



## TRANSCRIPT

### WEB CONFERENCE

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

Wednesday, January 27, 2010

Session Two: 1:30 PM – 2:30 PM Pacific

### Presenters

Catherine Pierce and Nadine Neufville,  
United States Department of Justice, Office on Violence Against Women

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### Host

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California Coalition Against Sexual Assault

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PLEASE STAND BY. WE ARE ABOUT TO BEGIN. GOOD DAY EVERYONE. WELCOME TO THIS PREVENT CONNECT WEB CONFERENCE. TODAY'S CALL IS BEING RECORDED. AT THIS TIME I WOULD LIKE TO TURN THE CONFERENCE OVER TO DAVID LEE. PLEASE GO AHEAD, SIR.

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NEW SPEAKER: WELCOME EVERYONE TO WEB CONFERENCE THAT'S NOT COOL CAMPAIGN TOOLS WEB SITE FOR LOCAL TEENS DATING VIOLENCE PREVENTION EFFORT. I AM REALLY PROUD IT BE ABLE TO HAVE REPRESENTATIVES FROM THE OFFICE OF VIOLENCE AGAINST WOMEN AND THE FAMILY VIOLENCE PREVENTION FUND. WE'LL BE PRESENTING ABOUT THIS NEW EXCITING CAMPAIGN TOOLS WEB SITE SO LOCAL PROGRAMS CAN BE ABLE TO ADAPT, THAT'S NOT COOL, AND SUPPORT ACTIVITIES WITHIN THEIR LOCAL COMMUNITIES. IT WAS IN OCTOBER, A LITTLE MORE THAN A YEAR

AGO, THAT OVW AND FAMILY VIOLENCE PREVENTION DID THIS. I AM PLEASE TO SEE PEOPLE THROUGHOUT THE COUNTRY. A GOOD MINNESOTA CONTINGENT AN MON MONTANA AND VIRGINIA AN MANY OTHER STATES MUCH I ALSO SAW AT LEAST ONE FROM CANADA. I HAD PEOPLE FROM NEW ZEALAND JOIN. I'M NOT SURE THAT THEY WILL MAKE IT BECAUSE IT IS TOMORROW THERE. THANK YOU FOR JOINING US TODAY'S SESSION. WHAT I WANT TO DO IS BRIEFLY GIVE YOU A LITTLE ORIENTATION BEFORE WE BEGIN TODAY'S SESSION. PREVENT CONNECT IS WEB SITE IS PREVENT CONNECT.ORG. WE ARE AN ON-LINE COMMUNITY OF PEOPLE DEDICATED TO ADDRESSING PREVENTION OF PARTNER VIOLENCE AND SEXUAL VIOLENCE. WE ENCOURAGE YOU TO BE ABLE TO JOIN AND USE MANY OF OUR ACTIVITIES. WE HAVE WEB CONFERENCES SUCH AS THIS. WE WILL BE HAVING A NEW WEB CONFERENCE SERIES STARTING SOON TALKING ABOUT CHANGING SOCIAL NORMS SO YOU WILL BE RECEIVING NOTICE ABOUT OUR WEB CONFERENCES. DO SIGN UP QUICKLY BECAUSE THEY DO FILL UP. WE ALSO HAVE READING CLUBS WHERE WE TAKE RECENT PUBLICATIONS AN RESEARCH, SMALL GROUPS OF DISCUSSING THE RESEARCH AND TALK ABOUT THE APPLICATIONS OF THEIR PREVENTION WORK. WE HAVE A WIKI, WHICH IS A USER GENERATED WEB SITE. WE OFFER MANY PODCASTS AND ALSO LEARNING UNITS AROUND THE ISSUES OF THE PREVENTION OF VIOLENCE AGAINST WOMEN. YOU CAN FOLLOW US ON TWITTER AT PREVENT CONNECT WHERE WE ARE SHARING IN 140 CHARACTERS OR LESS, OUR INSIGHTS AN PERSPECTIVES AROUND PREVENTION AN SHARING A LOT OF RESOURCES. WE ALSO HAVE A BLOG OF CALCASA.ORG WHERE YOU CAN BE ABLE TO SEE US TALK ABOUT SOME OF THE ISSUES AND INTRODUCE A LOT OF GREAT CONCEPTS. YOU ALSO HOPE THAT YOU WILL BECOME OUR FRIEND ON FACEBOOK. THAT WILL BE A THEME TODAY OF THE TOOLS OF FACEBOOK BRINGS SO AT PREVENT KECK ALSO ON TEASE BOOK. WE DO HAVE A LISTSERV WHERE YOU OFTEN CALL LISTSERV AND EMAIL GROUP OF OVER 1100 PEOPLE THAT HAVE INDEPTH CONVERSATION ABOUT HOW TO DO PREVENTION WORK. AND WE RECEIVE NEWSLETTERS ONCE OR TWICE A MONTH. MYSELF AND MY COLLEAGUE CHAD SNIFFEN AND I WILL SHOW YOU A PICTURE OF WHAT CHAD LOOKS LIKE, OR THE MAIN STAFF SO WE HAVE MANY OTHERS WHO WORK WITH US. I AM PLEASED TO BE ABLE TO HAVE ALL OF YOU HERE AND YOU CAN REACH US AT EMAIL ADDRESSES THAT ARE HERE APPEARING ON THE

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SLIDE OR CALL US AT 888-922-5227. I WANT TO TALK BRIEFLY ABOUT HOW TO USE THIS TECHNOLOGY. THERE ARE MANY THINGS WE CAN DO. THE FIRST THING I WANT TO DO IS TALK ABOUT RAISING YOUR HAND. IF YOU LOOK ABOVE MY PICTURE, A LITTLE BIT TO THE RIGHT OF MY PICTURE, YOU WILL SEE IN A BAR ABOVE THAT, YOU WILL SEE A HAND WITH ARROW NEXT TO IT. I AM GOING TO DRAW A PICTURE WITH THE HAND TO IT. IF YOU GO AHEAD AND RAISE YOUR HAND, GO AHEAD AND WE'LL DO THAT. TEST HOW YOU ARE USING IT. I SEE THAT I HAVE ABOUT 50, ALMOST 60 OF YOU. THERE IS STILL MORE THAN HALF. YOU HAVE NOT RAISED YOUR HANDS. FINE THAT BUTTON TO RAISE YOUR HANDS. AND THAT IS A GREAT WAY. WE USED TO RAISE HANDS WHEN YOU HAVE QUESTIONS LATER ON IN THE SESSION. YOU CAN BE ABLE TO RAISE YOUR QUESTIONS AT QUESTION AND ANSWER TIME. CAN YOU RAISE YOUR HAND THE WAY THAT WE CAN GET MORE INPUT FROM YOU ALL. I WILL LOWER YOUR HANDS RIGHT NOW. AND THANK YOU VERY MUCH FOR BEING, WE WILL DO THAT. ALSO WE HAVE QUESTIONS AND ANSWERS WHERE WE CAN LEARN A LITTLE BIT ABOUT WHO IS IN THE AUDIENCE. SO WHAT I AM GOING TO DO NOW, OPEN UP, QUESTIONS AND ASK YOU A FEW QUESTIONS ABOUT THIS, SO WE CAN LEARN ABOUT WHO YOU ARE ALL. FIRST QUESTION I WILL ASK YOU, HAVE YOU ATTENDED A WEB CONFERENCE BEFORE TODAY. YOU JUST CLICK ON THE SCREEN WHERE YOU SEE IT, NOT IN THE TEXT CHAT BUT ON THE SCREEN. SO, IF YOU HAVE NEVER, THIS IS FIRST WEB CONFERENCE, CLICK A OR THE FIRST ONE. IF IT IS YOUR FIRST, ON TO ONE BEFORE. THIS IS YOUR FIRST PREVENT CONNECT CONFERENCE, CLICK THE SECOND ONE. ATTENDED ONE PREVIOUS CONNECT PREVENT WEB CONFERENCE, CLICK THE THIRD ONE. AND IF YOU ARE A REGULAR, AND HAVE GONE TO MANY PREVENT CONNECT WEB CONFERENCES, CLICK THE LAST SESSION SO I SEE THAT I HAVE ABOUT 40, ABOUT 20 PERCENT OF YOU HAVE NOT VOTED YET. I WILL SHARE THE RESULTS THOUGH. AND YOU CAN SEE THAT 17 PERCENT OF YOU IS THE FIRST TIME YOU ARE IN A WEB CONFERENCE. IT IS GREAT TO BE ABLE TO SEE YOU ALL HERE. AND ANOTHER ALMOST ONE THIRD OF YOU, THIS IS THE FIRST TIME THAT YOU ARE ON YOUR PREVENT KECK WEB CONFERENCE, AND SO, FOR THE HALF OF YOU, WHO HAVE NEVER BEEN ON PREVENT KECK, I HOPE YOU ENJOY THIS AND HAVE A DYNAMIC WAY OF SHARING INFORMATION WITH EACH OTHER. 16 PERCENT OF YOU HAVE BEEN

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ON ONE PREVIOUS AND 23 PERCENT OF YOU ARE REGULARS AND COME TO MANY PREVENT CONNECT WEB CONFERENCES AND I INVITE ALL OF YOU TO JOIN US. AN OPPORTUNITY FOR PEOPLE TO SHARE IDEAS WITH EACH OTHER. I'M GOING TO ASK ANOTHER QUESTION TO LEARN WHO IS IN THE AUDIENCE AND CAN YOU LEASE, AS IT APPEARS ON THE SCREEN, CLICK WHAT SECTOR BEST DESCRIBES YOU OR YOUR ORGANIZATION. ARE YOU PART OF IT, CLICK ON THE LITTLE BUBBLE, THE DOT THAT YOU SEE. ARE YOU WITH THE DOMESTIC VIOLENCE AGENCY OR COALITION? OR SEXUAL ASSAULT AGENCY OR COALITION? OR A DUAL DOMESTIC VIOLENCE OR SEXUAL ASSAULT AGENCY OR COALITION? IF YOU ARE WITH EDUCATION, K-12, OR HIGHER EDUCATION, YOU ARE AT HEALTH OR PUBLIC HEALTH, YOUTH SERVICE OR AFTERSCHOOL PROGRAMS, SOCIAL SERVICE, FAITH COMMUNITIES OR CRIMINAL JUSTICE OR MY FAVORITE CATEGORY OF ALL, OTHER. I SEE THAT NOT ALL OF YOU HAVE VOTED BUT A GOOD PERCENTAGE OF YOU, IT LOOK LIKE I HAVE ABOUT A THIRD OF YOU NOT VOTED YET. GO AHEAD AND CLICK. WHICH ONE BEST DESCRIBES YOU OR YOUR ORGANIZATION. I WILL SHARE THE RESULTS FOR YOU RIGHT NOW. YOU CAN SEE. AN THAT SHOULD BE APPEARING, NOT APPEARING QUITE YET. IT IS A LITTLE SLOW. SLOW CONNECTIONS. THERE. WE HAVE 19 PERCENT OF YOU ARE DOMESTIC VIOLENCE AGENCY AND 19 PERCENT SEXUAL ASSAULT. 38 PERCENT ARE TOOL DOMESTIC VIOLENCE AND SEXUAL ASSAULT. ONLY 1 PERCENT FROM K-12 EDUCATION. WE DO SEE 11 PERCENT OF YOU FROM HEALTH AND PUBLIC HEALTH AND THAT WE HAVE, I SEE A FEW OTHERS. IF YOU WROTE OTHER, CAN YOU PLEASE WRITE IN THE TEXT CHAT WHAT THE OTHER ONE DID. SOMEONE, GREAT. LET'S SEE WHAT PEOPLE HAVE WRITTEN IN. SEE, I HAVE SEVERAL RESPONSES. LEGAL SERVICES, BASED WHICH WE HAVE PRIVATE SECTOR, OH, GREAT THAT IS REALLY IMPORTANT. I SHOULD HAVE LISTED. SO THANK YOU MUCH. THAT GIVES US A LITTLE SENSE OF WHO IS IN THE AUDIENCE. THANK YOU. NOW, TAKE THAT DOWN AND CLOSE THAT TAB. YOU ARE BACK TO THE SCREEN. WE DO HAVE THE TEXT CHAT THAT EACH OF YOU ARE USING NOW. AS YOU CAN SEE, WE HAVE 154 PEOPLE. WE WILL PROBABLY GET TO CLOSER TO 200. SOON. IF YOU WANT TO MAKE THAT BIGGER, WHAT YOU DO IS UNDOCK. LIKE CLICKING ON THE UPPER RIGHT HAND CORNER, I NOW CIRCLING THAT. I PUT A CHECK THERE. YOU CLICK THAT BOX AND OPENS UP THE CHAT BOX. AND MAKES A LITTLE EASIER TO

