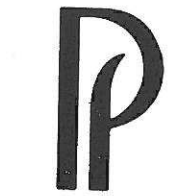
NEIGHBORHOOD POLICE NEWSLETTERS: EXPERIMENTS IN NEWARK AND HOUSTON

TECHNICAL REPORT

by
Antony M. Pate, Paul J. Lavrakas, Mary Ann Wycoff,
Wesley G. Skogan and Lawrence W. Sherman

with the assistance of
Sampson Annan
and the Houston and Newark Police Departments

Final Draft Report
to the
National Institute of Justice
The Honorable James K. Stewart, Director
July 12, 1985



POLICE
FOUNDATION

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Police Foundation
Hubert Williams,
President

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in this report do not necessarily
represent the official position of
the U.S. Department of Justice, the
Houston Police Department, the
Newark Police Department or the
Police Foundation

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ACKNOWLEDGEMENTS

This technical report describes the neighborhood newsletters published by the Houston and Newark Police Departments. In addition, the report presents the results of the evaluation conducted by the Police Foundation. As Appendix A describes, the overall programs in each city were developed by a task force of several persons working cooperatively. The responsibility for publishing the newsletter was assigned to the staffs whose members are shown below. The dedicated work of these people constituted the essence of this program.

We express our special appreciation to Lee Brown, Houston Police Chief, and Hubert Williams, then the Newark Police Director and now the President of the Police Foundation, for their cooperation and assistance. Their leadership set the stage for the success of the entire project. Their willingness to experiment has set an example for other police administrators to follow.

Neighborhood Newsletter Staffs

Newark Police Department

Hubert Williams, Director
George Dickschied, Captain,
West District
Charles Knox, Captain,
South District

Newark Newsletter Staff

Sergeant Ernest Newby, Editor
Detective William Caulfield,
Assistant Editor
Detective Allan Howard,
Graphics Artist
Captain Joseph Santiago,
Fear Reduction Program Coordinator
Maria Cardiellos, Fear Reduction
Program Assistant Coordinator

Houston Police Department

Lee P. Brown, Chief of Police
Robert Wasserman, Police Administrator
Cynthia Sulton, Director, Planning and
Research Division

Houston Newsletter Staff

Supervisor, Fear Reduction Task Force:
Sergeant Steve Fowler
Fear Reduction Task Force Members:
Police Officer Herb Armand
Mara English
Police Officer Charles Epperson
Police Officer Jerri Jackson
Police Officer Robin Kirk
Police Officer Don Pardue
Police Officer Alan Tomlinson

Staff members of the Police Foundation and research consultants were involved in the design and execution of the program evaluation, or gave advice to those who did. They included:

Sam Annan, Survey Director
Mary Ann Wycoff, Houston Project Director
Elizabeth Enright, Process Evaluator
Douglas Irr, Research Assistant
Research Consultants:

David Bayley	Richard McCleary
Richard Berk	Albert J. Reiss, Jr.
Paul J. Lavrakas	Peter Rossi
George Kelling	Jerome Skolnick

Bonnie Fisher worked at Northwestern University preparing and analyzing the data. Virginia Burke performed the arduous task of producing the final report.

The project was supported by the National Institute of Justice. The staff of the Institute provided continuous encouragement and advice. Those actively involved in this project included James K. Stewart, Director, William Saulsbury, the original project monitor, and Larry Bennett and Gil Kerlikowske, who shared the monitor role as it neared completion.

The entire project, including the evaluation, was conducted under the direction of Lawrence Sherman, then the Vice President for Research of the Police Foundation. Patrick V. Murphy, then the President of the Police Foundation, was active in establishing the project and representing it to the policing community.

NEIGHBORHOOD POLICE NEWSLETTERS

Introduction

Recent research, much of it funded by the National Institute of Justice (NIJ), has revealed that fear of crime has become a major problem in our society. Other research has revealed that this far often derives from concern about various "signs of crime" than from direct or indirect experience with crime. For example, neighborhoods which suffer from such physical and social disorder as vandalism, loitering and public drinking or gambling convey the feeling of having been abandoned. As a result, law-abiding residents and merchants begin to flee. Houses and shops become vacant, making them vulnerable to more vandalism and social disorder. Those who choose to remain--or are unable to leave--look upon the streets with detachment, responding to the apparent lack of concern revealed by the neglect and disorder around them. As insidious cycle leads from fear of crime to crime to even more fear.

We have known this for some time--but little has been done about it. In 1982, however, N.I.J. decided to fund well-evaluated experiments in Houston and Newark to determine the most effective ways that police, working with citizens, can dismantle the cycle of fear. Through a competitive bidding process, the Police Foundation was awarded a grant to plan and conduct the evaluations of those experiments.

One of those programs selected to be tested was a neighborhood newsletter, published by the police department. The rationale behind that program, and the hypotheses to be tested by it, are presented below.

Rationale

There is increasing agreement among many criminal justice scholars and practitioners that effective crime prevention and fear reduction are primarily the result of citizens working together with local law enforcement agencies to make their own homes and neighborhoods safe (Lavrakas and Herz, 1982: Rosenbaum, 1982; Waller, 1979; Yin, 1979). Yet a decade of research and evaluation of crime prevention and fear reduction efforts has shown that it is no easy task to get citizens to take (and maintain) anti-crime efforts (Bickman and Lavrakas, 1976; Girard et al., 1976; Heller et al., 1975: Yin et al., 1977).

Although some increases in crime-prevention behaviors have been achieved by increasing social communication about crime (Lavrakas, Herz and Salem, 1981), mass media campaigns have been largely unsuccessful. The recent "Take a Bite out of Crime" campaign, for example, found that only 13 percent of those interviewed indicated any attitude change and only four percent indicated a change in behavior (Mendelsohn et al., 1981). More generally, communication media have demonstrated little effect on the fear of crime but have shown the ability to influence general knowledge about the crime problem. For example, judgments of the rate of crime were demonstrated to have been influenced by the media (Doob and McDonald, 1979; Skogan and Maxfield, 1981; Tyler, 1980), as were beliefs about the demographic characteristics of victims and perpetrators (Doob and McDonald, 1979). It would be possible to conclude from these results that media campaigns cannot influence crime-prevention behaviors and, therefore, to rely solely upon community-based prevention efforts. Such a conclusion

would, however, as a self-fulfilling prophecy, fail to tap the potentially larger audiences that could be reached by media as opposed to those affected by local social networks. The failure to utilize the media would be particularly unfortunate in low-income neighborhoods which, although they may have a serious crime problem, often have poorly developed community networks, and thus could be mobilized only through media campaigns.

In an attempt to understand why crime-related media campaigns have had such little success, Tyler (1984) reviewed the literature dealing with risk-related media effects in general and found that, outside the area of crime, media indeed have been successful under certain circumstances. To explain how these successes were achieved, Tyler concluded that three basic models of media impact had received some support:

- The perceived-informativeness model is based on the premise that people try to understand the world; in order to do so, this model implies, they "seek out, organize, and weigh experiences based upon the information contained in those experiences" (Tyler, 1984: 33).

- The emotion-based model suggests that the impact of events is mediated by the emotions aroused by them. Such a model implies that people adopt recommendations that are likely to quiet the feeling aroused by a risk-related communication. However, attitude-change research has revealed a curvilinear relationship between aroused fear and attitude change, necessitating a calibration of fear imagery so that it is strong enough to arouse action but not so strong that it debilitates (Tyler, 1984: 33-36.)

- The parallel-process model suggests that perceptions of both informativeness and emotion influence the impact of a message on risk-avoidance behavior. Such a model contains cognitive and affective components, implying that both "the information contained in experiences and the affect they arouse can influence their impact" (Tyler, 1984: 34). The effectiveness of media messages, therefore, could be increased either by making them more informative, making them more emotionally arousing, or both.

These models suggest three basic reasons why media efforts have produced little effect on crime-prevention behaviors. First, citizens may not find most media reports of crime to be informative. By overreporting serious crimes and underreporting others, most media reports are of little use to the average citizen. In addition, media reports usually pertain to large geographical areas and/or concentrate upon areas with high levels of crime, often distant from the neighborhood of a typical citizen.

Second, media reports of crime may be ignored because they provide little information about effective behaviors for avoiding crime. "Perhaps," Tyler suggests, "individuals must both perceive a risk and see how to lessen that risk before they will be influenced" (Tyler, 1984: 34). Such an idea is central to the "health belief model" (Becker, 1974; Becker et al., 1977; Maiman and Becker, 1974). Mendelsohn et al. (1981) suggest the relevance of this notion to crime prevention by concluding that "there is considerable skepticism about the efficacy of individualized protective action-taking and beliefs about the ability of such behaviors to actually reduce crime...." (p. 192).

Third, the impact of crime prevention messages may be restricted by the limited affect they produce, as hypothesized by the "fear appeal" approach to persuasion (Leventhal, 1970). Evidence for this was provided by Tyler (1978), who found that citizens rated media reports of crime as less emotionally arousing than either informally communicated reports or their own experiences. The need for such affect is particularly crucial becuase of the "illusion of invulnerability" to crime which makes personal danger

seem unreal to most citizens until they have been personally victimized (LeJeune and Alex, 1973).

The implications for crime-related media appeals are clear. Depending upon which model proves to be most valid, such campaigns must:

- Make their messages much more informative, by providing crime-related materials relevant to the particular concerns and circumstances of the reader, by giving advice concerning actions that can be taken to prevent crime and by convincing the reader that such actions can be effective, and/or
- Make their content somewhat more threatening, by emphasizing to readers the very real possibility that crime could and does affect people "like them."

Making messages more informative need not be controversial. Providing citizens with information about how their local problems might be--and have been--effectively dealt with is simply a matter of determining the nature of those problems and addressing messages appropriate to them. Increasing levels of fear, even if only slightly, is much more problematic. Besides the intrinsic distastefulness of heightening fear, such increases have been tentatively linked to restrictions in behavior, restrictions which, if taken to extremes, could mean that law-abiding citizens retreat from public places, leaving those places to those who perpetrate crimes (Lavrakas et al., 1981).

The key issue, then, is whether it is possible to effect increases in "positive" crime prevention behaviors (such as installing locks or other devices) without also increasing "negative" behaviors (such as avoiding all exposure)--and, furthermore, whether these changes can be made without engendering significant increases in fear.

Lavrakas et al. (1983) have suggested that one means of achieving the desired positive effects would be the provision of local crime data to neighborhood residents, allowing them to adjust their behaviors in accordance with the local crime conditions. In terms of the models of media influenced discussed earlier, the potential effect of such crime statistics could, depending upon its content, support either or both models. If the recorded crime data suggested increases or decreases in crime, or levels greater or lower than those anticipated, the provision of such information would not only be informative but would also be expected to effect higher or lower levels of fear-providing evidence concerning the parallel-process model. If, on the other hand, such data suggested no changes in crime or indicated levels no different from those expected, the provision of such data would provide evidence concerning for the perceived-informativeness model.

The provision of local crime data is, because of the ambiguous nature of its contents and therefore its effects, controversial. As Lavrakas et al. (1983) have noted, there are many reasons why crime information has seldom been released by public officials. First, "fighting crime" has traditionally been viewed as the exclusive province of the police, and thus, it is argued, only the police need detailed information about local crime problems. Second, crime information has been restricted in order to protect the privacy of victims and safeguard on-going investigations. Probably the overriding reason that the release of such information has been so restricted concerns local politics and untested assumptions about citizens' reactions to such information. Many elected officials appear quite sensitive about information they assume will create a public outrage. Other

officials share a genuine, yet unsubstantiated, concern that releasing detailed information about crime to citizens will lead to excessive fear of crime.

The Lavrakas et al. 1983 study of neighborhood police newsletters in Evanston, Illinois has produced results which suggest that the provision of crime data--accompanied by other local crime-related information--can produce positive effects without attendant negative consequences. In that study, newsletters were distributed which contained crime prevention advice, stories of successful efforts to prevent or solve crimes and, in some cases, information about crimes that had been recorded in the vicinity. An evaluation of the effects of these newsletters suggested that recipients of the newsletters--and especially those who received crime statistics--were more likely to:

- perceive crime problems in their area to be serious;
- attribute responsibility for preventing crime to citizens rather than to the police;
- install household crime prevention devices; but
- were <u>not</u> more likely to be fearful of crime.

The findings from the Evanston study, although suggestive, were based on a non-experimental research design--that is, households were not assigned at random to receive the newsleters with or without statistics, or to receive no newsletter at all. This means that other factors besides the newsletter may have prdouced the results. Furthermore, the city in which the study was conducted was hardly representative of most of this country--since the overall crime problem in that city was not great, the great

majority of crimes directed against property and almost 30 percent of the city's residents had bachelors or masters degrees.

The importance of the possible impact of neighborhood police newsletters led the Fear Reduction Task Forces in Houston and Newark to conduct experimental tests of the effects of distributing such newsletters--both with and without crime statistics--to residents of their cities. The exact nature of those tests is described in the next section. The remainder of this section describes the basic hypotheses upon which the newsletters, and their evaluation, were constructed.

Hypothesized Effects

The purpose of this evaluation was to determine the extent to which the distribution of police neighborhood newsletters--with and without local recorded crime statistics--could achieve the following hypothesized effects:

- Increase the perceived accuracy of the local crime information received by program area residents,
- Increase the relative worry about property vis-a-vis personal crimes;
- Increase the attribution of responsibility for crime prevention to residents, as opposed to police,
- Increase the installation of household crime prevention devices, without increasing the tendency to withdraw from all risks,
- Improve the evaluation of police services, and
- Improve satisfaction with the area.

Each of these hypotheses is discussed in greater detail below.

Perceived Accuracy of Local Crime Information. It can be hypothesized, based upon either the perceived-informativeness or the parallel-process model, that respondents who receive newsletters--especially those which contain recorded crime information--will perceive that they receive more accurate crime information than those who do not receive such newsletters.

Fear of and Worry About Crime Victimization in the Area. Based on the perceived informativeness model, it may be hypothesized that distribution of newsletters without crime data should lead to a decreased fear of personal victimization, that is, a reduced sense of vulnerability to becoming a victim of crime. This reasoning assumes that such newsletters would make citizens more confident of their own ability to resist victimization by providing crime prevention information and "good news" stories that are relevant to their neighborhoods.

On the other hand, if newsletters, whether or not they contain crime data, were perceived by readers as having been distributed only because crime was a widespread and serious problem in the area, some increase in fear might be expected to result. The effect of distributing newsletters with recorded crime data is difficult to predict without knowing whether its contents indicated levels or trends of crime which were fear-provoking.

