

# COMMUNICATING YOUR MESSAGE: HOW TO MARKET BJA-FUNDED PROGRAMS AND DELIVER CONTENT

## INTRODUCTION

Developed by the Bureau of Justice Assistance (BJA) Communications Team, this document provides guidance to training and technical assistance (TTA) providers and other grantees to ensure that any content they develop and market using BJA funding is so identified. It also ensures that departmentwide communication and outreach strategies are aligned across BJA program areas, grantees, partners, and TTA providers.

The strategy is to focus on identifying content that provides a clear snapshot of who BJA is, the specific role it plays within the criminal justice system, and the audiences it supports. This guidance aims to define BJA's communication and outreach strategies, build awareness for BJA programs and initiatives, and make it easier for BJA's users to discover, access, and engage with information.

This strategy is intended as a roadmap to guide the reader and BJA in developing outreach and delivering content.

## WHO WE ARE

The Bureau of Justice Assistance (BJA) was created in 1984 to reduce violent crime, create safer communities, and reform our Nation's criminal justice system.

BJA strengthens the Nation's criminal justice system and helps America's state, local, and tribal jurisdictions reduce and prevent crime, reduce recidivism, and promote a fair and safe criminal justice system. BJA focuses its programmatic and policy efforts on providing a wide range of resources, including training and technical assistance, to law enforcement, courts, corrections, treatment, reentry, justice information sharing, and community-based partners to address chronic and emerging criminal justice challenges nationwide.

BJA is a component of the Office of Justice Programs (OJP), U.S. Department of Justice (DOJ) and specializes in criminal justice information sharing, program development, and resource delivery in the program areas of crime prevention, courts and adjudication, law enforcement, corrections, forensic science, and drug crime and abuse. These program areas represent key divisions operating under BJA that offer unique programs and initiatives for state, local, tribal, and territorial governments. Each program area plays a critical role in furthering BJA's mission, and all serve as the primary audience segments BJA aims to reach and engage with.

## HOW BJA SUPPORTS THE FIELD

BJA provides a wide variety of support to:

- Fund – Invest in diverse funding streams to accomplish goals.
- Educate – Research, develop, and deliver what works.
- Equip – Create tools and products to build capacity and improve outcomes.
- Partner – Consult, connect, and convene.

## BUREAU COMMUNICATION OBJECTIVES

The BJA Communications Team's objectives are:

- On a national scale, expand awareness of BJA's key program areas, products, initiatives, and available training and technical assistance opportunities among existing stakeholders as well as new users and communities who might not be aware of BJA but could benefit from its resources and information.
- To increase user engagement with key BJA program areas and offerings, funding opportunities, and initiatives.
- To enhance information delivery about key BJA program areas across digital platforms to provide a better user experience.
- To advance work that promotes civil rights, increases access to justice, supports crime victims, protects the public from crime and evolving threats, and builds trust between law enforcement and the community.

## HOW BJA REACHES AUDIENCES

- Develop targeted awareness goals for BJA's key program areas.
- Develop marketing campaigns that encourage target audiences to access and engage with BJA content.
- Leverage multimedia communications channels to amplify BJA's impact in the field (i.e., podcasting, blogs, videos, professional journals and associations, partner newsletters and distribution lists, social media, etc.).
- Identify organic and paid opportunities (i.e., Google AdWords, display advertising opportunities, professional journals and publications, and paid social media) to drive more traffic to BJA's website.

## TARGET AUDIENCES

BJA's target audiences include federal, state, local, and tribal governments; national and local criminal justice organizations; primary and secondary school systems, and departments of higher education; the general public; behavioral health treatment provider organizations as well as other professional organizations interested in criminal justice.

BJA, along with TTA providers and grantees, may support more specific target audiences different from those outlined above. These audiences would be identified based on need and through discussion with BJA's program managers.

