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the **INFORMER**

CRIME
STOPPERS
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The Official Quarterly Publication of Crime Stoppers USA, Inc.

“The world is a dangerous place to live not because of the people who are evil but because of the people who don’t do anything about it.”

Albert Einstein

FROM THE CHAIR



Welcome and I hope you enjoy this first edition of The Informer. This publication will be just one of the new opportunities you will have to share your ideas and learn from other Crime Stoppers programs around the United States and US territories. The current economic times are producing uncertainties for all local programs but there is one thing we can all count on, our collective expertise and experiences. We welcome your suggestions and articles so please send them to 4info@CrimeStopUSA.com.

The 2009 Crime Stoppers USA National Conference will take place August 23rd through 30th, 2009 and will give you two great opportunities. First, the conference planning committee has assembled a number of presenters who will provide the most up to date and informative training available. Second, will have the opportunity to meet with your board of directors and help make the business decisions that will guide us into the future. The cost of the conference is all-inclusive and covers training, lodging, meals, entertainment, and more. The official conference brochure is available on the CSUSA website—www.CrimeStoppersUSA.com. To get registered, call Tootie Bonacorso at 800-467-4556.

The Crime Stoppers Board of Directors continues to explore opportunities to develop resources for member programs. We are happy to announce that Anderson Software is now offering a special discount available only to CSUSA member programs. They join Telecompute, Legacy Insurance, and Lamar Outdoor Advertising as some of the companies providing affordable services to support our local programs.

Crime Stoppers USA recently met with John Clark, Director of the United States Marshal’s Service who is committed to forming closer relationships between his personnel and our local programs. Director Clark stated how much he values what our local programs are accomplishing and wants Deputy US Marshals around the country to utilize and support our programs in their districts.

While Wall Street scrambles to recover I encourage Crime Stoppers USA member programs to come together and share your most valuable resources: experience, knowledge, and dedication. I truly believe 2009 is going to be a great year for Crime Stoppers. I hope each of you contribute to the Informer, attend the 2009 National Conference, utilize the services of the companies supporting our mission, and celebrate the difference we are making in communities throughout our great country.

Sincerely,
Tom Kern

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Special Notes

- * January National Crime Stoppers Month
- * August National CSUSA Conference
- * October CSI Conference

"The United States Marshals Service and the local programs of Crime Stoppers USA share a common goal. We are committed to identifying, locating, and stopping the criminals that prey on our society."

US MARSHALS SERVICE PARTNERSHIP



Mr. John Clark, Director of the United States Marshals Service recently met with Crime Stoppers USA Chairman Tom Kern to discuss how his federal agency can better work with all Crime Stoppers USA member programs. Mr. Clark understands the important role our organizations play in communities and we look forward to working with his agency on a national level.



U.S. Department of Justice

United States Marshals Service

Office of the Director

Washington, DC 20530-1000

December 12, 2008

Dear Crime Stoppers USA Program Members,

The United States Marshals Service and the local programs of Crime Stoppers USA share a common goal. We are committed to identifying, locating, and stopping the criminals that prey on our society. These individuals are responsible for diminishing the quality of life in communities across our great country. Sadly, at a time when our neighborhoods need everyone to come forward and get involved, we are seeing messages discouraging our young citizens from giving the valuable information that may deter serious crimes and even save innocent lives. In celebration of Crime Stoppers Month, I am pleased to announce that I am committed to building stronger partnerships between the United States Marshals Service and the local programs of Crime Stoppers USA.

Recently, Crime Stoppers USA asked the local programs throughout the country about your working relationship with our local district offices. I was pleased to see many of you already work closely with our local U.S. Marshals, but I know we can do better. As the lead federal agency for fugitive investigation and apprehension, the United States Marshals Service, Crime Stoppers USA, and your local programs can become a powerful weapon in the war on crime. It is estimated there are over two million wanted persons in our country. While we may never catch every fugitive, I believe strengthening the relationship with your local programs will make a greater impact by removing those fugitives and criminals from your streets. If your program does not currently work with our local offices, I encourage you to contact the U.S. Marshal in your area by visiting www.usmarshals.gov.

The work you do everyday is vital to our communities and our country. You are making a difference, and the United States Marshals Service wants to further support that success. An inscription at the National Law Enforcement Officer's Memorial in Washington, D.C., from the Book of Proverbs, Chapter 28, verse 1 reads: "The wicked flee when no one is pursuing them, but the righteous are bold as a lion." I encourage your programs to be the lions in our pursuit of criminals throughout our nation.