Relative Worry About Property Vis-a-Vis Personal Crime. Because property crime prevention efforts are more frequently prescribed than those to avoid personal crime and because crime prevention advice could be expected to deal more with avoiding property crimes, and because property crimes occur more

frequently than pesonal crimes, it is hypothesized that persons receiving the newsletters--particularly those containing recorded crime information--will be more likely to see property crime as a bigger problem than personal crime.

Perceived Area Crime Problems. As Furstenberg (1971) pointed out, there is a clear difference between the fear of crime, an individual's assessment of his or her own risks of victimization (how much he or she personally is likely to be endangered by crime), and perceptions of crime as a serious problem. Subsequent research (Baumer and Rosenbaum, 1982; Skogan and Maxfield, 1981) has supported the original conclusion that fear and perceptions are conceptually different concepts.

Lavrakas et al. (1983) suggest the hypothesis that neighborhood community newsletters containing recorded crime data could increase perceived levels of crime without notably increasing levels of fear. This reasoning would assume that exposure to specific information about crime and crime prevention would increase citizens' opinions that crime represents a signficant local problem that must be dealt with. This hypothesized effect should be stronger with exposure to the version of the newsletter with crime statistics, since this version would provide detailed information of the amount and nature of the local problem.

Crime Prevention Dispositions and Behaviors. If, as hypothesized, newsletters--whether containing crime data or not--can increase the confidence of readers so that they can prevent crime, without increasing their fear level, then no effect on defensive behaviors should be expected.

On the other hand, increased levels of perceived area crime problems may be hypothesized to lead to an increase in the installation of household crime prevention devices.

Evaluations of Police Service. It can be hypothesized that neighborhood police newsletters, whatever other effects they may have, would indicate to area residents a higher level of concern by police about the neighborhood, thus leading to a perceived improvement in police service. It is, however, conceivable that local crime statistics which suggest that crime is--and is becoming--a bigger problem than previously thought could lead to a lower evaluation of police service.

Satisfaction with Area. Finally, if the police newsletters are successful in increasing the confidence of readers that they can avoid crime, then residents could be expected to become more satisfied with their neighborhood as a place to live. On the other hand, if the content of the crime statistics provokes fear, dissatisfaction with the area may result.

Summary

Most attempts to change crime prevention behaviors have been unsuccessful. Recent analysis of those efforts and others seeking to alter risk-avoidance activities has suggested that, in order to be effective, media campaigns have to be either very informative and relevant to the audience, somewhat frightening or both. A recent quasi-experimental study suggested that neighborhood police newsletters-- especially those that contain local recorded crime data--could increase desirable crime prevention

behaviors without notably increasing the fear of crime. Task forces of the Houston and Newark police departments decided to test such newsletters in experiments to determine if distributing them could accomplish the following goals:

- Increase perceptions of area crime problems without increasing the fear of crime;
- Increase the relative worry about property vis-a-vis personal crimes;
- Increase the attribution of responsibility for crime prevention to residents, as opposed to police;
- Increase the installation of household crime prevention devices, without increasing the tendency to withdraw from all risks;
- Improve the evaluation of police services; and
- Improve satisfaction with the area.

The remainder of this report describes how the neighborhood police newsletters were published, how the program was evaluated and what the results of that evaluation were.

PUBLICATION OF THE NEWSLETTERS

The planning and publication of the neighborhood police newsleters in Houston and Newark are summarized briefly below.

Houston

Planning. In March, 1983 the Houston Fear Reduction Task Force began planning the Houston Newsletter by collecting several examples of neighborhood (and, specifically, police-generated) newsletters from around the nation. The one that ultimately served as the principal model was ALERT, a publication of the Evanston (IL) Police Department and its Residential Crime Prevention Committee (cf. Lavrakas et al., 1983). Commander Frank Kaminski, who was in charge of the production of the Evanston Newsletter, and Dr. Dennis Rosenbaum, a research psychologist at Northwestern University and former Director of Planning and Research at the Evanston Police Department both consulted with the Houston Task Force on the design, content and production of the Houston Newsletter.

Questions of title, format, story content and physical size required substantial planning time, but the biggest issues were those of the editorship of the newsletter and the means of production. None of the Task Force members had journalistic experience, some were reluctant to write in a "news" style, and all were responsible for developing other parts of the Houston Fear Reduction Project.

Commander Kaminski advised that the production experience in Evanston recommended that it be at least a half-time job, and both he and Ms. Josie

Ochoa (a consultant from Shell Oil Co.) suggested that the Houston Police Department arrange for the services of an experienced editor, either from within or outside the ranks. Both also pointed out having the newsletter printed within the department might lead to frustration over schedules, in the event that the Newsletter was not viewed as a priority item relative to other police or city business.

At the same time, the Houston Police Department was looking for someone to take responsibility for its in-house newsletter, and the position which was finally offered in July, 1983, was one which combined both responsibilities. The person selected for the editorial position was an officer who wished to continue patrol work while editing on a part-time basis; her work on the Fear Reduction newsletter was a small part of this already part-time effort, which left most of the work of preparation to the Task Force.

It was also decided that the newsletter would be printed by the city government, due mainly to cost considerations. The costs were not only those associated with the field experiment, but also for the printing of other versions of the same newsletter for four other target areas in Houston. In total, upwards of 1,200 copies of the newsletter were needed each month. The decision to use the city's printing facilities was a cost-effective one, but was also associated with occasional delays.

Newsletter Content. The Houston Newsletter, entitled "Community Policing Exchange," was planned to contain a mix of general and neighborhood news items. The general items included crime prevention and other safety information intended to give the reader a sense that there were

precautionary measures which could be employed to increase personal, household and neighborhood security.

Among the general items was a regular front-page column, "Community Comments," written by Dr. Lee P. Brown, Houston Chief of Police. This column ran alongside a line drawing of Chief Brown and contained information about the Department and/or greetings (at holiday seasons) to the community. A more detailed breakdown of the content of items included in the newsletter is presented in Table 1. A sample copy is included in Appendix B.

Included among the neighborhood items was information about area officers, and "good news" stories about crimes that had been prevented or solved, or other situations that had been resolved because of efforts of the police and citizens in the area. Task Force members planned to solicit these stories from officers working the various areas and hoped, with time, to develop an interest among some officers in writing for the newsletter. Although Commander Kaminski encouraged citizen involvement in writing and production, this proposal was not feasible because of schedule demands to produce the newsletters as quickly as possible.

In the Houston target area where the field experiment was to be conducted (the Wood Bayou neighborhood), one version of the newsletter had a one-page insert which contained a line drawing of the area's boundaries, a list of Part I crimes which had occurred in the previous month, the date of each crime, the location of each crime (by street and block number), and the time of occurrence (day, evening, or night). These statistics were compiled

Table 1

Percentage Distribution of Houston Newsletter Content
(Based on Column Inches)

Type of Content	Percent of Content	
Good News (Successful Prevention)	8%	
Crime Prevention Advice		
Personal Crime	8%	29%
Property Crime	21%	
Personal and Property Crime	0%	
Departmental Information		
Related to Fear Reduction	12%	21%
Not Related to Fear Reduction	16%	
Advice or Information		
Related to Crime	16%	24%
Not Related to Crime	12%	
Safety advice	12%	
Encouraging people to get involved	1%	
Offering police services to citizens	0%	
Greetings	4%	
Total	99%*	

*Does not equal 100% because of rounding.

by Officer Jackson. An example of such an insert is provided in Figure 1. The crime data that were included are shown in Table 2.

Size and Format. The newsletter included four pages, exclusive of crime statistics, which were printed on a single 11" by 14" sheet, which was folded to produce four 7" x 11" pages. There were two columns per page, and a variety of spatial arrangements were used for stories which might occupy one-third or more of a single column or take two columns on the top or bottom half of a page.

The title, "Community Policing Exchange," had a subheading, "Published by the Houston Police Officers Serving Your Neighborhood." Print was black on off-white stock. A variety of type sizes and styles were used for story headings. Stories were separated horizontally by lines. The final appearance was a clean, attractive one that tried to draw the reader's attention to items the Task Force wanted to emphasize.

Production. The Task Force worked as a group to identify general items of interest, sometimes finding them in newsletters from other cities, and writing others from local source materials. Officers Herb Armand, Epperson, Jackson, Kirk and Tomlinson would write the items about their patrol neighborhoods, and these were then edited into a consistent style by Sergeant Fowler, Officer Alan Tomlinson and Ms. Mara English.

Publication Dates. The original timetable for the evaluation of the newsletter called for the first newsletter to be published in June, 1983, with the evaluation coming in January, 1984, after the distribution of six issues. The start-up for the newsletter took much longer than initially

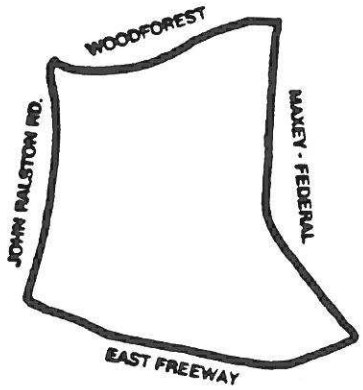
Figure 1

Sample Recorded Crime Insert in Houston Newsletter

REPORTED CRIME

This attachment to your copy of Police Community Exchange is an attempt to provide you with information about crime in your neighborhood. It tells you the number and types of crime that were reported from your area to the Houston Police Department during a recent two (2) month period. The purpose of providing this type of information to you, as a resident, is to give you a better ideal of whats happening in your neighborhood. We hope this will provide you and your neighbors with the information needed to take specific crime prevention measures. Remember, "by themselves, the police can only react to crime; they need an involved citizenry to prevent it."

DISTRICT - BEAT 10C30
Northeast Houston
(Boundaries: N-Woodforest S-East Frwy.; E-Maxey-Federal, W-John Ralston Rd.)



LEGEND
hundred block - blk
6:00a.m. to 2:59p.m. (D)
3:00p.m. to 10:59p.m. (E)
11:00p.m. to 5:59a.m. (N)

COMMERCIAL BURGLARY

9/9	900 blk Maxey	(D)
9/10	11000 blk E. Frwy	(D)

BURGLARY MOTOR VEHICLE

9/3	11000 blk E. Frwy	(E)
9/16	600 blk Maxey Rd.	(D)
10/1	800 blk. Autumn Wood	(N)
10/18	11000 blk Fleming	(D)
10/25	11000 blk E. Frwy	(D)

THEFT

9/1	1200 blk Fleming	(N)
9/9	1000 blk Federal	(D)
9/11	11000 blk E. Frwy	(D)
9/14	12000 blk Fleming	(D)
9/16	11000 blk Dawn Wood	(D)
9/16	11000 blk E. Frwy	(D)
9/21	11000 blk Dawn Wood	(N)
9/21	800 blk Autumn Wood	(N)
9/22	11000 blk Dawn Wood	(D)
10/1	11000 blk E. Frwy	(D)
10/7	1000 blk E. Frwy	(E)
10/12	800 blk Maxey	(E)
10/28	700 blk Maxey	(E)

BURGLARY RESIDENCE

9/19	11000 blk E. Frwy	(D)
9/20	12000 blk Fleming	(N)
9/29	900 blk Center Wood	(E)
10/30	12000 blk Fleming	(D)

AGGRAVATED ROBBERY

9/2	900 blk Maxey	(D)
9/3	1000 blk Center Wood	(N)
9/15	12000 blk Fleming	(N)
9/17	500 blk Ken Wood	
10/1	1000 blk Federal	(D)
10/11	800 blk Maxey	(E)
10/14	1000 blk Federal	(D)

ASSAULT

9/4	500 blk Wood Vista	(E)
10/4	12000 blk Fleming	(N)
10/3	12000 blk Fleming	(N)
10/6	800 blk Autumn Wood	(D)
10/13	12000 blk Fleming	(E)
10/15	12000 blk Fleming	(N)
10/15	12000 blk Fleming	(N)
10/15	12000 blk Fleming	(E)

AUTO THEFT

9/1	12000 blk Fleming	(N)
9/5	700 blk Coolwood	(D)
9/11	700 blk Coolwood	(N)
10/3	600 blk Maxey Rd.	(D)

Table 2

Recorded Crime in Progrqam Area Presented in Houston Newsletters

Issue	1	2	3	4	5
Date	Nov 1983	Dec 1983	Jan 1984	Feb 1984	March 1984
Period Covered (days)	August (31)	Sept-Oct (61)	Nov-Dec (61)	Jan-Feb 6 (37)	Feb 7-23 (16)
Personal Crimes	5	15	16	1	2
Property Crimes	20	24	29	29	7
Auto Theft	0	4	21	30	15
Total	25	43	66	60	24

scheduled, with the first newsletter being mailed in mid-November, followed by issues in December, January, February and March.

Newark

Planning. From the start (March, 1983), it was agreed that the design, planning and publication of the Newark Newsletter would be the responsibility of the Newark Police Department. To accomplish these tasks, Sergeant Ernest Newby was appointed editor-in-chief; Detective William Caulfield served as assistant editor. They were assisted by an editorial board consisting of Captain Joseph Santiago, the Fear Reduction Program Coordinator, and Ms. Maria Cardiellos, the Assistant Coordinator.

To familiarize themselves with the nature of their tasks, this group collected several examples of neighborhood newsletters from around the nation, including police-generated ones. As with Houston, the one that ultimately served as the principal model was ALERT, a publication of the Evanston (IL) Police Department and its Residential Crime Prevention Committee. Also in Newark, Commander Kaminski of the Evanston Police Department and Dr. Rosenbaum of Northwestern, provided consultation to the Newark editorial board about design, content and production.

Newsletter Content. The newsletter was planned to contain a mix of general and specific local items. The general items included crime prevention and other safety items meant to provide the reader with a sense that there were precautionary measures which could be employed to increase personal, household, and neighborhood security. In addition, there was to be a regular column entitled, "From the Desk of the Police Director," which

was written by Director Hubert Williams. A detailed breakdown of the content of the newsletter is presented in Table 3. A sample copy is included as Appendix C.

As with Houston, included among the neighborhood items was information about area officers, and "good news" stories about crime that had been prevented or solved, or other situations that had been resolved because of efforts of the police and citizens in the area. Although Commander Kaminski here too encouraged citizen involvement in writing and production, this proposal was not feasible in Newark because of schedule demands to produce the newsletters as quickly as possible.

Local area crime statistics were included in one version of the Newark newsletter as a one-page insert, which included a map identifying the boundary areas of the target neighborhood, a list of the Part I crimes which had occurred the previous month, the date of the crime, its approximate location and time of day. These statistics were compiled by Ms. Cardiellos. An example of such an insert is provided in Figure 2. The crime data included in the newsletter are shown in Table 4.