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READ. YOU ALSO CAN SEND PRIVATE CHATS LIKE CLICKING ON THE NAPES ON THE LEFT OR THE PRIVATE. IF YOU SEE LITTLE RED FLASHING LIGHTS, THAT MEANS OUR MESSAGE IS WAITING FOR YOU, PROBABLY A PRIVATE MESSAGE. WE DO HAVE POWER POINT SLIDES THAT WILL BE SHOWING IN THE PRESENTATION. THOSE WILL BE ALSO AVAILABLE ON THE PREVENT KECK WEB SITE. AT WWW.PREVENTCONNECT.ORG. AND I'M SENDING THAT AS I SPEAK TO THE TEXT CHAT. IF YOU WANT TO SEND US A PRIVATE TEXT CHAT FOR HELP, YOU CAN DO THAT. I SEE SOMEONE DID THAT. YOU CAN CALL ISLAND TECHNICAL SUPPORT AT 800-799-4510. OR CALL MY COLLEAGUE CHAD AT CALCASA, 888-922-5227, EXTENSION 315. AT PREVENT CONNECT, WE ARE TALKING ABOUT DOMESTIC VIOLENCE AND INTIMATE PARTNER VIOLENCE WHICH WE INCLUDE TEEN DATING VIOLENCE IN. WE ALSO ARE TALKING ABOUT SEXUAL VIOLENCE. YES, YOU ARE ALL MUTED. DO NOT WORRY. YOU CAN SPEAK AS MUCH AS YOU WANT. WON'T HEAR YOU NOW. WE WILL BE TALKING ABOUT VIOLENCE ACROSS THE LIFESPAN. WE DO INCLUDE ALL AGES. WE ALSO WANT TO REALLY FOCUS ON HOW TO PREVENT BEFORE VIOLENCE STARTS IN THE FIRST PLACE. WE HAVE A FOCUS ON PRIMARY PREVENTION AND WE ALSO TALK ABOUT THE CONNECTIONS BETWEEN OTHERS, OTHER FORMS OF VIOLENCE. OTHER OPPRESSION. AND, SO, I AM GOING TO HAVE TO WRITE IN, PEOPLE THAT CALL IN. THEY DO NOT CALL IN FOR AUDIO. SO, ALSO PREVENT CONNECT IS A PROJECT, NATIONAL PROJECT, CALIFORNIA COALITION AGAINST SEXUAL ASSAULT AND SPONSORED BY THE U.S. CENTERS FOR DISEASE CONTROL PREVENTION. USE AN INFORMATION PROVIDED IN THE WEB CONFERENCE DOES NOT NECESSARILY REPRESENT THE OFFICIAL VIEWS OF THE UNITED STATES GOVERNMENT. CDC OR CALCASA. TODAY'S TOPIC IS, THAT IS NOT COOL CAMPAIGN, TOOLS WEB SITE FOR LOCAL TEEN DATING VIOLENCE PREVENTION EFFORTS. AS I SAID BEFORE, WE HAVE AUTHOR OF VIOLENCE AND AGAINST WOMEN PREVENTION FUND. I WILL INTRODUCE THEM SHORTLY. SO OUR AGENDA TODAY, WE'LL FIRST TALK ABOUT THE INSIGHTS OF WHAT HAPPENED IN THE NOT SO COOL CAMPAIGN. WE WILL REVIEW WITH THE DIFFERENT ELMS OF, IT'S NOT COOL CAMPAIGN. FINALLY AND PERHAPS MOST IMPORTANTLY WE WILL BE SHARING THE, THAT'S NOT COOL CAMPAIGN NEW CAMPAIGN TOOLS WEB SITE WHERE YOU CAN NOW ADAPT THE MATERIALS FOR

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YOUR LOCAL COMMUNITY SO YOU CAN USE THE WORK THAT IS GOING ON NATIONAL EFFORT. SO, OUR OBJECTIVES FOR TODAY, IT IS TO UNDERSTAND DIGITAL DATING ABUSE AND STRATEGIES TO ENGAGE TEENS. IN TEEN DATING VIOLENCE ABUSE PREVENTION. LEARN THE TOOLS OF THE THAT'S NOT COOL CAMPAIGN TO RAISE AWARENESS AND INTEGRATE THAT'S NOT COOL CAMPAIGN INTO TEEN DATING VIOLENCE PREVENTION AND AWARENESS CLUB ACTIVITIES AND OTHER PREVENTION EFFORTS. SO WITH THAT, I AM REALLY PLEASED TO NOW INTRODUCE ANNE HAMILTON WHO IS PROGRAM SPECIALIST AT OFFICE OF VIOLENCE AGAINST WOMEN. GOOD AFTERNOON, ANNE.

NEW SPEAKER: GOOD AFTERNOON. GOOD AFTERNOON, EVERYONE. THANK YOU SO MUCH FOR TAKING TIME-OUT OF YOUR SCHEDULE. I KNOW, ESPECIALLY THE EAST COASTERS, IT IS LATER IN THE DAY. WE APPRECIATE IT. AS DAVID MENTIONED, MY NAME IS ANNE HAMILTON AND I HAVE BEEN ONE OF THE PRINCIPAL O-VW STAFF MEMBERS ON THE, THAT'S NOT COOL.COM INITIATIVE. I'M NOT SURE HOW MANY PEOPLE ON THE CALL ARE AWARE OF THE OFFICE MUCH PART OF THE DEPARTMENT OF JUSTICE AND OVERALL MISSION IS TO PROVIDE FEDERAL LEADERSHIP TO REDUCE VIOLENCE AGAINST WOMEN AND STRENGTH AND SERVICES TO ALL VICTIMS OF DOMESTIC VIOLENCE, SEXUAL ASSAULT, DATING VIOLENCE AND STALKING. NOW, RECENTLY, OVW HAS BEEN ALLOWED TO COMBAT DATING VIOLENCE, TEEN DATING VIOLENCE. IN 2005, THE REAUTHORIZATION ACT ADDED DATING VIOLENCE TO ALL OF THE O-VW GRANT PROGRAMS AN CREATED NEW YOUTH SEASONER PROGRAMS. NEW PROGRAMS INCLUDE, THE SERVICES TO ADVOCATE FOR RESPONSE YOUTH PROGRAM WHICH WOULD FUND PROJECTS TO DO DIRECT SERVICES AN OUTREACH. THE ENGAGING MEN IN YOUTH PROGRAM WHICH WOULD FUND PROJECTS THAT COULD DO PREVENTION AND EDUCATION ON TEEN DATING VIOLENCE AND THE TEEN EDUCATION AND PROTECTION PROGRAM. THE FIRST TWO I MENTIONED, THE SERVICES TO ADVOCATE FOR RESPONSE TO USE AND ENGAGING MACHINE IN YOUTH PROGRAM WILL HAVE SOLICITATIONS RELEASED THIS YEAR IN FY2010. I ENCOURAGE EVERYONE TO CHECK OUR WEB SITE. THE THIRD PROGRAM WE WILL JUST BE UPDATING ANY INFORMATION ABOUT THAT ALSO ON THE WEB SITE. IF YOU HAVE ANY QUESTIONS ABOUT THAT, FEEL FREE TO CALL MY, TO CALL ME OR CHECK OUR WEB SITE. ALSO, WE HAVE FOUR PARTNERSHIPS WITH ORGANIZES THAT HAVE WORKED PRIMARILY

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WITH YOUTH SUCH AS BREAK THE CYCLE, WHICH IS A NON-PROFIT ORGANIZATION THAT ENGAGES IN EDUCATES AND EMPOWERS YOUTH TO BUILD THIS. MEMBERSHIP WITH TEXAS COUNCIL, CREATED THE LOVE IS RESPECT CAMPAIGN AND TEEN DATING ABUSE HOT LINE WHICH SOME OF YOU ON THE CALL MIGHT BE FAMILIAR WITH. BOTH OF THESE ARE PARTNERS AND THEY ARE LINKED THROUGH THE THAT'S NOT COOL WEB SITE IF YOU WANT TO LEARN MORE ABOUT THEM. OBVIOUSLY WE HAVE CREATED A PARTNERSHIP WITH THE FAMILY VIOLENCE PREVENTION FUND THAT HAS SPEAR HEADED THIS INITIATIVE WITH US. WE ALSO, THROUGH THESE PARTNERSHIPS AN A LOT OF RESEARCH, WE REALIZED THAT WE NEEDED TO ENGAGE YOUTH EARLY WHILE THEY ARE DEVELOPING THEIR DATING RELATIONSHIPS. WHICH IS WHY THIS EDUCATION AND PREVENTION IS VERY IMPORTANT. WE LEARNED THAT TEENS ARE ESPECIALLY VULNERABLE, NATIONALLY, APPROXIMATELY 1 IN TEEN GIRLS IS THE VICTIM OF PHYSICAL, EMOTIONAL ABUSE FROM A DATING ART NEVER. 1 IN TEENS REPORTS KNOWING A FRIEND OR A PEER WHO HAS BEEN KICKED, PUNCHED, SLAPPED, PHYSICALLY HURT BY A PARTNER. I BELIEVE --

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NEW SPEAKER: YES.

NEW SPEAKER: WHY DON'T I TALK A ABOUT A LITTLE BIT ABOUT A QUESTION WE WOULD LIKE TO ASK THE AUDIENCE. IF YOU TALK ABOUT, WHAT ARE SOME OF THE UNIQUE ISSUES AT FAITH IN RELATIONSHIPS. LET'S THINK ABOUT HOW DO OUR TEEN, SOME OF THE RISKS OF TEEN DATING VIOLENCE. WHAT ARE THE ISSUES THAT THEY DATE? I KNOW IN OUR AUDIENCE, I CAN SEE A LOT -- I KNOW THAT THERE IS A LOT OF PEOPLE WHO ARE WORKING WITH TEENS ALREADY AND ADDRESSING THE ISSUES. SO WHAT I SEE IS PEER PRESSURE TAKEN SERIOUSLY AND THEN A LOT OF TECHNOLOGY IS ISSUED. CYBER POLLING, TECHNOLOGY AND SEXT-ING. LACK OF RESOURCE. WHO TO TALK FOR ADULTS AN PEER PRESSURE, PRESSURES ABOUT SEX, ALCOHOL AND DRUGS. SOCIAL PRESSURE, NOT KNOWING NORMAL RELATIONSHIPS.

NEW SPEAKER: YEAH.

NEW SPEAKER: A LOT OF VIOLENT ROLE MODELS. I THINK A LOT ABOUT ROLE MODELS, THEY DON'T HAVE MUCH EXPERIENCE.

NEW SPEAKER: I JUST SAW SOMETHING ABOUT SOCIAL NETWORKING SITES.

NEW SPEAKER: YEAH, I THINK THAT IS ANOTHER ONE THAT TECHNOLOGY THEME AND THEN, THERE IS

ALSO WHAT IT MEANS TO BE GROWING UP AS ADULTS. TO BE, HOW THEY WANT TO BE THERE, TECHNOLOGICALLY STALKED. LACK OF POSITIVE ROLE MODELS, ONCE AGAIN.

NEW SPEAKER: EVEN RURAL LOCATIONS, WHEN YOU THINK ABOUT TECHNOLOGY.

NEW SPEAKER: I THOUGHT OF THAT.

NEW SPEAKER: RURAL. I SEEN A FEW IN THERE. RURAL, ISOLATION, BOTH PARENTS WORKING. SEEING SEXUAL VIOLENCE IN THE HOME AND SEEING IT AS NORMAL. A LOT OF RURAL ISSUES. IT IS WHAT DARLENE POINTS OUT. A LACK OF POWER THAT WILLOW, REALLY IMPORTANT PART. ALYSA RAISES A GOOD PART ABOUT THE CRYSTALLIZATION OF GENDER ROLES, THE CHALLENGE THAT HAS COME UP WITH. AND LEE TALKS ABOUT ISOLATION OF PEERS. AND, SO, GREAT. THIS IS A GREAT DISCUSSION. LACK OF COMMUNICATION. SUSAN. SO I THINK THAT YOU ARE RAISING A LOT OF GREAT ISSUES HERE. SO I THINK THAT REALLY SPEAKS TO WHY IS IT IMPORTANT TO BE ABLE TO THINK ABOUT HOW TO ADDRESS SPECIFICALLY THE ISSUES FOR TEENS AND ONE OF THOSE TEENS HAVE BEEN TECHNOLOGY THAT COMES UP IN HERE.

