



TRANSCRIPT

WEB CONFERENCE

A New *That's Not Cool Campaign* Tools Website for Local Teen Dating Abuse Prevention Efforts

Wednesday, January 27, 2010

Session One: 11:00 AM – 12:00 PM Pacific

Presenters

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Host

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PLEASE STAND BY. WE ARE ABOUT TO BEGIN.
GOOD DAY, LADIES AND GENTLEMEN. WE ARE
WELCOME TO A PREVENT CONNECT CONFERENCE.
THIS TIME, JUST AS A REMINDER, THIS CALL IS
BEING RECORDED. I WOULD LIKE TO NOW TURN
THE CALL TO YOUR HOST, MR. DAVID LEE.
PLEASE GO AHEAD SIR.

1

NEW SPEAKER: THANK YOU VERY MUCH. I AM
THRILLED TO SEE SO MANY OF YOU ON LINE HERE
TODAY FOR THIS PREVENT CONNECT WEB
CONFERENCE. TODAY'S TOPIC IS, THAT'S NOT
COOL CAMPAIGN, TOOLS WEB SITE FOR LOCAL TEEN
AIDING DATING VIOLENCE PREVENTION. I AM
PLEASED TO HAVE REPRESENTATIVES FROM
VIOLENCE PREVENTION FUND AND WE WILL SHARE A
REAL EXCITING OPPORTUNITY TO BE ABLE TO HAVE
TOOLS TO BE ABLE TO EXPAND ON THE FABULOUS,

THAT'S NOT COOL CAMPAIGN FOR MANY OF YOU, REMEMBER THAT IN OCTOBER, A LITTLE OVER A YEAR AGO, THE FAMILY VIOLENCE PREVENTION FUND INTRODUCED THE THAT'S NOT COOL CAMPAIGN ON WEB CONFERENCE, NOW WE HAVE A NEXT LEVEL OF TOOLS THAT COULD HELP PREVENTION PRACTITIONERS WORK. I AM THRILLED TO HAVE ALL OF YOU HERE TODAY. BEFORE WE BEGIN, I AM GOING TO DO JUST A LITTLE BIT OF INTRODUCTION ABOUT PREVENTION CONNECTION AND OUR TECHNOLOGY. PREVENT CONNECT.ORG IS HOW YOU SIGNED UP FOR US. I DO ENCOURAGE YOU TO USE THE RANGE OF SERVICES THAT PREVENT CONNECT HAS. WE ARE AN ON-LINE COMMUNITY OF PEOPLE COMMITTED TO THE PREVENTION OF SEXUAL VIOLENCE AND INTIMATE PARTNER VIOLENCE. WE HAVE WEB CONFERENCES SUCH AS THIS. WE ALSO HAVE READING CLUBS WHICH ARE WEB CONFERENCES WHERE WE REVIEW RECENTLY PUBLISHED RESEARCH AND PUBLICATIONS ABOUT THE TOPIC, TALK WITH YOUR PEERS ABOUT THE ISSUES. WE ALSO HAVE A PREVENT CONNECT WIKI WITH WHICH IS A USER GENERATED WEB SITE DEVELOPED BY PEOPLE WHO DO THE WORK. WE ALSO HAVE A SERIES OF PODCASTS AND E-LEARNING UNITS. WE CAN GET THOSE AT OUR PREVENTCONNECT.ORG WEB SITE. DO FOLLOW US ON TWITTER AT PREVENTCONNECT. IT IS ANOTHER WAY TO GET WITHIN 140 CHARACTERS OF SPREADING THE MESSAGE MUCH WE HAVE A BLOG AND FOLLOW OUR BLOG AT CALCASA.ORG. WE HAVE A PREVENTION BLOG THERE. AND WE ALSO ARE ON FACEBOOK, SO DO BECOME A FRIEND WITH US. PREVENT CONNECT ON FACEBOOK. THERE IS ALSO OUR EMAIL GROUP. OVER A THOUSAND PREVENTION PRACTITIONERS THAT YOU CAN JOIN AND WE ALSO SEND YOU NEWSLETTERS SEVERAL TIMES A MONTH. I, AND MY COLLEAGUE CHAD SNIFFEN, I WILL SHOW YOU A PICTURE OF WHAT CHAD LOOKS LIKE. WE ARE THE MAIN STAFF. ALL WE HAVE MANY 50 PEOPLE HERE AT CALCASA THAT WORK WITH US. SO, WE WANT TO BE ABLE TO DO THAT. IF YOU WANT TO CONTACT US, WE CAN ALWAYS SEND US EMAILS OR CALL US AT 888-9222-5227. I DO WANT TO TALK BRIEFLY ABOUT THE TECHNOLOGY AND THERE ARE SEVERAL PIECES THAT WE CAN USE IN THIS TECHNOLOGY TO WORK THIS. FIRST PIECE ABOUT RAISING YOUR HAND. IF YOU LOOK ABOVE MY PICTURE, YOU WILL SEE A LITTLE HAND SORT OF IN -- THERE IS A BAR THE TOP OF IT. I'LL DRAW A CIRCLE WHERE THERE IS THAT BAR. CAN EVERYONE PLEASE RAISE THEIR HAND. JUST TO

2

SEE EVERYONE RAISING THEIR HAND. I SEE SEVERAL OF YOU ARE STARTING TO RAISE YOUR HAND. THAT IS GREAT. YES, THERE IS SOMEONE ON THE PHONE. I WANT TO ANSWER THAT. GREAT. I SEE THAT 76 OF YOU, 74 OF YOU HAVE RAISED YOUR HAND. EVERYONE, PLEASE RAISE YOUR HAND. RAISING YOUR HAND IS A WAY TO ASK QUESTIONS WHEN WE GET TO THE QUESTION AND ANSWER PERIOD AND ALSO A WAY THAT WE MIGHT DURING THE SESSION BE ABLE TO ASK TO LOWER ALL OF THE HANDS RIGHT NOW. SO, ACTUALLY, TRYING TO DO. THAT IS WHAT IT DOES. WE ALSO HAVE QUESTIONS AND ANSWERS. THIS IS A WAY THAT WE CAN LEARN A LITTLE BIT ABOUT AUDIENCE. SO I AM GOING TO POSE A FEW QUESTIONS FOR YOU RIGHT NOW. THIS WILL BE AN OPPORTUNITY TO BE ABLE TO LEARN ABOUT WHO IS IN THE AUDIENCE. AND SO, WHAT YOU WILL SEE IS THE FIRST QUESTION I AM GOING TO ASK IS, HAVE YOU ATTENDED A WEB CONFERENCE BEFORE TODAY? AND THERE ARE MANY -- YOU JUST CLICK ON YOUR SCREEN TO THE CORRECT ANSWER. IF THIS IS YOUR FIRST WEB CONFERENCE, SAY, NO, THIS IS MY FIRST WEB CONFERENCE. IF, YES, THIS IS YOUR -- YOU ATTENDED AND THIS IS YOUR FIRST PREVENT CONNECT WEB CONFERENCE, CLICK THERE. IF YOU HAVE ATTENDED ONE PREVIOUS PREVENT CONNECT WEB CONFERENCE, GO AHEAD AND CLICK THAT. IF YOU HAVE ATTENDED MANY RIVUS ONE, PLEASE GO AHEAD AND VOTE. I SEE THAT I HAVE GOT ABOUT 20 PERCENT OF YOU HAVE NOT VOTED YET. YOU DON'T NEED TO WRITE THE NAME IN THE TEXT CHAT THERE. I AM GOING TO SHARE THE RESULTS WITH YOU. SO YOU CAN SEE WHO IS IN THE AUDIENCE. AS YOU CAN SEE, 16 PERCENT OF YOU, FIRST TIME ON WEB CONFERENCE. SO WELCOME, I HOPE YOU ENJOY THIS TECHNOLOGY. IT IS REALLY EXCITING. I SEE THAT ANOTHER THIRD OF YOU, THIS IS THE FIRST TIME THAT YOU HAVE BEEN OUT OF PREVENT CONNECT WEB CONFERENCE. WE WANT TO REALLY THANK YOU AND INVITE YOU TO BE ABLE TO JOIN FOR US IN THE FUTURE, WE HAVE A WHOLE SERIES OF WEB CONFERENCES THAT WILL BE PUTTING OUT TOPICS, VERY SOON. TALKING ABOUT CHANGING SOCIAL NORMS. SO I SEE ABOUT HALF OF YOU ARE NEW TO PREVENTION CONNECTION AND THAT 19 PERCENT OF YOU HAVE ATTENDED MANY PREVENTION CONNECTION WEB CONFERENCES IN OURS, INDEED RECOGNIZE MANY OF THE VOICE, YOUR NAMES SO IT IS GREAT TO BE ABLE TO SEE. I'M GOING TO WITHDRAW

3

THAT QUESTION, IMPOSE ANOTHER QUESTION TO LEARN ABOUT WHO IS IN OUR AUDIENCE TODAY. SO, THE QUESTION I WANT TO ASK IS, CAN YOU, WHAT BEST DESCRIBES YOU OR YOUR ORGANIZATION? ARE YOU A DOMESTIC VIOLENCE AGENCY OR COALITION? SEXUAL ASSAULT AGENCY OR COALITION? A DUAL AGENCY, DUAL DOMESTIC VIOLENCE OR SEXUAL ASSAULT AGENCY OR COALITION? ARE YOU ED, K-12? ARE YOU WITH HIGHER EDUCATION? ARE YOU WITH HEALTH OR PUBLIC HEALTH OR YOUTH SERVICES OR AFTER SCHOOL? EACH COMMUNITY? CRIMINAL JUSTICE? OR OTHER. LET'S SEE IF YOU CAN MAKE SURE THAT YOU VOTE. I'M GOING TO SHARE THE RESULTS FOR YOU ALL. AND WE CAN SEE HERE, A VERY BIG TREND THAT 20 PERCENT OF YOU ARE THE DOMESTIC VIOLENCE AGENCY AND ANOTHER 9 PERCENT OF YOU ARE FROM A SEXUAL ASSAULT AGENCY. ALMOST 30 PERCENT, 27 PERCENT OF YOU FROM A DUAL AGENCY. WE HAVE ABOUT 12 PERCENT FROM HEALTH OR PUBLIC HEALTH AND THEN WE HAVE A LITTLE BIT FROM EDUCATION AND A LITTLE BIT FROM SOCIAL SERVICE AND A LITTLE BIT FROM YOUTH SERVICES. I SEE 7 PERCENT ARE AFTER. AND IF YOU ARE -- IF YOU HAVE OTHER, COULD YOU WRITE IN THE TEXT CHAT WHAT THE OTHER TYPE OF ASSOCIATION IS? I SEE SOMEONE WROTE, A HOMELESSNESS PROGRAM. AND SOMEONE SAID, CAN THEY PICK MORE THAN ONE? NO, YOU CAN'T. BECAUSE THE WAY THIS SYSTEM WORKS. GO AHEAD, AND, AH!

