



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

A Project of

CALCASA

TRANSCRIPT

WEB DIALOGUE

Where's the Prevention Frame? Seizing Opportunities to Advance Violence
Against Women Prevention

Tuesday, January 23, 2007

2:00-3:30 pm EST (11:00 am – 12:30 pm PST)

Presenters

Larry Cohen & Rachel Davis, Prevention Institute

Host

David Lee, Prevention Connection

>> HELLO, EVERYONE, MY NAME IS MELISSA AND I'D LIKE TO WELCOME YOU
TO TODAY'S CONFERENCE CALL.

AT THIS TIME ALL PARTICIPANTS ARE ON A LISTEN ONLY MODE.

THROUGHOUT THE CONFERENCE WE WILL BE CONDUCTING A QUESTION AND
ANSWER SESSION.

IF YOU SHOULD NEED OPERATOR ASSISTANCE AT ANY TIME, PLEASE PRESS
STAR THEN ZERO ON YOUR TOUCH TONE PHONE.

I WOULD NOW LIKE TO INTRODUCE YOUR MODERATOR FOR TODAY, DAVID
LEE.

PLEASE GO AHEAD..

>> THANK YOU, EVERYONE, FOR JOINING US TODAY FOR THE PREVENTION CONNECTION WEB DIALOGUE, WHERE'S THE PREVENTION FRAME?WE'RE REALLY EXCITED TO BE ABLE TO HAVE THIS CONVERSATION AND TALK IN DEPTH ABOUT PRIMARY PREVENTION FRAMEWORKS AS IT COMES UP IN DIFFERENT SITUATIONS.

THIS IS A SMALLER SESSION AS A WEB DIALOGUE SO WE HAVE LIMITED THE NUMBER OF PARTICIPANTS.

WE HAVE LIMITED THE NUMBER OF PARTICIPANTS IN ORDER TO REALLY FACILITATE CONVERSATION, SO WE WILL BE ASKING YOU TO SHARE AND PARTICIPATE WITH EACH OTHER BECAUSE WE BELIEVE THAT TO UNDERSTAND THIS ISSUE REALLY TAKES OUR COLLECTIVE KNOWLEDGE OF ALL THE PEOPLE WHO ARE PARTICIPATING.

SO THANK YOU VERY MUCH FOR JOINING US IN OUR SESSION.

ALL OF YOU SHOULD BE FAMILIAR WITH PREVENTION CONNECTION AND HAVE DONE THEM BEFORE.

MY NAME IS DAVID LEE AND I AM THE MANAGER OF PREVENTION CONNECTION AND HERE IS MY CONTACT INFORMATION.

IF YOU WANT TO BE ABLE TO REACH ME AND GET OTHER INFORMATION, ALSO CHAD SMITHTON WORKS WITH ME IN MANAGING PREVENTION CONNECTION AND HE CAN ALSO ANSWER QUESTIONS.

PREVENTION CONNECTION IS -- YOU HAVE ALL REGISTERED THROUGH OUR WEB SITE AT WWW.PREVENTIONCONNECT.ORG.

I WANT TO BE ABLE TO LET YOU KNOW THAT WE HAVE A NEW WEB CONFERENCE -- WEB DESIGN THAT WILL BE COMING VERY SOON AND WITH THIS WE'LL BE STARTING MANY NEW ONLINE COMPONENTS.

WE'LL BE STARTING IT LOOK AT HOW TO COME UP WITH POD CASTS AND WITH PREVENTION CONNECTION WIKI AND OTHER TYPES OF NEW WEB 2.0 TECHNOLOGY.

I HOPE YOU ARE AS EXCITED AS WE ARE ABOUT THESE NEW CONNECTIONS AND WE'LL BE PROVIDING MORE INFORMATION ABOUT OUR NEW WEB SITE AND NEW WAYS TO DISCUSS PRIMARY PREVENTION OF VIOLENCE AGAINST WOMEN COMING VERY SOON.

AT OUR WEB SITE YOU CAN SIGN UP FOR OUR WEB CONFERENCES AND DIALOGUES.

YOU ALSO CAN GET ARCHIVES OF PREVIOUS EVENTS AND ALSO SIGN UP FOR PREVENTION CONNECTION LIST SERVE WHERE WE CONTINUE THESE DISCUSSIONS.

OUR NEXT WEB CONFERENCE IS GOING TO BE ON VALENTINE'S DAY, WEDNESDAY, FEBRUARY 14, AND IT'S ON THE SUBJECT OF EXPLORING ONLINE RESOURCES TO SUPPORT VIOLENCE AGAINST WOMEN PREVENTION EFFORTS.

WE HAVE SOME WONDERFUL SPEAKERS, KATSIE KING AND TALK ABOUT HOW TO FIND ONLINE RESOURCES AND HELP OUR ONLINE SEARCHING TECHNIQUES.

THIS IS A CONFERENCE THAT IS NO COST AND YOU CAN REGISTER AT WWW.PREVENTCONNECT.ORG.

MOST OF YOU SHOULD BE FAMILIAR WITH THIS TECHNOLOGY BECAUSE WE HAVE USED THIS BEFORE.

ONE OF THE FEATURES THAT WE USE IS THE RAISE HAND TECHNOLOGY.

THIS IS HOW PEOPLE CAN ASK QUESTIONS.

YOU SHOULD SEE A RAISING HAND BAR WHICH IS ON YOUR SCREEN, ON THE PANEL THAT YOU SEE ON THE LEFT-HAND SIDE.

I AM CIRCLING -- I AM CIRCLING WHERE IT IS.

CAN EVERYONE TRY TO RAISE THEIR HAND, PLEASE? JUST SO WE CAN SEE HOW THAT WORKS.

GREAT, I SEE OF OUR -- WE'VE GOT 59 PARTICIPANTS AND ABOUT HALF OF YOU HAVE RAISED YOUR HANDS SO FAR, SO IT'S A WAY THAT WE CAN BE ABLE TO SEE INFORMATION.

GREAT, WELL THANK YOU VERY MUCH, I SEE THAT WE'VE GOT THAT.

I'M GOING TO NOW LET GO -- ERASE ALL THE HANDS.

SO THAT'S ONE OF THE WAYS.

WE ALSO HAVE QUESTIONS AND ANSWERS THAT WE WILL BE DOING PERIODICALLY THROUGH THE SENSE.

I'M GOING TO START WITH ONE QUESTION SO WE CAN GET A SENSE OF WHO IS IN OUR AUDIENCE, SO I NEED TO PULL UP THE CORRECT -- THE QUESTION.

SO THE FIRST QUESTION I'M GOING TO POSE IS, CAN YOU PLEASE DESCRIBE YOUR ORGANIZATION? WHAT BEST DESCRIBES YOUR ORGANIZATION? ARE YOU A DOMESTIC VIOLENCE PREVENTION AGENCY, A SEXUAL ASSAULT PREVENTION AGENCY, A PUBLIC HEALTH DEPARTMENT, EITHER ON A LOCAL, STATE OR NATIONAL LEVEL; ARE YOU WITH EDUCATION OR ARE YOU SOMETHING OTHER? WE UNDERSTAND THAT THERE ARE SOME PEOPLE THAT ARE DUAL AGENCIES AND COALITIONS HERE TOO.

PLEASE GO AHEAD AND ANSWER SO WE CAN SEE WHO OUR AUDIENCE IS.

GREAT, I'M GOING TO SHARE THE RESULTS.

WHAT WE SEE IS THAT WE HAVE APPROXIMATELY 15 PERCENT DOMESTIC VIOLENCE AGENCIES, A QUARTER SEXUAL ASSAULT AGENCIES, 9 PERCENT PUBLIC HEALTH, 6 PERCENT EDUCATION, AND A RATHER LARGE 43 PERCENT OTHER, WHICH I AM -- WHICH IS -- AND IN THE TEXT CHAT, IF YOU CAN WRITE DOWN WHAT TYPE OF AGENCIES YOU ARE, I SUSPECT THAT MANY ARE COALITIONS AND MANY ARE DUAL AGENCIES.

IF YOU ARE IN THE TEXT CHAT IN THE BOTTOM YOU WILL BE ABLE TO WRITE DOWN WHAT TYPE OF AGENCY YOU ARE IF YOU WROTE OTHER.

I MEANT TO OPEN UP THE PIECE SO YOU CAN NOW ENTER THAT.

GREAT.

SO WE'RE WAITING FOR PEOPLE TO WRITE DOWN WHAT TYPE OF AGENCIES.

I SEE STATE SEXUAL ASSAULT TASK FORCE, DUAL AGENCY, DUAL COALITION, AND MANY PEOPLE ARE WRITING IN.

THANK YOU VERY MUCH FOR THAT.

I AM NOW GOING TO BE POSING ANOTHER QUESTION FOR YOU SHORTLY.

WE ALSO WILL BE SHOWING POWERPOINT SLIDES AND SO YOU ARE SEEING NOW THROUGHOUT THE PRESENTATION.

THIS IS A TECHNOLOGY THAT MOST OF YOU HAVE USED BEFORE.

IF YOU HAVE TROUBLE ON THE WEB SITE YOU CAN SEND A PRIVATE CHAT AND THAT ONE OF US AT PREVENTION CONNECTION OR PREVENTION INSTITUTE WILL RESPOND TO YOU.

YOU CAN ALSO CALL ISLAND TECHNICAL ASSISTANCE AT 800-799-4510, OR YOU CAN CALL CALCASA AT 888-922-5227 AND CHAD CAN HELP YOU OVER AT CALCASA IF YOU HAVE SOME TROUBLE WITH THE TECHNOLOGY.

WE ARE TALKING ABOUT VIOLENCE AGAINST WOMEN TODAY.

AND WHEN WE TALK ABOUT VIOLENCE AGAINST WOMEN, WE -- I'M WAITING FOR THE SLIDE TO CHANGE -- WE ARE TALKING ABOUT DOMESTIC VIOLENCE, SEXUAL ASSAULT, AND WE'RE LOOKING AT VIOLENCE ACROSS THE AGE SPAN.

WE BELIEVE WE ARE TO TRY TO PREVENT BEFORE FIRST VIOLENCE.

I WANT TO HIGHLIGHT MY COLLABORATIVE PARTNERS, THE NATIONAL YOUTH VIOLENCE PREVENTION RESOURCE CENTER, PREVENT OUT OF NORTH CAROLINA, PREVENTION CONNECTION, WHICH IS US, AND VONNET, THE NATIONAL RESOURCE ONLINE CENTER.

THESE ARE ALL CDC-FUNDED RESOURCE CENTERS AND I URGE YOU TO USE THEM IN DEVELOPING YOUR PREVENTION STRATEGIES.

THE VIEWS PROVIDED IN THIS WEB CONFERENCE DOES NOT NECESSARILY REPRESENT THE OFFICIAL VIEWS OF THE UNITED STATES GOVERNMENT, THE CDC OR CALCASA.

WE FOR THIS SESSION WANTED TO BE ABLE TO HAVE A FOUNDATION OF COMMON KNOWLEDGE SO WE ASKED PEOPLE TO READ SOME ARTICLES.

I KNOW I'VE BEEN SENDING MANY OF YOU ARTICLES BY EMAIL.

WHAT I'D LIKE TO DO IS POSE A QUESTION FOR YOU ALL, IF I CAN GET THE QUESTION TO APPEAR, AND THIS QUESTION THAT I WANT TO ASK YOU IS, WHICH READINGS YOU DID.

THIS WILL HELP US BE ABLE TO UNDERSTAND WHAT'S AN EFFECTIVE WAY OF BEING ABLE TO SHARE INFORMATION DURING THESE WEB CONFERENCES.

AND I'M JUST TRYING TO GET THE QUESTION TO APPEAR.

I'M HAVING A LITTLE BIT THERE.

SO WHICH OF THE MATERIALS DID YOU READ? ONE WOULD BE NONE, 2 IS THAT YOU ONLY READ THE FAMILY VIOLENCE PREVENTION FUND PRESS RELEASE, 3 WOULD BE THAT YOU READ ONE OF THE OP EDs, EITHER THE HERBERT OR KATS ARTICLE, OR THAT YOU READ THE PRESS RELEASE AND

ONE OF THE OP EDS, EITHER HERBERT OR KATZ, OR 5 WOULD BE THAT YOU READ ALL OF THE READINGS.

OKAY, GREAT.OH, THIS IS WONDERFUL.

I HAVE TO SAY, I AM VERY PLEASED.

I WILL SHARE THE RESULTS AND SEE THAT, INDEED, ALMOST 2/3 THE PEOPLE READ ALL OF THE READINGS.

SO THAT SAYS THAT WE WERE REALLY EFFECTIVE AND 10 PERCENT OF YOU DID NOT GET A CHANCE TO DO THE READINGS AND MANY OF YOU READ ONE OR TWO OF THE PIECES.

SO THAT'S USEFUL.

IF YOU WERE UNABLE TO DO THE READING, CAN YOU JUST IN THE TEXT CHAT EXPLAIN WHAT SOME OF THE BARRIERS WERE OF WHY YOU WEREN'T ABLE TO DO IT, UNDERSTANDING THAT WE ALL HAVE BUSY LIVES AND ARE QUITE BUSY.

I AM GOING TO CLOSE THE QUESTIONS NOW BECAUSE WE ARE NOT ASKING QUESTIONS.

THANK YOU VERY MUCH FOR SHARING THE INFORMATION AND IF YOU WRITE DOWN IN THE TEXT CHAT WHY YOU HAD DONE THAT, THAT WOULD BE REALLY HELPFUL.

WITH THIS, WHAT I'D LIKE TO DO IS NOW HAND OVER THE FACILITATING TO RACHEL DAVIS AND LARRY COHEN OF PREVENTION INSTITUTE WHO WILL BE LEADING OUR DIALOGUE, AND THIS IS THE DIALOGUE OF ALL OF US.

I AM NOW GOING TO HAND THIS OVER TO LARRY AND RACHEL.>> THANK YOU, DAVID.

HI, RACHEL.

>> HI, LARRY.

HI, EVERYONE.

>> WELCOME.

I HOPE YOU HAVE A CUP OF COFFEE IN FRONT OF YOU BECAUSE WE ARE REALLY LOOKING AT THIS AS A HELPFUL AND USEFUL CHAT.

WHAT WE'RE GOING TO TALK ABOUT IS HOW TO PROMOTE A PREVENTION FRAME IN VIOLENCE AGAINST WOMEN.

AND THE IMPETUS CAME FROM SEVERAL RECENT EVENTS, INCLUDING THE SCHOOL SHOOTINGS, TWO SCHOOL SHOOTINGS, IN SEPTEMBER AND THEN IN OCTOBER.

IN BOTH CASES OF WHICH IT WAS GIRLS WHO WERE ISOLATED AND KILLED.