Sincerely,



John F. Clark
Director

2009 CSUSA Membership

Your membership dues are good annually from January 1 through December 31. If your program has not received a dues form please contact us at 4info@CrimeStopUSA.com

CRIME STOPPERS MONTH

Since 1976, local Crime Stoppers programs have successfully aided law enforcement in the apprehension of 478,000 felons and the recovery of over \$4 billion in stolen property, money, and illegal drugs. Volunteer board members and supporters have helped raise the millions of dollars needed to support the programs including the payout of nearly \$72 million in rewards to anonymous tipsters. Countless lives have been impacted, an untold number of police man hours have been reduced, and we will never know how many lives have been saved through our efforts to make our communities safer.

Crime Stoppers month is a great opportunity for local programs to showcase the impact they are having in their communities. We want to hear how your program has celebrated this month and share your ideas with other members.

In order to maximize the message of how we are impacting crime in our country, Crime Stoppers USA's new chairman Tom Kern has established a Crime Stoppers Month planning team to begin developing strategies for future Crime Stoppers month celebrations. Please send us your ideas and success stories and if you are interested in joining the planning team contact us at 4info@CrimeStopUSA.com.

CSUSA NATIONAL TRAINING

Each Crime Stoppers program is as unique as the community it serves. Many great ideas and practices are developed by local programs and are evident from the successes we all demonstrate through helping to solve cases and bring closure to victims. Now CSUSA is offering an opportunity for all members to participate in the 2009 Crime Stoppers USA National Conference where the goal is to learn, grow and teach each other.

On August 23-30th, 2009 we will board the Carnival Splendor dedicating seven days to working together to strengthen and grow our own local programs as well as your national organization. During this conference members will be given the opportunity to help direct the path CSUSA will take into the future.

The conference committee has assemble a team of presenters who will provide their experiences and knowledge on topics ranging from legal issues, new technology, collaborative partnerships, fund development, social marketing and many more. We are committed to bringing you new topics and new opportunities for learning. This is our opportunity to build together and create a national name for Crime Stoppers.

For more information about the conference check out the brochure in the members only area on CrimeStoppersUSA.com.

“Socially responsible marketing is an absolutely critical way to distinguish you from the knock-offs, the imitators, the pretenders, and to make people feel that they have to belong to the original - the genuine item.”

GET READY FOR SOCIAL MARKETING

By Tami Lawlor, CSUSA Board of Directors

Social gathering sites like MySpace (over 110 million members) and Facebook (over 60 million members) have made it extremely easy for people all over the world to share interests and communicate on a scale never before possible. Companies and non-profit organizations are now taking advantage of this opportunity and this phenomenon has come to be called Social Media Marketing (SMM). This can be advantageous to our members and can make potential donors aware of your program so Crime Stoppers from a local level up to the international level should learn to benefit from Social Media Marketing.

Your prospects or donors are in social networks now – You need to be there

“You can’t wait any longer to test the waters in social media marketing,” says B.L. Ochman, President of whatsnextonline.com, and one of the world’s most influential business bloggers and social media marketing consultants. “Your competitors are already there, or are planning to be, and your customers and/or contributors have already been there for quite a while. Properly executed, a social media marketing campaign can produce better results than traditional methods of reaching communities and/or donors. It is not a quick fix or a magic bullet. Instead, social media must be integrated into the overall marketing plan for the long haul. And over time, you can build traffic, awareness and your donor base with these new tools.

“Socially responsible marketing is an absolutely critical way to distinguish you from the knock-offs, the imitators, the pretenders, and to make people feel that they have to belong to the original - the genuine item. Charities and non-profit organizations can gain supporters through the use of social networking and the creation of community in their marketing. This type of marketing requires you to be an active participant in a network, and to engage in open and honest communication.”

CSUSA sees the future value of social networks

The importance of social networks is readily apparent to Crime Stoppers USA. It is the perfect outlet for discussions and information gathering among our local programs and potential new programs looking at our successes. CSUSA has already established a presence on Facebook, MySpace and LinkedIn as part of an overall social marketing strategy.

“We used to hope people would find us on the search engines,” said Tom Kern, Chairman of CSUSA. “Now we’re going where many of our members are and we are using the power of their social networks to spread the word. . The more people that join the more impact we can make. It allows us to reach out to millions of people we may not gotten reached in the past.

