



National Association  
of Drug Court Professionals

Celebrating Twenty Years of  
Drug Court:  
Restoring Lives, Reuniting Families and  
Making Communities Safer

2009 National Drug Court Month  
Field Kit

May 2009

National Commencement Day May 15, 2009

Dear Colleague,

This May, Drug Courts around the country will honor National Drug Court Month by holding events with the theme **‘Celebrating Twenty Years of Drug Court: Restoring Lives, Reuniting Families and Making Communities Safer.’**

In the last two decades Drug Court has become the most successful justice strategy for dealing with drug-dependant citizens who emerge in the courts. As a result, millions of individual lives have been saved and thousands of communities have been strengthened throughout the nation. There are now over 2,300 Drug Courts serving 120,000 people every year. There is strong support for Drug Courts in the Obama Administration and in the 111<sup>th</sup> Congress. Just this month Congress made Drug Court a priority, authorizing **\$63.882 million for Drug Court in the 2009 Omnibus Appropriation Bill. That is the largest annual federal appropriation in the history of Drug Court; a 250% increase from last year’s mark!** Therefore, as we celebrate twenty years of Drug Court in May, we look to the future with a renewed conviction to put a Drug Court within reach of every American in need.

This National Drug Court Month Field Kit contains a wealth of resources to help your program celebrate National Drug Court Month. Here are just a few of the highlights:

- **National Drug Court Commencement Day: Friday, May 15, 2009**
- **National Drug Court Month Statewide Contest**
- **The National Drug Court Month *Recovery Roll Call***

I hope 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 Chris Deutsch, associate director of communications, at 703-575-9400 ext. 12 or [cdeutsch@nadcp.org](mailto:cdeutsch@nadcp.org).

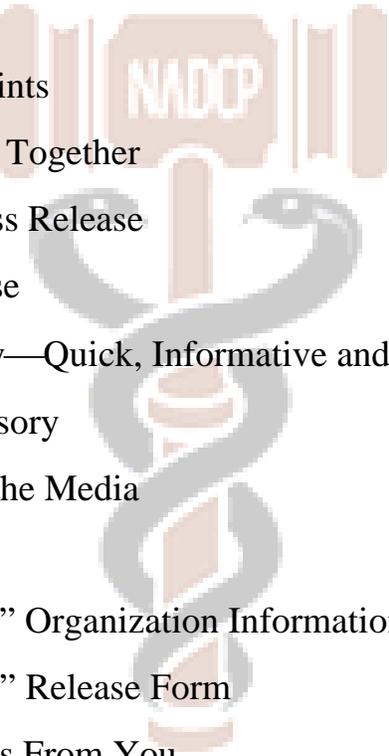
Let’s make May 2009 our most successful National Drug Court Month ever.

Sincerely,



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

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# Goals of “National Drug Court Month”

## National, State and Local

### National Goals

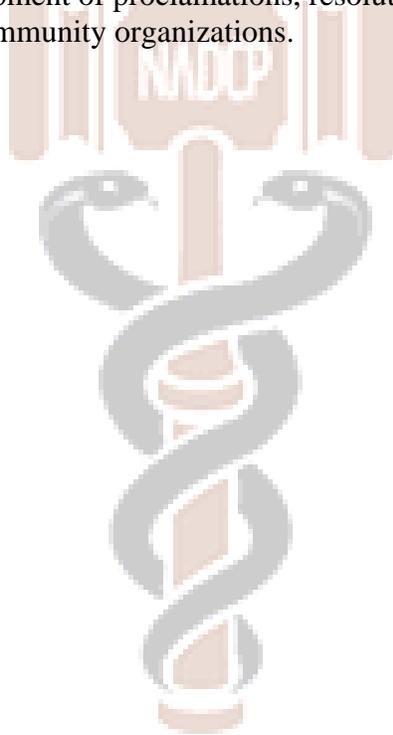
1. To promote “Celebrating Twenty Years of Drug Court: Restoring Lives, Reuniting Families and Making Communities Safer” through the application of research-driven practices to facilitate the expansion of Drug Court programs nationwide to reach the millions of drug-addicted citizens in need of treatment.
2. To celebrate twenty years of Drug Court by conducting a national *Drug Court Commencement Day* on Friday, May 15.
3. To educate federal, state, and local lawmakers about how Drug Courts are an effective and cost-efficient approach to reducing substance abuse and related crime.
4. To educate the public on Drug Court principles and the need to expand Drug Court programs into “Drug Court systems,” which includes all drug-addicted offenders on probation and living in our communities.
5. To increase awareness of the 2009 NADCP 15th Annual Drug Court Training Conference, June 10-14 in Anaheim, California.
6. To increase national awareness of NADCP’s role as the principal national Drug Court advocacy organization.