THE PUBLIC AND MEDIA RESPONSE TO THESE EVENTS OVERWHELMINGLY FRAMED THEM AS SCHOOL VIOLENCE AND TALKED ABOUT ISSUES LIKE WHAT DO WE DO IN SCHOOLS, WHAT ABOUT CONTROL OF GUNS, BUT THEY IGNORED THE ISSUE FOR THE MOST PART THAT IT WAS VIOLENCE AGAINST WOMEN AND GIRLS.

>> THERE WAS ALSO THE PLANNED RELEASE OF OJ. SIMPSON'S BOOK, IF I DID IT.

THERE WAS QUITE AN OUTCRY THAT LARGELY FOCUSED PRETTY NARROWLY ON THE TWO MURDERS IN THE CASE WITHOUT FOCUSING ON THE LARGER SIGNIFICANCE OF THE EPIDEMIC OF VIOLENCE AGAINST WOMEN AND ALSO THE THINGS IN OUR ENVIRONMENT THAT SUPPORT IT.

>> I ALWAYS FEEL SO MIXED ABOUT HAVING TO THINK ABOUT OR USE TRAGEDIES TO KIND OF, YOU KNOW, PROMOTE A POINT OF VIEW.

BUT IT REALLY IS A VERY IMPORTANT AND UNIQUE OPPORTUNITY, YOU KNOW, TO PUT OUT THE MESSAGE ABOUT JUST HOW PERVASIVE VIOLENCE AGAINST WOMEN IS AND THAT IT WAS PREVENTABLE.

IT'S REALLY IMPORTANT THAT WE ARE PREPARED FOR OPPORTUNITIES LIKE THIS WITH THE FRAME AND WITH THE MESSAGES THAT COMMUNICATE ABOUT THESE ISSUES.

SO TODAY LET'S TALK ABOUT HOW WE CAN ADVANCE THE PREVENTION FRAME, JUST KIND OF GENERALLY, AND THEN IN THE WAKE OF PUBLIC EVENTS LIKE THESE WHAT WE CAN DO AND LET'S EXPLORE ALL OF US TOGETHER WHAT SOME POTENTIAL ALTERNATE FRAMES MIGHT LOOK LIKE.

>> GREAT.

AND IN THE SPIRIT OF A DIALOGUE, WE WANT TO START OFF RIGHT AWAY BY HEARING FROM YOU.

AND SO WE'D LIKE YOU TO GO TO YOUR TEXT CHAT FUNCTION WHICH WE JUST LOST ON OUR SCREEN -- WE'LL HAVE TO BRING THAT BACK UP.

WE WANT TO GET YOUR REACTIONS TO THESE EVENTS AND TO THE SUBSEQUENT MEDIA COVERAGE.

WE'RE CURIOUS, DID YOU HAVE THE SAME OBSERVATIONS THAT WE DID, DID THEY DIFFER AND IF SO HOW.

IF YOU COULD JUST TEXT CHAT IN YOUR REACTIONS NOW AND WE'LL TRY TO FIND OUR TEXT CHAT SCREEN WHILE YOU'RE DOING THAT.

>> YEAH, DAVID, IF YOU COULD HELP US FIGURE OUT HOW TO GET OUR TEXT CHAT SCREEN BACK, THAT WOULD BE GREAT..>> WE GOT IT.

SO AS YOU ARE WRITING WE'RE JUST GOING TO REVIEW SOME OF THESE OUT LOUD, THEN -- I WAS SO RELIEVED WHEN JACKSON WROTE HIS ARTICLE.

THE COVERAGE WAS VERY FRUSTRATING.

YES, SAME OBSERVATIONS.

HOW DID THE MEDIA MISS THE OBVIOUS?.

>> AND KAREN SAID DIDN'T SEE THE CONNECTION.

PLEASE ENLIGHTEN.

I'M NOT SURE WHETHER YOU ARE ASKING US A QUESTION OR WHETHER IT WAS A COMMENT ABOUT THE REACTION.

A LOT OF PEOPLE SAY THEY WERE FRUSTRATED..

>> SOME PEOPLE NOT AT ALL SURPRISED THAT THE MEDIA DIDN'T FOCUS ON VIOLENCE SPECIFIC TO WOMEN, BUT REALLY A LOT OF FRUSTRATION, IT SOUNDS LIKE.

>> YOU ARE MAKING SOME INTERESTING COMMENTS AND THEY ARE IN PRIVATE, IF YOU COULD UNCHECK YOUR PRIVATE BOX UNLESS THAT'S DELIBERATE WHICH I IMAGINE IT ISN'T.

I THINK THEY ARE USEFUL TO SHARE WITH PEOPLE.

NOBODY WAS SURPRISED AT THE LACK OF GENDER -- I SHOULDN'T SAY NO ONE -- WE HAVE TO FILL IN THE BLANKS BY WRITING OUR OWN PIECES, BEN POINTS OUT.

>> WE ENCOURAGE YOU TO BE LOOKING AT THESE AND FEEL FREE TO BE RESPONDING TO THE COMMENTS YOU ARE SEEING AS WELL.

SO SARAH NOTICED THAT A FEW SEEMED TO RECOGNIZE THAT THE VIOLENCE WAS TARGETING WOMEN..

>> SO MAYBE WE SHOULD MOVE ON, THEN, AND SHOULD I REVIEW THE AGENDA?.

>> YEAH, WHY DON'T YOU GO AHEAD AND DO THAT?NOW THAT WE HAVE OUR TEXT CHAT WE CAN'T SEE THE SLIDES..

>> SO WE'LL START --.

>> BY DUMPING WATER ALL OVER THE DESK.

>> YEAH, WE'LL START OUT BY DUMPING WATER, THEN WE WILL MOVE ALONG AND KIND OF TALK A LITTLE BIT ABOUT NOTIONS OF NORMS AND FRAMING AND THEN WE'LL TALK A LITTLE BIT ABOUT THE READINGS AND SOME OF THE BARRIERS WE FACE WHEN PUTTING FORTH A PREVENTION FRAME AND LOOK AT SOME ALTERNATE FRAMES.

THAT WILL BE THE BULK OF OUR TIME.

AND THEN OF COURSE WE'RE INTERESTED PROBABLY THESE EXPERIMENTAL FORUMS WE WANT TO TAKE THE BEST OF THIS TO PERHAPS A LARGER FORUM.

SO IF THERE'S A LITTLE TIME, WE'D LIKE TO TALK A LITTLE BIT HOW DO WE GET WHAT WE'VE DISCUSSED AND LEARNED TODAY OUT PUBLICLY, BUT MOSTLY WE'LL TALK ABOUT THE FRAMING AND WE'LL TALK ABOUT HOW DO WE DO IT MORE EFFECTIVELY.

>> WE'VE SET 3 OBJECTIVES FOR TODAY.

WHILE I'M SAYING THE WORD OBJECTIVE, I REALLY WANT TO EMPHASIZE THAT OUR MAIN OBJECTIVE IS JUST TO HAVE A CONVERSATION BETWEEN ALL OF US TO THINK TOGETHER IN A WAY THAT WILL HELP ADVANCE OUR WORK INDIVIDUALLY AND TOGETHER FOR THE FIELD.

SO OUR LEARNING OBJECTIVES ARE TO EXPLORE HOW WE CAN BETTER BE PREPARED TO INSIST ON A PREVENTION FRAME, TO DISCUSS WHAT AN EFFECTIVE PREVENTION FRAME MIGHT LOOK LIKE AND, AS ALWAYS, TO EXPERIMENT WITH THE USE OF TECHNOLOGY TO PROMOTE INTERACTIVE LEARNING AND DIALOGUE.

SO LET'S START WITH NORMS.

>> YEAH, LET ME BACK UP.

SOME OF YOU HAVE PARTICIPATED, I KNOW, IN SOME OF THE CONVERSATIONS ABOUT NORMS BECAUSE WE KEEP GOING BACK TO NORMS AS SUCH AN IMPORTANT LEVER IN STARTING TO HAVE AN IMPACT ON VIOLENCE AGAINST WOMEN.

AND WE'VE IDENTIFIED IN THESE FORUMS THE 5 SPECIFIC NORMS THAT CONTRIBUTE TO AN ENVIRONMENT IN WHICH VIOLENCE AGAINST WOMEN IS MORE LIKELY TO OCCUR.

AND WE'VE FOCUSED ON THE NEED FOR COMMUNITY-WIDE SOLUTIONS SO THAT WE MODIFY OUR COMMUNITY ENVIRONMENTS AND NORMS TO REDUCE AND PREVENT THIS VIOLENCE BEFORE IT OCCURS.

>> AND WHEN WE TALK ABOUT NORMS, YOU KNOW, WE'RE REALLY TALKING ABOUT SOMETHING THAT'S REALLY MORE THAN A HABIT.

WE'RE TALKING ABOUT SOMETHING BASED IN CULTURE AND TRADITION AND REALLY OUR ATTITUDES, BELIEFS AND WAYS OF BEING THAT I THINK REALLY, LARRY, WE JUST TAKE FOR GRANTED.

THEY ARE JUST SO A PART OF HOW WE OPERATE.

>> YEAH, I LIKE THE TERM BEHAVIOR SHAPERS BECAUSE NORMS BOTH SHAPE AND ARE SHAPED BY ORGANIZATIONAL PRACTICES AND BY POLICIES.

AND SO CHANGING THOSE ASPECTS IN PARTICULAR OF OUR ENVIRONMENT IN THE WAYS THAT ENCOURAGE VIOLENCE SO THAT IT NO LONGER DOES CAN REALLY, REALLY MAKE A LOT OF DIFFERENCE.

SO AS I MENTIONED, WE'VE IDENTIFIED THE 5 DIFFERENT KINDS OF NORMS OR 5 DIFFERENT NORMS, JUST VERY BRIEFLY, THE GENERAL ACCEPTABILITY OF VIOLENCE AS A WAY TO SOLVE PROBLEMS, OUR TRADITIONAL VIEWS IN THIS CULTURE ABOUT MASCULINITY AND SIMILARLY OUR TRADITIONAL VIEWS ABOUT THE ROLES FOR AND OF WOMEN.

AND THEN THE VALUES PLACED ON POWER AND SPECIFICALLY POWER OVER OTHERS AND, FIFTHLY, THIS NOTION THAT SOMEHOW VIOLENCE AGAINST WOMEN IS A PRIVATE MATTER, THAT IT'S SOMETHING WE CAN OR EVEN SHOULD IGNORE, THAT IT'S NONE OF OUR BUSINESS.

>> I THINK THAT'S REALLY ENCAPSULATED IN THIS QUOTE BY DR. MARTIN LUTHER KING, JUNIOR, WHO SAID IN THE END WE WILL REMEMBER NOT THE WORDS OF OUR ENEMIES, BUT THE SILENCE OF OUR FRIENDS.

>> UH-HUH, UH-HUH.

SO WHAT WE'VE BEEN LOOKING AT AND ADDRESSING NORMS -- WHAT WE'VE BEEN LOOKING AT IS HOW TO BEST ADDRESS NORMS AS A PRIMARY PREVENTION STRATEGY TO REDUCE VIOLENCE AGAINST WOMEN AND FRAMING AS A COMMUNICATION TOOL TO EVENTS.

>> WE HOSTED A DIALOGUE, I HOPE MANY OF YOU PARTICIPATED IN THAT A WHILE BACK EXPLORING THIS TOPIC OF FRAMING.

FOR THOSE OF YOU WHO DIDN'T ATTEND IT, THAT DIALOGUE IS AVAILABLE TO WATCH ON THE PREVENTION CONNECTION WEB SITE.

AND THAT REALLY GOES A LOT MORE IN DEPTH IN TERMS OF FRAMING.

BUT WE JUST WANT TO COVER A LITTLE BIT OF IT NOW SO WE'RE ON THE SAME PAGE AS WE START TO HAVE A DIALOGUE.

>> AND I LIKE TO THINK OF FRAMES AS KIND OF MENTAL SHORTCUTS THAT KIND OF UNDERLIE OUR FUNDAMENTAL OUTLOOK ON THE WORLD AND HELP US ORGANIZE OUR EXPERIENCE.

BUT THEY ARE NOT ALWAYS SHORTCUTS THAT WE DELIBERATELY CHOOSE, IT'S JUST KIND OF THE WAY THAT YOU KIND OF -- PEOPLE THINK ABOUT THINGS NATURALLY.

IT'S THE WAY THEY ARE GOING TO INTERPRET THINGS, SOMETIMES NOT QUITE EVEN CONSCIOUSLY, AND SO FOR ANY GIVEN CONCEPT THERE COULD BE MULTIPLE FRAMES, MULTIPLE WAIS OF THINKING, BUT THERE TENDS GENERALLY TO BE A DOMINANT FRAME.

LET ME THINK OF AN EXAMPLE.

>> YEAH, I THINK AN EXAMPLE CAN BE PRETTY INSTRUCTIVE.

>> OH, THERE'S ONE.

>> THIS NOTION OF GOVERNMENT, SURPRISE, THERE IT IS.

YOU KNOW, IN THE PREVIOUS DIALOGUE, THOSE OF YOU WHO PARTICIPATED WILL RECALL THAT WE ASKED PEOPLE TO TEXT CHAT IN WHAT CAME TO MIND WHEN WE SAID THE WORD GOVERNMENT.

AND THE RESPONSES REALLY RANGED FROM CONTROL TO WAYS TO SOCIAL PROGRAMS SERVING THE UNDERSERVED AND THESE OF COURSE ARE ALL ASPECTS OF GOVERNMENT.

BUT DIFFERENT IDEAS CAME TO MIND FOR DIFFERENT PEOPLE BECAUSE DIFFERENT PEOPLE, YOU KNOW, THAT CARRY DIFFERENT FRAMES TO ANY ISSUE.

SO WHAT'S REALLY IMPORTANT IN TERMS OF THIS NOTION OF FRAMING IS TO UNDERSTAND WHAT YOUR TARGET AUDIENCE'S DOMINANT FRAME IS GOING TO BE SO THAT THAT UNDERSTANDING CAN BE INCORPORATED INTO YOUR COMMUNICATIONS AND YOUR SOLUTION; WON'T JUST BE AUTOMATICALLY DISMISSED.

IN THIS CASE OF GOVERNMENT ONE WAY OF THINK OF THAT IS IF WE TRIED TO PROMOTE A GOVERNMENT-SPONSORED PROGRAM TO PEOPLE WHOSE FRAME OF GOVERNMENT IS WASTE AND UNLIMITED BUREAUCRACY AND THERE WOULD BE A DISCONNECT.

