



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

A Project of



**Prevention Connection Text Chat Q&A  
MEDIA ADVOCACY TO PREVENT VIOLENCE AGAINST WOMEN  
July 19, 2006**

**Q1: Please text-chat your name, agency affiliation and location, and one sentence describing the goals and outcomes of any media advocacy you have been involved with.**

**A:** Hi, My name is Tina Perez, I am the new Community Educator/Volunteer Trainer for CAPE (Child Abuse Prevention and Empowerment). Our goal is to educate our youth and community about child abuse and sexual victimization and give skills to fight these crimes.

**A:** Traci Trenoweth, Volunteer Coordinator Advocates to End Domestic Violence Carson City, NV

**A:** Hi, I'm Lynn Sheinkin from Rockland Family Shelter in NY. I'm the Rockland Coordinator of the DELTA Project and interested in prevention activities with media

**A:** Jennifer, Sable House, Dallas Oregon. Teaching teens and college students about media's effects on women

**A:** Margaret Crites, Rape Crisis Center of Robeson County, North Carolina. You never know where the brilliant ideas will come from

**A:** Hi, my name is Glorimar Borges, victim advocate at the Women's Center in Melbourne, FL

**A:** Candi Cermak, Sexual Assault Program of Beltrami, Cass & Hubbard Counties, Minnesota. I hope to use this training in any future media campaign's that are done for outreach in our program.

**A:** Hello, my name is Nicole Player, Communications Assistant for Men Can Stop Rape, dedicated to mobilizing male youth to prevent gender violence.

**A:** Hi, My name is Sally Thigpen. I am the Statewide Coordinator for Stop It Now! Georgia, a program of Prevent Child Abuse Georgia. Our goals is to prevent child abuse, specifically for Now! GA sexual abuse, before a child is harmed. We implement programming via a public health framework.

**A:** Hi! My name is Beth Barbeau, a student here in place of Betsy Cracco. I work as a peer educator in our Violence Against Women Prevention Program.

**A:** Meg Bryant and Dawn Prter from Pee Dee Coalition in SC. We have had a PR

- person in the past but now we are needing to get the message out ourselves
- A:** Linda Spurlock, Victim Services Program in E. Ky in working with victims of sexual assault or domestic violence sometimes they are asked to speak on TV or the local paper, I help them prepare for this event
- A:** Melissa Schulz, Volunteer Services Administrator from Family Violence Prevention Services/the Battered Women and Children's Shelter in San Antonio, Texas. Hi!
- A:** Hello, my name is Lindsay Gullingsrud. I am the Sexual Violence Education Coordinator at Minnesota State University, Mankato.
- A:** Hi, I coordinate the Home Safe program at ASU in Tempe AZ and am the Sexual Assault Prevention Coordinator. We do social marketing and are trying to increase awareness and educate about violence.
- A:** Hi, Heather Paulson from La Casa de las Madres, a DV shelter and service program in San Francisco. I am the Outreach Associate and responsible for community education, public representation and media contact. My goals are to help La Casa become more media savvy.
- A:** Hello! My name is Lynne Walter, and I am the Prevention Education Coordinator with the North Carolina Coalition Against Sexual Assault. We have used the media to draw awareness to sexual violence, as well as to change the public's beliefs about sexual violence.
- A:** hi. Sarah Rogala with ASPEN in Ellensburg Washington. I am the domestic violence and sexual assault prevention specialist at our agency.
- A:** Tammy Baumunk, Crime Victim Services of Putnam County, Ohio, Victim Advocate working mostly with Domestic Violence survivors. I hope to learn how to use media advocacy more effectively for our agency.
- A:** Jenn Freitag, Coordinator, The Lighthouse Violence Prevention & Intervention Center, Central Missouri State University - I hope to learn effective ways of communicating with the media regularly and during crises, and coordinating a media campaign with university and local media in a positive and beneficial way for all of us
- A:** Heather Torrence Mattson, Project Director for the MT Project to End Violence Against Women w/ Disabilities. I am seeking more information on effective use of the media to draw attention to our cause -- and to implement change in the community.
- A:** Morgan Curtis, Primary Prevention Specialist for the Texas Association Against Sexual Assault
- A:** Sandra Davis, Catholic Charities Inc.--Natchez Rape Crisis Center. I hope to use this training to continue educating and providing intervention techniques throughout the counties in which I serve. I am the Program Director for the Guardian Sexual Assault Center. I have been the Director for 5 years.
- A:** Sybil Roelofs, Prevention Coordinator, United Against Sexual Assault of Sonoma County. I hope to use this information to expand our outreach and programs
- A:** I'm the Communications and Marketing Director for the Texas Association Against Sexual Assault.
- A:** Alison Brill, Program Assistant, MA Youth Violence Prevention Program, MA

