

AFTERMATH

of MURDER

Survivor Stories

Video Series & Awareness Campaign Project Report

Presented by



May 27, 2013

Introduction

AFTERMATH of MURDER *Survivor Stories*

Aftermath of Murder: Survivor Stories (“AOM”) is a multi-part video series and awareness campaign created and executed by Shaky Egg Communications for the BC Victims of Homicide and their parent organization the BC Bereavement Helpline

- The Project was produced in support of the Department of Justice’s *National Victims of Crime Week (“NVCW”)*, April 21-27, 2013.
- The Department of Justice provided partial funding for the Project in the total amount of \$10,000 and through in-kind donations by Shaky Egg and other partners the total project executed is valued near \$60,000.



**BC VICTIMS
of HOMICIDE**



BCBH
BRITISH COLUMBIA
BEREAVEMENT HELPLINE

Overview

AFTERMATH of MURDER *Survivor Stories*

What is the BCVOH?

- *BC Victims of Homicide is a non-profit group that specializes in providing peer support groups for people who are survivors of homicide (those who have lost loved ones to murder).*

Problem:

- From the perspective of the homicide survivor, murder is poorly covered in the news creating myriad of emotional challenges.
- Coverage mostly focuses on the grisly details of the murder itself, the perpetrator and the court trial. Rarely does a true picture of the victim emerge and never a comprehensive understanding of the emotional impact on the survivors of murder.
- Coverage routinely causes great harm to survivors of murder through inaccurate facts, poorly chosen headlines, continuous display of crime scene images and offender photos.

Overview

AFTERMATH of MURDER *Survivor Stories*

Challenge:

- Build an awareness campaign anchored by a video series which increases the general public's understanding of homicide loss through the exploration of the emotional impact experienced by survivors.
- Provide the general public an inside look at the loss, grief, trauma and hope for healing in the aftermath of murder.
- Provide survivors a safe venue in which to control the telling of their story and that of the victim.
- Engage mainstream media to earn coverage controlled by BCVOH.
- Increase the awareness of the BC Victims of Homicide and drive the acquisition of new social media connections
- Reach homicide survivors who were unaware of homicide support
- Create legacy materials to be used in homicide support training and by survivors in peer-support groups

Overview

AFTERMATH of MURDER

Survivor Stories

Actionable Insights:

- Creating professional broadcast quality, in-depth, long-form video interviews, conducted in an authoritative and intimate style, will allow the sharing of more complete stories of the myriad of survivor experiences
- Including homicide survivors from high profile murders and titling the series with sensational news values in mind would pique interest from the general public and the mainstream media.
- Securing media partnership for distribution of AOM content is possible by: (a) arguing that for too long the mainstream news media has profited from the grisly details of murder and this is an opportunity to give back; (b) providing compelling ready-to-air content at no cost
- By following the insights above the AOM Project could achieve what many survivors lacked during their experiences with the mainstream media; control over their story

What is AOM?

AFTERMATH of MURDER

Survivor Stories

Aftermath of Murder: Survivor Stories, is a multi-part video series featuring exclusive interviews with ordinary people who have experienced an extraordinary event, the devastating loss of a loved-one through murder.

For most of us our only experience with murder is vicarious, through fictional stories in film & television and via the real-life sensational details covered in the news. We are captivated by the grisly details of murder, the who-dunit and the court trial. Rarely do we get a full picture of the victim and almost never any true understanding of the terrible emotional impact on the survivors of murder.

This series goes “behind the headlines” as survivors share their stories about the loss, grief, trauma and hope for healing in the aftermath of
slide)

Partners

AFTERMATH of MURDER

Survivor Stories

Primary Partners:

The following provided critical support for this project including: support letters, in-kind production, consultation, marketing, public relations, event hosting, media coverage and AOM content distribution.

- RCMP Integrated Homicide Investigative Team (IHIT) – Sgt. Jennifer Pound (Media Relations Officer)
- Centre for Restorative Justice at the School of Criminology, Simon Fraser University – Dr. Brenda Morrison (Director)
- Simon Fraser University Public Relations – Carol Thorbes (Information Officer)
- Shaky Egg Communications – Brent Stafford (CEO)
- The Province Newspaper (Pacific Press) – Erik Rolfsen (Online News Editor)

Project Elements

AFTERMATH of MURDER *Survivor Stories*

Created & Executed:

- Videos: 7x broadcast quality videos (80mins total)
- Daily Release: one video released each day of the NVCW
- Website: 12 pages with facebook plugins
- Screening Event: 55 attendees (April 25, 2013)
- Project Collateral: poster, invite flyer, postcard, event handout
- Press Materials: press release, media contact, pictures & video
- Email Marketing: 4 drops + group sends (4,000 contacts).
- Social Media: individual posts for each video release, all media coverage and production photos. Posts were on the BCVOH facebook fan page, Shaky Egg pages and SFU pages. Posts to RCMP IHIT twitter account @homicideteam with over 6,000 followers.
- DVD: mastered & duplicated for training and reporting

AOM Videos

AFTERMATH of MURDER

Survivor Stories

Overview:

- The AOM videos were a complete success. Every participant had the opportunity to review and approve the videos before release. Every video was approved with no changes. All reported back that the experience was very worthwhile and they were pleased to be a part of the project.
- In the videos we were able to take a deep-dive into very delicate issues around the murder of their loved ones, their reactions and emotions, their feelings about the police and court process and the media coverage.
- Importantly, we had an in-depth discussion about the process of coping with grief, their experience with support services and their position on if and how one can heal from such a devastating loss.
- **AOM videos were and still are available to view on the AOM Project Website. Go to www.BCVOH.com for access.**