4

AND, LISA, WHO IS A COMMUNITY VOLUNTEER, GREAT. THOUGH SHE COMES FROM WORKING WITH DOMESTIC VIOLENCE. I SEE LEGAL AID, GENERAL, CONSULTANTS, LOCAL GOVERNMENT, ATTORNEY GENERAL'S TASK FORCE AND, GREAT TO BE ABLE TO SEE THAT. I'M GOING TO WITHDRAW THE QUESTION NOW. AND, THANK YOU FOR BEING ABLE TO GIVE US SOME INFORMATION ABOUT WHO YOU ARE. YOU ALL ARE USING TECH CHAT NOW. THIS IS AN OPPORTUNITY TO BE ABLE TO SEE WHAT IS GOING ON. OH, GREAT. A FAITH BASED ORGANIZATION. SO THAT IS GREAT TO SEE. I SEE A JEWISH COMMUNITY SERVICES. AND, WHAT WE ARE DOING IS, THIS TEXT CHAT IS THE WAY THAT WE COMMUNICATE WITH EACH OTHER. WE CAN POSE QUESTIONS DURING THE SESSION ABOUT THAT IF YOU ARE INTERESTED. A MUTE IS ON. EVERYONE, DON'T WORRY. ALL YOUR PHONE LINES HAVE BEEN MUTED. NO NEED TO WORRY ABOUT THAT. IN THE TEXT CHAT, WE WILL PUT A COPY OF THE TEXT CHAT ON THE WEB SITE AFTER THE

SESSION. SO IT IS AN OPPORTUNITY FOR YOU TO BE ABLE TO GET INFORMATION. IF YOU WANT TO MAKE IT EASIER TO READ THE TEXT CHAT, SUCH A SMALL PIECE. GO AHEAD, CIRCLING THE LITTLE CHECK ON THERE, GO AHEAD, DOCKING, THE UPPER RIGHT HAND CORNER OF THE CHAT. THAT ONE GO, THAT MAKES JUST A LITTLE EASIER TO BE ABLE TO READ. THAT IS THE THING THAT YOU CAN DO AND PRESS THAT SAME BUTTON TO MAKE IT SMALLER. WE HAVE A SLIDE. COPY THE SLIDES ON AVAILABLE AT PREVENT CONNECT.ORG WEB SITE. SO YOU CAN FOLLOW ALONG. IF ONLY ON THE PHONE, GO TO PREVENT.ORG AND DOWNLOAD THE SLIDES. IF YOU NEED A HELP FOR CHAT, SEND US A PRIVATE CHAT. CLICK ON THE PRIVATE THING OR CLICK ON MY NAME AND, WE CAN BE ABLE TO ASSIST YOU OR CALL TECHNICAL SUPPORT. OR CALL CHAT HERE AT CALCASA AT 888-982-257. PREVENT KECK, WE ARE GOING TO BE TALKING ABOUT, WE ARE TALKING ABOUT DOMESTIC VIOLENCE, PARTNER VIOLENCE AND TEEN DATING VIOLENCE. TALK ABOUT SEXUAL VIOLENCE. WE LOOK AT VIOLENCE ACROSS THE LIFESPAN WITH PREVENT CONNECT IS COMMITTED TO DO. IT IS TO BE ABLE TO PREVENT FOR VIOLENCE, FIRST PLACE, THAT IS OUR FOCUS AND REALLY INTERESTED IN CONNECTING TO OTHER FORMS, CHOOSE PREVENT CONNECT IS A NORM PROJECT. TO ASSAULT. SPONSORED BY DISEASE CONTROL PREVENTIVE. USE INFORMATION ON THE WEB CONFERENCE. DO NOT NECESSARILY REPRESENT THE OFFICIAL USE OF UNITED STATES G. CDC OR CALCASA. DISCLAIMERS ASIDE, I AM HAPPY TO START TODAY'S SESSION. THAT IS NOT COOL CAMPAIGN TOOL FOR LOCAL TEENS DATING VIOLENCE PREVENTION EFFORT. WE HAVE SPEAKERS FROM BOTH THE OFFICE OF VIOLENCE AGAINST WOMEN AND THE FAMILY VIOLENCE PREVENTION FUND. WE ARE GOING TO START WITH THE OFFICE OF VIOLENCE AGAINST WOMEN. AND WHAT WE WILL BE DOING IS INTRODUCING AND THEN TALK ABOUT SOME INSIGHTS FROM THE, THAT'S NOT COOL CAMPAIGN. TALK ABOUT THE ELMS OF THE CAMPAIGN. AND MOST IMPORTANTLY, WE'LL TALK ABOUT THE CAMPAIGN TOOLS WEB SITE AT WHAT YOU CAN DO AND WHERE DO YOU GO ON THE WEB SITE TO GET THE SLIDES, SOMEONE ASKED. JUST CLICK ON, YOU'LL SEE ON THE HOME PAGE, MORE INFORMATION, CLICK HERE. THAT WILL GET YOU TO A PAGE. TEEN DATING VIOLENCE, PREVENTION. WE WILL LEARN HOW TO USE THE TOOLS FROM THE CAMPAIGN TO RAISE

5

AWARENESS. SLIDE IS THERE. WE WILL BE ABLE TO INTEGRATE THIS TEEN DATING VIOLENCE PREVENTION AND AWARENESS AMONGST ACTIVITIES AND OTHER PREVENTION EFFORTS. I WOULD LIKE TO START WITH ANNE HAMILTON, OFFICE OF VIOLENCE AGAINST WOMEN. HI, ANNE. IT IS MORNING HERE IN CALIFORNIA.

NEW SPEAKER: THANK YOU, EVERYONE, FOR TAKING THE TIME-OUT FOR THIS WEBINAR. WE APPRECIATE IT. AGAIN, LIKE DAVID SAID, I'M ANNE HAMILTON AND I HAVE BEEN ONE OF THE PRINCIPAL OVW STAFF MEMBERS WHO WORKED ON THE, THAT'S NOT COOL. INITIATIVE. I'M NOT SURE HOW PEOPLE ARE AWARE OF OUR OFFICE. WE ARE PART OF THE DEPARTMENT OF JUSTICE. AND, OUR OVERALL MISSION IS TO PROVIDE FEDERAL MEMBERSHIP TO REDUCE VIOLENCE AGAINST WOMEN AND TO STRENGTHEN SERVICES TO ALL VICTIMS OF DOMESTIC VIOLENCE, SEXUAL ASSAULT, DATING VIOLENCE AND STALKING. RECENTLY, OUR OFFICE HAS BEEN DOING A LOT TO COMBAT TEEN DATING VIOLENCE AND IN 2005, WHEN THE VIOLENCE AGAINST WOMEN ACT WAS REAUTHORIZED, WE ADDED DATING VIOLENCE TO ALL OF OUR OVW GRANT PROGRAMS. AND WE ALSO CREATED A FEW YOUTH CENTER PROGRAMS. THESE NEW PROGRAMS INCLUDE SERVICES TO ADVOCATE AND RESPOND TO YOU, WHICH PROVIDE DIRECT SERVICES YOU SEE, ENGAGING MEN IN USE PROGRAM WHICH PRIMARILY WORKS WITH PREVENTION AND EDUCATION AND TEEN EDUCATION AND PROTECTION PROGRAM. FIRST TWO I LISTED, ADVOCATE FORM RESPONSE AND USE. ENGAGING IN THE PROGRAM WILL ACTUALLY HAVE SOLICITATIONS THIS YEAR MANY WE ENCOURAGE YOU TO KEEP CHECKING BACK ON WEB SEETHE FOR FURTHER INFORMATION WHICH I THINK A FEW PEOPLE ON THE CALL WILL BE ELIGIBLE AND INTERESTED IN THE PROGRAM. IN THESE PROGRAMS. YOU CAN JUST GO TO A FEW SITES BEFORE. YOU CAN SEE MY INFORMATION AND THE WEB SITE. AND YOU CAN KEEP CHECKING THAT. ALSO, A FEW THINGS WE HAVE DONE TO BECOME MORE AWARE OF TEEN VIOLENCE, AND HEIGHTEN THE RESPONSE, WE FORM PARTNERSHIPS WITH ORGANIZATIONS SUCH AS BREAK THE CYCLE, WHICH IS A NON-PROFIT ORGANIZATION THAT ENGAGES, EDUCATES THE USE TO BUILD HEALTHY RELATIONSHIPS. TEXAS COUNCIL, WHICH HAS CREATED THE LOVE AND RESPECT CAMPAIGN. AND THE TEEN DATING ABUSE HOT LINE WHICH I'M SURE SOME OF YOU ARE AWARE OF. MOST OF THESE ORGANIZATIONS ARE

6

LINKED ON THE POOL WEB SITE. OBVIOUSLY, WE HAVE CREATIVE PARTNERSHIP WITH FAMILY VIOLENCE PREVENTION FUND TO CREATE THIS WEB SITE. AND, THROUGH THESE PARTNERSHIPS, WE DID A LOT OF RESEARCH AND WE REALIZE THE ONE THING WE NEEDED TO DO WAS TO ENGAGE YOUTH THOROUGHLY WHILE DEVELOPING THEIR DATING RELATIONSHIP, BY EDUCATION AND PREVENTION ARE VERY IMPORTANT. AND, WE LEARN THAT TEENS ARE ESPECIALLY VULNERABLE, NATIONALLY APPROXIMATELY 1 IN 3 TEENS ARE VICTIM OF PHYSICAL AND VERBAL ABUSE DATING PARTNER. 1 IN TEENS REPORT KNOWING A FRIEND OR PEER WHO HAS BEEN HIT, PUNCHED, KICKED, SLAPPED OR OTHERWISE PHYSICALLY HURT BY A PARTNER. DAVID.

NEW SPEAKER: THANK YOU. I WAS ACTUALLY SAYING -- WRITING IN A PRIVATE CHAT. I'M NOT SUPPOSED TO D. LET'S GO TO TEXT CHAT. LET'S THINK ABOUT, WHAT ARE SOME OF THE ISSUES THAT ARE IN RELATIONSHIPS? AND I THINK THIS IS GOING TO BE REALLY INTERESTING. I KNOW A LOT OF PEOPLE IN THE AUDIENCE DO WORK WITH TEENS WITH THESE ISSUES. SO, JENNIFER TALKS ABOUT MAKING DOWN THAT ISSUE. THAT ALL, THE WALL, FOR TEENS, ACCEPTANCE, PEER PRESSURE AND MIXED MESSAGES, LACK OF EXPERIENCE. MORE ADULT ROLE MODELS, GOING BY, LACK OF POSITIVE ROLE MODEL, LACK OF EXPERIENCE, TECHNOLOGY FACEBOOK, USE OF TECHNOLOGY. AND A LOT OF PEOPLE TALKING ABOUT TECHNOLOGY. ALL FORESEEN, INEXPERIENCE, SOCIAL PRESSURE. CELL PHONES. MESSAGES ABOUT MASCULINITY, NO ADULTS TO TALK TO. REAL THEME, LACK OF HEALTHY ROLE MODEL, TEXTING. I SEE A LOT OF IT IS AROUND PEER PRESSURE, A LOT OF IT IS SEEMING TO BE AROUND BEING AROUND TECHNOLOGY AND A LOT OF IT ABOUT THE LACK OF EXPERIENCE AND LACK OF ROLE MODELS. IT IS REALLY INTERESTING. BEING TALKED ABOUT. THE TEENS. I THINK THAT IS SOMETHING THAT YOU, AS HELPING THINKING ABOUT THE CAMPAIGN, REALLY CONSIDERED, RIGHT, ANNE?

7

NEW SPEAKER: RIGHT, YES, EXACTLY. WHEN WE WORKED WITH THE FUND. TECHNOLOGY PLAY AS HUGE ROLE IN THIS WEB SITE. YOU WILL BE LEARNING ALL ABOUT LEARNING TO USE THIS, THIS TO BRING TO COMMUNITIES. HOPEFULLY ADDRESS SOME OF THE ISSUES AND OBSTACLES THAT TEENS FACE.

NEW SPEAKER: GREAT. PEOPLE KEEP ON GOING.

