

Reasons for Correctional Administrators to Work with the Media

- * ***Working with the media*** is an inherent function of being a model of outstanding public administration.
- * **Working with the Media** can reflect a natural extension of an agency's values and beliefs.
- * ***Working with the media*** fosters public understanding of your agency/institution missions – which is critical to success of your organization.
- * ***Working with the media*** influences public perceptions – fostering favorable awareness, understanding & support for what you do.
- * ***Working with the media*** opens ideal communication channels - publically and within news organizations.
- * ***Working with the media*** can help you draw attention to/from specific issues.
- * ***Working with the media*** helps influence the outcome of local and national stories.
- * ***Working with the media*** can enhance your agency's/institution's reputation and image.
- * **Working with the media** helps build credibility and trust in your organization.
- * ***Working with the media*** helps establish a framework for effective crisis communication planning and response.
- * ***Working with the media*** is a pathway to reflect the professionalism of your organization.
- * ***Working with the media*** reflects openness and accountability.
- * ***Working with the media*** dispels myths and stereotypes.
- * ***Working with the media*** cultivates a proactive relationship: the key to a successful media presence.

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[LETTERHEAD/LOGO]

For Immediate Release
DATE

Contact: Mark Glaze
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Main Title

Subtitle (if needed)

Location of Release –

Body of the Press Release.

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Press Releases: Rules and Best Practices

Press releases follow different styles based on the preferences of the issuing organization, but a few basic informational elements are common. The preceding template sets out the basic form of a typical press release.

Each item is addressed in the list below to give you a better sense of best practices in developing your own press release template to help you streamline your press outreach.

1. **Letterhead** – If you don’t already have letterhead you use for your releases, you may wish to create one, based on your organization’s letterhead or logo.
2. **Press Release Headers** – These typically include “For Immediate Release,” the date, and the contact name and phone number for the communications staff member who will act as the media’s point person for that particular release.
3. **Titles and Subtitles** – The main title is usually **bold** and the subtitle, if it’s needed, is *italicized* and placed two lines below the main title. Generally, these are the “headlines” for your release and you should treat them as such. They should succinctly sum up the main point of the release.

If the release is for a study, report or other data you are issuing, make the headline about something specifically said in the report – an important finding or a statistic – rather than just indicating that a report is being released.

4. **Body of the Release** – A good tip for drafting your release is to remember your primary audience is the press, and the release may serve as the basis of a news story. In order to make the media’s job easier, you should draft your release in the form of a short news story.

You should lead your release the most important fact, development, statistic or argument you want to talk about, and build out from there to add context.

High up in the release, you should include a quote from the report you’re releasing or one from a senior official about the report or new development. And you should close the release with one of two paragraphs that give some key background information on your facility or organization.

Ideally, a release should not be much longer than one page.

In other circumstances, where you merely need to get out a quick quote or reaction from an organizational official, you can simply issue a one- or two-paragraph statement.



U.S. Department of Justice

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PRESS RELEASE

FOR IMMEDIATE RELEASE

Tuesday, May 9, 2006

For Information Contact:

Public Affairs

Channing Phillips (202) 514-6933

<http://www.usdoj.gov/usao/dc>

Former Metro Transit Officer found guilty **of sexually abusing a prostitute**

Washington, D.C. - A former Metro Transit Officer, Darren M. Way, has been found guilty of sexually abusing a prostitute while on duty in 2005, United States Attorney Kenneth L. Wainstein announced today.

Way, 32, of Gaithersburg, MD, was convicted today in D.C. Superior Court of four counts of Second Degree Sexual Abuse. At the time of the incident, Way had been a Metro Transit Police Officer for about three years. His employment was terminated on August 5, 2005. Sentencing before the Honorable Judge Erik Christian is scheduled for July 14, 2006. Under the voluntary sentencing guidelines, Way faces three to seven years of incarceration. He must also register for ten years as a convicted sex offender.

