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Operation Bookwatch

Vivian Mallison

OPERATION BOOKWATCH

by

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INTRODUCTION

The purpose of this thesis was to design a visual communications program for the RIT library to combat the growing problem of theft and vandalism.

A coordinated, hard-hitting campaign to bring this problem to the students on campus, and other library users, will include the following: The design of an identification element and its implementation on printed materials, exhibit and related materials.

It is believed that much of the damage suffered by libraries, on campuses and in cities nationwide, occurs through public ignorance and apathy. A multi-level, coordinated campaign such as this, should help bring the problem to the individual and encourage cooperation through new understanding.

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ACKNOWLEDGEMENTS

RESEARCH

The increasing losses in the library at RIT prompted
Dr. Bullard, Provost at the Institute, to confer with
Gary MacMillan, Director of Libraries at Wallace Memorial
Library. The result of this meeting was a letter to the
RIT Department of Communication Design for possible
assistance. (Appendix A)

The S.T.E.M. (Shoplifters Take Everybody's Money)
program used by the downtown merchants of Rochester was
an impetus in deciding to invest in this campaign program
against theft and vandalism in our library. S.T.E.M.
proved to be very successful with a 35% reduction in
shoplifting. Detailed information on S.T.E.M. is included
in Appendix B.

Professor R. Roger Remington, Chairman of the
Department of Communication Design, presented this project
to the graduate students as a potential educational
involvement.

Because I have long been appalled by the mutilation
of books in libraries, this project was one to which I
could easily relate. It evolved from a project into a
thesis and has ramifications which could involve subse-
quent graduate students.

Accurate figures on the problem are difficult to obtain because of the very nature of the crimes. Few mutilated books or journals are reported to library personnel, so the damage is likely to go undetected for a prolonged period of time. Pinpointing the exact time the damage occurred is not possible. Journals supply a more reliable barometer since they are apt to be handled more frequently and held for eventual binding.

Detection of the vandals 'in the act' presents a surveillance problem that few libraries, including ours, are equipped to handle. The safeguards taken, such as detectable metal plates glued into book covers, stamping of page edges, journal covers and the extensive checking-out procedure, have all failed to lessen the problem appreciably.

The most popular targets for the vandals are the glossy, expensive art books whose full color illustrations and painting reproductions prove irresistible. Photography books, journals and scientific publications are also high on the preferred list for the vandals. Unfortunately, for the library (and indirectly for us!), these very books and journals are the most expensive to replace. Estimates of the cost for replacement of such properties range as high as $50 above the issue cost for out-of-print

materials. Other costs for in-print books range from $8 to $25 in addition to the cost of the book. For journals, the cost ranges from $3 to $10 above the cost of the issue. Damaged journals cannot be bound into permanent reference volumes, so these loose issues must be put aside until replacements can be obtained. If the issue is unavailable, the journals are glued by hand in the library and the result is an incomplete volume.

Such acts of vandalism add to the volume of detailed handwork that is forced upon the library staff. Just to safeguard art books, for example, art plates that are "tipped in" (that is, glued only at the top two corners), used to be completely cemented down to prevent theft. The result was a buckled, discolored reproduction and a great deal of wasted time. The library can no longer afford to take this safeguard, it is simply too expensive.

Months can be spent trying to get a replacement book, money and effort that could be spent on a new volume for everyone's use. The frustration of the library staff can be only imagined when, after all this work, the volume is again defaced, or stolen completely within days or weeks of acquisition. It has been estimated in our RIT library alone, 2 to 3.5% of the entire collection is lost annually.

The library has been forced to adopt control methods which penalize everyone, innocent and guilty alike. Many popular rip-off books and journals are dropped from the purchasing lists of the library, so we no longer have them to use for enjoyment and reference. The books already in the collection, that are considered vulnerable, are placed on limited access shelves, so a special effort must be made to locate them and they cannot be checked out. As more of these books join the limited access area, fewer are available to be freely used. The problem of theft and vandalism strikes all of us.

The annual loss to our library is $40,000. The portion of this that is now used for replacement of damaged materials could be used to purchase new ones, if vandalism and theft were controlled.

The problem is not a local one. Nationwide, the losses to libraries exceed 90 million dollars.

Enlisting the help of the individual seems to be the only answer to this problem.

THE PROGRAM GOAL

The goal of the program is the reduction of theft and vandalism in our library at RIT. To reach this goal, it was determined that our audience should be able to:

1. be increasingly aware of the seriousness of the problem.

2. gain increased respect for other's rights in the library.

3. expect faculty support in protecting library properties.

4. personally aid libraries by not indulging in these offenses.

5. realize intact references are an advantage to all.

6. aid in keeping all areas of the library open for all to use.

7. as parents, educate our children early to the value of the library and its properties.

These objectives were translated into the conceptual and visual elements which became the completed campaign.

THE PROGRAM

To communicate with library users and reach the program goal, it was determined that a high impact, graphic communication program was needed.

First, an identifying symbol or logo was essential to unify all the various parts or elements visually. Through consistent use of this identity symbol, familiarity with it would be established and a realization of the problems of theft and vandalism.

The logo evolved from the combination of the International prohibition symbol, which should be easily recognized by now, and a graphic symbol of a book. The book has a diagonal tear following the angle of the diagonal slash on the prohibition symbol. Sketches of this evolution are in Appendix C.

The title of the program, OPERATION BOOKWATCH, appears in a typeface named Times Roman. The classic design of this type style seemed an appropriate choice for a library. The italic form of the type gives a forward movement to the title and a positive impression to the campaign.

The next consideration was the choice of printed pieces which would best get the message to those persons

the program should reach. Printed pieces are often discard-
ed without even being read or looked at. The challenge was
to not only get the recipient to look at the piece, but
to keep it and perhaps read it more than once. Fellow
students were polled and it was decided that if an item
had a useful purpose beyond its printed message, it would
more likely be retained and used. Further, it was decided,
if the piece could also be attractive in color, eyecatch-
ing and carry strong graphic and typographic images, its
life expectancy was even greater. Using this information,
a long list of possibilities was made and from this list
were chosen the most appropriate ones for this particular
program.

Because of its nature, a bookmark was the first choice
as the largest volume handout. Made from Champion stock,
white Kromecote and printed in Pantone #185 red, the book-
mark is 2" X 8" in size, 20,000 in quantity.

The second piece is a doorhanger. The stock chosen
for this piece was Hammermill DuraGlo red, silkscreened in
white on the red side, and in black on the reverse. The
size is 5" X 6" with a 2" diecut for the doorknob hole.
The quantity printed was 5,000.

A tentcard was chosen as the third handout. The
stock was the same DuraGlo as the doorhanger, silkscreened

in white on the red side, it was scored to fold in the center. The quantity printed was 8000. The folded size is 5" X 3½".

The useful character of these three pieces should encourage their being kept, used and read. The eyecatching colors used and attractive stock add to their appeal.

The distribution of the pieces is being handled in different ways. The bookmarks are being placed in the books,at the desk in the library, when they are checked out. The doorhangers are being handed out in the dormitories by the RAs as well as by the Student Association in their freshman packets. The tentcards are placed in the library and may be picked up there.

Actual samples of these three pieces are included in Appendices D, E and F.

A series of three posters are color coordinated with the other printed pieces. The stock was the same Hammermill DuraGlo. Colors chosen were red, black and white. All three were silkscreened as follows: the red stock in white and black ink, the white stock in black and red ink and the black stock in white and red ink. The red ink was Pantone #185. The poster size is 12"X15" and the quantity printed was 300 of each color.

It is planned to use these in the library and perhaps around campus. Other distribution may be considered at a later date.

Actual sample posters were cut, folded and placed in pockets in Appendices G, H, and I.

The final printed piece of these two program phases is a brochure. This carries more detailed information than the other pieces and gives an in-depth picture of the problems of theft and vandalism with suggestions for its possible control. The stock chosen for this was Consolidated Dorado dull blade-coated enamel, basis 60. Offset printed in black and Pantone #185 red. The size is 11"X8½" folded twice to 3 3/4" X 8½". The quantity printed was 5000.

Distribution of the brochure will be done through handouts and a planned mailing to specific individuals

or groups.

    Developmental sketches for the cover design of the brochure can be found in Appendix J and text copy in Appendix K.

An exhibit will show examples of vandalized library properties. A well-traveled area, such as the library entry is suggested for the placement of the exhibit. This will serve to impress those entering, or leaving, that the library indeed needs protection.

The exhibit system is a modular one consisting of chrome tubing forming the frames into which plexiglas panels can be fitted. The panels will be color-matched to those of the printed material of the program. It will carry graphic reproductions of the logo and logotype for further identification with the theft and vandalism program.

The exhibit system is manufactured by Abstracta Structures of New York. Specifications for this exhibit can be found in Appendix L.

The modular character of the exhibit will allow it to be modified and changed to provide new and interesting visuals. This would encourage sustained interest in the program.

Fabrication and installation of the exhibit are planned to extend the campaign during the summer and fall of the next academic year.

For photographs of the exhibit scale model, see Appendix M.

The multi-media aspect of the campaign is being furthered by efforts additional to this thesis. The library is coordinating radio spots to be introduced on WITR from April 18 through April 24. See Appendix N for spot copy.

Coverage by the campus magazine, Reporter, is planned in addition to the article covering the Bevier Gallery Graduate Thesis show.

A survey questionnaire has been distributed in conjunction with Dr. Isaac's psychology course, Attitude Formation and Persuasion Techniques. The questionnaire was done by Sarah Reynolds, Head of Acquisitions, Wallace Memorial Library, as a class project. The returned questionnaires are providing some surprising and disturbing data. This may prove useful in future treatment of the theft and vandalism problems. See Appendix O for copy of the questionnaire.

CONCLUSION

The campaign to reduce theft and vandalism in our library at RIT is a beginning effort to control an extremely challenging and complex problem. There is no one simple solution.

The multi-level campaign, which is now being put into use as a result of this thesis, will hopefully form a sound foundation upon which to build for further efforts toward solutions.

The other departments at RIT which are becoming involved will contribute new input resulting in fresh approaches and possible solutions. Bringing the problem to the individuals' attention and making them aware of its scope is the beginning of the education in the control of theft and vandalism.

I have acquired a new understanding of the problem personally and through working with the interested and cooperative library staff, have developed great sympathy for their difficult job.

The survey results of this program will be evaluated next year at a meeting with local librarians. If it has proven successful, possible implementation at other libraries will be considered.

APPENDIX A

To Roger Remington
Communications

Date July 28, 1976

Subject Theft and Vandalism in the Library

In a recent discussion of library problems with Dr. Bullard he suggested I contact you to see if you have any ideas on how the library could approach the problem of explaining to its users its increasing losses due to theft and vandalism. It is estimated that we expend in excess of $10,000 to replace stolen or mutilated journals annually and an equal amount for books. In many cases the material is lost forever since replacements cannot be found. Nationwide libraries lose an estimated 90 million dollars in material annually so the problem is not unique to RIT. As you can see libraries seem to be considered "fair game". Studies have shown that the patrons don't really realize the ramifications of their actions nor do they feel guilt. They seem to feel that their taxes or tuition give them license to steal.

The Retail Merchants Department of the Rochester Chamber of Commerce reported to us that as a result of their recent two month campaign on shoplifting local stores have experienced a 35% decrease in that crime.

Is there a possibility of a class project in this problem or some other assistance from your division. We could possibly also gain some nationwide publicity through mention in the library press and display of the posters, videotape or what have you at the state and national library conferences.

I would welcome any suggestions you may have and look forward to hearing from you.

Gary D. MacMillan

Gary D. MacMillan
Director of Libraries
Wallace Memorial Library

GDM:adp

APPENDIX B

S.T.E.M. INC.

Shoplifters Take Everybody's Money

TO: Students, Teachers, Parents, Community and Business Leaders
FROM: William A. Nowlin, Associate Chairman, S.T.E.M., Inc.
RE: STEALING FROM STORES

Thirty-eight million dollars annually ($125,000 per day) are lost by retailers through the crime of shoplifting in a five-county area that includes Monroe County. Inevitably, part of this huge loss is passed on to the consumer in the form of increased prices for goods. Consumers do not wish to indirectly subsidize such criminal activity, nor do merchants want to bear this burdensome expense. Even more important, however, is the concern we all have about the fact that the bulk of the shoplifting is done by our youth.

Local data received from retailers in New York indicates that <u>two-thirds of all shoplifters caught are age 21 or under</u>. While people of all ages and from all walks of life are caught shoplifting, the major problem obviously lies within the student age group.

Why do they do it? For kicks, to impress their fellow students, as a prank, because they think the store won't miss it? Yes, all of these reasons, and perhaps even because they were told by a "friend" that it was easy, with little chance of detection and punishment. What that so-called friend did not tell them was that shoplifting is being detected and can result in a lifetime of trouble.

Shoplifting is a crime. It can mean a jail sentence, a heavy fine, a period of probation, or juvenile court. A criminal record can follow a person for many years and affect the chances for that very special job or desired profession. Even though an offender later realizes how foolish it was to shoplift, the record of it can last for years, repeatedly requiring explanation and embarrassment.

