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COLLEGE OF WESTERN IDAHO STUDENTS HELP PRODUCE PUBLIC SERVICE ANNOUNCEMENT

CWI Partners with Local Law Enforcement to Promote Holiday Safety

Nampa, ID – On Friday, Dec. 13, three public service announcement (PSA) videos promoting safety practices during the holiday season were unveiled thanks to a wonderful partnership between College of Western Idaho (CWI) and local law enforcement agencies. The PSAs are the product of collaboration involving CWI students and faculty, Boise and Nampa Police Departments, and Ada and Canyon County Sheriff's Offices.

The PSAs feature simple but important personal safety and crime prevention advice. CWI students wrote and produced the PSAs with guidance and messaging from the law enforcement agencies.

"Teaming with local police and sheriff's offices made sense for our students who wanted to share important public safety advice and at the same time get a hands-on learning experience using video," said LeRoy Forsman, a Criminal Justice faculty member at CWI and retired Chief of the Nampa Police Department.

"Projects that benefit the community not only offer practical experience but are extremely rewarding for our students who enjoy making a difference. We hope to continue partnerships like this in the future," said Forsman.

Students from both the Criminal Justice and the Communications Divisions of CWI's School of Social Sciences and Public Affairs participated in scripting and producing the video PSAs. Officers and deputies from the local agencies are featured speakers. In addition to distributing the PSAs to local media, the agencies involved are encouraged to share the messages on social media and other crime prevention channels, spreading the word in hopes of ensuring a safe holiday season.

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About the College of Western Idaho

The College of Western Idaho is a public, open-access, and comprehensive community college committed to providing affordable access to quality teaching and learning opportunities to the residents

of its service area in western Idaho. CWI has seven campus locations throughout Southwest Idaho providing higher education and 21st Century technical skills acquisition. The college is dedicated to improving the community's economic well-being by responding with highly-educated and productive graduates. The foundation for the area's only community college was created by a supermajority of voters in Ada and Canyon counties on May 22, 2007. For more information about the college, visit www.cwidaho.cc or call (208) 562-3000.

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