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NEW SPEAKER: HOPEFULLY THE REST OF THE PRESENTATION WILL GUIDE YOU ON HOW TO BRING SOME OF THESE ISSUES IN THE FOREFRONT OF YOUR COMMUNITY. AND SOME TOLLS.

NEW SPEAKER: GREAT. LET'S TALK ABOUT WHY YOU ARE DOING THIS WORK RIGHT NOW.

NEW SPEAKER: WELL, RIGHT NOW, BEFORE I HAND OVER THE REST OF THE WE'RE NOTATION TO THE FUND, I WANTED TO POINT OUT, IT IS THE 15th ANNIVERSARY OF THE PASSING OF THE VIOLENCE AGAINST WOMEN ACT AND DATING VIOLENCE WILL PLAY A SIGNIFICANT ROLE IN THE FUTURE OF OUR OFFICE. AND AS THEY CONTINUE TO EXPAND OUR WORK WITH TEENS. AND, ALSO, RIGHT NOW, IT IS GREAT TO HAVE THIS WEBINAR BECAUSE FEBRUARY IS NATIONAL TEEN DATING VIOLENCE AWARENESS AN PREVENTION WEEK WHICH WE RECENTLY FOUND OUT HAS NOW BEEN CHANGED INTO NATIONAL TEEN DATING VIOLENCE AWARENESS AND PREVENTION MONTH. SO HOPEFULLY PEOPLE CAN USE THESE TOOLS THAT THE FUND WILL BE PRESENTING AND BRINGING IT INTO THEIR COMMUNITIES AND THROUGHOUT THE WHOLE MONTH OF FEBRUARY.

NEW SPEAKER: GREAT. I JUST POSTED THE LENGTH TO THEIR ACTUAL RESOLUTION.

NEW SPEAKER: THANKS. THANK YOU, DAVID.

NEW SPEAKER: PASSED ON MONDAY. BREAKING NEWS!

NEW SPEAKER: YES.

NEW SPEAKER: REALLY STRONG AND GOOD POINT.  
TEENS DON'T "DATE."

THEY "HANGOUT." LANGUAGE OF ADULTS DON'T  
REFLECT TEEN EXPERIENCES. THIS IS SOMETHING  
THAT I THINK THAT THIS CAMPAIGN IS WORKING  
ON.

NEW SPEAKER: YES, THE FUND WILL DEFINITELY  
TALK ABOUT THAT.

NEW SPEAKER: YES, REALLY GOOD POINT IN  
SOMETHING THAT HAS BEEN DONE VERY WELL.  
WELL, LET'S -- I'M REALLY PROUD TO BE ABLE TO  
INTRODUCE OUR COLLEAGUES FROM THE FAMILY  
VIOLENCE PREVENTION FUND AND PREVENT CONNECT  
HAD THE OPPORTUNITY OF DOING ANY WEB  
CONFERENCES OVER THE LAST SEVERAL YEARS WITH  
THE FAMILY VIOLENCE PREVENTION FUND. WE HAVE  
A COLLECTION OF MANY OF THEM HERE TODAY.  
WHICH HAVE BRIAN O'CONNOR. GOOD AFTERNOON,  
BRIAN.

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NEW SPEAKER: HI, THERE.

NEW SPEAKER: WE ALSO HAVE SARA FEWER. SARA  
WON'T BE PRESENTING BUT AVAILABLE TO ANSWER  
ANY QUESTIONS. SO, SARA, I AM NOT SURE IF I  
HAVE YOUR PICTURE HERE.

NEW SPEAKER: I AM HERE, DAVID. THANK YOU.

NEW SPEAKER: THANK YOU, MUCH. WE HAVE  
BELINDA SIRHA. FROM THE VIOLENCE OF  
PREVENTION FUND. HI, BELINDA.

NEW SPEAKER: HI, DAVID.

NEW SPEAKER: WE HAVE AUDREY, WHO IS A  
CONSULTANT TO THE FAMILY VIOLENCE. YOU ARE  
NOT THERE?

NEW SPEAKER: I AM IN NEW YORK. COVERING THE  
GEOGRAPHICAL LOCATIONS.

>> COVERING THE COASTS. PARTICIPANTS ARE  
COVERING THE REST OF THE COUNTRY.

NEW SPEAKER: EXACTLY.

NEW SPEAKER: THANK YOU ALL FOR JOINING US.  
BRIAN, WHY DON'T WE START WITH YOU AND HAVE  
YOU TALK ABOUT SOME OF WHAT IS THE, THAT'S  
NOT COOL CAMPAIGN IS.

NEW SPEAKER: ABSOLUTELY. THANKS A LOT,  
DAVID. THANK YOU TO EVERYBODY WHO HAS BEEN  
ABLE TO JOIN US THIS AFTERNOON. AND MAKE THE  
TIME FOR WHAT WE CONSIDER SOME REALLY  
EXCITING WORK. IN PARTICULAR, STARTING OFF  
WITH THE CORE PARTNERS, WE BEGAN THIS WORK IN  
2007. SO, AS YOU MIGHT KNOW, THE CAMPAIGN  
LAUNCHED EARLIER ON IN 2009 IN JANUARY. SO,  
THERE WAS QUITE A BIT OF PLANNING TIME BEFORE  
THE LAUNCH THAT WENT INTO THE DEVELOPMENT OF

THE OVERALL INITIATIVE. IN PARTICULAR, IN PARTICULARLY WE WORKED REALLY HAND IN HAND WITH THE ADVERTISING COUNCIL AS WELL AS RGA, OUR ADVERTISING AGENCY THAT DONATES ALL OF THE CREATIVE SERVICES TIME TO THE INITIATIVE. WITH THAT SAID, WHAT WE ARE REALLY DOING NOW IS WE ARE PIVOTING INTO A DIFFERENT PHASE OF THE CAMPAIGN. AND OF THAT, THAT'S NOT COOL. SO WE ARE ASKING EACH OF YOU TO PARTNER WITH ALL OF US. EACH AND EVERY ONE OF YOU TO TAKE, THAT'S NOT COOL ON AND TAKE THE COOL TOOLS TO YOUTH. DIRECT TO YOUTH ON THE GROUND IN YOUR COMMUNITY. WE ARE CALLING ON YOUR EXPERTISE AND YOUR COMMITMENT TO ENDING TEEN DATING VIOLENCE AND YOUR CREATIVITY TO ACTIVATE AN ON THE GROUND EFFORT ACROSS THE COUNTRY. WE HOPE THAT YOU WILL VIEW THESE TOOLS AS YOU SPOKE AND RELEVANT FOUNDATION IS SOMETHING THAT WE HAVE BEEN LOOKING TO BUILD OVER THE PAST YEAR AND A HALF, TWO YEARS. A REAL RELEVANT FOUNDATION FOR YOU AND YOUR ORGANIZATION TO TAKE IT ON IN A REALLY MEANINGFUL WAY. PARTICULARLY, THE ESSENCE OF THAT IS NOT COOL USES NEW MEDIA. REALLY JUST ANOTHER WAY TO SAY TECHNOLOGY, DIGITAL, ETC., AS A WAY IN TO TALK TO KIDS AND TO TALK TO YOUTH ABOUT THESE EVERGREEN GRAY AREAS WITHIN RELATIONSHIP. IN THINKING ABOUT IT BEING A RESEARCH DRIVEN CAMPAIGN AND A POOR COMPONENT OF THAT THREE LAUNCH PLANNING PERIOD I WAS TALKING ABOUT, WAS IT NOT ONLY LOOKING AT SOME OF THE EXISTING RESEARCH THAT IS OUT THERE, LOOKING AT THE DEEP INSIDE AND LIFESTYLE OF KIDS AND REALLY BEING ABLE TO EDUCATE OURSELVES ON THAT AND REALLY DOING THE PRIMARY WORK AS WELL WHERE WE TALK DIRECTLY TO YOUTH. BASICALLY, AND PRIMARILY, QUALITATIVELY, BUT TALK DIRECT TO KIDS ABOUT WHAT ARE THEY GOING THROUGH? AND HOW EXACTLY ARE THEY USING TECHNOLOGY IN THEIR LIVES? AND PARTICULARLY, WITH REGARDS TO WHAT HAS BEEN THEIR EXPERIENCE AND EXPOSURE TO DATING, RELATIONSHIPS AS WELL AS THEN MOVING INTO ABUSE AND POTENTIALLY MORE UNHEALTHY SITUATION. SOME OF THE CORE CAMPAIGN INSIGHTS AND MANY OF YOU KNOW THIS, ESPECIALLY WITH SOME OF THE WORK YOU ALREADY PROBABLY DO WITH KIDS IS, REACHING THEM EARLY. THIS IS REALLY ALL ABOUT PREVENTION. UNDERSTANDING THAT TECHNOLOGY AND THE INTERNET SHAPE THEIR LIVES AND THAT FRIENDS ARE THERE, MOST IMPORTANT RELATIONSHIP. AGAIN, MAYBE NOT TOO MUCH OF A

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SURPRISE BUT DEFINITELY SOME GUIDING FACTORS FOR US AS WE WEN ON TO DEVELOP THE CAMPAIGN. IN THINKING ABOUT SOME OF THE CAMPAIGN'S SUCCESSES, IN YEAR ONE, WHICH GET AROUND 70,000 VISITORS PER MONTH IS WHAT THE CAMPAIGN WEB SITE IS AVERAGED. WE TALK A LOT ABOUT THE WEB SITE AT CORE HUB OF THE CAMPAIGN. BUT THERE ARE MANY, MANY OTHER ELMS OUTSIDE OF IT THAT PRIMARILY INTEND TO DRIVE TRAFFIC TO THE WEB SITE WHERE WILL IS A GREATER EXPERIENCE AND MORE OPPORTUNITIES FOR DISCUSSION AND ENGAGEMENT. WE ARE GOING TO GET INTO SOME OF THE SPECIFIC TOOLS AND REALLY THOSE SPECIFIC TOOLS ON WAYS AND GIVE EXAMPLES ON WAYS WHICH THEY CAN BE ADAPTED FOR LOCAL YOUTH. THERE IS A LOT OF TIME THAT IS SPENT ON SITE AS FAR AS ANOTHER KEY METRIC THAT WE HAVE BEEN TRACKING. THE VIDEOS, JUST OVERALL IS MOST POPULAR. BUT WHEN WE DO GO THROUGH EACH OF THE TOOLS WE HAVE BEEN TALKING ABOUT, AUDREY IS GOING TO REALLY WE'VE IN SOME REALLY OTHER METRICS TO GIVE YOU AREAS THAT ARE HOR POPULAR POTENTIALLY THAN OTHERS AND GIVE YOU OTHER IDEAS THAT CAN BE REVISED, ADAPTED AND USED AND POTENTIALLY BROUGHT ON TO YOUR OWN WEB SITE.