"Going with the crowd" has been said to be at the root of the problem. We are confident that the "crowd" still represents a minority of our youth. The majority of the youth today, as always, respects the property of others and does not commit crimes like shoplifting. This majority just needs to assert itself, letting it be known that stealing will not be acceptable as a standard of conduct.

Each person reading this letter can play a part in ridding our society of this type of theft. Students can do the most because they pay attention to the views of fellow students. Teachers can bring the problem into focus through open discussion groups. Parents can keep up with how much money a youth has, how it is spent, and insist on an explanation for merchandise worn or brought home which could not have been purchased with known available money. Community and business leaders can insure that the hazards and consequences of shoplifting are first explained in their areas, then take strong positive action when it does occur. And what can we all do? Set an example, practice what we preach, and carry the message -- SHOPLIFTING IS A CRIME AND WILL NOT BE TAKEN LIGHTLY IN OUR HOME, SCHOOL, COMMUNITY, OR BUSINESS.

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11/24/75

S.T.E.M. INC.

Shoplifters Take Everybody's Money

MEMO TO: WORTH D. HOLDER

FROM: TOM EDEL

RE: S.T.E.M., Inc. IN MILWAUKEE

Worth,

In response to your memo regarding the identification of S.T.E.M. in Milwaukee as a program of the Metropolitan Milwaukee Association of Commerce, a call was made to this organization and conversations held with President John Duncan and S.T.E.M. Director Suzanne Sheedy.

The S.T.E.M. campaign was added to the visible program of their Association two (2) months ago. And, it is now identified as a Chamber program. Mr. Duncan, however, stated that for the first year it was NOT promoted in the Chamber program for the reasons enumerated in our conversations and based on the recommendations of Spiro and Associates, Inc. Rather, it was treated as an independent organization and retained its anonymity.

In further conversation, Mr. Duncan advised us to continue our S.T.E.M. campaign independently in retaining its anonymity for at least the first year (as they did) or until the program is established in the community and its success established.

In our discussion, I also questioned the article point regarding the enrollment of other Wisconsin Chambers in S.T.E.M. by their Association. This is done by way of a sub-franchising of the rights at a cost to the chamber based on their resident population of the city involved. All materials, etc. are then purchased from the Association.

To assist our efforts on S.T.E.M., I asked that copies of agreements, letters, etc. be forwarded to me for possible use in our program.

Sincerely,

Tom

CC H. Power
    W. Nowlin

TEM Reports
ear of Success

The Association kicked off the second ar of its STEM (Shoplifters Take erybody's Money) campaign and sumarized dramatic success in cutting :tropolitan-area shoplifting losses at a d-November luncheon.

Metropolitan STEM Chairman K. Earl rby told several dozen media executives :ending the event that STEM's impact the Milwaukee area's $50 million anal shoplifting loss has "far exceeded :n the most optimistic expectations."

He also disclosed plans for "particirly high visibility" of the STEM proam during the Christmas shopping ison, and announced that new materials : distribution to the media, retailers and 1001 children had been developed.

Derby, a J. C. Penney Co. manager,)orted the following developments since EM was launched one year ago:

• A decline in arrests, both adult and .enile, for the first six months of 1974, mpared with the first half of 1973.

In the City of Milwaukee adult shoping arrests were down 33% and juvee arrests, 19%. Many other municlities also reported declines.

• A decline in shoplifted merchandise. .vo major retailers — Boston Store and mbels — registered 20 to 30% decreases shoplifting losses for the first six months 1974, compared with the same period 1973. The J. C. Penney Co., Sears and 1er large stores also reported significant :lines.

• 19 other Wisconsin city chambers of nmerce have been enrolled in STEM the Association.

Derby credited the "outstanding" paripation of local media and the cooperan of retailers, school officials and the liciary as the most important elements the campaign's success.

Some 50 Downtown business people were briefed on the timetable for construction of the Wisconsin Avenue bridge at a mid-November meeting called by the Downtown Association. Speaking to those attending are, from left, Edwin Laszewski, Milwaukee City engineer; Herbert Goetsch, Commissioner of Public Works, and George Watts, chairman of the Downtown Association Executive Committee.

Steel Key to Bridge Plan

Early delivery of steel could result in completion of the Wisconsin Avenue bridge ahead of schedule, Milwaukee City Engineer Edwin Laszewski has told Downtown business people.

Laszewski was among city and state officials answering questions on construction of the bridge at a meeting called by the Downtown Association. Some 50 persons attended the session at City Hall.

Laszewski said the bridge-construction timetable relies heavily on the availability of steel on or before the promised delivery date. He said early delivery might result in completion of the structure prior to the projected date of Nov. 15, 1975.

In response to questions, he disclosed that contracting for crews to work on the bridge around the clock had been considered.

Laszewski said the idea was rejected because it would have added $500,000 to the $2.7 million cost of construction — with no guarantee that completion would be speeded.

Herbert Goetsch, Commissioner of the Milwaukee Department of Public Works. pointed out that the schedule for bridge construction already had been shortened from 16 to 10 months to minimize disruption of Downtown business patterns.

Goetsch said the bridge will be open during the day until Jan. 15, 1975. It then will be closed until the following November and vehicular traffic will be rerouted to nearby streets.

Also speaking at the meeting were Daniel Kastenholz, district chief construction engineer for the Division of Highways, and Fourth Ward Alderman Kevin O'Connor, who stressed that the City is making every effort to speed the construction effort.

Updated Milwaukee Area Maps Produced

Attractive, four-color maps of metropolitan Milwaukee and southeastern Wisconsin now are available from the Association of Commerce.

The maps were produced in response to requests from Association members who have encountered difficulty in obtaining suitable maps of Milwaukee County and the area immediately beyond its borders.

Cartography is an updated version of the popular Enco map. Production was discontinued recently by Exxon Corp.

Maps can be used for customer goodwill and promotions, as a door-opener for salesmen and for new employees from outside the Milwaukee area. They also are valuable in helping solve delivery problems.

Orders may be placed by contacting Laurie Boelter of the Communications Division at 273-3000. Cost per map is 50¢, with postage and sales tax additional.

For Additional Information:

R. K. Griffin
Commercial Service Systems, Inc.

SHOPLIFTING - CRIME OF THE YOUNG

UP TO SEVENTY EIGHT PERCENT (78%) OF ALL SHOPLIFTERS ARE
UNDER THIRTY YEARS OF AGE.

Shoplifting is an age old crime but it is not a crime of the
aged. On the contrary, there is strong evidence that THE RETAIL RIP-
OFF is truly a young person's crime.

Up to 78% of shoplifters apprehended have not reached their
thirtieth birthday; 55% are under eighteen and 9% are under twelve.

Those startling figures have just been released by
Commercial Service Systems, Inc. in its eleventh annual survey of
shoplifting. *

* The survey data was collected during 1973 and is based on 17, 876 actual
apprehensions in Supermarkets, Drug Stores and Discount Stores. Six
hundred and seventy-five Supermarkets from 16 companies contributed
14, 790 cases. Seventy-five Drug Stores from three companies contributed
2, 019 cases and 28 Discount Stores from three companies contributed
1, 067 cases. Most of the stores reporting are located in California.
However, stores located in Washington, Oregon, Nevada and Texas are
also represented in the totals.

WHOM DO YOU TRUST

If you are a retail merchant, the DON'T TRUST ANYONE OVER THIRTY slogan is a canard. If it is a matter of whom to trust NOT to shoplift, the over the hill and even the over thirty group are where the merchant should place his confidence.

The twelve to seventeen age group comprises approximately 12% of our total population.* This group contributed from two and one half to over three times the number of apprehensions which might be anticipated based on the demographics of age. (32.4% in markets to 40.2% in drug stores)

The eighteen to twenty-nine age group makes up approximately eighteen percent of our population.* However, this group contributed 22.8% of the drug store apprehensions and 28.2% of those apprehended in super-markets.

The over thirty group makes up about half of our population but contributed from 30% of the apprehensions in markets down to only 22% in drug stores.

Investigation into the reporting practices of the companies represented in this survey indicate that a substantial number of juvenile apprehensions are not reported at all. The merchandise is recovered and the young offender is treated informally, almost casually, as he is sent on his way without really being detained or a written report made.

* 1970 Census

It is obvious that if all such apprehensions were reported, the juvenile's role in shoplifting would be heavier even than reported here.

SHOPLIFTING BY THE AGED

Shoplifting by the aged perhaps should be examined in connection with a possible correlation between fixed income-inflation and need.

The following table shows the apprehensions of individuals over sixty years of age during the past five years.*

Apprehensions Over 60 Years of Age

	Market	Drug	Discount
1969	7.8%	-	-
1970	6.8%	5.7%	-
1971	7.1%	6.4%	-
1972	8.0%	5.5%	-
1973	7.2%	4.6%	4.3%

Approximately 14% of the population is over sixty years of age. The above figures suggest that this age group is shoplifting only about one half (or less) the amount that might be expected based on the size of the group within the general population.

The actual drop in reported apprehensions for 1973 would refute to some extent claims that inflation is forcing the aged to shoplift to get by.

* Based on 86,383 cases reported 1969-1973 inclusive.

WHEN THE POLICE ARE CALLED

The following table shows the percentage of cases which were turned over to the police for official handling during the past five years.*

Adult-Juvenile Ratio of Cases Turned Over to Police

	Juvenile		Adult	
	Market	Drug	Market	Drug
1969	22.9%	-	30.6%	-
1970	20.9%	24.7%	36.3%	43.5%
1971	22.9%	18.2%	37.1%	38.2%
1972	23.6%	14.9%	39.4%	41.4%
1973	24.9%	18.0%	42.6%	38.2%

The markets have taken an increasingly strong stand in their handling of adults as indicated by a twelve percent increase in the number of bookings during the past five years. However, there is only a two percent increase in the number of juveniles turned over to the police during the same period.

The drug figures show a slight overall decrease in the number of cases handled by the police during the period 1969-1973 but there are still approximately twice as many adults being processed by law enforcement.

The following table shows the adult juvenile ratio of total

* Based on 86,383 cases reported 1969-1973 inclusive.

apprehensions reported during the past five years. *

Adult-Juvenile Apprehension Ratio

	Juvenile		Adult	
	Market	Drug	Market	Drug
1969	42.0%	-	57.2%	-
1970	42.8%	50.1%	56.2%	49.4%
1971	41.0%	49.9%	58.4%	49.5%
1972	39.4%	56.2%	60.0%	43.4%
1973	41.5%	55.1%	57.8%	44.0%

LENIENCY SHOWN TO JUVENILES

An obvious question is raised in view of the fact that juveniles constitute half or more of the shoplifting problem. If juveniles are half the problem, why are they treated so much less seriously (or severely) than adults?

The merchant does not call the police as a matter of policy because he wants the shoplifter punished, although he can be as angry as any other victim of theft.

The police are called because the merchant hopes that the procedure will have a deterrent effect on the shoplifter and that his loss problem will be controlled. At the very least, he hopes that the shoplifter will not steal from his store again. We believe this to be a true evaluation of the merchant's motive when the police are called. Why then does he ease up in his handling of juveniles?

* Based on 86,383 cases reported 1969-1973 inclusive.

In examining the policy of when to call the police in juvenile cases based on the data from ten separate companies contributing five hundred or more apprehensions, the range was from 43.9% down to only 8% of the cases.

There may not be a definitive answer to this question. Different companies have different policies with or without clearly defined reasons. One reason which may enter into the individual decision by the person who makes the apprehension is how much time he has to spend in detaining the juvenile, calling the police, waiting for the police to respond and in preparing the necessary reports.

In many cases the manager, who is the busiest person in the store, must get involved regardless of who makes the apprehension. There is only so much time to devote to the problem. It is easy to understand available time being spent in booking adults who "should know better."

SMALLER AVERAGE THEFT FOR JUVENILES

The person apprehending a juvenile shoplifter may also have his decision to release without calling the police influenced by the value of the recovered merchandise. Juveniles steal less per theft than adults do as shown in the following table covering the past five years.*

Average Value Merchandise Recovered per Apprehension

| | Market | | Drug | |
	Adult	Juvenile	Adult	Juvenile
1969	$4.03	$2.57	-	-
1970	$5.17	$1.98	$6.53	$4.00
1971	$5.70	$2.34	$5.35	$2.87
1972	$4.80	$2.36	$6.57	$3.05
1973	$5.75	$2.47	$7.90	$3.07

* Based on 86,383 cases reported 1969-1973 inclusive.

PARENTS CALLED INSTEAD OF POLICE

Very often the parents are called instead of the police. This may occur when the parents are customers of the store or when the juvenile is cooperative and contrite and the apprehending person is reluctant to create an official record of the incident.

These are proper individual decisions properly made by the apprehending person who must have substantial latitude in his handling of shoplifting cases.

The long term effect of less strict handling of juveniles should be assessed, however. The data presented here suggests that juveniles should be treated as seriously as adults as a matter of policy in view of the fact that the younger shoplifter's contribution to the problem is well out of proportion to the size of his group.