>> WE OFTEN, COMING FROM NON-PROFITS OR GOVERNMENTS, ASSUME THAT EVERYONE ELSE IS APPROACHING ISSUES IN A WAY SIMILAR TO THE WAY THAT WE DO WORKING WITH THE WIC -- WOMEN, INFANT CHILDREN PROGRAM, FOR EXAMPLE.

WE HAD A PROGRAM ABOUT APPROACHING GROCERS AND WE SOMEHOW ASSUMED THEY WOULD CARE ABOUT THE HEALTH OF PREGNANT WOMEN.

WHEN WE TALKED FURTHER WE SAID LET'S TALK TO THEM IN A WAY THAT ASSUMES THEY CARE ABOUT THE HEALTH OF PREGNANT WOMEN AND THEY CARE ABOUT THEIR BUSINESS IN A WAY THAT'S GOING TO PRODUCE PROFITS.

SO FRAMING IS THE STRATEGIC PROCESS OF DEVELOPING WAYS OF PRESENTING AND COMMUNICATING SUPPORT OF A GIVEN PERSPECTIVE.

SO FRAMING INVOLVES UNDERSTANDING AN AUDIENCE, UNDERSTANDING THEIR VALUES, COMMUNICATING IN A WAY THAT MAKES SENSE TO THEM.

SO IT'S A COMMUNICATIONS TOOL THAT WE CAN USE TO ENCOURAGE PREVENTION POLICY AND TO BUILD POLITICAL WILL IN THE PROMOTION OF VIOLENCE AGAINST WOMEN PREVENTION.

AND I THINK OVER TIME FRAMING INCREASINGLY CAN SERVE AS A TOOL TO SUPPORT OUR EFFORTS TO SHIFT NORMS SO THAT THEY NO LONGER CONTRIBUTE TO VIOLENCE AGAINST WOMEN.

WE CAN BOTH USE THE FRAME THAT PEOPLE HAVE TO INFLUENCE THEIR THINKING AND OVER TIME WE CAN ALSO SHIFT THAT FRAME.

>> SO I THINK THAT'S A REALLY GOOD LEAD-IN TO START TALKING ABOUT THE ARTICLES WE READ.

BUT, YOU KNOW, THIS FIRST ONE IN PARTICULAR REALLY DID FOCUS -- THE "NEW YORK TIMES" OP-ED PIECE FOCUSED A LOT ON NORMS.

I KNOW A LOT OF YOU READ THEM AND A FEW OF YOU DIDN'T HAVE A CHANCE.

WE'LL START WITH WHY AREN'T WE SHOCKED.

THERE WERE A FEW KEY POINTS MADE THAT WE PULLED OUT OF THIS OP-ED.

ONE IS THE TWO RECENT SCHOOL SHOOTINGS WERE HATE CRIMES AGAINST GIRLS AND THERE WAS REALLY NO PUBLIC OUTRAGE IN RESPONSE BECAUSE OUR CULTURE IS SATURATED WITH MISCOGENY.

THESE HAVE MADE VIOLENCE AGAINST WOMEN AND GIRLS SEEM ALMOST NATURAL.

>> FINALLY, WE ARE ALL IMPLICATED IN VIOLENCE AGAINST WOMEN BECAUSE IT'S CONNECTED TO OUR SOCIETY'S NORMS.

THAT WAS I THOUGHT A VERY IMPORTANT BOB HERBERT POINT.

SPECIFICALLY, AS YOU CAN SEE ON THE NEXT PAGE, HE SAID, WE'RE ALL IMPLICATED IN THIS CARNAGE BECAUSE THE RELENTLESS VIOLENCE AGAINST WOMEN AND GIRLS IS LINKED AT ITS CORE TO THE WIDER SOCIETY'S CASUAL WILLINGNESS TO DEHUMANIZE CASUAL WILLINGNESS TO DEHUMANIZE WOMEN AND GIRLS, TO SEE THEM FIRST AND FOREMOST AS SEXUAL VESSELS, OBJECTS, AND NEVER, NEVER AS EQUALS TO MEN.

SO LET'S JUST, BEFORE WE LOOK AT IT, AT SOME OF THE OTHER ARTICLES, LET'S JUST -- I'M CURIOUS TO KIND OF HEAR HOW EACH OF YOU RESPONDED TO THESE EVENTS IN YOUR ORGANIZATIONS AND IN YOUR COMMUNITY.

SO CAN WE JUST FIND OUT THROUGH THIS POLLING QUESTION.

>> I THINK DAVID IS WORKING ON GETTING IT UP RIGHT NOW.

>> THE QUESTION, THOUGH, IS HOW DID YOU RESPOND TO THE EVENTS? DID YOU WRITE AN OP-ED? DID YOU HOLD A COMMUNITY EVENT? WAS THERE A

PRESS RELEASE?DID YOU TALK ABOUT IT WITHIN YOUR ORGANIZATION?OR FREQUENTLY WHAT HAPPENS WHEN THESE EVENTS OCCUR, WE GO ON WITH OUR NORMAL WORK BECAUSE WE'RE ALREADY TOO BUSY AND WE DON'T SEE THE OPPORTUNITY SO WE HAVE NO PARTICULAR RESPONSE.

ANY HOPE OF THE POLLING QUESTION GETTING UP THERE?.

>> WE DON'T SEE IT COMING UP YET.DAVID, IS IT UP?.

>> I'M HAVING A LITTLE TROUBLE GETTING IT UP SO WHY DON'T PEOPLE IN THE TEXT CHAT RESPOND HOW THEY DID RESPOND TO THE EVENTS.

>> OKAY, THAT SOUNDS LIKE A GOOD IDEA.

I WAS JUST ON MUTE, SORRY.

SOMEBODY ASKED SHOULD WE JUST ANSWER IN THE TEXT CHAT.

YEAH, WE'D LIKE YOU TO JUST SAY HOW YOU RESPONDED EITHER THROUGH OP-EDS OR LETTERS TO THE EDITOR, THROUGH LOCAL COMMUNITY EVENTS, PRESS RELEASES, TALKING ABOUT IT IN YOUR ORGANIZATION, NO RESPONSE, TO JUST KIND OF GET A SENSE.

AND IT LOOKS LIKE THERE'S REALLY A MIX.

SOME PEOPLE TALKED ABOUT IT AT STAFF MEETINGS; SOME PEOPLE SAY THEY DID NOTHING.

SOME PEOPLE IT LOOKS LIKE HAD COMMUNITY EVENTS.

PUT INFORMATION ON WEB SITE.

AGAIN, NO RESPONSE.

SO REALLY THERE WAS QUITE A RANGE.

>> AND I THINK ONE THING THAT MIGHT BE USEFUL TO TALK ABOUT -- IT'S INTERESTING AT THE NATIONAL CRIME PREVENTION COUNCIL, TYRONE IS SAYING WE PLACED SCHOOL SAFETY INFORMATION ON OUR WEB SITE AND DISCUSSED INTERNALLY -- LATER, TYRONE, WE CAN TALK ABOUT WHY THERE WAS NO PARTICULAR EMPHASIS OR MAYBE THERE WAS ON VIOLENCE AGAINST WOMEN.

MAYBE BECAUSE OF THE COMMUNITY RESPONSE YOU THOUGHT YOU WERE RESPONDING TO.

I THINK IF WE HAVE TIME LATER, RACHEL, IS TO GET PEOPLE THINKING ABOUT HOW SOME OF THE THINGS THAT ARE ALREADY BEING DONE CAN BE SHARED MORE BROADLY OR MAYBE WE CAN START TO REGULARIZE THEM.

FOR EXAMPLE, IF PEOPLE ARE PUTTING THINGS UP ON WEB SITES WE CAN BE SHARING THAT WITH ONE ANOTHER, SHARING IT MORE BROADLY.

WE CAN BE SENDING OUR LETTERS TO OUR DATA BASE.

IF SOMEBODY PUBLISHES AN OP-ED, PERHAPS WE CAN SHARE IT MORE WIDELY.

>> I THINK THAT'S SOMETHING THAT CAN HAPPEN MORE EASILY THROUGH THE PREVENT CONNECT LIST SERVE.

THAT'S SOMEPLACE WE CAN GET THE STUFF UP AND OUT TO FOLKS.

>> THERE'S TONY DURBANO SAYING THEY SHARED IT AND THERE'S LUCY SAYING THEY SHARED IT WITH MEMBER AGENCIES.

SOMETIMES WE FORGET THAT BETWEEN US OUR INFORMAL NETWORKS ARE VERY STRONG.

>> SINCE THE POLLING QUESTION DIDN'T WORK, WE SORT OF SKIPPED OVER TO THIS TEXT CHAT, WHAT DID YOU DO, HOW DID YOU SEIZE THE OPPORTUNITY.

GIVEN THAT FOLKS, OBVIOUSLY THERE'S A BIG RANGE, BUT I'M CURIOUS FOR THOSE OF YOU WHO DID RESPOND, WHAT YOU FOUND PARTICULARLY EFFECTIVE AND WHY AND IF YOU WANT TO SHARE THAT WITH FOLKS NOW SO WE START TO GET MORE OF A SENSE OF WHAT REALLY WORKS..

>> AND HOPEFULLY YOU'VE ALL GOT THE TEXT CHAT OPEN AT THE BOTTOM AND CAN KIND OF FOLLOW ALONG.

WE'LL JUST TAKE A MINUTE FOR THIS.

I'M ANXIOUS TO MOVE ON TO TALK ABOUT THE -- IF I DID IT BY OJ SIMPSON, KIND OF ONE OF THE MORE HORRENDOUS I GUESS WE'LL CALL IT AN OPPORTUNITY..

>> WE'LL JUST GIVE YOU ABOUT 30 SECONDS TO START WRITING BECAUSE SOMETIMES IT CAN BE HARD TO LISTEN AND READ OTHER PEOPLE'S COMMENTS AND WRITE AT THE SAME TIME..

>> OKAY, WHY DON'T WE MOVE FORWARD.

>> IT SOUNDS LIKE THERE WERE A LOT OF CONVERSATIONS THAT TOOK PLACE AROUND THIS, MAYBE FOR THE MOST PART NOT AS MUCH AS SORT OF SYSTEMATIC TO GET OUT A SPECIFIC FRAME OR MESSAGE AND I THINK THAT SORT OF VALIDATES IN SOME WAYS WHY WE THOUGHT THIS WAS AN IMPORTANT DISCUSSION FOR US TO HAVE SO WE WOULD BE THAT MUCH MORE PREPARED NEXT TIME.

WITH THAT, WHY DON'T WE MOVE ON AND TALK JUST BRIEFLY ABOUT THIS PRESS RELEASE FROM THE FAMILY VIOLENCE PREVENTION FUND IN RESPONSE TO THE RELEASE OF IF I DID IT OR THE PLANNED RELEASE OF IF I DID IT BY OJ SIMPSON AND THE CANCELLATION OF A FOLLOW-UP TELEVISION INTERVIEW BY FOX NEWS.

FOR THOSE OF YOU WHO READ IT, YOU KNOW THIS WAS A VERY BRIEF PRESS RELEASE, AS MOST ARE.

WE PULLED OUT JUST A COUPLE HIGHLIGHTS FROM THE PRESS RELEASE.

ONE WAS FOX DID THE RIGHT THING BY CANCELING THE SIMPSON SPECIAL AND THE SECOND TOOK IT FROM THAT, WHICH WAS SORT OF IN THE CENTER OF ALL THE MEDIA, TO SAY THIS IS PART OF A HUGE PROBLEM OF VIOLENCE AGAINST WOMEN IN THE U.S. AND NOW IT'S TIME TO DO SOMETHING ABOUT IT.

AND WE'RE HIGHLIGHTING THIS SPECS SPECIFICALLY BECAUSE IT MOVES FROM THE ISSUE AT HAND TO CALLING FOR PREVENTION AND KEEPING WOMEN AND CHILDREN SAFE.

I KNOW LISA WAS GOING TO TRY TO BE ON THE LINE.

LISA, I SEE YOU ARE ON THE LINE AND I'M WONDERING, I KNOW YOU WERE IN OUR PAST FRAMING DISCUSSION AND THAT YOU ARE AT THE FUND AND I AM WONDERING IF YOU WANT TO JUST SAY A FEW -- WE CAN OPEN YOUR PHONE LINE AND JUST SAY A FEW WORDS ABOUT WHERE MAYBE THIS WAS -- YOUR THINKING ON WHY IT WAS SO IMPORTANT TO GET THE BIGGER ISSUE OUT THERE.

>> SURE.CAN YOU HEAR ME?.

>> YES, THANKS.

>> WELL, I THINK WE THOUGHT WE HAD A CHANCE TO ACTUALLY MAKE A DIFFERENCE AND SPARE THE COUNTRY THIS SPECTACLE, TO CHANGE THE FRAME OF THE DEBATE BUT ALSO TO USE IT AS AN ORGANIZING TOOL SINCE WE THOUGHT WE HAD A CHANCE TO WIN.

YOU KNOW, WE BELIEVE THAT IF WE COULD ACTIVATE PEOPLE AND PROVIDE SOME GUIDANCE AND CREATE A VICTORY, YOU KNOW, PEOPLE WOULD FEEL MORE EMPOWERED TO SPEAK OUT NEXT TIME.

AND OF COURSE AFFECTING THE MEDIA COVERAGE WAS EXTREMELY IMPORTANT TO US AND THERE WAS GOING TO BE SO MUCH OF IT THAT WE WANTED TO HAVE ANOTHER VOICE IN THERE.

>> YOU KNOW, ONE THING THAT STRIKES ME AND I THINK IT WORKS ON A NATIONAL LEVEL FOR A GROUP LIKE THE FUND AND ON A STATEWIDE AND LOCAL LEVEL AND IN SOME CASES THE NATIONAL LEVEL FOR MANY OF THE OTHER PEOPLE ON THIS CALL, IT'S ALMOST LIKE THE PRESS RELEASE WAS A - IT ARRIVES AT THE NEWSPAPER OR THE TV STATIONS AS A NATURAL THING.

IT'S KIND OF LIKE, WELL, OF COURSE THE FUND IS GOING TO MAKE A STATEMENT.

LET'S SEE WHAT THE STATEMENT IS.

AND IT'S KIND OF -- IT'S NOT LIKE, GEE, HERE'S SOMETHING WE REALLY NEED TO PROMOTE THIS SO OF COURSE BEHIND THE SCENES YOU DO, BUT IT'S JUST TAKING FOR GRANTED, IT'S PLACING YOURSELF IN THE CENTER OF THE DIALOGUE AND SAYING OUR FRAME OF COURSE IS GOING TO BE A VERY, VERY IMPORTANT ONE ON THIS ISSUE.

AND I'M JUST RAISING THAT BECAUSE IT STRIKES ME BECAUSE IN THE PREVIOUS CONVERSATION WE JUST FINISHED SO MANY PEOPLE SAYING, WELL, WE TALKED ABOUT IT IN OUR STAFF AND WE REALLY DIDN'T DO ANYTHING.

