

# 1996 Walk Out on Crime! Conference

**October 24-26, 1996**

The Worthington Hotel Ballroom  
200 N. Main Street  
FORT WORTH, TEXAS

*Selling  
Violence  
Is Killing  
Our Kids*

SPONSORED BY:

**LOCKHEED MARTIN**



Amon G. Carter Foundation



Fort Worth Star-Telegram

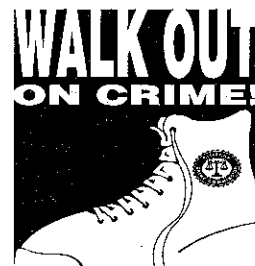


Osteopathic Health System  
of Texas

THE BURNETT FOUNDATION



- Union Pacific Resources • Columbia Plaza Medical Center of Fort Worth • Comerica Bank • The Kroger Company
- Alliance Development Company • Bank One Texas, N.A. • Weaver & Tidwell, CPA, LLP • Pepsi-Cola Company
- JPS Health Network • Junior League of Fort Worth • Burlington Industries • Santa Fe Corp. • With support from the U.S. Department of Justice, Federal Bureau of Investigation, and Drug Administration



JOIN US IN CREATING A SAFER COMMUNITY



# Selling Violence is

## Conference

### Conference Participants Welcoming Reception

Wednesday, October 23, 1996

6:30 p.m. - 8:00 p.m., The Worthington Hotel Ballroom

Check-in & Registration from 5 p.m. - 6:30 p.m.

### THURSDAY, OCTOBER 24, 1996

7:00 a.m. Registration, Continental Breakfast

#### Conference Goals:

- To increase awareness among all segments of the community about subtle and overt media messages which may perpetuate violence in today's society.
- To suggest practical action steps to ensure responsible reporting.
- To provide strategies for developing accountability for ethical, responsible reporting and programming of both information and entertainment media.

#### Who Should Attend:

Professionals in the fields of media, law enforcement, criminal justice, education, social services. Anyone concerned about living, working, going to school, playing, rearing families, in a violent-free community.

#### Registration Fees:

If received by October 1, 1996

\$225 Crime Commission members

\$275 non-members

After October 1, 1996

\$275 Crime Commission members

\$325 non-members

\*On Site Registration will be allowed if space is available. Seating is limited.

#### Registration fee includes:

Two Keynote Luncheons, all Coffee Breaks, two Continental Breakfasts, Thursday Night Reception admission, Conference Materials, 5K Walk Registration & Walk Out On Crime! T-Shirt.

#### Accommodations:

The Worthington Hotel

1000 North Street, Fort Worth, Texas 76102  
Phone: 817-339-4336 or 817-339-4337

October 2, 1996

8 a.m. - 9:30 a.m.

### SETTING THE STAGE

#### Opening Session featuring True Crime Stories:

Panel including a violent offender, prosecutor, and victim will attest to media messages resulting in violence.

**Memory March:** Children of Tarrant County will honor the memory of peers and loved ones who have died violently.

9:30 a.m. - 10:30 a.m.

### KILLING US SOFTLY

#### Dr. Jean Kilbourne, Visiting Scholar, Wellesley College

This nationally known writer, lecturer, and filmmaker will discuss the scope, trends, and evolution of violence, with a focus on media influences on prevention, education, and public policy.

10:45 a.m. - 12:15 p.m.

### SENSITIVITY AND INTEGRITY IN REPORTING VIOLENCE

Focus will be on the public's "right to know" and "need to know" about criminal and/or violent activity as well as print and broadcast media's role in gathering and disseminating information in a responsible yet sensitive manner. **A debate of two panels-**

**Panel I:** Perspective of those *who have the information*; Writer, Prosecutor, Defense Attorney, Police Officer, Victim, Juvenile Judge

**Panel II:** Perspective of those *who want the information* to disseminate; Beat Reporter, News Editor, Broadcast Media Producer, Civil Attorney, Broadcast News Reporter, Citizen.

12:15 p.m. - 1:45 p.m.

### HONESTY IN REPORTING CRIME: A discussion of Fraud in the Coverage of Crime Stories

Jack Olsen, noted author of non-fiction crime stories  
LUNCHEON and Key Note Address

2 p.m. - 3:30 p.m.

### THE ROLE OF ENTERTAINMENT MEDIA IN PROMOTING VIOLENCE

A local youth theater group will lead the audience on a "tour" of a typical teenager's room describing potential messages of violence which are common and accessible to all children within the safety of their homes through posters, magazines, television and radio programs, advertising and commercials, telephones, games, and computers.