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NEW SPEAKER: SO THAT IS NOT FULL CAMPAIGN. I MENTIONED, LAUNCHED IN 2009. PERHAPS MANY OF YOU HAD A CHANCE TO VISIT THE SITE OR FAMILIAR WITH THE CAMPAIGN. I'M FIRST GOING TO BRING YOU THROUGH WHAT WE CALL THE CREATIVE CONCEPT WHICH IS REALLY THE CORE ESSENCE AND PERSONALITY OF THE INITIATIVE. IS YOUR BOYFRIEND CONSTANTLY TEXTING YOU? THAT IS NOT COOL. YOUR GIRLFRIEND BROKE INTO YOUR FACEBOOK ACCOUNT? THAT'S NOT COOL. WHEN SOMEONE CROSSES YOUR DIGITAL LINE, WHEN SOMEONE MAKES YOU UNCOMFORTABLE, THAT IS NOT COOL. IT IS WAY TO SAY TO YOUR BOYFRIEND OR GIRLFRIEND, YOU ARE INVADING MY DIGITAL SPACE IN A SUBTLE, NON-CONFRONTATION WAY. THAT'S NOT COOL.COM. THAT IS THE OFFICIAL LOGO LOCK-UP THAT WE HAVE FOR THE CAMPAIGN. WHEN WE ARE TALKING ABOUT THIS INITIATIVE, IT IS REALLY IMPORTANT TO DEFINE WHEN WE SAY TEEN, WHO EXACTLY WE MEAN. WE ARE FROM AN AGE STANDPOINT, WE ACTUALLY RESEARCH, OUR RESEARCH SPAN KIDS 12-16 YEARS OLD. WE ARE ACTUALLY FINDING THAT SOME OF THE ELEMENTS THAT ARE CUEING A BIT YOUNGER, AGAIN, WE THINK THAT THERE ARE OPPORTUNITIES TO ADAPT IT UP OR ADAPT IT DOWN. SO 12-16 WAS THE

RESEARCH SPAN. BUT YET, WE HAVE HONED IN AND DEFINED OUR SWEET SPOT AS THOSE YOUTH. BOYS AND GIRLS, 13-15 YEARS OLD. PARTICULARLY TRANSITIONAL TEENS IS WHAT WE CALL THEM. BECAUSE IT IS THE TRANSITION FROM MIDDLE SCHOOL TO HIGH SCHOOL. RIGHT WHEN THEY ARE STARTING TO EXPERIENCE INTIMATE RELATIONSHIPS. RIGHT WHEN A LOT OF THE YOUNGER KIDS ARE THEN EXPOSED TO SOME OF THE OLDER KIDS WITHIN THE HIGH SCHOOL TIME FRAME WHERE THOSE OLDER KIDS HAVE ALREADY BEEN DATING POTENTIALLY FOR, YOU KNOW, A FEW YEARS NOW. THIS IS RIGHT AROUND THE TIME WHEN THEY ARE BUILDING THEIR OWN OPINIONS ABOUT WHAT IS ACCEPTABLE AND WHAT IS NOT ACCEPTABLE RELATIONSHIP BEHAVIOR. WE HAVE TALKED ABOUT TECHNOLOGY AS THE WAY IN, TO TALK TO KIDS ABOUT THIS ISSUE. BUT SPECIFICALLY, THEN WE FOCUS IT EVEN FURTHER. WE HAVE GONE DOWN INTO THREE PARTICULAR DIGITAL BEHAVIORS AS WE CALL THEM. SPECIFICALLY HERE, WHERE THEY KIND OF MOVE INTO BEHAVIOR THAT WE DEEM CONTROLLING IN ALARMING, WE CALL THEM DIGITAL INFRACTIONS AND THE FIRST ONE IS, UNWANTED AND SHASH OR REPEATED CALLS OR TEXT MESSAGES. YOU WILL SEE THE CAMPAIGN FOCUSED IN ON THAT SPECIFIC BEHAVIOR. THAT SPECIFIC INFRACTION REALLY SUPPORTED BY THE FACT THAT 1 IN 4 TEENS IN A RELATIONSHIP HAS BEEN CALLED NAME, HARASSED OR PUT DOWN BY PARTNERS AND THROUGH CELL PHONE AND TEXTING. A SECOND INFRACTION WE HAVE, BREAKING INTO SOCIAL NETWORKING ACCOUNTS SUCH AS YOUR MY SPACE, FACEBOOK PROFILES, AND THEN, THE THIRD, IT IS, THE THIRD INFRACTION IS PRESSURE TO SHARE EMBARRASSING OR PRIVATE PICTURES OR VIDEOS. THIS IS REALLY IN LINE WITH THE SEXT-ING ISSUE. THAT IS CERTAINLY IN THE MEDIA OVER THE PAST YEAR. DUCK TAILED QUITE A BIT WITH THE LAUNCH OF THIS CAMPAIGN, COINCIDENTALLY. THAT THIRD INFRACTION IS THE SUPPORTED BY 51 PERCENT OF TEEN GIRLS SAY PRESSURE FROM A GUY IS A REASON THEY SENDS SEXY HANGS OR HANGS AND THAT 18 PERCENT OF TEEN BOYS, SAY THAT PRESSURE FROM A GIRL IS THAT REASON. THAT MOVES US INTO CAMPAIGN OBJECTIVE OVERALL. 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 RELATIONSHIP. OUR INTENTION IS TO REALLY HELP YOU. HERE IT IS TO HELP YOU,

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CONSIDERING THAT THEY HAVE A LIMITED EXPERIENCE IN DATING AND RELATIONSHIPS OR IN HOOKING UP OR FRIENDS WITH BENEFITS OR THE WHOLE HOST OF TERMS THAT WE ACTUALLY HEARD FROM KIDS WHEN WE TALKED TO THEM DIRECTLY. IT IS REALLY ABOUT HELPING THEM CONNECT THE DOTS. HELPING THEM CONNECT THE DOTS FOR A CERTAIN ISSUE THAT THEY ARE ACKNOWLEDGING ARE NOT OKAY. THAT ARE NOT COOL. PARTICULARLY, PHYSICAL VIOLENCE. THAT IS WHAT WE HEARD BACK FROM THE KID. THAT PHYSICAL VIOLENCE AND ALSO VERBAL ABUSE, REALLY EXPLICIT VERBAL ABUSE THAT THEY HAVE BEEN ABLE TO IDENTIFY AS REALLY NOT OKAY. THIS IS REALLY INTO EMPOWERING KIDS AN ENGAGING KIDS TO CONNECT THE DOTS BETWEEN THAT, THOSE TYPES OF ABUSES THAT THEY ARE ALREADY ACKNOWLEDGING INTO WHAT IS CERTAINLY MORE SUBTLE AREAS OF VIOLENCE AND ABUSE. SUCH AS, DIGITAL. SO, WITH THAT, AND THAT IS THATSNOTCOOL LOGO. WE'LL HAND YOU TO AUDREY, WHO WILL GO FURTHER INTO THE SPECIFIC ELEMENTS OF THE CAMPAIGN. SPECIFIC FOR YOUR YOUTH.

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NEW SPEAKER: THANK YOU, BRIAN. THANK YOU EVERYBODY FOR JOINING US. I AM A MARKETING CONSULTANT THAT HAS BEEN WORKING ON THE, THAT'S NOT COOL CAMPAIGN WITH THE FAMILY VIOLENCE PREVENTION FUND FOR ABOUT, ALMOST TWO YEARS NOW. I HAVE BEEN A PART OF IT, ALMOST THE BEGINNING. AND, AS YOU WILL SEE IN THIS SLIDE HERE, THERE IS QUITE A BIT OF ARMS AND LEGS, I GUESS, THAT MAKE UP THIS CAMPAIGN AND TO BRIAN'S POINT, A LOT OF IT IS BASED IN THE DIGITAL WORLD, BECAUSE THAT IS WHAT, THE MESSAGE WE ARE TRYING TO CONVEY THAT NAVIGATING THE GRAY AREAS AS THEY RELATE TO THE DIGITAL WORLD. IF WE ARE TALKING ABOUT IT, WE HAVE TO BE THERE AS WELL. SO, BUT WE ALSO HAVE LOTS OF OTHER PRESENCE ON THE CAMPAIGN IN DIFFERENT LEVELS. I WILL GO THROUGH THEM REALLY QUICKLY AND THEN THE LITTLE POINTS IN EACH ONE WILL BE HANDLED, SOME BY ME AND SOME BY COLLEAGUE BELINDA AFTER I AM FINISHED. FIRST WE HAVE THE WEB SITE. AND WE HAVE A VARIETY OF ELEMENTS WITHIN THAT. WE HAVE A BUCKET WHICH WE ARE CALLING DEMONSTRATION WHICH IS KIND OF GETTING OUT IN THE FIELD. YOU KNOW, GETTING OUT AND ABOUT. GETTING OUTSIDE OF THE WEB SITE. AND, WAYS THAT WE HAVE ENGAGED TEENS IN THAT WAY. WE HAVE ADVERTISING WHICH WE ARE VERY, VERY LUCKY TO HAVE THROUGH OUR

COLLABORATION WITH THE ADVERTISING COUNCIL. WE HAVE GOTTEN GREAT PRESENCE, BOTH TV, RADIO WEB BANNER, OUT OF HOME AND POSTERS. AND BELINDA WILL TALK A LITTLE BIT MORE TO THAT LATER. WE HAVE WHAT WE CALL PARTICIPATION AND THAT, THAT ENDEAVORS SOME THAT HAVE BEEN DONE AND SOME THAT ARE ONGOING THAT WE ARE DOING TO INVITE TEENS TO PARTICIPATE WITH US. SO, IN THE DEMONSTRATION AREA, WE ARE SORT OF GOING OUT AND PUTTING ON OUR SHOW. IN THE PARTICIPATION AREA, WE ARE DOING THINGS TO BRING TEENS INTO THE FOLD. AND MAKE THEM PART OF THE CAMPAIGN AS WELL. AND THEN, AS YOU WOULD HAVE, WITH ANY TEEN ORGANIZATION, OR TEEN CAMPAIGN, YOU HAVE TO GIVE SOMETHING AWAY. NOT ONLY DOES THAT ENTICE THEM TO GET INVOLVED BUT IT ALSO ALMOST SERVES AS A WALKING BILLBOARD THAT THEY TAKE WITH THEM AND PAST. HOPEFULLY THEIR FRIENDS GET THE MESSAGE AND GOES ON FROM THERE. WE HAVE GIVE ALWAYS THAT WE WOULD LOVE TO SEE YOU GUYS USE AS WELL IF THAT COULD BE HELPFUL. BELINDA WILL GET INTO THAT A LITTLE BIT MORE. SO, ANYWAY, WITH THAT SAID, THIS IS A GOOD SNAPSHOT THAT ALL OF THE CAMPAIGN HAS TO OFFER. AND, JUST TO GIVE YOU A LITTLE BET MORE SPECIFICS, I'LL MOVE ON TO SPECIFICALLY WEB SITE. THAT IS NOT COOL.COM. THIS WAS REALLY THE FIRST ELM OF THE CAMPAIGN THAT WAS LAUNCHED. IT IS SERVING AS AND CONTINUES TO SERVE AS THE HUB OF OUR CAMPAIGN. THIS IS WHERE WE WANT THE ACTIVITY TO HAPPEN. EVERYTHING THAT WE DO IS REALLY GEARED TOWARDS DRIVING TRAFFIC BACK TO, THAT'S NOT COOL.COM. AGAIN, AS BRIAN SAY, THIS LAUNCHED IN JANUARY OF 2009. IT HAS BEEN A LITTLE OVER A YEAR. AND, WE ARE AVERAGING MONTHLY VISITS OF 70,000 VISITORS A MONTH. WHICH IS REALLY, REALLY AMAZING TO US. AND, JUST AS A LITTLE POINT OF REFERENCE, IN CASE YOU ARE NOT THAT FAMILIAR IN YOUR OWN WORLD WITH WEB SITE TRAFFIC, THE AD COUNCIL HAS A ROUGH AVERAGE OF TEEN CAMPAIGN VISITATION, BEING ROUGHLY 44,000 VISITORS A MONTH. WE HAVE EXCEEDED IN NEARLY DOUBLED THAT. WHICH WE ARE REALLY PROUD OF. 71 PERCENT OF THE VISITORS ON AVERAGE ARE NEW. WHICH MEANS WE ARE STILL ENGAGING WITH PEOPLE ON A REPEATED BASIS BUT MOST OF OUR VISITORS ARE NEW TEENS THAT WE ARE BRINGING INTO A MESSAGE. THAT IS GREAT. BECAUSE THE MORE THEY KNOW, THE BETTER OFF WE HOPE THAT THEY WILL BE.

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NEW SPEAKER: SO I'LL MOVE ON. SORRY. AS YOU CAN SEE ON THE TOP OF THAT SCREEN, FROM THE SITE, THERE ARE FOUR TABS. SO YOU WILL COME INTO THE MAIN PAGE. THEN YOU CAN GO TO FOUR DIFFERENT "ROOMS".