Department of Public Health

**A:** Kendra Alpough, Community Educator/Volunteer Coordinator, St. Landry-Evangeline Sexual Assault Center, Opelousas, Louisiana

**A:** Faylee Favara, Prevention/DELTA Coordinator, SAFE of Montana

**A:** My name is Linda Larson from the Monterey Rape Crisis Center. I'm interested in both using the media as a way to spread messages and also addressing media questions in an effective manner

**A:** Marla Sohl, Sexual Violence Program Coordinator for the Nebraska Domestic Violence Sexual Assault Coalition. I'm looking for new materials and information for prevention purposes.

**A:** Tessa Sicble, Public Education Coordinator for the ND Council on Abused Women's Services/Coalition Against Sexual Assault in ND

**A:** Hi, I am a program director for Peer Solutions, INC. We work with elem-post 12 students through a primary prevention program called STAND & SERVE. We teach our students about the concepts of safe bystander responsibility, empathy, and awareness.

**A:** Cindy Knights - Staff Development & Training Coordinator for the NYS Office for the Prevention of Domestic Violence

**A:** Hi, I'm Lisa Ritter aka Franki from [sadlynormale.org](http://sadlynormale.org), and I am trying to learn all I can to cross over from survivor to advocacy

**A:** the CDC DELTA coordinator in Valdez, Alaska. I deal with youth intimate partner violence prevention. I'm looking for ideas to work in my small town.

**A:** Laurie Harrison: Communications Coor at the Kansas Coalition against Sexual and Domestic Violence.

**A:** Hi Rebecca Larson Domestic and Sexual Violence Services of Carbon County i am the education coordinator workin gwith teens on teen dating violence and media information prevention I need ideas for the classroom

**A:** Dawn Williams, Interim Program Director for VARO - Victim Advocates Reaching Out, Guam, We are a non-profit agency looking for new ways to reach our community.

**A:** Jessica Miller from the Onslow Women's Center in Jacksonville, NC. My goal is to learn more about how media can prevent violence against women

**A:** Glenn Ferguson, Clinical Director, Special Treatment Unit, Kearny/Avenel, NJ. Looking for direction on how to approach media on sex offender issues. Have done very little thus far.

**A:** Diana Read North Dakota Dept. of Health I'm new to this field so am looking for anything that will help me to understand the issues.

**A:** My name is Paulette Johnson, Associate Director for Syracuse Healthy Start a program of the Onondaga County Health Department in Syracuse, NY. Very interested in learning more and how to educate my community. Thank you!!

**A:** Gail Reid: I am the ER Program Coordinator at TurnAround - an assault crisis center in Baltimore. I am involved in prevention efforts in our agency and we are currently working on a media campaign.

**A:** Kelly Moe Litke: Prevention/DELTA Program -- Abused Adult Resource Center, Bismarck, ND

**A:** Rita Lawrence, Alachua County Victim Services and Rape Crisis Center,

victim advocate. We are always looking for ways to involve the media to educate the public

**A:** Ross Wantland: University of Illinois at Urbana-Champaign sexual assault educator. I'm looking forward to our conversation!

**A:** Vinodini Gowda (Vinu) with the National Council of Alcoholism and Drug Dependence. I am working with the Delta group and would like to learn more Domestic Violence Prevention and possibly useful material to help me in Delta.

