



# WASHINGTON NATIONAL CAPITAL REGION



2008

## National Night Out in the Nation's Backyard

WASHINGTON, DC AND THE  
NATIONAL CAPITAL REGION

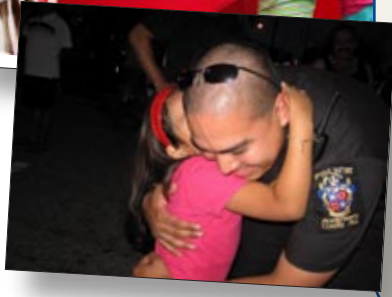






## Highlights from This Year's Celebration

The regional effort to put on a celebration worthy of 25 years came off without a hitch this year ... agencies from across the Washington region showed their cooperative spirit and created a memorable event on The National Mall as well as exciting neighborhood activities across the area on Tuesday, August 5. The weather cooperated, residents came out to thank their police, and communities spent the evening greeting one another and enjoying the atmosphere that National Night Out generates each August. Congratulations on a job well done!



*Number of events:*

*Approximately 350*

*Approximate attendance:*

*50,000+*

*Media Coverage:*

*Excellent*

*Hot Dogs Eaten:*

*Thousands!*

*Water Consumed:*

*45,000 bottles*

*Hugs Received, Knight:*

*12,234*

*Hugs Received, Bullseye:*

*12,234*

*Smiles Generated:*

*Hundreds of Thousands*

*Porch Lights Turned On:*

*452,223*

—The National Night Out Planning Team



## Coming Together as a Region

### THE KICKOFF

**W**ashington, DC and its surrounding jurisdictions celebrated the 25th National Night Out as one region on August 5, 2008, as various local, regional, and federal law enforcement agencies joined forces and mounted a kickoff on the National Mall. The event drew thousands of residents and tourists to the grassy strip between 4th and 7th Streets, just a stone's throw from the United States Capitol and surrounded by museums and memorials. Visitors to the Mall

were treated to a host of entertainment and activities, including live music on a 40 x 100-foot stage set up with the Capitol as the backdrop, free children's activities, a display of police vehicles, and a Community Policing Showcase staffed by 19 law enforcement agencies and the NATW, the parent organization of National Night Out.

The line-up of entertainment on stage included a host of local musical talents, including crowd favorites Origem and Mambo Sauce — both originating from the District — and national recording artist, and Gram-

my-award winner Jonny Lang, who closed the show.

Between performances on stage, the audience listened to brief remarks from Matt Peskin, founder of National Night Out and head of NATW, Metropolitan Police Chief Cathy L. Lanier, Congresswoman Eleanor Holmes Norton (D-DC), US Attorney for the District of Columbia Jeffrey Taylor, and Major General Errol Schwartz, commander of the DC National Guard. Each of the speakers provided their perspective of the importance and impact that NNO has had on our communities and the nation throughout its 25-year history.







A contingent of Honor Guard members from the US Park Police presented the Colors to mark the beginning of the evening. They were joined by Guards from a dozen other law enforcement agencies. The presentation was followed by a medley of tunes courtesy of the DC Police Pipes and Drums.

Two large Jumbotron LED displays flanked the stage, providing the crowd with an easier view of the speakers and entertainers.

The energy and excitement began to build early on the Saturday prior to National Night Out as preparations were underway to set up the massive stage, sound equipment, and other elements of the production. Tents were being erected, signage was going up, and things began to take shape along the three-block stretch of The Mall. The gates identifying the 25th anniversary drew the interest of tourists and locals alike as setup teams worked throughout the day.

## ■ Pre-Event Media Day

On Monday morning, representatives from more than 25 local and federal law enforcement agencies

gathered in front of the stage to hold a press conference and media availability to help raise awareness of National Night Out and invite the public to come out the next day for the free entertainment and activities. The activity behind the podium provided the perfect backdrop for the press event and the weather was spectacular. At the 10 AM press event, the thermometer barely measured 80 degrees and there was a light breeze blowing across the grassy field between the National Gallery of Art and the Air and Space Museum.

The event drew a good showing of me-

dia, with seven camera crews, three print reporters, and two radio teams covering the conference.

## ■ The Main Event

The morning of Tuesday, August 5 dawned bright over the Capitol's dome, heralding a good day ahead for the festivities planned just blocks away. Early in the day, agencies began arriving to set up their booths in the Community Policing Showcase. Others arrived with their colorful vehicles ready to display on the gravel paths lining the Mall from the stage to 7th Street. Just after 10 AM, the helicopters from the US Park Police and Metropolitan Police Department touched down on the western parcel of the event site. A crowd quickly gathered around each of them and generated interest in the event throughout the day. Officers reported having hundreds of visitors climb in, take photographs



The Metropolitan Police Department's Mobile Operations Center was one of six similar vehicles on display from law enforcement agencies. One staff person said that more than 300 people toured his vehicle.







The Mall played a fitting host to this year's National Night Out. In early January, organizers envisioned a "national" kick-off to highlight the 25th anniversary. In addition to great entertainment, the gathered crowd got a taste of the diverse ways in which law enforcement in the Washington region interacts with their communities.

with, and show their interest in law enforcement and the work they do each day.