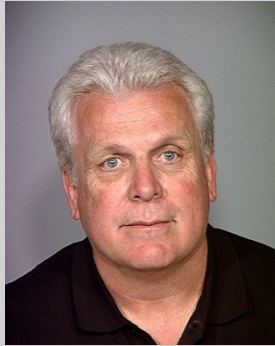
To become part of the Crime Stoppers USA group you must first join Facebook, My Space and/or Linked In. After establishing your profile search for CSUSA under “groups”. In these private groups there is opportunity for continuous discussions and notification of upcoming events.

In the near future, there will e an opportunity to include links allowing for anonymous webtips.

So what are you waiting for? Log on and get started by going to www.facebook.com, www.myspace.com, or www.linkedin.com.

REGIONAL HIGHLIGHT

Region 14—Alaska, Idaho, Oregon and Washington



Mike Hope
Regional Director
Region 14

Mike Hope was hired on with the Las Vegas Metropolitan Police Department in Jan 1980. He has worked as a patrol officer, field training officer, bike patrol officer, and as a member of the major case squad. After being promoted to Detective in 1989 Mike worked as a detective in the Vice, Narcotics, Juvenile, Robbery, and Tourist Safety sections of LVMPD.

In September, Mike took over as Director of Crime Stoppers of Nevada. This is Mike's first term as a Crime Stopper USA board member. "I really enjoy working with Crime Stoppers and I look forward to being able to assist other programs in my region. Crime Stoppers is a powerful resource for communities and if I can help start new programs then I will."

WE WANT YOUR HELP

Do you have printed materials you feel are the best. CSUSA is looking for your help in compiling copies of by-laws, policies and procedures, brochures, posters, etc. We want anything you feel would benefit fellow local programs.

CSUSA will compile all documents received and place them in a member only area located on the CSUSA website. As a CSUSA member program you will have access to take these documents and use them within your own local program. Many of our programs spend a great deal of time forming committees to revise by-laws and develop marketing documents. Here is a chance to help each other.

To provide documents to help start this library please send them to 4info@crimestopusa.com. Please put in the subject line library documents. In the next newsletter will provide information on how to access this library.

MONEY TIP: TECHSOUP.ORG

Is the cost of software and technology training a concern to your local Crime Stoppers program? You are not alone. But there is a solution in TechSoup.org a website dedicated to providing technology to non-profits. Many of the biggest software and hardware companies donate licensing to this organization that in turn make them available to eligible 501(c)3 organizations around the country.

Here are just a few examples: Microsoft Office Professional 2007 retails for \$499.99 but is available for only \$20.00 at TechSoup, Microsoft Server 2008 retails for \$3,999 and TechSoup offers it for \$160, and Norton Internet Security has a retail cost of \$69.99 and your non-profit may be able to get it for only \$15.00. You must first register your non-profit organization and there are some restrictions so read the instructions on the website carefully. Give it a try and let us know what you find!



Share your program's success in the next issue of The Informer by submitting your article to: 4info@CrimeStopUSA.com.



PROGRAM SPOTLIGHT

Established January 4th, 1988, Seattle-King County Crime Stoppers covered just one county. From the beginning, Detective Myrle Carner, Law Enforcement Coordinator, and Ron Conlin, current board president, provided the leadership which has led this program to receiving over 30 local, state and international awards. Crime Stoppers Founder Greg MacAleese presented Det. Carner with the coveted 'Crime Stoppers Coordinator of the Year' in 1991.

Many may recall the TV movie, "Manhunt Live: The Search for the Green River Killer." After the movie aired, this local program received over 117,000 calls producing 3400 tips which were passed onto all law agencies. Many of these tips aided in the investigation which eventually led to the arrest of Gary Ridgway who admitted to forty-nine murders. In 1993, Seattle-King County Crime Stoppers was successful in the development of a TV Special called "Northwest Crackdown" which was aired simultaneously on all three major television networks and resulted in several thousand tips for their Crime Stopper program. As a result of their TV special "NW Crackdown", Seattle-King County Crime Stoppers was awarded a television Emmy.

In 2005, Seattle-King County Crime Stoppers was renamed to Crime Stoppers of Puget Sound and grew to cover an additional 3 counties in the state of Washington. Currently a board of 10 volunteers guide and direct this program working with more than 300 different law enforcement agencies. Since its inception, Crime Stoppers of Puget Sound has provided tips leading to closure of over 4,500 cases and the recovery of more than 12 million dollars in stolen property and narcotics.