### State Goals

1. To promote “Celebrating Twenty Years of Drug Court: Restoring Lives, Reuniting Families and Making Communities Safer” 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 celebrate twenty years of Drug Court by conducting a national *Drug Court Commencement Day* on Friday, May 15.
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 promote increased state funding for Drug Court.
6. To enhance the success of your state Drug Court association.
7. To increase coordination of Drug Court programs at the state and regional levels.

## Local Goals

1. To celebrate twenty years of Drug Court by conducting a national *Drug Court Commencement Day* on Friday, May 15.
2. To promote “Celebrating Twenty Years of Drug Court: Restoring Lives, Reuniting Families and Making Communities Safer” through the application of research-driven practices to facilitate the expansion of Drug Court programs nationwide. Thus, reaching 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.



# National Drug Court Month Statewide Contest

National Drug Court Month is an opportunity for the Drug Court field to celebrate 'Twenty Years of Drug Court: Restoring Lives, Reuniting Families and Making Communities Safer.' In the last twenty years Drug Courts have become the most effective justice strategy in the nation for combating substance abuse and crime. For twenty years Drug Courts have saved millions of lives, reunited thousands of families and helped make communities all across the country safer. There is no greater opportunity for systemic social change in the American justice system. There is no greater opportunity to reunite families and make communities safe for everyone.

Many states coordinate their National Drug Court Month celebrations, and we want to recognize the state that best represents this year's theme. How is your state celebrating twenty years of Drug Court? More specifically, how has your state worked to increase Drug Court capacity? How does your state work to ensure that Drug Court participants restore their lives through recovery, employment and education. How has your State worked to promote healthy families and how are your Drug Courts actively involved in the communities they serve?\* The winning state will be highlighted at the 15th Annual Conference in Anaheim, California and will receive a plaque commemorating their efforts.

Contest requirements:

- **As the 15<sup>th</sup> Annual Conference is in June, submissions will be judged in Anaheim. States must submit the Contest Entry Form by May 22<sup>nd</sup> to NADCP. The entry form will be used for planning purposes for your display.**
- **Applicants will be responsible for shipping, setting up, and dismantling their displays. States that submit the entry form by May 22<sup>nd</sup> will have an 8 foot table for their display.**
- **States must set up their displays between 12:00 p.m. – 5:00 p.m. on Wednesday, June 10<sup>th</sup> in the lobby of the Hilton Hotel.**
- **Displays must be dismantled between 4:00 p.m. – 8:00 p.m., on Saturday, June 13<sup>th</sup>.**

\* Statewide entries must be submitted by a State Drug Court Association or State Administrative Agency with responsibility for Drug Court oversight.

## ***National Drug Court Commencement Day***

***Friday, May 15, 2009, National Drug Court Commencement Day*** - We are hoping every Drug Court program across the nation will schedule a graduation/commencement ceremony on May 15 2009, to coincide with a national celebration at the site of the first Drug Court: Miami-Dade Florida. Invitees include: Vice President Biden, General (Ret.) Barry McCaffrey, former Attorney General Janet Reno and other national figures who have championed Drug Courts.

At 9:30am, a ceremony will be held in the Miami-Dade County Commission Chambers. This is a celebration for every Drug Court professional at a site that symbolizes your tireless commitment to those you serve. The event will be webcast so that all Drug Courts will be able to participate by watching the ceremony before holding your own graduation. Here is the link: <http://www.miamidade.gov/webcast/GOC-webcast.htm>.

**In order to maximize the impact of this event, generate national media attention and honor all graduates past and present we need every Drug Court in the country to hold a graduation on May 15!**

This is our opportunity to let the nation know that Drug Courts are restoring lives, reuniting families, and making communities all across this nation safer. 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. Imagine the impact we will have if thousands of people graduate Drug Court on the same day!

