



**PREVENTION  
CONNECTION**  
THE VIOLENCE AGAINST WOMEN  
PREVENTION PARTNERSHIP

A Project of  
  
CALCASA

Prevention  
Putting prevention  
at the center of  
Institute  
community well-being

1

# **Welcome to the Web Conference**

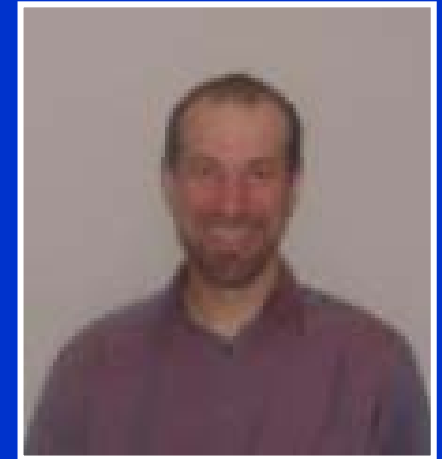
## ***Media Advocacy***

## ***to Prevent Violence Against Women***

**We will start soon**



David S. Lee  
Prevention Connection Manager  
California Coalition Against Sexual  
Assault



888-922-5227

916-446-2520

TTY: 916-446-8802

[david@calcasa.org](mailto:david@calcasa.org)

[www.PreventConnect.org](http://www.PreventConnect.org)

# *Upcoming Events*

## *Web Dialogues*

- ◆ September 19, 2006

## *Web Conferences*

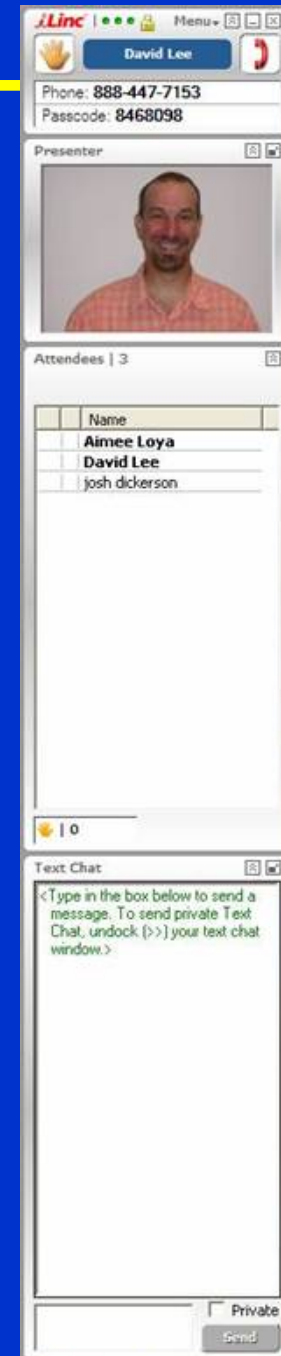
- ◆ TBA

[www.PreventConnect.org](http://www.PreventConnect.org)

- ◆ Sign up for Web Conferences and Web Dialogues
- ◆ Materials and Archives of previous events
- ◆ Sign up for the Prevent-Connect ListServ

# How to Use This Technology

- ◆ Raise Hand
- ◆ Q&A
- ◆ Text Chat (check private to send)
- ◆ PowerPoint Slides
- ◆ Other Web Conference information



# *Technology*

- ◆ For trouble on the web please send a private chat
- ◆ You can call iLinc technical assistance at 800-799-4510
- ◆ For other information, call CALCASA at 888-922-5227

# ***“Violence Against Women”***

- ◆ Domestic violence
- ◆ Sexual violence
- ◆ Violence across the life-span
- ◆ **Prevent** before violence starts
- ◆ **Connect** to other forms of violence



## Collaborative Partners

- National Sexual Violence Resource Center – [www.nsvrc.org](http://www.nsvrc.org)
- National Youth Violence Prevention Resource Center – [www.safeyouth.org](http://www.safeyouth.org)
- PREVENT, Preventing Violence through Education, Networking and Technical Assistance – [www.prevent.unc.edu](http://www.prevent.unc.edu)
- Prevention Connection– [www.PreventConnect.org](http://www.PreventConnect.org)
- VAWnet, The National Online Resource Center on Violence Against Women – [www.VAWnet.org](http://www.VAWnet.org)

Prevention Connection is sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in the listserv and web conferences do not necessarily represent the official views of the U.S. government, CDC, or CALCASA.



