



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

A Project of



**Prevention Connection Web Dialogue
MEDIA ADVOCACY TO PREVENT VIOLENCE AGAINST WOMEN
July 19, 2006**

>>OPERATOR: HELLO EVERYONE AND WELCOME TO TODAY'S CONFERENCE CALL. AT THIS TIME ALL PARTICIPATES ARE IN A LISTEN ONLY MODE. LATER WE WILL CONNECT A QUESTION AND ANSWER SESSION. IF YOU NEED OPERATOR ASSISTANCE, PRESS STAR THEN 0 ON THE TOUCH TONE PHONE. HERE'S YOUR HOST. DAVID LEE.

>> DAVID: THANK YOU VERY MUCH. AND WELCOME TO PREVENTION CONNECTIONS ON MEDIA ADVOCACY TO PREVENT VIOLENCE AGAINST WOMEN. IN THE UPPER LEFT HAND CORNER YOU WILL SEE AN ICON OF A HAND PLEASE RAISE YOUR HAND IF YOU SEE THAT SLIDE AGAINST ADVOCACY AGAINST WOMEN. I SEE THAT I HAVE HALF OF THE PEOPLE RAISED THEIR HANDS. I'M HOPING YOU ARE ALL SEEING THE SLIDE AS MORE PEOPLE SEND THIS IN. IT'S APPEARS WE ARE SEEING THE SLIDES, THANK YOU. IF YOU ARE NOT SEEING A SLIDE, GO AHEAD AND SEND US A PRIVATE CHAT, WE WOULD APPRECIATE IT. SO, THANK YOU VERY MUCH. SO, WELCOME TO OUR SESSION.

I'M GLAD TO HAVE YOU HERE TODAY, AND TO BE ABLE TO JOIN US IN OUR PREVENTION CONNECTION SERIES OF WEB CONFERENCES. THIS IS MY INFORMATION IF YOU WANT TO CONTACT ME AND GET MORE INFORMATION ABOUT PREVENTION CONNECTION, IF YOU ARE NOT ABLE TO CONTACT US, THE INFORMATION IS AVAILABLE ON OUR WEBSITE. SO, WE SEEM TO BE HAVING SLOW SLIDES TODAY BECAUSE I'M PASSING FORWARD. THE PREVENTION CONNECTION IS A SERIES OF WEB CONFERENCES AND WEB DIALOGUE. THIS IS A WEB CONFERENCE, WHICH IS A LARGE PRESENTATION, WE HAVE 177 PEOPLE ALREADY ON THE WEB CONFERENCE.

WE WILL ALSO HAVE WEB DIALOGUES. THESE ARE SMALLER PRESENTATIONS THAT ARE RESTRICTED IN THE NUMBER OF PEOPLE THAT CAN ATTEND. THEY ARE TOPICS WITH DISCUSSION AND THEY ARE OPEN TO PEOPLE WHO HAVE COME TO THE PREVENTION CONNECTION MEETINGS. I WANT TO LET YOU KNOW WE HAVE INFORMATION AVAILABLE AT PREVENTION CONNECTION.ORG. THERE, YOU CAN SIGN UP FOR THE WEB CONFERENCES. THE SLIDE BOUNCED BACK. YOU CAN SIGN UP FOR EVENTS AND OUR LIST SERVE TO DISCUSS PRIMARY DISCUSSION ON VIOLENCE AGAINST WOMEN.

I DO HAVE TO -- WE ARE SLIGHTLY SLOW RESPONSE TODAY. YOU, I WANT TO TALK ABOUT HOW TO USE THE TECHNOLOGY. ONE WAS THE RAISED HAND, WHICH YOU DID. WE MIGHT ASK YOU TO RAISE YOUR HAND LATER. WE WILL DO THIS WHEN WE OPEN THE PHONES FOR QUESTIONS. RAISE YOUR HAND AND WE WILL UNMUTE YOUR PHONE. ALL THE LINES ARE MUTED AUTOMATICALLY SO ONLY WHEN YOU RAISE YOUR HAND YOU CAN DO THAT. THE NEXT FEATURE IS TEXT CHAT. TEXT CHAT IS SOMETHING MANY OF YOU HAVE BEEN ABLE TO USE. THE TEXT CHAT IS SOMETHING YOU WILL SEE IN THE BOTTOM BOX OF THE PANEL IF YOU WANT TO BE ABLE TO WORK WITH THE TEXT CHAT AND SEE IT EASIER, YOU CAN UNDOCK IT IN THIS CORNER. I HIGHLIGHTED THAT. YOU CAN UNDOCK THAT AND SEE THE TEXT CHAT AS A BIGGER BOX. WE HAVE IT OPEN FOR SOMETIMES FOR PEOPLE. AND WE WILL ASK YOU TO ENTER THINGS INTO THE TEXT CHAT.

EARLIER PEOPLE TALKED ABOUT WHO THEY WERE. THERE WILL BE A LOT OF MESSAGES BECAUSE WE HAVE SO MANY PEOPLE, WE ARE ALREADY AT ALMOST 200 PEOPLE IT WILL BE IMPOSSIBLE TO READ ALL OF THE MESSAGES. WE WILL MAKE A COPY OF THE TEXT CHAT AND POSTING IT ON PREVENT CONNECT. THAT'S SOMETHING YOU CAN READ AFTERWARDS. SOME CAN READ THIS AS WE GO. EVERYONE WILL NOT BE ABLE TO KEEP UP WITH IT. WE WILL BE DOING A POWER POINT SLIDE.

THE OTHER FEATURE THAT'S IMPORTANT IS THAT WE WILL BE DOING QUESTIONS AND ANSWERS. AND THESE WILL BE QUESTIONS AND ANSWERS THAT WE WILL BE POSING TO YOU. I WANT TO BE ABLE TO ASK YOU A FEW QUESTIONS, NOW, ABOUT FROM THOSE OF YOU IN THE AUDIENCE SO WE CAN UNDERSTAND WHO PEOPLE ARE IN THE AUDIENCE.

THE FIRST QUESTION I WANT TO ASK IS -- HOW MANY WEB CONFERENCES HAVE YOU ATTENDED BEFORE? I WANT TO KNOW IF THIS IS THE FIRST ONE YOU ATTENDED. IF YOU ATTENDED ONE OR MORE AND JUST FILL OUT THAT AND YOU CAN CLICK IT ON THE BOX AND I'M SEEING NOW I'VE GOT 87 PEOPLE. OVER A HUNDRED HAVE ANSWERED. FILL OUT THE QUESTIONS AND I CAN SHARE THE RESULTS WITH YOU IN A MINUTE.

OKAY. I'VE GOT A HIGH PERCENTAGE OF YOU WHO HAVE ANSWERED THAT I WILL SHARE THE RESULTS. THAT AS YOU CAN SEE OVER A THIRD OF THE

PEOPLE, THIS IS THE FIRST TIME THEY ATTENDED A WEB CONFERENCE AND A QUARTER OF YOU ARE EXPERIENCED AND ATTENDED 4 OR MORE. I'M CURIOUS TO KNOW HOW MANY HAVE GONE TO A PREVENTION CONNECTION WEB CONFERENCE BEFORE. THIS IS, HAVE YOU ATTENDED ONE FOR PREVENTION CONNECTION OR ONE OF OUR PREVIOUS WEB CONFERENCES. ONE IF YOU HAVE AND 2 IF YOU HAVE NOT.

OKAY.

GREAT.

I'M SEEING THE RESPONSE, WE HAVE APPROXIMATELY, I WILL SHARE THE RESULTS. APPROXIMATELY 58 PERCENT HAVE NOT ATTENDED A PREVENTION CONNECTION WEB CONFERENCE BEFORE. I WOULD LIKE TO WELCOME YOU TO THESE WEB CONFERENCES. THEY BUILD UPON EACH OTHER. THIS IS DESIGNED FOR ANYONE TO JOIN US.

SOME OF THE INFORMATION WE HAVE COVERED IN GREATER DETAIL IN OTHER SESSIONS. YOU CAN GO TO WWW.PREVENTCONNECT.ORG TO LEARN ABOUT PAST INFORMATION. I WANT TO GET A SENSE ON WHO THE AUDIENCE IS. WHAT BEST DESCRIBES YOUR ORGANIZATION? ARE YOU A DOMESTIC VIOLENCE AGENCY, PUBLIC HEALTH DEPARTMENT OR OTHER. LIST THIS SO WE CAN GET A SENSE OF WHO IS IN OUR AUDIENCE. GREAT, THANK YOU FOR SHARING. KEEP ON --

OKAY, GREAT. I'VE GOT ONE HUNDRED RESPONSES. THE SAME NUMBER RESPONDED TO THIS AS IN THE PAST. I WILL SHARE THE RESULTS. WHAT YOU WILL SEE IS A THIRD OF THE AUDIENCE ARE MEMBERS OF DOMESTIC AGENTS, 15 IN EDUCATION. AND MANY ARE OTHER. IF YOU ARE OTHER CAN YOU PLEASE WRITE DOWN IN THE TEXT CHAT WHAT YOUR TYPE OF ORGANIZATION YOU ARE. SO, IF YOU WERE AN OTHER, WRITE DOWN THE ORGANIZATION YOU ARE. I APPRECIATE THAT, THANK YOU. WE CAN BE ABLE TO GET A SENSE WHO IS JOINING US. WE HAVE SOMEONE FROM PROBATION. THE LAST QUESTION IS ABOUT OUR TOPIC TODAY OF MEDIA ADVOCACY AN IMPORTANT ISSUE FOR US TO LOOK AT. I WANT TO KNOW WHAT YOUR MEDIA ADVOCACY EXPERIENCE IS. HAVE YOU DONE MEDIA ADVOCACY ON VIOLENCE AGAINST WOMEN OR OTHER ISSUES? IF YOU HAVE DONE BOTH DO 3 IF NEITHER DO 4. TALK ABOUT YOUR MEDIA ADVOCACY EXPERIENCE IS.

