



#GAULTAT50

CAMPAIGN TOOLKIT

Gault at 50 Campaign
National Juvenile Defender Center
July 2016



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**WE'RE
HERE TO
HELP**

Christina Gilbert

Staff Attorney and Policy Counsel
cgilbert@njdc.info
202.452.0010 ext 107

Sarah Edwards

Development and Communications Manager
sedwards@njdc.info
202.452.0010 ext 103

IN THE
SUPREME COURT OF THE UNITED STATES

AT
OCTOBER TERM, 1966.

IN RE GAULT ET AL.

APPEAL FROM THE SUPREME COURT OF ARIZONA.

No. 116. Argued December 6, 1966.—Decided May 15, 1967.

IN RE GAULT 387 U.S. 1 (1967)

In 1964, 15-year-old Gerald "Jerry" Gault was sentenced to serve nearly six years in a state industrial school for allegedly making a prank phone call.

After Jerry made the phone call, he was taken into police custody without his parents being notified of his arrest. Jerry reportedly confessed to the crime without a lawyer or his parents present. He was not advised of his right to remain silent, his right to be represented by an attorney, or the State's obligation to provide him an attorney if his family could not afford one. Jerry appealed and the case made its way to the US Supreme Court. The Court determined that Jerry's trial violated his constitutional right to due process, which every citizen—including a child—is guaranteed.

*"Under our Constitution,
the condition of being a boy
does not justify a kangaroo
court."*

- Justice Abe Fortas, *Gault*, 387 U.S. at 28.

In re Gault, as the case came to be known, transformed loose juvenile court proceedings into hearings that afforded children essential rights. These rights, especially the right to an attorney, are the cornerstones of a fair juvenile justice system.

But, nearly 50 years later, children continue to stand alone in court. On May 16, 2016, the National Juvenile Defender Center launched the *Gault* at 50 Campaign to commemorate the 50th anniversary of *In re Gault* and fulfill the promise of access to counsel for children everywhere.

LET'S TALK ABOUT

(MESSAGING)

Power Words

Empower
Compassion Children
Meaningful Constitutional
Juvenile Defender
Effective
Dignity Rights
Specialized
Skilled Voice

Introductory Language

In May of 2016, the National Juvenile Defender Center launched a yearlong campaign to commemorate the 50th anniversary of *In re Gault*, the United States Supreme Court decision that guaranteed a child's right to a lawyer in juvenile court. Fifty years later, the promise of *Gault* remains unfulfilled. Through a dual-strategy approach of public awareness and policy reform, we will work to ensure every child has access to skilled, specialized lawyers.

ALSO...

Fifty years ago, the United States Supreme Court afforded children fundamental rights in America's courtrooms. In the nearly five decades since then, the promise of *Gault* has not been realized. It's time to fulfill that promise. Justice demands that all children in juvenile court have meaningful access to qualified counsel.

Key Phrases

Fifty years later, let's fulfill the promise.

No child should ever stand alone in America's courtrooms.

Children's right to counsel is common sense but not common practice.

Children are our most vulnerable defendants and our most valuable assets.

A NOTE ON JARGON

Don't Use It.

We can't effectively—or powerfully—tell our story if our audiences don't understand the message or the issues.

MONTHLY THEMES

As part of our *Gault at 50* Campaign, we've identified monthly themes to elevate issues, crises, and communities that are significantly impacted by the juvenile justice system.

Every monthly theme will be promoted in the ways listed below. We invite you to use and share our materials (catalogued on gaultat50.org) or download our templates to create your own.

1. Send an email blast each month announcing the theme, contextual and background information on the issue, and helpful resources;
2. Create a social media toolkit with sample tweets, Facebook posts, and infographics;
3. Publish a blog, op-ed, or other media piece;
4. Host or participate in an event related to the theme.