AOM Videos

AFTERMATH of MURDER

Survivor Stories

Participants:



ALLEN SAWKINS

Tony McNaughton Murder

*"Tony was stabbed saving the life of
of a work colleague... my world
changed in that moment forever"*



CHRISTOPHER DUCHARME
JO-ANN TURNER-CREAN

Supporting Loss By Homicide

*"When you lose someone to murder,
whether a family member, a co-worker,
or a friend, you become another victim of
the crime and a homicide survivor."*

AOM Videos

AFTERMATH of MURDER

Survivor Stories

Participants:



CRISTINA PASTIA

Bobby & Maria Pastia Murder

"Something really awful has happened and I need to not pretend it didn't. I lost my entire family and it's ugly."



BRENDA MORRISON

Restoring Harmony After Murder

"Conventional criminal justice focuses on the facts and doesn't let emotion dilute the case. In a restorative justice process we find reason for emotion."

AOM Videos

AFTERMATH of MURDER

Survivor Stories

Participants:



MARLYN & IAN FERGUSON

Graeme Ferguson Murder

"We thought we raised a young man wise enough not to get into drug trafficking, our message is don't do it, it will cost you your life."



SGT. JENNIFER POUND

IHIT - Investigating Murder

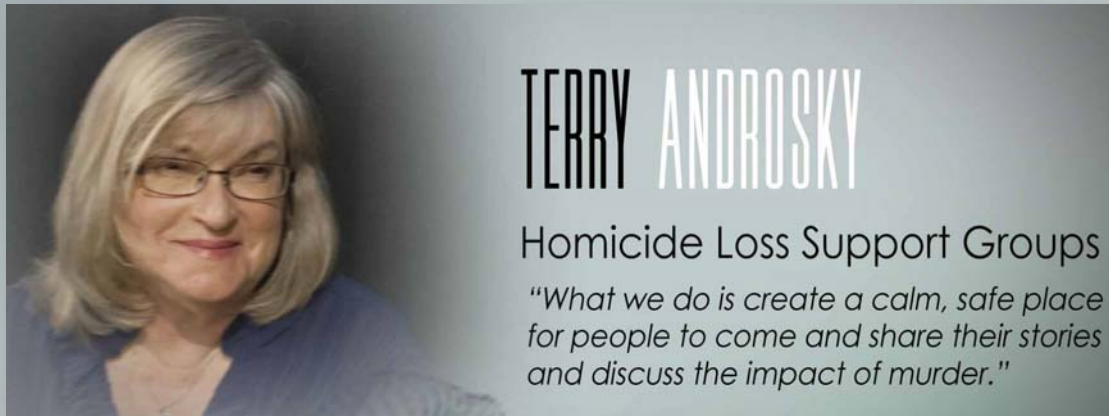
"You think of your own family and wonder how you would deal with it yourself. It makes you work harder and have compassion for the people who are hurting so much."

AOM Videos

AFTERMATH of MURDER

Survivor Stories

Participants:



AOM
Producer &
Host
Brent Stafford

AOM Website

AFTERMATH of MURDER

Survivor Stories

Home Page

Go to BC Victims of Homicide

AFTERMATH of MURDER

Survivor Stories

Home Videos About Media Partners

CRISTINA PASTIA
Bobby & Maria Pastia Murder
"Something really awful has happened and I need to not pretend it didn't. I lost my entire family and it's ugly."

All CMNS Drove Traffic to BCVOH.com Home Page
Where they then clicked-through to the AOM Website



Healing through connecting

Home | About | Support | Community | Contact

SERIES INFO

Aftermath of Murder: Survivor Stories, is a multi-part video series featuring exclusive interviews with ordinary people who have experienced an extraordinary event, the devastating loss of a loved-one through murder.

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BC VICTIMS of HOMICIDE

BCBH
BRITISH COLUMBIA
REHEAVEMENT HELPER

AFTERMATH of MURDER

Survivor Stories

A multi-part video series featuring exclusive interviews with ordinary people who have experienced an extraordinary event, the devastating loss of a loved-one through murder.

This series goes "behind the headlines" as survivors share their stories about the loss, grief, trauma and hope for healing in the aftermath of murder.

Aftermath of Murder: Survivor Stories is a 7 part video series with each episode featuring an exclusive interview. A new video will be released each day during the National Victims of Crime Week April 21st - 27th.

Watch the series online April 21 - 27:
www.BCVOH.com

NATIONAL Victims of Crime AWARENESS WEEK 2013

WE ALL HAVE A ROLE

Department of Justice Canada / Ministère de la Justice Canada

Join Us!

Our annual Scotiabank Group Charity Challenge will take place on Sunday, June 23, 2013 between UBC & Stanley Park. Read more.

Are you a Victim?

Our program's purpose, first and foremost, is to serve individuals who have lost a loved one to homicide. The results of this service contribute to a healthy recovery. Read more.

Watch Now!

This series goes "behind the headlines" as survivors share their stories about the loss, grief, trauma and hope for healing in the aftermath of murder.