### CHARACTERIZING POTENTIAL YOUTH PROBLEMS

Officers H. T. Young, David Auther, and /  
Erza, Fort Worth Police Department Ga

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# Killing Our Kids

## Agenda

**FRIDAY, OCTOBER 25, 1996**

7:00 a.m. Continental Breakfast

7 a.m. - 5 p.m.

### CRIME PREVENTION FAIR Open

8 a.m. - 9 a.m.

### GANGSTER RAP: Music, Culture, and Politics

Sgt. Ron Stallworth, State of Utah Dept. of Public Safety

Will explore the correlation between gangster rap music and the gang cultural environment. Provides insight into the mentality, motivations, and themes which govern the lifestyles of gang involved youth.

9 a.m. - 10 a.m.

### WHAT WE'RE UP AGAINST

Dr. George Gerbner, Dean Emeritus, The Anneberg School for Communications, University of Pennsylvania

Will present data from 25 years of research defining cultural violence, describing what drives it, and giving specific information about how the public can address the problem.

10:15 a.m. - 11:15 a.m.

### THE OTHER SIDE OF THE STORY

A panel of media representatives will discuss policies, programs, actions they have used to promote violence-free communities.

11:15 a.m. - 12:15 p.m.

### YOU CAN MAKE A DIFFERENCE... HERE'S HOW!

Success stories from the trenches, and examples of specific, cost effective strategies which can be replicated by any community will be shared.

12:30p.m. - 2 p.m.

### VIOLENCE IN THE MEDIA:

#### What Everyone Should Know

Lisa Trotta, Media Scope

LUNCHEON and Key Note Address

Practical applications for lessons learned: policy issues, partnerships, accountability, action steps, and what we need to know about new ratings and technology available to protect our children from unwanted messages of violence will be disclosed.

**SATURDAY, OCTOBER 26, 1996**

8 a.m. Walk Out on Crime Registration

8 a.m. - 2 p.m.

### CRIME PREVENTION FAIR Open

8:30 a.m. - 9 a.m.

### 5K WALK AWARDS CEREMONY

9 a.m.

### Walk Out on Crime! 5K WALK STARTS

5K walk through downtown Fort Worth. Prizes for teams and individuals! Conference registration includes walk registration shirt. Call the Crime Commission at (817) 877-5161 for brochure and additional information.

### Registration Form:

Must be accompanied by a check made payable to the Citizens Crime Commission. Return to 903 Summit Avenue, Fort Worth, Texas 76102. Until payment is received, registration will not be accepted.

### Cancellation Deadline:

**October 15, 1996:** Cancellation fee is \$50 from registration fee paid. The balance will be returned to you within 2-4 weeks. Cancellation must be received *in writing* at the Crime Commission office, 903 Summit Avenue, Fort Worth, Texas 76102. Registration may be transferred *in writing* to another person's name.

### Local Scholarships:

A limited number of local scholarships will be available on a sliding fee scale. Applications are available through the Crime Commission office. (817) 877-5161.

**Registration Form**

Each person attending the conference must complete a Registration Form. Please or call the Crime Commission at (817) 877-5161 for additional conference brochure.

Mr./Ms./Mrs. \_\_\_\_\_ Title \_\_\_\_\_

Company/Agency \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

Phone (\_\_\_\_\_) \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Payment Type \_\_\_\_\_

Check \_\_\_\_\_ Money Order \_\_\_\_\_

FAX (\_\_\_\_\_) \_\_\_\_\_

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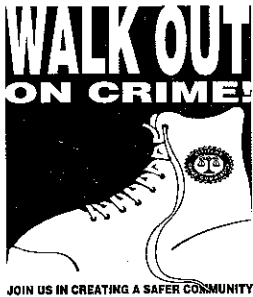
# Citizens Crime Commission of Tarrant County

## Mission:

To help reduce and prevent crime and the fear of crime in Tarrant County by involving the total community (i.e., businesses, media, schools, law enforcement, organizations, government agencies, citizens, etc.).

## Goals:

- To serve as a central information center on criminal activity and crime prevention strategies.
- To inform and educate the community about criminal activity and crime prevention strategies.
- To build the capacity of groups and individuals to become actively involved in creating safer communities.
- To secure resources that will ensure stability of commission operations and programs.
- To continually evaluate the value of the commission to the public.