## **COMMUNICATING YOUR MESSAGE**

### **Guidelines when Distributing Information on BJA Funded Programs**

BJA will lead all marketing efforts that raise awareness for BJA-funded programs, meaning that a user's journey to obtain BJA program information should either start on a BJA platform (i.e. bja.ojp.gov) or should be directed to a BJA platform at some point in their research process.

It is critical that training and technical assistance partners advance communications strategies that give BJA adequate time to comment and contribute to all public communication regarding the work being performed under the provider's BJA cooperative agreement.

All written and digital communications must be dated, updated and refreshed, or destroyed/deleted to ensure information being conveyed is timely, accurate, and based on the best evidence and current BJA policy and practice.

One must ensure that all written and digital communications were developed by first scanning current and past DOJ efforts in this subject matter. There is to be no duplication of effort in DOJ communications activities. Rather, communications should strive to enhance, support, emphasize existing work and/or bring new knowledge to the field.

Integrate the following guidelines into your messaging as you begin to distribute information to your users across various digital platforms:

- Send Users to BJA's Website Often and Regularly
  - Include links to bja.ojp.gov when referencing programs
  - Incorporate BJA's logo when appropriate, such as websites, graphics, and publications that are supported by BJA.(Grantees and TTA providers must obtain BJA approval prior to including the BJA logo.)
  - BJA should always be the first reference.
- BJA Style Guide – follow the [BJA Style Guide](#).
- BJA Social Media Guidelines –
  - Tag BJA on Twitter and Facebook using @DOJBJA.
  - Link to specific programs and information on bja.ojp.gov.
  - Include the following BJA hashtags, as appropriate, to amplify user engagement:
    - #BJAFunding, #BJAEvents, #BJANews, #MedalOfValor, #BadgeOfBravery
- BJA Email Guidelines –
  - Link to bja.ojp.gov within emails to ensure users can access relevant and current resources from BJA.

## CONNECT WITH US

Social media and multimedia outlets are great ways for grantees, partners, TTA providers, and local jurisdictions to stay connected and receive the latest news and information from BJA. The Communications Team encourages all users to engage with BJA through its various channels, including Facebook, Twitter, and email.

When sending emails, reference to BJA channels should be shared as follows:

- [Subscribe](#) to receive NewsFromBJA for news and information about new funding opportunities, tools and resources, and BJA programs and initiatives.  
(BJA's email subscription url: <https://bja.ojp.gov/subscribe-newsfrombjaj>)
- Text to Subscribe: Text OJP [your email address] to 468-311.  
(Message and data rates may apply)
- Like [BJA on Facebook](#) to learn about funding, initiatives, and more.  
(BJA's Facebook handle: @DOBJBA)
- Follow [BJA on Twitter](#) to stay current with the latest news and events.  
(BJA's Twitter handle: @DOBJBA)
- Subscribe to the [BJA YouTube channel](#) to watch videos from BJA.  
(BJA's YouTube page: <https://www.youtube.com/dojbja>)
- Learn about [BJA Programs](#) or [contact us for](#) additional information.  
(<https://bja.ojp.gov/contact-us>)

For specific information about the BJA program you support, please contact your BJA program manager. For more BJA contact information, visit [Contact Us | Bureau of Justice Assistance \(ojp.gov\)](#).

## SECTION 508 COMPLIANCE

### Compliance with Section 508 of the Rehabilitation Act of 1973 (Section 508)

TTA providers and grantees creating documents and publications funded by BJA must submit them in a format that complies with Section 508 of the Rehabilitation Act of 1973. By adhering to its accessibility requirements, you are providing a document that allows individuals with disabilities to gain access to information in a way comparable to their peers without disabilities. Guidance on how to create documents that meet these requirements can be found at [Section508.gov](#). See, in particular, instructions to [Create Accessible Digital Products](#).

## PUBLICATION AND VIDEO DEVELOPMENT GUIDANCE

### Manuscript Submission Guidelines for BJA Publications

When submitting a BJA-funded manuscript that will be published by either BJA or the author, the author should adhere to the following guidelines. Please note that all content will be reviewed and edited by a BJA editor.