IN THE SITE. THE FIRST ONE OF THOSE BEING VIDEOS. I'LL TALK ABOUT THOSE A LITTLE BIT. WE HAVE TWO TYPES OF VIDEOS. ONE OF THEM IS WHAT WE CALL TWO SIDED STORIES. AND THERE ARE SIX OF THEM BASED IN THREE CATEGORIES. SO, ONE CATEGORY MIGHT BE AS BRIAN WAS SAYING, THOSE DIGITAL INFRACTIONS THAT WE IDENTIFIED. ONE MIGHT BE, TEXT-AL HARASSMENT, GETTING INUNDATED WITH TEXTS. UNCOMFORTABLE. MAYBE TOO MANY OF THEM. WE HAVE BOTH SIDES OF THAT STORY PLAYING OUT SO YOU CAN SEE, MAYBE YOU ARE ON THE GIVING END OF THE TECH. AND MAYBE YOU ARE ON THE RECEIVING END OF THE TEXT. THIS IS SORT OF A REALLY FUN WAY TO EXEMPLIFY WHAT WE MEAN WHEN WE SAY, WHAT INFRACTIONS ARE. AS YOU CAN SEE, THEY ARE TONGUE AND CHEEK IN THE WAY THAT THEY ARE PRESENTED. THE EXAMPLES HERE IS A SOCK PUPPET GIRL AND A SOCK PUPPET BOY. AND THEN, THE CONVERT TO THAT STORY IS A LITTLE VIDEO GAME TYPE OF LITTLE GIRL GOING ABOUT HER DAY. AND THAT WOULD BE ONE SIDE WOULD EXPLAIN MAYBE THE BOY POINT OF VIEW AND THE ONE SIDE WOULD BE THE GIRL POINT OF VIEW. THAT SORT OF ONE ELM, AGAIN, THERE ARE THREE TOPICS AND TWO VIDEOS IN EACH TOPIC THAT TOLD SIX. AND THEN, ON THE UPPER RIGHT, YOU WILL SEE WHAT IS CALLED GUEST VIDEOS. AND WE ACTUALLY COMMISSIONED VIDEOS TO BE CREATED ON BEHALF OF OUR CAMPAIGN. AND WE TARGETED YOUTUBE CELEBRITIES, YES, THERE ARE SUCH A THING AS YOUTUBE CELEBRITIES. THEY HAVE IMMENSE FOLLOWING ON YOUTUBE. WITHIN OUR TARGET AGE RANGE AND WE GAVE THEM A BRIEFING ON OUR CAMPAIGN AND ASK THAT THEY MAKE VIDEO IN THEIR OWN STYLES TO GET OUR MESSAGE ACROSS. AND WE HAVE, WE HAVE FOUR, THREE OR FOUR AT THIS POINT ON THE SITE. AND, THEY HAVE BEEN IMMENSELY POPULAR. WE HAVE GOTTEN A LOT OF TRACTION FROM THEIR CHANNEL WHERE KIDS CAN VIEW THIS VIDEO INTO THAT. THAT IS A BIG TRAFFIC DRIVER FOR US. AND, IN TOLD, ALL OF THE VIDEOS THAT I JUST DESCRIBED HAS GOTTEN 435,000 VIEWS IN 2009. WE ARE PROUD OF THAT. WE HOPE THAT MAYBE THESE CAN HELP YOU GUYS IN YOUR MARKET. SO WE WOULD LOVE TO LEARN A LITTLE BIT MORE ABOUT THAT ONE, WHEN

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BELINDA COMES ALONG TO TALK LATER. THE NEXT SECTION IS, CALLOUT K5RDS. THESE ARE BASICALLY E-CARDS THAT WERE ORIGINALLY CREATED TO POTENTIALLY BREAK THE ICE BETWEEN, YOU KNOW, ONE PERSON AND ANOTHER IN A RELATIONSHIP. IF SOMEONE MAYBE HAS CROSSED THE LINE OR IS, YOU KNOW, DOING, EXHIBITING BEHAVIOR THAT SOMEONE ISN'T COMFORTABLE WITH. SEND THEM A CARD AND SAY, HEY, BACK OFF. WHAT WE FOUND INTERESTINGLY, IS THAT THEY ARE USED MORE SO AS A FRIEND TO FRIEND VEHICLE. TO ALMOST COMMUNICATE THE CAMPAIGN, THE MESSAGE AND GET THE CONVERSATION STARTED, YOU KNOW. MAYBE THEY MIGHT NOT BE EXPERIENCING IT. MAYBE THEY KNOW SOMEBODY WHO HAS. MAYBE I KNOW THAT MY FRIEND IS KIND OF IN THAT RELATIONSHIP. AND I AM GOING TO SEND IT TO HER TO SORT OF SAY, HEY, YOU DON'T HAVE TO STAND FOR THIS ANYMORE. THAT WAS AN INTERESTING LEARNING. YOU DO IT AS YOU GO. YOU LEARN. THAT IS SOMETHING THAT WE FOUND IS REALLY HAPPENING. IT IS AMAZING THAT THESE ARE AN EXTREMELY POPULAR DEVICE. DIFFERENT THAN WHAT WE THOUGHT THEY WOULD BE. IMMENSELY POPULAR. THEY ARE BASED IN THOSE INFRACTION AREAS LIKE BRIAN SAID. THEY WILL BE CERTAIN CARDS TALKING SPECIFICALLY ABOUT TEXT-AL HARASSMENT, OTHERS FOR PRIVACY ROBB, SOMEONE BROKE INTO YOUR FACEBOOK, SOMEONE SNOOPING AROUND IN CELL PHONE, YOU KNOW, ONE CATEGORY IS P-IC PRESSURE. PRESSURE TO SEND PRIVATE PICTURES OF YOURSELF AND YOU DON'T WANT TO PARTAKE IN THAT. SO THE TOPICS GO ON AND ON. WE ARE PROUD OF THE CALLOUT CARDS. POPULAR. 12,000. MY SPACE AND, YOU KNOW, EVEN MORE OF THEM HAVE BEEN SENT DIRECTLY FROM A VIEW DIRECTLY FROM THERE. WE THINK THAT THESE ARE AN AMAZING TOOL AND HOPE THAT MAYBE YOU CAN UTILIZE THEM IN YOUR MARKET. NEXT TAB, COMMUNICATION AREA OF YOUR SITE. WE DON'T WANT TO BE A ONE WAY TALKING HEAD. WE WANT TO HEAR WHAT TEENS HAVE TO SAY AS YOU SEE, THAT IS THE STYLE IN WHICH WE CREATED THE CAMPAIGN. VERY TONGUE AND CHEEK. ALMOST AS THOUGH, YOU KNOW, I CREATED IT. I'M 17. I CREATED IT DURING MY FREE PERIOD. WE PUT TOGETHER SOME PAPERS AND DOODLES. YOU KNOW, WE REALLY WANTED TO SEEM LIKE TEAMS. AND WE WANT TO HEAR WHAT GIVES THEM A VOICE. FOR THOSE WHO HAS BEEN TO THAT'S NOT COOL, YOU WILL NOTICE THE SCREEN IS DIFFERENT FROM WHAT IS ON THE SITE. THAT IS BECAUSE WE ARE

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LAUNCHING A NEW AND IMPROVED OF TALK IT OUT. WHICH OPTIMIZES THE ALMOST SOCIAL NETWORKING FLAT TORMENT. WE REALLY WANT PEOPLE TO BE ABLE TO ANSWER A QUESTION. MAYBE ASK A QUESTION. MAYBE, YOU SEE AN ANSWER FROM ANOTHER USER AND YOU ARE NO IN THE SAME POSITION AND YOU WANT TO CONTACT THEM AND SAY, LET'S CHAT ABOUT THIS. YOU KNOW, SEPARATELY OR I WANT TO ANSWER YOUR QUESTIONS SPECIFICALLY. YOU CAN DO THAT. WE HAVE LOTS OF LACES WHERE YOU CAN POST A COMMENT. SUBMIT A QUESTION OR SOMETHING OR MAYBE A PICTURE. MEAN YOUR BOYFRIEND IS GREAT AND DOESN'T DO THESE THINGS. YOU WANT TO SAY, I WANT TO SHOUT OUT TO SO AND SO BECAUSE HE IS AWESOME. YOU KNOW, THIS IS THE PLACE WHERE WE JUST WANT TO HAVE LOTS OF INFORMATION. IF YOU ARE A USER, YOUR QUOTE WOULD COME UP IN THE BOX LIKE A SMILEY FACE, ORANGE BOX. BUT IN THE BLUE BOX WITH THE BIG IT, THAT IS AN OPPORTUNITY FOR THE, THAT'S NOT COOL TEEN TO TALK TO TEENS AND GET THE CONVERSATION STARTED OR MAYBE DIRECT TO NOTED. THIS IS REALLY WHERE WE WAN THE ACTIVITY TO KEEP BUBBLING AND REALLY, REALLY FRESH AND OPEN. SO FAR, I AM LOOKING AT MY NOTES REAL QUICK. SO FAR, WE ACTUALLY HAVE,000 POSTS TO TALK IT OUT IN YEAR ONE ALONE. THAT IS BEFORE WE HAVE LAUNCHED THE OPTIMIZATION, SHOULD LAUNCH IN A COUPLE OF WEEKS. WE ARE PROUD OF THAT. WE HOPE THAT THESE OPTIMIZATIONS WILL CONTINUE TO GROW THE PARTICIPATION AND CAMPAIGN. LAST TAB, NEED HELP. SO FAR, DEFINITELY BEEN A LITTLE TONGUE AND CHEEK HOW WE ARE DEALING WITH THE ISSUE. WE DIDN'T WANT TO SCARE ANYONE. WE WANT TO GET THE CONVERSATION GOING AND BREAK THE ICE. WE ARE DOING THAT IN A TEEN FRIENDLY WAY. WE REALIZE THERE ARE SOME THAT COMES TO US. BEING A LITTLE MORE READY FOR HELP. AND IN A SITUATION THAT NEEDS A RESPONSE. SO WE WANT TO OFFER THAT TO THEM AND THAT IS FOUGHT COOL TO THEM. NEED HELP IS ABOUT. SO THERE ARE COUPLE OF MARTS OF THIS. ALONG THE FAR RIGHT BAR, WE HAVE LINKS TO NATIONAL TEEN AND YOUTH SERVICING ORGANIZE. IN THE MIDDLE SECTION, WE HAVE LITTLE QUESTION AND ANSWER SEGMENTS WHERE YOU COULD, SAY, YOU ARE NOT SURE, AM I IN ABUSIVE RELATIONSHIP OR IS MY BOYFRIEND REALLY, REALLY INTO ME? DOES HE REALLY, REALLY CARE A LOT? WE ARE NOT SURE. LITTLE QUIZZES THAT YOU CAN TAKE THAT MAYBE HELP YOU

FEEL, YOU KNOW, FIGURE OUT HOW YOU ARE FEELING ABOUT IT. AND GIVE YOU SOME IDEAS WHAT YOU CAN DO. WE HAVE DIFFERENT PDF DOCUMENTS THAT YOU CAN DOWNLOAD ABOUT HOW TO BE SAFE AND TECH SAVVY AS A TEENAGER NOW. THAT IS KIND OF WHERE YOUR LIFE IS. OR, HOW TO JUST BE SAFE IN A RELATIONSHIP. WE HAVE GOTTEN QUITE A FEW DOWNLOADS OF THOSE PIECES OF INFORMATION AND WE ARE REALLY REALLY EXCITED ABOUT THAT. THE MAIN PART OF THIS AREA IS, A CHAT FUNCTION THAT LINKS DIRECTLY TO THE NATIONAL TEEN DATING ABUSE HELP LINE. WHENEVER THEY ARE, THEIR CHAT STAFF IS AVAILABLE, THE LITTLE ORANGE LIVE CHAT BUBBLE WILL SAY, ON. SOMETIMES IT WILL BE OFF. MOST OF THE TIME IT IS ON. YOU CAN CLICK RIGHT ON THAT AND IMMEDIATELY GET CONNECTED WITH A STAFFER FROM THE NATIONAL HELP LINE. IT IS COMPLETELY ANONYMOUS. YOU JUST COME IN AS A CHAT NUMBER. NOTHING ABOUT YOUR NAME AND YOU CAN JUST TALK TO SOMEONE AND GET SOME HELP. SO, WE ARE REALLY, REALLY GRATEFUL AND HAPPY FOR THAT COLLABORATION WITH THEM. AND, IN FACT, I HAVE A LITTLE PIECE OF NEWS ON THAT. 2009, FIRST YEAR OF THE CAMPAIGN, THAT IS NOT FULLY GENERATED. 3,000 DIRECT CHATS WITH THE HELP LINE. THAT BASICALLY MAKES UP 25 PERCENT OF THEIR TOLD CHATS FOR 2009. SO WE REALLY FEEL LIKE WE HAVE REACHED SOME TEENS THAT NEEDED HELP THAT MAYBE NOT HAVE BEEN REACHED BEFORE. AND WE ARE REALLY, REALLY PROUD OF THAT. THIS NEXT SLIDE, GET THIS A LITTLE AWAY FROM THE WEB SITE MANY AND THAT IS BECAUSE YOU ARE TALKING TO TEENS AND, YOU KNOW, SOMEONE AT THE LAST WEBINAR THAT WE HAD EARLIER WAS LIKE, HOW DO I GET THE TEENS THAT AREN'T IN THE YOUTH ORGANIZATIONS ALREADY? AND THERE WERE A LOT OF, YOU KNOW, SHARED ANSWERS AND STUFF. I TOWN THAT REALLY INTERESTING TO READ ON THE CHAT. WHAT WE FOUND, YOU GUYS, YOU ARE THERE EVERY DAY. YOU WORK IN THE FIELD. WHAT WE FOUND, LIVING IN OUR WORLD, IT IS THAT WE HAVE TO GET OUT THERE. WE HAVE TO TOUCH THESE TEENS DIRECTLY. AND TALK TO THEM AS BEST AS WE CAN IN THEIR WORLD. WE HAVE TO GO WHERE THEY ARE. WHAT WE DID WAS, WE HAD TWO DIFFERENT EFFORTS THIS SUMMER. ONE WAS A SPONSORSHIP OF TOWER. GROUP 1 OF THE CONCERT. BASICALLY, THE TECH SAVVY, COOL, VIDEO GAMES THAT WERE DESIGNED SPECIFICALLY FOR THAT, THAT'S NOT COOL TO SORT OF REP OUR MESSAGE. WE HAVE HAD