# ***Media Advocacy to Prevent Violence Against Women***

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Forum facilitated by:



***July 19, 2006***

***11:00AM -12:30 PST; 2:00-3:30 PM EST***



## *Forum Objectives*

- ◆ Develop a basic understanding of media advocacy for preventing VAW, with a focus on news media
- ◆ Explore opportunities for media advocacy in local communities to prevent violence against women
- ◆ Experiment with the use of technology to facilitate dialogue and learning

# ***Forum Agenda***

**Part I:** Brief context: It's the environment

**Part II:** The Role of the Media in VAW

**Part III:** Overview of Local Media Advocacy

- Guest Tammy Lemmer, *Michigan Coalition Against Domestic and Sexual Violence*

**Part IV:** Opportunities for Media Advocacy in Local Communities to Prevent VAW

**Part V:** Evaluation

# *It's the Environment*



*“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”*

*Institute of Medicine*

# *The Spectrum of Prevention*

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

# ***The Spectrum of Prevention***

Influencing Policy and Legislation

**Changing Organizational Practices**

Fostering Coalitions and Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge and Skills

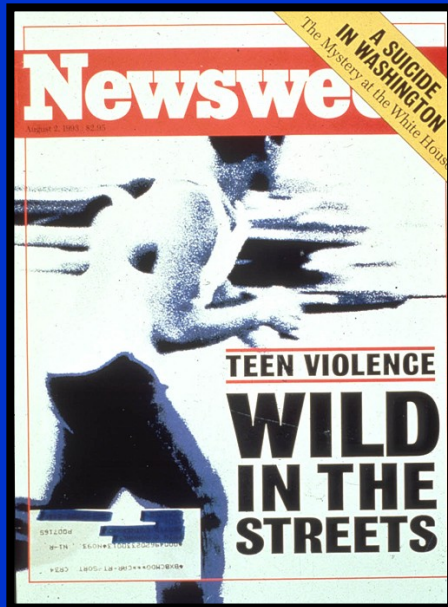


# *The Role of the Media in VAW*





# What is “the media”?



# ***What is “the media”?***

- ◆ An organized means of dissemination of fact, opinion or entertainment
- ◆ newspapers, magazines, cinema, radio, television, billboards, and the world wide web

# How does the media shape the environment in which VAW occurs?




**Every nine seconds a woman is assaulted by her partner.**

If you have to see someone being assaulted, call 911. Sacramento area police agencies also document rape victims and they will respond. If you or someone you know is required to a court or district court, call 916/261-2012. Experienced advocates can answer your questions and help you think through when to file a criminal complaint. Then we offer 24 hour help-line numbers to call in neighboring counties: El Dorado County (916) 636-1111 • Colusa County (916) 874-2040 • Placer County (916) 375-5112 • Yuba & Sutter County (916) 674-2040 • Yuba County (916) 661-1111 • San Joaquin County (916) 445-4474. For free confidential advice to: Please call toll-free (800) 955-4500.

**Break the silence on domestic violence.**

## U.S. study finds sharp drop in family violence

### Key numbers

The study of family violence by the federal Bureau of Justice Statistics found that:

#### OFFENDERS

**Gender:** 75 percent were males.  
**Race:** 79 percent were white.  
**Age:** Most were at least 30 years old.

#### VICTIMS

**Gender:** 73 percent were females.  
**Race:** 74 percent were white.  
**Age:** Most were between ages 25 and 54.

Associated Press

#### ASSOCIATED PRESS

WASHINGTON — The incidence of child abuse and other forms of violence involving families fell by more than half between 1993 and 2002, in line with a decline in American crime overall, the government said Sunday.

The rate of family violence fell from about 5.4 victims to 2.1 victims per 1,000 residents age 12 and older, a Bureau of Justice Statistics report shows.

Simple assault was the most frequent type of violent offense. Homicide accounted for less than one-half of 1 percent of all family violence between 1998 and 2002 — the most recent years analyzed for the report.

The report looked back to 1993 — the year the survey was rede-

signed — for a long-term trend in family violence, but analyzed the most recent years to glean detailed information on patterns of crime.

Almost half of the 3.5 million victims of family violence between 1998 and 2002 were spouses. Fewer than 1 in 100 died as a result.