Board President Ron Conlin, has also been instrumental in the development of a statewide Crime Stopper association, bringing together local programs throughout the state of Washington. At annual meetings, members gather to share ideas, upcoming events, and concerns the group can work together to solve. Ron and Myrle have been Co-hosting their weekly radio show Cop Talk for over 5 years. Cop Talk Radio is focused on community safety and crime prevention issues. You can participate in the call in show every Saturday night at 6pm PST. If you miss an episode you can find it archived and podcasted at www.coptalk.org.

Crime Stoppers of Puget Sound launched their latest television venture entitled "Washington's Most Wanted" in November 2008. WMW is hosted by Q13 FOX Television News Anchor David Rose. This weekly half-hour television show airs on every Friday and Saturday night. The show's viewers have helped catch an average of one fugitive each week including two unregistered level 3 sex offenders. "Crime Stoppers is providing an outlet for people in the community to provide information" stated Rose, host and anchor at FOX Q13. "We as the media want to provide quality information and assist Crime Stoppers anyway we can. At Q13 we see the success that comes from Crime Stoppers and are honored to be a media partner with them."

In addition to "Washington's Most Wanted," Crime Stoppers of Puget Sound also highlights wanted fugitives and unsolved crimes on over 20 local radio stations. In 2008, Crime Stoppers of Puget Sound began taking anonymous tips via SMS text messaging and has seen tremendous growth with this new technology.

Innovation and technology are at the forefront for Crime Stoppers of Puget Sound and that is evident in their development of corporate partnerships. Their newest corporate partner, the Seattle based company VIEVU, was founded by former Seattle Police Officer Steve Ward. VIEVU has developed video equipment dedicated specifically to meet the needs of law enforcement and their support for Crime Stoppers is a natural fit. You can learn more about Crime Stoppers of Puget Sound by going to their website; Crimestoppers-ps.com.

**THE IMPORTANCE OF KNOWING AND CORRECTLY COMMUNICATING THE TERMS
AND CONDITIONS OF A CRIME STOPPERS REWARD “OFFER”**



by Judge Richard W. Carter (Ret.)

The Crime Stoppers concept, which pays cash rewards to anonymous informants who provide crime-solving information has worked very well since its inception in 1976 in Albuquerque, New Mexico. Over the years there have been occasions when Crime Stoppers has hit a few bumps or jump over an obstacle. There is now a very, very deep pit that Crime Stoppers organizations must avoid falling into, and that is the subject of this article.

Those Crime Stoppers organizations which have failed to heed the author's many warnings about the litany of unintended consequences of either offering or facilitating large rewards (see “Large Rewards: Crime Stoppers Worst Nightmare”) may foolishly choose to ignore the advice contained in this article, too.

When all Crime Stoppers organizations adhered to the guidelines which placed a \$1,000.00 limit on the amount of rewards, there was little incentive for individuals to file lawsuits which alleged Crime Stoppers was guilty of a “breach of contract”. Attorneys fees were not guaranteed, even if the plaintiff prevailed in the civil suit. Attorneys were not likely to receive much of a fee when the prize is only \$1,000, if the fee is a contingent one. And most importantly, who in their right mind would want to disclose their identity as an informant, when the maximum amount of compensatory damages that could be awarded would be \$1,000? [Fortunately, the fact is that informants will continue to provide crime-solving information for \$1,000 or less if Crime Stoppers keeps their identity anonymous or at least confidential].

With the advent of the large rewards, some in the tens and hundreds of thousands of dollars, the exposure to liability for an alleged breach of contract is exponentially increased. With the higher stakes, threats of claims, claims, and lawsuits are not so unreasonable. For the really big bucks, a plaintiff who prevails could afford legal counsel, a change of name, and relocate....and still have enough money to live a nice lifestyle.

A Crime Stoppers reward is nothing more than an “offer” under the law of contracts. Typically, Crime Stoppers issues a news release or document that states it is offering a reward for information which results in an arrest and charges filed against whoever committed a certain unsolved crime. Sometimes a certain crime is featured, and Crime Stoppers may also generically state that it also pays cash rewards for other crime tips that solve cases. The “offer” is “accepted” if someone is the first to “perform” as required by the terms of the offer. The performance is generally completed when a person who knows of the existence of the offer communicates the crime-solving tip to the Crime Stoppers office's telephone number, fax number, post office address, internet web site, e-mail, and/or text messaging service.