AOM Website

About Page

The screenshot shows the 'About Page' of the 'Aftermath of Murder: Survivor Stories' website. At the top, there is a navigation bar with 'Home', 'Videos', 'About', 'Media', and 'Partners'. Below the navigation is a header section with the title 'AFTERMATH of MURDER Survivor Stories' and a 'Go to BC Victims of Homicide' button. The main content area features a sub-header 'ABOUT' and a paragraph stating: 'Aftermath of Murder: Survivor Stories is a production by the BC Victims of Homicide an initiative of the BC Bereavement Helpline. Produced in support of National Victims of Crime Awareness Week.' Below this is a section titled 'Healing Through Sharing' with a sub-header and a paragraph explaining the concept of sharing and listening. There are two buttons: 'DONATE' and 'VOLUNTEER'. Another section is titled 'Helping the People of BC Cope with Grief' with a sub-header and a paragraph about the BC Bereavement Helpline (BCBH). Below this is a section titled 'Series Producer & Host - Brent Stafford' with a sub-header and a paragraph about his background and role. At the bottom, there is contact information for Brent Stafford: 'brent.stafford@shakyegg.com', 'twitter: @shakyegg', 'facebook.com/shakyegg', and '778.896.7794'.

Videos Page

The screenshot shows the 'Videos Page' of the 'Aftermath of Murder: Survivor Stories' website. It features a grid of video thumbnails, each with a 'WATCH NOW' button. The videos are: 1. 'ALLEN SAWKINS' by Tony McNaughton Murder, with a quote: 'Tony was stabbed saving the life of a work colleague... my world changed in that moment forever'. 2. 'CHRISTOPHER MORRISON: JO-ANN' by Supporting Loss By Homicide, with a quote: 'When you lose someone to murder, whether a family member, a co-worker, or a friend, you become another victim of the crime and a homicide survivor'. 3. 'CRISTINA PASTIA' by Bobby & Maria Pastia Murder, with a quote: 'Something really awful has happened and I need to not pretend I didn't. I lost my entire family and it's ugly'. 4. 'BRENDA MORRISON' by Restoring Harmony After Murder, with a quote: 'Conventional criminal justice focuses on the facts and doesn't let emotion dilute the case. In a restorative justice process we find reason for emotion'. 5. 'MARLYN & IAN FERGUSON' by Groeme Ferguson Murder, with a quote: 'We thought we raised a young man wise enough not to get into drug trafficking, our message is don't do it, it will cost you your life'. 6. 'SGT. JENNIFER POUND' by IHit - Investigating Murder, with a quote: 'You think of your own family and wonder how you would deal with it yourself. If that's you work harder and have compassion for the people who are hurting so much'. 7. 'TERRY ANDROSKY' by Homicide Loss Support Groups, with a quote: 'What we do is create a calm, safe place for people to come and share their stories and discuss the impact of murder'.

AFTERMATH of MURDER


Survivor Stories

Video Page - Samples

The screenshot shows the 'Video Page - Samples' of the 'Aftermath of Murder: Survivor Stories' website. It features a grid of video thumbnails, each with a 'WATCH NOW' button. The videos are: 1. 'GRAEME FERGUSON MURDER (MARLYN & IAN FERGUSON INTERVIEW)' with a quote: 'We thought we raised a young man wise enough not to get into drug trafficking; our message is don't do it, it will cost you your life.' - Marlyn & Ian Ferguson. 2. 'AFTERMATH of MURDER: MARLYN & IAN FERGUSON HOMICIDE LOSS SURVIVOR' with a quote: 'We thought we raised a young man wise enough not to get into drug trafficking; our message is don't do it, it will cost you your life.' - Marlyn & Ian Ferguson. 3. 'AFTERMATH of MURDER: ROBBY & MARIA PASTIA MURDER (CRISTINA PASTIA INTERVIEW)' with a quote: 'Something really awful happened and I need to not pretend I didn't. I lost my entire family and it's ugly.' - Cristina Pastia. 4. 'AFTERMATH of MURDER: CRISTINA PASTIA HOMICIDE LOSS SURVIVOR' with a quote: 'Something really awful happened and I need to not pretend I didn't. I lost my entire family and it's ugly.' - Cristina Pastia.

AOM Website

Media Page



**AFTERMATH
of MURDER**
Survivor Stories

[Go to BC Victims of Homicide](#)

[Home](#)
[Videos](#)
[About](#)
[Media](#)
[Partners](#)

MEDIA CONTACT

Brent Stafford
Series Producer / Host
Shaky Egg Communications
www.ShakyEgg.com

Call:
778-896-7794
Email:
brent.stafford@shakyegg.com

Available:
Mon-Sun 7am - 11pm PST

Contact us for television, radio, print and online at anytime.


We can coordinate interviews with series participants.

Excerpts of *Aftermath of Murder: Survivor Stories* are available for media use upon request.