WE KEEP A COPY OF THE TEXT CHAT. PUT THAT
ON THE WEB SITE LATER ON. SO IF PEOPLE
WANT TO SEE THIS, I AM TALKING ABOUT BEING
PRESSURED FOR SEX, TEEN GIRLS PRESSURED BY
SEX FOR OLDER MEN. THROUGH THE ABUSE THERE.
A LOT OF THOSE ISSUE, GREAT. WELL, THANK YOU
ALL FOR BEING ABLE TO SHARE THAT. SO, ANNE,
CAN YOU TALK ABOUT WHY YOU ARE DOING
SOMETHING NOW?

NEW SPEAKER: SURE. BEFORE I HAND OVER THE
REST OF THE PRESENTATION TO THE FUND SO THEY
CAN TELL YOU ABOUT THE EXCITING CHANGES AN
ADDITIONS THIS HE HAVE MADE, I JUST WANTED
TO POINT OUT THAT RIGHT NOW IS THE 15th
ANNIVERSARY OF THE PASSING EVENTS EVER THE
VIOLENCE AGAINST WOMEN ACT. AND, DATING
VIOLENCE IS ACTUALLY PLAYING A SIGNIFICANT
ROLE AS WE SEEK TO CONTINUE TO EXPAND THE
WORK WITH TEENS. AND OF COURSE, RIGHT NOW,
FAIRLY APPROPRIATE TO HAVE THIS WEBINAR AND
FOR YOU TO TAKE THESE TOOLS BECAUSE SOON
NATIONAL TEEN DATING VIOLENCE AWARENESS AND
PREVENTION WEEK IN FEBRUARY. AND CURRENTLY
WE ARE HOPING THAT WILL BECOME A MONTH AS
OPPOSED TO A WEEK IN FEBRUARY. SO, I JUST
WANTED TO POINT OUT THAT THIS IS SIGNIFICANT
TIME TO BE THINKING ABOUT THIS ISSUE. AND,
NOW, I SUPPOSE IT WILL BE GOING OVER TO
BRIAN, I THINK.

8

NEW SPEAKER: I'LL TAKE THIS FOR A SECOND, A
REALIZE ON MONDAY, THE SENATE DID PASS
SENATE RESOLUTION 373, NOW, OFFICIALLY IT IS
A MONTH.

NEW SPEAKER: GREAT.

NEW SPEAKER: THAT JUST HAPPENED ON MONDAY.

NEW SPEAKER: GREAT. I SAW SOMEONE WRITE
DOWN, IT IS. I PUT A LINK THERE TO THE
BILL, IF YOU WANT TO LOOK AT THAT. WELL,
I'M REALLY PROUD TO BE ABLE TO HAVE SEVERAL
PARTNERS FROM THE FAMILY VIOLENCE PREVENTION
FUND AND HAD THE OPPORTUNITY TO WORK WITH
PREVENT VENT CONNECT FOR MANY YEARS. I AM
REALLY PLEASED TO BE ABLE TO HAVE SEVERAL OF
YOU HERE TODAY. SO WE HAVE BRIAN O'CONNOR,
GOOD MORNING, BRIAN.

NEW SPEAKER: HI, THERE.

NEW SPEAKER: HI, WE ALSO HAVE BELINDA SIRHA.

NEW SPEAKER: GOOD MORNING, OR AFTERNOON ON
THE EAST COAST.

NEW SPEAKER: WE HAVE CONSULTANT TO THE
PREVENTION FUND, AUDREY. WHERE ARE YOU?

NEW SPEAKER: NEW YORK CITY.

>> GREAT. WE HAVE WASHINGTON DC, SAN FRANCISCO, WE ARE HERE IN SACRAMENTO AND NEW YORK CITY. WELL, IT IS A REAL PRESSURE TO HAVE THE FUND. SARA IS ANOTHER ONE OF THE TEAMS THAT WORK ON THIS. SHE IS NOT ABLE TO MAKE IT FOR THIS WEB CONFERENCE. WE'LL BE AT THE SESSION THIS AFTERNOON. SHE IS SOMEONE ELSE WHO YOU WILL BE HEARING FROM, AS YOU HEAR MORE ABOUT THE CAMPAIGN IN THE LONG RUN. SO I THINK THAT I WILL HAND THIS OVER TO BRIAN NEXT. AND BRIAN, CAN YOU TALK A LITTLE BIT ABOUT, THAT'S NOT COOL. I'M SORRY. WE BOTH PRESSED --

NEW SPEAKER: ALL RIGHT. THANK YOU.

NEW SPEAKER: YOU TAKE IT.

NEW SPEAKER: THANK YOU SO MUCH, DAVID AND EVERYBODY FOR MAKING TIME FOR THE CAMPAIGN AND DISCUSS THIS WITH US THIS MORNING AND AFTERNOON. WE STARTED THIS WORK BACK WITH THE OFFICE WITH VIOLENCE AGAINST WOMEN IN 2007 ACTUALLY. AND, THERE WAS A LOT OF RESEARCH THAT WENT INTO IT. CERTAINLY DOING A SECONDARY RESEARCH SCAN OF SOME EXISTING INSIGHTS THAT ARE ALREADY OUT THERE, AND THEN AS WELL AS SOME EXTENSIVE WORK WE HAVE DONE. MORE QUALITATIVELY TALKING DIRECTLY TO YOUTH AND TEENS THEMSELVES. WE'LL GET TO THAT LATER. AS YOU ALL PROBABLY KNOW AND POTENTIALLY HAVE PERUSED THE SITE AND OTHER CAMPAIGN OUT THERE, WE LOST THIS PAST YEAR, A RATHER -- ABOUT A YEAR AGO, IN 2009 IN JANUARY SO IT IS A LITTLE OVER A YEAR OF PLANNING WITH OUR CORE PARTNER, THE ADVERTISING COUNCIL AS WELL AS ADVERTISING AGENCY CALLED, RGA. THEY ACTUALLY DONATE ALL OF THEIR SERVICE TIME TO HELPING US CREATE THE CAMPAIGN. AS I MENTIONED, AND AS EVERYBODY PROBABLY KNOWS, THIS CAMPAIGN USES DIGITAL TECHNOLOGY AS A WAY IN TO TALK ABOUT EVERGREEN IN THE AREA TEEN DATING VIOLENCE. REALLY, TEEN DATING IN ITSELF. BUT TODAY, SPECIFICALLY, YOU KNOW, IN THINKING ABOUT THE CORE PARTNER, I JUST WANT EVERYBODY TO KNOW, WE ARE ASKING YOU, A PARTNER WITH EACH AND EVERY ONE OF YOU, IN HELPING TO TAKE THE NOT COOL INITIATIVE A TOOL TO USE IN YOUR SPECIFIC COMMUNITY. WE ARE CALLING ON YOUR EXPERTISE AND YOUR COMMITMENT TO ENDING TEEN DATING VIOLENCE. ALSO, YOUR CREATIVITY TO ACTIVATE AND ON THE GROUND EFFORT ACROSS THE COUNTRY. WE HOPE YOU WILL VIEW ALL OF YOUR TOOLS AS USEFUL AND ALSO REALLY A RELEVANT

9

FOUNDATION THAT HAS BEEN BUILT OVER THE PAST YEAR. FOR YOU AND YOUR ORGANIZATION TO TAKE THE CAMPAIGN ON IN A MEANINGFUL WAY. THE COURT INSIGHT, THAT IS NOT CAMPAIGN, SOME OF THE THINGS THAT WE KNOW PRETTY IMPORTANT, PARTICULARLY WHETHER IT IS THIS CAMPAIGN OR REALLY TALKING TO THIS DEMOGRAPHIC IN GENERAL IS, WE HAVE TO REALLY REACH THEM EARLY. BREAKTHROUGH THE CLUTTER. WE UNDERSTAND THAT THE INTERNET AND TECHNOLOGY IS SHAPING THEIR LIVES. AND ALSO, THAT FRIENDS ARE THE MOST IMPORTANT IN THE RELATIONSHIPS. THESE INSIGHTS ARE PROBABLY NOTHING NEW AND PROBABLY ALSO KEY ELMS OF WORK THAT YOU ARE ALREADY DOING IF YOU WORK WITH YOUTH. THE CAMPAIGN DISCUSSES IN SOME OF THE PARTICULAR PROCESS METRIC AND HAVE BEEN A SNAPSHOT, WE GET AROUND 70,000 VISITORS PER MONTH WHICH WE AVERAGED OVER THE PAST YEAR. A LOT OF TIME IS SPENT ON THE SITE. IF YOU ARE FAMILIAR WITH THE CALLOUT CARDS, ESSENTIALLY THE E-MAIL MESSAGES THAT ARE REALLY BEING USED. USED MORE TO RAISE JUST PUBLIC AWARENESS AROUND THE ISSUE IN GENERAL. THAT IS HOW YOU ARE USE, TENS OF THOUSANDS OF THOSE SENT OUT TO FRIENDS AND POSTED ON TO SOCIAL NETWORKING PAGES LIKE MY SPACE OR FACEBOOK. THE VIDEOS ARE THE MOST POPULAR SECTIONS OF THE SITE AND THERE IS ALSO A TALK IT OUT SECTION. THE SECTION OF ONE OF THE CORE TABS AT THE TOP. INCLUDES POST AND CONVERSATIONS HELD AROUND, PARTICULARLY AROUND DIGITAL DATING ABUSE. A WHOLE HOST OF TOPICS ON THE LEFT HAND SIDE FROM RUMOR SPREADING ALL THE WAY TO TEXTUAL HARASSMENT. THE KIDS WRITE IN AND TALK TO US WHAT THEY ARE GOING THROUGH. WE RESPOND TO THE MESSAGES ACCORDINGLY. THOSE SPECIFIC AREAS OF THE WEB SITE, AS I MENTIONED BEFORE, AROUND SOME OF THE KEY ELEMENTS THAT WE WILL BE TAKE TAKING YOU THROUGH, WE WILL BE PULLING THOSE OUT AND BEING MORE SPECIFIC AS TIME GOES ON. AS I MENTIONED, LAUNCHED IN JUNE 2009, NOW, WE GET INTO THE FUN STUFF. THE ACTUAL CREATIVE, WHERE THIS IS THE CORE CONCEPT. IS YOUR BOYFRIEND CONSTANTLY TEXTING YOU? THAT IS NOT COOL. YOUR GIRL FRIEND BROKE INTO YOUR FACEBOOK ACCOUNT. THAT'S NOT COOL. WHEN SOMEONE CROSSES YOUR DIGITAL LINE, WHEN SOMEONE MAKES YOU FEEL UNCOMFORTABLE, THAT IS NOT COOL. A WAY TO SAY TO BOYFRIEND OR