GREAT, WE ARE GETTING A PRETTY GOOD SENSE, HERE. AND SO WHAT WE SEE IS THAT WE HAVE THAT WE HAVE ABOUT A THIRD HAVE DONE MEDIA ADVOCACY ON VIOLENCE AGAINST WOMEN. A QUARTER HAVE DONE BOTH. THERE IS A THIRD THAT HAVE NOT DONE MEDIA ADVOCACY AT ALL. THANK YOU VERY MUCH, I APPRECIATE YOU SHARING THE INFORMATION ABOUT WHO YOU ARE.

THIS IS A WAY WE CAN LEARN AND SHARE AMONG EVERYONE ABOUT WHAT WE ARE DOING IN OUR WEB CONFERENCES. I WILL MOVE TO THE NEXT

SLIDE. AND BE ABLE TO -- SO, TO THE NEXT SLIDE IS GOING TO BE COMING UP ON THE TECHNOLOGY. IF YOU HAVE TROUBLE WITH THE TECHNOLOGY YOU CAN SEND US A TEXT CHAT. TO PRIVATE TEXT CHAT YOU DO THAT BY UNDOCKING THE TEXT CHAT WINDOW AND CLICKING PRIVATE. YOU CAN CONTACT 800-799-4510. I WANT TO BE ABLE TO LET YOU KNOW THAT THIS IS A PROJECT THAT I'M STILL GETTING A SLOW SLIDE CHANGE.

THIS IS A PROJECT THAT WE HAVE DONE IN CONJUNCTION WITH MANY OTHER CDC FUNDED RESOURCE CENTERS. WE ARE TALKING ABOUT VIOLENCE AGAINST WOMEN INCLUDING DOMESTIC, SEXUAL AND VIOLENCE ACROSS THE LIFE SPAN. PREVENTION CONNECTION IS TRYING TO PREVENT VIOLENCE BEFORE IT STARTS. THIS IS DONE IN COLLABORATION WITH OTHER NATIONAL RESOURCE CENTERS INCLUDING THE NATIONAL SEXUAL RESOURCE CENTER. PREVENT CONNECTION. PREVENTION CONNECTION IS SPONSORED BY THE CDC. THEY DON'T EXPRESS THE UNITED STATES GOVERNMENT, THE CDC OR CALCASA. I WANT TO THANK YOU FOR BEING HERE. IT'S AN IMPORTANT TOPIC. I WANT TO BE ABLE TO THANK ONE OF OUR TEAM HERE THAT LIZ, THIS IS HER LAST WEB CONFERENCE. I WANT TO THANK HER FOR HER WORK.

>>LIZ: MANY OF US HAVE SEEN THE STORY COMING OUT OF FRESNO ABOUT THE RAPE OF THE 11 YEAR OLD GIRL BY ATHLETES IN FRESNO CALIFORNIA. MEDIA ADVOCACY SAW PROJECTS MOVE TO A VICTIM BLAMING MODE. NOT RECOGNIZING THE REALITY OF CHILD SEXUAL ABUSE. WE TALKED TO DIFFERENT MEDIA MEMBERS THE GOAL WAS NOT TO GET QUOTED IN THE NEWSPAPER BUT TO CHANGE THE FRAME. WHAT WE SAW AS AN OUTCOME WAS TO CHANGE THE WAY THEY APPROACH THE ISSUE TO ADDRESS THE ISSUES OF PREVENTION THAT WE WANT TO BE ABLE TO SEE. THAT'S WHAT THIS SESSION IS ABOUT TODAY. I WILL HAND OVER THE PODIUM TO OUR SPEAKERS FROM PREVENTION INSTITUTE TO LISA FUJIE PARKS AND LARRY COHEN.

>>LISA: THANK YOU TO MEDIA ADVOCACY I'M LISA PARKS.

>>LARRY: I'M LARRY COHEN.

>>LISA: WE ARE DELIGHTED TO HAVE OVER 200 PEOPLE JOINING US ON THIS IMPORTANT TOPIC.

>>LARRY: EXCELLENT.

>>LISA: ON SLIDE 10 I WANT TO GO OVER OUR 3 OBJECTIVES. FIRST, TO DEVELOP A BASIC UNDERSTANDING OF MEDIA ADVOCACY WITH A FOCUS ON NEWS MEDIA. SECOND, TO TOGETHER EXPLORE STUDENTS MEDIA ADVOCACY IN OUR LOCAL COMMUNITIES.

THIRD, TO EXPERIMENT WITH TECHNOLOGY, SLIDE 11 WE WILL ACHIEVE THE OBJECTIVES BY LEARNING THE ROLE OF THE ENVIRONMENT, THEN THE

ROLE OF THE MEDIA SHAPING THE ENVIRONMENT AND DIVE INTO AN OVERVIEW OF MEDIA ADVOCACY. WE WILL BRING IN GREAT AND A GUEST, TAMMY, FROM THE MICHIGAN COALITION AGAINST SEXUAL VIOLENCE, WILL HELP US TO UNDERSTAND THE BASICS OF MEDIA ADVOCACY WITH NEWS MEDIA. AT THE END, OUR DISCUSSION WILL EXPLORE SUCCESSES AND OPPORTUNITIES WITHIN YOUR COMMUNITY. OF COURSE, END THE EVALUATION. SO, ON SLIDE 2, LARRY, CAN YOU REMIND US OF THE ROLE OF THE ENVIRONMENT?

>> IT'S OBVIOUS FROM THIS SLIDE HOW POWERFUL IT IS IN SHAPING NORMS AND EXPECTATIONS. IT'S IMPORTANT TO UNDERSTAND THAT IF OUR ENVIRONMENT IS SATURATED WITH MEDIA MESSAGES OF OBJECTIFYING WOMEN AND IT IS AND OBJECTIFYING WOMEN, MALE SEXUALITY AND ALCOHOL USE OF RISK TAKING AND DOMINATION. WHAT CLUES ARE MEN RECEIVING ON HOW TO TREAT WOMEN? WHAT CLUES ARE WOMEN RECEIVING ABOUT SOMEHOW WHAT IT SEEMS LIKE SOCIETY SAYS GOES ON. IT'S JUST, AS THE NEXT SLIDE SAYS, IT'S KIND OF UNREASONABLE.

>> YES, THE ENVIRONMENT IS POWERFUL IN SHAPING OUR NORMS AND EXPECTATIONS AND GIVEN THIS, THE INSTITUTE OF MEDICINE SAYS IT'S UNREASONABLE TO EXPECT PEOPLE TO CHANGE THEIR BEHAVIOR EASILY WHEN SO MANY FORCES IN OUR PHYSICAL CULTURAL AND SOCIAL ENVIRONMENT CONSPIRES AGAINST THESE CHANGES. WE NEED TO CHANGE THE ASPECTS OF VIOLENCE AND DIFFERENCES OF GENDER. HOW CAN WE DO THAT?

>> THIS IS A TOOL MANY OF YOU MAY BE FAMILIAR WITH THE SPECTRUM IS A TOOL TO DIVIDE STRATEGIES THAT INFLUENCE THE COMMUNITY ENVIRONMENT AND NORMS. LET'S DO A QUICK HAND RAISE, HOW MANY OF YOU ARE FAMILIAR WITH THE SPECTRUM OF PREVENTION? PLEASE, RAISE YOUR HAND IF YOU ARE

>> IF WE WANT, LET'S SAY WE HAVE 65 SO FAR. WE CAN KEEP WATCHING IT GO UP. LOOKS LIKE HALF THE PEOPLE. LET ME SAY, IF WE WANT TO CHANGE THE ENVIRONMENT WE NEED TO WORK COMPREHENSIVELY. WE WANT TO CHANGE NORMS. IN PARTICULAR, CHANGING THE PRINCIPLES OF ORGANIZATIONS CAN AND POLICIES IS CRITICAL. HERE IS THE PRACTICE OF THE ALCOHOL INDUSTRY THE PRACTICE OF THE BILL BOARD COMPANY. WE HAVE A LOT OF MEDIA PRACTICES AND I'M EXCITED THAT'S PART OF WHAT WE ARE GOING TO FOCUS ON TODAY.

IN OUR PREVIOUS TOUR SOLUTION FORUM WE COVERED THE SOLUTION AND NORMS AND ENVIRONMENT. FOR PEOPLE LISTENING WHO DIDN'T SEE THAT, WE HAVE IT ARCHIVED. I THINK IT WOULD BE INTERESTING FOR YOU TO LOOK AT. IF YOU DON'T KNOW HOW TO DO THAT GO TO OUR WEBSITE OR E MAIL US.

>>LISA: ON THE NEXT SLIDE 15 AS LARRY BEGAN ON ELUDE TO. THE PRACTICES OF THE MEDIA HAVE AN IMPACT ON SHAPING THE ENVIRONMENT. THIS IS INFLUENCING THE PRACTICES OF THE MEDIA CAN HELP CHANGE THE ENVIRONMENT AND REDUCE VIOLENCE AGAINST WOMEN.

>> THE MEDIA'S CURRENT PRACTICES. LET'S LOOK IN THE HIDEOUS SLIDE HOW THEY PLAY A ROLE IN VIOLENCE AGAINST WOMEN.