AND IN A WAY IT'S KIND OF APPROPRIATE PRESUMPTIVENESS, IF I CAN USE THAT TERM, THE APPROPRIATE PRESUMPTIVENESS OF SAYING, WAIT A MINUTE, WE HAVE A VERY IMPORTANT STATEMENT TO MAKE ABOUT THIS AND WE EXPECT THAT YOU ARE PROBABLY GOING TO BE PAYING CLOSE ATTENTION AND WILL WANT TO BE AWARE OF IT AND REPORT IT.

I THINK THAT'S TRUE OF OUR FOLLOWERS, OUR CONTRIBUTORS, OUR PARTNERS, OUR FUNDERS, AND THE PRESS.

AND THAT REALLY, IN A WAY, IS IMPRESSIVE.

LET ME GIVE YOU A BRIEF QUOTE FROM THE PRESS RELEASE ITSELF.

NOW WE NEED TO PUT OUR ENERGY INTO EFFORTS TO STOP VIOLENCE AGAINST WOMEN, WHICH IS A COSTLY AND DEVASTATING PROBLEM IN THIS COUNTRY.

NOTHING NEW IN THAT STATEMENT AT ALL, NOTHING NEW IN THAT QUOTE, BUT THAT QUOTE SOMEHOW IS IN ASSOCIATION WITH THIS IS KIND OF A CRITICAL REMINDER AND IS REALLY, I THINK, PERHAPS A REINFORCEMENT OF A FRAME.

>> YEAH, AND CERTAINLY REMINDING THE PRESS THAT THERE'S A BIGGER ISSUE AT HAND.

>> YEAH.

>> SO, WHY DON'T WE TALK A LITTLE BIT ABOUT THE KATZ ARTICLE AS WELL? I KNOW THIS WAS MORE RECOMMENDED READING AND I HOPE THAT YOU GOT A CHANCE TO READ THIS BECAUSE I THINK THIS WAS REALLY POWERFUL AND IMPORTANT AS WELL.

THIS WAS AN OP-ED PIECE ON THE COVERAGE OF SCHOOL SHOOTINGS AVOIDS CENTRAL ISSUE.

IT WAS PUBLISHED ON COMMON DREAMS ON OCTOBER 11.

LIKE HERBERT'S PIECE IT ADDRESSES THE TWO SCHOOL SHOOTINGS AGAINST GIRLS BUT IT TOOK A SLIGHTLY DIFFERENT ANGLE BY FOCUSING LESS ON THE NORMS AND MORE ON THE LARGER PROBLEM OF VIOLENCE AGAINST WOMEN AND WHAT WE CAN DO ABOUT IT.

>> WHAT'S INTERESTING, OF COURSE, IS PROBABLY A LOT OF PEOPLE EVEN ON THIS CALL HAVE NOT HEARD OF COMMON DREAMS AND YET CERTAINLY DOESN'T COMPARE WHATSOEVER TO THE "NEW YORK TIMES" IN TERMS OF READERSHIP, IN TERMS OF RECOGNITION, AND YET I PROBABLY RECEIVED THIS OP-ED FROM PEOPLE WHO FOUND IT STRIKING I THINK 4 OR 5 DIFFERENT TIMES.

I THINK WE NEED TO UNDERSTAND THERE'S A NEW NATURE OF THE WORLD OUT THERE WHERE THERE ARE DIFFERENT WAYS OF DISSEMINATING AND DIFFERENT WAYS OF FRAMING.

SO SOME OF THE KEY ISSUES THERE, AS IT SAYS KIND OF UP ON THE SCREEN, IS THAT BOTH OF THESE INCIDENTS, JACKSON POINTED OUT, INVOLVED -- AND I KNOW HE'S PLANNING TO JOIN US.

I DON'T KNOW IF HE'S HERE YET.

WE THINK HE'LL BE HERE SHORTLY.

BOTH OF THESE INCIDENTS INVOLVED GROWN MEN ENTERING SCHOOLS, ISOLATING AND SHOOTING THEM; THAT THE SHOOTINGS WERE AN EXTREME MAN FESS STATION OF AN ON-GOING CRISIS OF MEN'S VIOLENCE AGAINST WOMEN AND REALLY GETTING THE MEDIA TO BE SELF-CRITICAL IN THAT THE MEDIA DIDN'T EVEN ACKNOWLEDGE THE GENDER NATURE OF THESE EVENTS.

SOMETIMES IT CAN BE VERY POWERFUL TO GET THE MEDIA TO BE SELF-CRITICAL BECAUSE THERE ARE PROBABLY PEOPLE THERE WHO DON'T, YOU KNOW, THEY WANT -- THEY ARE ALERT TO THOSE ISSUES AND THERE'S HOPEFULLY AND AHA MOMENT AND AN AHA MOMENT TO THE MEDIA CAN HOPEFULLY TRANSLATE MORE BROADLY TO THE GENERAL POPULATION.

>> THEN HE WENT ON TO SORT OF SUGGEST SOME SOLUTIONS AND NEXT STEPS, INCLUDING THAT MEN AND WOMEN MUST TAKE PART IN A NATIONAL CONVERSATION ABOUT SEXISM AND MASCULINITY AND RECOGNIZE THAT VIOLENCE AGAINST WOMEN AND GIRLS IS A HUGE PROBLEM.

HE ALSO SAID AN EXAMPLE OF MEN TAKING ACTION IN RESPONSE TO A SIMILAR EVENT IN CANADA IN 1989 WHERE MEN THERE CREATED A WHITE RIBBON CAMPAIGN.

THIS HAS REALLY BEEN USED I THINK AROUND THE WORLD SINCE THEN SO REALLY KIND OF GETTING THAT OUT THERE.

THEN JUST TO KIND OF WRAP UP THE BRIEF REVIEW OF THIS ARTICLE, THERE'S JUST -- YOU WANT TO JUST READ THIS QUOTE FOR FOLKS WHO CAN SEE IT ON THE SCREEN?.

>> I'M STRUCK BY HOW WHAT JACKSON DID IN A WAY WAS RAISE THE STAKES.

FOR US IT WAS A REMINDER BUT I THINK IT WAS PUSHING THINGS IN A VERY IMPORTANT WAY.

HE SAID, INCREDIBLY, FEW IF ANY PROMINENT VOICES IN THE BROADCAST OR PRINT MEDIA HAVE CALLED THE INCIDENTS WHAT THEY ARE: HATE CRIMES PERPETRATED BY ANGRY WHITE MEN AGAINST DEFENSELESS YOUNG GIRLS WHO, WHATEVER THE TWISTED MOTIVES OF THE SHOOTERS ARE, WERE TARGETED FOR SEXUAL ASSAULT AND MURDER PRECISELY BECAUSE THEY ARE GIRLS..

>> SO WHAT I'M NOTICING RIGHT NOW IS THERE'S A WHOLE TEXT CHAT KIND OF GOING ON IN PARALLEL TO THE CONVERSATION WE'RE HAVING.

YOU KNOW, IT'S HARD IN SOME WAYS TO BE FOLLOWING IT IN DETAIL RIGHT NOW SO -- AND I DON'T KNOW IF OTHER PEOPLE WHO ARE LISTENING CAN DO THAT, BUT I THINK THAT THERE'S -- IT MAYBE WAS STARTED BY THERE WAS THAT ARTICLE SENT AROUND WITH THE SHIRTS AT K-MART, THE PROBLEM SOLVED AND LOOKING AT THIS ISSUE OF FOX MAKING THEIR DECISION BECAUSE OF A BOTTOM LINE ISSUE, K-MART MAKING THEIR DECISIONS BECAUSE OF A BOTTOM LINE.

SO I'D LIKE TO KIND OF OPEN UP THE TEXT CHAT FOR PEOPLE TO RESPOND TO THE ARTICLES OR, YOU KNOW, IN LINE WITH THIS CONVERSATION THAT'S GOING ON AND ALSO IF YOU PEOPLE WANT TO MAKE COMMENTS ON THE PHONE LINE, IF YOU RAISE YOUR HAND WE'LL GO AHEAD AND HAVE YOUR PHONE LINE OPENED SO WE CAN START TO HAVE A CONVERSATION AROUND SOME OF THESE ISSUES.

>> YEAH, I'M REALLY INTERESTED IN THIS QUESTION ABOUT WHAT WORKED AND WHAT DIDN'T OR WHAT WORKS AND WHAT DOESN'T.

SOMEONE IN PRIVATE SAID THERE WAS MORE CONVERSATION IN OUR STATE ABOUT THE OJ ARTICLE THAN THERE WAS ABOUT THE MURDERS..>> YOU KNOW, ONE OF THE THINGS I THINK IS KIND OF INTERESTING IS THIS NOTION OF WHAT'S DRIVING THE DECISIONS THAT COMPANIES AND WHETHER IT'S THE SAME REASON THAT WE WOULD MAKE THOSE DECISIONS, LARRY, AND I THINK THAT'S KIND OF INTERESTING IN TERMS OF FRAMING AND THE NORMS ISSUE.

BECAUSE IN SOME WAYS I THINK WHAT'S IMPORTANT IS TO GET SOME OF THIS OUT OF THAT ENVIRONMENT WHERE THE NORMS ARE AND, YOU KNOW, IF THAT'S A BOTTOM LINE ISSUE, I THINK THAT'S A VICTORY FOR US AS WELL.

>> YEAH, I THINK WE GOTTA PUSH BOTTOM LINE AS ONE PART OF OUR FRAME.

I ALSO WANTED TO COMMENT ON SOMETHING THAT BREE ATKINS JUST SAID RECENTLY SO CAN WE OPEN THE PHONE FOR BREE AND LET ME GO BACK TO HER COMMENTS HERE, RACHEL.

THIS WHOLE NOTION THAT SOMEHOW ANY RESPONSE TO THE TEE SHIRTS -- AND BREE, MAYBE YOU CAN SAY A LITTLE BIT WHEN YOUR LINE IS OPEN ABOUT THE TEE SHIRTS FOR PEOPLE WHO AREN'T AWARE OF IT -- THE WHOLE NOTION OF US BEING TOO SERIOUS, SENSE OF HUMOR, WHAT'S OKAY TO TALK ABOUT, BEING ANTISEXUAL, ALL THOSE ISSUES THAT GET IN THE WAY AND MAYBE SOME PLACES WHERE, WHEN WE THINK ABOUT FRAMING, WE NEED TO DISTINGUISH, NO, IT'S NOT THAT WE DON'T HAVE A SENSE OF HUMOR, ET CETERA.

BREE, IS YOUR LINE OPEN?.

>> CAN YOU HEAR ME?.

>> YEAH.

>> YEAH, WE HAD A RECENT EVENT HERE IN OREGON AT THE UNIVERSITY OF OREGON THAT KIND OF TIES IN WITH THE TEE SHIRTS IN THAT --.

>> COULD YOU JUST SAY TO PEOPLE A LITTLE BIT ABOUT THE TEE SHIRTS IN CASE THERE ARE SOME PEOPLE ONLINE WHO DON'T KNOW WHAT THAT WAS.

>> I PROBABLY DON'T KNOW SPECIFICALLY ABOUT IT AS WELL AS LIKE MAYBE BEN DOES, BUT THERE WERE SOME TEE SHIRTS MARKETED TO YOUNG GIRLS OR YOUNG BOYS ABOUT I THINK THAT HAD TO DO WITH HITTING GIRLS AND HOW IT WAS FUNNY AND JUST KIND OF PLAYED ON THAT TYPE OF THING.

BUT HERE AT THE UNIVERSITY OF OREGON, THERE WAS A FRATERNITY THAT A SAFE BOOK GROUP GOING WHICH IS AN ONLINE CHAT KIND OF POST GROUP.

AND THEY HAD A PAGE THAT WAS TITLED SOMETHING ABOUT JUST GIVING IT TO HER.

AND IT SHOWED OR TALKED ABOUT WAYS OF -- WONDERFUL MANEUVERS THAT COULD BE DONE AND REFERRED TO FREE WELL AND KOBE AND OJ AND TYSON AND A BUNCH OF DIFFERENT THINGS AND REALLY SPECIFIC KIND OF COMMENTS ABOUT HOW TO GO ABOUT DOING THIS.

AND OF COURSE A GROUP OF STUDENTS WAS REALLY OFFENDED BY THIS AND WENT TO THE FRATERNITY AND MADE SOME COMMENTS.

THEY TURNED AROUND AND BASICALLY SAID, OH, WELL, IT'S JUST A FUNNY JOKE.

AND REALLY THE UNIVERSITY HASN'T DONE A WHOLE LOT OTHER THAN TELLING THEM TO PULL IT FROM THE FACE BOOK WEB SITE.

>> UH-HUH.

>> SO THERE'S NOT AN UNDERSTANDING THAT THIS IS REALLY UNACCEPTABLE.

>> NO.

THAT'S SOMETHING WE'RE LOOKING AT ON, YOU KNOW, HOW CAN WE ADDRESS THIS PARTICULARLY WITHIN THIS FRATERNITY WHICH IT SEEMS TO SORT OF BE PENETRATING THE ENTIRE FRATERNITY THAT THEY ARE HAVING THIS WHOLE FACE BOOK GROUP AND, YOU KNOW, HOW TO GO ABOUT ADDRESSING THAT.

AND I THINK SOME OF THE K-MART TEE SHIRT STUFF WILL HELP WITH THAT BUT I'M WONDERING IF PEOPLE HAVE COMMENTS ABOUT THIS OR SUGGESTIONS OR IDEAS.

>> AND I KNOW KAREN HECK WANTS TO TALK A BIT ABOUT THE SHIRTS, SO IF WE COULD GET HER LINE OPEN AND MAYBE SOME OF THOSE COMMENTS CAN ADDRESS THE QUESTION YOU PUT OUT, BREE

>> YEAH, AND, I MEAN, I'M REALLY INTERESTED IN US THINKING AND IT'S HARD TO THINK ABOUT, THINKING ABOUT THIS SENSE OF HUMOR ISSUE.

WE DON'T WANT TO COME ACROSS THAT SOMEHOW WE'RE HUMORLESS OR ANTI-SEX AND AT THE SAME TIME WE WANT TO SET A VERY CLEAR NORM.

AND SO I'M JUST WONDERING WHAT PEOPLE THINK ABOUT HOW WE WALK THOSE LINES.

AND WHEN WE JUST DON'T BECAUSE CERTAIN THINGS JUST ARE NOT FUNNY. KAREN, ARE YOU ON?.

>> YEAH, CAN YOU HEAR ME?.

>> YEAH.