Size and Format. The newsletter included four pages, exclusive of the crime statistics included in one version, and was printed on a single 11" x 17" sheet of paper which was folded so as to produce four 8 1/2" x 11" pages. There were three columns to the page, and a variety of spatial arrangements were used.

The newsletter was entitled, "ACT 1," based on the acronym for "Attack Crime Together," the name given to the Department's overall fear reduction program. The sub-heading read, "Published by the Newark Police Department

Table 3

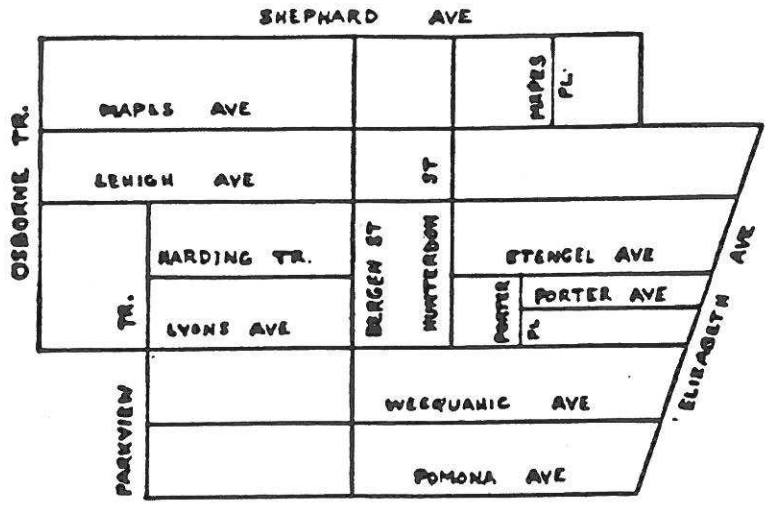
Percentage Distribution of Newark Newsletter Content
(Based on Column Inches)

Type of Content	Percent of Content	
Good News (Successful Prevention)	9%	
Crime Prevention Advice		
Personal Crime	8%	
Property Crime	15%	30%
Personal and Property Crime	7%	
Departmental Information		
Related to Fear Reduction	16%	22%
Not Related to Fear Reduction	6%	
Advice or Information		
Related to Crime	10%	11%
Not Related to Crime	1%	
Safety advice	6%	
Encouraging people to get involved	17%	
Offering police services to citizens	2%	
Greetings	2%	
Total*	99%*	

*Does not equal 100% because of rounding.

Figure 2

Sample Recorded Crime Insert in Newark Newsletter



KNOW YOUR NUMBERS

Time Period: December 15 - January 15

To all Newark residents who have followed in our effort to study crime in your area, we would like to extend our thanks. As in the past, we present you with data reflective of your neighborhood. Listed herein is the crime type, date, and location of occurrance.

One more bit of information which might be of interest to you is that this month evening activity represents 66.7% of committed crimes. So please be aware of all that happens around you - at all times - and follow our crime prevention tips even more stringently during the evening hours!!

Join with us and Attack Crime Together!!

ARSON

12/25	Stengel Ave., btn Porter Pl./Elizabeth Ave.

BURGLARY

Commercial

12/19	Bergen St., btn Lehigh/Lyons
1/5	Lehigh Ave., btn Hunterdon/Elizabeth

Residential

12/19	Shepard Ave., btn Osborne/Bergen
12/22	Mapes Ave., btn Osborne/Bergen
12/24	Lehigh Ave.,btn Parkview/Bergen
12/25	Mapes Ave., btn Hunterdon/Elizabeth
12/27	Lyons Ave., btn Osborne/Parkview

ROBBERY

12/22	cor. Hunterdon/Shepard

THEFT (Pers.)

12/21	Pomona Ave., btn Berger/Elizabeth
1/12	Bergen St., btn Lehigh/Lyons
1/13	Bergen St., btn Lehigh/Lyons

THEFT OF AUTO

12/25	cor. Elizabeth/Mapes Ave.
12/26	Bergen St., btn Lehigh/Lyons
12/31	Pomona Ave., btn Bergen/Elizabeth
1/9	Lehigh Ave., btn Hunterdon/Elizabeth
1/13	Parkview Tr., btn Harding/Lyons
1/13	Bergen St., btn Lehigh/Lyons

TOTAL INCIDENTS 18

Table 4

Recorded Crime in Program Area Presented in Newark Newsletters

Issue	1	2	3	4	5	6
Date	Oct 1983	Nov 1983	Dec 1983	Jan 1984	Feb 1984	March 1984
Period Covered (days)	Aug 15-Sept 14 (31)	Sept 15-Oct 14 (30)	Oct 15-Nov 14 (31)	Nov 15-Dec 14 (30)	Dec 15-Jan 15 (32)	Jan 16-Feb 14 (30)
Personal Crimes	13	9	7	2	1	6
Property Crimes	6	9	9	5	10	16
Auto Theft	9	7	5	6	6	5
Total	28	25	21	13	17	27

and Neighborhood Residents." Print was black on light blue stock. A variety of type sizes and styles were used for story headings and graphics were utilized wherever possible. For example, the Director's column ran along with a photo of Director Williams.

Production. The editor, Sergeant Newby, was responsible for locating general items of interest, sometimes finding them in newsletters from other cities, and writing others from local source materials. In addition, information was provided by Lieutenant Jack Yablonski of the Newark Crime Prevention Bureau, Captain Charles Knox of the South District, Sergeant Kenneth Williams of the Police Community Service Center, members of the Crime Analysis Bureau, and other members of the Department with suggestions.

Materials were to be submitted to the editor by the first of each month. The final copy was then sent to the Neighborhood Information Services Bureau of the City of Newark for layout and typesetting. Because only one person worked in this capacity, and because several other city agencies were making competing requests, preparation of the newsletter often took several days. In addition, the graphic artist assigned to work on this task was not able to give it top priority; as a result other delays often occurred. To compensate, the editor and assistant editor assumed the responsibility for designing and laying out the newsletter format themselves.

Another production problem concerned the supply of materials required for publication, which was frequently exhausted, as the printing agency was

unable to maintain a continuous supply from the City. As a result, the Police Department arranged to procure the necessary materials directly.

Publication Dates. The first newsletter was mailed in mid-October, 1983. Thereafter, newsletters were mailed mid-month in November, December (of 1983), January, February, and March of 1984.

Summary

Neighborhood police newsletters were produced and distributed by both the Houston and the Newark police departments. The Houston newsletter, entitled "Community Policing Exchange," was mailed in November and December of 1983 and January, February and March of 1984. The Newark newsletter, "Act 1," was distributed from October 1983 through March 1984. Each newsletter contained a combination of crime prevention advice, stories about successful crime prevention, local neighborhood information and various other articles. In each city, inserts containing local crime information were added to a random set of newsletters.

EVALUATION DESIGN AND METHODOLOGY

Introduction

The evaluation was designed to measure the effect of distributing two types of police community newsletters to selected households and, after this distribution had continued for six months, interviewing one representative from each household sent newsletters--as well as from households sent no newsletters. This is not, therefore, a test of the effects of the newsletters themselves, since not all persons interviewed can be expected to have read the newsletters sent to their homes. Such a test could only be possible under conditions where the newsletter was given directly to persons who would be closely monitored to insure that they read and condensed the material. A test of that type, however, would not simulate the "real world" conditions under which printed materials are actually distributed. The strength of this test, then, is that it evaluates a delivery mechanism which, if found effective, could be adopted easily and inexpensively. In both Houston and Newark, one neighborhood area was designated as the experimental field test site. In each area, two versions of the newsletter were tested. One version was the newsletter with an insert showing local crime statistics for the past month. The second version was the newsletter without the local crime statistics insert.

In each program area, households were randomly assigned to one of three experimental conditions: the treatment conditions represented by each version of the newsletter, and the "control" condition represented by households which were not mailed the newsletter. Thus the evaluation of the

newsletters constituted a "true experiment" (cf. Campbell and Stanley, 1966; Cook and Campbell, 1979).

To provide the best possible evaluation of the effect of distributing newsletters, two different experimental designs were utilized. In one, a panel sample of the same persons were to be interviewed both before and six months after distribution began. Analysis of data provided by such a design has the strength that, by looking at the effects on the same people over time, the effects of extraneous factors not associated with the experiment can be minimized, increasing the design's internal validity. This strength can be further enhanced using the pre-distribution scores as statistical controls in the analysis of the post-distribution scores. However, some of the panel members are not reinterviewed during the post-distribution surveys. This "panel attrition" makes it inappropriate to generalize the results to the population of the program area as a whole. In addition, it is possible that interviewing persons before newsletter distribution begins may sensitize those respondents to the experimental treatment they are about to receive.

In the other design, certain persons were only to be interviewed six months after distribution of the newsletters began. This post-test only design avoids the potential sensitization that the initial interview may have. In addition, it does not have the attrition problem inherent in the panel design. The disadvantage of such a post-test only design is that it is not possible to use the pre-distribution scores as controls for the analysis of the post-distribution scores.

Selection of Program Areas

A multi-stage selection process was used to ensure that the fear reduction programs were implemented in comparable areas--and in areas appropriate to the theories being tested. In each city, members and staff of the police department were asked to identify areas containing both residential and non-residential units, which demonstrated conditions of social disorder and physical deterioration sufficient to be expected to be associated with the fear of crime but not so exaggerated as to be beyond effect within a one-year evaluation. Data for the areas identified were compiled from the block statistics contained in the 1980 Census of Population and Housing concerning:

- population,
- number of occupied units,
- ethnic composition,
- median housing value,
- occupancy rate,
- percentage of owner-occupied units,
- average number of persons per occupied unit,
- percentage of inhabitants over the age of 65, and
- percentage of inhabitants under the age of 18.

Cluster analyses were performed on these data to determine the set of five noncontiguous areas which were most closely matched on the dimensions examined. These five areas were then randomly assigned to receive certain types of programs or, in the case of the comparison area, to receive no new programs. Any changes discerned in this comparison area, then, could be taken as representative of prevailing trends in the city during the implementation period.

Demographic data from the 1980 Census concerning the two program areas, South District 2, (S-2) in Newark and Wood Bayou in Houston are presented in Table 5 below.

TABLE 5

Demographic Data for Newsletter Program Areas

Area	Population						Housing Units			Occupied Units		
		Ethnicity			Age							
	Total	% Black	% White	% Spanish Origin	% Below 18	% 65 and above	Total	% Single Family	% Occupied	Persons Per Unit	Total	% Owner Occupied
Newark Program Area (S-2)	4155	95	3	1	32	5	1451	16	97	3.0	1408	29
Houston Program Area (Wood Bayou)	7700	36	45	15	29	3	3886	51	79	2.5	3070	30

Source: 1980 Census

The program area in Houston was the Wood Bayou neighborhood in the northeast part of the city. The area had an approximate population of 7,700 residents in 3,886 dwelling units (according to the 1980 census) within about one square mile of space. The area was racially heterogeneous with 45 percent white, 36 percent black, 15 percent Hispanic and 4 percent Asian residents.

The program area in Newark was a neighborhood (S2) in the southeast part of the city. Based on the 1980 census, the area had a resident population of approximately 4155 persons living in 1451 dwelling units. As of 1980, 95 percent of the population was black.

Survey Procedures

Areal Listing and Household Selection. Once program and comparison areas were selected, Police Foundation staff employed updated 1980 census block maps to compile the sample frames for both the residential and non-residential samples. Area survey supervisors conducted an areal listing, walking the streets, block by block, and recording all addresses within the defined boundaries on Listing Sheets. After being put onto computer-readable tape, these listings were subdivided into two sub-lists, one for residences and one for non-residential establishments such as businesses, churches, offices and other such places. Each address on both lists was assigned an identification number. Selection of sample addresses was accomplished by dividing the universe (the number of addresses listed) by the desired sample size to arrive at a sampling interval. Starting with a random identificiatoin number and selecting every Nth case (where N was equal to the sampling interval), this procedure was used to produce a random sample of addresses in the program and comparison areas.

Respondent Selection Within The Household. Once the samples of addresses were selected, the final step was the selection of a respondent within each household. This selection was accomplished during the first visit of an interviewer by listing all household members who were 19 years of age or older and assigning them numbers, starting with the oldest male to the youngest female. The interviewer then referred to a random selection table assigned to that household to determine who should be the respondent. No

substitution was permitted for the selected respondent. (This is a standard "Kish-table" selection procedure.)

For the panel sample in Wave 2, the plan was to contact and interview the same respondent from Wave 1, without any substitution. Since the newsletters were mailed to selected addresses rather than designated respondents no tracking of panel respondents was done. The same selection procedure used in Wave 1 were followed in selecting the post-test only sample.

Supervisor/Interviewer Training. The interview operations for Wave 1 began with the hiring of supervisors, who were given a two-day training session, followed by the recruitment and hiring process for interviewers. After general advertising for interviewers, several orientation sessions were held for screening and selection purposes. The selected interviewers were then invited to a three day training session, after passing a police record check to which they had agreed as part of the hiring process. The final hiring decisions were made by the Police Foundation's Survey Director and the field supervisors after the training session.

The interviewers' training in each city was conducted by the Survey Director with the assistance of the Project Director, a trainer and the site supervisor. Prior to attending the training sessions, an Interviewer Training Manual was sent to each interviewer. This manual was designed as a programmed learning text with questions which interviewers were to answer as they reviewed each section. The training agenda included general introductory remarks (including background on the study and the Foundation

role); general and specific instructions on procedures for respondent selection; a complete review of the questionnaire with special attention to the victimization series; a practice review session; and role-playing sessions.

Contacting Sampled Households. About one week before interviewing began, an advance letter from the Mayor of each city was mailed to the selected households and establishments. The letter, addressed to "resident," or "owner" informed them of the main objectives of the research effort in an attempt to give credibility to the study and encourage cooperation with it.

The Wave 1 interviewing began on June 3, 1983 and was completed on September 20, 1983, after which the police departments started the implementation of the programs. The post implementation survey (Wave 2) began on March 15, 1984 and continued until April 27, 1984.

All interviewing was conducted in person. Telephone contacts were made only after an initial household visit had been made, in order to arrange an appointment for an in-person interview with the selected respondent.

Call-Back Procedures. Interviewers made a minimum of five attempts to complete an in-person interview. In some cases (9 percent) interviewers made more than five attempts to complete an interview with the selected respondent. Each attempt was recorded on a Call Record Sheet. The attempts were made at different times of the day and different days of the week to maximize the chances of finding the respondent at home. About 70 percent of the interviews were completed on the first and second visits.