>> YOU ARE SAYING THEY AND THE MEDIA IT'S EASY TO SEE THE MEDIA AS A BEAST. WHAT DO YOU MEAN WHEN YOU SAY MEDIA?

>> ALL THE ORGANIZING MEANS OF FACTS, OPINIONS, ENTERTAINMENT AND FACTS IN ENTERTAINMENT GET MIXED. IT INCLUDES NEWSPAPERS, MAGAZINES, CINEMA, RADIO, TELEVISION, BILLBOARDS AND ALSO NEW EMERGING TECHNOLOGY LIKE THE WEB. AND I'M NOTICING THAT OUR SLIDES ARE BEHIND WE SHOULD BE ON SLIDE 18. AND MOVING TO SLIDE 19.

>> WE'LL GIVE OUR TECHNOLOGY A SECOND TO CATCH UP. IN THE MEANTIME, TO CONCLUDE WHAT YOU ARE SAYING, LARRY, THE MEDIA, IS REALLY MANY DIFFERENT KINDS OF MEDIA. SOME ARE NATIONAL AND INTERNATIONAL IN SCALE AND SOME OF THEM ARE LOCAL.

>> THAT'S RIGHT.

>> WE CAN DISTINGUISH SOME OF THESE. THEN, HOW DO THESE VARIOUS FORMS OF MEDIA INFLUENCE THE ENVIRONMENT IN WHICH VIOLENCE AGAINST WOMEN OCCURS. LET'S LOOK AT SLIDE 19.

>> A QUICK WAY TO THINK ABOUT IT IS THE MESSAGES WE RECEIVE FROM MEDIA SOURCES ABOUT OR RELATED TO VIOLENCE AGAINST WOMEN.

>>LARRY: UH-HUH. LET'S HEAR FROM ALL OF YOU. IN OUR TEXT CHAT FUNCTION, WHAT MESSAGES ABOUT OR RELATED TO VIOLENCE AGAINST WOMEN HAVE YOU RECEIVED FROM A MEDIA SOURCE. WITH DETAILED IN WHICH MEDIA SOURCE AND HOW IT WAS CONVEYED. WE WILL GIVE YOU A COUPLE OF MINUTES TO DO THAT. SO, OUR FAST TYPERS HERE MORBEGAN AND BEN. GETTING A WOMEN DRUNK MEANS OPEN ACCESS TO HER. BEN'S COMMENT, NEWS WEEK SAID BOYS ARE BEING DISCRIMINATED AGAINST.

>> I'M GLAD YOU ARE SINGLING OUT NEWS WEEK. YOU CAN OPEN YOUR TEXT CHAT.

>> THERE IS A BUTTON ON THE TOP RIGHT HAND CORNER, IF YOU CLICK ON THAT IT THE EXPAND YOUR TEXT CHAT TO THE ENTIRE SCREEN AND IF YOU

ARE TYPING, TAKE YOUR TIME DOING THAT. IF YOU ARE DONE OPEN THAT UP AND YOU CAN TAKE A LOOK AT WHAT OTHERS ARE SAYING. AS DAVID MENTIONED THERE IS NO NEED TO READ ALL OF THIS. WE WILL COMB THROUGH IT AND HIGHLIGHT IT.

>> LENET'S COMMENT, SEX IS THE SELLING POINT FOR ALL PRODUCTS. IT GETS US INTO THE TRICKY DISCUSSION MAY BE WE WILL TALK LATER ABOUT SEX, WE ARE NOT TRYING TO BE DOWN ON SEX BY BEING DOWN ON UNHEALTHY SEX AND DOWN ON ABUSIVE SEX. YOU KNOW, TRYING TO -- WE DON'T WANT TO COME ACROSS AS THE NEGATIVE PEOPLE OR THE PEOPLE THAT DON'T REALIZE PEOPLE ARE SEXUAL. WE WANT TO COME ACROSS AS LAURA AND STEWART PUT IT ABOUT THE BOSTON GLOBE THAT THE RAPE AND MURDER, THE MESSAGE SHOULDN'T BLAME A WOMEN FOR HAVING BEEN AT A BAR LATE AT NIGHT, WHAT DOES SHE EXPECT? MORGAN IT WAS AN AD AT A LOCAL RESTAURANT WITH THE TORSO OF A WOMEN WITH A BEVERAGE ON HER STOMACH. ALL OF THIS IS A GREGEOUS.

>> THE VAGINA MONOLOGUES IN USING THE MEDIA TO SEND DIFFERENT MESSAGES TO DOCUMENT WHAT'S GOING ON IN A MORE ACCURATE WAY. I WANTED TO HIGH LIT BEN'S COMMENTS THE ADDS FOR THE HUMMERS URGING MEN TO EAT BURGERS AND DRIVE HUMMERS. WE KNOW THE WAY WOMEN ARE PORTRAYED AS TOO THING AND ALL THE ROLE MODELS RELATED TO THAT. NOW, WE ARE SEEING A LOT OF ADDS RELATING TO EATING AND REAL MEN AND THE LINK BETWEEN THE FOOD AND SEX ADDS. I THINK IT'S SOMETHING HOPEFULLY AN OPPORTUNITY FOR US TO COMMENT AGGRESSIVELY.

>> WE WILL COMB THROUGH THE EXAMPLES AND POST THEM ON THE WEBSITE AND LET'S LOOK AT WHAT YOU ARE SEEING. I THINK WHAT WE CAN SAY IN ALL OF THESE EXAMPLES THE MEDIA IS TELLING THEIR AUDIENCES SOMETHING ABOUT WHAT'S IMPORTANT. WHAT'S NOT IMPORTANT AND WHAT'S EXPECTED. THE MEDIA REALLY IS TEACHING AND IT TEACHES BY ENTERTAINING AND SHOPPING AND SELLING. CHILDREN AND YOUNG ADULTS END UP LEARNING WHAT IT MEANS TO BE A MAN, A WOMEN, HOW TO HAVE SEXUAL AND INTIMATE RELATIONSHIPS FROM THE MOVIES AND TELEVISION AND MAGAZINES FROM CORPORATIONS.

>> THE MESSAGES ARE NOT ALWAYS POSITIVE.FOR THOSE THAT HAVEN'T, REDUCE OUR TEXT CHAT WE WILL GO BACK TO POWER POINT. WHY ARE THE MESSAGES NOT ALWAYS POSITIVE? WE NEED TO UNDERSTAND THE MEDIA FROM THE MEDIA'S POINT OF VIEW. WHAT DRIVES THEM. TO HELP US UNDERSTAND THAT WE HAVE GRETA HERE. GOOD MORNING, GRETA.

>> GRETA I KNOW YOU HAVE EXPERIENCE WITH MEDIA ADVOCACY. I WAS TRAINED BY LORI. I LOT IS FOCUSOD NEWS MEDIA. IN TRYING TO UNDERSTAND THE MEDIA YOU HAVE TO UNDERSTAND THEY ARE BUSINESSES THEY ARE

DRIVEN BY BUSINESS PRINCIPLES AND THEY WANT TO ATTRACT THE LARGEST AUDIENCE THEY CAN.

>> NEEDLESS TO SAY THEY LOVE TO CONSIDER THE VIEWS OF THEIR SPONSORS.

>> THE PORTRAYALS AND MESSAGES WE TEXT CHATTED ABOUT ARE AIMED AT GETS THE AUDIENCES TO CONSUME THEIR PROTECT THE?

>> YES, THAT'S TRUE. ANOTHER IMPORTANT POINT IS THE MEDIA ARE DRIVEN BY REAL PEOPLE. THESE PEOPLE ARE IN THE FIELD BECAUSE THEY WANT TO MAKE A POSITIVE CHANGE. WE HAVE TO WORK WITH AN UNDERSTANDING THE MEDIA OUT LETS ARE BUSINESSES.

>> BUSINESSES AND REAL PEOPLE. WITH THESE POINTS IN MIND LET'S TALK ABOUT MEDIA ADVOCACY AND HOW WE CAN HAVE AN IMPACT ON MEDIA ON SLIDE 21.

>> THERE ARE DIFFERENT WAYS GROUPS INTERACT WITH THE MEDIA. IN A TEXT CHAT, COULD YOU LIST SOME OF THE WAYS THAT YOUR AGENCY OR ORGANIZATION OR YOU PERSONALLY INTERACT WITH OR ENGAGE WITH THE MEDIA? SPECIFICALLY WITH OUR VIOLENCE AGAINST WOMEN WORK. WE WILL GIVE YOU A MINUTE TO DO A BRAIN STORM LIST.

>> THIS IS GREAT. WE ARE SEEING PIECES, PSA. PR, OR THE NEWSPAPER.

>> INTERVIEWS. PITCHING STORIES. YOUTH FAIRS. TAKING ABOUT PRESS RELEASES. WE WILL LIKE WE SAID, GO BACK AND CATEGORIZE THAT.

>> MEDIA BREAKFAST I'M CURIOUS TO WHAT THAT'S ABOUT. ADVERTISING FOR A CONFERENCE. RADIO INTERVIEWS. AS A COMMUNITY, IT SEEMS LIKE WE HAVE CONTACTS WHICH PRETTY MUCH KIND OF GIVE US THE WHOLE GAMET. LET'S LOOK AT SLIDE 22 AND TALK ABOUT STRATEGIES.