>> WELL, IN ANSWER TO YOUR LAST QUESTION, I THINK THAT IF WE'RE TALKING ABOUT THIS AS A HATE CRIME IT'S THE SAME WAY YOU JUST WHETHER SOMETHING IS FUNNY AS A JOKE AGAINST MUSLIMS OR AFRICAN AMERICANS OR DISABLED PEOPLE OR WHATEVER.

I'M ALWAYS SHOCKED AT HOW EASILY WOMEN ARE DROPPED FROM THAT CATEGORY AROUND HATE CRIMES.

YOU KNOW, IF THAT TEE SHIRT HAPPENED TO BE A MUSLIM PUSHING A CHRISTIAN OFF THE END OF THE PANEL, PEOPLE WOULD HAVE BEEN OUTRAGED.

THERE WOULD NOT HAVE BEEN ANY, OH, IT'S A LIGHT HEARTED KIND OF THING AND WE NEED TO APPEAL TO ALL CUSTOMERS.

IT'S THE WHOLE CONCEPT OF WOMEN BEING OBJECTIFIED, AS NOT BEING EQUAL MEMBERS OF EQUAL MEMBERS OF EQUAL MEMBERS OF THE RACE, THE HUMAN RACE .

>> KAREN, WHAT IS IT YOU THINK WE NEEDED TO DO IN TERMS OF FRAMING TO MAKE THAT INCONSISTENCY MORE CLEAR TO PEOPLE AND MORE OUTRAGEOUS TO PEOPLE? HOW DO WE DO THIS IN A WAY OR MAYBE IF YOU CAN'T ANSWER THAT, WHAT DO YOU THINK GETS IN THE WAY? OF COURSE WE'RE HAPPY TO OPEN THIS TO OTHERS, WE DON'T WANT TO LEAVE KAREN STUCK ANSWERING IT.

IF ANYONE ELSE WANTS TO RAISE THEIR HAND, PLEASE DO SO.

>> I THINK WHAT WE'VE BEEN TRYING TO DO SO HERE IN MAINE IS REALLY MAKE THIS AN ISSUE THAT MEN UNDERSTAND AND GET BEHIND AND ONCE MEN ARE ABLE TO SORT OF LEAD THE WAY FOR OTHER MEN, I THINK THAT THERE ARE -- 95 PERCENT OF THE POPULATION ISN'T MALE -- MALES AREN'T BATTERING.

PEOPLE WANT TO DO SOMETHING BUT ARE SOMEWHAT AFRAID.

THEY NEED PERMISSION TO BE ABLE TO SAY THAT REAL MEN DIDN'T HIT, CHOKE, BATTER, KILL, RAPE WOMEN OR CHILDREN.

THE SAME THING WITH SMOKING.

IT'S A PUBLIC HEALTH ISSUE AND WE NO LONGER ARE ABLE TO ACCEPT THIS LEVEL OF VIOLENCE AGAINST THE SO-CALLED WEAKER MEMBERS OF THE CULTURE.

>> I WONDER, I MEAN THE JOKING THING MAKES ME FEEL LIKE PEOPLE ARE SAYING, WELL, OF COURSE IT'S INAPPROPRIATE TO BATTER, BUT TO MAKE A JOKE ABOUT IT WHEN NOBODY THINKS IT'S SERIOUS AND WHEN IT'S JUST, FOR EXAMPLE, STICK FIGURES, WHAT DOES THAT HAVE TO DO WITH THE BATTERING? I WONDER WHETHER, YOU KNOW, IT'S THE SAME THING WITH ISSUES OF PORNOGRAPHY THAT ARISE.

WELL, IT'S ONE THING TO WATCH A MOVIE; IT'S ANOTHER THING TO BE SEXUALLY ASSAULTED.

THEY ARE REALLY VERY, VERY DIFFERENT THINGS.

I WONDER HOW WE MAKE THAT BRIDGE MORE EFFECTIVELY IN TERMS OF THE FRAMING THAT WE DO, BECAUSE MY SENSE IS IT DOES GET IN THE WAY EVEN -- AND I'VE WORKED FOR YEARS IN TOBACCO WORK.

EVEN IF TOBACCO WORK THERE ARE PEOPLE WHO SAY OF COURSE I DON'T BELIEVE IN SMOKING, THINGS ARE TOO PUNITIVE, CERTAINLY DON'T DO THAT IN TERMS OF MY BODY, I CERTAINLY DON'T DO THAT IN TERMS OF MY INTIMATE RELATIONSHIPS.

I THINK THAT'S SOMETHING WE HAVE TO STRATEGIZE ABOUT.

I'M NOT IN ANY WAY DISAGREEING, BUT I FEEL LIKE WE NEED TO BE MORE PRECISE ABOUT HOW WE APPROACH THAT.

DOES THAT MAKE SENSE, RACHEL?.

>> I THINK THAT'S A VERY SMALL PERCENTAGE OF THE PEOPLE WHO ARE MAKING THOSE ARGUMENTS THAT YOU CAN NO LONGER SAY THAT OR TELL ME WHERE TO SMOKE.

THAT THE MAJORITY OF THE CULTURE, WHEN THEY HAVE OUTLAWED SMOKING IN NEVADA AROUND SLOT MACHINES, THAT'S A HUGE CULTURE CHANGE AND YOU ARE NEVER GOING TO GET EVERYBODY TO AGREE ON THAT, BUT THE MAJORITY OF PEOPLE ARE SAYING THAT SMOKING IS BAD.

AND I BELIEVE THAT WE CAN DO THE SAME THING WITH GETTING THE MAJORITY OF PEOPLE TO SAY, VIOLENCE AGAINST WOMEN AND CHILDREN IS BAD.

AND ONE OF THE WAYS YOU DO THAT IS TO POINT OUT THE ECONOMIC COSTS OF THIS PUBLIC HEALTH CRISIS THAT'S INFECTING THE NATION.

>> YOU KNOW, I'M LOOKING AT THIS QUOTE FROM CHUCK IN THE TEXT CHAT.

WE BREATHE THESE NORMS LIKE WE BREATHE SECONDHAND SMOKE, YOU KNOW, THAT THEY ARE REALLY TOXIC AND I THINK SOMEHOW MAKE IT OKAY FOR PEOPLE TO SAY THAT THAT'S JUST FUNNY.

BUT I THINK WHAT PEOPLE ARE BRINGING UP, THAT THERE'S THIS REAL ACCEPTANCE OF THESE.

YOU KNOW, IT'S JUST REALLY PART OF THE NORMS AND THE TOXICITY OF THOSE NORMS.

>> ONE THING I REALLY LIKE, CHUCK, ABOUT THE QUOTE, I THINK IT'S STARTING TO ANSWER THE QUESTION.

BECAUSE I THINK WE NEED A CONCRETE STRATEGY BECAUSE I'M SURE THERE'S NO POLLING ON THIS, BUT I'LL BET A LOT OF PEOPLE WHO WOULD

SAY IF WE DID A POLL, I'M AGAINST VIOLENCE AGAINST WOMEN, I DON'T BELIEVE IN BATTERING BUT DON'T OBJECT TO JOKES OR TEE SHIRTS.

WITH TOBACCO IT WAS THE NEW SCIENCE THAT SAID, NOW, WAIT A MINUTE, SECONDHAND SMOKE IS TOXIC, NOT JUST THE SMOKERS WHO SMOKE IS RECEIVING THAT TOXICITY AND SOMEHOW WE NEED TO KIND OF MAKE THIS POINT ABOUT NORMS.

BECAUSE I'M NOT SURE IT IS THE DOMINANT FRAME RIGHT NOW.

>> SO I'M WONDERING IF -- BECAUSE SOME OF THIS STUFF IS GETTING INTO WHAT WE WANTED TO DO, KIND OF CREATE AN ALTERNATE FRAME, THAT MAYBE WE USE THE BACKGROUND CONTEXT FOR THAT DISCUSSION IN A FEW MINUTES.

AND WHY DON'T WE MOVE ON TO SLIDE 31 IF IT WILL ADVANCE, WHICH IT'S NOT RIGHT NOW -- THERE WE GO -- SLIDE 31, WHICH ISN'T COMING UP ON MY SCREEN, SO I HOPE IT'S COMING UP ON OTHERS -- SLIDE 32 IS -- SORRY, WE'RE HAVING SOME TECHNICAL PROBLEMS HERE.

HERE WE GO.

SO, YOU KNOW, WE GAVE -- I WILL SAY THAT WE SPECIFICALLY SELECTED THOSE THREE READINGS BECAUSE WE SAW THOSE REALLY AS ANOMALIES TO THE GENERAL RESPONSE TO THE EVENT.

>> THAT'S RIGHT.

>> AND THAT THEY WERE CARRYING DIFFERENT FRAMES AND MESSAGES THAN FROM THE MOST PART OF WHAT PEOPLE SAW AND I THINK PEOPLE'S COMMENTS REFLECTED THAT SAME IMPRESSION.

THERE REALLY WERE EXAMPLES OF SEIZING AN OPPORTUNITY TO KIND OF ADVANCE THIS, A DIFFERENT FRAME OR A DIFFERENT WAY OF LOOKING AT THIS.

OBVIOUSLY THEY ARE JUST -- YOU KNOW, THERE ARE ONLY THREE SAMPLES.

SO I GUESS ONE OF THE QUESTIONS IS, DID PEOPLE SEE OTHER STUFF COME UP BUT MAYBE WHAT WE SHOULD DO IN THE INTEREST OF TIME IS KIND OF SKIP OVER THAT AND KIND OF GET TO THIS NOTION OF BARRIERS.

BECAUSE OBVIOUSLY THIS IS SOMETHING THAT EVERYONE ON THIS -- YOU KNOW, I CAN TELL FROM THE TEXT CHAT COMMENTS THAT THIS IS SOMETHING THAT EVERYONE REALLY CARES ABOUT AND IS CONCERNED ABOUT AND HAS VERY STRONG CONVICTIONS ABOUT, AND YET IT SOUNDS

LIKE A LOT OF THE RESPONSES WERE THE KIND OF WE HAD CONVERSATIONS AND IT WASN'T SYSTEMATIC.

SO WHY DON'T WE TALK A LITTLE BIT ABOUT THE BARRIERS PEOPLE WERE EXPERIENCING, WHICH COULD JUST BE THAT IT DIDN'T SEEM, YOU KNOW, PEOPLE DIDN'T HAVE TIME OR WHATEVER, BUT LET'S JUST TALK ABOUT THE BARRIERS TO RESPONDING.

>> I THINK THERE'S TWO DIFFERENT BARRIERS.

ONE IS WHY DIDN'T YOU OR YOUR ORGANIZATION RESPOND; WHAT WERE THE BARRIERS THERE.

THE OTHER IS WHAT ARE THE BARRIERS WE'RE FEELING TO GETTING THE MESSAGE ACROSS.

WHAT DO PEOPLE THINK OR WHAT THEY'RE LOOKING FOR IN AN OP-ED OR A LETTER OR HOW HARD IT IS TO TALK AND RAISE THESE ISSUES.

WHAT ARE THE CONCRETE BARRIERS IN THE WORLD AND WHAT ARE THE BARRIERS FOR YOU OR YOUR ORGANIZATION IN TRYING TO MAKE THE CASE THAT PREVENTION IS IMPORTANT.

IF YOU COULD JUST CHAT THAT IN, PLEASE.

ANYONE WHO WOULD LIKE TO SPEAK, I SEE TAMMY LEMUR HAS HER HAND -- IF YOU COULD OPEN TAMMY'S PHONE, PLEASE.

>> HI.

>> HI, TAMMY

>> ONE THOUGHT I HAD TO FRAMING AND GETTING THE MESSAGE OUT, NOT SO MUCH THE FRAMING BUT IT ALSO LINKS BACK TO WHO THE MESSENGER IS AS WELL.

THOSE OF US IN THE DOMESTIC VIOLENCE-SEXUAL ASSAULT MOVEMENT HAVE THIS SHELL TO BREAK THROUGH BEING LABELED FEMINAZIS AND HATING MEN.

WHO ARE PEOPLE ALLIED WITH THE MOVEMENT BUT NOT DIRECTLY IDENTIFIED WITH THE MOVEMENT.

HOW CAN THEY START TO ADDRESS THESE ISSUES ON OUR BEHALF.

WHEN WE MAKE A STATEMENT PEOPLE SOMETIMES ROLL THEIR EYES AND SAY OF COURSE THEY THINK THAT WAY.

BUT IF WE HAVE OTHER PEOPLE WHO ARE CONSIDERED MORE MAIN STREET, OR MORE LEGITIMATE, QUOTE, UNQUOTE, RIGHTLY OR WRONGLY SO IN THE PUBLIC VENUE, I THINK WE WILL GET MORE I THINK WE WILL GET MORE I THINK WE WILL GET MORE MILEAGE OUT OF THE MESSAGES .

>> SO YOU ARE REALLY DESCRIBING WE NEED TO BE THOUGHTFUL IN TERMS OF WHO THE MESSENGER IS.

>> AND THAT OBVIOUSLY COMES FROM THE BARRIER OF JUST BY THE NATURE OF SPEAKING UP TO A CERTAIN EXTENT SOME OF OUR VOICES ARE AUTOMATICALLY REJECTED.

>> RIGHT.

AND THAT'S NOT SAYING WE SHOULDN'T STILL MAKE OUR VOICE OUT THERE.

WE SHOULD BE OUT THERE LOUD AND CLEAR.

BUT SIDE BY SIDE WITH OTHER PEOPLE WHOSE VOICES MAY BE JUST AS LOUD AND JUST AS CLEAR, BUT THEY ARE GOING TO BE HEARD DIFFERENTLY THAN WE ARE.

>> UH-HUH.

>> YOU KNOW, I'M LOOKING THROUGH SOME OF THESE OTHER -- THERE'S ONE COMMENT, PEOPLE WHO ARE WILLING -- IT WAS JUMPING AROUND -- THE PEOPLE WHO ARE WILLING TO LISTEN AREN'T THE ONES WHO NEED TO HEAR IT.

THAT GOES BACK TO FRAMING AS A TOOL BECAUSE WE CAN LOOK AT HOW TO GET THAT MESSAGE HEARD BY PEOPLE WHO AREN'T NECESSARILY THE ONES LIKELY TO HEAR IT MAYBE IN THE WAYS WE'RE TALKING ABOUT IT NOW.

>> AND I THINK THAT GAY LYNN KIND OF REFLECTED YOUR COMMENTS AS WELL, TAMMY, WHEN SHE SAID I WOULD WRITE THIS ARTICLE BUT I WOULD WANT THIS MAN TO SIGN THE OP-ED AND IN MY CASE IT WOULD BE THE SHERIFF.>> THIS IS DAVID.