June

**LGBTQ
PRIDE**

July

**JUSTICE
FOR ALL**

August

**SCHOOL TO
PRISON**

September

**HISPANIC
HERITAGE**

October

YJAM
(YOUTH JUSTICE
ACTION MONTH)

November

**NATIVE
AMERICAN
STORY**

December

**FAMILY &
COMMUNITY**

January

**DISPARATE
TREATMENT**

February

**BLACK
HISTORY
MONTH**

March

**GIRLS &
YOUNG
WOMEN**

April

**MENTAL
HEALTH**

May

**GAULT
AT 50!**

SAMPLE JUNE: PRIDE

Announcement Email Header



Infographics



Sample Tweets

#JuvenileDefenders are frontline advocates for #LGBTQ youth. Let's ensure ALL children are represented in court. #GaultAt50 #PrideMonth

#LGBTQ youth make up 7% of the youth pop. but 20% of those in the #juvjustice system. Demand a change: bit.ly/1sipBGs #GaultAt50

Sample Facebook Post

Misconceptions and biases against LGBTQ youth, and particularly LGBTQ youth of color, negatively impact how they're treated in the juvenile justice system. We must ensure children can access skilled attorneys who will fight for their rights in court. Get involved at gaultat50.org!

Huffington Post Blog

The National Juvenile Defender Center and the Movement Advancement Project co-published a blog in the Huffington Post on the role of juvenile defenders in empowering LGBTQ youth who are involved in the juvenile justice system.

Advocates and legislators nationwide are making exceptional headway to improve juvenile court policies around LGBTQ youth and end disproportionate contact with law enforcement and court systems. One crisis, however, remains largely unaffected: children's access to counsel. In a juvenile justice system crippled by prejudice, a child's attorney is the last—and sometimes only—line of defense against unfair treatment and senseless punishment.

SOCIAL MEDIA

A strong foundation of partnerships, public knowledge, and collective urgency will support the policy and legislative goals of the *Gault* at 50 Campaign. Social media is a great tool to raise public awareness and engage supporters—and newcomers—around children’s access to counsel.

Gaultat50.org features a general social media toolkit and specialized monthly theme toolkits to support your *Gault* at 50 communications outreach. Here’s a quick snapshot of what you’ll find online:

#HASHTAGS

#GaultAt50
#DefendChildren
#FulfillThePromise
#387US1

f FACEBOOK

Children are our most vulnerable defendants and our most valuable assets. We must protect their rights in the courtroom—including the right to a skilled attorney. Sign the #GaultAt50 Statement of Principles and stand with children! gaultat50.org

The right to counsel is common sense but not common practice in America’s juvenile courts. Demand a change and join the @National Juvenile Defender Center’s #GaultAt50 Campaign! Follow the link below to pledge your support. #DefendChildren gaultat50.org

🐦 TWITTER

1 MILLION: The number of juvenile delinquency cases annually in the US. We should invest in children, not criminalize them #GaultAt50

“The condition of being a boy does not justify a kangaroo court” - #SCOTUS, 1967. Fulfill the promise, join the campaign #GaultAt50

Youth of color make up 40% of nat’l pop, yet 70% of youth in the #jssystem. We need justice for ALL children. #GaultAt50

Follow us [@NatJuvDefend](https://twitter.com/NatJuvDefend)

PRESS RELEASE

If your office or organization is hosting a *Gault* event, launching an access to counsel advocacy campaign, releasing a report, or leading other newsworthy activities, you might consider sending a press release to media contacts in your area.

Think of the structure of a press release as a pyramid with the most important information at the top. Begin the statement with the who, what, when, where, and why of your announcement. Make it clear from the get-go why the reporter should care. Add the supporting “fluff” details in later paragraphs. A sample press release is provided on the following page.

Once your statement is finished, you’ll need to decide which journalists to contact.

BUILD A MEDIA CONTACT LIST

Ask the basics.

Has your organization ever been in the news? Have you ever been interviewed? Has a colleague been interviewed? Start with the reporters you know and trust or who are familiar with your work.

Create a spreadsheet to capture the necessary information about your media contacts. Consider columns for name, title/beat, publication, email, phone, and Twitter handle.

Now, do some research.