>> A LOT OF WHAT'S BEEN TEXT CHATTED CAN BE THOUGHT OF 3 MAIN TYPES OF MEDIA STRATEGIES. WE CAN GROUP THEM TO THE OVER ARCHING GOAL THEY ARE TRYING TO ACHIEVE. THIS IS SLIDE 22. SO, ONE OF THE STRATEGIES IS PUBLIC RELATIONS. WE ARE SEEING SOME OF THAT HERE. LIKE ADVERTISEMENTS. WEBSITES. MEDIA COVERAGE. FUNDRAISING EVENTS. THE GOAL OF THESE IS PUBLICITY. ANOTHER STRATEGY, WHICH SOME MENTIONS LIKE POSTERS AND BILLBOARD CAMPAIGNS. SOCIAL MARKETING STRATEGIES THAT LINK POSTERS AND BILLBOARDS TO OTHER EFFORTS AND PROGRAMS.

IT'S MODELED AFTER BUSINESS MARKETS AND AIMS TO EFFECT ATTITUDES AND BEHAVIOR, THE THIRD, MEDIA ADVOCACY IS THE ONE WE ARE FOCUSING ON TODAY BECAUSE THAT'S WHERE WE HAVE THE BROADEST

CHANGE IN ENVIRONMENTS AND NORMS IN MANY CASES. IT MIGHT BE, AS I TALKED ABOUT ON A SMALL FORUM WE HAD ON MEN'S ROLES. PROTESTING THE WAY SPORT'S RADIO IS MOSAGENIST. THE OVER ARCHING GOAL MAY BE TO CHANGE THE MEDIA OR THE MEDIA ENVIRONMENT. I REMEMBER GRETA, LORI SAYING TO ME WE HAVE A MEDIA CAMPAIGN BUT SEEMING LIKE IT'S FOR THE GENERAL PUBLIC BUT IT'S BEING AIMED AT A POLITICIAN.

>> THEY ARE ALL VALUABLE AND THEY ALL HAVE LIMITATIONS. ENGAGING THE MEDIA IN PR CAN BE A GREAT WAY TO ENGAGE A LARGER AUDIENCE.

>> I THINK SOCIAL MARKETING PROVIDES INFORMATION ABOUT ALTERNATIVES TO THE PUBLIC SUCH AS THE NOTION OF BISTANDERS STANDING UP. LET'S LOOK AT THIS TYPICAL -- AT THIS MORE TYPICAL SLIDE ON SLIDE 23, PLEASE. THIS IS AN ACTUAL PHOTOGRAPH THAT WE TOOK NEAR OUR OFFICE IN OAKLAND. THE TOP IS A STATE SOCIAL MARKETING CAMPAIGN. THIS IS NOT VIOLENCE AGAINST WOMEN. I THINK IT SPEAKS ELEGANTLY TO US. THE BOTTOM IS A MCDONALDS ADD.

IN COMPARING THE ADDS WE REMEMBER THAT MCDONALDS HAVE A 3.6 BILLION DOLLARS BUDGET. IT'S NOT DIFFERENT THAN THE BUDGETS OF THE ALCOHOL COMPANIES THAT ARE SELLING THE SEXUAL MESSAGE WITH ALCOHOL AS WELL. AND THE UPPER MESSAGE I THINK WE AGREE IS MORE SERIOUS. I LIKE TO THINK OF THIS AS A TALK WHERE THE WOMEN ARE SAYING WE ARE SERIOUS. AND THE BUSINESSES ARE SAYING, WE DON'T CARE IT'S MY KIND OF SHOPPING SPREE. THAT'S THE LIMITATIONS LET'S NOT KID OURSELVES TO SOCIAL MARKETS. THE THIRD MEDIA STRATEGY IS OR FOCUS TODAY MEDIA ADVOCACY. SLIDE 24. MEDIA ADVOCACY IS DIFFERENT FROM PUBLIC RELATIONS OR SOCIAL MARKETS. WHAT IS MEDIA ADVOCACY. IT'S THE USE OF MASS MEDIA TO SUPPORT COMMUNITY ORGANIZING AND ENHANCE HEALTHY PUBLIC POLICY.

>> STRATEGY THAT'S BECAUSE IT'S NOT KNOW GETTING OUR NAME OUT. THE PRESS SAYS, IT'S NICE TO GET PUBLICITY, NO, IT'S BEEN INCREASING OUR POLICY GOALS.

>> WE SAY TO SUPPORT COMMUNITY ORGANIZING BECAUSE MEDIA ADVOCACY DOESN'T SOLVE PROBLEMS ON IT'S OWN IT -- AND ADVANCE PUBLIC POLICY BECAUSE HOW WE CHANGE THE RULES THAT SHAPE THE ENVIRONMENT.

>> WHAT CAN MEDIA ADVOCACY ACCOMPLISH? WHEN I THINK OF GROUPS ADVOCATING ADVERTISERS THAT'S CHANGING THE MEDIA ENVIRONMENT. WE CAN ALSO BUILD COALITIONS AND REALLY, YOU KNOW, COALITION A BETTER WAY TO THINK OF IT IS TO BUILD A MOVEMENT BY SPREADING THE WORD IT BECOMES, THE MEDIA HELPS OUR COALITION BECOME A MAGNET. WE CAN REFRAME ISSUES WE WILL TALK ABOUT FRAMING LATER. WE CAN REFRAME ISSUES AS SOCIAL OR ENVIRONMENTAL PROBLEMS RATHER THAN AS

DISCRETE EVENTS WHERE IT'S THE INDIVIDUAL THAT GETS /PWHRAEUPLD RATHER THAN LOOKING AT THE NORM'S OR THE ENVIRONMENT.

>> THAT'S RIGHT. ALONG THOSE LINES /TKPWEDING MEDIA COVERAGE TO ADVANCE POLICIES LIKE THIS IS A MAJOR STRATEGY FOR INFLUENCING POLICY MAKERS, WHICH IS OUR GOAL.

>> THERE IS A LOT OF MEDIA ADVOCACIES GOING ON, WE WILL HIGHLIGHT A COUPLE TODAY.

>> LET'S LOOK AT SLIDE 27. THIS EXAMPLE COME FROM RANDY COUNTY MINNESOTA WHERE THROUGH THE ADVOCACY EFFORTS OF WE SHOULD BE ON SLIDE 27. THROUGH THE ADVOCACY EFFORTS OF THEIR TEAM 2 OF THE LOCAL PAPERS AGREED TO STOP RUNNING STRIP CLUBS ADDS IN THEIR SPORT'S PAGES. RACHEL, WITH THE STAR TRIBUNE WROTE SOMETHING THEY THINK IS REALLY, CAPTURES THE IMPORTANCE OF THIS. SHE SAYS STRIP CLUBS ARE GIANT MEN ONLY SIGNS AND PROMOTES STEREOTYPES ALL PEOPLE OF ALL GENDERS AND AGES CAN READ ABOUT SPORTS.

>> I FEEL ANGRY ABOUT THEM.I THINK BECAUSE THEY ARE AIMED MORE AT MEN. IT'S UP TO US AS MEN TO PLAY A STRONGER ROLE AS WOMEN IT SHOULDN'T BE RACHEL WRITE /T-G IT SHOULD BE RACHEL AND MANY MEN ON THE PHONE NOW.

>> I THINK THE COUNTY EXAMPLE IS GREAT BECAUSE THEY HAVE A STRONG TEAM OF PEOPLE THAT ARE CONTINUED TO BE ACTIVE ON ADVOCATING FOR THESE ISSUES. THAT'S A GREAT EXAMPLE. ON THE NEXT EXAMPLE. THIS COME FROM THE DANGEROUS PROMISE CAMPAIGN, SOME OF YOU MAY BE PARTICIPATED IN. IN L.A. IT L.A. COALITION THAT PLAYED A KEY ROLE IN THAT.

IN 1995 THE CAMPAIGN PRESENTS THE CODE OF ADVERTISING THAT DISCOURAGES IMAGES AND LINES LIKE THE ONE SHOWN HERE THAT ASSOCIATE ALCOHOL WITH MEN WITH SEXUAL CONQUESTS OF WOMEN. BOTH OF THE EXAMPLES ARE ABOUT PORTRAYING NEGATIVE PORTAILORS. THEY ARE IMPORTANT TO OUR WORK AND I WOULD LOVE TO HEAR MORE ON POSITIVE PORTRAYALS IN THE MEDIA ON THE KINDS OF NORMS WE WANT TO SEE. HEALTHY SEXUALITY.

>> TALKING ABOUT WHAT'S WRONG WITH THE ADDS OR POSITIVE ADDS IS ONE THING. THAT'S A POWERFUL AND VERY IMPORTANT THING TO DO. SOCIAL MARKETS MIGHT LEND US. I SAW THIS IN ANOTHER FIELD, MIGHT LEND US TO INSTEAD SAY, WHY DON'T WE COME UP WITH A GOOD TAG LINE. WE GET INTO COMPETITION WITH THE MULTIBILLION DOLLARS BUSINESSES. SOMETIMES WE HAVE A CLEVER WAY OF MAKING FUN OF THEM. SOMETIMES I FEEL THE MEDIA ADVOCACY WILL BE MORE POWERFUL THAN JUST GETTING INVOLVE /TPH-LTD TAG LINE.

>> I AGREE. LET'S MOVE TO BASIC PRINCIPLES. WE HAVE 6 PRINCIPLES. FIRST THE MEDIA STRATEGY IS DRIVEN BY YOUR OVER ALL STRATEGY, WHICH ALWAYS COME FIRST. THE USE OF MEDIA IS /STRA GEE. STRATEGIC. SOMETIMES THE MOST STRATEGIC MOVE IS TO AVOID THE MEDIA. GO AGAINST A LOBBY THAT OPPOSES YOUR GOALS. SOMETIMES BRINGING OUR MESSAGE COULD BE DROWNED OUT AND MADE A FOOL OF. IT'S NOT LIKE YOU SHOULD ALWAYS AVOID IT BUT THINK ABOUT TIMING AND WHEN IT WILL MAKE SENSE.