By 3 PM, most of the exhibitors were ready to greet visitors and explain the various ways in which law enforcement agencies engage and serve their communities. The crowd began to grow and by 4 PM, when the kick-off officially started, the Mall was swarming with tourists and residents from across the region who came out to see what NNO was all about.

The official program started at 4 PM with a brief greeting from off stage, announcing the beginning of the event. The US Park Police Honor Guard led a procession of honor guards from local and federal law en-

forcement in presenting the Colors, followed by a rousing rendition of the National Anthem by Officer Christina Evans of the U.S. Park Police. The D.C. Police Pipes and Drum Corps provided a brief, somber medley of ceremonial tunes which introduced the crowd to a spoken tribute to the men and women of law enforcement who have given their lives in service to their communities, presented by the National Law Enforcement Officers Memorial, located just five blocks north of the stage. This Moment of Silence was accompanied by beautiful images of the granite Memorial and the thousands of names inscribed on its walls. The tribute was punctuated by a flyover of three helicopters just over the stage — pi-

loted by members of the Metropolitan Police, Fairfax County Police, and DC National Guard Drug Demand Reduction air support units.

The show officially began with the introduction of the emcee for the event, Andrea Roane, a news anchor with WUSA-9 TV (CBS). Ms. Roane introduced Chief Cathy L. Lanier, the head of the Metropolitan Police Department in Washington, DC. Chief Lanier highlighted the importance that National Night Out played here in the nation's capital and how it enables her agency to engage the residents of Washington, DC and give them a chance to see the police in a different light than they typically do. Lanier then introduced Matt Peskin, director of the National Association of Town Watch.

Peskin, the man who spearheaded the creation of National Night Out in 1984, talked about the importance of building partnerships between police and the communities they serve and the history of his organization. From its humble beginnings in Philadelphia, the event now engages more than 35 million people across the United States, military bases, and foreign posts around the world. He expressed his gratitude to the men and women who wear the badge with pride and explained how NNO started out as a way to thank our police officers for their service.

After Peskin's brief remarks, the music began, with a performance by the Washington Performing Arts Center Children's Gospel Choir, fol-





Law enforcement agencies and partners from across the region came together to produce the “Community Policing Showcase” to highlight their efforts to prevent and solve crime through strong relationships with the communities they serve. The booths were varied in their presentation, but each provided a sense of the positive initiatives and programs the agencies are doing to reduce crime throughout the Washington area.

lowed by the neo-soul stylings of local talent April Sampe. Sampe’s 30-minute show included such hits as, “My Favorite Things,” “The Beginning,” and “Go Home.”

During a brief set change at approximately 5:15 PM, the crowd heard remarks from Congresswoman Eleanor Holmes Norton (D-D.C.)

and United States Attorney for the District of Columbia Jeffrey Taylor. Both spoke on the evening’s theme of building community partnerships and the important role citizens can play in providing information to police when they know something about a crime.

The music continued with Brazilian sensation Origem, which has

been performing Samba, Bossa Nova, Forro, Afoxe and Maracatu in the Washington area for over 15 years.

Origem’s lively beat continued with the crowd-building sounds of the Urban Nation H.I.P.-H.O.P. Choir. The group takes its name from “Hope, Integrity, Power - Helping Our People.” The choir’s mission



The NNO Knight do-si-does with Bullseye, the Target mascot, during Jonny Lang’s set on the National Mall.



The Target Activity Tent featured games and activities for children, including a craft where kids decorated their own flexible flyers with colored markers.





is to “channel the creative and artistic energies of a targeted group of youth into a dynamic, structured group that will foster excellence in all facets of their lives.” The group numbered in the dozens, filling the stage with young artists dressed in myriad colorful tee shirts. The D.C.-based Choir has graced the stage with other such legendary performers as Stevie Wonder, Michael Jackson, P. Diddy, Celine Dion, Wayne Newton, Hilary Duff, Denyce Graves, and many more.

Major General Errol Schwartz, Jr., commander of the D.C. National Guard, took to the podium for the evening’s final remarks at about 6:25 PM. General Schwartz offered his organization’s steadfast support and enthusiasm for National Night Out and provided a brief history of its involvement in the program. The Guard has been a solid supporter of the District’s celebration, providing resources such as tents, equipment, and personnel for many years.

At 6:30 pm, D.C.-bred Mambo Sauce brought the house down with its unique blend of go-go, rap and alternative sounds. Their inspirations include legendary go-go singer Chuck Brown, Rare Essence, Jay-Z, Kanye West, No Doubt, Maroon 5, The Roots, and The Fugees. Their soulful, rhythmic beats got the crowd — and the stage — warmed up for the final performance of the evening, that of GRAMMY® Award-winner Jonny Lang. Lang, who at 13 broke onto the scene in 1995 with his



The Urban Nation HIP-HOP band plays for an enthusiastic crowd. Their blend of hip hop, R&B and gospel sounds filled the air around 4th Street for nearly 40 minutes.