A Non-Interview Report (NIR) was completed for each selected household in which an interview could not be completed. The supervisor reviewed each NIR to decide whether or not the case should be reassigned to another interviewer for conversion. Most refusal cases were reassigned and interviewers were successful in converting nearly 40 percent of the initial refusals to completed interviews.

In-Field Editing. Completed questionnaires were returned to the supervisor on a daily basis. The supervisor and her clerical staff were then responsible for the field editing of all completed questionnaires. This process enabled the supervisor to provide the interviewers with feedback concerning their performance and insure that they did not repeat the errors they had previously committed. It also permitted retrieval of missing information before sending the cases to the home office.

Validation. Validation procedures were designed to insure that 30 percent of the respondents were recontacted to verify that the interview was indeed completed with the selected respondent. The validation process also helped to provide feedback about the interviewer's work. Thirty percent of each interviewer's work was randomly chosen for validation as they were received by the site office. Validations were completed either by telephone or in-person.

If one of an interviewer's completed questionnaires could not be validated, the supervisor conducted a 100 percent validation of that

interviewer's work. Cases that failed validation were either reassigned or dropped from the data base.

Towards the end of the field work period for Wave 1, the interviewers' mode of payment was changed from an hourly basis to a "per completed" basis. The validation was then changed to 100 percent validation of completed interviews. Even though this was more costly, it was felt that such validations were necessary because of the increased reward provided for completed interviews. To further guarantee reliability, these validations were conducted from the home office by telephone. Cases in which the telephone number was no longer working and cases without telephone numbers were sent back to the field for in-person validation. The per completed mode of payment for interviewers was continued for the Wave 2 survey; the validation rate was keptat 33 percent after the initial five completed interviews for each interviewer had been successfully validated.

Houston Samples

Sample Size. The residential listing of the program area in Houston produced a total of 2662 housing units. A random sample of 1430 of these units was selected for inclusion in the pre-test survey which was conducted in July and August of 1983. One adult (19 years of age or older) was randomly selected to be interviewed in each household.

Panel Sample. The panel sample was selected from the list of 767 households in which an interview was completed during the pre-test. As shown in Table 6, a sample of 249 of the households was randomly selected and assigned to the three experimental conditions in which one third of the

households were mailed five monthly issues of the version of the newsletter with the crime statistics insert; one third were mailed five monthly issues of the version without crime statistics insert; and one third were not mailed the newsletter.

Post-Test Only Sample. The 1,232 household units which remained after the pre-test sample was selected served as the sampling frame for the post-test only sample. A sample of 411 of these households was then selected and randomly assigned to the three experimental conditions with 137 households in each condition. The distribution of households by experimental condition is shown in Table 6.

Survey Results. The Wave 2 interviews for the panel and post-test only samples were conducted in March and April of 1984. The survey results are presented separately for the panel and post-test only samples in Table 6. As the table shows, a total of 127 of the 249 respondents selected from the pre-test to be part of a panel sample were successfully reinterviewed, an overall panel response rate of 70.9 percent. The remaining 122 cases did not yield completed interviews, mainly due to vacant dwelling units. This relatively high vacancy rate was not unexpected; the 1980 Census showed a 21 percent vacancy rate in the program area and, according to local newspaper reports, had increased by the time interviewing occurred. In addition, Hurricane Alicia, which hit the Houston area in August, 1983, caused many residents of the program area to vacate their homes.

Table 7 presents the panel completion rates for the total sample and various subgroups. The table shows that 51 percent of the designated panel

Table 6

Neighborhood Police Newsletter Experiment Response Rates: Houston

Panel Sample
(Numbers in Parentheses are Percentages of Sample Size)

Condition	Total Units	Sample Size [1]	Completed Interviews	Refusals	Vacant	Respondent Moved	Maximum Calls	Other [2]	Panel Response Rate [3]
Newsletter with Statistics	255	83	43 (51.8%)	3 (3.6%)	24 (28.9%)	2 (2.4%)	2 (2.4%)	9 (10.8%)	75.4%
Newsletter without Statistics	256	83	42 (50.6%)	4 (4.8%)	18 (21.7%)	3 (3.6%)	3 (3.6%)	13 (14.6%)	67.7%
No Newsletter	256	83	42 (50.6%)	2 (2.4%)	23 (27.7%)	0 (0.0%)	2 (2.4%)	14 (16.9%)	70.0%
Total	767	249	127 (51.0%)	9 (3.6%)	65 (26.1%)	5 (2.0%)	7 (2.8%)	30 (14.5%)	70.9%

Post-Test Only Sample
(Numbers in Parentheses are Percentages of Sample Size)

Condition	Total Units	Sample Size [1]	Completed Interviews	Refusals	Vacant	Maximum Calls	Other [2]	Post-Test Response Rate [4]
Newsletter with Statistics	411	137	62 (45.4%)	3 (2.2%)	53 (38.7%)	11 (8.0%)	8 (5.8%)	73.8%
Newsletter without Statistics	410	137	58 (42.3%)	4 (2.9%)	54 (39.4%)	9 (6.6%)	12 (8.8%)	69.9%
No Newsletter	411	137	69 (50.4%)	8 (5.8%)	38 (27.8%)	10 (7.3%)	12 (8.6%)	70.4%
Total	1232	411	189 (46.0%)	15 (3.6%)	145 (38.3%)	30 (7.3%)	32 (23.4%)	71.1%

1. The sample size was based on the assumption that the survey operations would produce completion rates of 66 percent for the panel sample and 55 percent for the post-test only sample.

2. "Other" includes the number of respondents who were in hospital, ill, on vacation, or had a language problem, plus completed interviews which were invalidated during quality control checks and those cases in which the pre-test and post-test interviews could not be matched.

3. "Panel Response Rate" equals Number Completed ÷ (Sample Size - (Number Vacant + Number Respondent Moved)). Ineligible))

4. "Post-Test Response Rate" equals Number Completed ÷ (Sample Size - Number Vacant).

Table 7

Panel Completion Rates of Newsletter Samples: Houston

	% Completed*
Overall (N=249)	51%
Race	
Blacks (N=132)	55%
Whites (N=58)	38%
Hispanics (N=42)	52%
Asian/Pacific Islander (N=11)	73%
American Indian (N=1)	100%
Other Undetermined (N=5)	40%
Sex	
Males (N=116)	56%
Females (N=133)	47%
Age	
LT 25 years (N=42)	43%
25-49 years (N=178)	51%
GT 49 years (N=29)	66%
Years of Residence	
LT 3 years (N=159)	46%
3-5 years (N=53)	55%
6-9 years (N=26)	58%
GT 9 years (N=11)	91%
Education	
Elementary School (N=13)	46%
Some High School (N=44)	50%
High School Graduate (N=109)	52%
Some College (N=52)	54%
College Graduate (N=28)	46%
Household Income	
LT $5,000 (N=15)	67%
$5,000-$10,000 (N=19)	52%
$10,000-$15,000 (N=37)	51%
$15,000-$20,000 (N=39)	49%
$20,000-$25,000 (N=47)	45%
$25,000-$30,000 (N=20)	50%
Over $30,000 (N=48)	65%
Respondent's English (Interviewer judgment)	
Good (N=222)	51%
Fair or Poor (N=17)	59%
Interview in Spanish (N=8)	25%
Respondent's Cooperativeness (Interviewer judgment)	
Very (N=196)	53%
Fairly or Not Very (N=51)	43%

* Percent of those persons interviewed during the summer of 1983 who were successfully reinterviewed during the spring of 1984.

Ns in parentheses represent the number of respondents interviewed during the pre-test, in the summer of 1983.

sample was reinterviewed at Wave 2. Examination of completion rates by subgroup shows that certain differential attrition occurred. Blacks and Hispanics, for example, were more likely to be reinterviewed than were whites. Females were reinterviewed at a somewhat higher rate than males. The older a respondent, the more likely it was that a reinterview occurred. Years of residence was inversely related to panel attrition, with short term residents least likely to be reinterviewed. A curvilinear relationship between household income and attrition was found, with respondents from low income households and high income households the most likely to be reinterviewed.

To better understand the consequences of the panel attrition, Appendix D presents comparisons of mean scores of selected variables for those persons who were successfully reinterviewed at both waves compared to those who could not be reinterviewed at Wave 2. The results show that of 21 comparisons, none showed differences that were statistically significant. Thus, the panel attrition did not appear to produce substantially different responses to the principal outcome measures under study.

The post-test only sample yielded results similar to those in the panel sample; 189 of the 411 persons in the sample provided completed interviews, a response rate of 71.1 percent. The remaining 222 cases did not yield interviews, due mainly to vacant dwelling units.

Table 8 presents selected demographic characteristics of both types of samples. The results show that the respondents in the panel samples had

Table 8

Demographic Characteristics of Newsletter Samples: Houston

	Panel Samples N (%)	Post-Only Samples N (%)
Sex		
Males	65 (51.2)	102 (54.0)
Females	62 (48.8)	87 (46.0)
Race		
Blacks	73 (57.5)	91 (48.4)
Whites	22 (17.3)	54 (28.7)
Hispanics	22 (17.3)	37 (19.7)
Asian/Pacific Islander	9 (7.1)	4 (2.1)
American Indian	1 (0.8)	0 (0.0)
Other Undetermined	0 (0.0)	2 (1.1)
Average Age	36.5	35.0
Education		
Elementary School	3 (2.4)	14 (7.4)
Some High School	18 (14.2)	40 (21.2)
High School Graduate	68 (53.5)	74 (39.2)
Some College	26 (20.5)	36 (19.0)
College Graduate	12 (9.4)	25 (13.3)
Own or Rent Home		
Own	39 (30.7)	42 (22.2)
Rent	88 (69.3)	147 (77.8)

notably higher proportions of blacks and owners and were somewhat older than those in the post-only samples. Based on the characteristics examined, no differences across experimental conditions were statistically significant. Appendix C presents more complete breakdowns across conditions.

Newark Samples

Sample Sizes. The residential listing of the program area in Newark produced 1194 housing units. A sample of 756 units was randomly selected from those units for the pre-test survey which was conducted in July and August of 1983. In each of the selected households a respondent was randomly selected from a list of adults (19 years of age or older) living in the household at the time of the survey.

Panel Sample. The panel sample was selected from the list of 543 households in which an interview was completed during the pre-test. A total of 198 of the households were randomly selected and assigned to the three experimental conditions. As Table 9 shows, one third of the households were mailed six monthly issues of the version of the newsletter with crime statistics insert; one third were mailed six monthly issues of the version of the newsletter without crime statistics; and, one third were not mailed the newsletter.

Post-Test Only Sample. A sample of 303 housing units was selected from the 438 units that were left after the selection of the pre-test sample in 1983. As in the pre-test sample, these households were then randomly assigned to the three experimental conditions.

Table 9

Neighborhood Police Newsletter Experiment Response Rates: Newark

Panel Sample
(Numbers in Parentheses are Percentages of Sample Size)

Condition	Total	Sample Size [1]	Completed Interviews	Refusals	Vacant	Respondent Moved	Maximum Calls	Ineligible, Duplicates	Other[2]	Panel Response Rate[3]
Newsletter with Statistics	181	66	34 (51.5%)	5 (7.6%)	2 (3.0%)	11 (16.7%)	6 (9.1%)	0 (0.0%)	8 (12.1%)	64.1%
Newsletter without Statistics	181	66	44 (66.7%)	3 (4.5%)	2 (3.0%)	11 (16.7%)	3 (4.5%)	0 (0.0%)	3 (4.5%)	83.0%
No Newsletter	181	66	39 (59.1%)	3 (4.5%)	1 (1.5%	6 (9.1%)	4 (6.1%)	1 (1.5%)	12 (18.2%)	76.2%
Total	543	198	117 (59.1%)	11 (5.6%)	5 (2.5%)	28 (14.1%)	13 (6.6%)	1 (0.5%)	23 (11.6%)	71.3%

Post-Test Only Sample
(Numbers in Parentheses are Percentages of Sample Size)

Condition	Total	Desired Sample Size [1]	Completed Interviews	Refusals	Vacant	Maximum Calls	Ineligible, Duplicates	Other[2]	Post-Test Response Rate[4]
Newsletter with Statistics	146	101	58 (57.4%)	15 (14.8%)	0 (0.0%)	9 (8.9%)	0 (0.0%)	6 (5.9%)	67.4%
Newsletter without Statistics	146	101	67 (66.3%)	8 (7.9%)	9 (8.9%)	11 (10.9%)	0 (0.0%)	6 (5.9%)	72.8%
No Newsletter	146	101	56 (55.4%)	11 (10.9%)	17 (13.9%)	13 (12.9%)	1 (1.0%)	3 (3.0%)	67.5%
Total	438	303	181 (59.7%)	32 (10.6%)	41 (13.5%)	33 (10.9%)	1 (0.3%)	15 (4.9%)	69.3%

1. The sample size was based on the assumption that the survey operations would produce completion rates of 66 percent for the panel sample and 75 percent for the post-test only sample.

2. "Other" includes the number of respondents who were in hospital, ill, on vacation, or had a language problem, plus completed interviews which were invalidated during quality control checks and those cases in which the pre-test and post-test interviews could not be matched.

3. "Panel Response Rate" equals Number Completed ÷ (Sample Size - (Number Vacant + Number Respondent Moved Ineligible))

4. "Post-Test Response Rate" equals Number Completed ÷ (Sample Size - Number Vacant)

Survey Results. The Wave 2 interviews for the panel and post-test only samples were conducted in March and April of 1984. Table 9 presents the survey results separately for the panel and post-test only samples. For the panel sample, a total of 117 of the 198 pre-test respondents were succesfully re-interviewed in 1984, an overall panel response rate of 71.3 percent. The remaining 81 cases did not yield completed interviews due to vacant dwelling units, refusals, the pre-test respondent no longer being a member of the household and other reasons.

Table 10 presents the panel completion rates for the total sample and various subgroups. Overall, as the table indicates, 59 percent of the designated panel respondents were reinterviewed in Wave 2. The completion rates varied considerably across subgroups, however. Females were much more likely to be reinterviewed than were males. Age was also related to panel attrition, with older persons more likely to be reinterviewed. Years of residence was inversely related to panel attrition, with short term residents least likely to be reinterviewed.