**A:** Linda Church, Butler County Rape Crisis Program of the Community Counseling & Crisis Center, Oxford, OH

**A:** Massachusetts Department of Public Health Bureau of Substance abuse Services

**A:** Aldrian Estepa: Community Violence Solutions, Antioch, CA

**A:** Alison Daks, Sexual Assault Support Services Coordinator, Womanspace, in NJ.

**A:** Suzette Williams: Victim Advocate Coordinator, Fort Lee Army Installation, Fort Lee Virginia

**A:** Marilyn Jones, Mississippi Department of Health, Community Educator

**A:** Gail Brown Education & Training Specialist Pittsburgh Action Against Rape

**A:** Kathy Linton and Kim Dawkins Rape Crisis Center of Central Mass. 800 870-5905

**A:** Alisa Velonis with the Tacoma-Pierce County Health Department in Tacoma, WA.

**A:** Leslee Goodman, Domestic Violence Solutions for Santa Barbara County

**A:** Kiri deLaubenfels and Cecilia Dos Santos from Women Empowered Against Violence-WEAVE in Washington, DC

**A:** Jennifer Wakefield-Kaiser, Assistant Director at the Rape and Domestic Abuse Center in Sioux Falls, SD

**A:** Annie Funke, Education Manager, the Child and Family Resource Council in Grand Rapids, MI

**A:** Education and Outreach Coordinator, University of Vermont

**A:** Octavia Thompson, Executive Director, Advocates for Victims of Violence, Valdez, Alaska. We are looking forward to hearing new ideas

**A:** Janis Brown and Adela Lozano from Naval Station Great Lakes, IL.

**A:** Donna McDonald - Anoka County, MN Community Health

**A:** Maureen Muhlena & Ronda Denning, Florida International University Victim Advocacy Center, Miami, FL: We have developed and are beginning to market an prevention and awareness interactive CD for victimization

**A:** Kristin Schuetz, communications coordinator for SafePlace domestic violence and sexual assault survival center, Austin, TX

**A:** Kathy Moore, California Partnership to End Domestic Violence

**A:** Susan Griffin: Public Health Program Manager and Policy Analyst, Texas Medical Association; member of Texas Interpersonal Violence Planning Committee

**A:** Mary Pisor: Outreach/Education and Development Coordinator, Napa Emergency Women's Services (NEWS)

**A:** Hello everyone. My name is Mollene Williams and I am the Program Director

for The P.E.A.C.E. Project @ Prairie View A&M University.

A: Emily Newhouse, Shelter Home, Calumet, MI

**Q2: ARE YOU A DOMESTIC VIOLENCE AGENCY, PUBLIC HEALTH DEPARTMENT OR OTHER. LIST THIS SO WE CAN GET A SENSE OF WHO IS IN OUR AUDIENCE**

A: Joint DV and SA

A: Law Enforcement Agency

A: Peri Erdmann: Safe Harbor, Domestic violence and Sexual Assault

A: Government Agency

A: Military Installation

A: Prevention

A: Dual coalition--dv and sa.

A: Rape Crisis Center

A: Reproductive Health Clinic

A: work with sex offender treatment providers

A: dual sexual assault/domestic violence program

A: joint dv & sa coalition

A: Military social service agency

A: State Medical Association

A: Adult Probation Services

A: Dual coalition (DV & SA)

A: joint DV & SA

A: Child Abuse and Neglect prevention agency

A: journalism

A: victim service provider/ Rape Crisis Center

A: Both SA/DV

A: DV and SA

A: Other: I work for a regional YWCA body, we do advocacy on a range of issues including DV/ SA

A: Foundation

A: dual agency

A: youth and family services

A: Sexual Assault Prevention

A: Domestic Violence coalition

A: gail golden

A: National Center on Domestic and Sexual Violence

A: I marked #1, but we are actually DV, SA prevention, but my particular area is Education/prevention.

A: Legal aid

A: DV and SV Statewide Coalition

A: Vicky Castro- Safe Place and Rape Crisis Center of Sarasota, FL

A: Wisconsin Judicare, Inc.