**If you are planning on holding a May 15 commencement, please notify Chris Deutsch and provide the name of your court and the number of expected graduates.**

Please send copies of videos, photographs, and newspaper articles by May 22, 2008. We will use this information to develop a visual presentation during the 15<sup>th</sup> Annual Training Conference.

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## Local Campaign Timeline

### *Tasks*

### *Deadlines*

Draft and submit resolution or proclamation	March 16-31
Begin planning for National Drug Court Commencement Week	March 16-31
Tailor media kits to local drug courts	March 16-31
Send media kits to local media contacts	April 3
Make follow-up calls to media contacts	April 3-17
Fax or e-mail media advisory to media contacts	April 3-17
Call media again to invite to Commencement Week event	April 3-17
Fax or e-mail press release to media contacts (if holding celebratory event)	May 1 - 31
National Drug Court Commencement Day	May 15
Send Drug Court Graduation/Commencement Week videotapes/articles/photos/newsletters to NADCP (to showcase at its national conference)	May 22
Send Statewide Contest Entry Form to NADCP	June 1
Send Statewide Submission to Anaheim	June 3

**\*Please note that all submissions for the National Drug Court Month Statewide contest MUST be shipped to Anaheim. Applicants are responsible for shipping, setting up, and dismantling their display.**

National Association of Drug Court Professionals



## Resolution/Proclamation

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

- WHEREAS, 2009 marks the Twentieth Anniversary of the Miami-Dade Drug Court, the first Drug Court in the nation. That court sparked a national revolution that changed the face of the American Justice System; and
- WHEREAS, for the past twenty years Drug Courts have been restoring lives, reuniting families and making communities across this nation safer; and
- WHEREAS, Drug Courts provide focus and leadership for community-wide partnerships, bringing together public safety and public health professionals in the fight against drug abuse and criminality; and
- WHEREAS, 60 to 80 percent of drug offenders sentenced to prison and over 40 percent sentenced to probation recidivate, and whereas fewer than 17 percent of Drug Court Graduates recidivate; and
- WHEREAS, results of more than 100 program evaluations and at least four meta-analytic studies have yielded definitive evidence that Drug Courts are demonstratively effective and significantly improve substance-abuse treatment outcomes, substantially reduce drug abuse and crime, and do so at less expense than any other justice strategy; and
- WHEREAS, over 25,000 judges, prosecutors, defense attorneys, substance abuse and rehabilitation professionals, law enforcement and community supervision personnel, researchers and educators, national and community leaders, and

others dedicated to Drug Courts and similar types of treatment programs are healing families and communities across the country; and

WHEREAS, The Drug Court movement has grown from the 12 original Drug Courts in 1994 to 2,301 operational Drug Courts and 3,410 problem solving courts as of December 2008; and

WHEREAS, Friday, May 15, 2009 marks *National Drug Court Commencement Day*, which celebrates the promise of recovery and restored 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, 2009, 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**

### **BACKGROUNDER**

The National Association of Drug Court Professionals (NADCP), a not-for-profit organization located in the Nation's Capitol, was founded in 1994 by a group of judicial visionaries to reverse the growing impact of drug-related crime. They created a court model using a combination of accountability and treatment to compel and support drug-using offenders to change their lives. From that vision came the Drug Court movement and the NADCP.

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 2,301 Drug Courts operating 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.

In 1997, NADCP and the White House Office of National Drug Control Policy (ONDCP) then partnered to create the National Drug Court Institute (NDCI), the professional services branch of NADCP. 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.

Today, NADCP is the premier national membership, training and advocacy organization for Drug Courts, representing over 25,000 multi-disciplinary Drug Court professionals. NADCP hosts the largest annual training conference on drugs and crime in the nation and provides 80 Drug Court training and technical assistance events, benefiting tens of thousands of Drug Court professionals each year. NADCP/NDCI continues to write, publish, and disseminate scholastic and practical publications that are critical to the ongoing growth and fidelity of the Drug Court model and works tirelessly on Capitol Hill and in state legislatures to transform the American justice system through policy, legislation and appropriations.