10

GIRLFRIEND, YOU ARE INVADING MY DIGITAL SPACE IN SUBTLE OR NON-CONFRONTATIONAL WAY. THAT IS NOT COOL.COM. FOR THE RESEARCH THAT PRECEDED THAT AND ALL OF THE PLAN, THOSE OF THOSE SLIDES SUM UP WHAT WE SEE AS THE CORE CONCEPT OF THIS CAMPAIGN. OF THE, THAT'S NOT COOL INITIATIVE. IT IS REALLY IMPORTANT TO TALK ABOUT WHO EXACTLY WE ARE REACHING. WHAT IS THE SWEET SPOT WHEN WE TALK ABOUT THE TARGET FOR THAT'S NOT COOL. AND WHEN WE ARE ALSO TALKING TEEN DATING VIOLENCE, IN ITSELF, RIGHT NOW, WE ARE REALLY SPEAKING TO A GROUP THAT WE CALL TRANSITIONAL TEENS. 1-15 YEARS OLD. AND AS I MENTIONED WORK WE DID IN TALKING TO YOU, REALLY WE SPAN 12-16 AND SO OUR BULL'S EYE, IF YOU WILL, IS 13-15 YEARS OLD. WE SEE THESE KIDS AS TRANSITIONAL BECAUSE THEY ARE MOVING FROM MIDDLE SCHOOL TO HIGH SCHOOL. PARTICULARLY THAT BEING A REALLY KEY POINT IN THEIR LIFE WHEN MOVING PARTICULARLY, IF SAY, YOU ARE MOVING FROM EIGHTH GRADE TO NINTH GRADE AND THE 9TH GRADE TO 12TH GRADE FRAME IS YOUR HIGH SCHOOL AGES, THEN, THOSE KIDS WILL, ARE MORE EXPOSED TO RELATIONSHIPS FROM THE OLDER KIDS. THAT IS PARTICULARLY WHEN THEY START SEEING DATING AND REALLY START TO TAKE ON, TAKE HOLD. SO WE HAVE TALKED ABOUT THE IMPORTANCE OF TECHNOLOGY AND TEEN RELATIONSHIPS TO HELP US NAVIGATE THESE EVERGREEN GRAY AREAS. BUT IT IS REALLY A WAY IN. IT IS A WAY IN TO TALK TO KIDS IN USING TECHNOLOGY. BUT WE HAVE GONE EVEN FURTHER BUT FOCUS DOWN INTO THREE SPECIFIC DIGITAL BEHAVIORS. ACTUALLY CALLING THEM DIGITAL INFRACTIONS. USING FRACTIONS THAT COULD BE DEEMED CONTROLLING OR ALARMING. ONE, UNWANTED OR REPEATED CALLS AND TEXT MESSAGES. AND THERE IS A COUPLE OF STATISTICS THAT ALSO BACKS UP SOME OF THE SPECIFIC INFRACTIONS THAT WERE PULLED OUT AS THREE OF THE MOST, YOU COULD SAY, MOST POPULAR. 1 IN 4 TEENS IN A RELATIONSHIP, NAMES, HARASSED, PUT DOWN BY PARTNERS, TEXTING. THAT IS FIRST INFRACTION. SECOND ONE IS BREAKING INTO SOCIAL NETWORKING ACCOUNT. SOCIAL NETWORKING PROFILE LIKE I MENTIONED ON FACEBOOK OR MY SPACE OR USING SOMEONE'S TWITTER TO CONTROL OR DAMAGE. AND THEN THE THIRD INFRACTION, PRESSURE, SHARED OR PRIVATE VIDEOS. PARTICULARLY THE SEXT-ING THAT MANY PEOPLE ARE GOING ON.

11

THAT MANY PEOPLE KNOW ABOUT. 51 PERSON OF TEEN GIRLS SAY PRESSURE FROM A GUY IS THE REASON THEY SEND SEXY IMAGES OR MESSAGES AND 18 PERCENT OF BOYS SAY, PRESSURE FROM A GIRL IS THAT. THAT MOVES US INTO THE CAMPAIGN OBJECTIVE. THAT IS NOT COOL USES EXAMPLES OF CONTROL, PRESSURE OR ABUSE THAT OCCUR IN THE DIGITAL WORLD TO HELP TEENS DRAW THEIR OWN LINE ON WHAT IS OKAY OR NOT OKAY IN THEIR INTIMATE RELATIONSHIP. OUR INTENTION HERE IS TO HELP YOUTH, CONSIDERING THEIR LIMITED EXPERIENCE IN DATING AND RELATIONSHIPS AND HOOKING UP OR WHATEVER YOU WANT TO CALL IT, ESPECIALLY WE HAVE HEARD IT ALL IN TALKING TO KIDS DIRECTLY, WE WANT TO HELP THEM CORRECT THE DOTS FOR ISSUES THAT, BY ENLARGE, THEY ACKNOWLEDGE ARE NOT COOL SUCH AS A PHYSICAL ABUSE AND ALSO VERBAL ABUSE IN SOME RESPECTS OR CERTAIN SITUATIONS. WE WANT TO HELP THEM CONNECT THE DOTS FROM THOSE BEHAVIORS TO ONES THAT WOULD BE CONSIDERED MORE SUBTLE. SUCH AS, IN THE DIGITAL WORLD. SO WITH THAT, I HAND YOU OVER TO MY COLLEAGUE, BELINDA SIRHA WHO WILL GO FURTHER INTO THE CAMPAIGN FOR YOUR YOUTH. THANK YOU THANK YOU.

12

NEW SPEAKER: ACTUALLY, BRIAN, I AM GOING TO HAND TO AUDREY.

NEW SPEAKER: THAT IS -- I'M SORRY.

NEW SPEAKER: THAT IS OKAY. WILL GO OVER CAMPAIGN TOOLS AND THEN FOLLOWING UP WITH EVERYBODY ON THE NEW UPDATES. AUDREY, TAKE IT AWAY.

NEW SPEAKER: THANK YOU, BELINDA.

NEW SPEAKER: HI, EVERYBODY. THANK YOU SO MUCH FOR JOINING US TODAY. WE ARE REALLY REALLY HAPPY TO HAVE YOU HERE. BRIAN ELUDED TO SORT OF EXTENT OF THE CAMPAIGN AND THE DIFFERENT ARMS AND LEGS THAT IT HAS REACHING OUT TO TEENS AND THIS IS A REALLY HELPFUL WAY, TO PUT QUITE A FEW ELMS IN ONE PAGE TO GIVE YOU A SENSE OF OVERALL THE CAMPAIGN REALLY IS. YOU KNOW, WE HAD A TREMENDOUS AMOUNT OF HELP FROM OUR PARTNERS AND FROM ALL OF YOU EVEN TALKING TO YOU BACK IN OCTOBER OF '08. UNDERSTANDING, YOU KNOW, INSIGHTS AND IDEAS AND WAYS TO REACH TEENS. WE FEEL LIKE WE PUT A LOT OF THOSE IN PLAY. SO JUST TAKING A LOOK, WE HAVE OUR WEB SITE AND VARIOUS ELEMENTS THAT I WILL GO INTO WITHIN THE WEB SITE. WE HAVE A DEMONSTRATION PIECE THAT A NEW PIECE THAT

HAPPENED IN THE LAST HALF OF 2009. THAT BELINDA WILL TALK MORE ABOUT LATER. WE OBVIOUSLY HAVE ADVERTISING THANKS TO ALL OF THE DONATED MEDIA THAT THE AD COUNCIL ASSIST US IN ACHIEVING AND THERE IS VARIOUS PARTS OF THAT WE'LL TALK ABOUT LATER. WE HAVE WHAT WE CALL A PARTICIPATION BUCK BUCKET, IF YOU WILL. THERE ARE VARIOUS PROJECTS AND ENDEAVORS THAT WE HAVE IN THE PAST 2009 THAT REALLY ALLOW TEENS TO PARTICIPATE IN THE CAMPAIGN, YOU KNOW, HANDS-ON, ON THE GROUND. THEN THE LAST PIECES, WHAT YOU ALWAYS NEED WHEN YOU TALK TO YOUTH AND TEENS. YOU NEED STUFF TO GIVE AWAY, NOT ONLY ENTICES THEM TO BECOME PART OF THE CAMPAIGN BUT IT ALMOST SERVICES A BILLBOARD THAT WALKS AROUND WITH THEM FROM TIME TO COME. WE HAVE SOME OF THAT AS WELL. WE ARE EXCITED TO TALK TO YOU ABOUT ALL OF THIS. WE KNOW IT IS A LOT. WE ARE GOING TO GO THROUGH IT AS QUICKLY AS WE CAN. WE KNOW THAT WE HAVE LIMITED TIME WITH YOU. IF YOU HAVE ANY QUESTION, OBVIOUSLY, THAT IS WHAT THE END OF THE PRESENTATION IS FOR. SPECIFICALLY, I AM GOING TO GET INTO THE WEB SITE WHICH REALLY SERVES AS THE HUB OF OUR CAMPAIGN. THIS IS REALLY BUILT AS THE TRUNK OF THE TREE, IF YOU WILL. AND, ALL OF THE ENDEAVORS THAT WE TAKE ON, REALLY ARE BASED TO DRIVE TRAFFIC BACK TO THAT. YOU WILL SEE, IT IS A VERY SORT OF FRIENDLY, HAPPY LOOKING SPACE. WE REALLY TOOK THE DIRECTION OF COMING IN TEENS, NOT FROM A SCARY WAY, WE WANT TO SEE THEIR LEVEL. BE A LITTLE IRREVERENT, FUN, SARCASTIC TO BREAK THE ICE BECAUSE THESE CONVERSATIONS ARE DIFFICULT TO HAVE. WE WANT TO MAKE IT PART OF THEIR VERNACULAR. I HOPE YOU AGREE THAT WE DID A LITTLE BIT OF THAT WHEN YOU SEE THE HOME PAGE HERE. AND ACROSS THE TOP, OF THE HOME PAGE, I'LL SEE THAT THERE ARE TABS AND BRIAN, WENT THROUGH THIS EARLIER, VIDEO SECTION, CALLOUT CARD SECTION, TALK IT OUT SECTION AND ME HELP SECTION. SO, MOVING INTO THE VIDEO SECTION, YOU'LL FIND THAT WE HAVE TWO DIFFERENT KINDS OF VIDEOS. ONE IS CALLED TWO SIDED STORIES. CREATED BY THE ADVERTISING AGENCY IN PARTNERSHIP WITH US AND THE AD COUNCIL. THIS IS WHERE WE EXPLAIN WHAT THOSE DIGITAL INFRACTIONS ARE. YOU KNOW, BREAKING INTO SOMEONE'S FACEBOOK. AND SNOOPING AROUND IN THERE. GIVING PEOPLE, YOU KNOW, RIDICULOUS AMOUNT OF TEXT

13

MESSAGES WITHIN A COURSE OF AN HOUR OR PRESSURE TYPE MESSAGES. HERE IS WHERE WE NARROW DOWN THE AREA THAT WE ARE FOCUSING ON AND FUN WAYS OF COMMUNICATING WHAT THOSE ARE. YOU WILL SEE, ONE OF THEM IS SOCK POCKETS. ANOTHER ONE IS A VIDEO GAME FEEL. WE ARE TRYING TO, AGAIN, PUT IT IN VISUALS AND LANGUAGE THAT TEENS CAN UNDERSTAND. THAT DOESN'T SEEM TO SCARE. ON THE RIGHT HAND SIDE, YOU WILL SEE SOMETHING CALLED GUEST VIDEOS. AND, WE ACTUALLY COMMISSIONED SOME VIDEO, VIDEOGRAPHERS IF YOU WILL, THEY ARE YOUTUBE CELEBRITIES, IMMENSE FOLLOWING ON YOUTUBE. WE COMMISSION THEM TO MAKE VIDEO FORCE US IN THE SPIRIT OF OUR CAMPAIGN. SO, WE, YOU KNOW, MONITORED THEM CLOSELY BUT WE REALLY ALLOW THEM TO CREATIVE FREEDOM TO GET THE MESSAGE ACROSS IN THEIR OWN WAY. AND, IN CONJUNCTION, IN TANDEM, OUR VIDEOS RECEIVED OVER 435,000 VIEWS SINCE LAUNCH IN JANUARY OF 2009. WE ARE PROUD OF THAT. WE HOPE THAT YOU WILL BRING THESE VIDEOS, MAYBE HELP THEM, HELP THEM HELP YOU IN YOUR COMMUNITY. BELINDA WILL GET TO THAT LATER. NEXT, WE HAVE THE CALLOUT CARD SECTION AS BRIAN DESCRIBED. THESE ARE E-CARDS THAT YOU COULD SEND DIRECTLY FROM OUR SITE. YOU CAN POST THEM ON THE FACEBOOK OR MY SPACE. SEASONED THEM FROM THE MOBILE PHONE. WE DO HAVE A MOBILE APP FOR OUR WEB SITE. AND, THEY ARE ALSO SEPARATED INTO THESE BUCKETS. INFRACTION BUCKETS. SEXUAL HARASSMENT WHICH IS, I MEAN, PRETTY OBVIOUS. YOU ARE HARASSED BY A TEXT MESSAGE. PRIVACY PROBLEMS. SOMEBODY SNOOPING AROUND IN YOUR CELL PHONE, FACEBOOK, MY SPACE, PRESSURE. SOMEONE MIGHT BE PRESSURING YOU TO SEND NUDE OR PRIVATE OR, YOU KNOW, VERY SPECIAL PHOTOS OF YOURSELF AND MEET NOT BE COMFORTABLE WITH THAT. THE LIST GOES ON AND ON. IF SOMETHING IS AFFECTING YOU OR YOUR FRIEND, YOU WILL FIND ONE OF THESE CARDS ON THE TOPIC THAT YOU ARE LOOKING FOR. YOU'LL SEND IT. WE HAVE SEEN, AS BRIAN SAID, A LOT OF THESE ARE BEING SENT FRIEND TO FRIEND. IT MIGHT BE A LITTLE SCARY FOR ME TO SEND IT TO MY BY FRIEND AND SAY, HEY, YOU KNOW, QUIT TEXTING ME ALL OF THE TIME. BUT, YOU KNOW, I MIGHT SEND IT TO MY FRIEND OR I MIGHT SEND IT TO A FRIEND WHO IS IN THAT SITUATION AND SAY, HEY, YOU KNOW, THERE IS SOMETHING THAT YOU CAN DO ABOUT THAT. MAYBE THIS CAN HELP