## Citizens Crime Commission of Tarrant County

903 Summit Avenue  
Fort Worth, TX 76102  
(817) 877-5161  
FAX (817) 877-0443

Bulk Rate  
Postage Paid  
NonProfit Org.  
Fort Worth, TX  
Permit 01053

# Selling Violence

# is Killing Our Kids

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*A national conference dealing with the positive and negative influences of media on sex, gangs, drugs, crime, and violence.*

**When:** October 23-26, 1996

**Where:** Worthington Hotel  
Fort Worth, Texas

**Presented by:** Citizens Crime Commission of Tarrant County  
903 Summit Avenue  
Fort Worth, Texas 76102  
(817) 877-5161  
(817) 877-0443 FAX

**Who should attend?** Media Professionals (print, broadcast, and entertainment), Criminal Justice Professionals, Law Enforcement officers, Government Officials, Policy Makers, Educators, Social Service Providers, Business Leaders, Religious Leaders, Community Leaders, Victims, Youth, Parents, Concerned Citizens, **YOU!**

**The Conference will....** provide an opportunity to learn first hand from experts about messages which promote and perpetuate violence in our society and what can be done to ensure responsible programming and reporting.

**The Focus will be.....** On responsible and irresponsible actions of Print Media (newspapers, magazines), Broadcast Media (tv, radio, network news, cable), Entertainment Industry (movies, tv, videos, games, toys, MTV), Messages in Music, Advertising (print, tv, radio, billboards, on videos, at movies, telemarketing), and Technology (Internet, voice mail, telephone)

*Plan to attend and learn how you can be actively involved in creating a violence-free community. For information about conference fees, local accommodations, conference faculty, special events, and other details, please write or call today for a conference brochure.*

CITIZENS CRIME COMMISSION OF TARRANT COUNTY  
1996 WALK OUT ON CRIME CONFERENCE  
***Selling Violence is Killing Our Kids***  
OCTOBER 23-26, 1996 \* WORTHINGTON HOTEL \* FORT WORTH, TEXAS

**Conference Goals:**

- ▶ To increase awareness among all segments of the community about subtle and overt media messages which may perpetuate violence in today's society.
- ▶ To suggest practical action steps to ensure responsible reporting.
- ▶ To provide strategies for developing accountability for ethical, responsible reporting and programming of both information and entertainment media.

**Who Should Attend:**

Professionals in the fields of media, law enforcement, criminal justice, education, social services. Anyone concerned about living, working, going to school, playing, rearing families, in violent-free community.

**Conference Registration Fees:**

\$225 for Crime Commission members and \$275 for non-members if received by October 1, 1996. After deadline, \$275 for members and \$325 for non-members. Fees include all conference materials, breaks, receptions, meals, Walk Out on Crime activities and T-shirt.

**Accommodations:**

- (1) Worthington Hotel, 200 Main Street, Fort Worth, Texas 76102, 1-800-433-5677. Single or double occupancy is \$109 if reservations are received by October 2, 1996.
- (2) Remington Hotel, 600 Commerce Street, Fort Worth, Texas 76102, (817) 332-6900. Rates: \$55 for single or double if reservations are received by October 9, 1996. (Remington Hotel is three blocks from the Worthington Hotel, site of the conference.)

## CONFERENCE AGENDA

### WEDNESDAY, OCTOBER 23, 1996

5:00-6:30pm Check-in; Registration

6:30-8:00pm Reception, Sponsored by *Fort Worth Star Telegram*  
Invited Guests to include: media officials, conference sponsors, Crime Commission members, elected officials, conference faculty, Tarrant County Law Enforcement Executives, school superintendents, other key stakeholders.

Citizens Crime Commission, Walk Out on Crime Conference

**THURSDAY, OCTOBER 24, 1996**

7:00-8:00am Registration; Continental Breakfast

8:00-9:30am **OPENING SESSION: Setting the Stage**  
\*Welcoming remarks - Crime Commission President  
\*Conference goals and objectives & Overview of Conference Agenda - Media Personality  
**TRUE STORIES:** Taped or live interviews of violent juvenile offenders, victim, prosecutor who can attest to media messages which resulted in violence. Could include police officers' accounts of stereotypical environments in which violent juvenile offenders live. Response from television/movie producer about violence in the entertainment media. Balancing responsibility with censorship.  
\***CLOSING CEREMONY: Memory March**  
Children of Tarrant County (School children will parade through ballroom with banners they have made acknowledging the children, youth, or others they know who have died violently while a choir sings)

9:30-10:30am **DEFINING ISSUES OF VIOLENCE:**  
**Dr. Jean Kilbourne, Wellesley University, Boston**  
Discussion of the scope of violence, evolution, key benchmarks, trends and narrowing the focus to media influences on violence.