## Quotable Quotes National Leaders

*I would also ensure that Congress robustly funds prevention and treatment programs like the Second Chance Act, Drug Courts, and the Drug Free Communities Support Program. I co-sponsored the Second Chance Act and have been a proponent of Drug Courts since my days in Illinois, and I will continue to support (and, in the case of Drug Court, expand) these programs as President.*

President Barack Obama

*I believe that we need to help those addicted to drugs and alcohol, not simply throw them in jail without any sort of treatment program. That's why I wrote the landmark Biden Crime Law which, among other important provisions, created specialized Drug Courts as an alternative to incarceration and traditional probation....And, not only does the program work, but it saves thousands of dollars per offender each year in prison costs alone, not to mention the societal costs saved by having one less drug user on the street. Many of our existing programs – like the Drug Courts program – have been under-funded or simply eliminated by the current Administration; as President, I will expand these successful programs.*

Vice President Joseph Biden

*We need diversion, like Drug Courts. Non-violent offenders should not be serving hard time in our prisons. They need to be diverted from our prison system.*

Secretary of State Hilary Clinton

Referring to Drug Court:

*This is crime fighting. This is tough. But you save money in the long run.*

*It is government at its best. It is helping people win when they are at their most vulnerable moment.*

Attorney General Eric Holder

*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.*

*The math is unarguable. If you want to unclog America's prisons, Drug Courts need to be taken to scale.*

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

*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.*

Former 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

*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.*

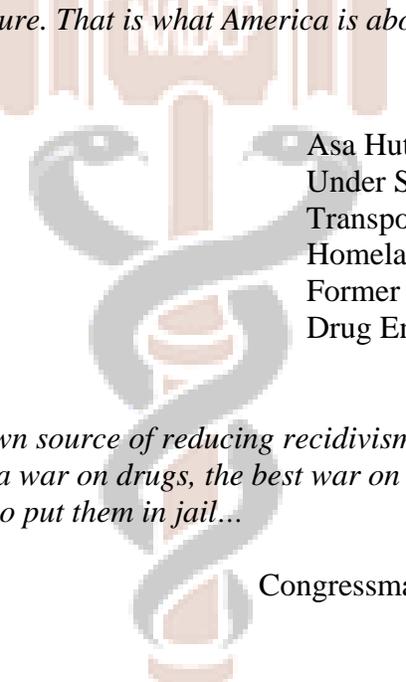
*Drug Courts provide the incentive and the 'stick' without which many young people would never seek drug treatment and alternatives to drug use.*

Former Attorney General Janet Reno

*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  
Former 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

*...Drug Courts, the best-known source of reducing recidivism that we have in this country. If you want to have a war on drugs, the best war on drugs is to treat people for their addictions rather than to put them in jail...*

Congressman Patrick Kennedy (D-RI)

*As a [District Attorney], I quickly learned that no matter what initiatives law enforcement took to reduce the supply of drugs, it never really affected the demand for drugs... But when my office established the county's Drug Court program, I realized the powerful effect that the program had in helping enrolled participants get control of their addiction. The Drug Court program is a phenomenal program....*

Congressman Michael Arcuri (D-NY)

*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)

# Drug Court Talking Points

The Problem...

## **Our nation's prison population has exploded beyond capacity.**

- 1 in 100 U.S. citizens is now confined in jail or prison.<sup>1</sup>
- The U.S. incarcerates more people per capita than 26 of the largest European nations combined.<sup>2</sup>
- Incarceration rates in the U.S. are *nine times greater* for young African-American men between the ages of 20 and 34 years.<sup>3</sup>
- National expenditures on corrections will exceed \$60 billion annually.<sup>4</sup>
- On average, states spend \$65,000 per bed, per year to build new prisons and \$23,876 per bed, per year to operate them.<sup>5</sup>

## **Most inmates are in prison, at least in large part, because of substance abuse.**

- 80 percent of offenders abuse drugs or alcohol.<sup>6</sup>
- Nearly 50 percent of jail and prison inmates are clinically addicted.<sup>7</sup>
- Approximately 60 percent of individuals arrested for most types of crimes test positive for illicit drugs at arrest.<sup>8</sup>
- Every year in the U.S., there are approximately 1.2 million prison-bound, drug abusing offenders who pose little threat to public safety.

## **Imprisonment has little effect on drug abuse.**

- 60 to 80 percent of drug abusers commit a new crime (typically a drug-driven crime) after release from prison.<sup>9</sup>
- Approximately 95 percent return to drug abuse after release from prison.<sup>10</sup>

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<sup>1</sup> Pew Center on the States. (2008). *One in 100: Behind Bars in America 2008*.