IT SHIRT GIVE AWAYS AND LOTS OF DIFFERENT GAMES. AND, WE REALLY GOT KIDS INVOLVED. IN THE CAMPAIGN. WE ALSO DID INTERRUPTED STUNTS IN LOS ANGELES AND NEW YORK CITY. WHERE WE TRAINED AMBASSADORS FOR THE CAMPAIGN AND THEY SORT OF WENT TO PLACES THAT WERE CROWDED WITH TEENS AND VERY ACTIVE AND THEY SORT OF PRESENTED OUR MESSAGE IN A WAY THAT WAS INTRIGUING. YOU DIDN'T REALLY KNOW WHAT THEY WERE TALKING ABOUT AND SORT OF THOUGHT YOU WERE EAVESDROPPING UNTIL THEY REVEALED THEY WERE REPRESENTING, THAT'S NOT COOL.COM AND GOT TO TALK TO ALL OF THE TEENS. WE LEARNED SO MUCH WE MADE SO MANY CONNECTIONS WITH THE TEENS. THAT PROPELS US IN TERMS OF NETWORKING UNIVERSE BY MEETING THE TEENS WE HAVE GOTTEN AMAZING FAN BASE AND FOLLOWERS AND TWITTER. LOTS OF ACTIVITY THERE. WE ARE REALLY REALLY PROUD OF THAT. THAT IS BILL SPECIFICALLY FOR ORGANIZING MUCH WE ARE HOPING THAT YOU COULD USE THEM AND REPURPOSE THEM TO GET IN TOUCH WITH TEENS IN YOUR AREA. SO, I GUESS WITH THAT, I THINK DAVID WANTS TO POSE A QUESTION. BELINDA WILL TAKE IT OVER AND EXPLAIN THESE TOOLS IN GREATER DETAIL. WE HOPE IT WILL BE HELPFUL FOR YOU. DAVID ARE YOU THERE DID.

NEW SPEAKER: I PUT MY PHONE ON MUTE. I WAS TALKING. NO ONE COULD HEAR ME. I HAVE NOW POSED A QUESTION THAT I WOULD LIKE TO GET FOR YOUR AUDIENCE. TALK ABOUT SOCIAL MARKETING AND HOW PEOPLE HAVE USED THE NET. NOT COOL CAMPAIGN. OBVIOUSLY KELLY FROM IDAHO HAS ALREADY SHARED ABOUT HER WORK AND MANY PEOPLE ARE ASKING RELATED TO THIS. SO, TALK ABOUT WHAT YOUR EXPERIENCES ARE OF USING SOCIAL MARKETING AND HAVING NOT COOL. LET'S GET A LITTLE BET OF SENSE OF WHO IS IN THE AUDIENCE. A LOT OF GREAT QUESTIONS OUT THERE. GO IN TEXT CHAT. WE KNOW THAT A LOT OF PEOPLE HAVE DONE REALLY INTERESTING WORK. SO, SOMEONE TALK TO STUDENTS ABOUT SOCIAL MARKETING. THEY HAVE A LINK ON WEB SITE AND FACEBOOK. AND, QUITE A FEW PEOPLE ARE DOING FACEBOOK. REACHING TEENS THROUGH FACEBOOK. SLOWLY. SOME PEOPLE ARE NOW GETTING READY TO DO THIS FOR UPCOMING SUMMIT. REBECCA WILL BE DOING THAT. AND, FACEBOOK, SAYS IT LOOKS AWESOME AND GETTING READY TO DO THAT. AND SARA, TEASE BOOK AND TWITTER. AND, SO JANE TALKS ABOUT HOW THERE IS A CAMPAIGN THAT, THAT'S NOT COOL... YET.

NEW SPEAKER: DAVID ON THAT NOTE, I AM GOING TO JUMP IN HERE TO TALK A LITTLE BIT ABOUT OUR BRAND NEW TOOLS WEB SITE. HI, EVERYONE MANY I'M BELINDA, I WORK HERE AT THE FUND. I AM REALLY, REALLY EXCITED TO TALK TO YOU TODAY ABOUT THIS NEW TOOL THAT WE HAVE MADE AND CREATED, SPECIFICALLY FOR YOU. WHEN I SAY YOU, I MEAN THOSE WHO ARE WORKING DIRECTLY WITH YOUTH WHO ARE ADVOCATES, WHO ARE WORKING IN CLASSROOMS AND COMMUNITY SEASONERS AND WHO ARE COMMUNITY ORGANIZERS. WE ARE REALLY, REALLY EXCITED TO SEE WHAT YOU CAN DO WITH DIMP CAMPAIGN ELMS. SO, I'M GOING TO PREFACE BY SAY, YOU KNOW, WE LAUNCHED THE CAMPAIGN IN JANUARY 2009. AND, YOU KNOW, WE HAD A STRATEGY AND CERTAIN MARKETING TACTICS THAT WE PLAN TO USE AND KIND OF LOOKED AT 2009 AS A TEST RUN. AND A WAY OF KIND OF SORTING THINGS OUT, FORMING SOME BEST PRACTICES AND PULLING THOSE LEARNINGS TO IN A WAY THAT WOULD HELP BENEFIT EVERYBODY EL. SO WE ARE HOPING THAT YOU WILL ALL BE ABLE TO TAKE A CERTAIN THINGS AWAY FROM THE WEBINAR AND THEN, HAVE THEM ANSWER YOUR QUESTIONS AND ALSO GET CREATIVE IDEAS. SO, IF YOU WILL CHECK OUT THE URL, THAT IS NOT COOL.COM/TOOLS, THIS IS WHERE WE ARE GOING TO BE HOUSING OUR TOOLS WEB SITE. WE WILL HAVE LOTS OF DIFFERENT THINGS AVAILABLE TO YOU. REALLY EXCITED. THIS IS EASY AND USER FRIENDLY WAY FOR ALL OF YOU TO OBTAIN OUR CAMPAIGN RESOURCES. WE HAVE STYLES, CALLOUT CARD, POSTER, PSAs. ALSO THE RESEARCH AND BACK GROUND INFORMATION WE USE TO SHAPE THE CAMPAIGN TO PRIOR TO LAUNCH. ALSO, SOME OF THE TAKE AWAYS THAT WE GATHERED FROM RESEARCH DURING THE MIDDLE OF THE CAMPAIGN. HERE IS A SCREEN OF THE TOOL'S WEB SITE. I'M HOPING THAT ALL OF YOU WILL TAKE SOME TIME AFTER THE WEBINAR TO VISIT THE SITE, CREATE A USER NAME, LOG IN AND CLICK THROUGH ALL OF THE DIFFERENT TABS TO CHECK OUT THE DIFFERENT ITEMS THAT WE HAVE HERE. WE ARE GOING TO FOCUS ON A FEW DIFFERENT ELMS EVER THE WEB SITE RIGHT NOW. AND I WANT TO LET YOU KNOW, THERE IS A LOT MORE AVAILABLE. PLEASE TAKE THE TIME TO VISIT. I'M GOING TO START OUT WITH SOME OF OUR PUBLIC SERVICE AWARENESS ITEMS. AND HOW THEY CAN BE USED SPECIFICALLY OUR TV AND OUR RADIO PSAs. WE HAVE ONE TV SPOT, TEXT-AL HARASSMENT AND ANGRY ROBOT AND EXCUSES, EXCUSES. ON THE CAMPAIGN TOOLS WEB

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SITE, YOU WILL BE ABLE TO DOWNLOAD THE PSAs THEMSELVES AS WELL AS GET INFORMATION TO CONTACT PSA DIRECTOR AND WORK WITH THEM TO PUT THE PSA UP ON THE MEDIA SPACE IN YOUR COMMUNITY. SOME OF YOU MAY KNOW THAT THE FAMILY VIOLENCE PREVENTION FUND IS THE NATIONAL PROGRAM OFFICE FOR THE ROBERT WOODS JOHNSON FOUNDATION START STRONG INITIATIVE. INITIATIVE CONSISTENT 11 SITES SPREAD ACROSS THE COUNTRY AND WE HAVE WORKED WITH THEM TO GIVE THEM A LITTLE BIT OF A SNEAK PEEK AT OUR MATERIALS. THEY ARE HAPPY TO SHARE WITH ALL OF YOU TODAY, SOME OF THE WAYS THAT THEY ARE USE THEM ON THE GROUND. I AM HOPING THAT THESE EXAMPLES WILL PROVIDE A LITTLE BIT OF INSPIRATION AND GET THOSE CREATIVE JUICE FLOWING. START STRONG OAKLAND, THEY ARE PLANNING TO DO AN ANTI-VIOLENCE YOUTH POETRY SLAM. AND THEY ARE USING THEIR RELATIONSHIPS WITH THE LOCAL RADIO STATIONS IN OUR COMMUNITY TO ADVERTISE POETRY SLAM AND SECURE DONATE THE MEDIA TIME FOR THE THAT'S NOT COOL PSA. MOVING FORWARD, WE ALSO HAVE THE OUTDOOR POSTERS. TWO EXAMPLES OF THE MONEY THAT WE DO HAVE AVAILABLE. YOU CAN DOWNLOAD THESE FILES AND PRINT THEM ON THEIR OWN AND USE THEM IN THEIR COMMUNITY TO RAISE AWARENESS ABOUT THE ISSUE. START STRONG INDIANAPOLIS IS PLANNING TO PUT THEM IN MOVIE THEATRES AND IN SCHOOLS AND MALLS AND OTHER KINDS OF YOUTH HOT SPOTS. TO RAISE AWARENESS ABOUT THE CAMPAIGN. WE ALSO HEARD FROM AN ADVOCATE NAMED STEVEN MACARTHUR IN VERMONT AND HE PRINTED OUT THE CALLOUT CARDS AN GENERATE AWARENESS AND HEALTH FAIRS AND DIFFERENT SCHOOL DISPLAYS IN THE COMMUNITY. NOW, I NOTICED IN THE CHAT THAT SOME OF YOU WERE ASKING ABOUT THE INTERRUPTIVE STUNTS AND, THEY ARE PART OF THE DEMONSTRATION ELEMENT OF THE CAMPAIGN. IN THE SUMMER, WE PARTNERED WITH A REALLY GREAT MARKETING EXPERT AGENCY CALLED GORILLA TACTICS MEDIA. WE FORMED THESE KIND OF SCRIPTS THAT WERE CAREFULLY CRAFTED AND PRACTICED BY OUR ACTORS. BUT THEY WERE ALL CREATED TO LOOK SPONTANEOUS. AND, LOOK LIKE A SITUATION UNFOLDING IN PUBLIC BETWEEN TWO TEENAGERS. THE IDEA WAS THAT THEY WOULD LURE IN AND ENGAGE IN AUDIENCE AND REALLY GRAB PEOPLE'S ATTENTION. BRING THEM INTO THE DRAMA OF THE MOMENT. AND THEN, REVEAL THEMSELVES AS THAT IS AMBASSADORS AND HAVE THE OPPORTUNITY TO ENGAGE FACE-TO-FACE,

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ONE ON ONE TO TALK ABOUT THE CAMPAIGN. WE HAVE HEARD, INTERRUPTIVE COMMUNITY CENTERS IN THE MIDDLE SCHOOL CAMPUSES. A LOT OF OTHER WAYS TO DO IT. WHETHER IN SCHOOL CAFETERIA OR SCHOOL CAFETERIA. MAY NOT BE INTERRUPTED. I THINK STILL PROVE USEFUL FOR YOU.