Clockwise from top left: Matt Peskin greets the crowd and talks about the legacy of National Night Out; Metro-politan Police Chief Cathy Lanier describes DC’s role in celebrating NNO; Congresswoman Eleanor Holmes Norton discusses Capitol Hill’s role in supporting crime prevention strategies across the country; DC National Guard Major General Errol Schwartz, Jr. talks about how the Guard has supported NNO since the beginning; and US Attorney Jeffrey Taylor (DC) remarks on the role that neighborhoods across the country play in helping bring criminals to justice and helping law enforcement prevent crime.



first album, *Smokin*, plays original contemporary American blues and gospel music. Lang’s music is noted for his singing, which has been





Vanya Scott, Museum Registrar and Collections Manager for the National Law Enforcement Officers Memorial chats with US Park Police Officer XXXX as he completes a survey about the upcoming National Law Enforcement Museum.

compared to that of a 40-year-old blues veteran and for his guitar solos. In more than ten years on the road, Lang has toured with the Rolling Stones, Aerosmith, B.B. King, Blues Traveler, Jeff Beck, and Sting. In 1999, he was invited to play for a White House audience including President and Mrs. Clinton.

The show concluded with a running list of credits and acknowledgments on the LED screens, thanking all of the agencies and organizations that made the event a success.

#### *The Weather*

For the first time in many years, the weather at the time of the kick-

off was pleasant and slightly overcast, with a light breeze. This was in stark contrast to recent years, when the measured temperatures in the city rose above 100 degrees.

Rain threatened a couple of times during the four-hour event, but with the exception of a few quick sprinkles, the evening remained perfectly dry. In a town where humidity normally reigns in August, it was a welcome respite. By the end of the final performance, a beautiful sunset was taking shape over the Potomac River, Washington Monument, and Rosslyn [Virginia] skyline to the west.

## **MAKING NATIONAL NIGHT OUT HAPPEN**

**W**orking as a region for the first time since National Night Out's inception, the Washington area helped to create a special celebration in honor of the event's 25th anniversary. Planning for the event began with an idea submitted to the National Association of Town Watch in January 2008. Organizers presented a plan to create a national kickoff celebration in Washington, DC on the National Mall, with the theme of "Celebrating National Night Out in the Nation's Backyard." The plan in-





cluded detailed approaches to marking the historic occasion and called for the creation of a “National Community Policing Showcase,” culminating with a live musical performance by a national headliner. Other ideas included a parade of local and regional law enforcement from Freedom Plaza to the Mall, in-

cluding recognized speakers from the community policing academic community, and other concepts. The idea was embraced by NATW and its national sponsor, Target, and planning got underway almost immediately.

The Metropolitan Police Department took the lead in coordinating other agencies from the region and working with the professional event planning team from Target to develop the concept for this unique event. Beginning in early March, the team steadily grew from a handful of dedicated members to more than 100 people by the day of the event.

The team included individuals tasked with building the stage, coordinating and organizing the exhibitors, identifying musical talent, developing signage, handling logistics, designing the lighting, creating the activities, mowing the grass, managing the parking, traffic, and street closures, providing security, creating the booths, securing the



Guests enjoyed the display of police vehicles, including MPD’s “Falcon” helicopter.

speakers, navigating the permit process, informing the public, engaging the media, attracting support from Congress and political leaders, achieving a waiver to fly over Washington, playing the Knight, providing support to VIPs and entertainers, arranging the police vehicles, setting up the tents, flying the helicopters, playing Bullseye, handing out literature, painting faces, running the kids’ booths, snapping photos, running from one end of the Mall to the other, directing media trucks, and handling thousands of other tasks throughout the nearly seven months of the planning and execution of the event.

It may have taken a lot of people to make it possible, but the coordination went off seamlessly. At the conclusion of the show on the Mall, one of the individuals responsible for sound remarked that the planning was “flawless,” adding that it was the best show he had worked on.

The effort highlighted the cooperative spirit our region has and emphasized the organizational capacity of many of the agencies that brought it to life. From the assistance and guidance of the National Park Service in ensuring the permit process went smoothly to the coordination of the helicopter flyover with the Secret Service, Federal Aviation Administration,

and U.S. Park Police to the professional event planning team from Target that helped make it all possible, the event demonstrated how effective communication can lead to positive results.

The ad-hoc planning team grew from a few people in early February to dozens of people by the middle of July. The bi-weekly meetings included representatives from agencies across the region. By the final meeting, the conference room at MPD Headquarters was filled and an additional 20 participants joined by conference call.

The success of the event would not have been possible without the tremendous support of all of these organizations and the talented and professional staff of the Target Events and Planning, Marketing, Media, and Asset Protection groups as well as the experienced team from Dufour and Co. and JD Associates, both based in Washington, DC.





Children greet officers during a motorcade stop in Quantico, VA while their parents take some time to get to know others from the department and the community.

## EVENTS AROUND THE REGION

### ■ Prince William County, Virginia

This year we held our County wide event at a location that would benefit everyone. We chose to continue to host our NNO celebration on the Connaughton Community Plaza, which is located behind the Prince William County Government building. This was the perfect location to kick off National Night Out because it is geographically located mid-county and had shaded walkways, room for vehicle displays, and a stage.