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There is one inherent problem with the contracts that are published or communicated by Crime Stoppers: The TERMS of the contract are seldom communicated to those who see, read, or hear the Crime Stoppers reward offer. Crime Stoppers cannot totally control the manner or exact content when the media repeats, summarizes, or mentions a Crime Stoppers reward. If the reward was a paid advertisement, perhaps it could be controlled. But not when the rewards are communicated through a community-minded member of the media as a *pro bono* "public service" announcement.



Are there any TERMS of a typical Crime Stoppers reward offer which the Crime Stoppers corporation's board of directors intend to be applicable? Certainly there are some. For example, it would not be unusual for a Crime Stoppers organization's Bylaws or Standard Operating Procedures to include such terms and conditions as:

- The amount of the reward, or the range if the amount is within the discretion of Crime Stoppers
- The requirement that the information be communicated to Crime Stoppers
- The time period for which the offer remains available, if no one has performed to that date
- The requirement that the tipster initiate another communication to Crime Stoppers to confirm any reward that is awarded by the Crime Stoppers board
- How a reward is to be paid, or divided, if more than one person performed simultaneously
- The disqualification of certain persons who are deemed ineligible to receive a reward from Crime Stoppers (even though it is assumed that they are anonymous).
- Examples of persons typically deemed ineligible by Crime Stoppers are: the person who committed the crime for which the reward was offered; the crime victim (who one would think would have either a legal obligation or a moral duty to assist law enforcement officials in solving their case); law enforcement and criminal justice officials who have an independent duty to report or assist; members of the Crime Stoppers board of directors; et al

Likewise, there are some terms which should NOT be a part of a Crime Stoppers reward offer, such as:

- The informant must agree to sign a receipt for the anonymous cash reward, give a Social Security Number or Tax Payer ID Number (this is contrary to basic Crime Stoppers guidelines, and Crime Stoppers is exempt from filing a 1099-Misc Income form pursuant to 26 CFR, Part 1, Paragraph 2, Section 1, 6041-3(n) of the US Treasury Regulations)
- The informant must agree to testify (this may be considered as a bait-and-switch tactic that is unconscionable)
- The informant will be given a larger Crime Stoppers reward if the informant agrees to disclosure of identity and there is a conviction at trial (see bullet above, and this also goes against fundamental Crime Stoppers guidelines)

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Reward claimants are getting smarter. Reward claimants are getting better attorneys. And reward claimants are now filing lawsuits in which the trial courts are encouraging Crime Stoppers organizations to settle in order to risk losing the entire amount of a reward to a claimant who argues that he or she was unaware of the unpublished terms and conditions.



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Crime Stoppers has dodged the bullet for almost thirty-two (32) years now, but the time is ripe for a change in Crime Stoppers reward offerings. The law for many years has held that the terms and conditions of a public-rewards offer are only those that are contained in the public announcement. The offer may not be subject to extraneous (unpublicized) terms and conditions. An implied condition is unenforceable.

An excellent case for review is *Reynolds v. Charbeneau*, 744 S.W.2d 365 (Tex. App.—Beaumont 1988) in which a county sheriff channeled a private \$10,000 through Crime Stoppers. The case contains an enlightening discussion of the law of contracts and how it affects reward offers. The appellate court, said: “One need not comply with secret conditions the offer or intended to place upon the offer.”

Reward claimants are getting smarter. Reward claimants are getting better attorneys. And reward claimants are now filing lawsuits in which the trial courts are encouraging Crime Stoppers organizations to settle in order to risk losing the entire amount of a reward to a claimant who argues that he or she was unaware of the unpublished terms and conditions. Unaware that they had to contact Crime Stoppers. Unaware that crime victims were ineligible to receive Crime Stoppers rewards for assisting in solving the crime that was committed against them. Unaware that the full amount of the reward that was plastered on the Crime Stoppers poster or website near the Crime Stoppers name and telephone number was not being offered by Crime Stoppers but by someone else.



Some of the breach of contract claims are being expanded to include a secondary claim of “detrimental reliance.” Without asserting that there was a contract, the plaintiff can assert that they performed an act, justifiably relying upon the belief that they would be compensated, and that there was a change in the person’s position to their detriment as a result of acting upon that reliance.