>> YES. MEDIA ADVOCACY IS STRIVING FOR LONG-TERM CHANGE.

>> FRAMING WE WILL GET TO IN A MINUTE.

>> DIFFERENT AUDIENCES, LOCAL POLICY MAKERS VERSUS THE VOTING PUBLIC WILL RECEIVE MESSAGES IN DIFFERENT WAYS.

>> THE LAST POINT IS OPPORTUNITIES WILL ARRIVE QUICKLY AND IN SOME WAYS UNEXPECTEDLY. WE NEED TO PLAN AHEAD FOR THE UNEXPECTED.

>> LET'S TALK ABOUT FRAMING ON THE NEXT SLIDE. FRAMING IS THE NEW TECHNICAL FIELD. WHEN YOU THINK OF THE TECHNICAL FIELD WE HAVE THE SENSE OF THE TERM FRAMING. WOULD YOU RAISE YOUR HAND IF YOU ARE FAMILIAR WITH THAT MEANING OF FRAMING. WE HAVE SEEN A LOT IN THE POLITICAL ENVIRONMENT HOW DEMOCRATS AND REPUBLICANS FRAME THEIR MESSAGE. OR THE NOTION OF VALUES ORIENTED FRAMING. WE HAVE A BUNCH OF PEOPLE WHO KNOW. MORE THAN 50. LET'S JUST WAIT A SECOND. WE ARE DOING A LOT OF WORK HERE ON FRAMING.

I THINK IT REALLY WANTS IT'S OWN DEDICATED FORUM. IF OTHERS AGREE WE WILL DO A FORUM ON FRAMES WE ARE LOOKING ON STREET VIOLENCE IN THE LARGER CITIES IN THE UNITED STATES. SOME OF WHAT WE LEARN WE CAN TRANSLATE TO OTHER GROUPS. WHAT ARE FRAMES?

>> THEY ARE THE CONTEXT IN WHICH MESSAGES ARE FORMED WHAT'S IMPORTANT, WHAT'S LEFT OUT OF A STORY AND HOW WE THINK ABOUT ISSUES. THE DEFAULT FRAME IS RUG ED. EVERYBODY KNOWS WHAT IT MEANS. IT'S NOT OUR ONLY VALUE.

>> WE WANT TO SHIFT THE VALUE BEYOND INDIVIDUAL RESPONSIBILITY TO THE FRAME OF THE COMMUNITY AS WELL AS THE INDIVIDUAL. WE NEED TO FRAME COMMUNITY RESPONSIBLE, LIKE THE VALUE OF BYSTANDERS STANDING UP.

>> THAT'S A GOOD EXAMPLE. IT'S OFFERING SOLUTIONS AND IDENTIFYING PEOPLE WHO CAN TAKE RESPONSIBILITY. THIS IS CHANNELING MOMENTUM TO A SPECIFIC SOLUTION NOT JUST DESCRIBING A PROBLEM.

>> THIS POINT ON POSITIVE AND HOPEFULFUL. THIS IS ONE OF THE MOST IMPORTANT TIPS IN FRAMING PREVENTION. WE MADE PROGRESS IN MAKING VIOLENCE AGAINST WOMEN AN ACKNOWLEDGED PUBLIC ISSUE THAT DEMONSTRATING THAT IT'S PERVERSIVE AND HARMFUL. WE NEED TO CONTINUE DOING THIS. IN PROVENTION WE NEED TO INVOKE HOPE FOR CHANGE.

>> WE DON'T WANT TO BE THE SOUR PEOPLE.

>> YEAH, WE WANT TO PROVIDE A SENSE OF HOPE FOR CHANGE. FRAMING PREVENTION, THIS IS AN ON GOING CHALLENGE AND DELICATE PROCESS. IT CAN BE POWERFUL AND IT'S CRITICAL WE DO IT WELL. AT THE SAME TIME NOT MISTAKING OUR FRAME FOR THE ENTIRE SOLUTION. WE WILL LOOK AT A SLIDE THAT SHOWS HOW FRAMING AND MEDIA CAN WORK WELL TOGETHER. I THINK WHAT'S REALLY KEY IS THAT FRAMING, MEDIA STRATEGIES, THEY ARE PART OF A COMPREHENSIVE STRATEGY. THE SYNERGY COME BECAUSE WE ARE TAKING ACTION ON ALL THE LEVELS OF PREVENTION.

>> THANK YOU, GRETA. THAT WAS A GOOD BASIC OVER VIEW ON MEDIA ADVOCACY. WE WANT TO BRING IN TAMMY FROM COALITION ON SEXUAL VIOLENCE THAT WILL TAKE WHAT WE LEARNED AND APPLY IT TO NEWS MEDIA. WELCOME, TAMMY, THANK YOU FOR JOINING US.

>> THANK YOU FOR HAVING ME.

>> SHE'S THE PROGRAM MANAGER OF THE COALITION. YOU DO WORK IN COMMUNITY ORGANIZING AND COMMUNITY DEVELOPMENT OF WHICH MEDIA ADVOCACY IS A BIG PART? CAN YOU TELL US A LITTLE BIT ABOUT THE WORK THAT THE MICHIGAN COALITION HAS DONE?

>> WE HAVE A PROCESS WITH THE DEPARTMENT OF HEALTH. THEY HAD A PLANNING AND IMPLEMENTATION PLANT. WITH THAT PROJECT WE RECOGNIZED THE IMPORTANCE OF OF NEWS MEDIA ON GIVING INFORMATION ON VIOLENCE AGAINST WOMEN. WE MADE A TASK FORCE AND LEARNED A LOT ABOUT THE FIELD OF JOURNALISM AND HOW STORIES ARE DEVELOPED AND HOW JOURNALISTS GET THERE ARE INFORMATION.

>> LET'S MOVE TO SLIDE 33, UNDERSTANDING THE NEWS MEDIA. CAN YOU TELL US THE PART OF THE PROJECT ON THE SURVEYS AND LOCAL JOURNALISM SCHOOLS.

>> WE DIDN'T WANT TO GUESS ON WHAT WE KNEW OR DIDN'T KNOW. WE KNOW IN THE PAST HOW SEXUAL VIOLENCE WAS HANDLED IN THE PAST. WE WANTED TO FIND OUT ABOUT THE JOURNALISTS THEMSELVES, THEIR TRAINING. ARE THEY TRAINED ON VIOLENCE AGAINST WOMEN ISSUES, THEY ARE NOT.

>> WHAT DID YOU LEARN ABOUT THE GOALS OF THE NEWS MEDIA?

>> THEY ARE SURPRISINGLY SIMILAR TO WHAT WE HAVE AS PREVENTION EDUCATORS, WHICH IS A GOOD THING. GOOD TO KNOW WE ARE ON THE SAME PAGE. IN TERMS OF EDUCATING AND PERSUADING. THEY WANT TO CONTRIBUTE TO THEIR COMMUNITIES. EDUCATING AND ENTERTAINING IS NOT SOMETHING WE THINK FOR NEWS OR PRINT MEDIA. WE ALL HAVE COMICS IN OUR PAPERS AT LEAST IN THE SUNDAY PAPERS. PERSUADING IS AN INTERESTING ONE. LARRY, I'M WONDERING YOUR REACTION THE JOURNALIST SUBMITTED TO BE IN THE ROLE OF PERSUASION.

>> I THINK THAT ALTHOUGH THERE ARE IN IT FOR MANY OF THE SAME REASONS AS US MY SUSPICIOUS THEIR CAREER GOALS LEAD THEM IN A DIFFERENT DIRECTION? THEY SAY NO, THAT'S NOT OUR ROLE THAT'S NOT WHAT WE ARE DOING WE ARE PROVIDING FACTS. ON THE OTHER HAND THERE ARE EDITORIAL PAGES AND OP-EDS AND THERE ARE OPPORTUNITIES WHERE THE JOURNALISTS THEMSELVES HAVE INDIVIDUAL COLUMNS WHERE THEY ARE VERY OPINION ORIENTED COLUMNS. IT'S IMPORTANT FOR US TO REMEMBER AS PREVENTION EDUCATORS AND WORKING IN THIS FIELD.

>> THESE 4 GOALS MAKE SENSE TO ME. YOU MADE THE POINT THEY ARE IN LINE WITH WHAT WE ARE TRYING TO DO AS PREVENTION PEOPLE. PREVENTIONISTS, IF YOU WILL. I'M CURIOUS, GIVEN THAT MANY OF THE STORIES AND MUCH OF THE COVERAGE WE SEE IS NOT REALLY WHAT WE WOULD LIKE TO SEE. HOW ARE THESE STORIES CHOSEN?

>> ON SLIDE 35, THERE ARE A COUPLE OF QUOTES THAT MAY BE TERMS THAT PEOPLE HAVE HEARD. JUST THE FACTS. OR I WILL KNOW A STORY WHEN I SEE IT WILL TOUCH ME. THE BOTTOM LINE IS, JOURNALISTS WILL CHOOSE STORIES BASED ON WHAT THEY FEEL IS IMPORTANT TO THEIR COMMUNITY. AND THAT THEY VARY FROM COMMUNITY TO COMMUNITY AND VARIES BASED ON WHAT KIND OF JOURNALISM OR MEDIA OUTLETS THERE ARE. IT DOES LOOK DIFFERENT IN A RURAL AREA VERSUS AN URBAN AREA. WE FOUND THE 4 POINTS BEING UNUSUAL, INTERESTING, SHOWING A TREND AND STRIKING A CORD IS WHAT THE JOURNALISTS SAY THAT'S HOW THEY MAKE THEIR DECISIONS.