A final reason that juveniles are treated lightly may be that some companies do not fully realize the disparity in their policy in handling the two groups. By presenting these figures we hope to assist the retailer in an overall evaluation of shoplifting policy.

The retailer can review his policy regularly and use the counter measures he thinks most effective for his operation. He cannot, of course, stop juvenile shoplifting in his stores.

PARENTS HOLD THE ANSWER

Shoplifting by the under eighteen age group can be stopped only by interested parents. The attitude often expressed is objective and suggests that shoplifting by the young is in the nature of a prank, that only small amounts are involved and that it is something that is done by other people's children.

It may be true that in the mind of many teenage shoplifters they are not really thieves, that they are only being cute or clever or perhaps they just go along with the crowd.

Certainly by no means do all teenagers shoplift and many parents can be secure in that knowledge. But our statistics indicate that the amount of shoplifting by the young reported each year should give pause to any parent to consider this matter and to avoid complacency.

What might a parent do to ensure that his child is not involved or to prevent his child from becoming involved.

There are no easy answers. Many of the same suggestions made for coping with other child-parent problems are pertinent, but let us list a few.

SUGGESTIONS FOR PARENTAL INVOLVEMENT

1. Parent responsibility is of primary importance. It appears that when parents know where their children are and what they are doing, all types of juvenile problems diminish.

2. Pay attention to what your children bring home. When things appear that are not covered by an allowance or by earnings, go into the matter.

3. When a store manager or the police call and advise that they have your child in custody for shoplifting, be calm and cooperate. You may wish with all your heart that it is a "mistake", but that will not change the facts. The people who call you face the problem daily and they are only doing what must be done. They know that even beautiful polite children, who want for nothing, sometimes shoplift. Try to accept the situation and approach the store personnel or the police with a positive attitude.

4. Enlist your PTA or your service club in an educational program. If there is no communication between children and parents about a problem, there is a chance that the child will conclude that his parents either do not know or do not care about it.

5. Get involved in any way you can. The price in emotional distress can be high when your child is caught. Moreover, the cost of shoplifting losses sustained by retail merchants is paid by the public at large.

The following tables provide additional facts.

COMMERCIAL SERVICE SYSTEMS, INC.

SHOPLIFTING SURVEY OF 1973 CASES
(Figures Released May, 1974)

PERIOD COVERED - 1973

NUMBER OF CASES		17,876
Supermarket	14,790	
Drug Store	2,019	
Discount	1,067	
STORES REPORTING		778
Supermarket	675	
Drug Store	75	
Discount	28	
COMPANIES REPORTING		22
Supermarket	16	
Drug Store	3	
Discount	3	
ARTICLES RECOVERED		52,411
Supermarket	44,726	
Drug Store	4,645	
Discount	3,040	
ARTICLES RECOVERED PER CASE (Average)		
Supermarket	3.0	
Drug Store	2.3	
Discount	3.1	
VALUE RECOVERED		$82,598.
Supermarket	$63,859	
Drug Store	10,565	
Discount	8,174	

VALUE RECOVERED PER CASE (Average)

Supermarket	$4.32
Drug Store	$5.23
Discount	$8.28

PERCENTAGE OF ADULTS PROSECUTED

Supermarket	42.6%
Drug Store	38.2%
Discount	46.7%

PERCENTAGE OF JUVENILES TURNED OVER TO POLICE

Supermarket	25.0%
Drug Store	18.0%
Discount	26.0%

MOST APPREHENSIONS - BY MONTH

Supermarket	9.8% October-November
Drug Store	13.1% December
Discount	12.0% July

MOST APPREHENSIONS - BY DAY

Supermarket	16.1% Thursday
Drug Store	18.6% Saturday
Discount	23.7% Saturday

MOST APPREHENSIONS - TIME OF DAY

Supermarket	38.2% 3:00 - 6:00 p.m.
Drug Store	31.2% 3:00 - 6:00 p.m.
Discount	39.7% 3:00 - 6:00 p.m.

MOST APPREHENSIONS - AGE GROUP

      Supermarket   32. 4% 12-17 Years
      Drug Store   40. 0% 12-17 Years
      Discount   44. 0% 12-17 Years

PERCENTAGE OF APPREHENSIONS UNDER 30 YEARS OF AGE

      Supermarket   69. 5%
      Drug Store   78. 0%
      Discount   71. 0%

ADULT MALES APPREHENDED (% of Total Adult Apprehensions)

      Supermarket   51. 2%
      Drug Store   51. 4%
      Discount   53. 3%

JUVENILE MALES APPREHENDED (% of Total Juvenile Apprehensions)
                               (Under 18 Years of Age)

      Supermarket   61. 4%
      Drug Store   56. 3%
      Discount   64. 6%

ADULT FEMALES APPREHENDED (% of Total Adult Apprehensions)

      Supermarket   48. 8%
      Drug Store   48. 5%
      Discount   46. 7%

JUVENILE FEMALES APPREHENDED (% of Total Juvenile Apprehensions)
                               (Under 18 Years of Age)

      Supermarket   38. 6%
      Drug Store   43. 6%
      Discount   35. 4%

COMMERCIAL SERVICE SYSTEMS, INC.
SHOPLIFTING SURVEY OF 1973 CASES

Page 4

PERCENTAGE OF CASES IN WHICH THE FOLLOWING KIND OF
MERCHANDISE WAS RECOVERED FROM THE SHOPLIFTER:

	Super Market	Drug Store	Discount Store
Vitamins	1.3%	1.4%	1.3%
Cigarettes	4.0%	2.2%	.5%
Liquor	5.6%	3.0%	.9%
Clothing	6.4%	7.4%	10.7%
Deli	9.6%	--	.7%
Fresh Meat	12.4%	--	.7%
Other Food Items	20.6%	7.1%	4.3%
Other Non-Food Items	31.4%	67.0%	79.7%

RKG:y
5/8/74

News From S.T.E.M. INC.

Shoplifters Take Everybody's Money

For Further Information Contact:

FOR IMMEDIATE RELEASE

Al Meliutis   -
Joseph Szuba   -   May 28, 1976

S.T.E.M.   PRESS RELEASE

William Burks, Chairman of S.T.E.M. (Shoplifters Take Everybody's Money) and Vice-President of McCurdy and Company, Inc., announces S.T.E.M.'s third anti-shoplifting campaign, to be conducted in the Rochester/Monroe County Area, from June 5 to July 5, 1976. This summer campaign is a radio campaign and is being directed at the teenager who is preparing for summer vacation. The campaign bears two messages: Shoplifting is a serious crime and Shoplifting raises everybody's prices.

Several radio stations have agreed to participate in this public service campaign by airing S.T.E.M. anti-shoplifting radio announcements and by interviewing S.T.E.M. officials on local talk shows.

Burks noted that the area retailers, the Rochester media and many other concerned groups made a substantial investment in time and money in conducting a Fall 1975 anti-shoplifting campaign designed to discourage shoplifting by young people and adults. Most stores report less shoplifting arrests in 1975 than in 1974.

Stores have increased their internal awareness of methods and techniques to prevent retail crimes. Security and inventory control programs have been strengthened. Law Enforcement Agencies and the Courts have placed additional emphasis on shoplifting, which is a benefit to the consumer and the entire community-because of their emphasis it is a deterrent to shoplifting.

"There isn't a facet of our Community that is immune from shoplifting", Burks pointed out. "Therefore, we are addressing ourselves to all citizens of the Rochester/Monroe County Area to impress upon them what a criminal record can mean in terms of diminishing the quality of a person's life in the future and also what shoplifting can mean to stabilizing prices."

Feedback from a wide variety of sources indicates that two S.T.E.M. goals are being met: Alerting citizens that shoplifting is a crime which carries a serious penalty, and that shoplifting is a practice which hurts everyone by putting pressure on merchants to raise prices."

"The continued support and cooperation of all segments of the community will result in benefits to everyone," Burks stated.

S.T.E.M.

News From S.T.E.M. INC.

Shoplifters Take Everybody's Money

For Further Information Contact:

Thomas R. Edel

FOR IMMEDIATE RELEASE

November 19, 1974

MAJOR ANTI-SHOPLIFTING CAMPAIGN BEGINS TODAY
IN GREATER ROCHESTER/MONROE COUNTY AREA

Under the banner S.T.E.M., Inc. or "Shoplifters Take Everybody's Money", greater Rochester/Monroe County area retailers today officially introduced here a broad-scale educational campaign designed to curb shoplifting losses, estimated to have reached $125,000 a day in the Greater Rochester/Monroe County area.

The campaign is a cooperative effort between Rochester and Monroe County retailers, service and citizen organizations, civic leaders, and all media in the area.

To dramatize the campaign and underline the huge amounts being stolen, $125,000 was placed on display today at a News Conference at the Central Trust Company. A number of S.T.E.M. officers attended.

During the News Conference, S.T.E.M. president J. Harry Power noted "our program is a broad-scale educational attack on shoplifting, underlining that shoplifting is a serious crime and one which affects everyone through higher prices. Conviction for shoplifting can seriously affect a person's career and can make it difficult for that person to attend college, to study law, obtain a loan or establish credit as well as jeopardizing the individual's job status."

-- MORE --

The S.T.E.M. program stresses the message "No ifs, ands or buts, shoplifting is stealing." To combat the serious and growing problem of shoplifting in the Greater Rochester/Monroe County area, the themes to be used in the program include: you'll get caught, what happens when you do get caught, resisting peer pressure, and shoplifting doesn't make sense. Many of the ads as well as the major impact of the program have been designed to reach teens, since statistics show that the incidence of shoplifting is especially high among this group. Underlined in the S.T.E.M. ads are the penalties for shoplifting, while shoplifters are clearly identified as thieves.

The S.T.E.M. campaign will include newspaper, radio, TV, Anti-Shoplifting speakers to schools, churches, and civic organizations, in-store signing programs and will generally tighten security within the retail stores.

News From S.T.E.M. INC.

Shoplifters Take Everybody's Money

For Further Information Contact:

William Nowlin
Joseph Szuba
Jim O'Brien

FOR IMMEDIATE RELEASE

MAJOR ANTI-SHOPLIFTING CAMPAIGN

BEGINS TODAY IN GREATER ROCHESTER/MONROE COUNTY AREA

Today, S.T.E.M. (Shoplifters Take Everybody's Money) launches its second annual Anti-Shoplifting campaign. S.T.E.M. is an educational and public awareness program designed to make the public aware that shoplifting is a serious crime and that shoplifting raises everybody's prices. This year's campaign is bigger than ever. Not only is the campaign supported by retailers, but it is also supported by students, teachers, parents, law enforcement, business and community leaders. A tremendous amount of support is being given by local media sources -- newsprint, radio and television. In addition, posters will be displayed in retail stores and on local buses. A direct mail appeal is being made to various segments of the community.

Thirty-eight million dollars annually are lost by retailers in this area due to shoplifting. This amounts to about $125,000 per day. Nationally, stores lose approximately $4,000,000,000 and a loss to stores of 2 - 4 percent of the store's total retail sales. But money is not our only concern. Our paramount concern is that 65 percent of the shoplifters are teenagers and many lives are being ruined as a result of participation in shoplifting activity.

(over)

It is our feeling that part of the problem could be that teens and other "amateur" shoplifters do not have a clear understanding that shoplifting is stealing. Some teenagers think it is "fun" while others may do it on a "dare"; some teenagers may even feel that shoplifting is an attack on the "establishment". And there is some evidence that shoplifting by young people may be a reflection of a breakdown in the moral code of our nation. Other people have maintained that parents are at fault, while there seems to be evidence that a few retailers are lax in prosecuting the shoplifter. This, too, is changing.

This year's campaign is sure to reduce shoplifting in the Rochester/Monroe County Community. The 1975 S.T.E.M. Campaign Committee is as follows:

Richard Eaton, President, Retail Merchants Council

William Burks, General Chairman, S.T.E.M. Committee

William Nowlin, Associate Chairman, S.T.E.M. Committee and

               Chairman, Security Task Force, Retail Merchants Council

Joseph Szuba, Publicity and Promotion Chairman

James O'Brien, Retail Manager, Rochester Area Chamber of Commerce, Inc.

F A C T   S H E E T

(Issued by Operations Division)

Subject: CRIME STATISTICS

1. RETAIL CRIME COSTS

"Crime costs incurred by the retail sector were estimated at
$5.8 billion for 1974, or, slightly more than one-fourth of the
costs incurred by all businesses. (This is disproportionate
relative to the contribution of retail trade to the GNP. Which
was about 10 percent in 1970.)"

Based upon a reported average shortage of 2.01% of retail sales
by NRMA member general merchandise department and specialty
stores, the losses for such retailers (with $117 billion in
sales for 1974) are estimated to be $2.3 billion; up from $2.0
billion' in 1973.