In a VERY close decision, the Judge of the 16th Judicial District Court for the Parish of St. Martin in the State of Louisiana, held that a crime victim who assisted law enforcement during the efforts to identify, apprehend, and convict a serial rapist/serial murderer, but never contacted Crime Stoppers, was not entitled to a reward of \$25,000 and a reward of \$100,000 offered through two Crime Stoppers organizations. It was held that Dianne Alexander did not provide information to Crime Stoppers, so she did not qualify for the reward. The Court had to distinguish the facts from the facts of other cases, and did not find it necessary to weigh the public policy implications of allowing a crime victim to collect a reward. Fortunately, Lafayette and Baton Rouge Crime Stoppers were able to convince the court that Crime Stoppers stressed the importance of contacting Crime Stoppers in its public communications. Crime Stoppers was also fearful that Crime Stoppers rewards would be transformed into a victim’s reparations fund and that crime victims would no longer cooperate with law enforcement officers working the victim’s case until the victim was paid Crime Stoppers reward money.

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Without asserting that there was a contract, the plaintiff can assert that they performed an act, justifiably relying upon the belief that they would be compensated,...

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So the question is: How can Crime Stoppers effectively and legally communicate the “terms and conditions” of its reward offers? As stated hereinabove, other than a paid-advertisement which would not allow for revision of text, it is nearly impossible for Crime Stoppers to effectively control what is printed or broadcast by the media when Crime Stoppers specific crime rewards are offered or when the Crime Stoppers reward program is generically promoted (“Crime Stoppers pays rewards up to \$1,000 for information leading to the arrest and charging in other crimes, too.”)



In an attempt to prioritize, most would agree that the contract should require that the person perform by communicating directly to Crime Stoppers through one of the established and approved methods. While this might push the available time and space donated by the media for the use of Crime Stoppers and for the welfare of the community, it is possible to succinctly communicate with words such as: “Crime Stoppers will pay a cash reward of up to \$1,000 for information given to Crime Stoppers which results in the arrest & charging of the individual(s) responsible for committing this crime.”

And HOW can Crime Stoppers communicate the OTHER terms and conditions of the reward offers if it cannot be disclosed in full in the promotion of the reward? One possible method is to insert an asterisk (“*”) which refers the reader, listener, or viewer to the complete set of terms and conditions. This is much like the situation when a person receives a “game piece” in a contest and is told how to obtain all of the “fine print” or terms and conditions that govern the contest. Something such as: “* For a complete list of all terms and conditions of eligibility for Crime Stoppers rewards see www.CrimeStoppers.com or call (555) 555-5555 and push number “9” .

The ingenuity of both the professionals and the volunteers in Crime Stoppers has never ceased to amaze the criminal justice world. The author has no doubt that once Crime Stoppers begins a continuous *thinking* “assault” upon the problem, the problem will be gone. Crime Stoppers is basic. The law of contracts is basic. Once the basic problem is identified and recognized as being *unacceptable*, Crime Stoppers can make adjustments in its operating procedures in order to enhance the degree of the public’s understanding of the Crime Stoppers reward program, and exactly what Crime Stoppers is offering, to whom it is being offered, and what the *offeree* must do when performing.

NOTE: Judge Richard W. Carter (Ret.) is currently the Director of Legal Services for Crime Stoppers of the United States of America, Inc. He is the former General Counsel and former Executive Director of Crime Stoppers International, Inc., and was also a two-term Chair of the Texas Crime Stoppers Advisory Council, and a past Secretary and Director of Crime Stoppers International, Inc. He is a co-founder of MCA Foundation, Inc., a 501 (c) (3) charity that assists in the training of Crime Stoppers participants.



MEDIA: A POWERFUL PARTNER



If you don't know Diane Dimond yet, you are about to. Diane, a Crime Stoppers advocate has recently put out two powerful articles about the history and reputation of Crime Stoppers. Diane, a keynote presenter at the CSI conference in Albuquerque NM in 2006 has been actively involved in educating and providing support to Crime Stopper programs throughout the US.

Dimond is a modern day journalist who defies a category. She's been called a "renaissance broadcaster" for her versatility on-air and a "reporter's reporter" for her consistently high-quality investigative storytelling. Dimond's greatest talent may be her ability to communicate complicated stories in an understandable, common-sense way.

Most recently Diane has branched out on multi-media platforms to tell the stories she finds so fascinating. She writes a soon-to-be nationally syndicated weekly crime and justice newspaper column and she maintains her official website at www.DianeDimond.net. In the field of radio Diane was picked by the Greenstone Media group to co-host their syndicated morning radio talk show in 2007 and she can often be heard filling in on other major radio talk shows. Demos of her work can be found on her website.