We reached out to local businesses for assistance. Target and Wal-Mart were our major sponsors but we can not forget the smaller local businesses that helped. These businesses were able to provide in kind goods and services that really

assisted us. The business community in Prince William County supports crime prevention and the promotion of safer neighborhoods; they are always willing to assist when possible.

We wanted to start spreading the word about National Night Out early. The event was listed on community calendars on Insidenova.com, DC101.com, ABC 7 news community calendar, DCpages.com, and a few other local radio station websites. Our department's Public Information Office sent press releases to the media and created a National Night Out 2008 link to the department website. The County govern-



A perennial favorite at National Night Out events ... the artists were volunteers at both major County events.







The regional emphasis of the NNO celebration included agencies from outside of Prince William County partnering with us to add to the success of our programs. Here, Stafford County Deputy Jim Hamilton demonstrates the rollover simulator to a crowd of interested onlookers. Communities throughout the region advertised their events to increase participation and support the National Night Out campaign

ment's marquee sign was utilized as well to promote National Night Out. A display was set up in the lobby of the county government building to promote National Night Out and encourage people to turn their front porch lights on. The neighborhood watches and businesses were sent flyers with details of the event. Target posted flyers at their stores to inform their customers of the big event. On the day of the event, we posted the 32-foot inflatable McGruff in front of the plaza to attract people passing nearby on the Prince William Parkway.

We had a wide array of activities at our event, which drew the participation of several law enforcement agencies. The police department displayed our SWAT truck, SCUBA truck, boat, Command One mobile command bus,

and the Crime Scene truck. The Virginia State Police attended with their crime scene truck and HEAT (Help Eliminate Auto Theft) trailer to perform on-the-spot VIN etching. The Prince William County Sheriff's Department set up their Child Identification fingerprinting system. The Prince William County Animal Control Bureau attended and set up their petting zoo and offered information regarding pets and wild animals.

There were several organizations that set up display tables such as the American Red Cross, Office on Youth, the Virginia Attorney General's Office, local Boy and Girl

Scout organizations, the Voluntary Action Center, Public Works and Clean Community Council. MADD displayed their trailer and provided literature. The Potomac Nationals baseball team had players on hand to autograph items as well as speak with fans. SOS shredding was on site as well to provide free, secure shredding of personal documents. The fire department displayed their apparatus and passed out literature on fire safety. These groups were part of our

First Sergeant Kim Chinn and her partner, Ariel, make a new friend at the NNO celebration on August 2.





Special banners bearing the Target mascot “Bullseye” with a badge signifying National Night Out’s 25th anniversary were created for the event.

business and fleet watch programs. They are extremely committed to crime prevention and keeping the county a great place to live in.

Prince William Home Improvement, a business watch, provided information about windows. The Ole Virginia Hams, an amateur radio club that is a member of our fleet watch program, set up a display of their equipment. Target was on hand to provide water, giveaways, and safety information. Citizens volunteered their time by offering free sno-cones and popcorn. Another contributed their DJ services. A face painter offered her services and a moon bounce, kiddie games, and dunk tank were available so the kids could have some fun. Fun characters made an appearance to meet the kids. We had McGruff the Crime Dog, Sparky the Fire Dog, the National Night Out Knight and Uncle Slam from the Potomac Nationals baseball team.

On Tuesday August 5, 2008, the Prince William County Police Department visited communi-

ties throughout the county. The communities and neighborhood watches were able to register their block party so the motorcade could stop by. The neighborhoods had distinct events. Some had dessert socials; others had picnics

and barbeques. Every neighborhood had something different to offer their community. One area offered crime prevention literature to the citizens; another had a sign-up sheet for neighborhood watch and offered fingerprinting for the children. One watch had a coloring contest where the kids made posters. All three motorcades, with three McGruffs, visited the parties to show the citizens we are glad they support their community and are taking a stand against crime. The citizens loved the motorcade of police cruisers and children were thrilled to see the lights and sirens when we arrived in their neighborhood. The citizens stayed outside and when the sun started to set, the porch lights came on to continue to show support for National Night Out and the sense of community spirit and involvement.

The goal for our Crime Preven-

tion Unit during this National Night Out was to not only promote “Crime Prevention” but to reach out to our minority and non-English speaking populations. This year, we saw an increase in participation from these portions of our community during our National Night Out celebrations. There was a noticeable increase in the attendance of our Spanish-speaking population. Emphasis was placed on crime reporting and personal safety. We felt that this was a tremendous success in not only promoting the Crime Prevention message, but also in strengthening the relationship between the Police Department and its various ethnic communities within our county.

In the spirit of National Night Out, the citizens of Prince William County continued to demonstrate the commitment, dedication, and resolve in their fight against crime. They have made inroads in reaching new ethnic communities that have become part of Prince William County. There continues to be a strong and healthy relationship between the residents of our communities and the public safety agencies that serve them. Prince William County endeavors to maintain a sense of “neighbors looking out for neighbors.”

—Submitted by the Prince William County Police Department





## ■ City of Rockville, Maryland

The City of Rockville, Maryland celebrated National Night Out 2008 with 35 events, block parties, and other special activities.