I THINK IT'S INTERESTING THE WAY THE FAMILY VIOLENCE PREVENTION FUND FRAMED THEIRS, IS THAT I TYPICALLY DO NOT THINK OF FOX AS A ALLY, BUT YET THE FRAMING OF WHAT THEY DID WELL THEN CREATED AN INVITATION THAT MIGHT IN THE FUTURE BE ABLE TO LOOK AT HOW WE CAN USE FOX AS A SUPPORT IN WHAT WE'RE DOING.

SOMETIMES IF WE -- THAT'S THE CHALLENGE IN HOW TO FRAME THIS ISSUE, HOW WE CAN FRAME PEOPLE AS POTENTIAL ALLIES AS OPPOSED TO JUST FRAMING THE POTENTIAL PROBLEM.

>> THAT'S REALLY GOOD, DAVID.

I THINK THAT'S REALLY THOUGHTFUL.

LET ME ADDRESS PEOPLE FOR A SECOND -- DIRECT PEOPLE TO AUDRA HICKSON'S COMMENTS.

SHE'S TALKING ABOUT CAMPUS BUT I THINK WE CAN BE TALKING ABOUT PRETTY MUCH THE WHOLE COUNTRY.

GENDER VIOLENCE IS NORMALIZED AND CONSIDERED LESS OF A ISSUE THAN RACE.

>> I THINK MOST OF US WOULD AGREE WITH THIS.

ONE IS WHY AND THE OTHER IS, WHAT ARE SOME THINGS THAT WE DO ABOUT THAT?SO MAYBE WE SHOULD GET TO THAT BY MOVING TO SOME OF THE FRAMING STUFF AND REALLY TALKING ABOUT IT AND THEN COME BACK AROUND TO THAT QUESTION, BECAUSE CLEARLY WHAT WE'RE SAYING BY HAVING THIS FORUM IS THAT FRAMING IS PART OF THE SOLUTION AND I THINK WHAT WE'RE IDENTIFYING IS THERE'S A UNIQUENESS TO THE GENDER ISSUE THAT REQUIRES A SPECIAL ATTENTION TO FRAMING AND SOME -- YOU KNOW, THAT THERE'S SOME SPECIAL CHALLENGES WE'RE FACING AROUND GENDER BEING DIFFERENT FROM OTHER HATE AND VIOLENCE.

>> I THINK THAT BARRIER LIST I THINK SHOWS SOME OF THE -- PEOPLE HAVE TEXT CHATTED IN SHOWS WHY SOMETIMES I THINK WE'RE PANEL LIEZD IN TERMS OF A RESPONSE.

WE HAD IDENTIFIED A FEW BARRIERS AHEAD OF TIME.

YOU KNOW, IT'S NOT OUR PLACE TO SAY ANYTHING, IT DOESN'T RELATE TO US, WHAT WOULD WE DO ANYWAY, LIMITED TIME, LIMITED STAFF TIME.

BUT I THINK THIS ONE, AND THIS IS WHAT I REALLY THINK WE CAN FOCUS ON A LITTLE BIT NOW, WHAT DO WE ACTUALLY SAY OR WHAT IS THE FRAME?I THINK THAT'S COMING UP IN A NUMBER OF THE THINGS YOU ALL ARE TEXT CHATTING IN.

WHAT DO WE SAY THAT'S GOING TO BE EFFECTIVE AND BE HEARD BY THE PEOPLE WHO NEED TO HEAR IT AND THEN WHO MIGHT THE MESSENGERS

FOR THAT BE?WHY DON'T WE MOVE TO THAT TOGETHER AND SORT OF THINK TOGETHER ABOUT IT.

BECAUSE THIS I KNOW CAN BE A MAJOR BARRIER.

SO BEFORE WE DISCUSS THE ALTERNATE FRAME THAT COULD BE POWERFUL, I JUST WANT TO INTRODUCE THESE 3 QUESTIONS AS A WAY FOR US TO THINK ABOUT THESE.

ALL FRAMES REALLY ANSWER 3 QUESTIONS EITHER EXPLICITLY OR IMPLICITLY AND THAT IS WHAT IS THE PROBLEM, WHY DOES THIS MATTER TO US, AND WHAT IS THE SOLUTION.

THE ANSWER TO THE FIRST QUESTION IS REALLY THE FRAME'S PROBLEM STATEMENT.

AND IT'S IMPORTANT TO UNDERSTAND HOW WE DEFINE THE PROBLEM AND TO FOCUS NARROWLY ON JUST ONE ASPECT OF THE PROBLEM IN ORDER TO BE ABLE TO DESCRIBE IT SUCCINCTLY.

>> UH-HUH, AND THEN SECONDLY THE FRAME ANSWERS WHY DOES THIS PROBLEM MATTER.

YOU MIGHT CALL THIS THE VALUE DIMENSION.

THAT'S WHERE WE SAY WHAT'S AT STAKE.

THAT'S WHERE WE TELL K-MART IT'S YOUR BUSINESS THAT'S AT STAKE OR THAT'S WHERE WE SAY TO FOX NEWS, WE'RE WATCHING YOU.

AND ALSO THAT GIVING YOU CLAIM YOU HAVE GOOD VALUES, YOU CERTAINLY WOULD NEVER BE DOING THIS KIND OF A PROGRAM.

IT'S A GOOD OPPORTUNITY WHEN WE TALK ABOUT WHY THE TARGET THAT WE'RE AIMING FOR, THE ARGUMENT AUDIENCE SHOULD CARE, IT'S A GOOD OPPORTUNITY TO DISCUSS THE LARGER PROBLEM OF VIOLENCE AGAINST WOMEN AND GIRLS AND TO DEMONSTRATE HOW THIS SPECIFIC EVENT IS PART OF THE LARGER PROBLEM.

>> LASTLY, A FRAME IDENTIFIES SOLUTIONS TO THE PROBLEM AT HAND, LARRY.

THESE SHOULD BE SIMPLE, SPECIFIC AND DOABLE SO THAT THAT ALSO CAN BE HEARD AS PART OF THE COMMUNICATION.

>> AND WE WANT TO FOCUS ON PREVENTION, SPECIFIC WAYS WE CAN WORK TOWARD IMPLEMENTATION OF PREVENTION POLICIES AND INCREASE PUBLIC AND POLITICAL WILL FOR THESE PROBLEMS -- FOR THESE POLICIES, I'M SORRY.

SO I THINK IT'S IMPORTANT AS WE HAVE THIS CONVERSATION ABOUT ALTERNATE FRAMES, TO REMEMBER THAT WE'RE LIVING IN A SOCIETY THAT AS WE SEE THROUGH ITS JOKES, THROUGH ITS TV, THROUGH ITS RESPONSE, THAT IT DOESN'T SYSTEMATICALLY RECOGNIZE VIOLENCE AGAINST WOMEN AND GIRLS.

THAT'S WHERE WE'RE STARTING OUT FROM, WITH A CULTURE OF ACCEPTANCE WHICH JEOPARDIZES FUNDAMENTAL SAFETY OF WOMEN AND GIRLS IN OUR SOCIETY, WHETHER IT BE AT SCHOOL, AT WORK, IN THEIR OWN HOMES.

SO IT'S ESSENTIAL WE ADDRESS IT AND CONVEY A MESSAGE, A FRAME, IN THE PUBLIC ARENA THAT THIS IS NOT ACCEPTABLE AND ALSO THAT THIS IS FIXABLE, THAT IT'S PREVENTABLE.>> I TOTALLY AGREE.

THIS IS SUCH IMPORTANT WORK.

AND I THINK, YOU KNOW, WE REALLY WANT TO SPEND SOME TIME NOW TRYING TO FIGURE OUT TOGETHER HOW WE CAN BEST PUT THIS MESSAGE OUT THERE TOGETHER AND WHEN WE'RE TALKING ABOUT THESE ALTERNATE FRAMES REALLY I THINK WE NEED TO TALK ABOUT DIFFERENT WAYS OF DESCRIBING AND UNDERSTANDING THESE ISSUES AND I THINK THAT WILL HELP US GET OVER OR GET TOWARDS GETTING OVER SOME OF THOSE BARRIERS PEOPLE WERE IDENTIFYING.

>> SO LET'S BE SPECIFIC ABOUT THESE 3 ELEMENTS AND LET'S SEE IF WE CAN SORT THEM OUT AS A GROUP AND START WITH THE FIRST, WHAT IS THE PROBLEM.

AND WHAT WOULD YOU SAY SHAPES -- AND WHY DON'T YOU TEXT CHAT IN -- DRAWING WHAT WE'VE LEARNED ABOUT THE ENVIRONMENT AND THE LARGER ENVIRONMENT'S ROLE, WHAT WOULD YOU SAY SHAPES THE ENVIRONMENT OF VIOLENCE AGAINST WOMEN?.

>> WE'RE GOING TO ASK YOU TO WRITE THIS IN AND ASK PEOPLE TO REVIEW IT AND THEN ASK PEOPLE TO COME ON AND TALK ABOUT WHAT THEMES THEY ARE SEEING, WHAT CLUSTERS THEY ARE SEEING.

THEN IF YOU HAVE YOUR HAND RAISED, I THINK WHAT I WANT TO DO IS GET THIS QUESTION OUT THERE AND THEN AFTER WE'VE HAD -- GIVEN PEOPLE A CHANCE TO TEXT CHAT IN, WE'LL GIVE YOU -- WE'LL OPEN UP YOUR LINE.

SO LET'S REPEAT THE QUESTION.

DRAWING ON WHAT WE'VE LEARNED ABOUT NORMS AND THE LARGER ENVIRONMENT'S ROLE IN SHAPING VIOLENCE AGAINST WOMEN, TEXT CHAT IN NOW HOW YOU WOULD DESCRIBE THE PROBLEM OF VIOLENCE AGAINST WOMEN..

>> HUMAN RIGHTS VIOLATION, INTERNALIZED MYTHS.

IN SOME WORK I'VE JUST BEEN DOING ABOUT THE ROBERT JOHNSON FOUNDATION, WE TALKED ABOUT COMMUNITY NARRATIVES AND CHANGING THE NARRATIVE.

BRIEF TALKS ABOUT EVALUATION AND COMPLEXITY I THINK IS A VERY INTERESTING TERM THAT HEATHER RAISES, THE LESS THAN ISSUE.

>> LET'S GIVE PEOPLE A LITTLE BIT MORE TIME TO TEXT CHAT IN.

FOR THOSE OF YOU WHO HAVE FINISHED, IF YOU CAN JUST REVIEW WHAT'S ALREADY THERE AND THINK ABOUT WHAT YOU SEE AS THE MAJOR THEMES OR HOW YOU MIGHT CLUSTER THIS TOGETHER TO DESCRIBE THE PROBLEM IN A FRAME..

>> LOOKS LIKE SOME OTHERS ARE STARTING TO DO SOME SUMMING UP.

GOOD TEXT CHATTING.

VERY THOUGHTFUL..

>> SO AS WE'RE GIVING FOLKS A CHANCE TO FINISH THAT UP, IF THERE'S ANYONE WHO WANTS MAYBE TO COME ON THE PHONE LINE AND TALK ABOUT WHAT MAJOR THEMES YOU ARE SEEING, HOW YOU MIGHT SUM THIS UP, WILLIAM MAYBE WE COULD START WITH YOU MAYBE KIND OF USING WHAT EVERYONE HAS SAID AS THE BASIS FOR US TO WORK TOWARDS A NEW FRAME.

LYDIA, DO YOU WANT TO START US OFF? LYDIA GUY, CAN WE HAVE HER PHONE LINE OPENED, PLEASE?.

>> LYDIA, YOUR PHONE MAY BE ON MUTE.

>> CAN YOU HEAR ME?.

>> NOW WE CAN.

>> SHE TOLD ME I MAY BE ON MUTE BEFORE I STARTED TALKING.

>> HI, LYDIA, WELCOME.

>> HELLO.

TO ME IT SEEMS LIKE THE MAJOR FRAME IS AROUND -- I'M TALKING ABOUT THE PERVASIVENESS, BUT HAVING A HOPEFUL QUALITY AND BEING MORE ENGAGING IN OUR FRAMES.

IT'S THAT PIECE, WE'RE ALL IN IT TOGETHER AND WE ALL CONTRIBUTE TO IT AND SO I THINK WE SOMETIMES HAVE FRAMES THAT ARE TOO LONG.

THEY ARE TOO COMPLEX TO BE A FRAME.

>> UH-HUH.

>> THEY ARE MORE A DISSERTATION, WHICH WE ALL KNOW THAT VIOLENCE AGAINST WOMEN WE CAN WRITE DISSERTATIONS ON, BUT THAT'S NOT WHAT A FRAME SHOULD BE.

>> I THINK IT'S HELPFUL THAT YOU ARE THINKING NOT JUST ABOUT WHAT THE WORDS ARE BUT KIND OF THE PERSONALITY THAT GOES WITH IT, THE HOPEFULLY, THE WE'RE IN IT TOGETHERNESS WHICH IMPLIES A CERTAIN KIND OF COMMUNICATION.

ANYONE WANT TO ADD --.

>> I KNOW YOU HAD A COMMENT BEFORE.

WHY DON'T WE OPEN UP BEN ATHERTON'S PHONE LINE..

>> HELLO.

>> HI, BEN.

>> HI, I REALLY APPRECIATE LYDIA'S COMMENTS.

IT WAS INTERESTING THAT DAVID TALKED ABOUT THE FRAMING OF K-MART AS AN ALLY AND I THINK THAT'S AN IMPORTANT -- I'M SORRY, OF FOX NEWS -- THEN I WAS THINKING OF K-MART.

MY INITIAL PHONE CALLS TO K-MART TO TRY TO GET THEM TO COMMENT WERE FRAMED -- I TRIED TO FRAME THEM LIKE THAT, HEY, HERE'S AN OPPORTUNITY, IT WAS BEFORE THE HOLIDAY SEASON.

MAYBE THERE WAS A VEILED THREAT, YOU WOULDN'T WANT THE STORY TO BE BROKEN AS K-MART IS UNFRIENDLY TO WOMEN; YOU WOULD WANT IT TO BE K-MART IS FRIENDLY AND TOOK THIS ACTION AND TOOK THE SHIRTS OFF.

MY CALLS NEVER GOT RETURNED.

IT SOUNDS LIKE KAREN HECK FROM MAINE, WHO HAS DONE A LOT MORE WORK ON THIS THAN I HAVE, DIDN'T GET HER CALLS RETURNED.

BUT I THINK IT'S AN INTERESTING TACTIC.

IT SOUNDS LIKE ESTA AND FOLKS AT THE FAMILY VIOLENCE PREVENTION FUND, LISA LETTERER, HAVE AFTER THE FACT FRAMED FOX NEWS AS AN ALLY, SAID, HEY, THANKS, WE SEE THAT YOU DID THIS BECAUSE IT'S THE RIGHT THING TO DO AND WE APPRECIATE THAT.