14

YOU BREAK THE ICE. SO, IN TERMS OF STATISTICS ON THESE, WE HAVE HAD NEARLY 12,000 CALLOUT CARDS SHARED BY EMAILS, FACEBOOK OR MY SPACE. WE HAVE HAD, AN ABSORBENT AM VIEWED ON THE SITE. THIS IS THE AMOUNT THAT HAS BEEN SENT. WE ARE REALLY, REALLY PROUD OF THAT. WE FEEL, WHENEVER WE HEAR FEEDBACK FOR THE CAMPAIGN, THESE COME BACK IN BEING REALLY, REALLY WELL LIKED. NEXT IS THE TALK IT OUT SECTION. YOU WILL SEE THAT I HAVE MY NEW AND IMPROVED STICKER STUCK ON HERE. THE TALK IT OUT SECTION IS THE PLACE WHERE YOU TALK IT OUT OBVIOUSLY. AND, BEFORE WE THOUGHT IT WAS PRETTY GOOD, YOU KNOW. WE HAD QUESTIONS THAT WE POSED WITHIN EACH OF THE INFRACTION BUCKETS. THAT WERE SPECIFIC TO THAT INFRACTION. SO, HEY, YOU KNOW, WHAT'S UP WITH TEXT-AL HARASSMENT? NUMBER OF TEXTS? OR KIND OF TEXTS YOU GET THAT DAY? PEOPLE WOULD ANSWER. YOU SCROLL DOWN AND SEE ALL OF THE ANSWERS FROM A VARIETY OF WEB SITE USERS. BUT WHEN WE WENT TO DO SOME FOLLOW-UP RESEARCH THIS SUMMER, WE HEARD TEAMS TELL US, YOU KNOW, I REALLY WANT TO HAVE A TWO-WAY CONVERSATION. I WANT TO GET IN THERE, I WANT TO ASK MY OWN QUESTION. I MIGHT WANT TO CONTACT ONE SPECIFIC PERSON WHO WROTE AN ANSWER AND I MIGHT WANT TO CHAT WITH THEM ON MY OWN. AND WE THOUGHT, WELL, THAT IS REALLY GREAT. OF COURSE, YOU WOULD WANT TO DO THAT. THAT SOUNDS LIKE A GREAT IDEA. WE HAVE TURNED AROUND AND WE OPTIMIZED THE TALK IT OUT SECTION. WE HAVE GOT A VARIETY OF THINGS HAPPENING. SO WHEN YOU CLICK ON THE HOME PAGE AND FULL LAUNCH WITHIN THE NEXT COUPLE OF WEEKS, YOU WILL SEE NOT ONLY BUBBLES THAT HAVE THAT BIG BLUE IT, THOSE ARE THINGS THAT ARE PORTIONED BY US, THE TALK IT OUT PEOPLE, THAT'S NOT COOL PEOPLE. MAYBE SOMETHING HAPPENED IN THE NEWS THAT WE WANT TO BRING TO LIGHT ON THIS SECTION. MAYBE WE WANT TO POSE A NEW QUESTION. MAYBE WE WANT TO FOLLOW-UP ON AN ISSUE. LET'S SAY CHRIS BROWN ANDRIANI. WE WANT TO FOLLOW-UP ON THAT. WE WOULD POSE THAT QUESTION. THEN, BELOW, YOU SEE THE LITTLE BOXES WITH THE SMILEY FACE. THOSE ARE CHATS THAT ARE HAPPENING EITHER IN ANSWER SOMEONE GIVEN OR QUESTION SOMEONE POSED. AND YOU CAN CLICK IN AND SEE THE FULL CHAT WITHIN THE SECTION. AND YOU CAN SEE

15

THAT WE HAVE LOTS OF AREAS WHERE WE WANT TO POSE A COMMENT, SUBMIT A QUESTION. REALLY, REALLY EXCITED THAT THIS IS GOING TO RAISE THE BAR AS TO THE AMOUNT OF INTERACTION THAT WE ARE OFFERING ON THAT. AND THE LAST SECTION, IT IS THE NEED HELP SECTION. THIS IS WHERE IT GETS SERIOUS. WE KNOW THAT WE WERE -- WE WANT TO USE A VERY LIGHT HAND WHEN BRINGING THE TOPICS UP. WE REALIZE THAT A LOT OF PEOPLE MIGHT COME HERE, BEING READY FOR MORE SERIOUS HELP. AND WE WANT TO MAKE SURE THAT IS AVAILABLE FOR THEM. SO OUR MAIN FUNCTION IN THIS AREA THAT WE WERE EXTREMELY PROUD OF, IS OUR PARTNERSHIP WITH THE NATIONAL TEEN DATING ABUSE HELP LINE. THEY HAVE OFFERED US, YOU KNOW, VERY, VERY IMMEDIATE ACCESS TO THEIR LIVE CHAT FEATURE. THEY ARE NOT ONLY TO EMAIL OR CALL THEM WHICH WAS SOMETHING THAT THEY HAVE DONE IN THE PAST. YOU CAN LIVE CHAT WITH SOMEONE AND CLICK ON THAT LIVE CHAT ON BUBBLE, AND AUTOMATICALLY BE CONNECTED TO A STAFFER THAT COULD HELP YOU. AND IT IS ALL ANONYMOUS. YOU WOULDN'T HAVE TO SIGN IN WITH YOUR NAME. YOU WOULD BE JUST CHAT NUMBER 75, OR WHATEVER. YOU COULD CHAT WITH SOMEONE. WE ALSO HAVE LITTLE QUESTIONNAIRES, YOU KNOW, I THINK MY BOYFRIEND IS, YOU KNOW, JUST BEING REALLY CARING. HOW DO I KNOW IF THAT IS CARING OR POSSESSIVE? OR OBSESSIVE? SO WE HAVE LITTLE WAYS OF TAKE A LITTLE TEST OR LIKE READ SOME PDFs, DOWNLOAD PDFs AND MAKE SURE THAT YOU COULD BE MORE CAREFUL ON-LINE. BE MORE CAREFUL IN YOUR RELATIONSHIP JUST HELP YOU NAVIGATE WHERE YOU ARE AS A TEEN. IT COULD BE KIND OF, AS I AM LOOKING AT COMMENTS IN THE CHAT AREA, COULD BE DEFINITELY CONFUSING AND MURKY TO NAVIGATE. AND, THE LAST THING THAT WE WANT TO BRING UP, WAS, YOU KNOW, A LOT OF THIS IS OBVIOUSLY HAPPENING IN OUR HUB, ON-LINE. AND, THIS SUMMER, WE DECIDED WE WANTED TO TAKE IT TO THE STREETS, AS THEY SAY. WE WANTED TO BRING, THAT'S NOT COOL TO THE GROUND LEVEL. WE HAD TWO DIFFERENT ENDEAVORS THAT WE LAUNCHED. ONE WAS WHAT WE CALL, URBAN STUNTS OR INTERRUPT, URBAN STUNTS BECAUSE THEY OCCURRED IN L.A. AND NEW YORK. THEY DON'T NECESSARILY HAVE TO BE URBAN STUNTS BUT INTERRUPTED STUNTS. WHAT THIS WAS, WAS, YOU KNOW, YOU WOULD BE WALKING IN THE MALL AND YOU WOULD HEAR A

16

CONVERSATION, KINE OF LOUD, KIND OF INTRUSIVE, HAPPENING. AND YOU WOULD BE RUNNING INTO IT. IT WOULD BE ABOUT ONE OF THESE RELATIONSHIP ISSUES. AT THE END OF IT, FAIRLY QUICK. AT THE END OF IT, IT WOULD BE REVEALED THAT THESE FOLKS WERE IN FACT AMBASSADORS FOR, THAT'S NOT COOL. THEY WANT TO TALK TO YOU ABOUT WHAT YOU ARE GOING THROUGH. TALK A LITTLE TIME TALKING TO TEENS AND TAKING PICTURES AN INVITING THEM TO, THAT'S NOT COOL.COM AND GETTING OUR MESSAGE ACROSS. THE OTHER THING, WE WERE A PARTIAL CONCERT FOR THE DANCE TOUR, ONE OF THE LARGEST ROCK TOURS IN THE COUNTRY. TARGETS TEENS IN THE AGE GROUP. WE WENT OUT TO 13 MARKETS AND THOSE ARE THE AWESOME PICTURES THAT YOU ARE LOOKING AT. WE MET HUNDREDS OF THOUSANDS OF TEENS. WE HAD VIDEO GAMES, FIRST OF ALL, A BOOTH AT THE SITE WHICH SPONSORS DO. WE MADE IT VERY, VERY TECH SALVE I DIDN'T. VIDEO GAMES THERE. THAT WERE OPERATED THROUGH IPHONES THAT TEENS WOULD USE TO PLAY. AND, WE HAD T-SHIRTS AND LOTS OF GIVE AWAYS AND FLYERS. WE HAD SOMEONE WALKING AROUND IN A GIANT CELL PHONE SUIT. ACTING AS ALMOST A HUMAN TEXT-AL HARASSER. SO IT WAS REALLY, REALLY FUN. WHAT WE REALIZED AFTER THIS WAS, HEY, THIS IS KIND OF A BETA TEST. WE, WE WORKED OUT SOME OF THE KINKS. WE DEVELOPED SOME OF THE MATERIALS. AND WE SHOULD REALLY GET THIS OUT TO OTHER MARKETS WHO DO THIS EVERY DAY. MAYBE THIS COULD HELP THEM. SO, THAT IS KIND OF WHERE THIS BEGAN. AND, WE, YOU KNOW, WE HAVE LEARNED A LOT. WE ARE SURE THAT WE HAVE MORE TO LEARN BUT WOULD LOVE TO SHARE THE MATERIALS WITH YOU AND GET THEM IN YOUR HANDS BUT YOU COULD USE THEM AND GET BACK TO US AND LET US KNOW WHAT YOU THINK AND WHAT MORE WE CAN DO. SO WITH THAT, I THINK THAT DAVID WANTS TO POSE A QUESTION AND THEN WE'LL TURN IT TO BELINDA.