When there is a breaking crime story you can often see Dimond's thoughtful commentary on CNN, Fox News, Court TV (TruTV) and other cable outlets. And, Dimond fills in for Nancy Grace on an evening crime related program on CNN-Headline News. She's also an accomplished narrator and voice over artist.

Diane Dimond may be best known for first exposing then explaining to the world the child molestation charges against Michael Jackson. Dimond's coverage of Jackson's criminal trial was seen by millions on Court TV, NBC's Today Show, MSNBC, Larry King Live and news outlets worldwide. Her book on Jackson, [Be Careful Who You Love: Inside the Michael Jackson Case](#), published by Simon and Schuster/Atria Books and released in November 2005, is an explosive tome detailing Dimond's exclusive revelations from 1993 when she first broke the story - to the case 10 years later when, once again, Dimond was the first to report the latest charge of molestation.

Diane has been at the center of countless other major news stories as well. She was the first to report the story of rape at the Kennedy compound in Palm Beach, Florida and to identify William Kennedy Smith as the accused. And Dimond has been praised for her hard-hitting interviews with a number of infamous prison inmates including: Pamela Smart, a school teacher serving a life sentence for enticing her high school lover to kill her husband; James Earl Ray, the convicted assassin of Martin Luther King Jr.; Jeffery McDonald, the convicted "Fatal Vision Killer"; Kenneth Bianchi, the convicted "Hillside Strangler" and Dimond is the only reporter to have ever interviewed Richard Allen Davis, the convicted killer of Polly Klaas.

We as Crime Stopper members are fortunate to have Diane as an ally and supporter of our efforts. Take advantage of her expertise and knowledge by logging on to her website and subscribing to her weekly column. You will see for yourself her passion for helping keep our communities safe and crime down - www.dianedimond.net.

You will see one of the two latest articles written by Diane on the following page. If you missed the "CS... I Don't Think So" article you will definitely want to log in and read it.



MY CRIME FIGHTING HERO



by Diane Dimond

Time Magazine has its 'Person of the Year' award. I have my 'Crime Fighter of the Year' award and this year it goes to Greg MacAleese a former Detective with the Albuquerque, New Mexico Police Department.

This lifetime achievement honor is long overdue because Greg MacAleese has changed the world by making it a safer place to live.

One quiet, snowy afternoon in February 1976 Detective MacAleese sat down at his desk and typed the word CRIME onto a sheet of paper ... He had been plagued about the FBI's designation of Albuquerque as the city with the highest crime rate (per capita) in the nation. MacAleese ruminated about what he could do to change that.

His background in journalism taught him how powerful an ally the media could be. His police work had shown him how vital it was for citizens to step forward and tell what they knew so police could solve crimes. But in Albuquerque in the mid-70's the population most affected by crime was scared to death to get involved.

Out of those solitary ruminations sprung MacAleese's idea to get both the public and the media fully invested in crime fighting. He named his brainchild "Crime Stoppers."

The official launch date for Crime Stoppers was September 8, 1976, when MacAleese convinced his superiors to allow him to produce a video re-enactment of a murder and offer a reward for information.

A college student named Michael Carmen, two weeks shy of his wedding day, had been gunned down while working at a gas station. No witnesses, no leads. After the re-enactment aired on KOAT-TV, eyewitness information led detectives to two suspects. Within 72 hours they were arrested and tied to a string of armed robberies. MacAleese paid the reward out of his own pocket.

This forward thinking Detective heard many complaints from fellow officers. Some called him "Cecil B. De MacAleese" for his video re-creations. Others on the force openly mistrusted the media and they didn't want to share investigative details with the public for fear of spoiling their court cases. Some wanted to know why citizens should be rewarded for stepping up to do their civic duty. But MacAleese, encouraged by his Police Chief Bob Stover, kept refining his idea, insisting it would bring down the crime rate.

He pushed and cajoled until Crime Stopper segments became a weekly offering on Albuquerque TV, then on radio and finally in the newspaper. It was the perfect partnership of police, media and citizenry that MacAleese had dreamed about that snowy February day. Witnesses to all sorts of crimes began to call in. In the first year 298 cases were closed because of Crime Stopper informants, including 13 homicides and more than 20 rapes.

(Continued on page 14)

MY CRIME FIGHTING HERO

(Continued from page 13)

Crime Stoppers evolved over the years and MacAleese's insistence that witnesses always be guaranteed complete anonymity, coupled with a reward fund of public donations (no taxpayers' dollars) insured the program flourished. Early on Crime Stoppers was touted in the New York Times and on NBC's Today Show and other police departments eagerly started their own branches with similar results.