[GET PRESS RELEASE](#)

TV MEDIA HIT

Host - Executive Producer Brent Stafford & Survivor Allen Sawkins on Global BC Morning News April 24, 2013



RADIO MEDIA HITS

- NEWS 1130 (Vancouver) Newscast - Screening Event**
Brent Stafford - Allen Sawkins 04/25/13 (length 49secs)
- CFAX 1070 (Victoria) Live Interview on Pamela McCall Show**
Brent Stafford 04/22/13 (length 21mins)
- EVOLUTION 107.9 (Vancouver) Live Interview**
Brent Stafford 04/23/13 (length 21mins)

AFTERMATH of MURDER

Survivor Stories

Partners Page



**AFTERMATH
of MURDER**
Survivor Stories

[Go to BC Victims of Homicide](#)

[Home](#)
[Videos](#)
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[Media](#)
[Partners](#)

PARTNERS



the centre for restorative justice
SFU SIMON FRASER UNIVERSITY
LEADER OF THE WORLD



Integrated Homicide Investigation Team (HIT) @HomicideTeam

The Province

Follow *Aftermath of Murder: Survivor Stories* in the *Province* newspaper and online each day during the National Victims of Crime Awareness Week

STUDIO SERVICES

Strut Studios, located in Vancouver provided their full service studio for this production. Their attention to technical detail and handling of our shoot was done with expert care!
www.strutstudios.com



NICOLE FRIESEN MAKEUP
Nicole Friesen provided the production exceptional professional makeup services. Her energy was critical on-set and her sensitivity to the subject matter perfect in tone. Call her!
504.988.0825

AFTERMATH of MURDER

MICHAEL TENSION CREATIVE
Michael is a veteran advertising art director and creative artist. A longtime supporter of the BCVOH and BCCH, he brought his unique style and skill to the design and production of the series logo and promotion materials.



Shaky Egg Communications
Series Produced and Website Created by www.ShakyEgg.com



CRUSH DAILIES.COM
Crush Dailies is a boutique post production suite that offers conversions, transcoding, encoding and unique compression times powered by an advanced hardware build and streamlined offline-online workflow. Crush Dailies provided the production lighting-fast transcoding from DVC-Pro to H.264. We mean fast!

SPECIAL THANKS TO

And thanks to

Headspace Hair Salon: Brent Stafford's hair by Hieu Tran (604.662.3050)
blanche macdonald centre for professional career training in makeup / fashion design

FUNDING PROVIDED BY THE D.O.J. IN SUPPORT OF



NATIONAL Victims of Crime AWARENESS WEEK
2013

WE ALL HAVE A ROLE
Department of Justice Canada / Ministère de la Justice Canada

Province Partnership

AFTERMATH of MURDER

Survivor Stories

Overview:

- By executing against the developed Actionable Insights, we successfully created a media partnership with **The Province Newspaper**, a Postmedia Network Canada publication.
- **AOM videos were also available for viewing on TheProvince.com**
- Partnership included 7-day AOM exposure during the NVCW

News Paper

- 1x Sunday Edition **Front Page** featuring AOM participants Marlyn & Ian Ferguson
- 2x page **feature article** in Sunday Edition with the AOM logo and drive to view video and promotion for the weeklong series
- 5x page A2 (inside front page) Video Promos featuring picture of participant, write-up and drive to view video.
- All in-paper coverage promoted BCVOH and NVCW by name

Province Partnership

AFTERMATH of MURDER

Survivor Stories

Overview:

Online (TheProvince.com)

- 6x Home Page in-content **prominent** placements promoting the day's video, featuring picture of participant, write-up and drive to view video.
- 7x Video Page for each individual video with picture of participant and complete write-up
- Compilation Video Page: at the end of the Project The Province created a page listing all the videos for legacy viewing See "Links" slide

AOM Exposure:

- Total reach/circulation in paper during Project = **824,945**¹
- Total reach in online = **148,400**²

Milestone:

- We met our goal of controlling the story as The Province used all our video titles and write-ups as provided by the Project

¹Based on avg. circ. for six months ending 3/31/13 (AAM: Audit Bureau of Circulations)

²Based on pro-rated monthly unique visitors (comScore Inc., Total Canada, October 2012)

Province Exposure

AFTERMATH of MURDER

Survivor Stories

Front Page – Feature Article – AOM Video Promo (in yellow)

APRIL 21, 2013

The Province
THEPROVINCE.COM

SUNDAY

FINAL EDITION
\$2.25 or \$2.99 minimum in outlying areas

A DIVISION OF POSTMEDIA NETWORK INC.






There is no closure

Families of homicide victims turn to each other for solace as they try to find a way forward in a world of grief **PAGE A8**

Clockwise from top left: Marlyn and Ian Ferguson hold a photo of their son Graeme. The family of murder victim Kimberly Proctor outside court. Homicide victim Guthrie McKay's parents, Patrick and Dorothy. Ray King holds a photo of his son Raymond Jr., a victim of serial killer Clifford Olson. — PING ARCHIVES

NEWS SUNDAY READ THEPROVINCE.COM

BRISBANE, APRIL 21, 2013



'It's like a tsunami has hit'

Closure is a meaningless word, say those who have lost loved ones to homicide — but their support group offers solace they can't find anywhere else

Sam Cooper
SUNDAY REPORTER

FOR LIA FERGUSON, it was like hitting an oncoming truck. In one instant, she was laughing and talking to her 17-year-old son Graeme, who had stopped at a 7-Eleven store to buy a sandwich. The next moment, she was staring at a crime scene photo of her son's body, lying face down in a pool of blood. The police told her she had to leave the scene immediately. She was left with a 17-year-old son who had been killed. She had no idea who had done it. She had no idea how to move forward. She had no idea how to find closure.



Marlyn and Ian Ferguson hold a photo of their son Graeme, who was 17 years old when he was killed in 2005. — PING ARCHIVES

NEWS SUNDAY READ THEPROVINCE.COM

BRISBANE, APRIL 21, 2013

Help for families

It's like a tsunami has hit. For Marlyn Ferguson, the loss of her 17-year-old son Graeme in 2005 was a devastating blow. She has spent the last seven years searching for answers, but the police have never identified the killer. She has found solace in a support group for families of homicide victims. The group provides a safe space for families to share their grief and find support. The group also provides information on legal options and resources. The group is a lifeline for families who are struggling to cope with the loss of a loved one.