NEW SPEAKER: THANK YOU, AUDREY. LET'S POSE OUR NEXT QUESTION OF THE AUDIENCE. AND, LET'S TALK ABOUT WHAT HAS BEEN YOUR EXPERIENCE USING SOCIAL MARKETING AND HAVE YOU USED, THAT'S NOT COOL MUCH LET'S GO OVER AND, IF YOU COULD BIBLE TO RESPOND ABOUT YOUR EXPERIENCES WITH SOCIAL MARKETING, I KNOW THERE IS A LOT OF DISCUSSION ABOUT USING SOCIAL MEDIA AND THE VALUE OF DOING IT. SOMEONE SUGGESTED THAT A FUTURE PREVENT

CONNECT PIECE MIGHT BE ON WHY WE SHOULD BE, HOW FACEBOOK CAN BE USEFUL. SO TALK ABOUT, WHAT IS YOUR EXPERIENCE BEEN? AND HOW YOU ARE READY. I SEE A LOT OF PEOPLE SAYING, THEY'LL HAVE A LOT OF IT. IT IS AWESOME. SOME PEOPLE HAVE DONE LINKS. SOME PEOPLE HAVE BEEN LOOKING AT TRYING TO BE ABLE TO INTEGRATE THIS INTO THEIR FACEBOOK AND SOMEONE TALKING ABOUT DOING IT WITH THE PILOT PROGRAM. SOME OF IT HAS BEEN EFFECTIVE FOR THEIR AGENCY. SOCIAL MARKETING HAS BEEN EFFECTIVE FOR THEIR AGENCY. I SEE, SOMEONE SAYS THE VIDEOS ARE MY FAV. THAT IS, YOU CAN SEE, IT IS FLYING BY QUICKLY, BELINDA. THERE IS A LOT OF PEOPLE GOING. CAN'T WAIT TO USE MY, THAT'S NOT COOL. SOMEONE SAID INTENSIVE, VOLUNTEER, COLLEGE KID, A WHOLE GENERATION OF PEOPLE THAT, MY SON, DOES ALL OF THIS COMMUNICATION THROUGH FACEBOOK. SO IT IS A REAL PART OF A LOT OF PEOPLE'S LIVES.

18

NEW SPEAKER: DEFINITELY. I WILL BE TOUCHING ON FACEBOOK AND SOCIAL NETWORKING AND A FEW SLIDES. IF WE CAN GO AHEAD AND MOVE FORWARD ON TO THE NEXT SLIDE, THANK YOU, DAVID FOR FIELDING THAT QUESTION. I THINK THAT IT IS A GOOD WAY FOR US TO START THE SECTION OFF. AND, SO I AM REALLY, REALLY HAPPY AND EXCITED TO TALK TO YOU TODAY ABOUT A NEW PART OF THE CAMPAIGN. IT IS REALLY DESIGNED FOR ALL OF YOU INDIVIDUALS ON THE LINE. THOSE OF WHO ARE WORKING WITH TEENAGERS EVERY DAY AND TRYING TO RAISE AWARENESS ABOUT THE ISSUE AND REALLY SERVING AS EDUCATORS AND ADVOCATES IN THE FIELD. SO, AUDREY MENTIONED, YOU KNOW, CAMPAIGN LAUNCHED JANUARY 2009, A YEAR AGO. WE SPEND A YEAR KIND OF PICKING OUR RESEARCH AND COMING UP WITH STRATEGY AND GAME PLANS AND HOW WE CAN GET TO TEENS. IT IS A BETA. SOME OF THE APPROACHES YOU ARE HOPING WE WILL BE ABLE TO TAKE IN YOUR WORK. WE KIND OF PUT TOGETHER A WEB SITE THAT WILL ALLOW YOU TO KIND OF LEVERAGE OUR CAMPAIGN AND LEVERAGE TO SCHOOL AND BRING IT TO YOUR COMMUNITY. AND, ON THIS SLIDE, YOU WILL SEE THAT WE HAVE THE THAT'S NOT COOL.COM/TOOLS. WE REALLY, REALLY ARE EXCITED. WE HAVE BEEN WORKING ON THIS. IT WILL PROVIDE ALL OF YOU WITH EASY AND FRIENDLY WAY TO OBTAIN ALL OF THE CAMPAIGN RESOURCES. ALL OF THE CREATIVE AND VIDEOS AND ART FILES. EVEN THE RESEARCH

19

WE HAVE DONE, AND BOTH BEFORE AND AFTER THE CAMPAIGN LAUNCH, AND DIFFERENT SUGGESTIONS ON HOW THOSE TOOLS CAN BE USED TO BENEFIT THE COMMUNITY. THIS IS A SCREEN GRAPH OF THE TOOLS HOME PAGE. I HOPE THAT ALL OF YOU WILL CHECK IT OUT AFTER THE WEBINAR AND CLICK THROUGH THE DIFFERENT TESTS AND DIFFERENT AREAS. AS YOU MOVE FORWARD, I AM GOING TO FOCUS ON A FEW OF THE ELMS THAT YOU WILL FIND IN THE WEB SITE. BUT, THERE IS DEFINITELY SO MUCH. WE DON'T HAVE TIME TO COVER TODAY. I HOPE YOU WILL TAKE IT UPON YOURSELF TO KIND OF, YOU KNOW, GO OUT THERE AND CHECK IT OUT. AS AUDREY MENTIONED, PREVIOUSLY, WE HAVE HAD A LOT OF SUCCESS ADVERTISING. THANKS TO PARTNERSHIP WITH THE ADVERTISING COUNCIL IN SECURING DONATED MEDIA FOR THE PSAs. THIS AD, TV ADS, YOU WILL BE ABLE TO DOWNLOAD OUR TV SPOT, SEXUAL HARASSMENT AS WELL AS TWO RADIO SPOTS, ROBOT AND EXCUSES, EXCUSES. WE'LL PROVIDE INFORMATION THAT YOU NEED TO CONTACT LOCAL PSA DIRECTOR AND WORK WITH THEM TO GET THESE ADS UP IN YOUR COMMUNITY ON DONATED MEDIA SPACE. SOME OF YOU MAY KNOW THAT THE FAMILY VIOLENCE PREVENTION FUND IS A NATIONAL PROGRAM OFFICE FOR THE ROBERT WOODS JOHNSON FOUNDATION, START STRONG INITIATIVE. AND PART OF THAT INITIATIVE IS THAT THERE ARE 11 SITES ACROSS THE COUNTRY AND THEY HAVE GOTTEN THIS SNEAK PEEK AT MATERIALS AND CREATE PLANS FOR HOW THEY WILL BE USED ON THE GROUND. SO I JUST WANT TO GIVE YOU GUYS SOME CONCRETE EXAMPLES HOW TO USE THIS WEB SITE IN YOUR COMMUNITY AND START ON OAKLAND, PLANNING ANTI-VIOLENCE YOUTH POETRY SLAM. THEY'LL USE RELATIONSHIP WITH LOCAL RADIO TO HELP SECURE DONATED MEDIA SPACE TO PLAY, THAT IS NOT COOL PSA SPOT. MOVING ON, WE ALSO HAVE ALL OF THE OUTDOOR POSTERS AND ALL OF THE CREATIVE YOU WOULD NEED TO DOWNLOAD THE POSTERS AND PRINT THEM ON THEIR OWN. YOU CAN USE THESE TO CREATE AWARENESS IN YOUR COMMUNITY. START STRONG. INDIANAPOLIS IS PLANNING TO USE THESE POSTERS IN SCHOOLS, MALLS AND MOVIE THEATRES. ACTUALLY, WE HAVE HEAR BACK FROM ADVOCATE IN THE FIELD, STEVEN MACARTHUR IN VERMONT, USE CALLOUT CARDS TO GENERATE AWARENESS IN COMMUNITIES IN HEALTH FAIRS AND SCHOOL DISPLAYS. IT GOES TO SHOW YOU THAT YOU CAN USE THESE TO START CONVERSATION IN YOUR COMMUNITY.

NEW SPEAKER: WE HAVE THE SCRIPT FORCE
UPDATED STUNTS. AUDREY TOUCHED ON THIS WITH
URBAN SKIT. THESE ARE STUNTS WE DEVELOPED
WITH A REALLY GREAT FIRM, MARKETING EXPERTS.
GIRL ATTACK-TICKS MEDIA. CAREFULLY CRAFTED
THE SCRIP SEEING THAT THEY WERE HAPPENING
SPONTANEOUSLY. AND AS THE SKITS GO ON,
SURROUNDING AUDIENCES THEN BROUGHT INTO THE
DRAMA OF THE SKIT AND THEN REVEALED THIS IS
A PLOY TO GET THEIR ATTENTION AND START A
CONVERSATION ABOUT DIGITAL DATING ABUSE. SO
WE PUT THESE SCRIPTS UP HERE, WE CAN USE
THEM IN THIS WAY, PROVIDED SUGGESTIONS AND
HOW THEY CAN BE USED DURING SCHOOL
ASSEMBLIES OR SCHOOL CAFETERIAS. PEACE OVER
VIOLENCE IN LOS ANGELES, THEY ARE GOING TO
HAVE THEIR YOUTH WITH THE SKITS AND
PERFORMING COMMUNITY CENTERS IN THE MIDDLE
SCHOOL CAMPUSES. I KNOW THAT IN THE CHAT,
SOME OF YOU ASK ABOUT THE BRAND NAME, IF
THEY ARE OLDER HIGH SCHOOL STUDENTS AND PART
OF THE START STRONG INITIATIVE IS USING THIS
NEAR PIER TACTIC. WE WILL HAVE OLDER
TEENAGERS PERFORMING THESE SKITS AND SERVING
AS POSITIVE ROLE MODEL FORCE YOUNGER TEENS.
WE ALSO HAVE DIGITAL TEAM FLYER, WE USE THEM
DURING THE BAND'S WEB TOUR. WE USE THEM TO
KIND OF CREATE AWARENESS AMONGST THE TOURS,
HUNDREDS OF THOUSANDS OF PEOPLE IN ONE AREA.
TO GET THEM TO COME TO OUR BOOTH AND START A
CONVERSATION. BUT THEY CAN BE USED IN A LOT
OF DIFFERENT WAYS. SAFE PLACE. THEY ARE
GOING TO BE PRINTING FLYERS AN PUTTING THE
SAFE PLACE INFORMATION ON THE BACK OF THEM.
USE THIS DURING OUTREACH DURING TEENS.
STALK ABOUT DATING ABUSE AND DIGITAL, BEFORE
AND MIDDLE SCHOOL. WE ALSO HAVE, WHAT SEEMS
TO BE ANOTHER HOT TOPIC ON THE HAT, SOCIAL
NETWORKING SITE. WHEN WE STARTED OUT WITH
OUR SOCIAL NETWORKING PAGES, WHICH WAS ABOUT
IN THE SUMMER OF 2009, WE WERE ALSO
HESITANT, A LOT OF YOU HAVE BEEN ASKING
ABOUT MODERATION AND IS IT NECESSARY? HOW
DOES THIS WORK? AND, IT IS A LITTLE BIT OF
A SCARY, SCARY THING BECAUSE SOCIAL
NETWORKING AND IT GOES ON, ALL HOURS OF THE
DAY AND CONSTANTLY GROWING. JUST IN OUR
RESEARCH AND MOVING FORWARD AFTER WE SET THE
SITES UP, IT WAS IMPERATIVE TO COMMUNICATING
WITH THE TEENS IN THE DIGITAL SPACE. THIS
IS THE CAMPAIGN THAT FOCUSES ON DIGITAL
DATING ABUSE.