The study by the Justice Department agency found that 73 percent of victims were female and 75 percent of offenders were male.

Esta Soler, president of the Family Violence Prevention Fund, said the report "offers a ray of hope that our nation is finally on the right track in addressing the violence that devastates so many families in this country."

"But our work is not nearly done. Domestic, dating and family

violence are still taking a terrible toll," she said.

Beverly Balos, a law professor at the University of Minnesota who is an expert in domestic violence issues, said: "We should be celebrating the overall decline in domestic violence in terms of thinking about services that have been possible over the last 10 years in individual states. It's made a difference in keeping women and children safe."

Family violence is measured through the National Crime Victimization Survey, based on survey interviews with samples of the U.S. population.

It is also measured through the FBI's National Incident-Based Reporting System, based on statistics compiled by police departments across the country.



# ***What drives the media?***

Media outlets are **businesses**.

- They sell a product.
- They attract the largest audiences they can.
- They must consider the views of their sponsors.

## *Overview of Media Advocacy to Prevent VAW*



[www.youthradio.org](http://www.youthradio.org)



# *Types of Media Strategies*

- A. Public Relations** (goal = publicity)
- B. Social Marketing** (goal = educate, change behavior)
- C. Media Advocacy** (goal = change the media and policy environment)

**VIACOM**

Childhood obesity.  
Don't take it lightly.

Funded by the U.S. Department of Agriculture's Food Stamp Program

**EAT FRUITS & VEGETABLES  
AND BE ACTIVE**

Food Stamps can help. Call 1-888-328-3483 to see if you qualify.

4151

**VIACOM**

**McDonald's**  
i'm lovin' it

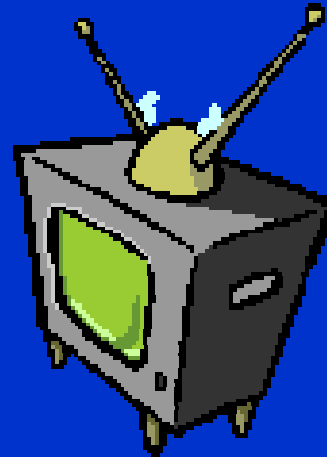
my kinda  
shoppin'  
spree

**Dollar Menu**

Price and participation may vary

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# *What is media advocacy?*





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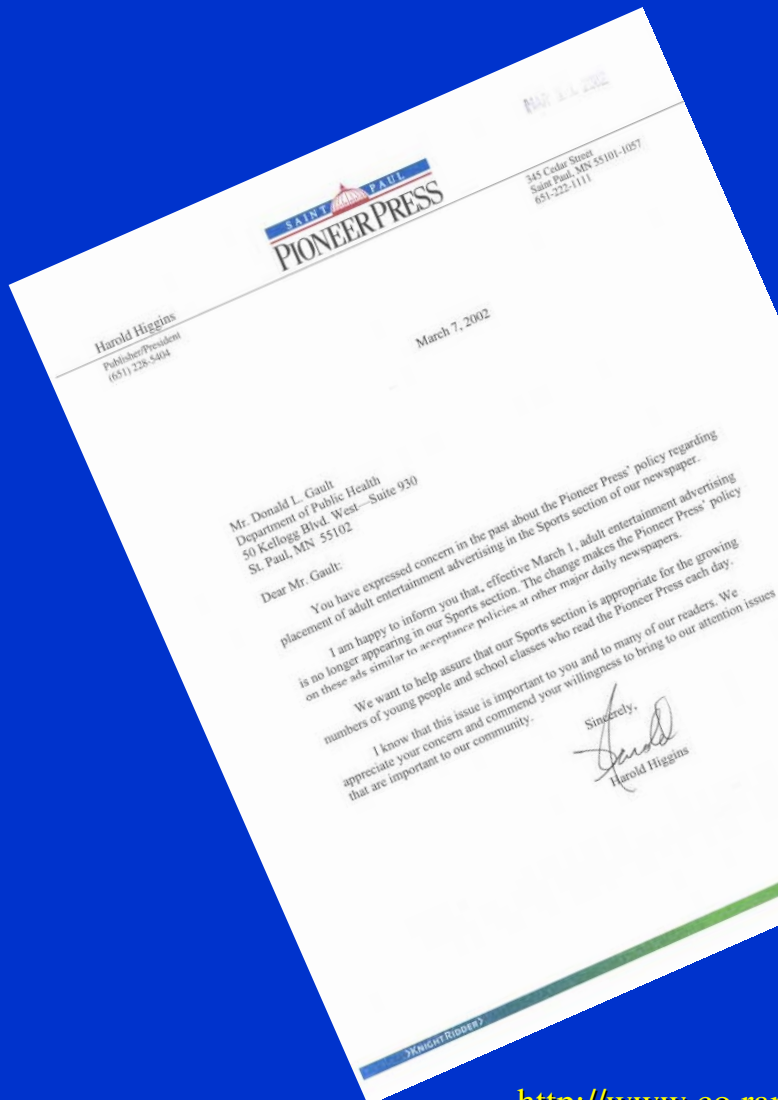
# ***What is media advocacy?***