<sup>2</sup> Ibid

<sup>3</sup> Ibid

<sup>4</sup> Pew Public Safety Performance Project. (2007). *Public Safety, Public Spending: Forecasting America's Prison Population 2007-2011*.

<sup>5</sup> The Urban Institute. (2008) *To Treat or Not to Treat: Evidence on the Prospects of Expanding Treatment for Drug-Involved Offenders*.

<sup>6</sup> Belenko & Peugh (1998). *Behind bars: Substance abuse and America's prison population*. New York: Center on Addiction & Substance Abuse at Columbia University.

<sup>7</sup> Karberg & James (2005). *Substance dependence, abuse, and treatment of jail inmates, 2002*. Washington, DC: Bureau of Justice Statistics, U.S. Dept. of Justice; Fazel et al. (2006). Substance abuse and dependence in prisoners: A systematic review. *Addiction*, 101, 181-191.

<sup>8</sup> National Institute of Justice. (1999). *Annual report on drug use among adult and juvenile arrestees*. Washington DC: U.S. Dept. of Justice.

<sup>9</sup> Langan & Levin (2002). *Recidivism of prisoners released in 1994*. Washington, DC: Bureau of Justice Statistics, U.S. Department of Justice; Spohn & Holleran (2002). The effect of imprisonment on recidivism rates of felony offenders: A focus on drug offenders. *Criminology*, 40, 329-357.

## **Providing treatment without holding offenders accountable for their performance in treatment is ineffective.**

- Unless they are regularly supervised by a judge, 60 to 80 percent drop out of treatment prematurely and few successfully graduate.<sup>11</sup>

### The Solution...

- Drug Courts were created twenty years ago to reduce substance abuse and crime and create public safety by more successful and cost-effective means than standard sentencing.
- 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, individualized, long-term treatment services.
- Drug Courts require 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.

### **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.<sup>12</sup>
- In 2007, 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, a sample of 2,000 Drug Court graduates nationwide showed that within one year, only 16.4 percent had been re-arrested and charged with a felony offense.<sup>13</sup>

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<sup>10</sup> Hanlon et al. (1998). The response of drug abuser parolees to a combination of treatment and intensive supervision. *Prison Journal*, 78, 31-44; Martin et al. (1999). Three-year outcomes of therapeutic community treatment for drug-involved offenders in Delaware. *Prison Journal*, 79, 294-320; Nurco et al. (1991). Recent research on the relationship between illicit drug use and crime. *Behavioral Sciences & the Law*, 9, 221-249.

<sup>11</sup> University of California, Los Angeles. (2005). *Evaluation of the Substance Abuse and Crime Prevention Act, 2005 Report*. Los Angeles: UCLA Integrated Substance Abuse Programs; Marlowe (2002). Effective strategies for intervening with drug abusing offenders. *Villanova Law Review*, 47, 989-1025.

<sup>12</sup> U.S. Government Accountability Office. (2005). *Adult Drug Courts: Evidence indicates recidivism reductions and mixed results for other outcomes* [No. GAO-05-219]. Washington, DC: Author.

<sup>13</sup> Roman et al. (2003) *Recidivism rates for Drug Court graduates: Nationally based estimate – Final report*. Washington DC: The Urban Institute and Caliber.

### **The reach of Drug Courts continues to increase:**

- As of December 31, 2008, more than 2,301 drug courts were operational in all 50 states and U.S. territories.
- Drug Courts annually serve approximately 120,000 people.
- Sixty-nine percent of adult Drug Courts today have a probationary or post plea condition.
- Seventy-two percent of courts report lack of funding was their greatest concern in increasing the capacity of the program.

### **Drug Courts Reduce Crime**

- 75% of Drug Court graduates remain arrest-free at least two years after leaving the program
- Five independent 'meta-analysis' have concluded that Drug Courts significantly reduce crime by as much as 35% in comparison to traditional case dispositions.<sup>14</sup>

### **Drug Courts Save Money**

- Eighteen rigorous cost/benefit studies have found average cost savings range from \$4,000 to \$12,000 per client.
- The cost/benefit ratio has been estimated to be as high as \$3.36 for every \$1.00 invested.<sup>15</sup>

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<sup>14</sup> Aos et al. (2006). *Evidence-based public policy options to reduce future prison construction, criminal justice costs, and crime rates*. Olympia: Washington State Institute for Public Policy; Lattimer (2006). *A meta-analytic examination of drug treatment courts: Do they reduce recidivism?* Canada Dept. of Justice; Lowenkamp et al. (2005). Are drug courts effective: A meta-analytic review. *Journal of Community Corrections, Fall, 5-28*; Shaffer (2006). *Reconsidering drug court effectiveness: A meta-analytic review*. Las Vegas, NV: Dept. of Criminal Justice, University of Nevada; Wilson, et al. (2006). A systematic review of drug court effects on recidivism. *Journal of Experimental Criminology, 2, 459-487*.