Mr. and Mrs. Matt McCormick — along with their five children — were selected to receive the NNO proclamation from the Mayor and Council on July 28, 2008 at 7 PM.

*The Gazette News* wrote a one-page article about the NNO annual crime-prevention events being held in dozens of locations in the City of Rockville. The article listed the locations of all 35 NNO parties being held within the City.

Chief T.N. Treshuk and Lieutenant Alan Rawlins attended the National Night Out 2008

National Kick-Off Media Event held Monday, August 4 at 10 am on the National Mall in Washington, DC.

Corporal Phil Lew and Officer Patrick Mancuso represented our agency on Tuesday, August 5 at the NNO Law Enforcement Showcase, which was held on the National Mall, near the United States Capitol. The event was hosted by the Metropolitan Police Department and sponsored by the Target Corporation. The event ran from 4 PM to 8 PM. The officers took one cruiser and set up a table for the display. They interacted with at least 200 citizens.

Back in Rockville, Mike Copper-smith of The Recreation and Parks Department ensured all locations had the required table, chairs and barricades. The Parks Department also distributed trash cans and bags where requested.

This year, to ensure that all parties had police presence, six officers were detailed to six locations each. These officers were augmented by the Senior Police staff, who escorted the Mayor, Council and City Manager around to select NNO party locations.

We had two McGruffs (ably played by Gabe Lathum and Richard Scott) who were escorted by Corporals

N. Paul and J. Cramer drove. They visited a combined total of 28 of the 35 parties ... an excellent job.

We also provided a list of our

NNO party locations to Senator Ben Cardin's (D-Maryland) office.

Captain Marsh and Councilman Piotr Gajewski visited 15 sites, met with and greeted people.

One citizen from the 100 block of Charles Street complained of inadequate lighting in that block. It was very dark closest to the Baltimore Road intersection. They requested another street lamp be

installed to brighten that block.

During visits with citizens, Councilman Gajewski and Captain Marsh were able to address some of their concerns and highlight some of the efforts the city is making to address long-standing crime and issues facing the community. They emphasized the importance that continued support and information from the community plays in fighting crime. They explained that residents remain a vital link to solving these and other crimes that can occur in our communities.

While visiting the College Gardens Party, assistance was rendered to an injured juvenile from a fall from his skateboard. Fire Rescue was requested to assist the injured teen that could no longer stand.

In all, Rockville Police Department mounted a successful celebration of National Night Out, joining those communities who expressed an interest in our partnership and making connections with various citizens throughout the city.

—Submitted by Dep. Comm. A.E. Rawlins



Rockville resident Diana Rabinowitz chats with Captain Bob Rappoport at one of the city's 35 events during NNO.



## ■ Bladensburg, Maryland

The Town of Bladensburg, Maryland (population 7,676) encompasses just 1.1 square miles, but residents there celebrated National Night Out in a big way, taking the spirit of the night to heart. More than 400 people attended the event, held in the Town's main square. Highlights of the evening included numerous raffles, where organizers gave away bikes, gift baskets, electronics, and a large-screen HD television.

Children and adults participated in a water balloon toss. Winners of the contest received bicycles (for children) and auto gift baskets including a steering wheel lock (for adults). Youth from across Prince George's County participated in a teen Community Emergency Response Team (CERT) exercise, demonstrating the discipline, leadership, and skills necessary to be a part of the program.

Residents enjoyed free beverages, hot dogs, chips, Sno Cones, ice



Residents get a chance to meet our communications personnel, the voice at the other end of the phone, in addition to the officers who respond to their emergencies.

cream, and funnel cakes. A DJ provided entertainment and got folks motivated to dance and sing along.

The evening succeeded in bringing together a wide variety of people, cultures, and talents. Our event was successful thanks to the efforts of many volunteers and local support of our business community, who donated the prizes, food and drink.

—Submitted by Sergeant Scott Davis



Some of the many items raffled or given away as part of the prizes for contest winners.



Participants in the water balloon toss take measure of their partners' location, aim, and fire. The winners took home a new bike.



Prince George's County School Board and Town Council members praise youth volunteers.



Members of the Teen CERT team show off their tee shirts and enthusiasm.





## ■ Joint Force HQ National Capital Region Military Police Installations

National Night Out is a civic crime prevention program that the Joint Force Headquarters, Military District of Washington fully supports in its intent to “take back the streets” to make them safe for families. This year, the command’s Provost Marshal Office facilitated the participation of all military installations in the National Capital Region to join in with local event organizers in support of the National effort.

The Fort Belvoir Directorate of Emergency Services (DES) celebrated the 25th National Night Out with booths, a bike rodeo, games for the kids, food and water. The Army base, located south of Mount Vernon in Virginia, estimates that approximately 300 people came out to celebrate the event with them.

Fort Meade’s DES celebrated the 25th National Night Out with support from the Aberdeen Proving Ground



Attendees pay a visit to Fort Belvoir Special Response Team Vehicle (left). A parade of fifteen Federal, State and Local Law Enforcement vehicles mark the opening of the 2008 Fort George G. Meade National Night Out.