10:30-10:45am **BREAK**

10:45am-12:15pm **SENSITIVITY AND INTEGRITY IN REPORTING VIOLENCE:**  
Focus will be on the public's "right to know" and "need to know" about criminal / violence activity as well as print and broadcast media's role in gathering and disseminating information in a responsible yet sensitive manner. Can include media presentation to demonstrate examples of both responsible and irresponsible coverage.

**A debate of two panels-**

**Panel I:** Perspective of those who have the information;  
Prosecutor, Defense attorney, Police officer, Victim, Juvenile Court Judge, Writer

**Panel II:** Perspective of those who want the information to disseminate;  
Beat reporter, News Editor, Broadcast media producer, Civil Attorney, Broadcast news reporter, Man on the Street (typical citizen who is interested in what happens in society), Advertising Executive who has created ads with subliminal or overt messages of violence, sex, and drugs.

12:15-1:45pm **LUNCHEON with Key Note by Jack Olsen, Noted author of non-fiction crime stories. "Truth in Media as it Relates to Crime: A discussion of Fraud in the Coverage of Crime Stories"**

1:45-2:00pm

**BREAK**

2:00-5:00pm

**THE ROLE OF ENTERTAINMENT MEDIA IN PROMOTING VIOLENCE:**

A local youth theater group will create a vignette of a typical youth's bedroom to demonstrate the environment of potential violence. Will include music, posters, magazines, television & radio programs & commercials/advertising, telephone (900 numbers, voice mail), computer hooked up to Internet.

Narrator will lead audience on tour of the room to demonstrate violent messages which are common and accessible to all children with the safety of their own home.

5:00-7:00pm

**RECEPTION:** Sponsored by \_\_\_\_\_  
To be held in the Exhibit Hall for conference participants, faculty, Crime Commission members, Exhibitors, and invited guests.

**FRIDAY, OCTOBER 25, 1996**

7:00-8:00am

Continental Breakfast

8:00-12:00noon

**PROMISING SOLUTIONS:** Success stories from the trenches. Will deal with policy issues, programs, grass roots approaches, action steps for preventing violence. (Possible Format: Specific examples from several perspectives on effective steps to combat violence. Example: A city ordinance about CD's which can be sold to children; Los Angeles School District policies on uniforms in schools; WFAA-TV Family First Project, KVUE-TV's policy on reporting news, business' example of allocation of advertising budgets; neighborhood/citizen actions; police strategies for getting positive coverage; suggestions from youth)

(This session can include possible 2-Hours of Policy Issues that need to be addressed, followed by examples of Strategies and Solutions to take back and implement in the communities)

12:00-2:00pm

**LUNCHEON & Key Note Address:** Attorney General Janet Reno-(Invited)  
*The Challenge: Ensuring a Violence-Free Future*  
Practical applications for lessons learned: policy issues, partnerships, accountability, action steps. What the federal government is doing; what local communities should do.

OR

(Media Scope Presentation / Key Note Address emphasizing the latest information example: State of Violence; What Promotes Imitation; Contextual Factors; Interactive Games; Ratings; V-Chip; etc.)



2:00-5:00pm  
(alternate time  
Saturday, 11-2)

### **A Community's Response to Juvenile Violence Prevention:**

Focus on information given and lessons learned during conference. Public forum for a broad segment of the community to voice opinions, share ideas, suggest responsible actions. Audiovisual presentation to highlight information disseminated at conference. Discussion of lessons learned during week. Forum to include open dialogue to share information, concerns, strategies. Close with: "Where we go from here as a community". (Casa Manana reserved.)

**Option 1:**

Oprah Winfrey (invited) to tape a show in Fort Worth on the issue and conference contents.

**Option 2:**

Town Hall Meeting hosted by WFAA-TV

### **SATURDAY, OCTOBER 26, 1996**

- 8:00-8:30am Walk Out on Crime Registration; Exhibits Open
- 8:30-9:00am Awards Ceremony in the Exhibit Hall
- 9:00am Walk Out on Crime Starts ( 5K walk thru downtown Fort Worth, which starts in the West Portico of the Worthington Hotel with the finish line being inside the Worthington Exhibition Hall) 2,000+ walkers expected not to include conference attendees.  
President Bill Clinton - (Invited)
- 10:30am 5K Walk Out on Crime Closing ceremony
- 11:00-1:00pm Community Forum for parents, concerned citizens, and youth about conference issues and strategies.