>> WHERE DOES PERSUADING FIT IN?

>> THEY DON'T ALWAYS ADMIT THEY DO IT BUT ACKNOWLEDGE IT'S PART OF THEIR ROLE. PERSUASION I WILL TALK ABOUT WITH FRAMES. WHAT I THINK IS INTERESTING ABOUT THESE POINTS WHAT THEY SAY IS THEIR CRITERIA. MOST REPORTERS ARE NOT TRAINED IN THE FIELD OF JOURNALISM. MANY COME FROM WRITING BACKGROUNDS OR HAVE CHOSEN JOURNALISM AS A CAREER BUT IT'S NOT WHAT THEY WERE TRAINED TO DO OR GONE TO COLLEGE FOR.

THEY ARE NOT TRAINED ON SEXUAL ASSAULT ISSUES. THEY SEEK THE INFORMATION BASED ON WHERE THEY ARE TOLD TO GO. WE FOUND FROM OUR SURVEY, THEY GO TO THE POLICE REPORTS AND COURT RECORDS OR THE WEB?

>> THEY DO, THAT WAS AN AREA OF LOWER PRIORITY. THESE 2 VERY CRIMINAL JUSTICE ORIENTED ACCESS OF INFORMATION POINTS WERE THE TOP OF THE LIST. THE IRONY IS THAT THE REPORTERS WILL SAY THAT DOMESTIC VIOLENCE IS TOO COMMON OR DOMESTIC VIOLENCE HAPPENS ALL THE TIME SO IT'S NOT UNUSUAL OR INTERESTING ENOUGH. THAT'S WHERE WE HAVE A ROLE TO PLAY THAT A, THE FACT THAT IT'S COMMON IS HORRENDOUS AND NEWS WORTHY BUT WE HAVE TO SHOW THE IMPACT ON OUR COMMUNITIES AND THE FACT THAT THIS IS SO COMMON IS UNACCEPTABLE IN OUR COMMUNITY.

>> THERE ARE COVERAGES IN OUR PAPERS. I SEE SEXUAL VIOLENCE ON THE NEWS ALL THE TIME. WHEN ARE THE ISSUES CONSIDERED NEWS WORTHY?

>> UNFORTUNATELY, THE TRENDS TEND TO BE, WHAT MAKES IT UNUSUAL IN A JOURNALISM'S MIND IS A CRIME THAT'S BRUTAL AND ALL INSTANCES OF SEXUAL ASSAULT. THEY PUT A DEFINITION ON THAT AND IT'S UNCLEAR TO GET THEM TO SAY WHAT THEY THINK IS BRUTAL. ALSO WHEN THE CRIME VICTIM IS A CHILD OR ELDERLY OR SOMEONE WHO IS VULNERABLE IT'S SO MUCH WORSE WHEN CRIMES HAPPEN TO THESE INDIVIDUALS AS OPPOSED TO SOMEONE ELSE IN THE COMMUNITY. IF SOMEONE OF POWER OR STATUS IS EFFECTED OR CONNECTED IN SOME WAY AS A VICTIM OR PERPETRATOR, THAT IS NEWS WORTHY.

WE ALL HEARD OF RECENT STORIES. CELEBRITIES, SPORT'S MEMBERS WHERE THOSE STORIES HIT THE NEWS. FINALLY, IF THERE IS A LOCAL CONNECTION TO THE STORY WHERE, AGAIN, IT MAY BE A PERSON OF POWER, A TEACHER A LOCAL COMMUNITY MEMBER. SOMETHING THAT CAN BE TIED TO SOMETHING LOCAL IS AN AREA WHERE THE JOURNALIST WILL TAP INTO AND WILLING TO PURSUE A STORY.

>> IT'S HELPFUL -- DID YOU WANT TO SAY MORE?

>> NO.

>> IT'S HELPFUL TO HEAR ABOUT THIS ESPECIALLY BECAUSE YOU LEARNED THEM FROM THE JOURNALISTS IN YOUR AREA. WHAT YOU ARE TALKING ABOUT IN HOW THEY CHOOSE STORIES IS REINFORCING THIS AND GENERATING FEAR RATHER THAN GETTING TO AN UNDERSTANDING WHAT THE SOLUTIONS WILL BE AT THE COMMUNITY LEVEL. IT NEEDS TO DO ADVOCACY TO THE PRINT MEDIA. LET'S MOVE TO BASICS ON MEDIA ADVOCACY. CAN YOU -- LET'S MOVE INTO THAT ON SLIDE 38. THIS IS OUR TOOL KIT. CAN YOU TALK A LITTLE BIT ABOUT THAT?

>> WE, AS PART OF THE WORK GROUP, CREATED 2 TOOLS. THIS IS A COPY OF THE TOOL KIT THAT'S DIRECTED TOWARD ADVOCATES. THIS IS AVAILABLE ON THE PREVENT CONNECT WEBSITE?

>> YES.

>> PEOPLE CAN CLICK ON THAT AND DOWN LOAD IT AND PRINT IT. IT'S INFORMATION WE FOUND FROM OUR SURVEYS. WE WANT TO ACKNOWLEDGE THE WONDERFUL WORK THAT ALREADY OCCURRED IN THIS AREA THE STUDY GROUP WE READ A LOT OF THEIR MATERIAL. THERE IS WORK BY THE RHODE ISLAND COALITION AGAINST DOMESTIC VIOLENCE. BASICALLY, WE TRIED TO MAKE THIS A COMPULATION OF BEST PRACTICES ON WORKING WITH THE MEDIA. WE HAVE A COMPANION PIECE GEARED AGAINST JOURNALISTS. NOT FOR US TO SAY YOU ARE DOING WRONG DO A BETTER JOB BUT WOULD DO YOU NEED OR WHAT WOULD BE HELPFUL. WE ANSWERED THAT QUESTION FOR THEM.

>> THAT'S REALLY GREAT. TALK TO US ABOUT THIS FIRST ASPECT OF COMMUNICATION PLANNING. COMMUNICATION PLANNING IS A WAY OF FRAMING MEDIA ADVOCACY. IT'S WHAT WE ARE TRYING TO DO. IT RELATES THE PRINCIPLES OF MEDIA ADVOCACY WE DISCUSSED EARLIER. IT SHOULD NOT STAND ALONE IT SHOULD TIE INTO WHAT YOU ARE TRYING TO ACCOMPLISH AND YOUR STRATEGIC PLAN. HOPEFULLY MOST OF THE ORGANIZATIONS YOU WORK WITH HAVE A STRATEGIC PLAN. THE COMMUNICATION PLANNING IS A PIECE OF THAT, YOU IDENTIFIED WHAT YOU WANT TO DO AND ACCOMPLISH AND THE MEDIA ADVOCACY PIECE HELPS YOU TO ATTAIN THOSE GOALS.

IT'S NOT A STAND ALONE, PUBLIC SERVICE ANNOUNCEMENT OR STAND ALONE STORY, PERHAPS, IT'S A STORY OR COVERAGE OF AN ACTIVITY THAT BUILDS INTO THE LARGER GOALS OF OUR ORGANIZATION. HELPS TO PRESENT A BIGGER PICTURE OF WHAT YOU ARE DOING IN YOUR ORGANIZATION AND COMMUNITY AND POTENTIALLY IN THE VIOLENCE AGAINST WOMEN'S MOVEMENT. ONE THING THAT IS AN IMPORTANT POINT. WE NOTICED IN THE TEXT CHAT THAT PEOPLE USE LIVE PRESS RELEASES. THOSE ARE IMPORTANT. WE NEED TO COMMUNICATE TO THE MEDIA WHAT WE ARE DOING IN OUR ORGANIZATIONS AND COMMUNITIES. THAT'S A SMALL PIECE OF WHAT WE ARE TRYING TO DO. HOPEFULLY WE WILL GIVE YOU IDEAS ON ALTERNATIVES OR AUGMENTS TO THOSE PRESS RELEASES.

>> CAN YOU TELL US ABOUT THE 2 POINTS, KNOWING YOUR AUDIENCE AND USING THE BEST [INAUDIBLE].

>> ABSOLUTELY. WHAT WE AS PREVENTION EDUCATORS WE ARE ALWAYS TRYING TO MAKE CONNECTIONS AND BUILD PARTNERSHIPS. THE MESSAGE WE GIVE TO ANY NEW PERSON IS FRAMED ON WHO THEY ARE, WHAT THEIR ROLE IS.

WHAT THEIR BASIC UNDERSTANDING IS OF AN ISSUE. AND WITH COMMUNICATION PLANNING IT'S THE SAME THING. THE ISSUE OF IF ONE AUDIENCE HAS A PARTICULAR KNOWLEDGE BASE YOU WILL BUILD OFF OF THAT AND PROVIDE ADDITIONAL INFORMATION.

IF AN ISSUE OR TOPIC IS BRAND-NEW YOU NEED TO PROVIDE A DIFFERENT TYPE OF INFORMATION. SIMILARLY, IT WAS MOVED TO BUILDING RELATIONSHIPS SLIDE, AGAIN, BUILDING RELATIONSHIPS, BUILDING PARTNERSHIPS IS WHAT WE DO AS PREVENTION EDUCATORS. WE NEED TO IDENTIFY WHO THE KEY PLAYERS ARE. WHAT THEIR ROLES AND RESPONSIBILITIES ARE. RECOGNIZING THE WRITERS AND REPORTS AT A PAPER DON'T HAVE THE DECISIONMAKING POWER AS AN EDITOR OR PUBLISHER. WE NEED TO KNOW THAT.