Left: COL James A. Peterson, Directorate of Emergency Services, Fort George G. Meade, signs the National Night Out Proclamation opening the event. Joint Forces Headquarters Military policemen and DA Police prepare to support the Mall event with DC National Guard General Schwartz (right).



Police, Pentagon Federal Protection Agency, NSA Police, Anne Arundel County Police, and the Maryland Transportation Authority.

The event started with a parade throughout the entire installation, an Army base located between Baltimore and Washington, DC. They had more

than 5,000 attendees. The Meade event included a helicopter, Military and NSA Working Dog Demonstrations, Strategic Response Team (SRT) demonstration, Civil Disturbance Equipment demo, and many other activities.

Marine Corps Base Quantico celebrated the event with booths, K-9 demos, an SRT demo, and children’s games (bouncy castles, dunk tanks, snow cones, and free ice cream). Boy and Girl Scout groups provided displays. More than 1,000 people joined in Quantico’s celebration.

Andrews Air Force Base celebrated at the base Youth Center. Organizers held a MWD demonstration and Sparky the fireman and McGruff the Crime Dog each made appearances. Various agencies displayed police sedans and fire trucks for visitors to peruse and explore. An estimated crowd of 100 attended.

—Submitted by Dave Walton, JFHQNCR



Fort Belvoir Attendees enjoy the moon bounce and dunk tank game.



## ■ Montgomery County, Maryland

Along with the traditional display of outdoor lights and front porch vigils, communities across Montgomery County celebrated the 25th anniversary of National Night Out with a variety of events geared toward helping neighbors get to know one another and build community spirit.

In the County's First District, organizers mounted activities, displays, food, and music in the parking lot of Stoney Mill Shopping Center. A DJ from local Hispanic radio station Radio Mundial spun Latin favorites and other music to get the crowd moving. More than 15 officers and civilians helped in the preparations for this event.



Officers enjoyed meeting residents — young and old — from across the County throughout the night.

The Enclave Apartments hosted the Second District's event, featuring child fingerprinting, bicycle registration, crafts, swimming, mu-

sic, and free food. The event drew a good crowd, including members of the County Board of Supervisors.

Nearly a dozen communities and apartment complexes held events open to their residents, including free activities at community swimming pools, community centers, and other facilities.

Olney Town Center, in the Fourth District, showed off displays on community policing, had music from a local radio station, and provided free food to the dozens of citizens who came by to check out the event, located at Spartan Road and Route 108.

In the Fifth District, residents and visitors to Ridge Road Park near Routes 27 and 355, were treated to visits by the Montgomery County Police helicopter, K-9 dogs, and horses. Free food, recreation department activities, and other fun things for guests rounded out the event.

The City of Gaithersburg sponsored events at Malcolm King Park and the Gaithersburg Middle School. At both of these events, officers displayed police equipment and dished out free ice cream. A DJ provided eclectic musical offerings and a soccer clinic and other activities provid-



Entertainers came out to provide a festive atmosphere at many of the County's events.

ed diverse fun for all ages.

Touch football, moonbounces, art projects and grilled hamburgers and hot dogs made up the offerings at many local community events in the 6th District. Local restaurant Antojitos provided free food for the lucky residents of Gaithersburg Olde Towne community.

Overall, Montgomery County participated in National Night Out with more than 20 events, hosting approximately 1,500 residents and visitors. The police department sponsored many of these activities and Chief J. Thomas Manger visited over 10 events throughout the night.

At nearly all of the events, residents shared their enthusiasm for the partnerships they have built with the police. More than 1,500 people across the County enjoyed the free food, entertainment, and opportunity to meet their police.

*Submitted by Asst. Chief Betsy Davis and  
Commander Darryl McSwain*





## ■ National Law Enforcement Officers Memorial

Thousands of DC-area residents and out-of-town (and out-of-country) visitors stopped by the National Mall yesterday to celebrate the 25th anniversary of National Night Out with Target, the DC Metropolitan Police Department, and Memorial Fund and Museum staff.

With everything from a Junior Forensic Scientist fingerprint activity booklet to free photographs behind cardboard replicas of real Museum artifacts, our exhibit boasted some of the highest visitation of any booth at the event! (Okay, we just couldn't beat the free cold bottles of water that Target employees and volunteers gave out in the center of all the activity! It is August in DC,

after all.)

National Night Out was a wonderful success for the NLEOMF. We got a chance to meet some great law enforcement supporters and interact with a staple of the National Mall and of Washington, DC — tourists! With clipboards in hand, Museum team members approached visitors with questions about their impressions of law enforcement movies and TV shows — the characters, the plots and the scenes that have come to shape the way we view law enforcement today.

Thank you to everyone who cel-



Activity at the National Law Enforcement Museum's booth attracted a myriad of visitors — even an independent TV crew stopped by to check out the fun!

ebrated National Night Out 2008 - in DC or any other city! The key to keeping our neighborhoods, and our police officers, safe comes from the way we all work together — families, communities and law enforcement.

—Submitted by NLEOMF Staff



Junior forensic scientists examined the patterns of their fingerprints as part of the Museum Education Program's fingerprint activity booklet.



Kids of all ages were excited to try on the Museum artifact pop-ups - how does she look?





