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August 11, 2010

Ald. Bob Donovan  
(414) 708-2096

## City Anti-Graffiti Efforts to Receive Big Boost from Operation Impact

*News Conference Thursday will Detail New WeTip ads, Reward Fund for Anonymous Tips and New Pressure Washer*

**Operation Impact** is partnering with WeTip and ClearChannel in an effort to bring graffiti vandals to justice using a fairly powerful motivator: cash.

Operation Impact's founder, **Alderman Bob Donovan**, will host a **news conference** tomorrow (**Thursday, August 12**) at **11 a.m. at 2423 W. Greenfield Ave.** to detail the new initiative, made possible by a \$5,000 Operation Impact donation to WeTip and city anti-graffiti operations in the Department of Neighborhood Services (DNS).

"I strongly urge anyone who has information on graffiti taggers to please call WeTip and tell them what you know. It's the right thing to do, no one will ask for your name, no one will know that you called, and you could receive a cash reward for your help," said Alderman Donovan.

Radio ads, posters, and large ads on the rear portions of Milwaukee County Transit System buses will be used to spread the word on the new campaign, said Alderman Donovan, who will present a large check Thursday from Operation Impact. "Operation Impact is all about partnering public and private resources to augment anti-crime and public safety efforts, and I'm very pleased to also have it be part of our fight against graffiti," he said.

"In tough economic times, we need to think creatively about how we can partner and be effective, and in this case I want to thank WeTip and ClearChannel (bus and radio ads) for agreeing to join in our efforts to fight graffiti," he said.

**-More-**

## **Operation Impact Anti-Graffiti Effort/ADD ONE**

According to DNS, a WeTip caller's information led to an investigation that netted 10 arrests for graffiti vandalism in Milwaukee in 2007, with the convictions coming in 2008.

Posters for the campaign will be posted in public buildings such as libraries and schools. Persons interested in obtaining the posters should call the city's graffiti hotline, **286-8715**.

Tomorrow the alderman will also help demonstrate a new pressure washer that DNS and MPD are using to remove graffiti from several surfaces, including sometimes difficult areas on brick buildings, Alderman Donovan said. He added that **Operation Payback** restorative justice inmates/offenders will be able to use the pressure washers when they are assigned to remove graffiti (primarily in MPD Districts 2 and 6) while performing community service obligations.

The **WeTip** hotline that allows persons to anonymously report graffiti vandals and other crimes is **1-800-78-CRIME**.

### **How WeTip works:**

- The caller never gives any personal information (no name, no phone number, no address)
- The caller receives a case number and a code name if they want a reward
- With their number and code name, the caller can call WeTip to get status updates
- The caller can also call back with any additional information
- When it's time the citizen can call and make arrangements for their cash reward