According to the government's evidence, on June 26, 2005, Way called the victim, a 19-year-old escort/prostitute who was staying at the Gallery Inn at 1850 Florida Avenue, NW, and made an appointment to see her. Way, who was on duty, arrived at approximately 1:30 a.m. the next morning in full uniform and told the victim that he wanted to go up to her room. Despite the victim's repeated refusals, the defendant insisted and the victim, afraid that she would be arrested, finally relented. Once in the room, the defendant performed various sex acts on the victim against her will. Immediately after the assault, the defendant told the victim, "Welcome to D.C.," and told her that an officer in uniform cannot pay a prostitute because doing so would be a crime. Before the defendant left, the victim gained control of the defendant's Metro

Transit keys, including a master key to all of the region's Metro Stations. She later turned the keys over to law enforcement authorities in Huntington Beach, California, when she was arrested during a prostitution sting operation.

In announcing the verdict, United States Attorney Wainstein praised the efforts of Metropolitan Police Department Sergeant Deborah Pearce, Detectives Lisa Williams, James Dukes, Steven Schwalm and Jeffrey Folts, and Officers Shannon Strange, Michael DePrince, Stanley Rembish and Derrick Potts. He also commended the efforts of former MPD Senior Officer Joseph Haggerty; Metro Transit Police Captain George Heilmann, Lieutenant Robert Melan and Sergeant Randolph Dawson; Montgomery County (MD) Police Department Captain Nancy Demme; Deputy U.S. Marshal James Cyphers; Detectives John Sheridan and Donald Cox; and Huntington Beach (CA) Police Department Sergeant Mitchell O'Brien and Detective Erik Krause. He also commended the work of Victim Witness Advocate Iris Vega; Victim Witness Specialist David Foster; Intelligence Unit Chief Ray McAllister and Specialist Francis Morgan; Paralegals Nina Hammond and Charice Dickey; Legal Assistants Teesha Tobias and Tiffany Jones; Litigation Support Supervisor Debbie Dunn and Specialist Thomas Royal; Librarian Jay Farris; and Assistant United States Attorney Roy L. Austin, Jr., who prosecuted the case.

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washingtonpost.com

Ex-Metro Police Officer Guilty in Rape of Prostitute

By Henri E. Cauvin
Washington Post Staff Writer
Wednesday, May 10, 2006; B04

A former Metro Transit Police officer who set up a date with a prostitute and showed up for the liaison wearing his uniform was convicted yesterday of raping the woman.

With his parents looking on, Darren Way, 32, was found guilty of four counts of second-degree sexual abuse stemming from the encounter in June with the 19-year-old woman at a Dupont Circle inn.

It was by all accounts a bizarre episode: a police officer showing up in uniform to have sex with a prostitute, who was, she testified, apprehensive and reluctant but expected to be paid nonetheless.

Way didn't pay, she said, claiming he had no money but promising to come back and offering his keys as collateral.

Worried about what might happen, the woman said she called 911, but the recording was incomplete, and what she told the dispatcher is unclear. Later that morning, she went to the Third District police station and explained what had happened. An officer -- who testified in the trial that he believed her account -- told her she should go to the Metro Transit Police to report the incident.

Instead, she and her pimp left the District and went to California. It was there, 11 days later, that her allegations about Way came to light, after she was arrested in a prostitution sting.

But her accusations weren't the only allegations Way was going to have to worry about.

Way also was charged in the summer with raping a 33-year-old Silver Spring woman who advertised as an escort; prosecutors later dropped the charge amid discrepancies in the woman's account.

The charges in the District did not go away, and last week, Way went on trial before Judge Erik P. Christian in D.C. Superior Court.

The woman testified for hours, sometimes in tears. Recounting an adolescence addled by depression and drug use, she made for a sympathetic figure. But Jon W. Norris, Way's defense attorney, highlighted apparent holes in her account of how she turned to prostitution. He also suggested that she first contacted police not because she was raped but because she had been cheated out of her earnings.

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What happened in the woman's room at the Gallery Inn on Florida Avenue NW, Norris told the jury, was "consensual sex." Way, he said, was guilty of soliciting a prostitute but not of raping one.

But the prosecutor, Assistant U.S. Attorney Roy L. Austin Jr., said it was rape. "She had no options," Austin said in his closing argument.

After about four hours of deliberation, the jury came to the same conclusion.

Way, who was fired from the transit police after the allegations came to light, looked stunned by the verdict, clenching his lips and trying to hold back tears.

Afterward, in a telephone interview, the jury foreman said the decision was not easy or fast. The foreman, who spoke on the condition that he not be identified, said that an important element in the case was the fact that Way was in uniform when he met with the woman.