<sup>15</sup> The Urban Institute. (2008). *To Treat or Not to Treat: Evidence on the Prospects of Expanding Treatment for Drug-Involved Offenders*.

## 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.
- Key staff bios.
- “Frequently Asked Questions” (FAQs)—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. (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. Use it as a general information kit for speaker bureau pitches, potential funders, volunteers, events/conferences, 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. E-mail or fax it to everyone on your media list as a reminder of the event. 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 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, when, where, and most importantly, why. It should follow up on the press release 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 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 the active voice, and use short sentences and paragraphs. (In sentences written in 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.

## 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 national level in your press release.

[Local Drug Court Letterhead]

# NEWS

For Immediate Release

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

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

CITY, STATE, DATE—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. This is the court’s Xth ceremony since it was founded in 19xx.

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.

“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. This year marks a historic milestone in the Drug Court movement reflected in May’s National Drug Court Month theme: “Celebrating Twenty Years of Drug Court: Restoring Lives, Reuniting families and Making Communities Safer.” What started in a Florida court room twenty years ago has become the nation’s most successful strategy for dealing with substance abusing offenders and has led to today’s uplifting commencement ceremony.

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

Like many of the 2,301 operational drug courts in the United States the [NAME OF COURT] hears cases of offenders charged with drug-related crimes. Drug Courts relieve 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. And like the other 2,301 operational Drug Courts, this court works better than jail or prison, better than probation, and better than treatment along.

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

Nationally, 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. A recent study by the Department of Justice found a cost/benefit of \$3.36 for every \$1.00 invested in treating drug-addicted offenders under the watchful eye of Drug Court. “In twenty years Drug Court has been one of the most researched programs in the criminal justice system,” said NADCP CEO West Huddleston. “The scientific community has put Drug Court under the microscope and concluded that they work. In fact, Drug courts significantly reduce drug abuse and crime and do so at less expense than any other justice strategy. This May, all across the nation, thousands of people are graduating Drug Court with a renewed sense of purpose and commitment to serving their community. This is changing the face of our justice system.” Mr. Huddleston acknowledged the progress of the last twenty years but stated that more can be done. “In order to truly end the cycle of substance abuse and crime,” he added, “we must put a Drug Court within reach of every American.”

[PROVIDE INFORMATION ON YOUR COURT]

###

(INSERT LOCAL COURT BOILERPLATE)

**About NADCP**

The National Association of Drug Court Professionals (NADCP), a not-for-profit organization located in the Nation's Capital, was founded in 1994 by a group of judicial visionaries to reverse the growing impact of drug-related crime. They created a court model using a combination of accountability and treatment to compel and support drug-using offenders to change their lives. From that vision came the Drug Court movement and the NADCP. In 1997, NADCP and the White House Office of National Drug Control Policy (ONDCP) then partnered to create the National Drug Court Institute (NDCI), the professional services branch NADCP.

Today, NADCP is the premier national membership, training and advocacy organization for Drug Courts, representing over 22,000 multi-disciplinary Drug Court professionals. NADCP hosts the largest annual training conference on drugs and crime in the nation and annually provides over 80 Drug Court training and technical assistance events, benefiting tens of thousands of drug court professionals. NADCP/NDCI continues to write, publish, and disseminate scholastic and practical publications that are critical to the ongoing growth and fidelity of the Drug Court model and works tirelessly on Capitol Hill and in state legislatures to transform the American justice system through policy, legislation and appropriations. NADCP can be found online at [www.NADCP.org](http://www.NADCP.org).