A: Pam Dickens & Carol Nobles: North Carolina Office on Disability and Health, with an initiative regarding DV/SA against persons with disabilities

A: i marked #4 but we also focus on SA/DA

**A:** we are a womens crises center. We are advocates and work with dv/sa victims and their families, we also work with communtiy education against these issues as well as with law enforcement

**A:** SA prevention

**A:** primary prevention campaign on sexual violence

**A:** IVP Collaborative--sa,dv, stalking

**A:** ci marked #4 but we also focus on SA/DA

**A:** we are both DV and SA

**A:** Sandra Dearaborn, Dual SV & SA Agency

**A:** Savannah Weaver: Outreach Coordinator at the Sexual Assault Center of Northeast Georgia

**A:** Crisis Lines, Sexual Assault Services, Victim Services

**A:** child abuse prevention

**A:** we are both DV and SA

**A:** Victim Advocacy at FIU focuses on all victimization issues, DV, SA, stalking and hate crimes

**A:** Women In Distress of Broward County is a full service domestic violence agency in Florida

**A:** National Center for Missing and Exploited Children

**A:** I marked #1 but we have DV/SA

**A:** Director of Communications/PR for Coaliton for 6 years; many years as feminist activist - mostly through NOW

**A:** We are actually a dual DV & SA program although I marked SA prevention

**Q3: What messages about or related to VAW have you received recently from a media source?**

**A:** getting a woman drunk means open access to her

**A:** Newsweek told me that on MTV's Real World.

**A:** no means yes

**A:** That national crime statistics indicate a tremendous decrease in sexual assault in the US over the past 2 decades. (NCVS stats?)

**A:** The current TV ads for Miller's Best beer on ESPN, Bravo etc poker shows.

**A:** Billboard in Vags for a club that claims it's 'looser than your girlfriend'

**A:** Newsweek's coverage of Duke lacrosse rape case told me that victims who don't press charges are lying about the rape

**A:** I am on the Google News alert feature so I receive all news items with "domestic vioelnce" throughout the day.

**A:** Buy a car, a beer - get a girl

**A:** opps Vegas

**A:** family guy (tv show) outright makes light of VAW

**A:** MTV's Real World the slapping of a woman on the show--downplayed

**A:** Creating the image of women as animals

**A:** Glamour or Cosmo also had an article about Stranger rape - highlighted it as though that was the most prominent type of assault, which is obviously misleading boys were being discriminated against in schools that favor girls.

**A:** Internet mode/RAINN Emails

**A:** It's not so bad when a famous sport star hits his wife

**A:** On VH1's I love the 70's a commentator made a joke about athletes and date rape

**A:** Wasn't it the Washington post that just published a survey on sexual assault saying it was going down?

**A:** i read the news-week article too

**A:** Newsweek magazine--it's all the survivor's fault. Conveyed through blatant victim-blaming statements.

**A:** "Judge and referee" - in reference to DVI court!

**A:** Sex is the selling point for all products.

**A:** a local commercial shows a man pushing his wife away and to the ground to get to his car - cars are more important than your wife is the message

**A:** domestic dispute including assault recently played out

**A:** a prominent writer in CA wrote that we are sending a poor message to the world that only men are truly discriminated against anymore because we are now judging in a general way that all men are violent.

**A:** Boston Globe - rape and murder of a woman in NYC - the message was that she should shouldn't have been in a bar late at night/what should she expect

**A:** it was an add for a local restaurant that included a torso of a naked woman with a margarita on her stomach and the message was something like "See what our margaritas will get you"

**A:** Real men eat big cheeseburgers

**A:** Washington Post recent article saying that just because men "look like nice guys" doesn't mean they aren't rapists.

**A:** The murderer of his family was really a nice guy, a football coach - the neighbors are "shocked"

**A:** LA WNBA kicks off player for sexual assault charge, but LA NBA supports player accused of sexual assault. double standards.