AFTERMATH of MURDER
Survivor Stories

THEPROVINCE.COM
The Province's award-winning website offers the latest news, photos, and videos from the Province. You can also find the full text of our articles and access our archives. The website is available 24/7 and is accessible from anywhere in the world.

\$4,000 cash purchase incentive* on every 2013 Pilot

Excitement Meter

First sandwich

First child



HONDA

bchonda.com

*\$4,000 cash purchase incentive available on the 2013 Honda Pilot. Offer valid on new purchases only. Offer ends 4/30/13. See dealer for details. ©2013 Honda Motor Co., Ltd. All rights reserved. Honda, the Honda logo and Pilot are trademarks of Honda Motor Co., Ltd. in the U.S.A. and other countries. Honda Pilot is a registered trademark of Honda Motor Co., Ltd. in the U.S.A. and other countries. Honda Pilot is a registered trademark of Honda Motor Co., Ltd. in the U.S.A. and other countries. Honda Pilot is a registered trademark of Honda Motor Co., Ltd. in the U.S.A. and other countries.

Province Exposure

AFTERMATH of MURDER

Survivor Stories

Page A2
Inside
Front Page
AOM Video
Promotion



ALLEN SAWKINS
WAYNE LEIDENFROST/PNG FILES

Survivor speaks on video

Allen Sawkins' partner, Tony McNaughton, was murdered in January 2000 in downtown Vancouver. McNaughton was at work when a female co-worker's estranged husband attempted to attack her with a knife.

McNaughton stopped him but was stabbed and died. Out of the extraordinary loss of his partner, Sawkins began advocating for victims of domestic violence. Watch a video interview with Sawkins today at theprovince.com. It's the second in a series by B.C. Victims of Homicide called Aftermath of Murder: Survivor Stories. We'll be presenting these interviews daily on our website throughout National Victims of Crime Week.

**AFTERMATH
of MURDER**
Survivor Stories



CHRISTOPHER DUCHARME

Survivor speaks on video

Following the high-profile murder of his mother, Patricia Ducharme, in 1996 by a former Vancouver police officer, Christopher Ducharme began his long journey through grief.

He eventually found some peace through a homicide support group in Edmonton and, when he moved back to B.C., became determined to start up Vancouver's first such group. Watch a video interview with Ducharme and Jo-Ann Turner-Crean of the B.C. Bereavement Helpline today at theprovince.com. It's the third in a series by B.C. Victims of Homicide called Aftermath of Murder: Survivor Stories. We present these interviews daily on our website throughout National Victims of Crime Week.

**AFTERMATH
of MURDER**
Survivor Stories



CRISTINA PASTIA

Survivor speaks on video

Cristina Pastia was 20 years old when her parents went on vacation in Romania and never returned. Local authorities said her mother was murdered, but there were unanswered questions about how her father died.

Within three years, Pastia had emerged from the shock and distress to win SFU's Terry Fox Gold Medal Award for courage, as a support worker on crisis lines and volunteer with B.C. Victims of Homicide. Watch a video interview with Pastia today at theprovince.com. It's the third in a series by B.C. Victims of Homicide called Aftermath of Murder: Survivor Stories. We'll be presenting these interviews daily on our website throughout National Victims of Crime Week.

**AFTERMATH
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Survivor Stories

Province Exposure

AFTERMATH of MURDER

Survivor Stories

Page A2
Inside
Front Page
AOM Video
Promotion



SGT. JENNIFER POUND

AFTERMATH of MURDER

Survivor Stories

Investigations tough all around

You may know Sgt. Jennifer Pound from her frequent appearances in The Province as spokeswoman for the Integrated Homicide Investigation Team.

In a video on our website Thursday, Pound discusses the complex nature of murder investigations in relation to the families of the victims and the sensitivities

around such horrendous crimes.

You can watch the interview at theprovince.com.

It's the fifth in a series by B.C. Victims of Homicide called Aftermath of Murder: Survivor Stories.

We'll be presenting these interviews daily on our website throughout National Victims of Crime Week.



BRENDA MORRISON

Restoring harmony after murder

We've been featuring a series of videos this week about people who have lost loved ones to murder. Today, in the final instalment, we hear from Brenda Morrison, director of the Centre for Restorative Justice in the School of Criminology at Simon Fraser University. She discusses the importance of restoring harmony

after a murder, and bringing victims, offenders and communities together to actively participate. The series was produced by B.C. Victims of Homicide to mark National Victims of Crime Week. It's called Aftermath of Murder: Survivor Stories, and is available in its entirety at theprovince.com and at www.bcvoth.com

AFTERMATH of MURDER

Survivor Stories

Province Exposure

AFTERMATH of MURDER

Survivor Stories

Home Page Prominent Placement

The Province It starts here.

NEWS SPORTS ENTERTAINMENT OPINION BUSINESS HEALTH LIFE TECHNOLOGY

DON'T MISS: The Junos Province TV eStore Ski Guide Pets & Animals Videos Vancouver Desi

Education Terrorism Harassment Case Closed

Election 2013: How do we fix public education?