>> RELATIONSHIP BUILDING IS A SKILL MANY OF US HAVE DEVELOPED IN VIOLENCE AGAINST WOMEN AND OTHER WORK. TIMING IS IMPORTANT, ISN'T IT?

>> IT IS.

>> WHEN DO WE DEVELOP THOSE RELATIONSHIPS.

>> WE WANT TO LOOK AT THE JOURNALISTS AS ALIS. WE WANT TO MAKE OURSELVES AVAILABLE AS RESOURCES TO THOSE JOURNALISTS. THE MEDIA BECOMES A TOOL FOR THE WORK WE WANT TO DO. WE DON'T WANT TO BE REACTIVE TO WORK THAT'S BEING DONE OR A STORY THAT WAS WRITTEN AND WRITE A LETTER LATER ON HOW TERRIBLE THE COVERAGE WAS. WE WANT TO DO IT IN ADVANCE. IF WE HAVE RESOURCE CENTERS, WE WANT THE MEDIA REPRESENTATIVES TO KNOW WE ARE HERE SO THEY CAN CALL US.

>> ARE THEY RECEPTIVE TO THAT WHEN YOU CALL ABOUT THIS ISSUE AND THEY DON'T HAVE A STORY?

>> THEY ARE VERY RECEPTIVE. THEY JOT OUR NUMBERS DOWN. THEY KNOW WE ARE HERE WHEN THEY NEED US AND THEY KNOW THEY WILL NEED US AT SOME /POEUPBLT. POINT. THE OTHER ISSUES IS KNOWING THERE IS A LOT OF TURN OVER IN THE JOURNALISM FIELD SO JUST BECAUSE YOU MADE A CONTACT TO ONE PERSON, YOU NEED TO MAKE YOURSELF AVAILABLE.

>> THIS MAKES A LOT OF SENSE AND FEELS CRITICAL. GIVEN WHAT YOU ARE SAYING ABOUT THE TURN OVER AND BUILDING RELATIONSHIPS ACROSS THE LEVELS OF THE ORGANIZATION, IT MIGHT FEEL CHALLENGING FOR GROUPS TO FIND THE TIME AND WORK ON THIS. IT WOULD BE GOOD TO HEAR FROM YOU AND THE AUDIENCE, IN ADDITION TO WHAT TAMMY IS SAYING WHAT WORKED IN THEIR COMMUNITIES, HOW HAVE YOU BUILT RELATIONSHIPS WITH THE LOCAL COMMUNITIES AND MEDIA. LET'S REOPEN THE TEXT CHAT. GO AHEAD

AND LET US KNOW, HOW YOU BUILT RELATIONSHIPS AND DEVELOPED ALIS WITH OUR LOCAL MEDIA, WHAT HAS WORKED FOR YOU IN YOUR COMMUNITY. LET'S GIVE A COUPLE OF MINUTES FOR PEOPLE TO SHARE THEIR EXPERIENCES WITH US.

>> THERE ARE SOME PEOPLE WHO ARE FAST. INVITE MEDIA TO A TEST. HONORING THE MEDIA.

>> I THINK THAT'S A GREAT STRATEGY. WE NEED TO ACKNOWLEDGE AND /SEG /PWRAEUT AND HONOR THE POSITIVE THINGS PEOPLE ARE DOING BECAUSE IT ENCOURAGES PEOPLE TO KEEP DOING IT. I WANT TO GO BACK TO THE TASK FORCE STRATEGY. YOU GET AN ALI AND SOMEONE WHO UNDERSTANDS YOU. SOMETIMES PEOPLE WILL SAY WE CAN'T COVER OUR STORY IN THE SAME WAY BECAUSE DESPITE WHAT YOU WERE SAYING ON GIVING A POINT OF VIEW THEY SAY, I NEED TO BE OBJECTIVE AND IF I WERE A MEMBER OF YOUR TASK FORCE I COULDN'T WRITE A STORY ABOUT YOUR ORGANIZATION. IT'S A BIG RADIO PROGRAM AND YOU HAVE AN OPPORTUNITY MAY BE ONE PERSON IS ENGAGED WITH YOU WHO IS OBJECTIVE. THERE ARE A LOT OF GREAT SUGGESTIONS. SOME PEOPLE SAY INVITE THEM TO A SPECIFIC GATHERING THAT'S FOR THE PURPOSE OF DEVELOPING THE RELATIONSHIPS. HEATHER SAYING WORKING FOR A UNIVERSITY. WE HAVE PEOPLE WORKING FOR GOVERNMENT HAD I WORKED THERE THEY WERE WATCHFUL OF THE CONVERSATION I HAD WITH THE MEDIA FOR A VARIETY OF DIFFERENT REASONS. SOME GOOD ONES SOME NOT SO GOOD. IT'S A MATTER OF EDUCATING THE SPOKES PEOPLE IT'S A LAYER OF EDUCATING THE MEDIA LINKAGE PEOPLE.

>> THE PIECE WE FOUND IS SUCCESSFUL. LUCIE FROM RHODE ISLAND WILL HAVE AN OPPORTUNITY TO TALK ABOUT THAT. CAN YOU OPEN HER PHONE LINE?

>> MAKING OURSELVES AVAILABLE AS THE RESOURCES. WE HAVE BECOME RECOGNIZED AS THE EXPERTS. IT'S NOT THAT WE ARE ALWAYS TRYING TO GET OUR ISSUE COVERED BUT RECOGNIZED BY KNOWS US, IT HELPS MAKE THEIR JOB EASIER.

>> THAT'S A KEY PRINCIPLE TO /KAOEPL IN MIND IN BUILDING RELATIONSHIPS. AND BECOMING RELIABLE AND AVAILABLE.

>> LET'S CLOSE THE TEXT CHAT SO WE CAN CONTINUE WITH OUR DISCUSSION. ON THE NEXT SLIDE, YOU WANTED TO MAKE A FEW POINTS ON THE IMPORTANCE OF FRAMING THE ISSUE.

>> THERE WERE A COUPLE OF REFERENCES IN THE CHATS AND PEOPLE MIGHT BE READING SOME OF THE IDEAS AND SAY, HOW AM I GOING TO MAKE THE TIME TO DO THAT? WE DON'T HAVE THE STAFF. IT DOESN'T HAVE TO BE A PUBLIC RELATIONS STAFF MEMBER THAT DOES THIS WORK FOR YOU. IN PART

WE ARE ALL CITIZENS OF OUR COMMUNITIES AND WE ALL HAVE THE ABILITY TO WRITE A LETTER TO THE EDITOR. WE CAN USE VOLUNTEERS. THE WAY YOU INCORPORATE OUR RELATIONSHIP BUILDING, INVITING THEM TO THE TASK FORCE MEETS IS A GREAT STEP BECAUSE IT'S A MEETING YOU ARE ALREADY HAVING.

ALSO, BUILDING ON RELATED ISSUES. MANY OF US UNDERSTAND OR RECOGNIZE THE LINKS BETWEEN SUICIDE AND DOMESTIC VIOLENCE AND SEXUAL ASSAULT. THERE MAY BE A COMMITTEE ON SUICIDE ISSUES, YOU CAN MAKE THE LINK TO SUICIDE OR SEXUAL ASSAULT OR MAY BE SOMEBODY ELSE ON A RELATED ISSUE AND GET INFORMATION AND SHARE THROUGH THOSE VENUES. IT DOESN'T HAVE TO BE YOU TAKING THE FIRST STEP, YOU CAN PIGGYBACK BE SOMEONE ELSE'S ISSUE OR ENCOURAGE SOMEONE IN THE MEDIA TO ADD THAT EXTRA LAYER OF INFORMATION ON.

>> THAT'S WHERE THE COALITION OF DIFFERENT ORGANIZATIONS CAN BE POWERFUL?

>> ABSOLUTELY. WE TALKED ABOUT IN THE PAST ON PAST CALLS THE NEED TO COMMUNICATE THE IMPACT OF AN ISSUE. THAT'S WHERE RELATES ALIS CAN PLAY A PART. YOU MAY HAVE COMMUNITY HEALTH ISSUES WE HAVE STRONG TIES WITH THE COMMUNITY HEALTH DIAMETER DEPARTMENT.

THEY HAVE INITIATED TRAININGS ON VIOLENCE AGAINST WOMEN ISSUES. THEY CAN RELATE FROM A PUBLIC HEALTH PERSPECTIVE, THIS IS WHY IT'S BAD FOR OUR COMMUNITIES. THESE ARE THE COSTS TO OUR HEALTH CARE AND EDUCATIONAL SYSTEMS, ET CETERA. A BIG PORTION OF WHAT WE ARE TRYING TO DO IS PROPOSING SOLUTIONS. IT'S NOT THE REACTIVE OR VIOLENCE AGAINST WOMEN IS BAD. THAT IS CONSIDERED AN OLD MESSAGE. SOMETHING THAT IS NEW MIGHT BE SOMETHING THAT'S HAPPENING ACROSS THE COUNTRY THE INITIATIVES WITH WORKING WITH MEN AND BOYS IN VIOLENCE PREVENTION. YOU MIGHT BE ABLE TO HAVE AN EVENT RELATED TO THAT THEME OR THAT TOPIC, WHICH IS A PREVENTION INITIATIVE AND IT'S SOMETHING THAT'S A DIFFERENT SPIN ON VIOLENCE AGAINST WOMEN IT'S NOT JUST A FOCUS ON SURVIVORS, WHICH IS IMPORTANCE BUT NEW AUDIENCES AND MESSAGES IS WHAT THE FRAMES IS ABOUT. WE HAD -- I KNOW OF A NURSING CONFERENCE THAT WAS HELD. THEY HAD A TEEN DATING VIOLENCE COMPONENT. THE NEWS COVERAGE OF THAT CONFERENCE FOCUSED ON THE TEEN DATING TOPIC. IT'S A RELATED ISSUE AND SOLUTION ORIENTED.