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- Create content with Section 508 compliance in mind.
- Submit the manuscript using the latest version of Microsoft Word.
- All pages must be double-spaced (including notes and references) using 12-point Calibri (or similar) font. Please use a 1-inch margin on all sides.
- Follow the BJA Style Guide. If something is not listed there, then refer to the GPO Style Guide at [U.S. Government Publishing Office Style Manual - Content Details - GPO-STYLEMANUAL-2016 \(govinfo.gov\)](https://www.govinfo.gov/content/pkg/gpom-2016/pdf).
- The main document should include the (1) title, (2) abstract, if applicable (3) keywords, if applicable (4) text, (5) acknowledgements, if applicable, (6) endnotes, if applicable, (7) references, if applicable, (8) bibliography, if applicable, (9) appendixes, if applicable, (10) tables and table captions, if applicable, and (11) figure captions, if applicable.
- **Provide figure files as separate files; do not include them in the main document.** Figures such as line graphs, bar charts, and pie charts should be created in Microsoft Excel or Adobe Illustrator. Note:
  - **Do not** ungroup figures, because doing so will remove data or outline text.
  - Provide Excel files with the data for graphs and charts. This is necessary if any adjustments to colors or image quality is needed.
- Put end content, if applicable, in the following order: endnotes, reference list, bibliography, and appendices. Endnotes and references should follow the Chicago Manual of Style (see also the section on "Endnotes and References" in the *BJA Style Guide*).
- If images are included, please provide them in high resolution (300 dpi, at 100% of final size or larger) and provide the caption (if needed), copyright information (photographer/artist name and company. Example: John Doe/Shutterstock.com), and signed photo releases if needed. Provide the files as jpg or tiff.
- The BJA logo should appear on the cover.
- Include notice of the grant or cooperative agreement on the inside cover as follows:

Example: This project was supported by Grant No. XXXX-XX-XX-XXXX (or Cooperative Agreement No.) awarded by the Bureau of Justice Assistance. The Bureau of Justice Assistance is a component of the Office of Justice Programs, which also includes the Bureau of Justice Statistics; the National Institute of Justice; the Office of Juvenile Justice and Delinquency Prevention; the Office for Victims of Crime; and the Office of Sex Offender Sentencing, Monitoring, Apprehending, Registering, and Tracking. Points of view or opinions in this document are those of the author and do not represent the official position or policies of the U.S. Department of Justice.

- Create publications using the approved BJA color palette. (link to BJA Branding guidelines)
  - BJA Logo – Pantone 534 C and Pantone 7546 C
  - Color Palette – Pantone 7546 C, Pantone 605 C, and Pantone 663 C
- Develop graphics and charts using the approved BJA color palette and fonts. If not, then provide Excel files with the data. Adobe Illustrator files are also acceptable. In addition:
  - Provide files for any icons or graphics as vector graphics (Adobe Illustrator preferred).
  - Provide any copyright information for images/graphics used (if necessary).

- An About BJA section with the following information should be included. All URLs should be hyperlinked:

BJA strengthens the Nation's criminal justice system and helps America's state, local, and tribal jurisdictions reduce and prevent crime, reduce recidivism, and promote a fair and safe criminal justice system. BJA focuses its programmatic and policy efforts on providing a wide range of resources, including training and technical assistance, to law enforcement, courts, corrections, treatment, reentry, justice information sharing, and community-based partners to address chronic and emerging criminal justice challenges nationwide. To learn more about BJA, visit <https://bja.ojp.gov>, or follow us on Facebook (<https://www.facebook.com/DOJBJA/>) and Twitter (@DOJBJA). BJA is part of the Department of Justice's Office of Justice Programs.
- All publications **must** be converted into a 508-compliant pdf prior to posting to websites.