NEW SPEAKER: RIGHT HERE, WE HAVE OUR DIGITAL THEME FLYERS. THESE WERE CREATED TO THE WARP TOUR. I DON'T KNOW IF ANY OF YOU HAVE BEEN TO ONE OF THE WARP CONCERTS. THOUSANDS AND THOUSANDS OF PEOPLE IN ONE AREA. A GREAT WAY TO ENGAGE IN AUDIENCE. WE USE THESE FLYERS TO APPROACH PEOPLE IN THE CROWD, GET THEM TO COME TO OUR BOOTH. START A CONVERSATION. BUT THEY CAN BE USED IN A LOT OF DIFFERENT WAYS AND GET CREATIVE HERE. START SHOWING,S.

>>IN, USING THESE FLYERS. AND PUTTING THEIR INFORMATION, THEIR SAFE PLACE INFORMATION ON TO THE BACK AND DISTRIBUTING THEM AT DIFFERENT TEEN DATING AND ABUSIVE TEENS THAT THEY HAVE PLANNED. AND LASTLY, THIS IS HOT TOPIC AND LAST WEBINAR WE HAVE. I NOTICED THAT THERE IS SOME QUESTIONS IN THE CHAT ABOUT SOCIAL NETWORKING AND DAVID HAS MENTIONED IT. SOCIAL NETWORKING IS A REALLY KEY COMPONENT OF THE CAMPAIGN. BUT WE DO KNOW THAT IT IS A LITTLE BET OF A SCARY TOPIC. IT CAN BE A LITTLE BIT INTIMIDATING AT FIRST. AS SOMETHING TO TAKE ON. THERE IS A QUESTION OF HOW DO WE MODERATE THE CONVERSATIONS AND HOW TO MONITOR THEM AND WHO IS YOUR FRIEND ON FACEBOOK. CAN WE EVEN DO IT? WE HEARD FROM AGENCIES THAT THEY WANT TO CREATE FACEBOOK PAGES. THEY CANNOT GET TO THE PORT OF THE AGENCY TO DO SO. WE KIND OF WENT IN AND TRIED TO GATHER AS MUCH INFORMATION AS WE COULD. WHAT WE FOUND DURING THE RESEARCH IS THAT THIS BEING A DIGITAL CAMPAIGN WE HAD TO COMMUNICATE WITH TEENS IN A DIGITAL WAY. AND IT WAS IMPERATIVE THAT WE USE SOCIAL NETWORKING SITES TO ENGAGE THEM ON-LINE TO CONTINUE CONVERSATIONS TO TAKE THE CONVERSATION OFF OF THAT, THAT'S NOT COOL.COM. TO SHARE THAT WITH THEIR FRIENDS. IT IS A REALLY GREAT MARKETING TECHNIQUE. WE ARE USING THAT, THE BEST THAT WE CAN. SO, WE HAVE MYSPACE PAGE, FACEBOOK PAGE, TWITTER, FLICKER. FACEBOOK HAS BEEN SUCCESSFUL. WE HAVE HAD, YOU KNOW, WE ARE STILL WORKING ON, GROWING PRESENCE ON MY SPACE AND TRICKER. WE HAD A BLOG FOR IT. WHICH IS SUCCESSFUL. ON THE CAMPAIGN TOOLS WEB SITE, WE HAVE INCLUDED

A SOCIAL MEDIA GUIDE. AND IT HAS GENERAL BEST PRACTICES FOR BUILDING A SOCIAL NETWORKING PAGE. KIND OF TIPS AN GUIDELINES AS WELL AS INFORMATION ABOUT HOW YOU CAN BUILD YOU'RE OWN LOCAL. THAT IS NOT COOL PAGE. SO, LET'S SAY YOU ARE IN, I DON'T KNOW, KANSAS CITY. YOU WANT TO BUILD KANSAS CITY THAT'S NOT COOL FACEBOOK PAGE. WE HAVE ALL OF THE INFORMATION IN THERE TO GO AHEAD AND DO SO AND CONNECT BACK TO OUR LARGER CAMPAIGN PAGE. THIS IS REALLY COMPETING. AND I KNOW THAT TIME WE WERE HOPING TO BE ABLE TO TAKE A LOT AWAY FROM THAT. LASTLY, I WANT TO USE THIS OPPORTUNITY TO REALLY JUST BRING ATTENTION TO SOMETHING THAT WE ARE EXCITED ABOUT. IN, YOU KNOW, IT IS FEBRUARY, IT IS NATIONAL TEEN DATING VIOLENCE AWARENESS PREVENTION MONTH NOW THAT IT IS A MONTH WE CAN SAY THAT. THE FIRST WEEK OF THE MONTH, WE ARE GOING TO BE LAUNCHING OUR FIRST EVER CALL-UP CARD CONTEST. WE HAVE PARTNERED WITH THE NATIONAL LEAGUE PLAYERS ASSOCIATION TO GIVE SOME REALLY, REALLY GREAT RICES AND WONDERFUL TOON FOR THE AGES OF 01-18. WE ARE ASKING TEENS TO DESIGN AND CREATE THEIR OWN VERSION OF A CALLOUT CARD AND SUBMIT IT. ONE OF THE WINNERS, WE'LL HAVE A CHANCE TO ATTEND THE NFL PLAYERS ASSOCIATION LAYERS GALA IN WASHINGTON DC AND APRIL. IT IS A VERY EXCITING OPPORTUNITY. WE ARE HOPING THAT THIS IS SOMETHING THAT WE CAN SHARE WITH THE TEENS YOU WORK WITH. SOMETHING TO GET THEM EXCITED ABOUT NATIONAL TEEN DATING VIOLENCE AWARENESS AND PREVENTION MONTH. AND ALSO GET THE CONVERSATION STARTED. THE WEB SITE THAT WE ARE GOING TO BE HAVING THIS ON, WHICH YOU'LL NOTICE HAS, YOU URL, THAT'S NOT COOL.COM. YOU WILL SEE THE USERS SUBMISSIONS, CHECK OUT WHAT OTHERS HAVE BEEN. TEENS WILL BE ABLE TO SHARE WHAT THEY HAVE DONE WITH THEIR FRIENDS. REALLY, REALLY EXCITING MUCH WE HOPE THAT ALL OF YOU CAN GET YOUR YOUTHS TO PARTICIPATE. ON THAT THOUGHT, I THINK THAT DAVID WOULD LIKE TO ASK YOU ALL THIS QUESTION. DAVID, I'LL HAND IT TO YOU. NEW SPEAKER: GREAT. CAN YOU TALK ABOUT AFTER LISTENING TO WHAT BELINDA TALKED ABOUT, LINDA AND AUDREY AND BRIAN, WHAT ELEMENTS OF THE, THAT'S NOT COOL CAMPAIGN, WOULD WORK THE BEST IN YOUR COMMUNITY. IF YOU CAN REFLECT HOW YOU WOULD IMPLEMENT THEM, LET'S GET A SENSE OF WHAT IS IN THERE. AND IF YOU HAVE A

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QUESTION THAT YOU WANT TO ASK, THIS IS THE TIME TO RAISE YOUR HAND AND, I AM GOING TO LOWER YOUR HAND, I DIDN'T KNOW IF YOU INTENDED TO ANSWER A QUESTION OR NOT, IF YOU DID, YOU CAN RAISE IT AGAIN. RAISE YOUR HAND IF YOU HAVE A QUESTION. A COUPLE OF MINUTES TO HAVE THOSE QUESTIONS.

NEW SPEAKER: YEP.

NEW SPEAKER: IF KELLY IS WILLING TO SPEAK, WE'LL DO THAT. OPERATOR, YOU OPENED --

NEW SPEAKER: YES.

NEW SPEAKER: MARY JOHNSON AND MICHELLE.

NEW SPEAKER: AND JUST BEFORE THAT --

NEW SPEAKER: PRESS STAR ONE.

NEW SPEAKER: JUST BEFORE THAT, THINKING OF WHAT ELEMENTS OF THE CAMPAIGN CAN BE USED, WE MENTIONED THIS ON THE LAST WEBINAR AS WELL, WE UNDERSTAND ON THE HEELS OF WHAT BELINDA IS TALKING ABOUT, SO MANY ELEMENTS INVOLVED IN THIS CAMPAIGN. SO MANY TOOLS, RIGHT? THEY ARE AT YOUR DISPOSAL ON THE WEB SITE. THAT IS NOT COOL.COM/TOOLS W THAT SAID, TOO, JUST REMEMBER, THERE WAS A LOT OF PLANNING THAT WEN INTO THIS INITIATIVE AND THIS CAMPAIGN. AND, WE TOO NEED TO WALK BEFORE, WE HAVE TO WALK BEFORE WE RAN. AND SO, YOU KNOW, LET'S JUST KNOW THAT LOOK AT THE ELMS AND BE AWARE, AND SEE WHERE YOU CAN ENTER INTO ENGAGING YOUR YOUTH WITH WHATEVER TOOLS RIGHT NOW THAT YOU ARE HOST FAMILIAR WITH. THE TOOLS WEB SITE AND US AS WELL, WE ARE THERE TO HELP YOU. KIND OF MOVE YOUR UNDERSTANDING AND YOUR YOUTH OF THE TOOLS ON THROUGHOUT THE REST OF THE YEAR OR EVEN INTO 2011. JUST KNOW THAT YOU DON'T HAVE TO TAKE ALL OF THE DIFFERENT TOOLS AND USE THEM ALL OF THE SAME TIME. IT IS A LOT. IT IS A LOT TO DIGEST.

NEW SPEAKER: GREAT. I SEE WE HAVE SEVERAL QUESTIONS. TOMORROW, TAMARA JOHNSON, MICHELLE SMITH, PRESS STAR 1. AND, OPERATOR, DO YOU HAVE A SPEAKER? A PHONE LINE OPEN?

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NEW SPEAKER: I DO. WE HAVE MISS JOHNSON.

NEW SPEAKER: HI, TAMARA JOHNSON.

NEW SPEAKER: AM I THERE?

>> YOU ARE HERE. WHAT IS YOUR QUESTION?

NEW SPEAKER: MY QUESTION IS, I WAS LOOKING AT THE CONTEST, AND THEY WERE SAYING THAT THEY OPENED ON FEBRUARY 4. WHAT'S THE CLOSED DATE FOR THE CONTEST FOR, THAT'S NOT TOO COOL CARD?

NEW SPEAKER: BELINDA, CAN YOU TAKE THAT?

NEW SPEAKER: ABSOLUTELY. THAT IS A GREAT

QUESTION. THE CONTEST WILL RUN UNTIL MARCH 15.

NEW SPEAKER: OKAY. THANK YOU.

NEW SPEAKER: NO PROBLEM.

NEW SPEAKER: THROUGHOUT THE CONTEST AND YOUTH WILL BE ABLE TO VIEW SUBMISSIONS AS THE CONTEST IS OPEN. BEGINNING FROM THE 4-15 WHERE THEY ARE ACTUALLY GOING TO COMMENT ON OTHER KIDS SUBMISSIONS ON WHETHER THEY LIKED THEM OR WHETHER THEY DON'T -- ESSENTIALLY WHETHER THEY LIKE THEM. AND KIND OF HELP INFLUENCE THE JUDGES SO TO SPEAK ON WHO SHOULD BE THE FINAL WINNERS.

NEW SPEAKER: GREAT. DO WE HAVE ANOTHER LINE? OPERATOR.

NEW SPEAKER: WE DO.

NEW SPEAKER: HI, WHO IS ON -- WHOSE LINE DO WE HAVE?

NEW SPEAKER: THIS IS MICHELLE.

NEW SPEAKER: HI, MICHELLE.

NEW SPEAKER: HI. WE WERE WONDERING IF THE CAMPAIGN ADDRESSED SAME SEX TEEN RELATIONSHIP VIOLENCE AND IF SO, HOW?

NEW SPEAKER: WHO WANTS TO TAKE THAT? TALKING ABOUT SAME SEX RELATIONSHIPS.