Media advocacy is the **strategic** use of mass media  
to **support community organizing** and  
**advance healthy public policy.**

# ***What can Media Advocacy Accomplish?***

- ◆ Change the media environment
- ◆ Build coalitions
- ◆ Reframe issues as social or environmental problems (rather than discrete events)
- ◆ Influence policy makers
- ◆ Work to change norms

# Media advocacy for VAW prevention ex: Star Tribune and Pioneer Press, Ramsey County, MN



**Deja Vu**

**SPEND THE SUMMER  
WITH A DEJA VU  
SHOWGIRL  
OPEN 7 DAYS A WEEK**

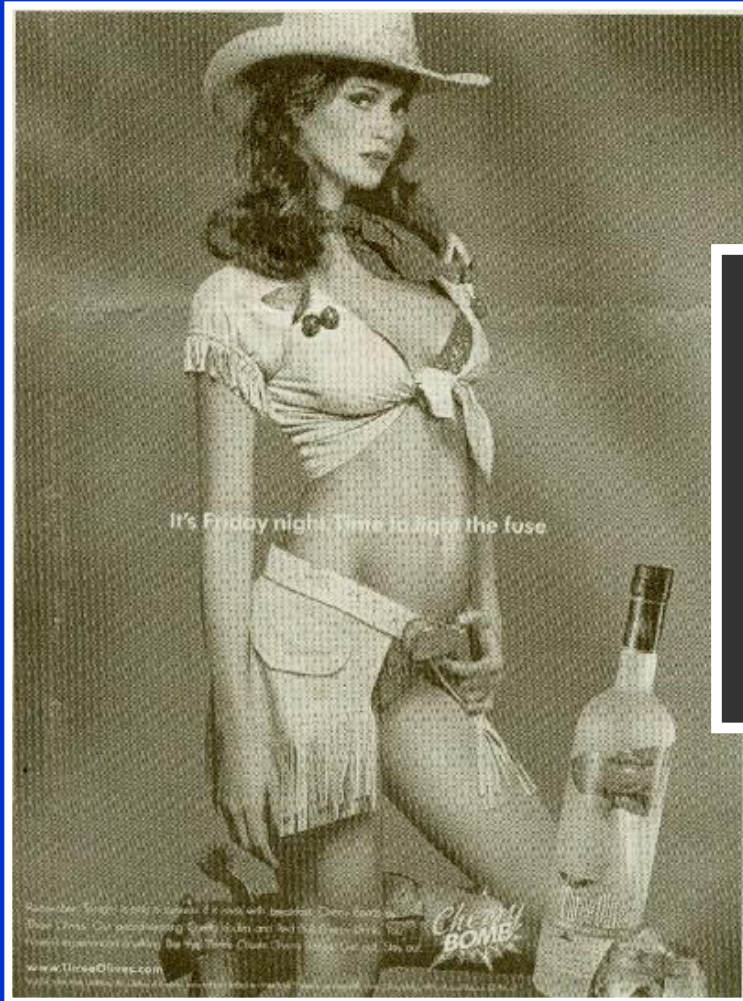
**Monday thru Friday  
Complimentary  
Lunch Buffet  
11am-2pm**

**Clip this ad for  
free admission  
Mon-Fri 11am-7pm**

**#1 Adult Club Chain in the Country**  
**315 Washington Ave. N., Mpls. 612-333-6333**  
**18 yrs+ older • I.D. Required 7 Days & Nights a Week • ATM on Premises**



# Media advocacy for VAW prevention ex: Dangerous Promises and Distilled Spirits Council of the US



“ Remember:  
Tonight is  
only a success if  
it ends  
with breakfast. ”

# *Principles of media advocacy*

- ◆ Your media strategy is driven by your overall strategy, which always comes first.
- ◆ Not all media coverage is helpful.
- ◆ Strive for long-term change.
- ◆ Frame your issues.
- ◆ Know your audience, and target your work to them.
- ◆ Plan ahead, and be ready to take opportunities that arise quickly.