## Celebrate National Night Out in the Nation's Backyard

**Tuesday, August 5**

**The National Mall** Washington, DC

Come celebrate 25 years of community and police partnerships with your neighbors and friends. Fun activities for all ages. See demonstrations of community policing and technologies. Free games. Music. Entertainment. Learn about ways to protect yourself and prevent crime in your neighborhood. Meet Bullseye™ and the National Knight.™  
Gates open at 4 PM.

Presented by  
Target



For more about NNO and what's happening in your community, visit [www.nationalnightout.org](http://www.nationalnightout.org)

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## PROMOTING NATIONAL NIGHT OUT

Celebrating National Night Out as a region gave the Washington area an opportunity to generate interest in the events on many levels. The regional planning committee developed a flier to promote the events on The Mall featuring the names of all of the agencies that were involved in the effort and would be participating in the event on August 5.

To draw attention to the event

and get the perfect image to promote the partnership, all of the agencies were invited to be a part of a special photo shoot set on 3rd Street near The National Mall on June 23.

The image captured that day featured law enforcement from more than 30 agencies and organizations, including federal and local partners. Although it was a hot day, the sky was beautiful and large billowy clouds framed the US Capitol perfectly. The gathering of marked police cruisers and specialized vehicles drew quite the crowd and invited speculation

about what could be happening. Organizers took the opportunity to promote the event in August.

The image was captured with the aid of a bucket on a DC Fire and EMS ladder truck positioned in the gravel along the Mall to get the photographer up off the ground. Also featured in the photo is the National Night Out Knight and banners promoting the 25th anniversary.

Other efforts to raise awareness included highlights in newspapers, calendar listings, fliers, and community and agency Web sites throughout





the region. Independent newspapers helped promote the region's celebration. Some of these examples are shown at right.

Target's Media team also played a vital role in promoting National Night Out through its multi-faceted media campaign. Advertisements in major newspapers and magazines directed people to the NNO website for information on the celebrations being planned across the country. Locally, ads appeared in *The Washington Post*, *Washington Times*, and other daily papers. Radio ads also ran highlighting NNO and inviting people to join in the celebration on The Mall and elsewhere.

PRINCE WILLIAM COUNTY POLICE DEPARTMENT  
**NEWS RELEASE**  
Contact: 1<sup>st</sup> Sergeant Kim D. Chinn  
Officer Erika Hernandez  
703.792.4159  
emhernandez@pwcgov.org  
703.792.4555



**Cathy L. Lanier**  
Chief of Police

**Adrian M. Fenty**  
Mayor






## Celebrate National Night Out in Your Community

### Tuesday, August 5 In Neighborhoods Across DC

In celebration of the 25th Anniversary of National Night Out, the Metropolitan Police Department is sponsoring events in each police district. Choose from one of the events below and join your neighbors in honoring 25 years of community and police partnerships.

<p><b>FIRST DISTRICT</b> <b>Sherwood Rec Center 5-9 PM</b> 640 10th Street, NE Candyn Smith / (202) 698-4573</p>	<p><b>FOURTH DISTRICT</b> <b>Paul Public Charter 5-9 PM</b> 3802 8th Street, NW Officer Irene Hughes / (202) 715-7476</p>	<p><b>SEVENTH DISTRICT</b> <b>Ballou SMS 5-9 PM</b> 3401 4th Street, SE Londia Johnson / (202) 698-1454</p>
<p><b>SECOND DISTRICT</b> <b>17th &amp; Church St. NW 5-8 PM</b> 1700 block of Church St. will be closed Sergeant Owen Mayo / (202) 698-8463</p>	<p><b>FIFTH DISTRICT</b> <b>FL Lincoln Rec Ctr 5-9 PM</b> 3100 FL Lincoln Drive, NE Fayette Vaughn-Lee / (202) 698-0188</p>	<p><b>SPECIAL LIAISON UNITS</b> <b>Lafayette Liaison Unit 2-9 PM</b> 1800 Columbia Road, NW Plaza Sgt. Carlos Mejia / (202) 673-4445</p>
<p><b>THIRD DISTRICT</b> <b>Kennedy Rec Ctr 5-9 PM</b> 1401 7th Street, NW Marro Santiago / (202) 671-6604</p>	<p><b>SIXTH DISTRICT</b> <b>Sixth District HQ 5-9 PM</b> 100 42nd Street, NE Julia Irving / (202) 698-1315</p>	<p><b>60 COMMUNITY</b> <b>Potomac Civic Assn 7-9 PM</b> Manassas Ave and Good Hope Rd, SE Julia Irving / (202) 698-1315</p>

Meet the National Night Out Knight and other characters

**OR JOIN THE REGION FOR THE NATIONAL KICKOFF**  
Come to the National Mall at 4th Street for a celebration with the entire Washington region. Fun activities for all ages. See demonstrations of community policing and technologies. Free games, music, entertainment. Learn about ways to protect yourself and prevent crime in your neighborhood. 4 PM.