**A:** The Vagina monologues documents violence against women.

**A:** I saw on MTV the tales of the video vixen that shares the sexual exploitation of the video dancers

**A:** The same VH1 show compared getting a woman in the mood with music to committing drug-facilitated sexual assault.

**A:** Colorado Man who pistol whipped his wife was elected mayor.

**A:** the recent time article about the GI in Iraq being investigated for raping and killing a 15 year old girl (and her family)--the first paragraph was about how pretty and 'enticing' the young woman was

**A:** On the American Idol tour (a family show) was actually quite full of bump and grind choreography. Most of the audience were 10-13 year old girls.

**A:** Feministing web site - sony advertising their new white playstation showing an angry white woman grabbing a black woman's face

**A:** Ride it like a Ford, while a sexy women is driving a Ford Truck

**A:** Hanninity and Colmes - The poor Duke boys are being persecuted

**A:** The current media coverage of the Duke and Naval academy rape cases seem very biased. The victims are portrayed as drunken bad girls and the accused are wholesome, popular athletes.

- A:** In auto shows the person presenting the car is almost always a beautiful female.
- A:** On a positive note, one of our marketing courses at the University recently put together a very powerful set of TV ads about violence. They really focused on the possibility of jailtime and - especially - of the impact on children, although I noted it was very difficult for them to put together correct data for the media campaign. There is a lot of inaccurate data on DV/SA out there that can make positive campaigns seem inconsistent and therefore less reliable.
- A:** Hummer tv commercial- defining manhood in limited way
- A:** alcohol advertisements (especially beer) sell women's bodies at the same time, and sometimes in place of selling the beer or alcohol
- A:** Media has sent out a degrading message about women. Advertisements, movies, tv shows & music all have examples of these degrading messages.
- A:** Recent ads for the Hummers are, as Casey said, urging "real men" to eat cheeseburgers and drive Hummers - reclaiming their masculinity.
- A:** WWF wrestling portrays the men as being domineering and the women being their "toys" and can be treated as an object.
- A:** The No comment page in Ms Magazine...very useful
- A:** On Subway this morning beer ad with sexualized picture of young woman that stated "everything is possible..."
- A:** those horrible male "perfumes" will make adolescent boys so irresistible that parents should "lock up" their daughters
- A:** <http://www.about-face.org/aau/> great website!!!
- A:** Abercrombie & Fitch t-shirts degrading women...when their target audience for clothing is teenagers
- A:** UGA Red and Black newspaper condones date rape in the greek system, says women "cry rape" because they are embarrassed about their drunken slutty activities
- A:** Mitchell Man deodorant about real men don't go know how to pronounce piladees
- A:** Hummer - trade in your Hybrid for a Hummer and reclaim your manhood
- A:** TAG body spray
- A:** woman's sexuality is a marketing tool and the more woman bow down the more desirable the product is
- A:** I believe the media has deformed the family values. The media has portrayed that it is o.k. for men to be abusive toward females, especially females are constantly being the victim when law enforcement is not uphold the laws.
- A:** WOMAN IS FOOD -- commercial when candy bar turns into a woman
- A:** 2 DJs in Long Island insist that jokes about violence against women is funny
- A:** Skinny women that can't get in their clothes because of the implication they are fat and need to drink Tab
- A:** Ms Magazine - NO COMMENT ads - still unreal that these get published; everything from keeping crime as individual business and not society's
- A:** mtv and other youth oriented media normalizes exploitive sexual behaviors
- A:** SEXY woman sell things...

**A:** the new SAKS campaign that is completely themed around a male stalker  
**A:** Rapes of Iraqi women by U.S. soldiers  
**A:** JC Penny's commercials has the dad at home with the kids and they are out of control and the dad says "where is your mother" while he is sitting at the table reading the paper-women have to stay home and take care of the kids.  
**A:** submissive woman sell  
**A:** SUBMISSICE  
**A:** positive examples - Saturn ads were the first to feature women purchasing cars. And, of course, ads from the Family Violence Prevention Fund's Coaching Boys to Men campaign, [www.fvpf.org](http://www.fvpf.org)  
**A:** SUBMISSIVE  
**A:** Rapes of U.S. Servicewomen by U.S. Servicemen  
**A:** However, teen girls in Pittsburgh were appalled by Abercrombie & Fitch shirts proposed a "girl-cott" letting the company know that their sales audience is NOT ok with their portrayal of girls. Abercrombie removed the shirts from their stores!