# ***Framing for prevention***

- ◆ Frames are the contexts in which messages are formed. They identify what is important and how we think about issues.
- ◆ Framing Tips:
  - Avoid the individual responsibility frame.
  - Offer solutions.
  - Identify who's responsible for the solutions.
  - Invoke universal values (e.g. fairness, justice, equality, family, community).
  - Stay positive and hopeful.
- ◆ Framing prevention is an ongoing, challenging and delicate process.

# *The Synergy of the Spectrum of Prevention*



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## *Guest presenter: Tammy Lemmer*



Tammy Lemmer, Program Manager  
Michigan Coalition Against Domestic and Sexual Violence



# A. Understanding News media

## U.S. study finds sharp drop in family violence

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## *Goals of News Media*

- ◆ Inform
- ◆ Educate
- ◆ Entertain
- ◆ Persuade



## *How are news stories chosen?*

- ◆ “Just the facts”
- ◆ “I’ll know it when I see it”
- ◆ Something is:
  - Unusual
  - Interesting
  - Shows a trend
  - Strikes a chord



# ***When is a story or event considered newsworthy?***

When...

- ◆ the crime is perceived as “especially brutal”
- ◆ the crime is against children or the elderly
- ◆ the crime or issue affects someone with “power” or “status”
- ◆ there is a local connection

## ***B. Basics of Media Advocacy with News Media***



# Introduction to Toolkit

## WORKING WITH THE MEDIA: A TOOLKIT FOR SERVICE PROVIDERS

### IN THIS TOOLKIT:

Why A Media Toolkit for  
Service Providers?

Why is Media Important?

Communication Planning: The  
Foundation for Working with the Media

Building Media Relationships

Responding to the Media

Approaching the Media

Considering Media Requests for  
Survivor Interviews

Media Interviews: Preparing Staff,  
Volunteers and Survivors

Published by the  
**Michigan Coalition Against Domestic and Sexual Violence**

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E-mail: [general@mcadsv.org](mailto:general@mcadsv.org)  
[www.mcadsv.org](http://www.mcadsv.org)

The project was funded by the Michigan Department of Community Health through a supplement to Grant  
# U17/CCU522265-01 from the Centers for Disease Control and Prevention.

# Communication Planning

Should be a component of Strategic Plans

- ◆ Know what you want to accomplish
- ◆ Know your audience
- ◆ Utilize the best vehicle for reaching that audience



# ***Building Relationships***

- ◆ Develop a list
- ◆ Get to know your list
- ◆ Use your list effectively
- ◆ Use a multi-level approach in determining the “players.”





