



Oakland Police Department

Richard L. Word  
Chief of Police

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**MEDIA ADVISORY**

**Release Date: August 6, 2004**

**CITY OF OAKLAND TO LAUNCH ANTI-VIOLENCE CAMPAIGN**

**Multi-Jurisdictional Effort to Reduce Community Gun Violence**

- What:** Project Safe Neighborhoods/Project Exile Media Campaign  
Press Conference & Kick-Off
- Date:** Monday, August 9, 2004
- Time:** 11:00 A.M.
- Location:** KTOP Studio, 250 Frank Ogawa Plaza, Oakland, CA
- Speakers:** Kevin Ryan, U.S. Attorney Northern California District  
Jerry Brown, Mayor City of Oakland  
Oakland City Councilmember Larry Reid, Chair, Public Safety Committee  
Richard Word, Oakland Police Chief  
Benjamin Scott, Clear Channel U.S.A.  
Steve Climons, Crossover Creative Productions
- Visuals:** Screening of "Family Reunion" Public Service Announcement  
Billboard Display  
Distribution of Disc Media

**Oakland, CA** (August 5, 2004) On Monday, August 9, 2004, at 11:00 a.m., the City of Oakland will officially launch an anti-violence and gun control media campaign known as Project Safe Neighborhoods (PSN)/ Project Exile. Project PSN/ Project Exile, funded by the U.S. Department of Justice, was designed to assist local, state and federal agencies in reducing gun violence and illegal gun possession across America. In 2002, the PSN Task Force for the Northern District of California was formed and subsequently identified five target communities in which to focus strategic planning and accountability

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in relationship to the 2-year PSN/ Project Exile initiative. These communities include the cities of Oakland, Richmond, San Francisco, San Jose, and Salinas

For additional information concerning this project, contact Cynthia Perkins at 510-238-6093.

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