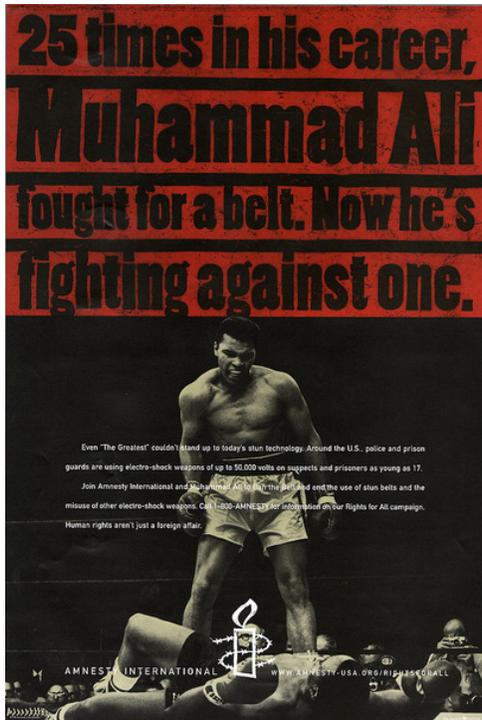


## AMNESTY INTERNATIONAL — “BAN THE BELT” CAMPAIGN



*A number of placements including the full-page New York Times ad (scheduled to run two days before a news conference releasing the report on stun technology) were timed to help generate waves of coverage, winning Amnesty presence in national media for more than a week of the initiative.”*

**Client:** Amnesty International is a worldwide organization that seeks to prevent and end grave abuses of human rights. In 1998, McKinney & McDowell, now McKinney & Associates, provided strategic planning, media relations and management of an intensive year-long multi-tiered rollout that secured visibility and stature unimagined by AI executives.

**Challenge:** Amnesty had released a report on stun technology a few years before the USA Campaign that generated scant public attention. McKinney & Associates believed the solid research and novel issue was worth building on as part of the USA Campaign, particularly since no other organization had “owned” the issue of stun technology from a human rights perspective. At the heart of the issue was the stun belt, increasingly becoming a tool of choice by the criminal justice system. Because of the temptation for abuse and misuse of this weapon, AI viewed the stun belt as a tool of torture.

**Solution:** Building upon the relationship with Muhammad Ali, Amnesty seized the opportunity to win a celebrity endorser to assist in a public call to ban the use of the stun belt. A poster (for world-wide distribution) and an ad were prepared for the *New York Times*. This was accompanied by a public service announcement and a video news release which, guided by McKinney & Associates provided a new wave of media coverage for the USA Campaign in 1999.

The firm worked closely with AIUSA senior staff to conceive, craft, implement and time the entire rollout. McKinney & Associates directed the creative team and AIUSA’s Public Service Coordinator in the development and production of the Ali ad campaign, helping to frame the theme and inform the content of a video spot, print advertisement and a video news release.

A video news release, which McKinney & Associates helped prepare, was disseminated by the firm and via satellite feed by the production company DWJ. Tracking estimated 144 airings by some 74 local television news outlets in 64 markets, reaching 9,538,745 viewers. Add to this the pickup by *World News Tonight*, which carried the story, and that number is increased by 10,000,000.

The Stun Tech Campaign contributed to a growing database of public education and advocacy injected by Amnesty into the United States national policy debate, helping to advance the broader campaign theme: Human rights are not just a foreign affair. The release of the report and attending media activities drew a remarkable range of coverage from other media outlets, including the *Washington Post* and *Dateline*.