Today there are Crime Stoppers programs in all 50 states and in 24 countries. MacAleese says in India, for example, they've been especially successful solving banking crimes. In South Africa the program has focused on sex crimes and a huge number of rapes and sex related murders have been solved. All because someone who knew something picked up a phone and made an anonymous report.

Collectively, MacAleese tells me, Crime Stoppers programs have helped solved more than 1 million major crimes and have assisted in the recovery of more than 8 billion dollars worth of stolen property and narcotics. Civilian volunteers have raised millions in reward money and more than 100 million dollars in rewards have been paid out.

Important to note, Greg MacAleese refused to ever trademark the Crime Stoppers idea. He receives no royalties and says his satisfaction comes from seeing his "baby" become the world's most successful anti-crime program in history.

Today, Crime Stoppers keeps pace with technology and generational habits. New computer software has been developed to allow citizens to anonymously transmit their information about crimes via the internet or over mobile phones. The software completely eliminates the tipster's web address or cell phone number as it passes on vital information to investigators.

MacAleese achieved what so many idealists hope for. He got an idea and massaged it into reality. These days, he travels the world training others in the ways of effective law enforcement.

For 32 years Greg MacAleese has made it his life's mission to try make the world safer, to find a way to engage us - all of us - toward the common good.

The *power of us* has achieved remarkable things - Thanks to my personal hero, Greg MacAleese.

(Reprinted with the permission of Diane Dimond)



CORPORATE PARTNERSHIP

ANDERSON SOFTWARE OFFERS DISCOUNTS UP TO \$600 TO CSUSA MEMBERS

Most of Crime Stoppers knows Kevin Anderson, Owner of Anderson Software, in one way or another. Most likely you know him as “one of us” - a Crime Stopper member, a past board member for CSUSA and CSI, a delegate at conferences, an instructor of workshops. What you may not know about Kevin is the amount of time and dedication he has committed to developing much of the technology and the software many of our programs use. From TipSoft, Dynasites, Webtips and most recently anonymous text messaging, Anderson Software has provided our programs many of the tools we all need to operate successfully.



While none of these services come without a cost, Anderson Software has always tried to maintain a cost -to -benefit ratio that would allow the smallest to the largest programs to afford and use these resources.

Through the years, Anderson Software has brought cost effective pricing to all programs but now there is some new special pricing just for Crime Stopper USA member programs. The discount alone pays for the CSUSA membership fees while still providing the local program a savings.

Anderson Software demonstrates the collaboration and partnership that is essential between the public, private, and non-profit sectors. We are proud to have Kevin Anderson and his team as an ally and resource for all Crime Stopper programs.

For more information call Anderson Software at 936-569-0447.



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DID YOU KNOW?

If you are planning a state meeting or Crime Stoppers conference we may have expert, affordable speakers available to assist you. Looking for some on the following topics:

- CSUSA goals and resources
- Collaborative Partnerships
- Legislative Issues/Legal Issues
- Fund Development
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- Strengthening your Board
- Marketing Your Program
- Working with Technology
- Social Media Marketing
- And many more

For more information or if you are interested in being listed as a speaker send an email to 4info@CrimeStopUSA.com.

CALENDAR OF EVENTS

- January 2009, Crime Stoppers Month.
- January 2009 , Virginia Crime Solvers State Conference
- January 27th-29th 2009, Mississippi State Conference—Greensburg, MS
- Feb. 2009 Florida State Association State Conference
- February 20th-21st, 2009, Executive Director/Coordinator Training, Ft Worth TX
- March 2009—Puget Sound Crime Stoppers—Dinner/Fundraiser featuring John Walsh
- Saturday, March 21, 2009 , Celebrity volleyball fundraiser, Sawtooth Middle School in Meridian ID. Doors open at 5 p.m., game starts at 6 p.m.
- Southeastern Conference: TBA
- April 24th-25th, Wisconsin State Conference, Ho Chunk Casino and Conference Center
- April 26th-28th, 2009 Kansas State Conference, Airport Hilton Wichita KS
- May 7th-9th, 2009 Illinois State Conference, Springfield IL
- June 3rd-5th, 2009, Midwest Regional Conference with NADDI, Grand Victoria, Rising Sun IN
- August 23rd-30th, 2009, CSUSA National Conference. Carnival Splendor
- October 11th-14th, 2009—CSI conference, Queensland, Australia