The dysfunctional relationship between teachers and the government has people fleeing the public school system for the independent alternative

PHOTO GALLERIES **SPORTS** **E-TODAY**

VIDEO SERIES **PIPELINE POLITICS** **B.C. POLITICS**

VIDEO SERIES

Aftermath of Murder: Christopher Ducharme

Following the high-profile murder of his mother Patricia Ducharme in 1996 by a former...

34 MINUTES AGO

Green stance forces Adrian Dix to mix pipeline support

It's easy to see why Adrian Dix walked a tightrope for so long on the proposed Kinder...

COMMENTS (0)

PHOTO GALLERIES **SPORTS** **E-TODAY**

VIDEO SERIES

Aftermath of Murder: Allen Sawkins

His partner, Tony McNaughton, was murdered 13 years ago in downtown Vancouver.

Tony...

Manhunt puts 50 homes under lockdown in Prince George neighbourhood

Home of second Mississippi man searched for source of ricin-laced letters

ELECTION 2013

B.C. votes on May 14

The latest campaign news, plus coverage of eight major issues driving the provincial...

The Province It starts here.

NEWS SPORTS ENTERTAINMENT OPINION BUSINESS HEALTH LIFE TECHNOLOGY

There are two sides to the Rehtaeh Parsons case

VIDEO SERIES **PIPELINE POLITICS** **B.C. POLITICS**

VIDEO SERIES

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NEWS SPORTS ENTERTAINMENT OPINION BUSINESS HEALTH LIFE TECHNOLOGY

A medical triumph: 1 week later, all Boston bomb patients are likely to survive

VIDEO SERIES **PIPELINE POLITICS** **B.C. POLITICS**

VIDEO SERIES

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COMMENTS (0)

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Surrey shooting victim identified as police confirm slaying was gang-related

VIDEO SERIES **PIPELINE POLITICS** **B.C. POLITICS**

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COMMENTS (0)

PHOTO GALLERIES **SPORTS** **E-TODAY**

VIDEO SERIES

Aftermath of Murder: Allen Sawkins

His partner, Tony McNaughton, was murdered 13 years ago in downtown Vancouver.

Tony...

Manhunt puts 50 homes under lockdown in Prince George neighbourhood

Home of second Mississippi man searched for source of ricin-laced letters

ELECTION 2013

B.C. votes on May 14

The latest campaign news, plus coverage of eight major issues driving the provincial...

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Following the high-profile murder of his mother Patricia Ducharme in 1996 by a former...

34 MINUTES AGO



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Green stance forces Adrian Dix to mix pipeline support

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COMMENTS (0)



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COMMENTS (0)



Aftermath of Murder: Allen Sawkins

His partner, Tony McNaughton, was murdered 13 years ago in downtown Vancouver.

TONY...

Province Exposure

AFTERMATH of MURDER

Survivor Stories

The Province AOM Video Pages - Samples

The Province It starts here.

NEWS SPORTS ENTERTAINMENT OPINION BUSINESS HEALTH LIFE TECHNOLOGY

Aftermath of Murder: Allen Sawkins

His partner, Tony McNaughton, was murdered 13 years ago in downtown Vancouver. Tony was at work when a female co-worker's estranged husband attempted to attack her with a knife. Tony stopped him but was stabbed and died.

APRIL 21, 2013



01:35 17:45

Share Embed

Aftermath of Murder: Allen Sawkins – A multi-part video series featuring exclusive interviews with ordinary people who have experienced an extraordinary event, the devastating loss of a loved one through murder. More at [B.C. Victims of Homicide](#).

The Province It starts here.

NEWS SPORTS ENTERTAINMENT OPINION BUSINESS HEALTH LIFE TECHNOLOGY

Video: Marlyn and Ian Ferguson talk about losing their son Graeme to murder

In *Aftermath of Murder: Survivor Stories*, Marlyn and Ian Ferguson discuss how they were able to carry on after losing a loved one to murder. Video courtesy of [BC Victims of Homicide](#).

APRIL 24, 2013



01:24 15:21

Share Embed

Aftermath of Murder – Survivors: Marlyn and Ian Ferguson – A multi-part video series featuring exclusive interviews with ordinary people who have experienced an extraordinary event, the devastating loss of a loved one through murder. More at [BC Victims of Homicide](#).

Earned Media

AFTERMATH of MURDER

Survivor Stories

In addition to our partnership with The Province, AOM secured the below earned media. Media hits were placed on the AOM website and distributed through social media.

Global BC Morning News (live broadcast across the province + online @ globalnews.ca)
Homicide Survivor Allen Sawkins and AOM Executive Producer/Host Brent Stafford, talk live about the documentary, NVCW and Allen's personal story of loss. Clips from AOM were used in the segment.
4/24/13 (length 5mins 30secs)



Earned Media

AFTERMATH of MURDER

Survivor Stories



CFAX 1070 (Victoria) Live Interview on Pamela McCall Show
Brent Stafford 04/22/13 (length 21mins)



NEWS 1130 (Vancouver) Newscast - Screening Event
Brent Stafford - Allen Sawkins 04/25/13 (length 49secs)



EVOLUTION 107.9 (Vancouver) Live Interview
Brent Stafford 04/23/13 (length 21mins)



Article on AOM Featuring Quotes from
Participants and producer
Newspaper & Online 05/24/13

Collateral

AFTERMATH of MURDER

Survivor Stories



A MULTI-PART VIDEO SERIES featuring exclusive interviews with ordinary people who have experienced an extraordinary event, the devastating loss of a loved-one through murder.