**Q4: List some of the ways your agency interacts with the media in your VAW prevention work.**

**A:** op-ed pieces  
**A:** Public service announcements  
**A:** pr for newspaper  
**A:** Letters to the editor, television coverage of events.  
**A:** Our media goes thru the Press Office at MIT  
**A:** press releases for events  
**A:** radio psa  
**A:** VAW PSA'S on campuses  
**A:** print ads, letters to editors  
**A:** posters, postcards  
**A:** Calendar listings  
**A:** letters to editor  
**A:** Raise awareness about upcoming events (take back the night) and fundraisers  
**A:** letters to editor  
**A:** local radio and television, newspaper articles  
**A:** PSA, on-air interviews, Press kits, releases  
**A:** Writing letters to the editor EVERY TIME an article about DV or SA is written.  
**A:** proactive press releases  
**A:** Press releases, TV appearances, interviews  
**A:** We recently started a PR Committee that includes media folks.  
**A:** educational news releases  
**A:** press conference  
**A:** press releases for events, psa's,  
**A:** op-ed pieces, occasional newsmedia interviews  
**A:** interviews that educate about acquaintance rape

A: Pitching stories  
A: PSA's on local radios, interviews by students for student-run papers  
A: We regularly use the media to publicize our activities in the community.  
A: inform about topics and events  
A: comments on dv after the fact of a tragic situation  
A: We are currently producing a video PSA using our local Media Arts in the Public Schools group to film and creat it  
A: bill boards, radio & tv psas, event announcements  
A: PSA's on the radio and vigil coverage in the local papers  
A: interviews by the local radio station discussing VAW  
A: psa's for events  
A: Youth Fairs  
A: writing letters to newspapers  
A: campaigns, interviews, handbook, PSAs, etc.  
A: Press releases, letters to editor, interviews, ad placement, PSA  
A: press releases, stories, print, billboards, PSA, etc  
A: movie trailers  
A: public service, community education against rape, assault  
A: we do a piece on media in our SA/SH presentations  
A: Distribute story ideas, press releases and op-eds to local and national media, including DV month October  
A: Peer Education, Professional Education presentations, paper media,  
A: public service announcements  
A: interviews, advertising, PSAs  
A: call in radio programs, psa's, phone banks, etc.  
A: letters to the editor, media breakfasts  
A: PSAs  
A: our website  
A: PSAs, interviews, PR, letters  
A: Make sure the media knows we're listening.  
A: Becoming a columnist  
A: The agency in which I work usually engage with the media by doing public service announcement, radio etc.  
A: advertising for a women's leadership conference  
A: I have written letters to the editor for community education when an issue happens in the community.  
A: Weekly articles regarding domestic violence, radio psa's and door to door brochures to our community  
A: we recently appeared on a local NPR feature on DV  
A: open invitations to student reporters to learn  
A: We air public service announcement on radio and TV throughout NYS. We have a newsletter, bumper stickers,...  
A: Youth messages for VAW public service announcements for cable TV.  
A: Letters to local businesses to educate about their negative ads  
A: press release  
A: addressing poorly written articles and inappropriate reporting of DV SA cases