To better understand the consequences of the panel attrition, Appendix E presents comparisons of mean scores of selected variables for those persons who were successfully reinterviewed at both waves as compared to those from persons who could not be reinterviewed at Wave 2. The results show that of 21 comparisons, none showed differences that were statistically significant. Thus, the panel attrition did not appear to produce substantially different responses to the principal outcome measures being analyzed.

The post-test only sample, interviews were completed in 181 of the 303 designated households, an overall response rate of 69.3 percent. The principal reasons for failure to complete interviews were vacant dwelling

Table 10

Panel Completion Rates of Newsletter Samples: Newark

	% Completed*
Overall (N=198)	59%
Race	
Blacks (N=187)	60%
Whites (N=7)	43%
Other Undetermined (N=4)	50%
Sex	
Males (N=71)	48%
Females (N=125)	66%
Age	
LT 25 years (N=26)	54%
25-49 years (N=106)	53%
GT 49 years (N=63)	73%
Years of Residence	
LT 3 years (N=44)	48%
3-5 years (N=32)	50%
6-9 years (N=24)	71%
GT 9 years (N=95)	66%
Education	
Elementary School (N=23)	65%
Some High School (N=36)	61%
High School Graduate (N=76)	61%
Some College (N=31)	48%
College Graduate (N=27)	59%
Household Income	
LT $5,000 (N=19)	79%
$5,000-$10,000 (N=12)	75%
$10,000-$15,000 (N=17)	47%
$15,000-$20,000 (N=20)	70%
$20,000-$25,000 (N=16)	81%
$25,000-$30,000 (N=6)	83%
Over $30,000 (N=11)	55%
Respondent's English (Interviewer judgment)	
Good (N=165)	62%
Fair or Poor (N=29)	48%
Respondent's Cooperativeness (Interviewer judgment)	
Very (N=148)	65%
Fairly or Not Very (N=45)	44%

* Percent of those persons interviewed during the summer of 1983 who were successfully reinterviewed during the spring of 1984.

Ns in parentheses represent the number of respondents interviewed during the the pre-test in the summer of 1983.

Table 11

Demographic Characteristics of Newsletter Samples: Newark

	Panel Samples N (%)	Post-Only Samples N (%)
Sex		
Males	34 (29.1)	52 (28.7)
Females	83 (48.8)	129 (71.3)
Race		
Blacks	112 (95.7)	181(100.0)
Whites	3 (2.6)	0 (0.0)
Other Undetermined	2 (1.7)	0 (0.0)
Average Age	46.50	42.50
Education		
Elementary School	19 (16.2)	20 (11.0)
Some High School	22 (18.8)	47 (26.0)
High School Graduate	39 (33.3)	69 (38.1)
Some College	25 (21.4)	35 (19.3)
College Graduate	12 (10.2)	10 (5.5)
Own or Rent Home		
Own	56 (47.9)	51 (28.2)
Rent	61 (52.1)	130 (71.8)

units and refusals. The different reasons for non-interview are presented in Table 9.

Table 11 shows selected demographic characteristics of both types of samples. The results indicated that respondents in the panel sample were notably more likely to have been owners and college graduates and were somewhat older than those in the post-only sample. No differences across experimental conditions were statistically significant. Appendix H presents more complete breakdowns by condition.

Measurement

Survey questionnaires were designed to collect information about exposure to the program as well as to measure the effects on each of the dimensions on which the program was hypothesized to have some impact. Appendix F contains a sample of the questionnaire. Appendix G describes in detail the measures used and how they were created. A brief summary of the measures used is presented below.

- o Recalled Program Exposure. Respondents were asked if they had:
  - Heard about a monthly newsletter published by the police specifically for residents of this area, and
  - Seen any issues of the newsletter (after being shown a copy).

Those persons who said they had seen a copy were asked how many issues had been mailed to them and how many they had looked at.

- o Perceived Accuracy of Local Crime Information. To measure the perceived accuracy of the crime information they received, respondents were asked if they thought they got a "true picture" of local crime.

o Fear of Personal Victimization in Area. A composite scale was created combining the responses to four questions which asked about:

- Perceived safety while in area alone,
- Whether there was a place in the area where the respondent was afraid to go,
- Worry about being robbed in the area,
- Worry about being assaulted in the area.

o Worry About Property Crime Victimization in Area. Responses to two questions were combined to produce a measure of concern about local property crime. The questions about the respondents' levels of worry about:

- Burglary and
- Auto theft

In addition to the two scales to measure fear/worry about particular types of crime, respondents who recalled seeing a newsletter were asked whether, because of seeing it, they had become more or less worried about becoming a victim of crime.

o Relative Worry About Property Vis-a-Vis Personal Crime. To measure the extent to which respondents worried more about property crime than about personal crime, a scale was constructed which subtracted the average level worry about personal crimes (robbery and attack) from the average level of worry about property crimes (burglary and theft or damage to automobile). High positive scores indicate much greater relative worry about property crime; high negative scores indicate much greater relative worry about personal crimes. A score of zero indicates equal worry about both types of crimes.

o Perceived Area Personal Crime Problems. To measure perceived personal crime in the area, responses were combined for three questions which asked respondents about their perceptions of the problems of:

- People being attacked or beaten up by strangers in the area,
- People being robbed or having their money, purses or wallets taken,
- Perceived problem of rape or other sexual attacks.

o Perceived Area Property Crime Problems. To measure perceived area property crime, responses were combined for three questions which asked about perceptions of the problems of:

- Burglary in the area,
- Auto vandalism in the area and
- Auto theft in the area.

Respondents who recalled seeing a newsletter with crime statistics were asked whether, because of seeing the crime information, they thought more or less crime was occurring in their area than they had thought before seeing it.

o Perceived Increase in Area Crime. As an indicator of respondents perceptions of local crime trends, they were asked whether they thought that crime in their area had increased or decreased in the past year.

o Perceived Increase in Area Personal Crime. To measure perceptions of local personal crime trends, respondents were asked to indicate the extent to which they thought that increasing personal crime in the area was a problem.

o Perceived Increase in Area Property Crime. As an indicator of perceptions of local property crime trends, respondents were asked to indicate the extent to which they thought that increasing property crime in the area was a problem.

o Attribution of Crime Prevention Responsibility to Residents. To determine the extent to which respondents were willing to take responsibility for crime prevention, they were asked whether they thought the prevention of crime was more the responsibility of residents, more the responsibility of the police or the responsibility of both. The higher the score, the more the responsibility attributed to residents.

o Defensive Behaviors to Avoid Personal Crime. To measure the extent to which respondents take restrictive, defensive precautions to protect themselves against crime, the answers were combined for four questions which asked whether the respondent:

- Goes out with someone else after dark in order to avoid crime,
- Avoids certain areas,
- Avoids certain types of people, and
- Avoids going out after dark.

o Household Crime Prevention Efforts. To measure the household prevention measures which had been taken, the responses to the following questions were combined:

- Have special locks been installed?
- Have outdoor lights been installed?
- Have timers been installed?
- Have special windows or bars been installed?
- Do you ask a neighbor to watch home when away for a day or two?

In addition, respondents who recalled seeing a newsletter were asked whether, because of the newsletter, they had taken--or considered taking--actions to prevent crime.

o Perceived Efficacy of Defensive Behaviors. Respondents were asked to indicate how much safer they thought they could become if they took defensive behaviors (such as avoiding certain places or types of people) to avoid crime.

o Perceived Efficacy of Household Crime Prevention Efforts. Similarly, respondents were asked how much safer they thought their home could be made by undertaking various crime prevention efforts (such as installing special locks, lights or timers) to protect it against victimization. In addition to the two specific questions about personal and property crime, each respondent who recalled seeing a newsletter was asked whether, because of it, they were more or less confident about avoiding crime of any kind.

o Evaluations of Police Service. A scale designed to indicate general attitudes toward police service was created by combining the responses to the following individual items:

- How good a job do the police in the area do at preventing crime?
- How good a job do the police in the area do in helping victims?
- How good a job do the police in the area do in keeping order the street?
- How polite are police in the area in dealing with people?
- How helpful are police in the area in dealing with people?
- How fair are police in the area in dealing with people?

o Satisfaction with Area. To ascertain the extent to which respondents were satisfied with the area in which they lived responses were combined for two questions which asked about:

- Their perception of the extent to which the area had become a better or worse place in the past year, and
- The extent to which they were satisfied with the area as a place to live.

o Assessments of Newsletters. Respondents who said they had seen at least one copy of the newsletter were asked "how interesting" and "how informative" they found it to be. In addition, respondents who said they recalled seeing a copy of the newsletter were asked what they found most informative about it, how it could be made more informative, whether they would like to continue receiving the newsletter and whether they would like to receive local recorded crime information.

Analysis

The effect of the experimental conditions on each dependent variable was tested by means of analysis of covariance, using dichotomous independent "treatment" variables to represent whether each respondent lived in a household which, according to records, was not mailed a newsletter, was mailed a version of the newsletter without crime statistics or was mailed a newsletter containing crime statistics. This analysis permitted the creation of adjusted mean scores at Wave 2, controlling for sex, age, education and race of the respondent as covariates. The use of such adjusted means statistically controls for differences in these characteristics of the treatment groups which may have existed even after random assignment to treatment conditions was carried out. Finally, as

discussed by Cohen & Cohen (1975), the Wave 1 score in the panel sample for each dependent variable was also used as a covariate, producing adjusted means which were "regressed change scores" at Wave 2.

Analyses for both panel and post-test only samples were performed separately for both cities. The panel analysis has the advantage of stronger internal validity due to its repeated measures feature. On the other hand, the post-test only sample has the strength of greater external validity, since it does not suffer from the problems of panel attrition.

The analyses were conducted by comparing the adjusted means of the three experimental conditions on a pairwise basis. Such analyses provide an opportunity to test the relative effectiveness of two models of media impact. By comparing the means of the respondents who lived in households sent no newsleters to those of respondents sent newsletters without crime statistics, it is possible to test the suggestion of the perceived--informativeness model that providing citizens with relevant crime prevention information can produce desirable changes in attitudes and behaviors. The comparison of the means of the respondents who lived in households sent no newsletters to the means of those sent newsletters with crime statistics permits a test of the suggestion of the parallel-process model that a combination of crime prevention information and local crime statistics--which, depending on its content, may be simply more information or somewhat fear arousing--could also produce desirable changes. Comparing the means of the two newsletter groups provides a test of the additional effect contributed by crime statistics beyond that produced by the newsletter alone.

Summary

This evaluation examined the effects of distributing neighborhood police newsletters to residents of Houston and Newark. One program area in each city was selected; within each area residences were randomly assigned to receive:

- Newsletters with crime prevention advice, information about successful efforts to thwart crime and an additional listing of crimes reported in their neighborhood.
- Newsletters exactly like those above but without the listing of crimes, or
- No newsletters.

To measure the differential effects of being assigned to these conditions, two research designs were utilized in each city. In the panel design, certain people (the panel sample) were interviewed before distribution of the newsletters began and again six months later. This design has the advantage of allowing strong statistical controls but, because of panel attrition, is not representative of the area in general. In addition, it is possible that interviewing persons before newsletter distribution began may sensitize the respondents to the experimental treatment. In the post-test only design, certain people were interviewed only once, six months after the distribution began. This design avoids the potential sensitization which pre-testing might cause and does not suffer from panel attrition. It cannot, however, use pre-test scores as statistical controls.

Survey instruments were designed to collect information about each of the following:

- o Recalled Program Exposure,
- o Perceived Accuracy of Local Crime Information,
- o Fear of Personal Victimization in Area,
- o Worry About Property Crime Victimization in Area,
- o Relative Worry About Property Vis-a-Vis Personal Crime,
- o Perceived Area Personal Crime Problems,
- o Perceived Area Property Crime Problems,
- o Perceived Increase in Area Crime,
- o Attribution of Crime Prevention Responsibility to Residents,
- o Defensive Behaviors to Avoid Personal Crime,
- o Household Crime Prevention Efforts,
- o Perceived Efficacy of Defensive Behaviors,
- o Perceived Efficacy of Household Crime Prevention Efforts,
- o Evaluation of Police Service,
- o Satisfaction with Area, and
- o Assessments of the Newsletters.

The data collected for these measures were subjected to analysis of covariance, producing adjusted Wave 2 means controlling for several demographic factors and, for the panel sample members, the value of the measure at the time of the first interview. Means for each experimental condition were compared to each other to provide information about the relative support provided to two models of media impact.

RESULTS

The results of the various analyses are presented, by city, below.

Recalled Program Exposure

Tables 12 and 13 contain results from several questions asked to determine the extent to which respondents recall being exposed to the newsletter. Table 12 shows that, in Houston, between 48 amd 70 percent of the respondents in households send a newsletter said they had heard of such a newsletter; between 45 and 65 percent said they recalled seeing a newsletter after being shown a copy. In both cases, recalled exposure was highest among those who were sent recorded crime data. Only 42 and 32 pecent of those in households sent crime information recall seeing it, in the panel and post-only samples respectively. The average number of issues which respondents said they had examined ranged from about 1.4 to 1.8. Between 12 and 13 percent of respondents in households which were not sent a newsletter indicated they had heard of one; between 10 and 14 percent said they has seen a copy* Table 13 indicates that, in Newark, between 40 and 59 percent of those in households mailed a newsletter said they had heard of them; when shown a copy, between 52 and 68 percent said they remembered

*Although it is possible that some of these respondents were, in fact, exposed to the newsletter, it is at least as likely that they are misreporting that exposure. The "demand characteristics" of the interview setting are such, that a sizable percentage of U.S. citizens say they see television advertisements for liquor and cigarettes although such advertising has been removed from that medium for years.

