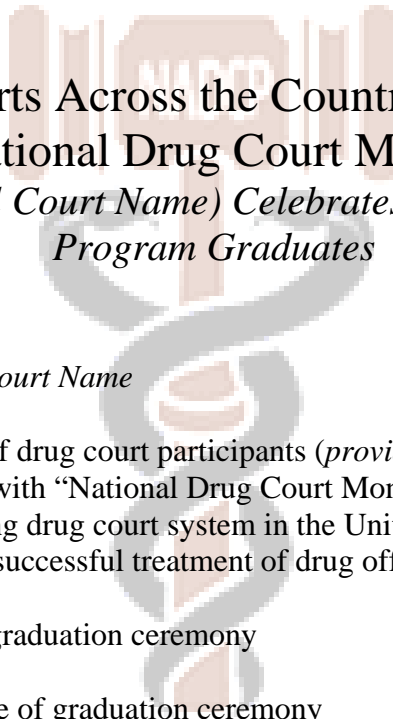
# Sample Media Advisory

## MEDIA ADVISORY

(Date of Release)

For Immediate Release

Contact: Name/Phone



## Drug Courts Across the Country Celebrate “National Drug Court Month” *(Your Local Court Name) Celebrates by Honoring Program Graduates*

WHO: *Your Drug Court Name*

WHAT: Graduation of drug court participants (*provide number of graduates*) in conjunction with “National Drug Court Month,” the annual celebration of the growing drug court system in the United States and around the world in the successful treatment of drug offenders.

WHERE: Location of graduation ceremony

WHEN: Date and time of graduation ceremony  
*Put details of ceremony in bullets*

WHY: The graduation ceremony will showcase the accomplishments of the drug court participants and the success of the drug court program since its establishment in (*your city, state*). All members of the drug 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 “National Drug Court Month.”

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# Tips on Contacting the Media

## 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 drug courts. However, also consider regional and national media outlets that may be at your disposal. Merely 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, 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, public and cable.
  - 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 drug court movement. He or she should be able to speak from a position of authority (*e.g.*, a drug 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 drug courts. If you have any doubts, lay the groundwork for the interview.



## “Taking Drug Courts to Scale” Contest Entry Form

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Contest (choose one)

Statewide\*  Drug Court Program  Adult Writing/Art Contest

Juvenile Art Contest

Brief Description of Materials

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Please submit this form, along with materials, to:

NADCP  
4900 Seminary Road, Suite 320  
Alexandria, VA 22311  
Attn: John Heekin

- Statewide entries must be submitted by a state drug court association or state administrative agency with responsibility for drug court oversight

## “Recovery Roll Call”

NADCP wants to celebrate the accomplishments of drug court graduates nationwide during National Drug Court Month. We are asking all drug court programs that hold graduation/commencement ceremonies during National Drug Court Commencement Week (May 27-31, 2007), and during the month of May, to submit the first name and last initial of their graduates to NADCP by May 27, 2007. NADCP will post the names on our website at [www.nadcp.org](http://www.nadcp.org), and the names will be displayed on our “Recovery Roll Call” at the 13<sup>th</sup> Annual NADCP Training Conference in Washington, D.C. on June 13-16, 2007.

Please submit this form along with a signed Recovery Roll Call release form for each of your graduates. For questions, please contact John Heekin at 703-575-9400, ext. 37, or via email at [jheekin@nadcp.org](mailto:jheekin@nadcp.org).

### Organizational Information

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Date of Commencement Ceremony \_\_\_\_\_

Number of graduates for Commencement Week \_\_\_\_\_

Total graduates during the month of May (including Commencement Week)

\_\_\_\_\_  
Submit to:

NADCP  
4900 Seminary Road, Suite 320  
Alexandria, VA 22311  
Attn: John Heekin

## “Recovery Roll Call” Release Form

I, \_\_\_\_\_ authorize the National Association of Drug Court  
(print name)

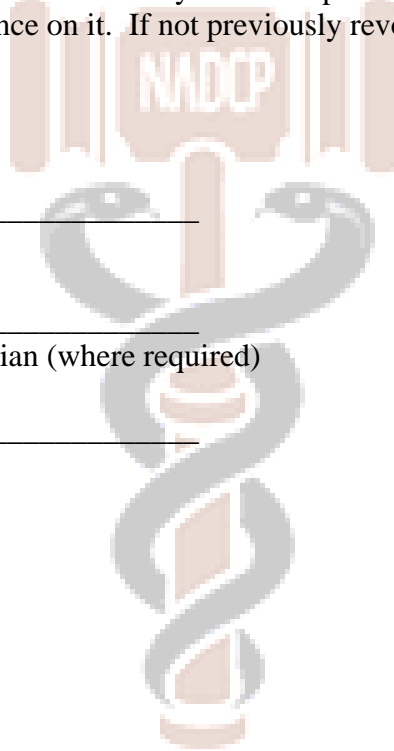
Professionals (NADCP) to disclose my first name, the first initial of my last name, the name of the drug court from which I graduated, and the date of my graduation, to attendees of the 13<sup>th</sup> Annual NADCP Training Conference in Washington, D.C. on June 13-16, 2007.

This consent is subject to revocation at any time except to the extent that NADCP has already taken action in reliance on it. If not previously revoked, this consent will terminate on June 17, 2007.

\_\_\_\_\_  
Signature of participant

\_\_\_\_\_  
Signature of parent or guardian (where required)

\_\_\_\_\_  
Date



## What NADCP Needs From You

As in previous years, at its national conference, in its newsletter and in other NADCP publications, NADCP will be showcasing communities that sponsor “National Drug Court Month” activities. Please be sure to send to NADCP any related press clippings and resolutions and/or the following items, by May 27, 2007.

- ✓ Videotapes of events: NADCP will show filmed events at its national conference (June 13-16, 2007).
- ✓ Press clippings from your events.
- ✓ Resolutions passed by state, county or local officials.
- ✓ Statements in support of drug courts and “National Drug Court Month” by state, county or local officials.
- ✓ Submissions for National Drug Court Month Contests
- ✓ “Recovery Roll Call” Organizational Information and Release Forms
- ✓ All materials should be sent to:

NADCP  
4900 Seminary Road, Suite 320  
Alexandria, VA 22311  
Attn: John Heekin