## **BJA Video, Audio, and Webinar Products: Submission Guidelines**

You must deliver BJA-funded video and audio products for posting on the BJA YouTube channel in the correct specifications, and they must be made 508 compliant for web WCAG 2.0 accessibility. Information on media 508 compliance and captioning can be found at <https://www.w3.org/TR/2014/NOTE-UNDERSTANDING-WCAG20-20140916/media-equiv.html>

### **Video product submission guidelines:**

Video products that are to be posted to the BJA website must include a video file, transcription file, and closed-captioned file (.srt) as detailed below. Posting of video products that do not include these items could be delayed up to 5 business days while they are created.

- Video Files and Formats:
  - Format them for YouTube HD posting.
  - The file format should be: .MP4 with H.264 encoding.
  - The video resolution should be:
    - HD 1920 x 1080 pixels (preferred) or
    - HD 1280 x 720 pixels.
- Transcription Files:
  - Provide them as a Microsoft Word file or a 508-compliant pdf of the **verbatim** presentation that is edited per the BJA Style Guide.
  - If you cannot provide a transcript, then the Communications Team will send the video recording out for transcription. The list of all the presenters and speakers (first and last name) in their speaking order **must** be supplied.

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- Sample transcript text:

JOHN SMITH: Good afternoon, everyone. And welcome to today's webinar, FY 2021 Rural Violent Crime Reduction Initiative for Law Enforcement Agencies, hosted by the Bureau of Justice Assistance. At this time, I'd like to introduce today's presenter, John Markovic, Senior Policy Advisor with the Bureau of Justice Assistance. John?

SUE JONES: Welcome to today's webinar on the Bureau of Justice Assistance Rural Violent Reduction Initiative for Law Enforcement Agencies

- Closed-captioned file:

- All videos to be posted on behalf of BJA must be closed-captioned files in order to be 508 compliant.
- If you cannot provide a closed-captioned file, then the Communications Team will create one from the transcript you provide.
- Closed captions are a separate text file that runs concurrently with the video, is accurately timed to the spoken audio, and does not take up more than two sentence lines when displayed over the top of the video.
- Closed captions must identify speakers when they first appear on screen and each time a speaker changes. They should also note any audio content not relayed in the video such as music and sound effects.
- Closed-captioned Specifications:
  - Format: .SRT (Preferred) or .VTT, .SBV
- Sample closed-captioned files:

1	5
00:00:00,500 --> 00:00:01,760	00:00:15,230 --> 00:00:17,133
JOE SMITH: Good afternoon, everyone.	with the Bureau of Justice Assistance.
2	6
00:00:01,760 --> 00:00:07,220	00:00:17,133 --> 00:00:18,218
And welcome to today's webinar, FY 2021 Rural	John?
Violent Crime Reduction Initiative for Law	
3	7
00:00:07,220 --> 00:00:10,210	00:00:18,559 --> 00:00:22,990
Enforcement Agencies, hosted by the Bureau	SUE JONES: Welcome to today's webinar
of Justice Assistance.	on the Bureau of Justice Assistance Rural
4	8
00:00:10,210 --> 00:00:15,230	00:00:22,990 --> 00:00:27,080
At this time, I'd like to introduce today's	Violent Reduction Initiative for Law Enforcement
presenter, John Markovic, Senior Policy Advisor	Agencies.

- PowerPoint file:
  - For webinars, trainings, or presentations, provide a 508-compliant pdf. If you are unable to provide a 508 file, then the Communications Team will convert the file to be compliant. Please note that releases for any images may be needed.

Audio product submission guidelines:

Audio products must include an audio file and transcript file as detailed below:

- Audio file:
  - Deliver the file in a high quality audio format.
  - Audio specifications must be:
- File format: .WAV file, stereo format, 44.1k sample rate, 24 bit (preferred) or
  - .MP3 file, stereo format, 44.1k sample rate, 192 kbps bitrate or higher
- Transcript file:
  - Provide a Microsoft Word file of the verbatim presentation that has been edited per the [BJA Style Guide](#).
  - If you cannot provide a transcript, then the Communications Team will send the audio recording out for transcription.
  - You must supply a list of all presenters and speakers (first and last name) in their proper speaking order.