

Take Back Your Neighborhood Prevent Gun Violence

The city of Phoenix, including Mayor Phil Gordon and Council members Michael Johnson and Michael Nowakowski, in conjunction with Phoenix Police Department, ATF, the Arizona U.S. Attorney's Office, Maricopa County and Silent Witness, have joined forces to initiate a grassroots campaign aimed at reducing violent crimes in four selected neighborhoods in the South Mountain area.

Spearheading the effort is Arizonans for Gun Safety, a nonprofit, community-based organization dedicated to reducing gun deaths and injuries. In addition, several private individuals and companies have pledged their support, including APS, Gust Rosenfeld, Jerry Colangelo, Phoenix Community Alliance, SRP, the *Arizona Republic* and *La Voz*.

This theme of this grassroots effort is "Take Back Your Neighborhood, Prevent Gun Violence." The four-week campaign will take place in June and will consist of bilingual media elements, including live radio broadcasts and public service announcements, newspaper ads, billboards and poster boards. In addition, a strong public relations campaign and grassroots efforts, including community events, will further promote the message within selected neighborhoods.

Overall Campaign Theme:

Take Back Your Neighborhood, Prevent Gun Violence

Campaign Dates: June 2-29, 2008

Key Neighborhoods

The campaign will focus on four distinct neighborhoods with a disproportionate amount of gun violence. These neighborhoods and their boundaries are:

- 7/11 Fight Back (7th Avenue to 15th Avenue; Buckeye Road to I-17)
- Lindo Park (19th Avenue to 23rd Avenue; Roeser Road to Southern Avenue)
- South Vista (12th Street to 16th Street; Roeser Road to Southern Avenue)
- Hermoso Park (16th Street to 24th Street; Vineyard Road to Broadway Road)

Campaign Partners

- Phoenix Mayor Phil Gordon
- Michael Johnson, Phoenix City Councilmember, District 8
- Michael Nowakowski, Phoenix City Councilmember, District 7
- Phoenix Police Department
- Neighborhood Services Department
- Neighborhood Renewal Task Force
- U.S. Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF)
- U.S. Attorney's Office for the District of Arizona
- Arizonans for Gun Safety
- Silent Witness

Underwriting Partners

- APS
- Gust Rosenfeld

- Jerry Colangelo
- Phoenix Community Alliance
- SRP
- *The Arizona Republic*
- *La Voz*

Campaign Elements

Each week the campaign will include bilingual media and grassroots outreach:

- Press conferences with partner representatives
- Placement of select news stories on television, radio and in print
- Weekly door-hanger campaign with customized messages
- Billboard and poster board campaigns in key areas
- Radio campaign including public service messages and live broadcasts
- Print ads promoting select messages in *The Arizona Republic* and *La Voz*
- Posters and event fliers
- Community events
- Distribution of 600 free gun locks and 500 commemorative T-shirts
- Web site and general information phone number

Week #1 June 2-8 General introduction of campaign

A major press conference with all partners will kick-off this multifaceted campaign. In addition, a bilingual media campaign will launch the promotion of initiatives surrounding the June "Take Back Your Neighborhood" project.

Introductory press conference: Wednesday, June 4, 2008 at 10 a.m.

Week #2 June 9-15 Steps to Stop Gun Violence Walk

Date: Saturday, June 14, 2008, from 7 a.m.-10 a.m.

Location: One-mile walk will begin in Lindo Park (2230 W. Roeser Road, Phoenix, AZ 85041)

This grassroots campaign will begin with Steps to Stop Gun Violence Walk in Lindo Park. The walk will be led by faith-based communities in the four selected neighborhoods, and culminate with a free breakfast and the distribution of free gun locks and commemorative T-shirts.

Week #3 June 16-22 Job Fair & Neighborhood Clean-Up

This campaign will focus on the importance of residents taking charge of their lives. This grassroots effort will include two job fairs and a neighborhood clean-up effort designed to generate community involvement.

Take Charge of Your Life Job Fair #1

- Location: Emmett McLoughlin Community Training and Education Center (1150 S. 7th Avenue, Phoenix, AZ 85007)
- Date: Tuesday, June 17, 2008
- Time: 9 a.m.-Noon

Take Charge of Your Life Job Fair #2

- Location: Travis L. Williams Family Service Center (4732 S. Central Avenue, Phoenix, AZ 85040)
- Date: Thursday, June 19, 2008
- Time: 9 a.m.-Noon

Neighborhood Clean-Up Event

Presented by the City of Phoenix Neighborhood Services Department

Clean-up equipment will be provided: dumpsters, gloves, rakes, bags. Paint, brushes, rollers will be provided for those who want to paint out graffiti in the neighborhoods!

- Clean-Up Location: The Hermoso (16th Street to 24th Street, Southern to Vinyard) and Chula Vista neighborhoods (Southern to Chambers, 20th Street to 16th Street)
- Meeting Location: Hermoso Park, 2030 E. Southern Avenue
- Date/Time: Saturday, June 21, 2008, from 7:00 a.m.-11 a.m.

Week #4 June 23-29 Phoenix Police Department's Gun Buy-Back Program

The Phoenix Police Department will host an anonymous "no questions asked" gun buy-back program in the four selected neighborhoods. Residents will be asked to turn in guns in exchange for a gift card to a local grocery store. The program will culminate with a large community celebration.

Date: Saturday, June 28, from 10 a.m.-2 p.m.

The event will be staffed by the Phoenix Police Department in the following locations:

7/11 Fight Back

St. John Institutional Baptist Church

1428 S. 13th Avenue

Phoenix, AZ 85007

Phone: 602-252-5344

Contact: The Reverend C.R. McDuffy

Lindo Park

First New Life Missionary Baptist Church

1902 W. Roeser Road

Phoenix, AZ 85041

Phone: 602-276-4085

Contact: Pastor Barnwell

South Vista

Southern Avenue Missionary Baptist Church

1330 E. Southern Avenue

Phoenix, AZ 85040

Phone: 602-268-4610

The Reverend J. Abram

Hermoso Park

South Phoenix Missionary Baptist Church

2006 E. Broadway Road

Phoenix, AZ 85040

Phone: 602-268-2512

Contact: Dr. Bernard Black, Pastor

Phoenix Police Department

South Mountain Precinct
400 W. Southern Avenue
Phoenix, AZ 85041

Celebration of “Take Back Your Neighborhood” Month

Time: Saturday, June 28, 2008, from 2 p.m.-6 p.m.

Location: South Mountain Community Center

Activities include: music, food, games and free swimming in the community pool.