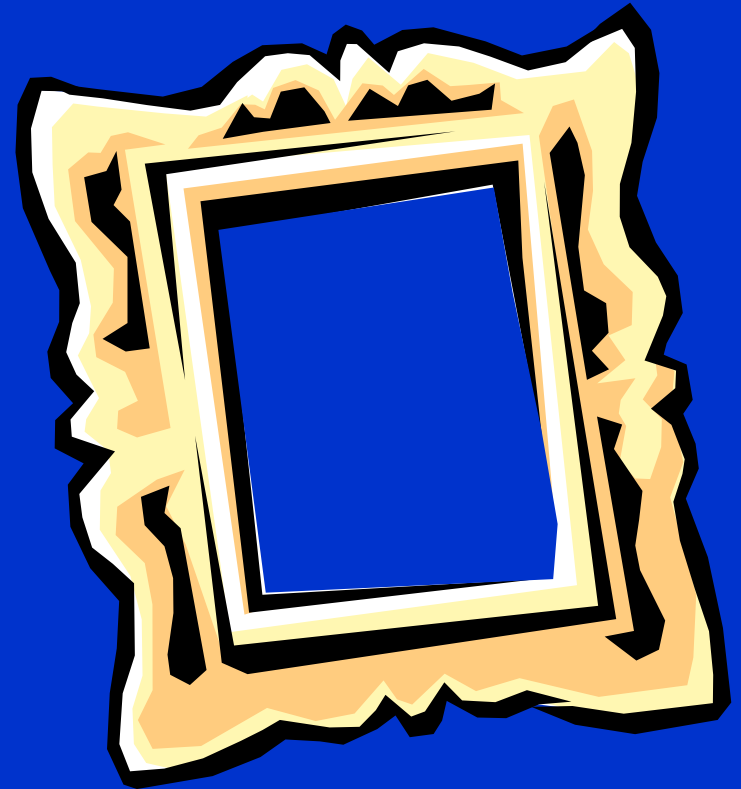
# *When to develop relationships?*

- ◆ Before a crime or incident occurs
- ◆ When there is a related issue in the news
- ◆ Before they need to find a quote for today's deadline
- ◆ As Soon As Possible!



# ***Framing the Issues***

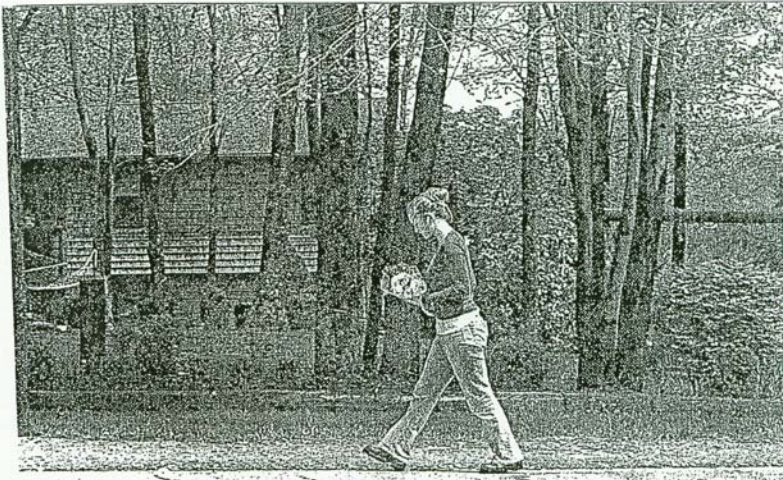
- ◆ Building on related issues
- ◆ Making the local connection
- ◆ Communicating Impact
- ◆ Proposing a solution (Prevention!)
  - to community members
  - civic leaders
  - policy makers



# Rhode Island Before and After Headlines

Providence Journal-Bulletin  
May 6, 1998

## TOWN IN QUIET SHOCK



K: Kirsty McDonald, a classmate of the McGinn children at Smithfield High School, takes flowers to the McGinn home yesterday.

Journal-Bulletin/WILLIAM K. DABY

## 'Those things don't happen here'



GS at Town Hall and the fire station on Farnum Pike own at half-staff in honor of the McGinns.

Police are mum on their investigation into the apparent murder-suicide of Eleanor and Stephen McGinn as friends and colleagues mourn the couple.

By THOMAS J. MORGAN  
Journal-Bulletin Staff Writer

SMITHFIELD — Police remained virtually mute yesterday about Monday's apparent murder-suicide of two well-known public officials except to say that their investigation is "ongoing."

Detective Lt. William A. Pilkington emerged from Town Hall in early afternoon to say that he had been "gathering background" for the police probe of the deaths of Deputy Town Clerk Eleanor M. "Ellie" McGinn and her husband, Stephen P. McGinn,

deputy director of public works. Pilkington declined to say where the investigation was heading, and would not speculate on what might have driven Stephen McGinn to do something so out of character that friends of the couple could express only astonishment.



E. McGINN

He said there was no history of domestic dispute, and that officers had never been called to the house for such a reason. "We're looking into everything," he said when asked what

Turn to COUPLE, Page B-4

Providence Journal  
March 26, 2004

## Killer in murder-suicide had history of domestic violence

In 1993, a former girlfriend won a restraining order against Michael Shechtman after attesting that she feared for her life.

By JENNIFER LEVITZ and TOM MOONEY  
JOURNAL STAFF WRITERS

Before he was caught driving with the severed head of his girlfriend in his car on Wednesday, Michael Shechtman had another girlfriend — and she was terrified of him.

Eleven years ago, Shechtman's previous girlfriend sought and won a restrain-

ing order against him. She was breaking up with him. Shechtman threatened her life, bragged about what a good shot he was with his new gun, and told her she had "no control" over what was going to happen to her, she wrote in a sworn affidavit filed at District Court, Providence, on March 31, 1993.

