

March 2010 • Volume 15, Issue 11

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The Justice Coalition began in 1995 because one man's priorities were changed. Ted Hires was the average businessman working 60 to 80 hours a week and looking out for himself until that day when he and his staff were held at gunpoint and robbed. Being a victim of crime, Ted found the criminal justice system worked harder for the criminal than the victim. As a result of Ted's experience, he formed a (501C3) non-profit organization, the Justice Coalition, and is making an effort to change the Fourth Judicial court system for the better.

Since 1995, the Justice Coalition has been fighting crime every step of the way. Fugitives captured are through a partnership with local media and law enforcement agencies.

The Justice Coalition's

**Victims' Advocate**

A free newspaper supporting victims' rights published monthly by The Justice Coalition. The opinions of contributing writers are not necessarily those of the Justice Coalition's Victims' Advocate or the Justice Coalition. The Justice Coalition's Victims' Advocate welcomes both editorial and photographic submission, but they cannot be returned. Please allow six weeks for a response to submitted works. Calendar information is welcome but must be submitted one month in advance of the event.

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All correspondence to the Justice Coalition's Victims' Advocate should be sent to:

Justice Coalition's Victims' Advocate  
1935 Lane Ave., South, Suite 1 • Jacksonville, Florida 32210  
Phone: (904) 783-6312 • Fax: (904) 783-4172

**THE JUSTICE COALITION'S OBJECTIVES**

- To be available for innocent victims of violent crime
- To educate the general public on criminal justice issues
- To be pro-active in the fight against crime

**Advertising Deadline**

The deadline for advertising copy for the **April 2010 Edition** of the JUSTICE COALITION'S VICTIMS' ADVOCATE is **March 10, 2010.**

**THE SECRET WORD GAME**

**CONGRATULATIONS TO FEBRUARY'S WINNER, STEVE SWEETING. THANKS FOR PLAYING.**

Hidden in the text of the Victims' Advocate is the **SECRET WORD** for the month of **March**. The rules are simple:

1. Find the word.
2. Telephone the Justice Coalition office 783-6312.
3. The first person who telephones the correct Secret Word wins a Gift Certificate to Sonny's Real Pit Barbeque Restaurant.
4. You can only win once in a twelve month period.

**SO START SEARCHING!**

Exclusions: no persons employed by the Justice Coalition, Sonny's, nor their families are eligible.

**The Business of Policing**



**From the Sheriff's Desk**

Sheriff John Rutherford

I enjoy opportunities to meet with the public and discuss various issues. Certainly one of the things I get asked about the most is whether crime is really high, or is it "ginned up" by the media and the blogs.

The other topic that I spend a lot of time discussing is about the operations of this agency. The "business of policing," if you will.

I welcome all questions and greatly enjoy talking about these issues, whether one-on-one, when walking a neighborhood, in a large group, or through an outlet like this one. Hopefully, through our conversations - and the JSO website - people will come to understand some of the truths and challenges facing modern day policing.

"Is crime 'bad' - is it 'sensationalized'?" First, let me tell you, if you or your loved one is a victim of crime, then for you, the problem is real and it is serious. And it becomes the job of the men and women of this agency to respond to your call for service, determine if a crime occurred and to what extent, and then deploy our resources and do our very best to solve that crime. Solving cases so they can be prosecuted, recovering property, equipping business owners and residents with the tools they need to prevent being a victim - these are our core competencies and this is what we do.

The truth is crime went down in Jacksonville in 2009. And not just a little, but in historical numbers. We had

the lowest number of incidents (as defined by the FBI and used nationwide to measure) since 1984. Murder declined from 115 incidents to 99, or down 14 percent. Overall, violent and property crime combined went down 10.5 percent in Jacksonville last year.\*

Why? Three reasons: We are getting the officers we need to properly deploy. This is the "business" aspect of policing that I mentioned earlier. When the Matrix Operational Audit\* results came out, and I asked the Council and Mayor to support the recommendations to bring our officer to citizen ratio up, they agreed. And we began to hire officers. So far, we've hired 128 of the 225 we need. At the end of the 2010 fiscal year we should be at 168 - when we hire 40 (of the 50) we were awarded under the federal stimulus package.

What does this do for you? Instead of only answering the calls for service or "running from call to call," we are able to deploy more officers to conduct what we call "intelligence led policing"\* - targeting the issues and problems that our crime analysis and citizens tell us are plaguing neighborhoods. We work with the community to implement solutions and we all work to maintain the positive changes that are made. Officers have a chance to work smarter, and accomplish more. Crime goes down, calls for service go down, and the corrections facilities have the "right" bad guys in them.

With more aggressive prosecution, like what we are seeing under the leadership of State Attorney Angela Corey, fewer crimes are being committed by people let out of jail without being

prosecuted to go out and break more laws. Six hundred fewer of those kinds of incidents in 2009.

The more involved you are in that process - providing information to police, safeguarding your property and those you love, and joining with us to promote prevention and intervention activities - the better we can do our job. RESULT: In 2009, the JSO's clearance rate for all Part I Crimes (go to www.fbi.gov) EXCEEDED national averages. This is one measurement for effectiveness: are we solving more crimes than the average city in America? The answer is "yes" in every category! That's good police work.

ONE IMPORTANT NOTE: We're headed into very serious financial times in this city. Worse than last year, I am told. My concern is that people will say "crime is down...do we still need more officers? Why continue to implement the long term goal of 225 additional officers?" Here is why - right now we are only about half way to having the number of officers that represents an acceptable officer to citizen ratio. Notice that I did not say the highest ratio; or that we need the largest police force. If we hire all 225 officers recommended, we will STILL have the lowest officer to citizen ratio of any major Florida city. To be on par with Orlando, Tampa, or Miami, we'd need about 600 more officers from where we are today.\* That is NOT what I am suggesting. I want to stay the course of hiring an additional 225 officers. I appreciate your help moving us toward this goal.

The reports referenced with an \* above are all on the web at [www.jaxsheriff.org](http://www.jaxsheriff.org) - I hope you will visit it.

**UNSOLVED MURDERS**



**Name:** Kelli Chapple  
**Info:** Kelli Chapple, 23, left home to dine with friends on Sept. 7, 2007, and was found murdered, along with a male friend, the next day in a Southside apartment Sept. 8, 2007.  
**Notify:** JSO Homicide at 630-2172



**Name:** Mary Elizabeth Petersen  
**Info:** This 34-year-old mother of two was strangled during the night and found by her little children on May 28, 2002.  
**Notify:** JSO Homicide at 630-1157.



**Name:** John Patrick Rowan  
**Info:** Rowan, 34, left his Ft. Caroline home before sunrise Feb. 23, 2001, and has not been seen since. His SUV was found a month later near the Orlando airport. His case has been ruled an unsolved homicide.  
**Notify:** JSO Cold Case at 630-1157



**Name:** Paul W. Seidenstricker  
**Info:** This 44-year-old beloved husband and father was murdered on E. 17th and Hubbard St. on Feb. 21, 1994, by multiple stab wounds.  
**Notify:** JSO at 630-0500

**\$200,000 REWARD**

**\$1,000 REWARD**

**Space paid by family**