"Retail stores are the major commercial targets for burglars and
robbers, according to the Law Enforcement Assistance Administration's
Crime in the Nation's Five Largest Cities. In four of the cities,
the victimization rate for retail establishments was substantially
higher than other types of business. While burglary or robbery
were reported by 49.7 percent of all commercial establishments in
these cities, the rate was 71.4 percent for retail establishments,
in 1972."

"About four million shoplifters are apprehended each year. It is
estimated that only one of every 35 shoplifters is caught. This
would indicate that about 140 million instances of shoplifting
occur every year. In a study conducted by a major security firm,
500 shoppers were followed at random in a New York City department
store. Forty-two, or one of every twelve, were observed stealing
some item during their visit to the store."

"Retailers have found that a get-tough policy is effective in re-
ducing inventory shortages. More than two-thirds of the menswear
stores prosecute all apprehended thieves. One major Washington, D.C.
department store increased its security budget to over one million
dollars in 1972, and expanded its security force to 150 people.
The store reported a significant reduction of shrinkage as a result
of these efforts. A store in Columbus, Ohio, reported that their
new, tougher policy toward shoplifters had reduced losses from
outside theft, but that internal theft remained high-about $2,000
per day."

(more)

2. GEOGRAPHIC DISTRIBUTION OF CRIME

"The Small Business Administration's 1969 report on crime against Small Business states that shoplifting occurred in suburbs and rural areas with about the same relative frequency as in central cities. This was also true for the incidence of bad checks."

Source for above facts:

THE COST OF CRIMES AGAINST BUSINESS

U.S. Department of Commerce
Bureau of Domestic Commerce
November, 1974

THE ECONOMIC IMPACT OF CRIMES AGAINST RETAIL STORES

"The impact of losses from crime in relation to the size of the firm, as measured by its receipts, indicates, that small business suffers an impact from crime which is 3.2 times that of firms with annual receipts of over $5 million. Unfortunately small firms are the least able to absorb these losses, nor can they afford the overhead required for extensive protective measures."

Estimated Retail Losses Due to Ordinary Business Crime
1970, 1973 and 1974

	Sales ($ billions)			Losses ($ billions) [1]		
	1970	1973	1974	1970	1973	1974
Type of Business						
General merchandise and apparel	81	108	117	2.43	3.24	3.51

1/ Estimated by Bureau of Domestic Commerce

Shoplifting

Inventory shortages occur when the value of the merchandise on the store's shelves is less than the book value of the inventory. They result from many reasons but the major causes are internal and external theft.

Shoplifting is the most widespread crime affecting retail stores today. In the period 1967-1972, reported incidences of shoplifting rose 73 percent. Approximately 55,000 shoplifters are apprehended each year in New York City alone.

Employee Theft

Although shoplifting is receiving much attention from retailers, many authorities think that employee theft is the major cause of inventory shortages due to theft. Evidence to substantiate this assumption is fragmentary. However, retailers in a major urban area recently reported that 3,128 employees had been prosecuted for theft or had been discharged after confessing theft in 1974. The value of stolen merchandise was $857,000 and $623,000 in cash stolen. Dishonest employees were detected in all departments, including management, engineering, and personnel, but the majority of thefts, 80 percent on a dollar basis, occurred in sales, stock and the cashroom. Eighty-one of the discharged or prosecuted employees held positions in security.

Burglary and Robbery

Potentially the most violent crimes against business are burglary and robbery.

Robbery consists of thefts in the presence of the victim, usually through the use or threat of force. Robbers are interested in obtaining cash or merchandise with a very high value-to-weight ratio because the situation requires a quick exit from the scene.

Burglary, on the other hand, is the illegal entry of premises with the intent to steal. This type of crime usually occurs after store hours and in unattended store-rooms where there is little likelihood of meeting the victim. Burglars, by the nature of the crime, can be more selective in the goods they take and usually take larger quantities.

According to the Law Enforcement Assistance Administration's Crime in the Nation's Five Largest Cities, retail stores are the major commercial targets for burglars and robbers. In all five cities, the victimization rate for retail establishments was substantially higher than for other types of businesses. While burglary or robbery were reported as having occurred by 49.7 percent of all commercial establishments in the five cities, the rate was over 70 percent for retail establishments.

Vandalism

Vandalism can take many forms in addition to defaced buildings and smashed windows, even some shoplifting may actually be vandalism. If the stolen merchandise is an item the thief cannot sell or does not want himself, he will discard it. As an example, in grocery stores, foods might be removed from frozen food cabinets and allowed to spoil by thawing.

Except for the obvious attacks, such as broken windows, deliberate soiling or mussing of merchandise, opening packages and removing parts, and defacing pack-ages are examples of vandalism that resembles normal shelf-wear or the result of customer traffic. Because such vandalism is difficult to identify in retail stores the actual loss to the retailer is hard to determine.

Source for above facts: CRIME IN RETAILING

                                U.S. Department of Commerce
                                August, 1975

                    * * * * * * * * * *

RETAIL THEFT AMONG FLORIDA STORES - A 1974 SURVEY REPORT

Retail Theft-cost Floridians more each year than the four top major crimes combined. The dollar loss to retail theft, shoplifting and employee theft, is $258,696,334 estimated for fiscal year 1974, according to the Florida Retail Federation. These figures were taken from a survey of its members and averaged against the Florida Department of Revenue Gross Sales and Sales Tax Report for fiscal year 1974.

Cost to Consumers - According to the U.S. Census Bureau there are 5,034,798 persons over the age of 15 now living in Florida. Jim Gorman says it is costing each of these consumers $51.38 yearly in higher prices to subsidize persons who steal from retailers. "There is no way that retailers can absorb this tremendous loss each year," Gorman says, "although the popular saying when one is caught is 'the store can afford it'."

Gorman says that this probably would be true if just one person were stealing just one item from the store, but the facts are that thousands of persons are stealing thousands of items and the loss has to be considered an operating expense and passed on to consumers in the form of higher prices.

In October 1974, the Florida Retail Federation made a "fast" survey of its members to determine retail theft losses for the year and reported in its Anti-shoplifting Campaign for the Christmas season that retailers would lose $252,000,000.

"This figure so astounded us," says Jim Gorman, "that we decided to do an indepth study to see just how bad the problem was."

RETAIL THEFT BY STORE CLASSIFICATION

	Gross Sales	Loss %	Dollar Loss
Department Stores	$ 1,899,497,303	1.95	$ 37,040,197
Total	18,056,170,901		$258,696,334+

PERCENTAGE OF STOCK SHRINKAGE BY STORE CLASSIFICATION AS TO:

	Shoplifting	Employee Theft
Department Stores	60 %	40 %
PERCENTAGE OVERALL	78	22

NOTE:

The percentages broken down as to whether caused by shoplifting or employee theft is only a good and reasonable guess. Stores know only their total stock shrinkage and there is no real way to determine whether it was caused from persons outside the store or by employees from within. Good security personnel can come very close based on their apprehension record.

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F A C T   S H E E T

(Issued by Operations Division)

Subject: Shoplifting

WASHINGTON, D.C., 1974 STUDY

The highlights of a shoplifting study conducted among Washington, D.C. merchants by the Metropolitan Board of Trade, and its Retail Bureau were: Shoplifting has skyrocketed here in the last year. Between August 1973 and July 1974, merchants estimated losses totaling $345 million from shoplifting. This was up 46 percent over the last year.

A significant factor revealed by the report, the Bureau said, was that at least three quarters of the shoplifters can afford to buy what they steal.

In fact, the study showed that 55 percent of the thefts are done by middle-income people, another 20 percent from high-income levels. For many, the report showed, shoplifting is just a way to get "kicks" or to deal with the "frustration of life".

The study pinpointed primary offenders as teenagers (45 percent) and housewives (25 percent). Another 10 percent were college students and the remaining 20 percent fell into categories of laborers, professional shoplifers, retired persons and school children.

The study found that 49 percent of the shoplifters were in junior or senior high school. Another 20 percent were high school graduates, 10 percent high school dropouts and 5 percent college grads.

The new anti-shoplifting campaign is based on impressing the public that shoplifting is a stupid crime. The slogan for the new campaign carrying out that theme will be: "Shoplifting is dumb."

REASONS GIVEN FOR SHOPLIFTING

- I did it for kicks
- I did it on a dare
- It was an impulse
- It was an invitation

"In other words we think shoplifting is fun, more of a sport, than a crime."

Many teenagers shoplift because of such careless thinking as:

1.- The store will never miss it.
2.- My parents won't let me buy it.
3.- It's fun to see if I can get away with it.

(more)

4.- It's crazy to pay for things you can get for free.
5.- I do it because "everyone does."
6.- Overcome with temptation to try to get something
    for nothing.

FBI STATISTICS ON SHOPLIFTING

From 1961 thru 1970* (10 year period) shoplifting increased 221%
    *Reached a peak in 1969
From 1966 thru 1971 (5 year period)   "   "   84%
From 1967 thru 1972 (5 year period)   "   "   73%

"Business Week" reports that shoplifting has reached such large
proportions that the FBI now calls it "the fastest growing larceny
in the nation."

FBI notes that the figures are quite similar in the city and subur-
ban areas while there is a decided drop in the rural areas.

According to the FBI the average value of goods stolen during each
shoplifting act is $25.00.

INCIDENCE OF SHOPLIFTING STUDY

Management Safeguards, a security consultant organization, selected
a New York store to determine the percentage of shoplifting among
customers. Five hundred shoppers were picked at random - were
followed from the moment they entered the store to the time they left.
Forty two shoppers, or, one out of every 12 lifted something. One of
every 10.7 females made off with merchandise, compared with one of
every 15.6 males. Among the races the ratio worked out to one of every
11.6 negroes. Follow-up studies show that in a Boston store it's 1
out of 20 and in Philadelphia it's 1 out of 11.

Security studies of retail stores across the country show that in
1971 about 4 million shoplifters were apprehended - about one shop-
lifter apprehension every 18 seconds. The most optimistic studies
show that well-run stores doing a security job still do not catch
more than one in 35 shoplifters. This means that undetected shop-
lifting thefts last year probably totaled more than $130 million.

N.Y.C. STORES PROFILE STUDY

Bob Barry, Vice President, of Stores Mutual Protective Association,
analyzed 4000 shoplifting apprehensions made during a one-and-a-half
month period by 6 large N.Y. stores. Here are a few significant
figures:

- 21 percent apprehended were acting in concert with another person.
- 8 percent were repeat offenders.
- 66 percent were under 20 years of age. Of these 36% were under 16
  years old.
- 30 percent were between the ages of 16 and 19 - 21 percent of these
  were males and 9 percent were females.

Of the remaining 44 percent who were over 20 years of age, the % of
males dimished as the % of female offenders increased.

The time of the day the people were apprehended broke down as follows:

                8% - before noon
               14% - between noon and 2 P.M.
               47% - between 2 P.M. and 6 P.M.
               20% - after 6 P.M.

Average value recovered amounted to $16.89.

GREATER BOSTON 1974 STUDENT SURVEY

54.5% of total shoplifting apprehensions in 13-19 age group.

Teenagers who admitted shoplifting:

                Females - 63% (2 out of 3)
                Males   - 77% (3 out of 4)   •
                Group Total 69% (7 out of 10)

Shoplifting considered minor incident, no one hurt.

Students have little or no idea of store's losses.

Majority under impression, if apprehended, will be given lecture and then released.

Seldom think about consequences if apprehended.

Majority shoplift with others.

Teenagers do read anti-shoplifting sign.

Confusion on charging accomplices.

Under impression - must be out of store before being apprehended. (Local laws vary in this regard).

Students are impressed by CCTV and other electronic surveillance equipment.

WHAT DO SHOPLIFTERS STEAL?

In general the departments which suffer most frequently from shop-lifting losses are the following:

Jewelry Cosmetics Records Small Leather Goods	) These are favorites of teenage) shoplifters, who want them for) personal use.
Sportswear Dresses Sweaters Blouses Teenage Outerware Men's Furnishings	) Again the favorite targets of young) thieves, but well up on the wanted) list among shoplifters of all ages.

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Lingerie              )
Gloves                )  Useful - and often expensive -
Hosiery               )  Accessories for all kinds of thieves
Handbags              )

Sporting Goods        )
Cameras and Camera    )  More often taken by the male
  Equipment           )  shoplifter and the professional,
Small Electrical      )  but attractive to many thieves.
  Items               )
Tools and Other       )
  Hardware Items      )
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MISC. FACTS AND FIGURES

Some professional retail security men estimate that there are 150,000 shopliftings per week in department, variety, food, drug, etc., stores.

One national department store chain reports 65% of shoplifters apprehended are 16 years old or under.

SHOPLIFTING: THE CRIME YOU PAY FOR

Each Ohio family has to shell out an average $150 a year for higher prices as a result of shoplifting, and a 20% increase is expected within 1975, officials said.

The merchants' spokesman said the same estimates indicate that as many as one of three teenagers between 13 and 19 will steal from a business place at least once.

The attorney general of Ohio noted that the new state code now provides that a theft of $150 or less can bring a fine of $1000 or six months in jail, or both, and one that involves more than $150 can result in a sentence of up to five years and a $2500 fine.