IT MIGHT BE AN AFTER THE FACT FRAMING OF SOMEONE AS AN ALLY MIGHT ENCOURAGE OTHERS TO BEHAVE IN A SIMILAR FASHION.

>> AND WHAT'S THE (INAUDIBLE) BETWEEN ON THE ONE HAND FRAMING SOMEONE AS AN ALLY AND KIND OF WELCOMING THEM IN AND ENCOURAGING, AS LISA WAS SAYING, FURTHER PARTICIPATION AND ON THE OTHER HAND MAYBE BEING COOPTED OR USED AND THEY COULD DO THINGS LATER AND SAY, SEE, WE'RE REALLY NOT SO BAD, REALLY REALLY, REALLY SUPPORTIVE IN THESE KINDS OF WAYS.

>> I GUESS IT'S A DANGER.

WE SAW THIS AS GREEN WASHING WHEN SOME OF THE CORPORATIONS AFTER THE FIRST EARTH DAY SAID, SEE, WE'RE ENVIRONMENTALLY FRIENDLY.

IT'S AN ON-GOING PROCESS THAT WE HAVE TO BALANCE.

I THINK SOMETIMES SEEING THEM AS AN ALLY, YOU HAVE TO BALANCE THE CARROT WITH THE STICK.

CLEARLY THE CARROT DIDN'T WORK FOR K-MART.

INTERESTINGLY ENOUGH, IT DID WITH ANOTHER CHAIN.

I READ THERE'S AN ARTICLE TODAY ABOUT A CHAIN I THINK IN OHIO THAT THE MOMENT THEY HEARD A COMPLAINT, THEY DROPPED IT BECAUSE OF COURSE WE WOULD NEVER PUT A SHIRT UP LIKE THAT THAT PROMOTED VIOLENCE AGAINST WOMEN AND THEY NOW HAVE A PROCESS BY WHICH THEY SCREEN THE CONTENT FOR THEIR SHIRTS.

I MEAN, HOW MANY COMPANY DO THAT?THEY SCREEN THEIR MERCHANDISE FOR CONTENT THAT'S INSENSITIVE TO VIOLENCE AND HOMO PHOBIA.

>> THIS COULD BE PROVIDING VOCAL SUPPORT BEHIND A COMPANY LIKE THAT.

I THINK THAT MAYBE THERE'S AN UNDERLYING ISSUE WHICH IS THAT PART ABOUT THE NORMS THAT'S ENABLING OR -- THAT PEOPLE AREN'T EVEN THINKING ABOUT THIS STUFF, IT'S PROBLEMATIC WHEN IT COMES OUT.

ONE OF THE FRAMES THAT WAS SORT OF POSED THAT I THINK IS KIND OF INTERESTING, AND I'M WONDERING IF WE CAN GET ALYSSA KLEIN TO TALK ABOUT IT A LITTLE BIT, IS SHIFTING FROM VIOLENCE AGAINST WOMEN TO VIOLENCE AS A COMMUNITY PROBLEM PARTICULARLY IN TERMS OF THE EFFECTIVENESS OF FRAMING I'M WONDERING ABOUT THAT BECAUSE OF THE COMMENT THAT PEOPLE HAVE MADE ABOUT HOW ACCEPTED VIOLENCE AGAINST WOMEN IS, THAT WE'RE SO DESENSITIZED TO IT.

ONE QUESTION I HAVE IS THAT BY THAT BEING THE CORE FRAME, ARE PEOPLE TURNING OFF TO IT AND THAT BY SHIFTING IT A LITTLE BIT TO ACKNOWLEDGE VIOLENCE IN OUR COMMUNITY, I WONDER IF THAT MIGHT HELP OPEN THE DOOR.

ALYSSA, DO YOU WANT TO TALK A LITTLE BIT MORE ABOUT WHERE THAT'S COMING FROM?.

>> WE'VE GOT YOUR PICTURE UP, ALYSSA, ARE YOU THERE?.

>> WE HAVE SO MANY PEOPLE'S PHOTOS.

>> I GUESS -- THIS IS SOMETHING THAT IS KIND OF AN ON-GOING QUESTION AND DISCUSSION WITHIN THIS FIELD SO IT'S NOT ANYTHING NEW, BUT I'VE GOTTEN TO THE PLACE, YOU KNOW, AFTER WORKING FOR MORE THAN 20 YEARS IN THIS FIELD, THAT WE'RE NOT -- ON SOME LEVEL WE'RE NOT SERVING OUR PURPOSES ANY MORE BY ONLY FRAMING THIS AS VIOLENCE AGAINST WOMEN.

I FELT A LITTLE UNCOMFORTABLE EVEN WRITING THAT IN THIS CHAT BECAUSE SO MUCH OF WHAT JACKSON KATZ SAYS IN HIS ARTICLE IS WE HAVE TO BE NAMING THINGS AS THEY ARE AND WE HAVE TO BE SEEING THIS AS HATE CRIMES AGAINST WOMEN BY WHITE ANGRY MEN.

IN FACT I THINK WHAT COULD BE MORE OF A MOTIVATOR FOR INDIVIDUALS AND FAMILIES IS TO REALLY BE ABLE TO KIND OF EMBRACE THIS IDEA THAT VIOLENCE AGAINST WOMEN, WOMEN BEING HURT IN OUR COMMUNITY, IS

REALLY SOMETHING THAT'S HARMING ALL OF US, ESPECIALLY SINCE 90 PERCENT -- OVER 90 PERCENT OF VIOLENCE AGAINST WOMEN, AND WE'RE TALKING ABOUT GIRLS AND ADULT WOMEN -- IS PERPETRATED BY AND THE VICTIMIZATION IS HAPPENING AMONGST PEOPLE WHO KNOW EACH OTHER, WITHIN FAMILIES, COMMUNITIES, CLOSE RELATIONSHIPS.

SO ALL OF THE PEOPLE THAT KIND OF ENCOMPASS OR ALL OF THE BY STANDERS ARE FAMILY MEMBERS, ARE -- ON COLLEGE CAMPUSES IT'S YOUR OTHER STUDENTS, FRIENDS, PROFESSORS, IT'S THE COLLEGE COMMUNITY.

I THINK THAT FRAME OF THIS ISN'T JUST A PROBLEM OF VIOLENCE THAT'S AGAINST WOMEN BUT IT'S SOMETHING DESTROYING EVERYONE INVOLVED INCLUDING THE PERPETRATED, INCLUDING THE FAMILY AND FRIENDS OF PEOPLE WHO ARE PERPETRATING, INCLUDING CLEARLY ALL THE VICTIMS AND ALL THE PEOPLE THEY ARE CONNECTED TO.

EVERYBODY THAT IS IN THOSE BYSTANDERS ARE ONE -- ARE CONNECTED TO BOTH THE VICTIM AND THE PERPETRATOR SO IT REALLY IS A COMMUNITY HARM ISSUE.

>> WELL, YOU KNOW, FOR ME THAT GOES, YOU KNOW, TO WHAT WE'VE BEEN TALKING ABOUT THROUGH THESE FORUMS ALL ALONG, ABOUT WE NEED A COMMUNITY SOLUTION.

I THINK WHEN WE DEFINE THIS AS A PROBLEM OF VIAL AGAINST AGAINST WOMEN, IT'S EASY TO SAY, WELL, IT'S JUST THEM.

THIS ISN'T ME, THIS ISN'T MY FAMILY, IT REALLY IS DEVICIVE IN SOME WAYS.

I THINK WE NEED MUCH BROADER OWNERSHIP OVER THIS PROBLEM IN ORDER TO GET MUCH BROADER OWNERSHIP OVER THE SOLUTION.

SO I THINK IT'S -- YOU KNOW, IT MIGHT BE SOMETHING PEOPLE WANT TO KIND OF TRY AND TEST OUT, YOU KNOW, THAT WILL WORK BETTER IN DIFFERENT PLACES, I THINK, BUT I THINK IT'S INTERESTING TO THINK ABOUT IT.

IT LOOKS LIKE, JUST QUICKLY SCANNING THROUGH THE TEXT CHAT, WE'RE GETTING A LOT OF I AGREES, ALYSSA

>> THIS WHOLE NOTION, I THINK, OF FAMILY IS KIND OF LIKE -- OR IT'S EVERYONE OR I LIKE THE -- I MEAN, THAT THE BYSTANDER IS A FAMILY MEMBER BECAUSE BYSTANDER SOUNDS LIKE SOMEONE ON THE STREET WHEN YOU FIRST HEAR THAT TERM OR SAY IT, A PRIVATE MATTER.

MAYBE A FRAME THAT SAYS OUR PRIVATE LIVES ARE BEING INTERRUPTED, OUR PRIVATE LIVES ARE BEING AFFECTED IN SOME VERY, VERY NEGATIVE WAY.

>> AND I THINK WHERE THAT GOES RIGHT AWAY IN SOME WAYS IS TO THE NEXT QUESTION OF WHY DOES THIS MATTER.

AND WHY DON'T WE -- AND I THINK SOME OF BEN'S COMMENTS ABOUT WHY THIS MATTERS FOR K-MART OR WHY THIS MATTERS FOR BUSINESS, DEPENDING ON WHO YOUR AUDIENCE OR WHERE YOU WANT TO GO, YOU'RE GOING TO HAVE A DIFFERENT WAY OF DESCRIBING THIS.

BUT JUST TO KIND OF KEEP MOVING THROUGH THIS, TRYING TO CREATE SOME NOTION OF ALTERNATIVE FRAMES, WHAT ARE SOME WAYS YOU WOULD DESCRIBE WHY THIS MATTERS? I THINK THAT ONE THAT THAT AFFECTS ALL OF US, THIS AFFECTS THE OUR FAMILIES, THIS DESCRIBES THE PEOPLE WE LOVE, WHAT ARE SOME OTHER WAYS PEOPLE WOULD DESCRIBE WHY THE PROBLEM MATTERS.

>> THAT'S A GOOD QUESTION.

I KNOW WE HAD IT PLANNED IN ADVANCE BUT I'M HAPPY TO SEE IT UP HERE.

SORRY, WE WERE ON MUTE.

I DON'T KNOW HOW LONG WE WERE ON MUTE, LARRY.>> JUST A MINUTE..

>> SO WE'RE TEXT CHATTING IN WHY DOES THIS MATTER.

>> AS YOU'RE READING THE TEXT CHATS WHERE IT'S LIKE SUFFERING BECAUSE EACH MAN IN THE WORLD KNOWS WOMEN WHO THEY CARE ABOUT, JUST THINK WHO WILL THIS FRAME, THIS REASON IT MATTERS, WHO WOULD IT FLY WITH AND WHO WOULD REJECT IT? BECAUSE AS RACHEL YOU WERE SAYING EARLIER, PEOPLE JUST AUTOMATICALLY REJECT IT, IT'S GOING TO BE LESS EFFECTIVE.

OBVIOUSLY WHAT WE'RE REALLY TALKING ABOUT IS NOT WHAT PEOPLE SHOULD THINK BUT HOW DO WE BEST GET OUR MESSAGES OUT.

>> I KNOW IN SOME OF THE VIOLENCE AFFECTING YOUTH WORK THAT WE'VE BEEN DOING THAT SOME OF THE DESCRIPTIONS, YOU KNOW, THINKING ABOUT HOW TO FRAME THIS IS REALLY TO THINK ABOUT PROTECTING -- YOU KNOW, WE NEED TO PROTECT YOUNG CHILDREN SO THAT BY THE TIME THEY ARE ADOLESCENTS THAT THERE'S NOT AS HIGH A RISK OF VICTIMIZATION OR PERPETRATION.

I'M WONDERING FOR THIS IF FOR SOME AUDIENCES THE WAY TO DESCRIBE THIS IS THE EFFECT THIS HAS ON CHILDREN WHO ARE WITNESSING BATTERING IN THE HOME AND THAT'S REALLY A CONCERN THAT THAT AFFECTS KIDS' ABILITY TO BE SUCCESSFUL IN SCHOOL, THERE'S ALL KINDS OF MEPLGTS HEALTH PROBLEMS AFFECTED WITH IT AND OBVIOUSLY ADVERSE CHILDHOOD OUT COMES.

>> WHEN YOU MENTIONED ADVERSE EFFECTS, I WAS GOING BACK IN MY MIND TO THOSE SCHOOL SHOOTINGS.THESE ARE YOUNG SHOOTINGS.

ON THE ONE HAND IT'S LIKE IF THEY WERE OLDER IT WOULDN'T MATTER, WHICH IS CRAZY, BUT WE SEE ON OTHER HEALTH ISSUES WE WORK ON WHEN YOU TALK ABOUT CHILDREN HEALTH YOU MAY GET A BETTER RESPONSE THAN WHEN YOU TALK ABOUT ADULT HEALTH.

>> I KNOW TIME IS ZIPPING AWAY QUICKLY.

WE'RE HEARING -- IF YOU HAVE A CHANCE TO WRITE THIS IN, I'D LIKE TO ENCOURAGE PEOPLE TO RAISE YOUR HAND SO WE CAN OPEN UP YOUR PHONE LINE AND HEAR MAYBE WHAT RESONATES HERE FOR YOU IN TERMS OF THE DESCRIPTION OF WHY THIS MATTERS.

>> I'M INTERESTED IN SARAH'S COMMENT THAT MEN ARE HURT BY THE PERCEPTION OF MEN AS VIOLENT.

AND THAT HURT CAN REALLY MEAN IT'S AN INEFFECTIVE FRAME OR THE HURT CAN BE USED JUST TO KIND OF SAY, WAIT A MINUTE, MOST MEN ARE CARING AND TO START TO SEPARATE OUT MEN AS CARING AS IT DEFINES TAKING ACTION RATHER THAN STANDING BY AS PART OF BEING CARING, IT ALLOW THAT RISK -- TO SEPARATE OUT FROM THE HURT TO THE POSITIVE.

>> SO, ALYSSA, YOUR PHONE LINE MAY STILL BE OPEN.

DO YOU WANT TO MAKE SOME MORE COMMENTS?.

>> I DO.CAN YOU HEAR ME?.

>> YEAH.

>> I DON'T WANT TO TAKE UP TOO MUCH TIME.

I'M SORRY, BUT, LARRY, YOU SAID SOMETHING THAT I REALLY WANTED TO RESPOND TO.

IT'S KIND OF A REALTIME SITUATION.

IN THE COMMUNITY THAT I LIVE IN, IT'S A FAIRLY SMALL COMMUNITY.

THERE'S A CHARTER SCHOOL, VERY PROGRESSIVE, ALMOST RADICAL CHARTER SCHOOL.