NEW SPEAKER: THE CAMPAIGN DOESN'T CALL OUT SPECIFICALLY SAME SEX RELATIONSHIPS, WHEREVER WE COULD AND CAN, WE HAVE USED KIND OF MORE NEUTRAL LANGUAGE AS FAR AS, IS YOUR BOYFRIEND OR IS YOUR GIRLFRIEND, IS YOUR BOYFRIEND OR GIRLFRIEND, YOU KNOW, ARE YOU EXPERIENCING THIS BETWEEN THE TWO OF THEM? BUT, THE VIDEOS THEMSELVES DON'T NECESSARILY CALL THEM OUT. I WOULD SAY ON THE GROUND, THE INTERACTIVE STUNTS AND THE SCRIPTS THAT WE USED IN L.A. AND NEW YORK, THEY -- WE YOU'LL ACTUALLY DID HAVE SAME SEX SCENARIOS ON THE GROUND. YOU WON'T NECESSARILY SEE THOSE PLAYED OUT ON THE WEB SITE.

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NEW SPEAKER: THANK YOU VERY MUCH. SARA AND DEBRA PLEASE PRESS STAR 1 ON YOUR PHONE. AND, OPERATOR. DO WE HAVE ANOTHER LINE.

NEW SPEAKER: YES, WE DO HAVE ONE.

NEW SPEAKER: OKAY. HELLO.

NEW SPEAKER: IS THIS AURORA SARA? DRYSDALE? WE HAVE A PHONE LINE OPEN?

NEW SPEAKER: WE DO MS. DRYSDALE CHECK YOUR MUTE FUNCTION.

NEW SPEAKER: HELLO.

NEW SPEAKER: OKAY. CAN YOU GUYS HEAR ME? I'M SORRY.

NEW SPEAKER: YES, WE CAN.

NEW SPEAKER: OKAY. GREAT. SORRY. WE ARE ACTUALLY DOING OUR OWN EVENT HERE IN FLORENCE, OREGON AND WE ARE GOING TO HAVE BOOTHS SET UP. IS THERE A WAY THAT WE CAN GET, THAT'S NOT COOL BOOTH SET UP? YOU KNOW, WE HAVE THE EQUIPMENT. IF THERE IS A WAY THAT WE RUN THE PSAs AND RUN IT OUT. EACH BOOTH THAT WE HAVE IS SETTING UP FOR DIFFERENT THINGS AND THIS BOOTH WOULD BE PERFECT FOR CYBER BULLYING, DIGITAL?

NEW SPEAKER: WHO CAN TAKE THAT?

NEW SPEAKER: THIS IS SARA AND I CAN TAKE THIS ONE, DAVID. AURORA SARA, I LOVE YOUR PICTURE BY THE WAY.

NEW SPEAKER: MY NEW GRANDSON.

NEW SPEAKER: CONGRATULATIONS.

NEW SPEAKER: THANK YOU.

NEW SPEAKER: AND, YES, MY DIGITAL SPACE BOOTH IS AVAILABLE FOR LOCAL GROUPS TO USE. AND IT A LITTLE BIT COMPLICATED BECAUSE WE HAVE TO GET IT SHIPPED OUT TO YOU.

NEW SPEAKER: YES.

NEW SPEAKER: AND WE ALSO HAVE INSTRUCTIONS HOW TO SET IT UP AND RUN IT. THIS IS DEFINITELY POSSIBLE. SOMETHING WE WAN WANT TO MAKE SURE THAT EVERYONE IS AWARE OF. I WILL FOLLOW UP WITH YOU AFTERWARDS AND JUST START PLANNING THE PROCESS. FOR EVERYONE ELSE, THERE IS INFORMATION ON THE MY DIGITAL SPACE BOOTH IF YOU GO TO THE CAMPAIGN WEB SITE UNDER THE YOUTH ORGANIZING TASK.

NEW SPEAKER: GREAT. THANK YOU VERY MUCH, SARA. DO WE HAVE ANOTHER PHONE LINE?

NEW SPEAKER: WE DO. HI, IS THIS DEBRA?

NEW SPEAKER: THIS IS DEBRA. CAN YOU HEAR ME?

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NEW SPEAKER: HI, DEBRA.

NEW SPEAKER: HI, HOW ARE YOU? MY QUESTION IS, DOES THE THAT'S NOT COOL CAMPAIGN ALSO EDUCATE TEENS ABOUT HOW TO SPEAK TO PARENTS AND/OR EDUCATORS IF THEY, FEEL THEY FEEL THEY ARE IN ABUSIVE RELATIONSHIP AND DOES IT PROVIDE RESOURCES IF THAT TEEN IS IN AN ABUSIVE RELATIONSHIP?

NEW SPEAKER: WHO WANTS TO ANSWER THAT QUESTION?

NEW SPEAKER: THIS IS SARA. I CAN ANSWER THAT ONE AGAIN. AND, YOU KNOW, TALKING TO ADULTS ISN'T SOMETHING THAT IS EXPLICITLY CALLED OUT ON THE SITE. WE KNOW THAT THIS IS AN IMPORTANT TOOL FOR TEENS TO HAVE. AND THERE IS A FEW PLACES IN THE NEED HELP SECTION WHERE WE RECOMMEND TALKING TO SOMEONE YOU

TRUST, AN ADULT YOU TRUST. AND, OF COURSE, EXPERTS AT THE NATIONAL TEEN DATING ABUSE HELP LINE. I MENTIONED IT IN THE CHAT DISCUSSION, EARLIER ON, YOU KNOW, WE CAREFULLY MODERATE ALL OF THE POSTS THAT COME UP IN THE TALK IT OUT FORUM AND SO, WE PERSONALLY RESPOND TO EVERY POST WHERE A TEEN EXPLICITLY ASKS A QUESTION OR DESCRIBES THE SITUATION WHICH MIGHT BE POTENTIALLY ABUSIVE OR NEEDS SOME HELP. IN ALL OF THOSE INDIVIDUAL CONVERSATIONS WE ARE CONSTANTLY REFERRING TO LOCAL EXPERTS, THE NATIONAL HELP LINE AND ADULTS THEY TRUST.

NEW SPEAKER: OKAY. GREAT. THANK YOU.

NEW SPEAKER: GREAT. THANK YOU. DID WE WANT TO TRY TO GRAB KELLY FOR DASH.

NEW SPEAKER: IS THAT? I SAW SOMEONE IN THE TEXT CHAT TRYING TO PUT HER ON THE SPOT.

NEW SPEAKER: THAT WOULD BE GREAT.

NEW SPEAKER: KELLY, IF YOU CAN PRESS STAR 1, KELLY MILLER. AND RATER, DO WE HAVE A PHONE LINE?

NEW SPEAKER: WE DO. ONE MOMENT.

NEW SPEAKER: YES, I'M HERE. HI, THIS IS KELLY.

NEW SPEAKER: OH, YOU JUST DISAPPEARED FROM THE OTHER -- FROM THE LIST. HI, KELLY.

NEW SPEAKER: I'M ON THE PHONE.

NEW SPEAKER: THERE YOU ARE. YOU RAISED YOUR HAND. THAT IS WHY.

NEW SPEAKER: OH, OKAY.

NEW SPEAKER: ACTUALLY WE HAVE KELLY ON UPCOMING PREVENT KECK PODCAST VERY SOON. SO, KELLY, CAN YOU SHARE A LITTLE BIT ABOUT THE EXPERIENCE OF HOW IN IDAHO YOU HAVE BEEN INTEGRATING, THAT'S NOT COOL.

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NEW SPEAKER: WELL, WE REALLY LOVE THE WEB SITE AND FOUND THAT THE VIDEOS, PARTICULARLY THE TWO SIDED STORIES AND SOME OF THE NEW YOUTUBE VIDEOS HAVE BEEN POPULAR. THROUGH SARA, WE HAVE A DVD BECAUSE WE HAD SOME PROBLEMS IN SOME SCHOOLS ACCESSING THE WEB SITE BECAUSE OF THEIR RESTRICTIONS ON THEIR OWN COMPUTERS TO SHOW A PORTION OF THE WEB SITE OR THE VIDEOS IN A SCHOOL PRESENTATION. BUT WE DEVELOPED A CURRICULUM THAT IS APPROPRIATE EITHER FOR SCHOOL HEALTH CLASSES OR YOUTH GROUPS, WE REALLY, WE HIGHLIGHT NOT ALL OF THE VIDEOS BUT JUST THAT ONE OR TWO TO GIVE THEM A TASTE FOR IT. AND KIND OF REALLY ENCOURAGED TEENS TO DRIVE THEM TO THE WEB SITE AND WE JUST STARTED THIS IN JANUARY. WE

HAVE GOTTEN SUPER POSITIVE FEEDBACK FROM TEENS. WE SHOW THEM A LITTLE BIT OF THE WEB SITE. VIDEOS, THAT IS ENOUGH TO DRIVE THEM THERE.

NEW SPEAKER: GREAT. I'M PUTTING YOUR CONTACT INFORMATION, BECAUSE A LOT OF PEOPLE WERE ASKING. I'M PUTTING IT RIGHT BACK IN. YOU ARE THE IDAHO DOMESTIC VIOLENCE SEXUAL ASSAULT COALITION.

NEW SPEAKER: YES. THE OTHER PIECE TOO WE ARE GOING THROUGH A REPRINTING OF TEENS AN RESPONSIBLE USES OF CELL PHONES AND THE LANGUAGES WRITTEN BY TEENS TREEING TO PROMOTE HEALTHY DIGITAL USE OF CELL PHONES. WE ARE ADDING THAT'S NOT COOL TO A RESOURCE OF THAT. THAT IS SOMETHING WE DISTRIBUTE TO SCHOOLS AND BACK TO SCHOOL AND TEENS HAVE FOUND THOSE POPULAR, COLORFUL AND AGAIN, TRYING TO DRIVE TEENS TO THE WEB SITE.

NEW SPEAKER: IF WE WANT, WE COULD, IF YOU ARE ABLE TO, WE COULD POST THAT ON THE PREVENT CONNECT WEB SITE. FOR THIS WEB CONFERENCE SO PEOPLE CAN.

NEW SPEAKER: SURE. I CAN SEND.

NEW SPEAKER: PDF OF THAT.

NEW SPEAKER: THAT WILL BE GREAT. ANOTHER PLACE THAT WILL BE AVAILABLE. SOMETHING YOU WANT TO ADD, BRIAN? IS THAT YOU?

NEW SPEAKER: NO, WE ARE GREAT.

NEW SPEAKER: NO.

NEW SPEAKER: I THINK WE ARE. THANK YOU SO MUCH, KELLY.

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NEW SPEAKER: WE WOULD END JUST WITH GOING BACK REAL QUICKLY TO THAT CONTEST SLIDE. AND JUST ENCOURAGE EVERYONE IF YOU CAN REACH OUT TO YOUR YOUTH NETWORK AND REALLY ENCOURAGE KIDS TO PARTICIPATE. THAT WOULD BE REALLY FANTASTIC. WE SAY THAT AS A REALLY ONE OF THE FIRST ACTIONABLE THINGS THAT WE CAN ALL DO IN THE SPIRIT OF, THAT'S NOT COOL.

NEW SPEAKER: WELL, I WOULD LIKE TO THANK ALL OF YOU FOR BEING ABLE TO JOIN US TODAY. AND, WE WILL HAVE THIS WEB CONFERENCE RECORDING OF THE WEB CONFERENCE, WE WILL ALSO HAVE SLIDES AND RESOURCES ON THE PREVENT CONNECT WEB SITE AND SOME OF THE TEXT CHAT ALSO. SO I WOULD LIKE TO THANK ANNE HAMILTON FROM THE OFFICE OF VIOLENCE AGAINST WOMEN FOR JOINING US TODAY. BRIAN O'CONNOR. AUDREY, BELINDA AND FAMILY VIOLENCE PREVENTION FUND OR CONSULTANT OF FAMILY VIOLENCE PREVENTION FUND. AND THANK ALL OF YOU FOR JOINING US. ALL OF YOU

ASKED QUESTIONS AND SHARED GREAT INFORMATION.  
WE APPRECIATE IT. WE INVITE YOU TO JOIN US  
FOR FUTURE PREVENT CONNECTS. YOU WILL BE  
RECEIVING NOTICE. AND THANK YOU SO MUCH.  
WE'LL KEEP THE TEXT CHAT OPEN FOR A FEW  
MINUTES. THIS WILL CONCLUDE THE AUDIO  
PORTION OF TODAY'S WEB CONFERENCE. WE'LL SEE  
YOU ON LINE IN THE FUTURE.