The cost of an average item taken by a shoplifter today is about $28, compared to $2 just a few years ago.

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F A C T   S H E E T

(Issued by Operations Division)

Subject: Store Antitheft Devices Study - 1974

The Department of Marketing, University of Dayton conducted a study among 120 general merchandise stores in February, 1974. Highlights follow:

What are the different measures that your store employs to control merchandise shrinkage losses?

Yes	No	
94%	6%	a) Recognition of shoplifters by store dectectives
87%	13%	b) Control of fitting rooms through the checkers
61%	39%	c) Making customers aware of strict security measures adopted by the store
67%	33%	d) Moral persuasion through community's cooperation
80%	20%	e) Motivating employees to help solve the problem through reward programs
43%	57%	f) Closed circuit television
27%	73%	g) Motion pictures and still cameras
69%	31%	h) Mirrors
11%	89%	i) Turnstiles
27%	73%	j) Electronic merchandise sensing devices

As you must be aware, during the past few years a number of anti-theft electronic sensing devices and systems have been introduced in the market by different companies. Please check if you have had any experience with an electronic device.

10% a) Not familiar with electronic devices

3% b) Did hear about electronic devices but never looked into them

16% c) Still evaluating an electronic device, may introduce it in the near future

(more)

37% d) Have completed the evaluation but decided not to install

10% e) Tried an electronic device and abandoned it

24% f) Currently have an electronic device installed in the store

Based on your store's experience, what do you like most about the electronic merchandise sensing devices?

Yes	No	
3%	97%	a) Inexpensive as a security device
30%	70%	b) Effective way to cut down theft losses
8%	92%	c) Does not require any changes in the store layout and decor
3%	97%	d) Prevents detectives from making false arrests
10%	90%	e) Corroborates testimony of detectives

What problems do you associate with using electronic devices for preventing shoplifting?

Yes	No	
18%	82%	a) Trying to apply a technical solution to a human problem
43%	57%	b) In time, the thieves will work out means to beat the system
53%	47%	c) False alarm caused by noise levels operating outside the system (transistor, pacesetter) or an employee failure
6%	94%	d) In a larger store, the alarm will always be ringing since thefts will be more frequent
38%	62%	e) Honest customers will get aggravated
16%	84%	f) State laws are too lenient to punish wrongdoers even if apprehended. So the electronic device won't be of much use.
61%	39%	g) Training sales staff to remove tags
50%	50%	h) High initial costs
44%	56%	i) High operating costs
13%	87%	j) Long term lease requirement

(more)

Check for the type of tags/labels that were used in your store as a part of the antitheft system.

a) Hard vs. Soft tags.

       Hard tags   . 27%

       Soft tags   8%   No answer 65%

b) Visible vs. hidden tags.

       Tags visible to the customer   36%

       Tags attached to the product
       such that the customer could
       not see   4%

       No answer   60%

c) Reusable vs. disposable tags

       Reusable tags   37%

       Disposable tags   6%

       No answer   57%

What percentage of your sales revenue do you approximately spend on security?

       Less than .25 percent   32%

       .25 to .5 percent   39%

       .5 to .75 percent   15%

       More than 1 percent   2%

       No answer   12%

Please identify and rank four areas -- departments of your store -- where you have highest shrinkage losses.

| | | Rankings | | |
	I	II	III	IV
1. Ladies', Sportswear	20%	21%	7%	2%
2. Men's Sportswear	9	17	18	13
3. Costume, Jewelry	5	3	9	7
4. Cosmetics	6	4	2	5
5. Junior Sportswear	26	12	3	3
6. Ladies' Accessories	-	2	4	8
7. Ladies' Dresses	3	6	3	5
8. Ladies' Coats	-	1	2	2
9. Records and Tapes	3	2	4	2
No Answer	28	32	48	53

APPENDIX C

IDENTITY ELEMENT PROGRESSIVE DEVELOPMENT

IDENTITY ELEMENT
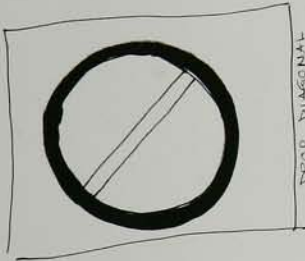FOR PROJECT AGAINST LIBRARY THEFT & VANDALISM

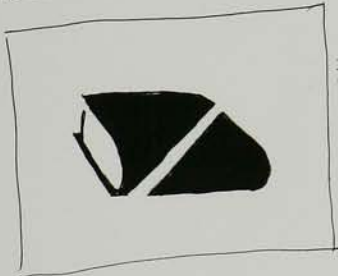COMBINATION OF INTERNL PROHIBITION + SYMBOL OF TORN BOOK
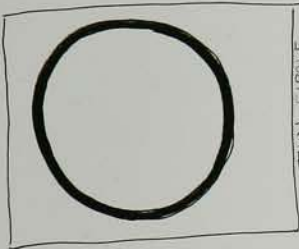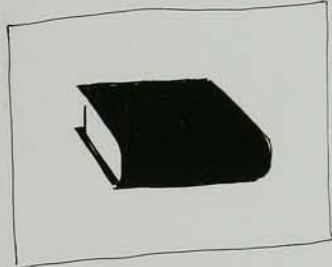
THIN CIRCLE

DIAG. LINE TO TORN AREA

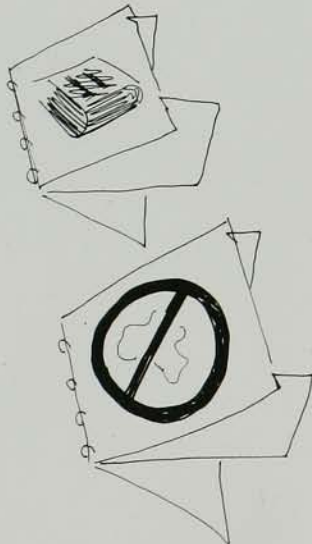DROP DIAGONAL

BOOK SYMBOL + DIAGONAL LINE

MODIFIED SYMBOL

SYMBOL OF BOOK

INTERN'L SYMBOL

PHOTO OF BOOK

FLIP CARDS TO BE SHOWN SIMULTANEOUSLY

APPENDIX D

BOOKMARK

MARK YOUR PLACE-NOT THE BOOK!

Vandalism includes defacing and
cutting up books and magazines
in our library and costs you and me
close to $40,000 a year!
You can help cut this cost—by not
cutting up library materials.

operation bookwatch

A program to encourage care in use of library materials
The Wallace Memorial Library at RIT

APPENDIX E

APPENDIX F

DO NOT DISTURB,

fold, spindle or mutilate library books
and magazines.

APPENDIX G

APPENDIX H

ATCH

operation
bookwatch

APPENDIX I

*operation
bookwatch*

APPENDIX J

operation
bookwatch

operation bookwatch

COULD
IT
BE
YOU??

LIBRARY THEFT & VANDALISM

COULD
IT
BE
YOU??

operation
bookwatch
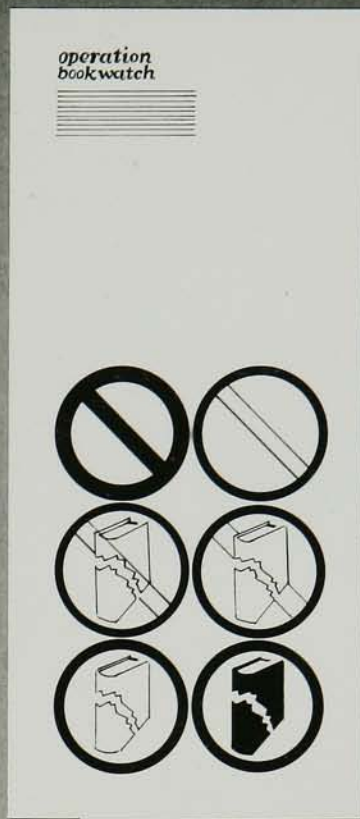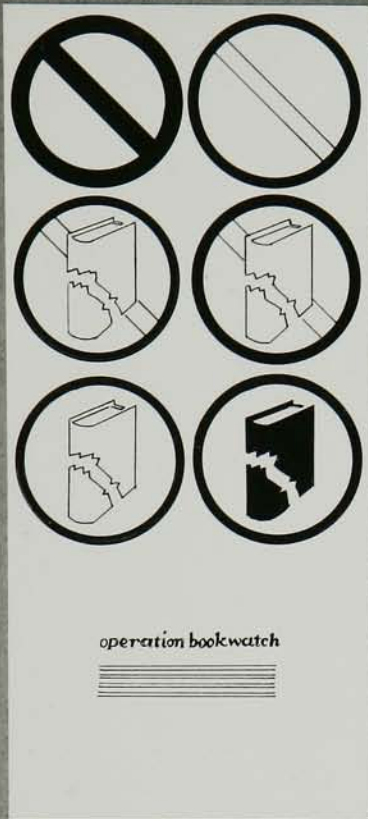
Theft & Vandalism
COULD IT BE YOU??

operation bookwatch

A program to encourage care in use of library materials.
The Wallace Memorial Library at RIT.

operation bookwatch

operation bookwatch

Library
Theft & Vandalism

COULD IT BE YOU??

operation bookwatch

Theft & Vandalism

COULD IT BE YOU??

operation bookwatch

APPENDIX K

BROCHURE COPY

THEFT AND VANDALISM: Could it be you?

Theft and vandalism is a little realized, but very serious offense committed in our library every day.

The reasons for it are many but sometimes it is just thoughtlessness.

Research has shown that library vandals do not know that each replacement costs the library $8 to $25 above the cost of the book and $3 to $10 above the cost of a journal. Expensive out-of-print journals (art and science for example) can cost up to $50 when processing fees, searches by book jobbers, original newstand prices, and 20% annual inflation rates are added up.

Multiplying these amounts, our library suffers some $40,000 loss annually. This represents $40,000 that can't be used to purchase new books, new periodicals and non-print media.

Theft and vandalism robs each of us--of time, effort and references.

Nationwide, library losses amount to an excess of 90 million dollars a year!

Could it be you? Are you contributing to this appalling figure?

Helping solve the problem of theft and vandalism is the responsibility of each of us.

BROCHURE COPY (CONT'D.)

Reenforcement of this premise can be carried on by teachers and professors on all levels of education.

This effort could result in more books for our use and enjoyment, art and photography journals that are intact, and increased reference materials in all areas.

The library has a difficult decision to make. The journals and books most subject to mutilation can be either placed in limited access stacks or no longer purchased. In either case, we all lose.

As for the future consequences of this dilemma, it could be possible that the entire library could be placed on a limited access basis. This certainly is not a desirable solution.

The funds now used for replacing damaged materials can be put to better use in adding to the library's collections with new materials.

Help this hope become a reality. Join OPERATION BOOKWATCH and encourage care in use of library materials.

APPENDIX L

EXHIBIT SPECIFICATIONS

SUPPLIER: Abstracta Structures, Inc.

MATERIALS: 13mm series, chrome (prices as of 1976)

```
68 #395 tubes 15.08" @1.20................81.60
16 #3T connector      @ .85................13.60
12 #4T      "         @1.00................12.00
 4 #6T      "         @1.10................ 4.40
40 #218 support       @ .50................20.00
96 #728A    "         @ .50................48.00
 4 #208 adj. leg.     @ .60................ 2.40
 1 #900 mallet        @5.00................ 5.00
 1 #901 disconnector @5.50................ 5.50
                                          _____
                                  sub total
                                            192.50
```

SUPPLIER: Ward's Plastic Center,Inc. Rochester,NY

458-3227

```
21 15"X15" plexiglas panels ¼"
                            clear @4.75........ 99.75

 5 15"X15"      "        "   ¼"
                            white @5.19........ 25.95

 4 15"X15"   extra ¼" white @5.19.........20.75
```

EXHIBIT SPECIFICATIONS (CONT'D.)