WE HAVE TO BE THERE AND ON TOP OF TECHNOLOGY. ALSO, REALLY IMPORTANT FOR MAINTAINING THE AUTHENTICITY OF THE CAMPAIGN MESSAGE AND RELATING TO TEENS. SO, WENT AHEAD AND CREATED MYSPACE PAGE, A FACEBOOK FAN PAGE, TWITTER ACCOUNT, FLICKER AND TWITTER PAGE. WE HAD A LOT OF SUCCESS WITH THEM. GREAT FEEDBACK. FACEBOOK HAS BEEN ONE OF THE MOST SUCCESSFUL PLATFORMS ALL DEFINITELY WORKING ON MY SCAN FLICKER. WHAT WE HAVE, INFORMATION ABOUT SOCIAL MEDIA. A GENERAL GUIDE, LIST OF BEST PRACTICE, SOME OF THE KEY TAKE AWAYS THAT WE HAVE FOUND IN THIS WORK. ALSO, INFORMATION ON HOW YOU CAN USE THE MATERIAL ON THE, THAT'S NOT COOL WEB SITE TO CREATE LOCAL VERSION OF, THAT'S NOT COOL FACEBOOK FAN PAGE. SO YOU COULD BE, YOU KNOW, THAT IS NOT COOL AND SET UP OWN FACEBOOK PAGE THAT LINK BACK TO THE NATIONAL CAMPAIGN PAGE. GIVEN THAT NOW, NATIONAL TEEN DATING VIOLENCE AWARENESS AND PREVENTION WEEK IS A MONTH, WE ARE HAPPY TO ANNOUNCE THAT WE ARE GOING TO HAVE A BIG KICKOFF, CALL-UP CARD CONTEST. FIRST CONTEST AND WE ARE REALLY EXCITED. WE PARTNERED WITH THE NATIONAL FOOTBALL LEAGUE'S PLAYER ASSOCIATION. THEY HAVE SOME GREAT PRIZES. WHAT WE ARE DOING IS INVITING TEENAGERS BETWEEN THE AGES OF 1-18 TO DESIGN AND SUBMIT THEIR OWN CALLOUT CARD. THEY WILL HAVE A CHANCE TO WIN SOME REALLY GREAT PRIZES LIKE A TRIP TO WASHINGTON DC TO ATTEND NFL PLAYERS GALA IN APRIL. WE ARE HOPING THAT YOU WILL BE ABLE TO SHARE THE CONTEST WITH SOME OF THE TEENS THAT YOU WORK WITH. REALLY ENCOURAGE THEM TO ENTER MULTIPLE TIMES. ENTER UP TO FIVE TIMES. AND, WE ARE JUST REALLY, REALLY EXCITED ABOUT THE OPPORTUNITY. THE LINK TO THE CONTEST IS ON BOTTOM OF THE SLIDE. WE START FEBRUARY 4. PLEASE CONTINUE TO CHECK BACK FOR MORE INFORMATION. YOU WILL BE ABLE TO SEE ALL OF THE SUBMISSIONS ON THIS PAGE. IT WILL REALLY BE GREAT TO SEE WHAT TEENS CAN SEE OTHER TEENS DOING. SO WITH THAT, I KNOW THAT WE HAVE ANOTHER QUESTION HERE. DAVID,

22

NEW SPEAKER: YOU KNOW, IF I MIGHT, JUMP IN HERE, BELIEF BRIEFLY SAY, THAT WE KNOW THAT THIS IS A LOT. THERE ARE A LOT OF ELMS IN THE CAMPAIGN. AS WE TALKED ABOUT EARLIER, WE HAVE STARTED PLANNING THIS, A COUPLE YEARS

AGO AND IN THIS THREAD, I NOTICE THAT A LOT OF PEOPLE HAVE DIFFERENT LEVELS OF INVOLVEMENT IN YOUTH PARTICULARLY IN THE SOCIAL MEDIA ASPECT AROUND WHETHER OR NOT THEY HAVE A FACEBOOK PAGE OR PROFILE FOR SOME OF THE PROGRAMS OR WORK YOU DO WITH KIDS AND OTHERWISE. SO WHAT WE SAY, LET'S NOT TRY TO BOIL THE OCEAN. RIGHT? EVEN IF YOU START SHAWL, WE KNOW INTIMIDATING PARTICULARLY WHEN YOU THINK OF MONITORING AND UPDATE IT. HAVING A DELUGE OF KIDS COMING BACK TO YOU AND WHO ARE INVOLVED AND ENGAGED IN THIS CONVERSATION AND REALLY WANTING TO HELP PREVENT THIS AND ACTIVATE THEIR NETWORK, YOU THINK, IT IS KIND OF A NICE PROBLEM TO HAVE. I THINK THAT IS WHERE WE WERE, TOO, A YEAR AGO. LIKE, WOW, SUCH GREAT RESPONSE. BUT COMING BACK AND PRIORITIZING. OKAY, WHAT CAN WE DO? GIVEN THE HUMAN RESOURCES THAT WE HAVE RIGHT NOW. WE HAVE BEEN SLOW AND STEADY ROLLING OUT A LOT OF THE DIFFERENT ELMS. THIS TOOL WEB SITE, SPECIFICALLY, WWW.THATSNOTCOOL.COM/TOOLS WILL REALLY BE AN AREA THAT WE HOPE IS USER FRIENDLY AND STRAIGHTFORWARD ENOUGH FOR YOU TO ALL TAKE THIS ON IN A MEANINGFUL WAY AND REALLY BE ABLE TO ACCESS, WOW, I HAVE THIS ENTIRE TOOL TICK AT MY DISPOSAL. WHAT ARE THE THINGS I CAN DO RIGHT NOW? OR LATER ON? REALLY DEVELOP A PLAN TO LOCALIZE THAT IS NOT COOL AND TAKE THIS FOUNDATION AND REALLY ACTIVATE IT AND MAKE IT REALLY, REALLY AMAZING ON THE GROUND WHERE KIDS ARE BEING ENGAGED DIRECTLY.

NEW SPEAKER: WELL, THANK YOU, BRIAN. AND, WE, AND PEOPLE ARE ALREADY ANSWERING THIS. THE QUESTION THAT WE PROPOSING HERE ABOUT WHAT ELEMENTS OF THE CAMPAIGN WOULD WORK BEST IN THE COMMUNITY AND HOW WOULD YOU BE ABLE TO IMPLEMENT THEM. WE SEE THIS, AND POSTING THESE, SO PEOPLE WITH LOOK AND GET IDEAS FROM OTHER PEOPLE. A LOT OF PEOPLE ARE REALLY EXCITED ABOUT THIS. THERE ARE SOME PEOPLE WHO EXPRESSED CONCERNED ABOUT THE CALL-OUT CARDS. ONE THEME IN TEXT CHAT. OTHER THEME HAS BEEN THAT THIS IS A GREAT OPPORTUNITY TO GO TO YOUTH AND ASK YOUTH WHAT THEY THINK AND ANOTHER WAY FOR YOU TO BE ABLE TO REALLY GAUGE YOUTH. IF SOMEONE HAS A QUESTION, THIS IS THE TIME TO DO IT. GO AHEAD AND RAISE YOUR HAND OR POSE A

23

QUESTION IN THE TEXT CHAT AND WE CAN BE ABLE TO ANSWER ANY OF THE QUESTIONS THAT YOU HAVE. ONE QUESTION IS, IS THE HELP LEAN AVAILABLE, IS HELP AVAILABLE FOR CANADIANS? ANYONE ANSWER THAT?

NEW SPEAKER: FOR THE HELP LINE SPECIFICALLY OR THE CAMPAIGN?

NEW SPEAKER: THE HELP LINE. TALK ABOUT BOTH.

NEW SPEAKER: WELL --

NEW SPEAKER: ANNE, I DON'T KNOW IF YOU PROBABLY HAVE SOME BACKGROUND ON THIS, I BELIEVE THAT ONLY THE HOT LINE RIGHT NOW NEED HELP IS THE UNITED STATES AND THE TERRITORIES.

NEW SPEAKER: OH, WOW. YEAH. I'M NOT EXACTLY SURE. I WOULD THINK, IT IS AN 800 NUMBER. SO --

NEW SPEAKER: RIGHT. YEAH, I DON'T KNOW HOW THEY WOULD KNOW IF THEY ARE FROM CANADA. I WOULD IMAGINE THE CHAT FUNCTION WOULD WORK IF YOU ARE IN CANADA ALSO.

NEW SPEAKER: YEAH, I THINK THAT SOMETIMES --

NEW SPEAKER: THE CAT FUNCTION.

NEW SPEAKER: I THINK THE 800 NUMBERS WORK DOMESTICALLY. WITH THAT SAID, THERE MIGHT BE OPPORTUNITY THAT IN THE NEED HELP SECTION, THE CORE AREA SPECIFIC WITH THE PARTNERSHIP WITH TEEN DATING VIOLENCE PREVENTION HOT LINE. ALONG THE RIGHT HAND SIDE, WE ALSO HAVE A LIST OF OTHER RESOURCES. AND SO, IF WE ARE OPEN TO INCLUDING A SPECIFIC NATIONAL CANADIAN RESOURCE THERE, IF YOU THINK IT BE APPROPRIATE.

NEW SPEAKER: THAT IS A GREAT IDEA. I WAS JUST NOTIFIED THAT WE DO ACTUALLY, THE TEXAS COUNCIL AND THE TEEN ABUSE HOT LINE HAS HAD INTERNATIONAL CHATS. SO I KNOW THAT IS POSSIBLE.

NEW SPEAKER: THANK YOU, ANNE. GREAT.

NEW SPEAKER: NO PROBLEM.

24

NEW SPEAKER: I THINK THAT ANOTHER QUICK QUESTION, TOO, PEOPLE TALKING ABOUT WHAT IS THE MOBILE APPLICATION? AND, I WILL HAVE MY COLLEAGUES FILL IN HERE. I THINK WHEN WE MENTIONED THAT, WE WERE ALSO SAYING THAT THE WEB SITE CAN BE PULLED UP ON A MOBILE PHONE. SO, WHAT YOU HAVE TO DO IS WHEN YOU JUST CREATE A GENERAL WEB SITE, HAVE YOU TO CREATE KIND OF A COMPLEMENTARY SITE TO IT. THAT IS WEB, OR THAT IS MOBILE PHONE

FRIENDLY. BECAUSE OF THE DIFFERENT SCREEN SIZES, ETC.

THAT WAS ONE PIECE OF MOBILE APPLICATION OF THE WEB SEETHE. AS WELL AS THE FACEBOOK.

NEW SPEAKER: DEFINITELY. THE MOBILE VERSION OF THE WEB SITE IS THE SAME URL. IF YOU ARE JUST USING THE WEB BROWSER ON YOUR MOBILE PHONE OR YOUR PDA, AND IT IS A SIMPLE VERSION OF THE SITE AND SITE THAT YOU SEND CALL-OUT CARDS FROM YOUR CELL PHONE TO ANOTHER CELL PHONE.

NEW SPEAKER: BUT NO IPHONE APP YET.

NEW SPEAKER: NO IPHONE APP YET. ACTUALLY THAT HAS A LOT TO DO WITH SOME OF THE RESEARCH BEFORE THE CAMPAIGN. WHEN TALKING TO TEENS, WHETHER WEB ACCESS ON PHONES, WHAT WE FOUND IS THAT MOST TEEN-AGERS HAD MORE SIMPLE, BASIC CELL PHONES AND THAT THEY DIDN'T HAVE, YOU KNOW, IPHONES OR BLACKBERRIES. THAT RESEARCH, YOU KNOW, WAS FROM TWO YEARS AGO. SO I'M SURE THAT THINGS HAVE CHANGED. BUT, THAT IS LARGELY SHAPED OUR DIG TO, YOU KNOW, MAKE US BY A VERSION OF THE WEB SITE FOR MOBILE PHONES AND NOT ACTUAL APPLICATIONS.