Rarely do we get A FULL PICTURE OF THE VICTIM and almost never any true understanding of the terrible emotional impact on the survivors of murder.

This series goes behind the headlines, as SURVIVORS SHARE THEIR STORIES about the loss, grief, trauma and hope for healing in the aftermath of murder.

Aftermath of Murder: Survivor Stories is a 7 part video series featuring an exclusive interview. A new video will be released each day during the National Victims of Crime Week April 21st-27th.

View online April 21-27: www.BCVOH.com



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BCVICTIMS
#HOMICIDE



AFTERMATH of MURDER

Survivor Stories

AFTERMATH of MURDER

Survivor Stories

A multi-part video series featuring exclusive interviews with ordinary people who have experienced an extraordinary event, the devastating loss of a loved-one through murder.

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Aftermath of Murder: Survivor Stories is a 7 part video series with each episode featuring an exclusive interview. A new video will be released each day during the National Victims of Crime Week April 21st - 27th.

Watch the series online April 21 - 27:
www.BCVOH.com



Department of Justice
Canada

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restorative justice



**All Project communications included
the DOJ signature and NVCW info**

Collateral

AFTERMATH of MURDER

Survivor Stories



Premiere Thursday, April 25th, 2013

You are cordially invited to join us for the intimate viewing of "Aftermath of Murder: Survivor Stories".

This multi-part video series features exclusive interviews with ordinary people who have experienced an extraordinary event: the devastating loss of a loved-one through murder. For most of us, our only experience with murder is vicarious; through fictional stories in film & television and via the real-life sensational details covered in the news. Rarely do we get a full picture of the victim and almost never any true understanding of the terrible emotional impact on the survivors of murder.

Limited Seating. RSVP by Tuesday April 23.

DETAILS:

Thursday, April 25th, 2013
Doors: 6:30 PM Event: 7:00 PM Sharp

Simon Fraser University, Harbour Centre
515 West Hastings Street,
Room # 2270, Vancouver, BC

Limited Seating by RSVP only.
RSVP accepted no later than April 23.

RSVP: BCOV@telus.net
or BCBH: 604-738-9950.



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AFTERMATH of MURDER

Survivor Stories



ALLEN SAWKINS
Tony McNaughton Murder
"Tony was stabbed saving the life of a work colleague... my world changed in that moment forever"



**CHRISTOPHER DUCHARME
JO-ANN TURNER-CLEAN**
Supporting Loss By Homicide
"When you lose someone to murder, whether a family member, a co-worker, or a friend, you become another victim of the crime and a homicide survivor."



CRISTINA PASTIA
Bobby & Maria Pastia Murder
"Something really awful has happened and I need to not pretend it didn't. I lost my entire family and it's ugly."



BRENDA MORRISON
Restoring Harmony After Murder
"Conventional criminal justice focuses on the facts and doesn't let emotion define the case. In a restorative justice process we find reason for emotion."



MARLYN & IAN FERGUSON
Graeme Ferguson Murder
"We thought we raised a young man wise enough not to get into drug trafficking, our message is don't do it. It will cost you your life."



SGT. JENNIFER POUND
IHIT - Investigating Murder
"You think of your own family and wonder how you would deal with it yourself. It makes you work harder and have compassion for the people who are hurting so much."



TERRY ANDROSKY
Homicide Loss Support Groups
"What we do is create a calm, safe place for people to come and share their stories and discuss the impact of murder."

AFTERMATH of MURDER

Survivor Stories

Street Canvassing

AFTERMATH of MURDER

Survivor Stories



Screening Event

AFTERMATH of MURDER

Survivor Stories



Facebook

Facebook anchored our social media strategy. We used the BCVOH fan page and the Producer's fan page as primary sites for posting. In 6 days **we doubled the BCVOH fan page Likes**. We also deployed a facebook Like plugin on each video page on the AOM website. Below is a summary of the total metrics.

Metric	Total
Posts	53
Impressions (# of times a post was displayed)	17,849
Organic Impressions (thru ticker, news feed, wall)	8,082
Viral Impressions (# of times a post was seen thru friend)	9,767
Reach (unique users)	7,023
Organic Reach (unique users)	2,762
Viral Reach (unique users who saw post thru friend)	4,322
Engaged (unique users who clicked anywhere in a post)	571
Post Consumptions (# of clicks anywhere in a post)	1,711
Talking About (unique users who created a Story)	205
Post Stories (# of Stories generated)	253
Likes (320 on FB pages + 257 on AOM website video pages)	320
Comments	55
Shares	113

AFTERMATH of MURDER

Survivor Stories

BC Victims of Homicide Fan Page



Typical Post With Video Write-Up and Link



Facebook

AFTERMATH of MURDER

Survivor Stories

To extend our reach on Facebook we posted AOM on the following fan pages (activity not included in metrics):

Grief The Unspoken

Turning Grief Into Hope

SHS Support for Homicide Survivors

Victorian Homicide Victims Support Group

Queensland Homicide Victims Support Group

Domestic Violence Crime Watch

Stop Violence Against Women

Abbotsford Restorative Justice

Restorative Justice Online

Victim Support Foundation

Top Organizations Who Shared Posts



Metro Vancouver Crime Stoppers via BC Victims of Homicide (BCVOH)

Like · Comment · April 27 at 9:13am · 🌐



Upper Fraser Valley Crime Stoppers shared BC Victims of Homicide (BCVOH)'s photo.