4 15"X15" plexiglas panels ¼"
            black @5.66.............22.64
                                    _____

                        sub total
                             169.09

MISCELLANEOUS

Freight

5 15"X15" masonite panels
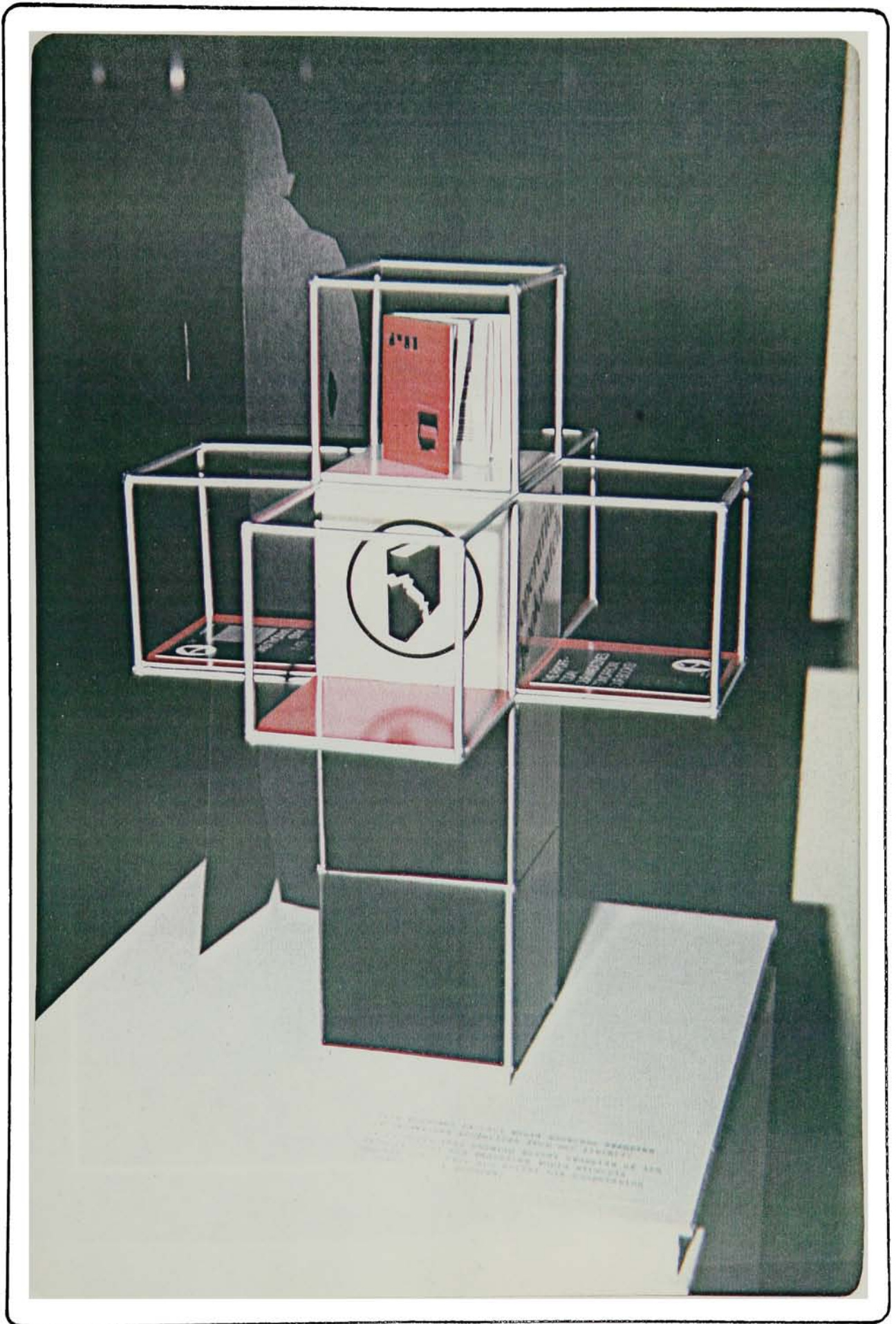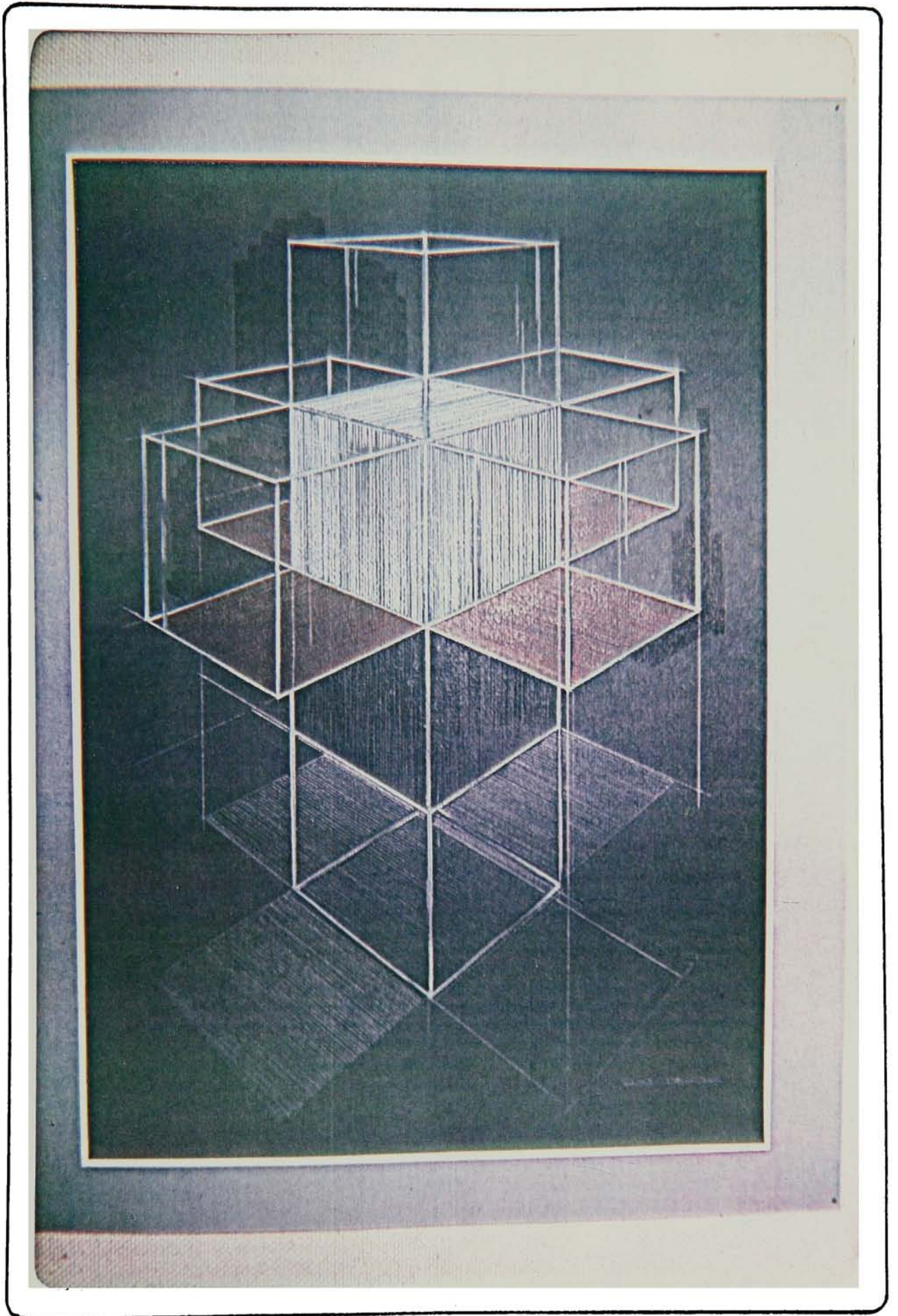   approximate cost   20.00
                                   _____

                    Grand total
                         381.59

APPENDIX M

APPENDIX N

WITR Radio Spots for April 18-24

1. Wallace Memorial Library has begun a campaign to
   inform students and faculty about theft and mutilation
   to library materials. Next time you're in the library
   take a moment to read the brochures and posters around
   the building. Pick up a free calendar and bookmark
   and help promote care in the use of books and
   magazines.

2. Did you know that to replace an issue of a magazine
   that's been torn up can cost the library $3-10
   over and above the newsstand cost of the single issue?
   And some of them are outof-print and can never be
   replaced. Join Operation Bookwatch and think twice
   before ripping off the next guy.

3. It costs Wallace Memorial Library close to $40,000
   a year in losses to the collection due to theft and
   mutilation. Operation Bookwatch is a campaign being
   launched ᴋᴏ by the Library to bring these facts to all ꜱᴋᴜ
   students and faculty. Take part in it - handle library
   materials with care and respect.

4. The magazines in Wallace Libray with missing pages torn
   out cannot be bound into volumes for the permanent
   collection. It costs nearly $20,000 a year in losses
   and immeasurable time and frustration to library users.
   Encourage your friends to help against theft and vandalism.
   A message from Operation Bookwatch.

5. Theft and mutilation of library materials is a crime,
   legally and ᴘʜɪʟᴏꜱᴏᴘʜᴋᴀ morally. $40,000 a year
   is lost - money that should be spent on new items,
   not in trying to replace magazines and books already
   in the collection. Be aware of the problem, be conscious
   of the cost to you and others. Think about it before you
   consider committing this crime. The above is an
   announcement in behalf of Operation Bookwatch, Wallace
   Memorial Library.

REPORTER

April 29, 1977

Spring Planting Festival

Library Starts Bookwatch

The Wallace Memorial Library is conducting a campaign to inform the members of the RIT community of the problem of book theft and mutilation. The program is called Bookwatch and its most visual element are the posters placed all around the library informing people of the campaign.

According to Ms. Louis Goodman, head of the library's Public Services department, about $40,000 worth of books and magazines are stolen or mutilated each year. Nationwide, almost $90 million worth of library materials are damaged or stolen each year. The library's worst problem is with its magazines, which are stolen or damaged much more often than books. Ms. Goodman said it costs $3 to $10 over the origial cost of the magazine to replace one that is damaged, if it can be replaced at all.

In addition to its posters, the library is also "freebees" to promote its campaign. About 20,000 bookmarks have been made up, as well as a number of two-year calendars and "Do Not Disturb" door hangers. Each of those materials have messages on them explaining the library's problems with theft and mutilation. The freebees will also be distributed in the fall to freshmen in the SOS-7 spirit kits.

The graphics of the campaign, which consists of a drawing of a book torn in half, was designed by Ms. Vivian Mallison, a graduate student majoring in Communications Design. Ms. Mallison did the project as a part of her graduate thesis.

As another part of the campaign, a survey is being conducted by Dr. Morton Isaac's Psychology class on the attitudes of students who steal or mutilate books or magazines.

APPENDIX O

SURVEY QUESTIONNAIRE

This questionnaire will be completely confidential and anonymous to insure no penalty will be imposed on the people who respond to it.

1. What College are you enrolled in?

2. What is your major?

3. What is your grade point average?

4. How often do you use the library?

     A. Daily   C. Few times weekly
     B. Weekly   D. Monthly
        E. Other (specify)_____

5. What do you use the library for most often?

     A. Researching Assignments   C. Leisure Readings
     B. General Studying   D. Others_____

6. Have you ever taken a book from the library without checking it out?

     YES _____   NO _____

6A. Have you returned the book at a later date?

     YES _____   NO _____

7. Have you ever taken an issue of a magazine from the RIT Library without checking it out?

     YES _____   NO _____

7A. Have you returned it at a later date?

     YES _____   NO _____

8. Have you ever torn pages or pictures from magazines, books, or other library material?

     YES _____   NO _____

9. If you have taken a book or magazine from the library without signing it out, was the material needed for an assignment?

     YES _____   NO _____

10. Was it your intent to take the book, or tear out the article before coming to the library?

     YES _____   NO _____

11. When you take a book or tear out an article what are your feelings toward other students who might need that same article?

     A. First come, first serve   C. Indifference
     B. Guilt   D. Other_____

12. When you tore out these articles, did you consider the use of the photocopying machine?

     YES _____   NO _____

13. If you did not use the machine, why?

     A. Time   C. Quality of Print
     B. Cost   D. Other (specify)_____

APPENDIX P

THESIS PROPOSAL FOR MASTER OF FINE ARTS DEGREE

College of Fine and Applied Arts

Rochester Institute of Technology

Title: THEFT AND VANDALISM CONTROL IN LIBRARIES

Submitted by: Vivian L.Mallison   6 October 1976

Thesis Committee:

    Chief Advisor: **Name Illegible**

    Associate Advisors:

        1._____

        2._____

Department Approval: 1. **Name Illegible** date _10/7/76_

        2._____ date_____

Approval, Chairman of the Graduate Program:

        Fred Meyer date _10/8/76_

Final Committee Decision:

        Date:

The purpose of this thesis is to design a communications program in libraries to combat the growing problem of theft and vandalism.

A coordinated, hard hitting campaign to bring this problem to the public's attention will include the following: the design and implementation of a design element to be used as a symbol on printed materials, exhibits and other related materials.

It is felt that much of the damage suffered by libraries on campuses and in cities nationwide occurs through public ignorance and apathy. A multi-level, coordinated campaign such as this should bring the problem to the individual and encourage cooperation through new understanding.

Name: Vivian L. Mallison

APPENDIX Q

PRODUCTION SYNOPSIS

CONTROL OF LIBRARY THEFT
AND VANDALISM
CAMPAIGN

PHASE I + II
V. MALLISON, GRADUATE STUDENT
R.R. REMINGTON, ADVISOR
DATE: NOV. 10, 1976

PRODUCTION SYNOPSIS

PROJECT   CONTROL OF LIBRARY THEFT AND VAND+LISM

CLIENT : RIT
DEPARTMENT : WALLACE MEMORIAL LIBRARY
DESIGNER: VIVIAN MALLISON, GRADUATE STUDENT

DATE: NOVEMBER 10, 1976

OVERALL GOAL: TO CONTROL THE INCREASING
                 PROBLEM OF THEFT + VANDALISM
                 IN THE RIT LIBRARY.