TABLE 12

Recalled Exposure to Newsletter

Houston Samples

	Total Sample					Those Who Recall Seeing Newsletter		
	Percent Who Recall Hearing of Newsletter	Percent Who Recall Seeing Newsletter	Percent Who Recall Seeing Crime Data	Average Issues Recalled Mailed	Average Issues Recalled Examined	Percent Who Recall Seeing Crime Data	Average Issues Recalled Mailed	Average Issues Recalled Examined
Panel Sample Received:								
Newsletter with Crime Statistics (N=43)	70% (30/43)	65% (28/43)	42% (18/43)	2.14 (N=43)	1.70 (N=43)	67% (18/27)	3.41 (N=27)	2.70 (N=27)
Newsletter without Crime Statistics (N=42)	48% (20/42)	60% (25/42)	17% (7/42)	1.76 (N=42)	1.38 (N=42)	29% (7/24)	3.08 (N=24)	2.42 (N=24)
No Newsletter (N=42)	12% (5/42)	10% (4/42)	0% (0/42)	.10 (N=42)	.02 (N=42)	0% (0/4)	1.00 (N=4)	.50 (N=4)
Post-Only Sample Received:								
Newsletter with Crime Statistics (N=62)	61% (38/62)	61% (38/62)	35% (22/62)	1.81 (N=62)	1.84 (N=62)	59% (22/37)	3.11 (N=36)	2.22 (N=37)
Newsletter without Crime Statistics (N=58)	52% (30/58)	45% (26/58)	7% (4/58)	1.21 (N=58)	1.44 (N=58)	15% (4/26)	2.69 (N=26)	1.77 (N=26)
No Newsletter (N=69)	13% (9/69)	14% (10/69)	0% (4/69)	.12 (N=69)	.09 (N=69)	40% (4/10)	1.33 (N=6)	.60 (N=10)

TABLE 13

Recalled Exposure to Newsletter

Newark Samples

	Total Sample					Those Who Recall Seeing Newsletter		
	Percent Who Recall Hearing of Newsletter	Percent Who Recall Seeing Newsletter	Percent Who Recall Seeing Crime Data	Average Issues Recalled Mailed	Average Issues Recalled Examined	Percent Who Recall Seeing Crime Data	Average Issues Recalled Mailed	Average Issues Recalled Examined
Panel Sample Received:								
Newsletter with Crime Statistics (N=34)	59% (20/34)	68% (23/34)	35% (12/34)	1.91 (N=34)	1.74 (N=34)	44% (12/27)	3.25 (N=27)	2.68 (N=27)
Newsletter without Crime Statistics (N=44)	41% (18/44)	59% (26/44)	7% (3/44)	1.16 (N=44)	1.32 (N=44)	12% (3/26)	3.40 (N=15)	2.23 (N=26)
No Newsletter (N=39)	15% (6/39)	18% (7/39)	0% (0/39)	.26 (N=39)	.36 (N=39)	0% (0/7)	2.50 (N=4)	2.00 (N=7)
Post-Only Sample Received:								
Newsletter with Crime Statistics (N=58)	41% (24/58)	52% (30/58)	22% (13/58)	.93 (N=58)	1.21 (N=58)	45% (13/29)	2.30 (N=20)	2.14 (N=29)
Newsletter without Crime Statistics (N=67)	40% (27/67)	55% (37/67)	7% (5/67)	1.01 (N=67)	1.10 (N=67)	14% (5/35	2.83 (N=24)	2.11 (N=35)
No Newsletter (N=56)	21% (12/56)	21% (12/56)	7% (4/56)	.32 (N=56)	.41 (N=56)	33% (4/12)	2.57 (N=7)	1.92 (N=12)

seeing one. Only 26 and 22 percent of those in households sent recorded crime information recall seeing it, in the panel and post-only samples respectively. The average number of issues examined ranged from 1.1 to 1.7. Between 18 and 21 percent of those in households which were not sent newsletters said they had seen a copy.

Tests of Hypothesized Effects

o Perceived Accuracy of Local Crime Information

Table 14 presents the Wave 2 adjusted proportions of respondents in each condition who thought they got a "true picture" of local crime. No differences among means in Houston were statistically significant in either city. In the Newark panel sample, however, the mean for those in households receiving newsletters without statistics was sufficiently lower than that for those in households sent crime statistics for the difference to be significant at the .05 level.

o Fear and Worry About Crime

As the results in Table 15 indicate, no statistically significant differences between adjusted Wave 2 means were found with respect to the scale, "Fear of Personal Victimization in Area," in either city.

Table 16 indicates the results of the analyses of the scale, "Worry About Property Crime Victimization in Area." The only statistically significant finding was that, in the Houston post-only sample, the group sent crime statistics were more worried than were those who received no newsletter.

TABLE 14

Perceived Accuracy of Crime Information

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	.38 (N=38)	.61 (N=35)	.52 (N=42)
Post-Only	.40 (N=68)	.44 (N=56)	.58 (N=59)
Newark			
Panel	.45 (N=34)	.30 (n+33)	.54 (N=25)
Post-Only	.42 (N=54)	.32 (N=65)	.41 (N=56)

Entries represent proportions who believe they get a true picture of local crime.

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS>	NoS>	NoS<	NoS<
No Newsletter versus Newsletter with Statistics	S>	S>	S>	S<
Newsletter without Statistics versus Newsletter with Statistics	S<	S>	S>*	S>

* < .05

TABLE 15

Fear of Personal Victimization in Area

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	1.53 (N=42)	1.55 (N=41)	1.52 (N=43)
Post-Only	1.52 (N=69)	1.55 (N=58)	1.62 (N=61)
Newark			
Panel	2.01 (N=39)	1.74 (N=42)	1.86 (N=32)
Post-Only	1.89 (N=56)	1.85 (N=65)	1.93 (N=57)

Higher scores indicate higher levels of fear.

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS>	NoS>	NoS<	NoS<
No Newsletter versus Newsletter with Statistics	S<	S>	S<	S>
Newsletter without Statistics versus Newsletter with Statistics	S<	S>	S>	S>

TABLE 16

Worry About Property Crime Victimization in Area

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	2.16 (N=42)	2.12 (N=41)	2.29 (N=43)
Post-Only	1.99 (N=69)	2.14 (N=58)	2.24 (N=61)
Newark			
Panel	2.13 (N=39)	2.09 (N=41)	2.14 (N=31)
Post-Only	2.27 (N=56)	2.15 (N=65)	2.28 (N=57)

3 = Very worried
2 = Somewhat worried
1 = Not worried at all

*Wave 2 means were adjusted for sex, age, education, race, and for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS<	NoS>	NoS<	NoS<
No Newsletter versus Newsletter with Statistics	S>	S>*	S>	S>
Newsletter without Statistics versus Newsletter with Statistics	S>	S>	S>	S>

* $p < .05$

In addition, respondents who said they recalled seeing a copy of the newsletter were asked whether, because of that newsletter, they were more or less worried that they might become a victim of crime. As Table 17 indicates, seven of the eight groups said they had become less worried. The only signficant difference was that Houston panel respondents in households sent crime statistics were significantly more likely to have increased their level of worry because of the newsletter than were respondents who were not sent statistics.

o Relative Worry About Property Vis-aVis Personal Crime

Table 18 shows that no statistically significant differences were found among any groups in either city.

o Perceived Area Crime Problems

The results in Tables 19 and 20 reveal no statistically significant differences among groups with respect to "Perceived Area Personal Crime Problems" or "Perceived Area Property Crime Problems."

To better understand the effect of distributing recorded crime data on perceptions of crime, respondents who recalled receiving such information were asked if, as a result of seeing it, they found that there was more or less crime than they had thought previously. The results in Table 21 indicate that respondents in both Houston samples indicated that they though that crime in the area was somewhat greater than they thought before they received the crime data included in the newsletter. In Newark, perceptions of crime remained the same or increased slightly in the panel and post-only samples respectively.

TABLE 17

Increase in Worry About Victimization Because of Newsletter

Wave 2 Adjusted Means*

(Respondents Who Report Seeing Newsletter)

Site x Sample	Type of Newsletter Received	
	Without Statistics	With Statistics
Houston		
Panel	1.64 (N=20)	2.27* (N=23)
Post-Only	1.90 (N=20)	1.90 (N=28)
Newark		
Panel	1.85 (N=20)	1.91 (N=20)
Post-Only	1.97 (N=29)	1.84 (N=24)

*p < .01

3 = More worried
2 = No difference
1 = Less worried

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

TABLE 18

Relative Worry About Property Vis-a-Vis Personal Crime

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	.43 (N=42)	.43 (N=41)	.64 (N=43)
Post-Only	.29 (N=69)	.39 (N=58)	.48 (N=61)
Newark			
Panel	-.03 (N=39)	.27 (N=42)	.18 (N=32)
Post-Only	.20 (N=56)	.18 (N=65)	.22 (N=57)

+2 = Very worried about property crime, not worried about personal crime
0 = Equal worry about both property and personal crime
-2 = Very worried about personal crime, not worried about property crime

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	=	NoS>	NoS>	NoS<
No Newsletter versus Newsletter with Statistics	S>	S>	S>	S>
Newsletter without Statistics versus Newsletter with Statistics	S>	S>	S<	S>

TABLE 19

Perceived Area Personal Crime Problems

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	1.42 (N=41)	1.49 (N=40)	1.38 (N=41)
Post-Only	1.40 (N=69)	1.43 (N=58)	1.37 (N=61)
Newark			
Panel	1.77 (N=38)	1.62 (N=42)	1.86 (N=31)
Post-Only	1.74 (N=55)	1.76 (N=65)	1.79 (N=57)

3 = Big problem
2 = Some problem
1 = No problem

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS>	NoS>	NoS<	NoS>
No Newsletter versus Newsletter with Statistics	S<	S<	S>	S>
Newsletter without Statistics versus Newsletter with Statistics	S<	S<	S>	S>

TABLE 20

Perceived Area Property Crime Problems

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	2.04 (N=42)	2.07 (N=41)	1.99 (N=43)
Post-Only	1.87 (N=69)	1.89 (N=58)	2.01 (N=61)
Newark			
Panel	2.07 (N=38)	2.02 (N=41)	2.17 (N=32)
Post-Only	2.18 (N=56)	2.02 (N=65)	2.02 (N=57)

3 = Big problem
2 = Some problem
1 = No problem

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS>	NoS>	NoS<	NoS<
No Newsletter versus Newsletter with Statistics	S<	S>	S>	S<
Newsletter without Statistics versus Newsletter with Statistics	S<	S>	S>	=

TABLE 21

Increased Estimate of Extent of Area Crime
Because of Crime Data Provided in Newsletter

(Respondents Who Report Seeing Crime Data)

Site x Sample	Mean
Houston	
Panel	2.28 (N=18)
Post-Only	2.38 (N=20)
Newark	
Panel	2.00 (N=9)
Post-Only	2.10 (N=13)

3 = More than thought before seeing statistics
2 = About the same as thought before
1 = Less than thought before

o Perceived Trends in Area Crime

Table 22 presents Wave 2 adjusted means for the question concerning "Perceived Increase in Area Crime," asking whether respondents thought that crime had increased, decreased or remained the same in the past year. Eleven of the twelve groups indicated that they thought crime had increased slightly in the past year. The only statistically significant differences were found in the Houston panel samples, in which respondents who received newsletters, regardless of whether they contained crime statistics, perceived a greater increase in crime than did those who received no newsletter.

Tables 23 and 24 present the results concerning the extent to which increases in personal and property crime, respectively, were perceived to be a problem. In nine of the twelve samples, increasing property crime was seen to be a bigger problem than increasing personal crime. No statistically significant differences were discovered across groups.

o Attribution of Crime Prevention Responsibility to Residents

Table 25 presents the Wave 2 adjusted means for the question which asked respondents whether crime prevention was more the responsibility of residents or the police. In either out of 12 cases respondents indicated they thought crime prevention was slightly more the responsibility of residents than of police. No statistically significant differences across groups, however, was discovered.

TABLE 22

Perceived Increase in Area Crime

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	1.90 (N=39)	2.21 (N=32)	2.24 (N=38)
Post-Only	2.21 (N=63)	2.12 (N=54)	2.20 (N=57)
Newark			
Panel	2.11 (N=32)	2.02 (N=36)	2.12 (N=28)
Post-Only	2.22 (N=53)	2.31 (N=54)	2.13 (N=54)

Entries indicate that, in the past year, crime in the area was perceived to have:

3 = Increased
2 = Remained about the same
1 = Decreased

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS>*	NoS<	NoS<	NoS>
No Newsletter versus Newsletter with Statistics	S>*	S<	S>	S<
Newsletter without Statistics versus Newsletter with Statistics	S>	S>	S>	S<

*p < .05

TABLE 23

Perceived Increase in Area Personal Crime

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	1.57 (N=42)	1.50 (N=41)	1.73 (N=43)
Post-Only	1.43 (N=68)	1.49 (N=58)	1.53 (N=59)
Newark			
Panel	1.89 (N=37)	1.76 (N=40)	1.95 (N=32)
Post-Only	2.03 (N=52)	1.87 (N=61)	1.87 (N=55)

Entries indicate that increasing personal crime in the area was perceived to be:

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

3 = Big problem
2 = Some problem
1 = No problem

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS<	NoS>	NoS<	NoS<
No Newsletter versus Newsletter with Statistics	S>	S>	S>	S<
Newsletter without Statistics versus Newsletter with Statistics	S>	S>	S>	=

TABLE 24

Perceived Increase in Area Property Crime

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	1.94 (N=41)	1.92 (N=41)	1.72 (N=43)
Post-Only	1.84 (N=68)	1.85 (N=58)	1.79 (N=59)
Newark			
Panel	2.01 (N=35)	1.82 (N=40)	2.10 (N=29)
Post-Only	2.00 (N=52)	1.86 (N=62)	1.90 (N=56)

Entries indicate increasing property crime in the area was perceived to be:

3 = Big problem
2 = Some problem
1 = No problem

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS<	NoS>	NoS<	NoS<
No Newsletter versus Newsletter with Statistics	S<	S<	S>	S<
Newsletter without Statistics versus Newsletter with Statistics	S<	S<	S>	S>

TABLE 25

Attribution of Crime Prevention Responsibility to Residents

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	2.19 (N=42)	2.01 (N=41)	2.09 (N=43)
Post-Only	2.07 (N=69)	1.97 (N=58)	2.04 (N=61)
Newark			
Panel	1.96 (N=39)	2.07 (N=39)	2.01 (N=31)
Post-Only	1.96 (N=56)	1.91 (N=65)	2.11 (N=56)

Entries indicate that the prevention of crime in the area was perceived to be:

3 = More the responsibility of residents
2 = The responsibility of both residents and police
1 = More the responsibility of the police

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS<	NoS<	NoS>	NoS<
No Newsletter versus Newsletter with Statistics	S<	S<	S>	S>
Newsletter without Statistics versus Newsletter with Statistics	S>	S>	S<	S>

o Crime Prevention Efforts

Table 26 presents the Wave 2 adjusted means of the scale used to measure the number of defensive behaviors respondents undertook in an effort to avoid personal crime. No statistically significant differences across groups were found.

Table 27 shows the number of reported efforts taken to prevent crimes against the household. The only statistically significant difference found was that, in the Newark panel sample, respondents in households sent no newsletter were much more likely to have said they had taken steps to prevent household crime than were those sent a newsletter without crime statistics.