"An issue for her was fear of arrest," he said, "and the uniform carries with it some inherent weight."

Way, of Gaithersburg, had been free before and during the trial. After the verdict, he was ordered into custody by the judge, who set sentencing for July 14.

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Case Study: The Texas Youth Commission Scandal

- **Multiple spokespersons**
- **Inconsistent message**
- **Potentially inaccurate statements**

Officials at Texas juvenile prison accused of molesting inmates

Associated Press

February 18, 2007

DALLAS, TX - An internal investigation by the Texas Youth Commission accused high-ranking officials at an isolated state juvenile prison of molesting young male inmates, according to a copy of the report released to The Dallas Morning News.

The West Texas State School, located between Midland and Pecos in rural Pyote, houses 250 males inmates. Reports say many prison staffers there complained about the abuse to their immediate bosses and to officials in Austin, but for more than a year, no one in charge did anything to stop it. No one has been prosecuted in the case.

Some say similar problems afflict many prisons run by the Texas Youth Commission.

"The TYC has established a dynasty of corruption that condones the mistreatment of youth in its care," Randal Chance, a retired inspector general for the agency, said in a story in Sunday's edition of The News. "Staff are being paid your tax money to rape your children."

Agency officials were stunned when they learned the Texas Rangers had substantiated charges of abuse at the Pyote facility in 2005, according to TYC Executive Director Dwight Harris.

"Quite frankly, it was a shock and a surprise to us that this could ever happen," Harris said.

However an internal investigation, "Summary Report for Administrative Review," released last week to the newspaper, said that a West Texas caseworker raised the issue in a letter to Harris five months before the Rangers' investigation.

"There are definitely places where we had opportunities we missed," said Tim Savoy, TYC spokesman. "We regret doing that."

The report released to the newspaper said the abuse stemmed from a culture in which prison officials could abuse their power, punish children who tried to complain about them and reward those who gave them sexual favors.

The investigation alleged the former principal of the school lured inmates into sexual acts with offers or birthday cake and promises of help getting into college. The former assistant superintendent was accused of sexual contact with several youths.

The investigation found that the men kept the inmates silent by threatening to lengthen their sentences.

A year of quiet complaints within the TYC led to a Texas Ranger launching an investigation in February 2005, but the situation didn't receive much notice until recently when news organizations and state legislators began asking questions.

Ray Brookins, former assistant superintendent at Pyote, and John Paul Hernandez, former principal, both resigned their jobs in 2005 in lieu of termination.

Brookins, 41, who lives in Austin, declined to comment. Hernandez, also 41, asked if he committed the acts described in the reports, said, "Oh, absolutely not." He declined further comment on the advice of his lawyer.

Hernandez was the principal of the Richard Milburn Academy, a charter school in Midland until last week. On Thursday, he was placed on paid leave pending an investigation.

The top official at the Pyote facility for much of the time under investigation was Lemuel "Chip" Harrison, the superintendent. TYC's inspector general said Harrison received repeated reports of wrongdoing, but those reports were "not properly reported and not addressed with documented supervisory intervention by Mr. Harrison."

He was put on probation for 90 days as a result, but was subsequently promoted to director of juvenile corrections for TYC.

He told the newspaper that he had not seen the TYC report, but, "I don't know of anybody who ever covered up anything."

The cases involving Brookins and Hernandez were referred to federal authorities, who did not prosecute. However, Ward County District Attorney Randall Reynolds said recently that the state cases involving Brookins and Hernandez are pending. He wouldn't say if he would present them to a grand jury.

TYC houses the offenders, ages 10 to 21, who are considered the most dangerous, incorrigible or chronic.

Since 2000, more than 90 employees at TYC facilities -- some of them contractors -- have been disciplined or fired for sexual misconduct with inmates.

Chance, the retired inspector general, has written a book on TYC, called "Raped by the State". He said cover-ups are common in the agency.

"It's widespread," he said, "and management knows about it."

But Harris defended the agency.

"TYC is a haven for committed, dedicated employees who work 12-hour shifts and put their lives on the line," he said.

State Sen. Juan Hinojosa, D-McAllen, has introduced a bill that would provide greater oversight of TYC. His bill would let the Texas Rangers make unannounced visits to each TYC prison at least once a month.

The bill would also reinforce the TYC's investigative force.

"They have some real serious problems," he said.