TARGET AUDIENCE: USERS OF THE CAMPUS LIBRARY:
                    STUDENTS, FACULTY AND THE PUBLIC

CORE IDEA: TO EDUCATE THE LIBRARY USERS
              OF THE MAGNITUDE OF THE THEFT
              + VANDALISM PROBLEM, THEREBY
              INCREASING THEIR AWARENESS OF
              THE NEED FOR CONCERTED ACTION

AUDIENCE IDENTIFICATION: IT IS OUR BELIEF THAT THE
                         PROBLEM SUFFERED BY THE LIBRARY
                         (AND ALL LIBRARIES) IS NOT A
                         WIDELY UNDERSTOOD CONDITION IT IS
                         THEREFORE, THE AIM OF THIS
                         PROGRAM TO ACQUAINT THE LIBRARY
                         USERS TO THE SITUATION AND
                         ITS CONSEQUENCES.

PROGRAM TREATMENT: THIS PROGRAM WILL BE PRESENTED IN TWO PHASES: PHASE I AND PHASE II.

PHASE I WILL CONSIST OF THE INITIAL INTRODUCTION TO THE LIBRARY USERS (AND PUBLIC) OF THE IDENTITY ELEMENT (LOGO/SYMBOL) FOR THE OVERALL CAMPAIGN. IN THIS PHASE, THE ELEMENT WILL OCCUPY A PRIMARY POSITION, AS WELL AS SIZE TO IMPLANT IT IN THE VIEWER'S MIND. A RELATED TYPOGRAPHIC ELEMENT OR SLOGAN WILL ACCOMPANY THE IDENTITY ELEMENT. SUBTITLES, OR DESCRIPTIVE PHRASES, KEPT SHORT, WILL FURTHER IMPLANT THE THRUST OF THE CAMPAIGN IN THE PUBLIC'S MIND THE APPLICATIONS TO BE PRODUCED FOR PHASE I ARE:

1. POSTERS
2. BOOKMARKS
3. DOORHANGERS

THE DISTRIBUTION OF THESE PIECES IS PLANNED AS FOLLOWS:

1. POSTERS WILL BE DISTRIBUTED CAMPUS-WIDE & POSTED IN LIBRARY AREAS.

2. BOOKMARKS WILL BE PLACED IN BOOKS AS THEY ARE CHECKED OUT.

PROGRAM TREATMENT (CONT'D)

3. DOORHANGERS WILL BE
DISTRIBUTED CAMPUS WIDE
INCLUDING THE DORMS
(PERHAPS BY R.A's)

PHASE II WILL CONSIST OF INTEG-
RATED FOLLOW-UP PIECES OF
GREATER EDUCATIONAL DEPTH
PRESENTING FACTUAL AND
STATISTICAL INFORMATION ON
THE THEFT + VANDALISM PROBLEM
SUFFERED BY LIBRARIES.
IN THIS PHASE, THE IDENTITY
ELEMENT AND RELATED
TYPOGRAPHICAL ELEMENT WILL
OCCUPY A SECONDARY POSITION
BUT STILL BE AN INTEGRAL
PART TO FORM A COHESIVE
CAMPAIGN IMAGE IN THE PUBLIC'S
EYE.
THE APPLICATIONS TO BE PRO-
DUCED FOR PHASE II ARE:
1. DESCRITIVE BROCHURE
2. LIBRARY TENT CARDS
3. EXHIBIT

THE DISTRIBUTION OF THESE PIECES
WILL BE AS FOLLOWS:
1. THE BROCHURE WILL BE
INCLUDED WITH BOOKS AT
CHECKOUT COUNTERS
IN LIBRARY AND

DISTRIBUTED CAMPUS-
WIDE TO FACULTY MEMBERS
WHO WILL BE ASKED TO
GIVE THEM TO THEIR
CLASSES. (A COVER
LETTER TO FACULTY
ENLISTING SUPPORT
COULD BE INCLUDED
HERE)

2. LIBRARY TENT CARDS WILL
BE PLACED ON REFERENCE
TABLES IN LIBRARY AS WELL
AS STUDY AREAS.

3. THE EXHIBIT WILL SHOW
THE RESULTS OF THE
VANDALISM SUFFERED BY
THE LIBRARY AND WILL BE
DISPLAYED IN AN APPROPRIATELY
WELL-TRAVELED AREA IN THE
LIBRARY AS WELL AS AROUND
CAMPUS — AS MAY BE
INDICATED OR LATER
SUGGESTED.

CONCLUSION:

To my knowledge, a concerted campaign to bring the problems of theft and vandalism in libraries to the public's attention, has never been undertaken. It is my hope and belief that a program such as this will educate the public to the problem and its personal effect upon each individual, thereby encouraging public cooperation and concern in reducing and controlling the problem of library theft and vandalism.

SUBMITTED BY:

VIVIAN MALLISON
GRADUATE STUDENT
COMMUNICATION DESIGN DEPT.
RIT
NOVEMBER 10, 1976

SUBJECT. CAMPAIGN ON CONTROL
OF THEFT + VANDALISM
IN THE RIT LIBRARY

NOTES

TIME + DATE:

DECEMBER 15, 1976
9-10 AM

AGENDA:

1- REVIEW AND UPDATE
ON GOALS + OBJECTWES

2- PRESENTATION OF
IDENTITY ELEMENTS

3- PRODUCTION SYNOPSIS
SKETCHES OF
IDENTITY APPLICATIONS
FOR PHASE I AND
PHASE II.

4. DISCUSSION AND
APPROVAL.

APPENDIX R

Re: Library Theft & Vandalism Control Campaign
R.Roger Remington, Advisor
Communication Design Dept.

Roger:

Attached is the proposal for the campaign on Library
Theft & Vandalism Control.

The quantities and projected costs for the various
applications in both Phase 1 and Phase11 are necessarily
vague and subject to tailoring to fit both quantity need-
ed and/or funds available.

Any suggestions toward making this campaign an effect-
ive one will be appreciated.

                              Vivian Mallison
                              Graduate Student
                              October 20, 1976

PROPOSAL FOR CAMPAIGN
ON
LIBRARY THEFT & VANDALISM
CONTROL

Communication Design Dept.
October 20, 1976
Vivian Mallison, graduate student
R. Roger Remington, Advisor

PROBLEM STATEMENT

Library theft and vandalism, nationwide, are serious, increasing problems. In the RIT library alone, 2 to 3.5% of the entire collection is lost annually.

GOAL (s)

1. The immediate goal of this program is the reduction of these problems in the library at RIT.
2. The long-range and secondary goal is the possible implementation of this program on a larger, even nationwide basis.

OBJECTIVES

After having been exposed to this program, the person (audience) will be able:

1. to be increasingly aware of the seriousness of problem.
2. to increase respect for other's rights in library
3. to gain faculty support in protecting library properties.
4. to aid libraries in acquiring new books, etc. *arity* → because monies won't be spent just replacing damaged ones.
5. to realize that intact reference materials are an advantage to all.
6. to aid in keeping all areas of library open for public use.
7. (as parents) to educate children early to the value of the library.

PROGRAM PROPOSAL

A. Program Identity:
    Devise a symbol or identity element
B. Program Applications:
    These will incorporate the symbol or element with
    a related slogan or logotype, to establish a theme.

		NUMBER	COST PROJECTION
1.	Poster (s)	3M	.
2.	Bookmarks	3M	
3.	Doorhangers	1500	

$1800.

Vivian Mallison
Graduate Student
R.Roger Remington
Advisor
Communication Design Dept.
October 20, 1976

OPERATION BOOKWATCH

TIMELINE PHASE 1

FALL QUARTER 1976

V. MALLISON

SEPT. 23

MEETING
G. MacMillan
L. Goodman
R. Remington

SEPT. 30

PROPOSAL-
ROUGHS

OCT. 7

WORK ON
CONCEPT
TIMELINE

OCT. 12

MEETING
J. VerHague
WORK ON
TIMELINE
MTG. Č RR

OCT. 14

MEETING
L. GOODMAN

CALL
O'BRYAN
AT
CHAMBER
RE:
S.T.E.M

OCT. 19

MEETING
JOYCE
HERMAN

OCT. 21

FINAL
PROBLEM
STATEMENT

SYMBOL
CRITIQUE
RR.

OCT. 28

FINAL
SYMBOL
SKETCHES

LAYOUT
SKETCHES
OF
PHASE I
APPLICATIONS

NOV. 4

COMPS. OF APPLICATIONS

NOV. 18

FINAL
CRITIQUE

OPERATION BOOKWATCH
REVISED TIMELINE PHASE 1
FALL QUARTER 1976
V. MALLISON

SEPT. 23
MEETING
G. MacMillan
J. GOODMAN
R. REMINGTON

SEPT. 30
PROPOSAL ROUGHS

OCT. 7
WORK ON CONCEPT TIMELINE

OCT. 13
MEETING J. ver Hague
WORK ON TIMELINE
MEETING R. REMINGTON

OCT. 14
MEETING J. GOODMAN
CALL O'BRYAN AT CHAMBER

OCT. 19
MEETING JOYCE HERMAN

OCT. 21
FINAL PROBLEM STATEMENT
SYMBOL CRIT. RR

OCT. 28
CALLED AL. MEKIEUTUS AT McCurdy's RE: S.T.E.M.

NOV. 4
WORK ON CONCEPT REFINE SYMBOL
CALLED MEKIEUTUS FOR SAMPLES
MAKE ADDENDUM TO PROPOSAL

NOV. 12
DEADLINE ROUGHS + CONCEPT

NOV. 18
FINAL CRITIQUE

ADDENDUM TO PROPOSAL

Date: 11/1/76

1. Based on input from Gary MacMillan in regard to
   preliminary budget amounts, the decision has been made
   to proceed with program as outlined and Phase 1 within
   the $1800. Whatever balance remains from Phase 1 will
   be applied toward Phase 11 pending decisions of Gary
   MacMillan and the Provost.

2. Based on discussion with Lois Goodman, consideration
   of the broadening of the program to include CCE students
   and the implementation of campus TV spots will be under-
   taken.

PROGRAM PROPOSAL PHASE 11

Using the applications listed in Phase 1 of the proposal,
as groundwork, I propose that the related graphic and three-
dimensional applications be assumed by me as a graduate
thesis. This will give a well-rounded campaign for the use
of the library, in combating their theft and vandalism
problem.

PROGRAM APPLICATIONS

(1 thru 3 listed in Phase 1)

	NUMBER	COST PROJECTION
4. 2 brochures	@ 3M	—
5. Standing cards	3M	
6. Newsletter/ Bulletins, 2 @ 3M		
7. Exhibit	1	

$3 to 4,000.

Vivian Mallison, Graduate student
R. Roger Remington, Advisor
Communication Design Dept.
October 20, 1976
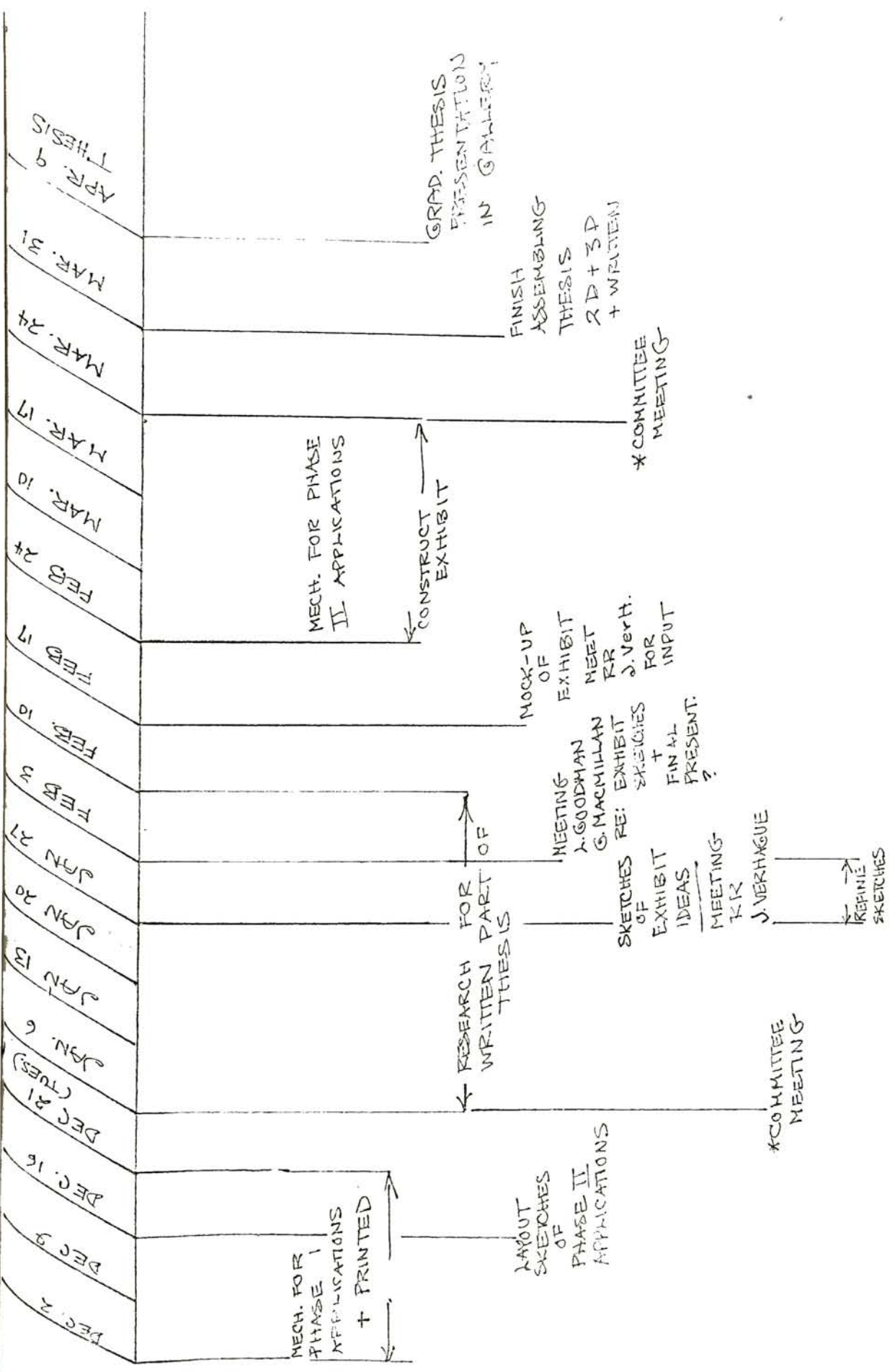
TIMELINE — PHASE II — WINTER + SPRING QUARTERS — V. MALLISON