Respondents who said they recalled seeing a newsletter were asked if they had taken--or considered taking--steps to prevent crime because of having read the newsletter. Table 28 presents the Wave 2 adjusted means of the efforts reportedly taken; Table 29 presents the adjusted means of efforts reportedly considered. No statistically significant differences were found with respect to either measure.

o Perceived Efficacy of Crime Prevention Efforts

The extent to which respondents indicated they believed that defensive behaviors to avoid personal crime could make them safer is shown in Table 30. Comparable results concerning the perceived efficacy of household crime prevention efforts are presented in Table 31. In allsamples, household crime prevention efforts were perceived to be less effective than defensive behaviors. No statistically significant differences were found across treatment groups however.

TABLE 26

Defensive Behaviors to Avoid Personal Crime

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	0.59 (N=42)	0.55 (N=41)	0.54 (N=43)
Post-Only	0.52 (N=69)	0.54 (N=58)	0.56 (N=61)
Newark			
Panel	0.66 (N=39)	0.63 (N=42)	0.70 (N=32)
Post-Only	0.70 (N=56)	0.71 (N=65)	0.75 (N=57)

Higher scores indicate the undertaking of greater numbers of defensive behaviors.

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS<	NoS>	NoS<	NoS>
No Newsletter versus Newsletter with Statistics	S<	S>	S>	S>
Newsletter without Statistics versus Newsletter with Statistics	S<	S>	S>	S>

TABLE 27

Household Crime Prevention Efforts

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	2.30 (N=42)	2.35 (N=41)	2.72 (N=43)
Post-Only	2.65 (N=69)	2.52 (N=58)	2.56 (N=61)
Newark			
Panel	2.87 (N=39)	1.83 (N=42)	2.18 (N=32)
Post-Only	1.81 (N=56)	1.88 (N=65)	1.93 (N=57)

Higher numbers indicate a greater number of household crime prevention efforts.

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS>	NoS<	NoS<*	NoS>
No Newsletter versus Newsletter with Statistics	S>	S<	S<	S>
Newsletter without Statistics versus Newsletter with Statistics	S>	S>	S>	S>

* $p < .05$

TABLE 28

Crime Prevention Efforts Undertaken Because of Newsletter

Wave 2 Adjusted Means*

(Respondents Who Report Seeing Newsletter)

Site x Sample	Type of Newsletter Received	
	Without Statistics	With Statistics
Houston		
Panel	.32 (N=20)	.64 (N=23)
Post-Only	.52 (N=20)	.45 (N=28)
Newark		
Panel	.50 (N=20)	.31 (N=19)
Post-Only	.51 (N=32)	.53 (N=24)

Entries represent proportions who have undertaken crime prevention efforts

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

TABLE 29

Crime Prevention Efforts Considered Because of Newsletter

Wave 2 Adjusted Means*

(Respondents Who Report Seeing Newsletter)

Site x Sample	Type of Newsletter Received	
	Without Statistics	With Statistics
Houston		
Panel	.39 (N=20)	.45 (N=23)
Post-Only	.27 (N=20)	.35 (N=28)
Newark		
Panel	.28 (N=21)	.38 (N=18)
Post-Only	.37 (N=32)	.25 (N=23)

Entries represent proportions who have considered crime prevention efforts

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

TABLE 30

Perceived Efficacy of Defensive Behaviors

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	2.29 (N=42)	2.39 (N=41)	2.32 (N=43)
Post-Only	2.39 (N=68)	2.37 (N=58)	2.35 (N=60)
Newark			
Panel	2.19 (N=38)	2.18 (N=38)	2.17 (N=31)
Post-Only	2.34 (N=56)	2.16 (N=65)	2.30 (N=57)

Entries indicate that defensive behaviors are perceived to make a person:

3 = A lot safer,
2 = Somewhat safer,
1 = Not much safer at all.

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS>	NoS<	NoS<	NoS<
No Newsletter versus Newsletter with Statistics	S>	S<	S<	S<
Newsletter without Statistics versus Newsletter with Statistics	S<	S<	S<	S>

TABLE 31

Perceived Efficacy of Household Crime Prevention Efforts

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	2.22 (N=42)	2.34 (N=41)	2.22 (N=43)
Post-Only	2.32 (N=69)	2.32 (N=58)	2.20 (N=43)
Newark			
Panel	1.99 (N=37)	2.08 (N=40)	2.16 (N=30)
Post-Only	2.07 (N=56)	2.02 (N=63)	2.22 (N=57)

Entries indicate that household crime prevention efforts are perceived to make a home:

3 = A lot safer,
2 = Somewhat safer,
1 = Not much safer at all.

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS>	=	NoS>	NoS<
No Newsletter versus Newsletter with Statistics	=	S<	S>	S>
Newsletter without Statistics versus Newsletter with Statistics	S<	S<	S>	S>

Table 32 presents the results of asking respondents who recalled having seen a newsletter whether, because of that newsletter, they felt more or less confident of being able to avoid crime. All eight groups reported that they felt more confident; no differences across groups, however, were statistically significant.

o Evaluations of Police Service

Table 33 presents adjusted Wave 2 means for the scale, "Evaluations of Police Service." The only statistically significant difference was in Newark, where the evaluation provided by panel respondents who received newsletters with crime statistics was lower than that given by panel respondents in households sent no newsletters.

o Satisfaction with Area

Table 34 presents the results for all groups concerning "Satisfaction with the Area." As the table reveals, no statistically significant differences were found.

Additional Results

Respondents who recalled seeing a newsletter were asked how informative and interesting they found its content to be. Tables 35 and 36 present the results. As Table 35 indicates, respondents in all conditions found the content to be between "somewhat" and "very" interesting. No significant differences were found. Table 36 presents the results concerning the informativeness of the newsletters, as judged by the respondents. As the table shows, all groups of respondents found the

TABLE 32

Increase in Confidence in Avoiding Crime Because of Newsletter

Wave 2 Adjusted Means*

(Respondents Who Report Seeing Newsletter)

Site x Sample	Type of Newsletter Received	
	Without Statistics	With Statistics
Houston		
Panel	2.71 (N=20)	2.69 (N=23)
Post-Only	2.56 (N=20)	2.75 (N=26)
Newark		
Panel	2.56 (N=20)	2.34 (N=20)
Post-Only	2.59 (N=30)	2.54 (N=24)

3 = More confident
2 = No difference
1 = Less confident

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

TABLE 33

Evaluations of Police Service

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	3.28 (N=41)	3.31 (N=40)	3.43 (N=42)
Post-Only	3.35 (N=69)	3.44 (N=58)	3.24 (N=61)
Newark			
Panel	3.05 (N=36)	2.82 (N=39)	2.66 (N=31)
Post-Only	2.65 (N=54)	2.76 (N=64)	2.80 (N=57)

Higher scorers indicate more favorable evaluations.

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS>	NoS>	NoS<	NoS>
No Newsletter versus Newsletter with Statistics	S>	S<	S<*	S<
Newsletter without Statistics	S>	S<	S<	S>

TABLE 34

Satisfaction With Area

Wave 2 Adjusted Means*

Site x Sample	No Newsletter	Newsletter Without Statistics	Newsletter With Statistics
Houston			
Panel	2.56 (N=42)	2.51 (N=41)	2.46 (N=43)
Post-Only	2.61 (N=69)	2.59 (N=58)	2.57 (N=61)
Newark			
Panel	2.25 (N=39)	2.40 (N=42)	2.23 (N=32)
Post-Only	2.13 (N=56)	2.18 (N=65)	2.11 (N=57)

Higher scores indicate higher levels of satisfaction.

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

Direction and Statistical Significance of Paired Comparisons

	Samples			
	Houston		Newark	
Comparison	Panel	Post-Only	Panel	Post-Only
No Newsletter versus Newsletter without Statistics	NoS<	NoS<	NoS>	NoS>
No Newsletter versus Newsletter with Statistics	S<	S<	S<	S<
Newsletter without Statistics versus Newsletter with Statistics	S<	S<	S<	S<

TABLE 35

Ratings of Interestingness of Newsletter

Wave 2 Adjusted Means*

(Respondents Who Report Seeing Newsletter)

Site x Sample	Type of Newsletter Received	
	Without Statistics	With Statistics
Houston		
Panel	2.65 (N=20)	2.51 (N=23)
Post-Only	2.51 (N=20)	2.53 (N=28)
Newark		
Panel	2.43 (N=19)	2.33 (N=20)
Post-Only	2.54 (N=31)	2.73 (N=24)

3 = Very interesting
2 = Somewhat interesting
1 = Not at all interesting

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

TABLE 36

Ratings of Informativeness of Newsletter

Wave 2 Adjusted Means*

(Respondents Who Report Seeing Newsletter)

Site x Sample	Type of Newsletter Received	
	Without Statistics	With Statistics
Houston		
Panel	2.60 (N=20)	2.46 (N=23)
Post-Only	2.35 (N=20)	2.71* (N=28)
Newark		
Panel	2.45 (N=18)	2.37 (N=19)
Post-Only	2.62 (N=30)	2.55 (N=24)

*$p < .05$

3 = Very informative
2 = Somewhat informative
1 = Not at all informative

*Wave 2 means were adjusted for sex, age, education, race and, for panel sample members, the Wave 1 score of the respondent.

newsletter to be between "somewhat" and "very" informative. The only statistically significant difference was that post-only Houston respondents in households which were sent newsletters with recorded crime data gave a significantly higher rating than did those in households receiving newsletters without crime data.

To provide a better understanding of respondents' reactions to the newsletter, those who recalled seeing a newsletter were asked what they found most informative about it. Summaries of the results obtained in Houston and Newark are provided in Tables 37 and 38 respectively. The most frequently mentioned response given by Houston respondents in households sent the newsletter with crime statistics was that crime information was the most informative aspect of the newsletter's content. Only one person in the other newsletter condition mentioned this. Table 38 indicates no such differences in Newark.

Tables 39 and 40 present the suggestions made by respondents in households sent newsletters about how the newsletters could be made more informative. No clear differences across groups emerge.

Table 41 contains the responses to questions asking whether respondents wanted to continue receiving the newsletter. The results indicate that from 85 to 100 percent said they did want to continue doing so.

Table 42 indicates how many respondents said they would like to receive local crime statistics--whether they had done so or not. The results indicate that at least 85 percent in all conditions said they would like such information.

TABLE 37

Houston Responses to "What, if anything, did you find most informative about the newsletter?"

(Respondents Who Report Seeing Newsletter)

Comment	Received Newsletter Without Statistics	Received Newsletter With Statistics	Total
Crime Information	1 (1.8%)	23 (34.8%)	24 (19.7%)
Self-Protection Advice	7 (12.5%)	7 (10.6%)	14 (11.5%)
Property Protection Advice	9 (16.1%)	7 (10.6%)	16 (13.1%)
Neighborhood Information	1 (1.8%)	2 (3.0%)	3 (2.5%)
Emergency Numbers	8 (19.3%)	3 (4.5%)	11 (9.0%)
All of It	1 (1.8%)	7 (10.6%)	8 (6.6%)
Other	28 (50.0%)	11 (16.7%)	39 (32.0%)
Nothing/Don't Know	1 (1.8%)	4 (6.1%)	5 (4.1%)
Total	56 (100.0%)	66 (100.0%)	122 (100.0%)

TABLE 38

Newark Responses to "What, if anything, did you find most informative about the newsletter?"

(Respondents Who Report Seeing Newsletter)

Comment	Received Newsletter Without Statistics	Received Newsletter With Statistics	Total
Crime Information	5 (8.8%)	5 (10.0%)	10 (9.3%)
Self-Protection Advice	3 (5.3%)	3 (6.0%)	6 (5.6%)
Property Protection Advice	8 (14.0%)	9 (18.0%)	17 (15.9%)
Neighborhood Information	2 (3.5%)	2 (4.0%)	4 (3.7%)
Emergency Numbers	1 (1.8%)	1 (2.0%)	2 (1.9%)
All of It	2 (3.5%)	0 (0.0%)	2 (1.9%)
Other	23 (40.4%)	18 (36.0%)	41 (38.3%)
Nothing/Don't Know	13 (22.8%)	12 (24.0%)	25 (23.3%)
Total	57 (100.0%)	50 (100.0%)	107 (100.0%)

TABLE 39

Houston Responses to "How could the newsletter be made more informative?"

(Respondents Who Report Seeing Newsletter)

Comment	Received Newsletter Without Statistics	Received Newsletter With Statistics	Total
More Information About Crime or Criminals	2 (4.9%)	9 (13.6%)	11 (10.3%)
More Self-Protection Advice	1 (2.4%)	3 (4.5%)	4 (3.7%)
More Property Protection Advice	1 (2.4%)	4 (6.1%)	5 (4.7%)
More Information About Police Activities	1 (2.4%)	2 (3.0%)	3 (2.8%)
More Information About Area	2 (4.9%)	4 (6.1%)	6 (5.6%)
More Frequent/Longer/ Broader Circulation	3 (7.3%)	4 (6.1%)	7 (6.5%)
Good As Is	14 (34.1%)	9 (13.6%)	23 (21.5%)
Other	8 (19.5%)	14 (21.2%)	22 (20.6%)
Don't Know	9 (22.0%)	17 (25.8%)	26 (24.3%)
Total	46 (100.0%)	66 (100.0%)	107 (100.0%)

TABLE 40

Newark Responses to "How could the newsletter be made more informative?"

(Respondents Who Report Seeing Newsletter)

Comment	Received Newsletter Without Statistics	Received Newsletter With Statistics	Total
More Information About Crime or Criminals	3 (4.8%)	4 (7.8%)	7 (6.1%)
More Self-Protection Advice	2 (3.2%)	1 (2.0%)	3 (2.6%)
More Property Protection Advice	3 (4.8%)	2 (3.9%)	5 (4.4%)
More Information About Police Activities	1 (1.6%)	3 (5.9%)	4 (3.6%)
More Information About Area	2 (3.2%)	3 (5.9%)	5 (4.4%)
More Frequent/Longer/ Broader Circulation	5 (7.9%)	6 (11.8%)	11 (9.6%)
More Resident Involvement	5 (7.9%)	3 (5.9%)	8 (7.0%)
Good As Is	3 (4.8%)	6 (11.8%)	9 (7.9%)
Other	24 (38.1%)	14 (27.5%)	38 (33.3%)
Don't Know	15 (23.8%)	9 (17.6%)	24 (21.1%)
Total	63 (100.0%)	51 (100.0%)	114 (100.0%)

TABLE 41

Percent of Respondents Who Wanted to Continue Receiving Newsletters

Wave 2 Unadjusted Means

(Respondents Who Report Seeing Newsletter)

Site x Sample	Type of Newsletter Received	
	Without Statistics	With Statistics
Houston		
Panel	100% (N=24)	89% (N=33)
Post-Only	85% (N=26)	100% (N=33)
Newark		
Panel	92% (N=24)	100% (N=22)
Post-Only	97% (N=37)	97% (N=29)

TABLE 42

Percent of Respondents Who Want to Receive Local Crime Statistics

Wave 2 Unadjusted Means

(Respondents Who Report Seeing Newsletter)

Site x Sample	Type of Newsletter Received	
	Without Statistics	With Statistics
Houston		
Panel	85% (N=20)	91% (N=21)
Post-Only	95% (N=20)	100% (N=27)
Newark		
Panel	91% (N=19)	100% (N=17)
Post-Only	100% (N=29)	92% (N=24)

Summary

- Perceived Program Awareness

From 45 to 65 percent of the Houston respondents in households sent newsletters recalled seeing one when shown a copy. In Newark, 52 to 69 percent recalled seeing one. Although five and six copies of the newsletter were distributed in Houston and Newark respectively, respondents reported looking at an average of only 1.4 to 1.8 issues in Houston and 1.1 to 1.7 issues in Newark. Only 32 to 42 percent of Houston respondents sent recorded crime information recalled having seeing it; in Newark, from 22 to 26 percent recalled it.