50 PERCENT OF THE PEOPLE WHO TEACH THERE, IT'S AN ELEMENTARY LEVEL SCHOOL, ARE MEN, WHICH IS VERY UNUSUAL IN TERMS OF NUMBERS OF TEACHERS WITHIN A SCHOOL.

THIS PAST WEEK ONE OF THE TEACHERS, HE'S A FORMER TEACHER, WAS ARRESTED FOR POSSESSION OF CHILD PORNOGRAPHY.

AND I'VE BEEN WORKING WITH THIS SCHOOL BECAUSE ONE OF THE THINGS THAT'S HAPPENING IS IT'S CASTING ASPERSIONS ON ALL OF THE MALE TEACHERS IN THE SCHOOL.

YOU KNOW, PEOPLE ARE SAYING, SEE, THAT'S WHY -- THAT'S THE ONLY REASON THAT MEN WOULD CHOOSE TO BE TEACHERS IS TO HAVE THAT ACCESS TO KIDS.

AND ALL OF THE MALE TEACHERS ARE FREAKING OUT AND THEY'RE FEELING LIKE THEY HAVE TO DO THIS DISTANCING THING WITH THE KIDS AND NEVER TOUCH THEM ANY MORE AND NEVER CREATE KIND OF CLOSE BONDS WITH THEM ANY MORE.

AND I'M JUST KIND OF OFFERING THIS STORY AS A KIND OF PARABLE OR SOMETHING TO SHOW THAT, YOU KNOW, EXACTLY WHAT YOU ARE SAYING, LARRY, IS THAT WE END UP DOING TERRIBLE HARM TO ALL MEN.

CONSTANTLY JUST FRAMING MEN AS POTENTIAL PERPETRATORS SORE SEEING ONE MAN AS AN EXAMPLE OF WHAT EVERY MAN IS LIKE OR COULD BE LIKE.

SO WE HAVE TO THINK OF ANOTHER FRAME FOR HOW WE DEAL WITH THE PEOPLE THAT DO CAUSE HARM.

>> UH-HUH.

>> AND I THINK THAT WHEN, AT THE VERY BEGINNING WHEN WE TALKED ABOUT THE 5 NORMS, ONE OF THOSE IS THE TRADITIONAL MASCULINITY THAT'S UNDERSCORING SOME OF THE WAYS PEOPLE ARE PERCEIVING THIS STUFF AND THAT'S INFORMING PEOPLE'S REACTIONS IN THAT WAY.

AND THAT'S JUST VERY HARMFUL AS WELL BECAUSE CERTAINLY THAT'S NOT HOW ALL MEN ARE.

>> THEN I THINK WITH MEN WHO WOULD NOT THINK OF THEMSELVES AS HURTFUL BUT MIGHT BE LAUGHING AT SOME OF THE JOKES OR AT LEAST NOT INTERVENING AND THINKING THE JOKES ARE KIND OF NATURAL MALE, YOU KNOW, IT'S KIND OF -- WHAT'S THE BEST WAY TO INTERVENE IS A VERY, VERY HARD QUESTION, I THINK.

YOU KNOW, HOW DO YOU BOTH PROMOTE A POSITIVE ROLE KIND OF THE REINFORCEMENT JUST AS WE TALKED ABOUT FOR K-MART AND AT THE SAME TIME THE CRITICAL MOVEMENT, YOU KNOW, TO A MORE EFFECTIVE AND SUPPORTIVE VIEW IN TERMS OF REDUCING VIOLENCE.

>> DO OTHER PEOPLE HAVE COMMENTS? I KNOW THAT WE'RE, YOU KNOW, WE'RE SHORT ON TIME.

OBVIOUSLY FOR ME THIS HAS BEEN A REALLY RICH DISCUSSION IN TERMS OF WHAT PEOPLE ARE TEXT CHATTING IN AND FEELS LIKE THIS IS JUST REALLY THE BEGINNING.

CHUCK, I SEE YOU HAVE A COMMENT.

IF WE COULD OPEN CHUCK DERRY'S PHONE LINE, THAT WOULD BE SUPER.

>> HELLO..>> HI, CHUCK, WELCOME.>> HI, THANK YOU.

I'M JUST A LITTLE BIT -- I'M A LITTLE BIT DISTURBED ABOUT THE NOTION OF NEUTRALIZING LANGUAGE ABOUT MEN'S VIOLENCE.

AND I'M REALLY -- I THINK WE GET AROUND THIS ISSUE OF MEN BEING ALIENATED BY DISCUSSIONS OF NAMING IT AS MEN'S VIOLENCE AGAINST WOMEN AND CHILDREN BY REALLY ENGAGING THEM IN DISCUSSIONS AROUND MALE PRIVILEGE AND GENERAL AND SEXIST ENTITLEMENTS THAT ALL MEN GET AND HOW VIOLENCE IS A FOUNDATIONAL PIECE OF MAINTAINING THAT ENTITLEMENT, AND THEN BEGIN TO ENGAGE MEN'S CONSCIENCE AND MORAL VALUES AROUND HOW DO THEY WANT TO PARTICIPATE IN THIS BROADER SYSTEM THAT THEY CAN OPT OUT TO SOME DEGREE OF THE SEXIST SYSTEM AND THEN WE CAN WATCH AND SEE WHICH MEN ARE WILLING TO GIVE UP THOSE PRIVILEGES AND BECOME MORE SUSTAINED ALLIES.

>> I THINK WHAT YOU'RE SAYING IS SO IMPORTANT.

YOU KNOW, FRANKLY, FOR ME THAT IT'S ONE OF THESE BIG STRUGGLES BECAUSE AS I SEE -- I THINK WHAT YOU'RE SAYING IS REALLY OBVIOUSLY RESONATING WITH FOLKS ON THE TEXT CHAT AS WELL IN THAT THE QUESTION FOR ME IS THAT IF THAT'S WHERE WE REALLY NEED TO GO, THEN HOW DOES THAT GET PUT OUT IN A WAY THAT OTHER FOLKS WHO AREN'T

GOING TO HEAR THAT AND SAY EXACTLY ALSO CAN HEAR IT AND GET TO THE END YOU ARE TALKING ABOUT.

AND THAT'S REALLY, YOU KNOW, WHERE FRAMING BECOMES THE TOOL, BECAUSE, YOU KNOW, WE HAVE TO GROW MORE OF THE MOVEMENT WITHIN FOLKS THAT THIS RESONATES FOR KIND OF AUTOMATICALLY AND THEN WE HAVE TO GET BEYOND THAT SO THAT FOX WOULDN'T EVEN HAVE CONSIDERED, YOU KNOW, THIS RELEASE IN THE FIRST PLACE.

AND THAT, FOR ME, IS KIND OF THE CHALLENGE AND WHERE I THINK WE NEED TO GET BETTER AS A FIELD.

>> WELL, I THINK BEN'S COMMENT IS A KIND OF INTERESTING ILLUMINATING ONE BECAUSE HE SAYS MOST MEN GET MEN'S VIOLENCE IF WE LEAD THEM THROUGH A BASIC EXERCISE OR TWO.

WITH A WAY, IN FRAMING, I THINK IT'S TO REACH THE MEN THAT WE ARE NOT GOING TO BE LEADING THROUGH A BASIC EXERCISE OR TWO OR IT'S NOT GOING TO STICK.

I MEAN, MY SENSE IS THAT BY THE TIME WE HAVE THE RESOURCES TO LEAD MOST MEN AND MOST BOYS AND MOST WOMEN AND GIRLS THROUGH THOSE EXERCISES, IT WILL BE BECAUSE THERE'S A MUCH STRONGER COMMUNITY AND NATIONAL CONVICTION.

AND IN A WAY WHAT WE'RE TALKING ABOUT IS HOW DO WE GET MOST MASS MESSAGES OUT OF OUTRAGE THAT BRING US CLOSER TO THAT PLACE.

>> MAYBE I'M WRONG, BUT I'M REALLY CONCERNED ABOUT THE MEN THAT AREN'T THE LEAST BIT INTERESTED IN THOSE EXERCISES THAT WE OBVIOUSLY NEED TO ALSO ENGAGE THE MEN WHO ARE.

>> AND I'M REALLY REGRETFUL TO SAY THAT WE'RE PRETTY MUCH OUT OF TYPE AND IT FEELS LIKE WE'RE GETTING INTO THE SUBSTANCE OF THIS NOW IN TERMS OF WHAT WE NEED TO FIGURE OUT.

LET ME ASK FOLKS AND WE DIDN'T KIND OF GET TO THAT THIRD QUESTION, WHAT ARE THE SOLUTIONS, BUT I DO FEEL LIKE THIS IS THE BEGINNING OF AN IMPORTANT DIALOGUE.

LET ME JUST ASK YOU ALL TO TEXT CHAT IN NOW WHAT YOU THINK ARE THE IMPORTANT NEXT STEPS WE NEED TO DO TOGETHER, THINK ABOUT, IN TERMS OF BEING BETTER AT THIS AND WHAT WE'LL DO IS WE'LL TURN IT OVER TO DAVID TO TALK ABOUT EVALUATION.

BUT IF YOU COULD JUST -- YOU KNOW, IF WE COULD GET YOUR FINAL THOUGHTS ABOUT WHERE DO WE NEED TO TAKE THIS NEXT, EITHER A CONVERSATION WE NEED TO HAVE TOGETHER, FORUMS, SHARING INFORMATION, ET CETERA.

PLEASE TEXT CHAT THAT IN AND LET ME JUST THANK ALL OF YOU FOR YOUR COMMENTS.

I MEAN, I HAVE JUST REALLY LEARNED A LOT FROM THIS AND I THINK GOING BACK AND LOOKING AT THIS, WHICH WE'LL ARCHIVE, WILL ALSO JUST HELP US MORE AS WELL.

>> LINDA WAS THE FIRST ONE I SAW WHO A CLEAR SOLUTION, WHICH WAS TO ELECT A WOMAN FOR PRESIDENT.

I THINK THAT MAY BE AN INTERESTING PIECE OF ALL THIS IN TODAY'S NEWS.

I THINK THAT I'M ALSO INTERESTED IF PEOPLE DO THE EVALUATION AND HOW DO WE TRANSLATE THIS TO A LARGER GROUP.

I FEEL LIKE WE WERE FAIRLY QUICK IN OUR RESPONSE, FAIRLY FRANK, FAIRLY THOUGHTFUL, AND SOMETIME WITH A LARGER GROUP WE NEED TO BE A LITTLE BIT MORE STRUCTURED IN OUR THINKING AND I KNOW A LOT OF THINGS I SAID, I WOULDN'T WANT TO PUT IN WRITING YET OR I WOULDN'T WANT TO SAY ARE THE RIGHT ANSWERS; THEY WERE JUST MY THOUGHTS TO KIND OF ENCOURAGE THIS DIALOGUE.

I HAVE ENJOYED THIS DIALOGUE A LOT, RACHEL.

IT'S VERY PROVOCATIVE AND VERY, VERY IMPORTANT AND I REALLY APPRECIATE YOU SUGGESTING THIS BEING THE SUBJECT OF THIS FORUM.

>> WELL, I REALLY APPRECIATE EVERYONE PARTICIPATING.

THANKS, EVERYONE, AND LET ME HAND IT BACK OVER TO DAVID.>> THANK YOU ALL.

I FOUND THIS TO BE A REALLY INTERESTING CONVERSATION AND ONCE AGAIN ALWAYS FEELS LIKE THE BEGINNING OF A CONVERSATION.

WHAT WE'RE TRYING TO DO AT PREVENTION CONNECTION IS TO BE THE PLACE WHERE WE'RE GOING TO HAVE MORE CONVERSATIONS.

I WAS DESCRIBING US EARLIER TODAY AS IN SOME WAYS WE ARE THE -- TRY TO BE THE SOCIAL NETWORKING SITE AROUND VIOLENCE AGAINST WOMEN

PREVENTION; THAT WE CAN BRING TOGETHER IDEAS AND BE ABLE TO BUILD THE EVIDENCE THAT WE NEED TO DEVELOP OUR EFFECTIVE PROGRAM.

ON YOUR SCREEN YOU SHOULD SEE AN EVALUATION.

PLEASE FILL OUT THIS EVALUATION.

WE REALLY DO PAY ATTENTION TO THESE IN BEING ABLE TO SHAPE OUR FUTURE DIRECTION.

LARRY HAD POSED SOME QUESTIONS WE WOULD LOVE TO HEAR, IF THERE'S OTHER IDEAS HOW WE CAN CONTINUE TO BE ABLE TO CONTINUE PRESENTING AND EXPLORING THIS TOPIC.

WE'RE USING THE ONLINE TECHNOLOGY TO BE ABLE TO ADVANCE US FURTHER AND WE WANT TO BE ABLE TO FIND WAYS TO BE ABLE TO CONTINUE THAT COMMUNICATION AND BE ABLE TO CONTINUE AS WE MEET WITH EACH OTHER.

SO PLEASE FILL OUT THE EVALUATION.

WE WILL BE POSTING AT THE END OF -- GIVE US A COUPLE DAYS, WE WILL POST A TRANSCRIPT OF THIS SESSION AND A RECORDING OF THE SESSION AND ALSO THE TEXT CHAT.

SO YOU CAN BE ABLE TO GET THAT INFORMATION IN ADDITION TO THE SLIDES AND WE'LL PUT A LITTLE INFORMATION REGARDING SOME OF THE SITUATIONS THAT YOU TALKED ABOUT SUCH AS K-MART.

I'D LIKE TO THANK EVERYONE FOR YOUR SUPPORT AND ENCOURAGE YOU TO JOIN PREVENTION CONNECTION FOR FURTHER WEB CONFERENCES AND WEB DIALOGUES AND WE WILL ALSO HAVE THIS CONVERSATION HOPEFULLY CONTINUE ON THE PREVENT CONNECT LIST SERVE.

THANK YOU ALL VERY MUCH, PLEASE COMPLETE THE EVALUATION.

IF YOU HAVE ANY OTHER QUESTIONS ABOUT PREVENTION CONNECTION, YOU CAN CONTACT ME AT DAVID @ CALCASA.ORG OR GO TO WWW PREVENTCONNECT.ORG.

OUR NEXT WEB CONFERENCE IS ON EXPLORING ONLINE RESOURCES AROUND VIOLENCE AGAINST WOMEN PREVENTION.

THAT WILL BE ON FEBRUARY 14TH.

REGISTRATION IS AVAILABLE AT OUR WEB SITE.

SO THANK YOU VERY MUCH.

THIS WILL BE THE END OF OUR AUDIO PORTION OF THE SESSION AND WE WILL BE ON SO YOU CAN FINISH YOUR EVALUATIONS FOR THE NEXT FEW MINUTES.

THANK YOU VERY MUCH AND WE LOOK FORWARD TO SEEING YOU ON THE WEB IN THE FUTURE.