DEC 2   DEC 3   DEC 16   DEC 21 (TUES)   JAN 6   JAN 13   JAN 20   JAN 27   FEB 3   FEB 10   FEB 17   FEB 24   MAR 10   MAR 17   MAR 24   MAR 31   APR 9 THESIS

MECH. FOR PHASE I APPLICATIONS + PRINTED

LAYOUT SKETCHES OF PHASE II APPLICATIONS

* COMMITTEE MEETING

RESEARCH FOR WRITTEN PART OF THESIS

SKETCHES OF EXHIBIT IDEAS — MEETING KR — J. VERHAGUE — REFINE SKETCHES

MEETING A. GOODMAN G. MACMILLAN RE: EXHIBIT SKETCHES + FINAL PRESENT. ?

MOCK-UP OF EXHIBIT — MEET RR J. VERH. FOR INPUT

MECH. FOR PHASE II APPLICATIONS

CONSTRUCT EXHIBIT

* COMMITTEE MEETING

FINISH ASSEMBLING THESIS 2D + 3D + WRITTEN

GRAD. THESIS PRESENTATION IN GALLERY

OPERATION BOOKWATCH
REVISED TIMELINE PHASE 11
SPRING QUARTER
V. MALLISON

Dates (timeline axis): MARCH 9 · MARCH 11 · MARCH ? · MARCH 16 · MARCH 22 · MARCH 28 · APRIL 2 · APRIL 5 · APRIL 6 · APRIL 7 · APRIL 8 · APRIL 11 · APRIL 18 · APRIL 18- · MAY 1 · MAY 19

Events / Tasks:

- REVISE MECHANICALS
- MTG. č RR OK ON MECH.
- CALLED VISTEC FOR WRITTEN ESTIMATE
- MTG. RR FINAL- MECH. ✓
- MTG. č LOIS + GARY - OK ON MECH. CHANGES
- TOM HELMER (VISTEC) PICKED UP MECHANICALS
- MTG. č GARY RE: RUBBER STAMP DESIGN
- ASSEMBLE EXHIBIT MODEL
- FINISH MODEL
- COMMITTEE MTG. 2 PM
- DELIVERY OF PRINTED PIECES (PARTIAL)
- MOUNT + DELIVER SHOW PIECES TO GALLERY
- GALLERY RECEPTION SHOW
- WORK ON BROCHURE DESIGN + COPY
- PROPOSED CAMPAIGN LAUNCH
- GET OK ON BROCHURE DESIGN + COPY
- WRITTEN THESIS DUE
- FINAL COMMITTEE MTG.

APPENDIX S

A Campaign Against Mutilation

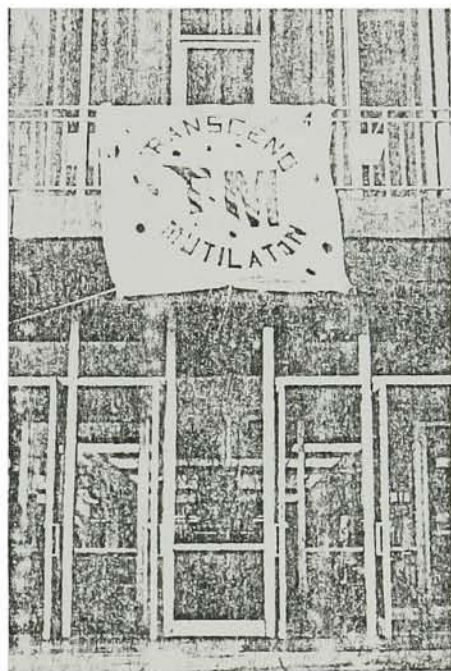## by Elizabeth Gates Kesler

uring August of 1973, an elec-
security system was installed at
University of Rhode Island (URI)
ry to inhibit the theft of library
ials. Since the installation of the
, the number of interlibrary loan
sts for missing pages in mutilated
has increased. Requests for miss-
es numbered 55 in 1973/74, 91 in
75, and 60 in the first six months
75/76.

e rise in mutilation may be a
duct of a theft-deterrent system
is working too successfully. The
r who once may have stolen the
em, and who does not know how
ove the detector strip, now simply
out the needed pages, leaving the
ins behind.

a result of mutilation of its books,
ibrary spends its already limited
for replacements rather than for
rchase of needed new items. At an
t. cost of $12.50 for each
ibrary loan request, $1,092 was
to replace missing pages in 1974/
uring that same year, the serials
tment spent $3,203 to replace
ing unbound periodical issues or
that were so badly mutilated that
ges could not be tipped in.
e cost of library losses is not
ured only by the price of the
le replaced item. Staff time and
required for searching, reorder-
 processing, and rebinding, plus the

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frustration caused the library user (who discovers that the needed article is ripped out) must be included in the entire picture.

In considering a course of action to be taken, URI vetoed the East German method of informing the police of thefts and willful damage to "socialist property"[1] and also the Nigerian University Library's practice of searching students and residential halls.[2] Instead, a committee with the ominous name of Ad Hoc Mutilation Committee was established to undertake a publicity campaign during February 1976. The campaign theme, *TRANSCEND MUTILATION* (or *TM* for short), attempted to take advantage of the current interest in transcendental meditation. The aims of the *TM* campaign were to raise the consciousness level of all library users, advertise the costs of replacements, and educate both students and faculty as to how they could help combat the problem.

Within the library, the campaign included an exhibit containing journals with articles ripped out, empty micro-film boxes, and the remains of many library books whose pages had been totally lifted from the cover. Informative guidecards pointed out the cost of replacing each of the samples, outlined the extent of the problem, and asked users to turn in any mutilated items that they discovered. The library staff wore

TM buttons, which provided an opportunity to explain the mutilation problem to unsuspecting patrons who inquired about meditation.

Realizing that some students visit the library infrequently, a large banner, painted with *TRANSCEND MUTILATION*, was hung from the library's front balcony. Posters were distributed around campus, articles appeared in all URI publications, and ads were placed in the classified section of the student newspaper. One such want-ad asked for the return of a master's thesis missing from the microform area which was entitled "A Study of Book Thefts in Academic Libraries."[3]

Articles appeared in some Rhode Island newspapers and one of these included a photograph of Dean George Parks pinning a *TM* button on University President Frank Newman.

A letter was printed in the university library's publication, *Biblio*, asking the teaching faculty to place required readings on reserve. The letter explained that instructors who assign readings and do not place the readings in a controlled situation, such as the reserve collection, are inviting the first student who finds the article to take it for his own use, denying classmates access to the information. Faculty were also asked to talk to their classes about the ramifications of ripping articles out of library materials and to emphasize that it costs $10 to $15 to replace a single periodical article. The faculty senate passed a resolution endorsing the campaign and recommending that the faculty assume a leadership role in bringing the problem to the attention of the university community.

Although mutilation was the main point of the campaign, the library also designated February as Amnesty Month. Fifty-two bills for overdue books were cleared in February 1974; 77 in February 1975; and during Amnesty Month, February 1976—219 bills were cleared. The library advertised this as a once-in-a-lifetime event so that the credibility of the normal billing procedures would not be undermined.

Two sources were used for evaluating the effectiveness of the campaign. First, indirect feedback was received from the growing number of users who mentioned the campaign when they turned in mutilated items. Students requested additional information concerning *TM* so that they could give talks in speech classes or write reports on the subject (The April Fool's Day issue of the student newspaper ran a photograph of Guru Mahahaha wrapped in a *TM* banner practicing the ancient art of "Undoo" by tearing pages from a library journal while sitting on the floor in the library stacks.

Secondly, and of more help to us, were the results of a University Opinion Index Survey conducted by the office of Dean of Students in the first week of May. The survey asked a random group of 334 undergraduates two questions, for which they were permitted to check as many appropriate answers as desired. The first question asked how they were made aware of the Transcend Mutilation campaign. More students indicated that they had seen the campaign materials outside, rather than inside the library. The banner had been seen by 56.3 percent; 45.2 percent had seen the posters around campus; 51.2 percent had seen the classified ads; and 47 percent had read the articles in the student newspaper. Fewer students had seen the *TM* buttons (22.5 percent) and the exhibit in the library (19.5 percent), and only 6.3 percent had seen the articles in the Rhode Island newspapers. It was not too disheartening to find that one out of every six questioned was unaware that the campaign had been conducted.

The second question asked, "What will you do to help prevent mutilation of library materials?" Although 12 percent felt that all was lost and that there was nothing they could do to help, 15.9 percent stated that they would report people who are mutilators. A little over 30 percent stated that they would report mutilated items; 43.7 percent said they would encourage others to refrain from mutilating materials; and 58.1 percent answered that they would be more careful with library materials.

It is hoped that the campaign has generated sustaining awareness and peer pressure against those who mutilate—although a yearly reminder may be in order. It is also hoped that making users aware of the frustration they cause other library users, the additional work they create for staff, the money spent for replacement rather than for new materials, and the fact that the librarians *do* care about what happens to library materials, will act as a deterrent the next time they start to slash pages from a book or periodical.

References

[1]Otto Adam. "Der Strafrechtliche Schutz des Bibliotheksbuches in der DDR," *Zentbl. Biblioth* 88 (January 1974) (1): 29-32.

[2]Ralph Nwamefer. "Security Problems of University Libraries in Nigeria," *Library Association Record* 76 (December 1974) (12): 244-45.

[3]Maxine H. Reneker. "A Study of Book Thefts in Academic Libraries." (Master's Thesis, University of Chicago, 1970)
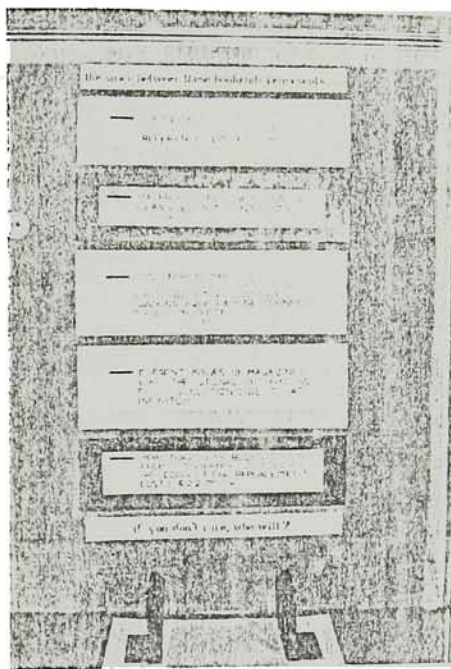
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APPENDIX T

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VUSTEC
Graphics, Ltd.

Vivian Mallison   21 March,1977

Re: Bookwatch Quote

Dear Vivian:

Per our meeting of 18 March I am pleased to quote
as follows:

300 - 12" x 15" Posters Printed 2 Color	135.65
3 REQ'D	x3
	406.94

20000 - 2" x 8" Bookmark
      Printed 1 Color
      2 Sides
	445.00

5000 - 5" x 6" Door Hanger
      Printed 1 Color
      2 Sides w/ Die Cut
	376.00

8000 - 5" x 7" Tent Cards
      Printed 1 Color
      w/ Fold
	689.00

Stock required for posters, door hangers
& tent cards to be dura-glow cover by
hammermill   629.00
Additional stock requirements   70.00
Total for above $2615.95

Thank you for the opportunity to quote this
job and trust that we can be of service to you.

Very truly yours,

T. W. Helmer
T.W. Helmer