NEW SPEAKER: YEAH.

NEW SPEAKER: AS A PRICE COMES DOWN IN PHONES, I'M SURE THAT IT WILL PROBABLY BE GOING UP AS WELL AS ALSO DIFFERENT PLANS, MONTHLY PLANS TO HAVE WEB ACCESS OR A LITTLE BET MORE EXPENSIVE AS WELL.

NEW SPEAKER: THERE IS A QUESTION FROM CHRIS. IF YOU CAN PRESS STAR 1 ON YOUR PHONE CHRIS. WE CAN UNMUTE YOUR PHONE. OPERATOR, DO WE HAVE A LINE OPEN?

NEW SPEAKER: YES, JUST ONE MOMENT.

NEW SPEAKER: I WAS JUST WONDERING IF THERE WERE ANY TYPE OF COPY RIGHT ISSUES WITH THE USE OF MATERIALS ON ORGANIZATIONAL WEB SITES OR PRINTING THEM OUT OR WHAT SORT OF IMPLICATIONS THERE ARE AROUND THAT.

25

NEW SPEAKER: THERE ARE, GOOD QUESTION, WHEN YOU PULL UP THE MATERIALS ON THE TOOLS WEB SITE, YOU WILL SEE THE ACTUAL ALL RIGHTS RESERVED LINE THAT IS ALSO INCLUDED.

VIOLENCE PREVENTION FUND OR THE AD COUNCIL THAT ARE INCLUDED ON THE ACTUAL PRINTED MATERIAL THEMSELVES. AND THEN, IF YOU ARE ACTUALLY TAKING CONTENT AND SAY YOU ARE REFORMATTING IT, IN A CERTAIN WAY, WE DO ASK TO WORK WITH YOU HAND IN HAND WHAT THAT WOULD LOOK LIKE. SPECIFICALLY THERE, WE

JUST REALLY REMEMBER SOME BASIC CONTRIBUTION AS FAR AS EXAMPLE, THAT IS NOT COOL IS INITIATIVE OF THE FAMILY BOUNDS VIOLENCE PREVENTION FUND SUPPORTED BY XYZ.

NEW SPEAKER: OKAY. SOMEONE CONTACT TO DO THAT OR TAKE SOME OF THE MEDIA AND PUT THEM OBVIOUSLY ATTRIBUTED TO THAT'S NOT COOL ON OUR WEB SITE OR LINKS OR THAT TYPE OF THING?

NEW SPEAKER: ABSOLUTELY.

NEW SPEAKER: ABSOLUTELY. DEFINITELY. I THINK THAT IT WOULD BE SOMETHING FOR NOW, YOU KNOW, THERE IS CONTACT INFORMATION PROVIDED ON THE TOOLS WEB SITE AND UNDER -- IN ORDER TO CREATE USER NAME YOU HAVE TO READ, YOU KNOW, OUR GENERAL POLICIES ABOUT TERMS OF USE AND IN OUR TERMS OF USE DOCUMENT, CONTACT INFORMATION FOR WHO YOU CAN CONTACT AND IF YOU WOULD LIKE SPECIAL PER MISSION TO USE THE MATERIALS.

NEW SPEAKER: GREAT. THANK YOU.

NEW SPEAKER: ARE THERE ANY LAST QUESTIONS? YOU WANT TO ASK A QUESTION? WE'LL STAY ON FOR A COUPLE MORE MINUTES.

NEW SPEAKER: CAN I JUMP IN, DAVID?

NEW SPEAKER: PLEASE DO, BRIAN. IF YOU WANT TO RAISE YOUR HAND IF YOU HAVE A QUESTION.

NEW SPEAKER: THANKS.

NEW SPEAKER: NANCY. RATER, CAN YOU OPEN UP NANCY LORELLI, PRESS STAR 1. OPERATOR, OPEN UP NANCY'S LINE.

NEW SPEAKER: BRIAN.

NEW SPEAKER: HI, QUICKLY, I KNOW THAT THERE WAS DISCUSSION AROUND NOT BEING ABLE TO ACCESS THE WEB SITE OR JUST BECAUSE OF FIRE WALLS THAT DON'T ALLOW, SAY, GOVERNMENT AGENCIES OR SCHOOL TO ACCESS SITES THAT PLAY VIDEO. WE HAVE LOOKED INTO THIS ON OUR END. TO SEE IF THERE IS ANY CONFIGURATION CHANGES TO MAKE ON OUR END. UNFORTUNATELY, WITHOUT KNOWING THAT THOSE SPECIFIC PARAMETERS ARE WITHOUT CAUSING THE BLOCKING, EVEN THOUGH THE END RESULT MIGHT BE, NO VIDEO SITE, THE DIFFERENT PARAMETERS ACROSS DIFFERENT DISTRICTS CHANGE. SO WE CAN'T DO SOMETHING ON OUR END NECESSARILY. BUT, HOPEFULLY, THE TOOLS WEB SITE YOU CAN PULL UP. AND THEN, FROM THERE, YOU ARE ABLE TO DOWNLOAD THE VIDEOS. IF THAT IS A PROBLEM AND YOU CAN -- THEN YOU CAN GO TO THE WEB SITE AND NOT NECESSARILY DOWNLOAD WITH THE VIDEO SPECIFICALLY, THAT IS TOO WHERE YOU WANT TO REACH OUT, FOR SOMEONE WE CAN SEND, ALSO WE

CAN SEND.

NEW SPEAKER: DVD OF THE VIDEOS THAT ARE ALSO ON THE WEB SITE. THAT IS QUITE LABOR INTENSIVE FOR US. I MEAN, WE DEFINITELY ASK, IF THERE IS A DIFFERENT COMPUTER YOU CAN GO TO WHERE YOU CAN GAIN ACCESS TO THE VIDEOS AND DOWN LOAD THEM THAT WAY, THAT IS HELPFUL FOR US. WE WANT TO MAKE IT AS EASY AS POSSIBLE FOR YOU ALL TO BE ABLE TO TAKE THIS ON.

NEW SPEAKER: GREAT. OPERATOR, HAVE WE OPENED UP A PHONE LINE?

NEW SPEAKER: YES, THE LINE IS OPEN.

NEW SPEAKER: OKAY. HELLO.

NEW SPEAKER: HELLO. I JUST WANDER -- WONDERED IF SOMEONE BEING ABUSED SENDS ONE OF THE CARDS TO SOMEONE ABUSING THEM COULDN'T ESCALATE THE SITUATION? HAS THERE BEEN ANY THOUGHT ABOUT PRECAUTION ABOUT THAT?

NEW SPEAKER: SURE. IT IS A GOOD QUESTION. I MEAN, ON THE WEB SITE, ITSELF, WE DON'T NECESSARILY, I MEAN, I GUESS, LISTED IN THE TERM CALLOUT, WE ARE TALKING ABOUT CALLING OUT, BEHAVIOR. WHAT WE MEAN THERE IS CALLING OUT ATTENTION TO THIS AS ISSUE, OVERALL IN TEEN VIOLENCE. IDENTIFYING TEEN VIOLENCE ISSUE AMONGST YOUTH. WE WERE KEEN ON FOLLOWING UP ON OUR RESEARCH AND ON THE CAMPAIGN ELEMENTS. CALLOUT PART BEING ONE OF THEM. DURING ABOUT 6-7 MONTHS AFTER WE LAUNCHED. AND WHAT WE HEARD WAS WE CAME BACK BY ENLARGE, TEENS COMING BACK SAYING THEY ARE NOT USING THE CALLOUT CARD TO EXTEND TO SOMEONE WHO THEY FEEL IS ABUSING THEM SPECIFICALLY. THEY ARE ACTUALLY USING THEM AS AN INTERESTING WAY TO ENGAGE THEIR FRIEND AROUND THE ISSUE. NOT EVEN ONE, SAYING A PROBLEM FOR THEM. IT IS DEFINITELY SOMETHING AGAIN, CALLOUT CARDS, OR BEYOND, SOMETHING THAT WE ARE ALWAYS CONSTANTLY MONITORING.

27

NEW SPEAKER: THANK YOU.

NEW SPEAKER: SURE. THANK YOU FOR ASKING YOUR QUESTION.

NEW SPEAKER: THANK YOU. IS THERE ANY OTHER -- IF SOMEONE HAS, I THINK WE ARE NOW GETTING TO THAT TIME WHERE WE ARE GOING TO BE CONCLUDING OUR SESSION SO I JUST WANT TO REALLY THANK ANNE HAMILTON FROM THE OFFICE OF VIOLENCE AGAINST WOMEN AND BELINDA SIRHA AND AUDREY AND BRIAN O'CONNOR. ANY LAST

WORDS YOU WANT TO SAY, OTHER THAN VISIT, THAT'S NOT COOL.COM/TOOLS. THAT WILL BE ON THE EMAIL YOU GET FROM US ALSO. WE'LL SEND THAT LINK TO SOMEONE -- TO EVERYONE.

NEW SPEAKER: THANK YOU, THIS IS BELINDA. I WANT TO REALLY, REALLY ENCOURAGE EVERYBODY TO CHECK OUT CALLOUT CARD CONTEST. IT IS A GREAT WAY TO ENGAGE YOUTH AND TEEN DATING, VIOLENCE AWARENESS AND PREVENTION WEEK. WE ARE REALLY HAPPY TO BE ABLE TO GET THIS STARTED. AND, WE HOPE THAT WE ARE GOING TO HAVE GREAT RESULTS. ALSO, SAYING NOW, THE WINNERS OF THE CONTEST ARE GOING TO HAVE THEIR CALLOUT CARDS DISPLAYED ON SOME OF THE SOCIAL NETWORKING SITE. IT IS ALSO A FUN THING FOR TEENS. WE HOPE THAT, YOU KNOW, YOU CAN GET A LOT OF TEENAGERS INVOLVED AND EXCITED ABOUT IT.

NEW SPEAKER: GREAT. WELL, THANK YOU SO MUCH. WE WILL BE, YOU WILL BE GETTING INSPECTION. WE HAVE REPORTED THIS SESSION, SO IF YOU WANT TO BE ABLE TO GIVE PEOPLE INFORMATION, WE'LL HAVE INFORMATION ABOUT THIS. OF COURSE, GO TO THE WEB SITE. SO THANK YOU ALL. THANK YOU ALL FOR JOINING US. WE HOPE YOU JOIN US IN THE FUTURE PREVENT KECK WEB CONFERENCE OR OTHER WEB KECK ACTIVITIES. THERE IS AN EVALUATION THAT IS BEING SENT TO YOU ABOUT FOUR MINUTES AGO. SO PLEASE FILL THE EVALUATION. ALSO HAS LENGTHS TO THE WEB CONFERENCES. YOU CAN SEE BRIAN JUST SAID, PUT IN TEXT CHAT, HIS PHONE NUMBER, CONTACT INFORMATION IS AVAILABLE ALSO ON THE PREVENT CONNECT WEB SITE. SO THANK YOU ALL. WE REALLY APPRECIATE IT. WE KEEP THE TEXT CHAT OPEN FOR A COUPLE MINUTES. BUT THIS WILL CONCLUDE THE AUDIO PART OF TODAY'S WEB CONFERENCE. WE LOOK FORWARD TO SEEING YOU ON-LINE IN THE FUTURE.

28

NEW SPEAKER: AND ONCE AGAIN, LADIES AND GENTLEMEN, THAT DOES CONCLUDE TODAY'S CONFERENCE. THANK YOU FOR YOUR PARTICIPATION.