Who covers the courts, criminal and juvenile justice, education, race, law enforcement, poverty, and other relevant issues in your state? Websites such as 50states.com/news and listofnewspapers.com can provide helpful snapshots of the major mainstream newspapers. Be sure to include minority-serving newspapers, online investigative newsrooms, and broadcast outlets.

SAMPLE PRESS RELEASE

RELEASE DATE	□	FOR IMMEDIATE RELEASE, May 2, 2016
CONTACT	□	Contact: Christina Gilbert, cgilbert@njdc.info, 202-452-0010 x107
TITLE	□	National Juvenile Defender Center Launches "Gault at 50" Campaign to Ensure All Children Are Afforded Their Right to Counsel
INTRO	□	Washington, D.C. - On Monday, May 16, the National Juvenile Defender Center will kick off its <i>Gault at 50</i> Campaign with the release of the Campaign's Statement of Principles and an expert panel presentation. The launch, hosted by the Public Welfare Foundation, will take place at 1 pm at the True Reformer Building in Washington, DC. <i>Gault at 50</i> is a yearlong campaign to commemorate the 50th anniversary of the US Supreme Court's <i>In re Gault</i> decision, celebrate the progress America has made since that ruling, and highlight where we have fallen short of providing children access to justice.
BODY: CONTEXT	□	On May 15, 1967, the Supreme Court said children have the same basic rights in America's courtrooms as adults when they are prosecuted. These rights include the right to counsel, the right to notice of charges against them, the right to remain silent, and the right to cross-examine witnesses. In the <i>Gault</i> opinion, Justice Abe Fortas wrote, "Under our Constitution, the condition of being a boy does not justify a kangaroo court," and asserted that children need the guidance of a lawyer throughout their case.
BODY: STATS	□	More than one million times per year, children in America are charged with crimes in juvenile court. The overwhelming majority of children in delinquency courts are prosecuted for non-violent offenses like disturbing the peace, school fights, and petty theft—normal adolescent misconduct. Children need a skilled attorney to protect their rights and help them become successful adults in a country that incarcerates more children than any other in the world.
BODY: QUOTE(S)	□	Recognizing the crisis, former Attorney General Eric Holder stated in a 2015 speech, "For too long, the Supreme Court's promise of fairness for young people accused of delinquency has gone unfulfilled in courts across our country." Highlighting the importance of providing effective attorneys for children in court, the National Juvenile Defender Center's Staff Attorney and Policy Counsel Christina Gilbert said, "It is common sense but not common practice to afford youth their right to an attorney in juvenile court."
ORG INFO	□	The <i>Gault at 50</i> Campaign seeks to ensure that every child can access a skilled attorney in America's juvenile justice system. For more information, visit www.gaultat50.org .
CLOSING: FINAL DETAILS	□	Join the National Juvenile Defender Center for the <i>Gault at 50</i> Launch on Monday, May 16, 2016, at 1:00 pm at the True Reformer Building, 1200 U Street NW, Washington, DC. Please RSVP at: http://tinyurl.com/GaultAt50

ENGAGE YOUR COMMUNITY

Gault at 50 provides communities with an opportunity to take action to ensure children's access to counsel—and that includes educating the public about the role of the juvenile defender. Not only is counsel constitutionally required, it's also critically important to achieving better outcomes for youth.

The monthly themes are vehicles to reach a broad range of individuals and organizations. Sharing the Statement of Principles, publishing media pieces, hosting events, and partnering with families and local organizing groups are a few strategies to build bridges between juvenile defenders and communities.

What can you do?

1. Partner with a school to host a know your rights training for students; or, a training for teachers on what it's like for a child to be processed in juvenile court.
2. Host a networking event at a favorite local spot and invite youth service-providers in your area.
3. Partner with a theater to screen a movie on juvenile justice and invite community leaders from a range of fields.
4. Request endorsements for the Statement of Principles!

STATEMENT OF PRINCIPLES

1

Every child should be provided a juvenile defense attorney at the earliest possible moment.