In the affidavit, Melissa McCulloch wrote that Shechtman told her she was going to end up "just like" an East Providence teenager who had been raped and strangled by an ex-convict three years earlier.

"To sum up how I feel," McCulloch



SHECHTMAN

wrote, "I'm very scared for my life."

Shechtman would go on to own a house, be a star employee at a chemical company, and be called "brilliant" by his adviser in his doctoral program for chemistry at the University of Rhode Island.

He would also, on Wednesday, lead police, who had received a tip that he had hurt his new girlfriend, on a 25-mile chase through five Rhode Island com-

munities before crashing in Cranston and shooting himself in the head as officers closed in.

In Plainfield, Conn., police burst into Shechtman's pale-blue house to find the headless body of a woman. Yesterday she was identified as Heather Mullins-Keltz, Shechtman's live-in girlfriend. She was 20.

An autopsy revealed Mullins-Keltz had died of asphyxia, due to compression of her neck, said the Connecticut medical examiner's office.

Police confirmed a chainsaw had been found in Shechtman's house, but it

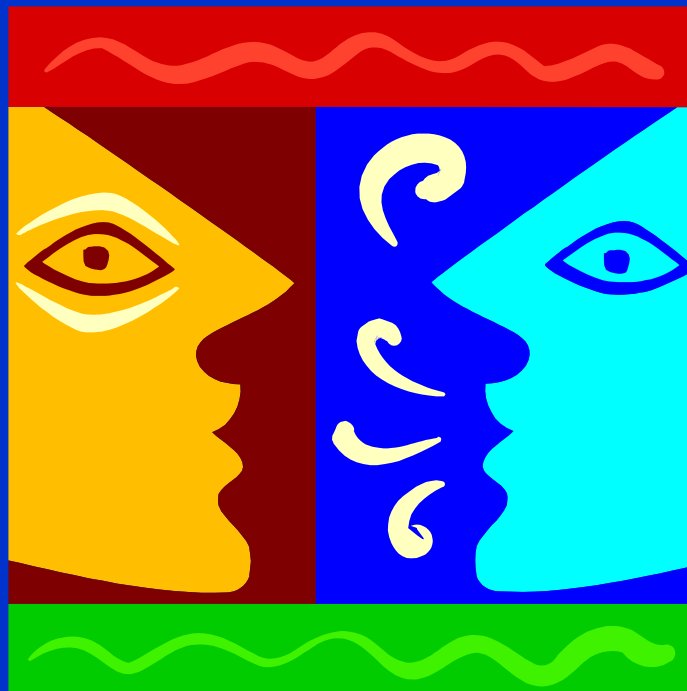
remained unclear what role, if any, it had played in Mullins-Keltz's death.

THE AFFIDAVIT at District Court, Providence, describes a man who years ago showed frighteningly abusive tendencies.

On March 30, 1993, according to the affidavit, Shechtman, then a Providence College student who lived with his parents in North Kingstown, showed up at the workplace of his girlfriend, Melissa McCulloch.

He "blocked my car in so I couldn't get

SEE CHASE, A8



*Opportunities for Media  
Advocacy in Local  
Communities to Prevent VAW*

# *Action Planning*



What are 1-3 specific action steps you are going to take?

# ***Evaluation***



# Contact Information

*For more information about Michigan's Media Work  
Group Project and Toolkits*

◆ Michigan Coalition Against Domestic and Sexual Violence

[www.mcadsv.org](http://www.mcadsv.org)

Tammy Lemmer, Program Manager

517-347-7000, ext. 27

[tammy.lemmer@mcadsv.org](mailto:tammy.lemmer@mcadsv.org)

◆ Michigan Resource Center for Domestic and Sexual Violence

517-381-4663

[www.mcadsv.org/mrcdsv](http://www.mcadsv.org/mrcdsv)



# Resources

*For more information on other VAW media resources*

- ◆ Rhode Island Coalition Against Domestic Violence

401-467-9940

[www.ricadv.org](http://www.ricadv.org)

- ◆ Washington State Coalition Against Domestic Violence

206-389-2520

[www.wscadv.org](http://www.wscadv.org)

- ◆ California Coalition Against Sexual Assault

916-446-2520

[www.calcasa.org](http://www.calcasa.org)



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