

EXAMPLE: Communications Content Template



Building confidence in the criminal justice system and educating the public on how it works is an important part of the work we do. Sharing our work through traditional media and social media can help educate the public, make for a better educated jury pool, promote transparency and help us build stronger relationships with our constituents. We also want to minimize the spread of false information and encourage the cooperation of the community in fighting crime. You play an important role in this effort.

When you are working on a case that you think could help educate the public, please utilize this template and provide information that we can use in our communication.

| | | |
|--|--------------------------------|---|
| Case Number | Defendant Name | |
| Charges | Co-Defendant Name(s) | |
| | Is the defendant At Large? Y N | |
| Disposition | | |
| Summary of Case | | |
| Does sharing this information help us advance our mission, key messages or educate the public? | Y | N |
| Is it compelling? | Y | N |
| Is there any risk to the victim or to the defendant in sharing the story? | Y | N |
| Does it fit into the ethical rules of conduct for prosecutors? | Y | N |
| Are we being racially aware? | Y | N |
| Does it preserve the defendant's right to a fair trial? | Y | N |

Communications Key Messages

- The role of the DA is to pursue justice for all people, including the community, victims and defendants
- The CJS works best when we have the participation of witnesses, victims and the community – jury duty is an important part of this process
- The process and procedures in the CJS differ from that on television and in some cases, the federal CJS.
- The DA's Office is an accountable, transparent and open government agency within the guidelines of the law and ethical standards
- The DA's Office is culturally sensitive and strives to ensure people of all cultural, racial and economic backgrounds are treated fairly and with equality