**A:** articles, free advertising, radio interviews,  
**A:** social marketing.. we teach students about "demonstrating respect as the norm" we also do community events.. tabling, get involved with PSAs etc  
**A:** proclamation of DV Awareness Month in October from Governor  
**A:** psa,s newspapers  
**A:** Editorials  
**A:** media literacy education with youth  
**A:** working with news reporters to address victim blaming in their work  
**A:** billboards, web pages, newspaper, TV  
**A:** licensing our media materials to other organizations  
**A:** Frequent and positive presence in our local paper on issues surrounding our organization and issues affecting women suffering from DV -- presence is everything  
**A:** radio interviews and newspaper articles to inform the public to raise awareness about dv. and also psa's  
**A:** We often write about the services we provide and send them to the local newspaper.  
**A:** Publication of support groups; local response to crimes against women;  
**A:** radio interviews, local news announcements, press releases  
**A:** advertising our services  
**A:** radio talk shows, billboards, newspaper articles, PSA  
**A:** paper, radio, website  
**A:** press releases; radio programs; TV programs; op-ed; stories featuring survivors  
**A:** Billboards  
**A:** pr campaigns; community education presentations  
**A:** letters to the editor, pitching stories to specific reporters  
**A:** cultivate relationships with sensitized and supportive radio and print media host/writers  
**A:** use of website to educate  
**A:** Newsletters.  
**A:** Public Service Announcements, websites, interviews with news/papers  
**A:** Community luncheon  
**A:** Examining the normalization of sexual harm and how to make people more aware of this  
**A:** posters  
**A:** Forwarded information to SELF, Body & Soul and other pubs about DV Month  
**A:** Making friends with reporters, then they call us for comment  
**A:** local radio talk show forums, billboard messages, "Local Newsmakers" show on the local cable network  
**A:** editorial board meetings  
**A:** comments when asked by media about breaking stories  
**A:** posters, calendar listings  
**A:** radio, sponsorship, editorials  
**A:** bathroom projects  
**A:** Fact Sheets to media -

**A:** hook into current events  
**A:** Help them do their jobs  
**A:** I'm getting dizzy...  
**A:** Press releases for event, support group meeting announcements, PR, events such as Take Back the Night, public access channels  
**A:** The military has strict guidelines on how individuals on the installation interact with the media. All media issues are handled by our public affairs depart  
**A:** PSA, local news  
**A:** public television  
**A:** media breakfasts: holding a breakfast conference to educated the press what language to use and how to write about DV/SA  
**A:** community programs  
**A:** "if robbery victims were treated like rape victims" flyers  
**A:** framing stories  
**A:** PSA, newspapers, radio, presentations to community organizations  
**A:** Awareness events on campus  
**A:** Survivors willing to talk with the media  
**A:** PSA's, posters, campus media outreach, TV, radio  
**A:** Approaching different media sources: newsletters, family radio shows, PSA's, contacts in various communities:LGBT, API, religious communities, exc.  
**A:** Local TV station, postings at gyms and non-traditional service providers  
**A:** submit as journalist to local papers  
**A:** All of the above - calls, lunches, website, press releases, events,  
**A:** interviews w/newspaper reporters, workshop presentations at conferences about our program.  
**A:** VAW panel for media journalists to attend and learn abotu the issue.  
**A:** youth theater, posters, PSAs, video game (Choose Respect), Walk Fundraiser, Art Show,

**Q5: How have you built relationships and developed allies with your local news media? What's worked?**

**A:** invite media to dv task force meeting  
**A:** honoring the media (certain journalists) at our annual fundraiser  
**A:** staying in touch by phone persoanlly  
**A:** By inviting them to join the Domestic Violence Task Force  
**A:** keep the media updated  
**A:** We work great with our local paper-they let us publish an article EVERY month.  
**A:** during "slow" news times, send story suggestion ideas that we can provide.  
**A:** come to their rescue when they are calling re urgent deadline needing quote  
**A:** Attending journalist social gatherings  
**A:** call other agencies and collaborate to form alliances  
**A:** Invite them for tours, host media days, invite to special events, give scoops, distribute consistent and factual materials, forward stories ideas  
**A:** reporter on board of directors  
**A:** invite media to domestic violence conferences

**A:** ask them to serve on coalition

**A:** Thanking media for good reporting on sexual violence

**A:** we hired a public relations consultant, and we forward them monthly press releases of our events, what our students have been up to, etc.