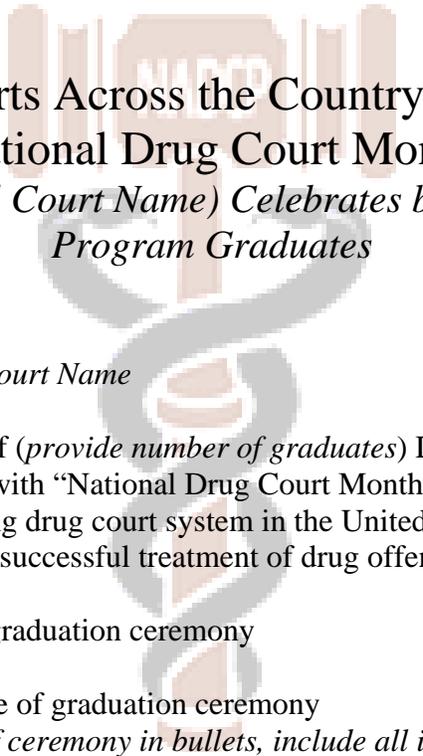
# Sample Media Advisory

## 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 (*provide number of graduates*) Drug Court participants 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, include all invited guests*

WHY: The graduation ceremony will showcase the accomplishments of the Drug Court participants and the successes 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.”  
(If you are holding a commencement on Friday, May 15, please contact Chris Deutsch for a total number of courts

###

# 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 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, 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.

**National Drug Court Month Statewide Contest Entry Form**

**DUE: June 1, 2009**

**FAX TO: Chris Deutsch – 703-575-9402**

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Email \_\_\_\_\_

Brief Description of Materials (Please include a description of the size if it is artwork.  
NADCP will provide tables in the Exhibit Hall for your display.)

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Please submit this form by May 22 to:

Chris Deutsch, Associate Director of Communications  
FAX: 703-575-9402

\* Statewide entries must be submitted by a State Drug Court Association or State  
Administrative Agency with responsibility for drug court oversight.

## Shipping Instructions

- Applicants will be responsible for shipping, setting up, and dismantling their displays. States that submit the entry form by June 3, 2009, will have an 8 foot table for their display.
- States must set up their displays between 12:00 p.m. – 5:00 p.m., on Wednesday, June 10, 2009, in the lobby of the Hilton Anaheim. Be sure to address the shipping to whoever will be picking it up in Anaheim.

Hilton Anaheim  
777 Convention Way  
Anaheim, CA 92802

- Displays must be dismantled between 4:00 p.m. – 8:00 p.m., on Saturday, June 13, 2008.



## “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 Day (May 15, 2009), and during the month of May, to submit the first name and last initial of their graduates to NADCP by May 22, 2009. 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 15th Annual NADCP Training Conference.

Please submit this form along with a signed Recovery Roll Call release form for each of your graduates.

### 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)

\_\_\_\_\_

**Please submit this form by May 22 to:**

**Chris Deutsch, Associate Director of Communications  
FAX: 703-575-9402**

## “Recovery Roll Call” Release Form

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

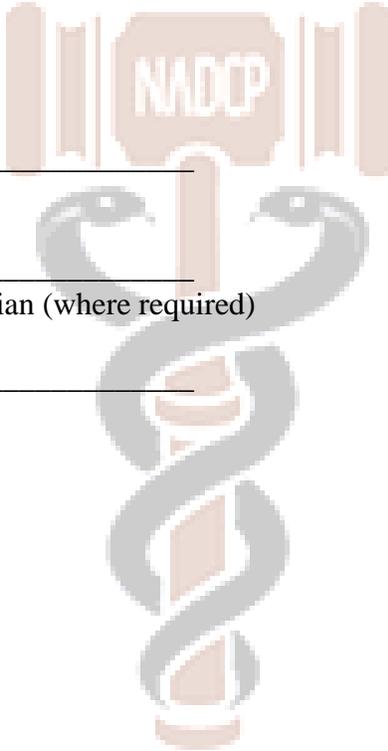
Professionals (NADCP) to disclose my first name, the first initial of my last name, the name of the Drug Court from which I graduated, and the date of my graduation to attendees of the 15th Annual NADCP Training Conference in Anaheim, CA. June 10-14, 2009.

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 July 1, 2009.

\_\_\_\_\_  
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 29, 2009.

- ✓ **Videotapes of events:** NADCP will show filmed events at its national conference (June 10-13, 2009).
- ✓ **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 form** 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: Chris Deutsch**