2

Every child should be automatically eligible for a publicly funded juvenile defense attorney.

3

A child's juvenile defense attorney should represent the child throughout the time the child is under the jurisdiction or supervision of the juvenile justice system, from arrest through post-disposition, which may include incarceration, probation, and/or parole, related appeals, and reentry.

4

Every juvenile defense attorney must receive specialized training and support to be an effective advocate for children.

5

Publicly funded defense systems must provide the necessary training, leadership, funding, tools, and resources to develop juvenile defenders with specialized knowledge and expertise.

[Visit gaultat50.org to endorse!](http://gaultat50.org)

SAMPLE ENDORSEMENT REQUEST LETTER

Dear _____

My name is [NAME] and I work as [TITLE] for [OFFICE/ORGANIZATION]. We're collaborating with the National Juvenile Defender Center, a nonprofit organization that promotes justice for all children by ensuring excellence in juvenile defense, to raise awareness about the critical need for communities to provide children's access to counsel in juvenile court—and we're seeking your support.

In May of 2016, the National Juvenile Defender Center launched *Gault at 50*, a yearlong campaign to commemorate *In re Gault*, the 1967 US Supreme Court decision that afforded children the right to representation in juvenile court. Nearly 50 years later, the promise of *Gault* has not been realized. In some counties, up to 80 percent of children are processed in the juvenile justice system without an attorney to stand up for their rights and seek fair case outcomes. Through public awareness and policy reform, the *Gault at 50* Campaign will ensure every child has access to skilled, specialized lawyers.

At the forefront of our campaign is the *Gault at 50* Statement of Principles, a five-point vision for a juvenile court system that fulfills the promise of *Gault*. We have a growing list of endorsements and we hope to add yours, too!

Leading up to the 50th anniversary of *Gault* in May of 2017, we've identified monthly themes to elevate important issues, crises, and communities that are impacted by the juvenile justice system. This [MONTH], we're celebrating [THEME]. Because your organization is dedicated to [RECIPIENT ORG'S MISSION], we hope we can count on your support.

Will you endorse the Statement of Principles and join our community as we work to provide children their constitutional right to an attorney in juvenile court?

Please also help us share the message about the *Gault at 50* Campaign and [THEME] by using these social media toolkits [LINK TO TOOLKITS]. If you'd like to get involved, contact [OFFICE/ORG CONTACT PERSON] at [PHONE NUMBER] or [EMAIL].

We hope you'll join us!

Sincerely,

[NAME]
[TITLE]
[ORG/OFFICE]

GAULT AT 50 BRAND MANUAL

Font

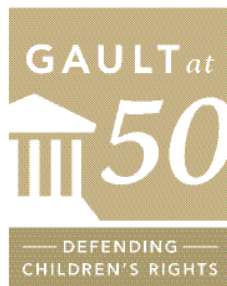
Open Sans
Semibold for headlines
Regular for body text
Font color: #272727

Logos (available in black, white, and gold)

Version 1



Version 2



Version 3



Colors



#c4b180



#aa9c6f



#c4b270



#520406



#0b4054



#272727

Download logos and graphics
at gaultat50.org.

GAULTAT50.ORG

Facebook: NJDC.info
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Twitter: @NatJuvDefend
Instagram: @NatJuvDefend
LinkedIn: company/national-juvenile-defender-center
Email: inquiries@njdc.info

National Juvenile Defender Center
1350 Connecticut Avenue NW, Suite 304
Washington, DC 20036
202.452.0010



NATIONAL JUVENILE DEFENDER CENTER

The National Juvenile Defender Center (NJDC) is a non-profit, non-partisan organization dedicated to promoting justice for all children by ensuring excellence in juvenile defense. NJDC provides support to public defenders, appointed counsel, law school clinical programs, and non-profit law centers to ensure quality representation in urban, suburban, rural, and tribal areas. NJDC also offers a wide range of integrated services to juvenile defenders, including training, technical assistance, advocacy, networking, collaboration, capacity building, and coordination. To learn more about NJDC, please visit www.njdc.info.

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