Like · Comment · April 25 at 9:21am · 🌐



Scotiabank Vancouver Half-Marathon & 5k via BC Victims of Homicide (BCVOH)

One of our charity partners, BC Bereavement Helpline, is hosting a video series of Survivor Stories this week. Find out more about the charity and the great work they do.

Like · Comment · 🍌 2 · April 26 at 12:43pm · 🌐



BC Bereavement Helpline via Metro Vancouver Crime Stoppers

Like · Comment · 🍌 1 · April 22 at 9:53am · 🌐

Facebook

AFTERMATH of MURDER

Survivor Stories

Sample of Comments



Dorothy McKay I am enjoying these interviews. It is this sort of thing that does get to the business of helping!

Unlike · Reply · 👍 1 · 18 hours ago



BC Victims of Homicide (BCVOH) So glad you are enjoying them Dorothy and find them helpful. Keep checking out the link all this week for more. Thanks for your support, we truly appreciate it. Take care

Unlike · Reply · 👍 1 · 2 hours ago



Dorothy McKay I have noticed that awareness of BC Victims of Homicide group is growing rapidly! I tell people about wherever I feel it will be of benefit. Thank-you for your reply!

Like · Reply · about an hour ago



BC Victims of Homicide (BCVOH) Dorothy, Brent Stafford the producer here. I want to thank you for your kind comments. I'm thrilled you have been finding the videos helpful. Best. b...

Unlike · Reply · 👍 1 · 56 minutes ago



Dorothy McKay There is a great thirst for particular types of information from Victims, myself being one. These videos succeed in offering exactly that! And to have a website like this where those unable to attend groups for various reasons will still have access to the information that they need. It's good!

Unlike · Reply · 👍 1 · 48 minutes ago



BC Victims of Homicide (BCVOH) That's just what we were looking to achieve. This website will stay up fo a very long time. Hopefully we will be able to add to it as well in the future. 😊

Unlike · Reply · 👍 1 · a few seconds ago · Edited

Email Marketing

AOM deployed 4 email drops against two separate lists. One, the Producer's list and the other the BC Bereavement Helpline list. Below is a summary of the combine results.

Metric	Total
Emails Sent	4,441
Opened Emails	1,047
Open Rate	24%
Links Clicked	118
Click-Through Rate	11%

AFTERMATH of MURDER

Survivor Stories

Email Drop - Sample

AFTERMATH of MURDER

Survivor Stories

A new 7-part video series produced by BC Victims of Homicide, an initiative of the BC Bereavement Helpline. Produced in support of the National Victims of Crime Awareness Week. April 21-27.

Aftermath of Murder: Survivor Stories features exclusive interviews with ordinary people who have experienced an extraordinary event, the devastating loss of a loved-one through murder.

This series goes "behind the headlines" as survivors share their stories about the loss, grief, trauma and hope for healing in the aftermath of murder.

WATCH THE TWO VIDEOS BELOW AND PLEASE SHARE



Video Metrics

AFTERMATH of MURDER

Survivor Stories

AOM deployed the 7 videos on the Project website and on TheProvince.com website. All videos are still available on both platforms. Additionally, the Global BC Morning Show interview is also still available on GlobalNews.ca. Below are the combined metrics for all videos on the AOM Website and TheProvince.com.

Metric	Plays	Avg. Time Watched/Video	Hours Watched/Video	Audience Retention Avg. % watched thru
Marlyn and Ian Ferguson	433	6:29	16	42%
Cristina Pastia	388	6:01	18	44%
Chris Ducharme and Jo-Ann Turner-Crean	332	3:18	8	43%
Allen Sawkins	322	4:59	17	28%
Jennifer Pound	130	3:49	6	36%
Brenda Morrison	42	2:30	2	34%
Terry Androsky	22	3:34	1	49%

Metric	Total
Plays	1,669
Hours Watched	68
Video Conversion Rate	35%

The screenshot shows the website interface for 'AFTERMATH of MURDER Survivor Stories'. At the top right, there is a link 'Go to BC Victims of Homicide'. Below the header, there is a navigation menu with 'Home', 'Videos', 'About', 'Media', and 'Partners'. The main content area features a video player for 'IHIT - INVESTIGATING MURDER (SGT. JENNIFER POUND INTERVIEW)'. The video player shows a woman, SGT. JENNIFER POUND, with a subtitle 'MEDIA RELATIONS OFFICER (IHIT)'. Below the video player, there is a section titled 'INVESTIGATING MURDER' with a quote: 'You think of your own family and wonder how you would deal with it yourself. It makes you work harder and have compassion for the people who are hurting so much.' - Sgt. Jennifer Pound. There is also a 'WATCH MORE VIDEOS' button and a social media share icon for Facebook with a count of 22. At the bottom, there is a paragraph of text about the IHIT team and their mission, followed by a Twitter link: 'Follow Jennifer Pound and IHIT on Twitter @HomicideTeam'.

Memorable Quote

AFTERMATH of MURDER

Survivor Stories

*Great work, I have viewed all the video's now and marvel at how you gently moved all the participants along, you captured all the key elements in everyone's story and the end result is a complete story of that aftermath. Well done, **You have renewed my faith in the media.***

-Marlyn Ferguson, Homicide Survivor &
Support Group Facilitator

AFTERMATH

of MURDER

Survivor Stories

For more information contact:

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778.896.7794

brent.stafford@shakyegg.com