#### NEWS RELEASE

#### Prince William County Police Department will observe 25<sup>th</sup> Anniversary on August 2<sup>nd</sup>

Prince William County Police Department will observe National Night Out at the Sean T. Lee Administration Building on Saturday, August 2<sup>nd</sup>. The event is designed to help reduce neighborhood crime and drugs a "going

of police and fire equipment, games, food and refreshments, a moon bounce, children's Educational Farm animals, free car

avention event that is sponsored by the Metropolitan Police Department. The event is designed to help reduce neighborhood crime and drugs a "going of police and fire equipment, games, food and refreshments, a moon bounce, children's Educational Farm animals, free car

"Party on the Plaza." If you can't join us on Saturday, August 2<sup>nd</sup>, you can still participate in the evening of August 5<sup>th</sup> outside of your neighborhood. You do not have to be part of the event.

Crime Prevention Unit at 703-792-7270.

## NATIONAL NIGHT OUT

### August 2, 2008 5:30pm

#### National Night Out Against Crime"

Community Plaza  
and Development Services  
Complex Court)

**Police & Fire Vehicles**  
**Giveaways**  
**Moon Bounce**  
**PWC Agency Displays**  
**Animal Control Petting Zoo**

**Face Painting**  
**McGruff Dog**  
**Safety Displays**  
**Games & Food**


**FUN FOR THE ENTIRE FAMILY!**  
**LOTS OF SAFETY EXHIBITS**  
**AND DEMONSTRATIONS**

Following this event your local baseball team, the Potomac Nationals, is having a home game with first pitch at 6:35pm. Free hot night with fireworks after the game. A fun-filled day for the entire



## CELEBRATE NATIONAL NIGHT OUT ON THE NATIONAL MALL, SPONSORED BY TARGET

25TH ANNIVERSARY CELEBRATION, AUGUST 5, FREE FAMILY FUN, INCLUDING LIVE PERFORMANCES ON THE MAIN STAGE.



Fun and festivities with neighbors and local law enforcement officers. Target is proud to sponsor the 25th annual National Night Out, also on August 5 on the National Mall for an evening of free music and fun for all ages. For more information, visit [nationalnightout.org](http://nationalnightout.org).

#### County police observe 25th anniversary of National Night Out

The Prince William County Police Department will observe the 25th annual National Night Out at the Community Plaza adjacent to the McCourt Administration Building, 1 County Complex Court, on Saturday, Aug. 2, from 1:30 to 5:30 p.m.

County residents are encouraged to lock their doors, turn on outdoor lights and spend the evening of Tuesday, Aug. 5, outside with their neighbors and law enforcement as a symbol that they care about their neighborhoods.

For more information, call the police department's Crime Prevention Unit at (703) 792-7270.

#### Event for National Night Out will focus on crime prevention

Bus safety tips and the Virginia State Police offering vehicle identification number (VIN) checking. Festivities run from 1:30 p.m. to 5:30 p.m. on the plaza, situated between the James J. McCourt Administration Building and the



# GetOut!





**IN TOWN**  
The Prince William County Police Department is sponsoring the 25th annual National Night Out on Tuesday, August 5, from 1:30 p.m. to 5:30 p.m. on the plaza, situated between the James J. McCourt Administration Building and the

**IT'S NOT JUST A STICKER**  
The Prince William County Police Department is sponsoring the 25th annual National Night Out on Tuesday, August 5, from 1:30 p.m. to 5:30 p.m. on the plaza, situated between the James J. McCourt Administration Building and the

**THEY CAN'T GET OUT OF TOWN**  
The Prince William County Police Department is sponsoring the 25th annual National Night Out on Tuesday, August 5, from 1:30 p.m. to 5:30 p.m. on the plaza, situated between the James J. McCourt Administration Building and the

## MEDIA COVERAGE

The coverage of this year's celebration across the region was excellent in both pre- and post-event media exposure. Many local newspapers highlighted the events being mounted in cities and towns across the region, some beginning two or three weeks in advance of the events. Radio stations provided pre-event teasers and short reports, and the major broadcast networks did a thorough job of promoting the events both on The Mall and around the region on the day of, predominantly on the various early-morning shows, but also throughout the day. WUSA-9 featured several stories during their broadcasts on August 4 and 5 (one of the station's anchors, Andrea Roane, served as emcee for the Mall event), but the other local outlets also did an admirable job of spotlight-



ing the 25th anniversary by doing live shots from the Mall on the morning of August 4, covering the press conference that day, and interviewing people celebrating throughout the region on August 5. In all, more than a dozen broadcast hits were generated on the

four major broadcast networks, representing coverage from both city and suburban locales, including the counties of Fairfax and Prince George's and the town of Riverdale.

Coverage was good for the Mall event, usually serving as an opening to stories on National Night Out. Reporting then focused on the District's All Hands on Deck initiative, along with a report of a barricade in Prince George's County and a homicide in Riverdale.







Media coverage was good in both newspaper and broadcast channels, covering the diverse neighborhoods and activities across the region.











# Thank You

The Washington region's celebration of National Night Out included many partners from law enforcement, public safety, and community service organizations. Their dedication and cooperation made these events possible.

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The Regional Planning Team would also like to thank Target for its generous support of National Night Out and law enforcement throughout the nation.

Presented by  
Target



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**METROPOLITAN POLICE DEPARTMENT  
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