

After I created the original Drug Court blueprint I was asked by management to share it on television.

MEMORANDUM

Office of the Secretary



TO: Office of the Secretary Staff/Agency Administrators

FROM: Leonard A. Sipes, Jr.,  
Director of Public Information *LS*

DATE: September 6, 1989

SUBJECT: Positive Publicity and the Division of Parole and Probation.

We initiated P.R. campaign focusing on Parole and Probation clients successfully dealing with their drug habits. The campaign was meant to accomplish three goals:

- A. To highlight some of the successes of Parole and Probation
- B. To "educate" the public and produce a positive image of drug related clients when they have taken responsibility for their addictions.
- C. To further the Secretary's call for greater public involvement in correctional/parole issues--that outside agencies and citizens play vital roles.

This effort was meant to be timed with the publicity/public interest generated through President Bush's drug strategy speech Tuesday night.

→ The campaign was coordinated through Timothy McCarthy of the Division of Parole and Probation. He worked with the media, and picked the clients for interviews.

Results

A total of five clients were interviewed, and the resulting stories are impressive. All of the clients credit Parole and Probation as major factors in their recoveries. Three television stations were involved.

WMAR T.V. 9/5/89 - Tuesday night - 11:00 PM  
WBAL T.V. 9/6/89 - Wednesday night - 5:00 PM (lead news story)  
WJZ T.V. 9/7/89 - Filming on Thursday (lead feature story)