**A:** cooperating and being oh so helpful when they show up at our door -- then following up w friendly reporters

**A:** invite media to coalition meetings

**A:** Join local PR organizations

**A:** Organizations such as Take Back the News

**A:** Helped one who was a battered woman. Challenged the media

**A:** building rapport with one person at a local radio station has blossomed into 2 radio interviews and plentiful PSA air time

**A:** our local media takes part in our violence prevention coalitions as a member and continue to cover our events

**A:** Community appreciation events and go to them instead of waiting for them to come to us.

**A:** lots of phone calls

**A:** call for one-on-one meeting, personal thank you's for coverage

**A:** attend events and volunteers from media come to our shelter

**A:** approach local media as a collaborative of local service providers- strength and influence in numbers

**A:** had meetings, co-sponsored events with media, have them attend our informational fundraiser events/educational opportunities

**A:** Pro-active response to articles printed. Giving responsive feedback and offering services as a resource for future stories.

**A:** Provide ready materials that save them time when writing a story

**A:** Media releases, phone calls, invitations to events

**A:** Meeting One-on-one, calling to pitch stories, call to commend them for good coverage

**A:** Submitting an article on a regular basis in the local newspaper

**A:** host breakfasts/luncheons

**A:** Ask them how the best like to be involved and receive information

**A:** sending kudos on job well done

**A:** We have many restrictions in my current job (everything must go through the University PR office), but in past jobs we have dropped off promotional items with information about the issue, invited them to community education events, and making personal contacts when possible (in a small city).

**A:** post flyers

**A:** I'm on a college campus; build early relationships with all student reporters assigned to my dept and keep them updated on our issues all year; sort of suggest ideas to them

**A:** Involve media during DV Awareness Month, and community-wide events

**A:** Kent County Sexual Assault Action Team did a 6 month targeted news analysis of local VAW coverage and then invited media to a panel presentation to provide helpful information to improve coverage.

**A:** flyers

**A:** When we had money, we actually had a Marketing person and she did many of these things. Now that we don't have this position, these things have been pushed to the back burner

**A:** provide press packets about our work

**A:** Add them to our mailing list so that they become familiar with us; honoring the media, ALWAYS take their calls even if we decide not to respond, be helpful with referrals, provide materials in easy to access way, etc.

**A:** look for events, contact head, offer our services for event

**A:** hand written thank yous, it really counts

**A:** We work with the editor personally and also work with the individual reports and invite them to attend communities Mock Trials and other events...Weekly contact with articles

**A:** Our agency is part of a violence prevention task force and invited media. We also submit events/support groups our local paper monthly.

**A:** Everyone always has their own bias on everything

**A:** Introductions of new employees; comments on current issues; willingness to advertise upcoming events;

**A:** speak Spanish

**A:** Join networking meetings which include local media

**A:** I'm in a very small town, I have developed relationships with specific reporters and then can contact them for pitching a story

**A:** We took the time to develop relationships with the police, with funders, in order to advance our cause. We need to take the time to develop relationships with journalists too. Lots and lots of phone calls.

**A:** Flyers for what? Can you be more specific?

**A:** Invite media to Sexual Assault Awareness Month activities

**A:** flyers to create awareness

**A:** Teaching what victim blaming is and how to write differently at a media event. and a monthly media visit calendar that rotates throughout the entire year.

**A:** We end up relying on our other grant partners and volunteers to do more direct outreach to media.

**A:** We invited the media to various events where local politicians would also be in attendance

**A:** Also, because of the personal relationships, when there is a slow day, reporters will call me to see if I have any stories I'd like them to look into

**A:** ditto to what SHannon Major said, our media, although very limited in our town, is very open to working with us

**A:** we are in the process of getting students to work with the media to aid in writing articles on teen violence prevention-for credit to the student and also gaining a respectful relationship between us/students/media

**A:** become a reliable and available s

**A:** I have build a relationship with our media by writing an article in and having it published in the part "Top of the Morning". In the "Top of th Morning" we are usually honoring April as Sexual Assault Awareness Month and we inform the people in the community about the different activities that we have planned as well as inform the people in the community about the services we offer