- Measurement of Hypothesized Effects

Although a total of 208 pairs of means were analyzed, only seven of those pairs proved to be sufficiently different to achieve the .05 level of statistical significance.

In the Houston panel samples:

- o Respondents in households sent newsletters without crime statistics perceived a significantly greater increase in area crime than did respondents send no newsletters,
- o Respondents in households sent newsletters with crime statistics also perceived a significantly greater increase in area crime trhan did those sent no newsletter, and
- o Respondents sent newsletters with crime statistics were significantly more likely to say they had increased levels of woprry about being a victim because of reading the newsletter than did those sent the version without such statistics.

In the Houston post-only samples:

- o Respondents in households sent newsletters with crime statistics expressed significantly higher levels of worry about property crime victimization in the area than did those sent no newsletters.

In the Newark panel samples:

- Respondents in households sent newsletters without crime statistics undertook significantly fewer actions to protect their home against crime than did those sent no newsletter,
- Respondents sent newsletters with statistics gave a significantly less positive evaluation of police service in the area than did those sent no newsletter, and
- Respondents sent newsletters with crime statistics perceived their local crime information to be significantly more accurate than did those sent the newsletter without such statistics.

With such a large number of comparisons this small number of statistically significant findings is remarkable in itself. Furthermore, these few significant differences suggested no interpretable patterns. Such a paucity of significant results, and the absence of consistency among them, can lend no support to the hypotheses tested by this evaluation.

- Assessments of the Newsletter. Residents who recalled examining newsletters indicated they found them to be interesting and informative. Over 85 percent of respondents in all conditions wanted to continue receiving the newsletters; similarly, over 85 percent in all conditions wanted to receive local crime statistics.

SUMMARY AND CONCLUSIONS

Introduction

Recent research, much of it funded by the National Institute of Justice, has revealed that fear of crime has become a major problem in our society. Other research has revealed that this fear often derives from concern about various "signs of crime" than from direct or indirect experience with crime. For example, neighborhoods which suffer from such physical and social disorder as vandalism, loitering and public drinking or gambling convey the feeling of having been abandoned. As a result, law-abiding residents and merchants begin to flee. Houses and shops become vacant, making them vulnerable to more vandalism and social disorder. Those who choose to remain--or are unable to leave--look upon the streets with detachment, responding to the apparent lack of concern revealed by the neglect and disorder around them. An insidious cycle leads from fear of crime to crime to even more fear.

We have known this for some time--but little has been done about it. In 1982, however, N.I.J. decided to fund evaluations of well-designed experiments in Houston and Newark to determine the most effective ways that police, working with citizens, can dismantle the cycle of fear. Through a competitive bidding process, the Police Foundation was awarded a grant to plan and conduct the evaluations of those experiments.

In each city, task forces were assembled to determine the most appropriate programs to be tested, given the local circumstances. In both cities, the programs agreed upon included door-to-door police visits, as

well as police community offices and newsletters. In Houston, the effectiveness of community organizing by police officers and a program to serve victims were also tested. In Newark, the police, working with other agencies, were to develop recreational alternatives to street corner loitering and to clean up deteriorated areas and buildings.

All of these strategies were to be implemented under the direction of a fear reduction task force and evaluated by the Police Foundation using the most vigorous research designs possible.

Police Community Newsletters: Rationale and Hypothesis

Most media attempts to change crime prevention behaviors have been unsuccessful. Recent analysis of those efforts and others seeking to alter risk-avoidance activities has suggested that, in order to be effective, media campaigns have to be either very informative and relevant to the audience, somewhat frightening or both. A recent quasi-experimental study suggested that neighborhood police newsletters-- especially those that contain local recorded crime data--could increase desirable crime prevention behaviors without notably increasing the fear of crime. Task forces of the Houston and Newark police departments decided to test such newsletters in experiments to determine if distributing them could accomplish the following goals:

- Increase perceptions of area crime problems without increasing the fear of crime,
- Increase the relative worry about property versus personal crimes,
- Increase the attribution of responsibility for crime prevention to residents, as opposed to police,

- Increase the installation of household crime prevention devices, without increasing the tendency to withdraw from all risks,
- Improve the evaluation of police services, and
- Improve satisfaction with the area.

The Newsletters

Neighborhood police newsletters were produced and mailed by both the Houston and the Newark police departments. The Houston newsletter, entitled "Community Policing Exchange," was mailed in November and December of 1983 and January, February and March of 1984. The Newark newsletter, "Act 1," was mailed from October 1983 through March 1984. Each newsletter contained a combination of crime prevention advice, stories about successful crime prevention, local neighborhood information and various other articles. In each city, inserts containing local crime information were added to a random set of newsletters.

The Evaluation

This evaluation examined the effects of mailing neighborhood police newsletters to residents of Houston and Newark. One program area in each city was selected; within each area residences were randomly assigned to receive:

- Newsletters with crime prevention advice, information about successful efforts to thwart crime and an additional listing of crimes reported in their neighborhood,
- Newsletters exactly like those above but without the listing of crimes, or
- No newsletters.

To measure the differential effects of being assigned to these conditions, two research designs were utilized. In the panel design, certain people (the panel sample) were interviewed before distribution of the newsletters began and again six months later. This design has the advantage of allowing strong statistical controls but, because of panel attrition, is not representative of the area in general. In addition, it is possible that interviewing persons before newsletter distribution began may sensitize the respondents to the experimental treatment. In the post-test only design, certain people were interviewed only once, six months after the distribution began. This design avoids the potential sensitization which pre-testing might cause and does not suffer from panel attrition. It cannot, however, use pre-test scores as statistical controls.

Survey instruments were designed to collect information about each of the following:

- Recalled Program Exposure,
- Perceived Accuracy of Local Crime Information,
- Fear of Personal Victimization in Area,
- Worry About Property Crime Victimization in Area,
- Relative Worry About Property Vis-a-Vis Personal Crime,
- Perceived Area Personal Crime Problems,
- Perceived Area Property Crime Problems,
- Perceived Increase in Area Crime,
- Attribution of Crime Prevention Responsibility to Residents,
- Defensive Behaviors to Avoid Personal Crime,
- Household Crime Prevention Efforts,
- Perceived Efficacy of Defensive Behaviors,
- Perceived Efficacy of Household Crime Prevention Efforts,
- Evaluation of Police Service,
- Satisfaction with Area, and
- Assessments of the Newsletters.

The data collected for these measures were subjected to analysis of covariance, producing adjusted Wave 2 means controlling for several

demographic factors and, for the panel sample members, the value of the measure at the time of the first interview. Means for each experimental condition were compared to each other to provide information about the relative support provided to two models of media impact.

Summary

- Perceived Program Awareness

From 45 to 65 percent of the Houston respondents in households sent newsletters recalled seeing one when shown a copy. In Newark, 52 to 69 percent recalled seeing one. Although five and six copies of the newsletter were distributed in Houston and Newark respectively, respondents reported looking at an average of only 1.4 to 1.8 issues in Houston and 1.1 to 1.7 issues in Newark. Only 32 to 42 percent of Houston respondents sent recorded crime information recalled having seen it; in Newark, from 22 to 26 percent recalled it.

- Measurement of Hypothesized Effects

Although a total of 208 pairs of means were analyzed, only seven of those pairs proved to be sufficiently different to achieve the .05 level of statistical significance. In the Houston panel samples:

- Respondents in households sent newsletters without crime statistics perceived a significantly greater increase in area crime than did respondents sent no newsletters,
- Respondents in households sent newsletters with crime statistics also perceived a significantly greater increase in area crime than did those sent no newsletter, and
- Respondents sent newsletters with crime statistics were significantly more likely to say they had increased levels of worry about being a victim because of reading the newsletter than did those sent the version without such statistics.

In the Houston post-only samples:

- Respondents in households sent newsletters with crime statistics expressed significantly higher levels of worry about property crime victimization in the area than did those sent no letters.

In the Newark panel samples:

- Respondents in households sent newsletters without crime statistics undertook significantly fewer actions to protect their home against crime than did those sent no newsletter,
- Respondents sent newsletters with statistics gave a significantly less positive evaluation of police service in the area than did those sent no newsletter, and
- Respondents sent newsletters with crime statistics perceived their local crime information to be significantly more accurate than did those sent the newsletter without such statistics.

Such a paucity of significant results, and the absence of consistency in them, can lend no support to either the perceived-informativeness model or the parallel-process model of media impact.

o Assessments of the Newsletter. Residents who recalled examining newsletters indicated they found them to be interesting and informative. Over 85 percent of respondents in all conditions wanted to continue receiving the newsletters; similarly, over 85 percent in all conditons wanted to receive local crime statistics.

Conclusions

The Houston and Newark police community newsletters, although successfully implemented as planned for six months, were generally unsuccessful in achieving the hypothesized outcomes. There could be at least four possible explanations for the failure to find the expected results:

1. The measurement of program effects might have been inadequate.
2. The program might not have operationalized the theory appropriately.
3. The strength or length of implementation could have been too limited to allow for effects to have been achieved.
4. The models being tested could be wrong.

It is necessary to consider each of these possible explanations in order to put these findings in perspective.

Measurement of program effects could have affected the results in several ways: the size of the samples selected could have been too small to show significant effects, the sampling procedures could have provided biased results, or the measurement and analysis procedures could have been invalid. In all cases, these potential problems appear incapable of explaining the failure to support the theory. With regard to sample size, the samples selected, although constrained by a finite budget, were chosen in order to be more than adequate to allow for proper analytical techniques to be applied. Furthermore, although this study, as any other, would have benefited from larger sample sizes, the trends demonstrated by these data were not consistent enough to have supported the theory which prompted it, no matter how large the samples might have been. The sampling procedures were based on accepted sampling principles and were carried out with considerable, documented, success. Sophisticated measurement and analysis

techniques were utilized in order to maximize the reliability and validity of the results.

The second possible explanation, that the program might not have operationalized the models appropriately, deserves closer investigation. The newsletters tested were based on the same principles as, and were in most respects similar to, the newsletter in Evanston, IL, whose evaluation provided suggestive evidence that the delivery of newsletters with local crime statistics could increase crime prevention efforts without increasing fear. To that extent, they appear to have implemented the models correctly. However, the fact that the Houston and Newark newsletters failed to reinforce the findings in Evanston suggests that further comparisons of the differences in operationalization be made.

Three aspects of the operationalization of the theory--the characteristics of the persons to whom the newsletters were distributed, the method of distribution and the selection of persons to be interviewed--may have contributed to the differences. In Evanston, nearly all adult residents had graduated from high school, the majority having also graduated from college; about one in four even had a masters degree. In contrast to this highly educated resident population, one-fourth of the respondents in the Houston program area had not graduated from high school and only about ten percent had graduated from college. Similarly, in the Newark program area, over one-third of the respondents were not high school graduates and only 14 percent had graduated from college. There is evidence to suggest that the more education a person has received the more likely that person is to acquire information by means of books and newspapers (Bogart, 1981).

Thus, the relatively limited education levels of the Houston and Newark audiences could well have affected the willingness or ability of the recipients to read and comprehend the newsletter--especially the relatively complicated recorded crime data. Such an interpretation is supported by the fact that recalled awareness of the newsletters was generally highest among Houston and Newark respondents who had gone beyond high school and lowest among those with less than a high school degree (See Appendix I). These results suggest that, in order to reach residents with limited education, special efforts may be necessary to make the information more readily understandable. Alternatively, newsletters may simply be an inappropriate medium for that group.

Another difference in operationalization, the method of dissemination of the newsletters, is also worthy of examination. In Evanston, newsletters were, in most cases, hand-delivered to residents by local community groups. In Houston and Newark, on the other hand, copies were mailed to a randomly selected subset of addresses in the program area. Each of these approahces has advantages and disadvantages. Delivering newsletters through existing community groups can take advantage of existing social networks as well as the added credibility which association with such groups might bring, especially when, as in Evanston, the newsletter is co-authored by the police and the community groups. On the other hand, such a distribution system presupposes the existence of such a community organization and, therefore, precludes its use in neighborhoods where such organizations do not already exist.

There were also differences in the types of sampling procedures among the three studies which could have affected the results. In Evanston, those interviewed were the self-identified heads of the households. In Houston and Newark, those interviewed were randomly selected adult members of the household. Each of these approaches has benefits and costs associated with it. The Evanston method probably increased the chances of interviewing a person who had seen or read a copy of the newsletter. Such an approach, however, underrepresents all others in the household who do not proclaim themselves to be "heads." The Houston and Newark approach, on the other hand, provides a good test of the general effectiveness of distributing newsletters to households without focusing on the effects on the most mature and responsible members.

The third possible explanation for the failure to find the expected results is the brevity or weakness of program implementation. This appears to be plausible. It is not unlikely that, had the newsletters been distributed for a longer time, a greater level of awareness could have been achieved. It also must be reiterated that the evaluation was of the effectiveness of distributing newsletters to households, in which representative household members were interviewed. Such an approach has the advantage of being more practical than distributing newsletters to particular individuals, but is necessarily weaker in the effects it can demonstrate.

Finally, it is clearly premature to pronounce judgment on the validity of the models underlying the Houston and Newark newsletters. No conclusive evidence was found to support either the perceived-informativeness model or the parallel-process model. No clear disconfirmatory evidence was produced either. More research is necessary before reaching any conclusions.

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