>> I WANT TO FOR A MINUTE GIVE EVERYONE A HEAD'S UP WE WILL OPEN OUR PHONES IN A MINUTE OR 2 AND WE WILL WANT TO HEAR FROM EVERYONE THE EXPERIENCE YOU CAN SHARE WITH THE GROUP. THE LOCAL MEDIA ADVOCACY, ANY QUESTIONS OR COMMENTS. TAMMY, THANK YOU FOR SHARING THE RICH FINDINGS FROM YOUR RESEARCH AND HELPING US ALL HAVE A BASIC

UNDERSTANDING OF MEDIA ADVOCACY WITH LOCAL. I HOPE WE HAVE OPENED LUCIE'S PHONE LINES AND WE WILL HAVE A COUPLE OF OTHER LINES OPEN. LUCIE, PERHAPS YOU CAN SHARE WITH US YOUR COMMENTS ON SLIDE 43. BECAUSE IT'S SUCH A GREAT EXAMPLE OF HOW TO TRY AND REFRAME AN ISSUE FOR THE MEDIA. WE ARE ASKING YOU TO RAISE YOUR HAND IF YOU WANT TO ASK A QUESTION OR SHARE A SUCCESS STORY. RAISE YOUR HAND, WE WILL WRITE DOWN YOUR NAMES AFTER WE HEAR FROM LUCIE WE WILL OPEN THIS TO A BROADER DISCUSSION WITH ALL OF US. WE ENCOURAGE YOU TO RAISE YOUR HAND. DO WE HAVE LUCIE'S LINE OPEN.

>> YES, CAN YOU HEAR ME.

>> ABSOLUTELY.

>> THANKS FOR JOINING US.

>> THANKS FOR INVITING ME. THE SLIDE YOU SEE IN FRONT OF YOU HAS ON THE LEFT HAND SIDE MAY 6, 1998. THE HEAD LINE IS, THESE THINGS DON'T HAPPEN HERE. OUR COMMUNICATIONS DIRECTOR KAREN JEFFREYS WERE HORRIFIED THAT THAT WAS THE COVERAGE WE WERE GETTING WHEN DOMESTIC VIOLENCE OR MURDERS OCCURRED IN OUR STATE. THEY SET OUT WITH A PLAN IT'S PRETTY MUCH WHAT TAMMY HAS MENTIONED. THERE WERE 4 THINGS FIRST WAS TO MONITOR THE MEDIA. THEY STARTED TO CLIP HOW THESE INCIDENTS WERE BEING COVERED AND REPORTED. THEY FOUND MOST OF THE TIME THEY WENT TO THE POLICE DEPARTMENT FOR QUOTES AND QUOTING COMMUNITY MEMBERS. AGENCIES AND ADVOCATES DIDN'T HAVE A VOICE. THEY SET TO MONITOR THE MEDIA, BUILD RELATIONSHIPS, ASK THE JOURNALISTS WHAT THEY NEED. WE MADE A HANDBOOK FOR HANDBOOKS AS WELL. IT CAME OUT OF, YOU WANT TO KNOW THE FACTS AND WE WANT TO HELP YOU WRITE A BETTER STORY BECAUSE THE WAY YOU ARE CONVEYING WHAT HAPPENED, THOSE THINGS DON'T HAPPEN HERE, DOESN'T TELL THE COMPLETE STORY.

>> IS IT AVAILABLE?

>> IT'S BEING REPRINTED I'M NOT SURE WHEN IT THE BE BACK FROM PRINTING. IF YOU ARE INTERESTED YOU CAN CONTACT THE COALITION AND ASK TO SPEAK WITH THE COMMUNICATIONS DIRECT. OR YOU CAN CONTACT US HERE AT PREVENTION CONNECTION AND WE WILL MAKE THAT LINK.

>> THEY WANTED TO BE SYSTEMATIC ON HOW WE WORKED WITH THE MEDIA. WE DEVELOPED PROTOCOLS. THOSE WERE OUR GUIDING PRINCIPLES ALONG THIS WORK.

>> THIS SLIDE, IT'S A GREAT BEFORE AND AFTER PICTURE. IT'S OBVIOUS YOU HAD A LOT OF SUCCESS. THANK YOU FOR SHARING THAT. IT'S INSPIRING AND THE FACT YOU HAVE A RESOURCE AVAILABLE IS HELPFUL. THANK SO MUCH.

>> JANE, THANK YOU, LUCIE. JANE AND LAURA HAD THEIR HAND RAISED. LET'S OPEN THEIR PHONE LINES. WE HAVE COMBED THROUGH THE TEXT CHATS. RACHEL HAS COMBED THROUGH THEM AND WE WANTED TO SEE IF JULIE HALVERSON UNDER THE NAME LAURA, IF YOU WOULD BE WILLING TO GET ON THE LINE AND SHARE YOUR INSIGHT AND EXPERIENCE?

>> ALSO ANNE PEDDINGTON CAUGHT OUR ATTENTION. JAMES, LAURA, JULIE ANDAN. LET'S OPEN THEIR LINES. JAMES, YOU HAD YOUR HAND RAISED A MINUTE AGO ARE YOU ON THE LINE?

>> I'M NOT SEEING JAMES CONNECTED TO OUR AUDIO.

>> WHICH LINES DO WE HAVE OPEN? JULIE.

>> JULIE CAN WE START WITH YOU

.

>> HI, CAN YOU HEAR ME.

>> YES.

>> GREAT. I WANTED TO GET BACK TO THE POINT ON FRAMING AND HOW WE AS ADVOCATES CAN HAVE OUR FRAME A SURVIVOR CENTERED FRAME WITH THE DOMINANT FRAME IN A MEDIA ENVIRONMENT WHEN MOST OF THE CONVERSATION IS ON WHAT SHE WAS WEARING AND NOT ON THE ABUSER.

>> IT'S A QUESTION OF THE RESIDENTS BETWEEN THE ORGANIZATION FRAME. AND KIND OF HOW WE THINK ABOUT IT? IN OTHER WORDS, WE WANT TO PROMOTE OUR WAY OF FRAMING THESE ISSUES?

>> IT'S ABOUT INCLUDING MEDIA ADVOCACY BUT WE LIVE IN A MEDIA ENVIRONMENT THAT WOMEN ARE CONSTANTLY ARE PORTRAYED AS VICTIMS AND OBJECTS. HOW, AS AN ADVOCATE GET YOUR FRAME AS THE DOMINANT FRAME.

>> ONE THING THAT STRUCK ME I WAS INVITED TO DO A TRAINING BY CALIFORNIA ENDOWMENT WITH THE WOMEN WHO HAD WORKED WITH BERKELEY MEDIA STUDY'S GROUP. THE REPORT WORKED ON THEIR MEDIA ADVOCACY RELEASE. THESE WERE NEWER REPORTERS AND THEY WERE NOT KNOWLEDGEABLE. THEIR FRAMES WERE THE GENERAL PUBLIC FRAME.

>> RIGHT.

>> I WOULD LIKE TO ASK IF AMY PITTINGTON WOULD LIKE TO GET ON LINE.

>> WHO DO WE HAVE?

>> JULIE WAS THE ONLY LINE WE HAD OPENED. ARE THERE ANY OTHERS. I SEE LAURA ANNE STEWART AND AMY, PITTINGTON.

>> LAURA AND JULIE ARE ON THE SAME LINE. OKAY. HI AM /WR-RBGS. AMY.

>> I WOULD BE HAPPY TO SHARE THANKS FOR ASKING. WE HAVE A SEXUAL ASSAULT ACTION TEAM WHICH IS A GROUP OF EXPERTS THAT WORK WITH PREVENTION AND VICTIMS AND PERPETRATORS WE DID A 6 MONTH STUDY ON OUR NEWS COVERAGE AND 6 MONTHS OF LOCAL NEWS COVERAGE ON WE WROTE A REPORT ON WHAT THE NEWS BIASES ARE. AND WE INVITED THE MEDIA, OUR PRESS AND TV COVERAGE TO COME TO A PANEL PRESENTATION DISCUSSING WHAT WE FOUND BUT IN A POSITIVE WAY. WE GAVE THEM PACKETS WITH OUR INFORMATION AND CONTACT INFORMATION AND SUGGESTIONS THAT WE HAD. REAL SIMPLE ONES THEY COULD DO LIKE HAVE OUR CRISIS HOT LINE.

>> VERY USEFUL.

>> WE SHOWED THEM EXAMPLES OF THEIR OWN COVERAGE AND POINTED OUT TO THEM IN A GENTLE WAY AS IT'S ON VICTIM BLAMES AND FOCUSING ON BIZARRE AND MAKING PEOPLE THINK STRANGER ASSAULTS WERE THE ONLY THING THAT HAPPENED. WE SENT REMINDER LETTERS IF WE SAW ANOTHER BAD EXAMPLE. THIS IS ON GOING. SUGGESTING, COULD YOU INCLUDE THIS INFORMATION OR DID YOU REALIZE THIS WAS VICTIM BLAMING. WE SENT OUT PACKETS IN APRIL WITH OUR CONTACT INFORMATION AND INVITING THEM TO CONTACT US WITH QUESTIONS. WE TRY TO BE HELPFUL WITHOUT LETTING THEM USE US. A LOT OF THE TIME WE FOUND THEY WANTS A BY LINE OR TAG. WE HAD TO SET A STANDARD ON WHEN AND WHEN WE WOULD NOT AGREE TO.

>> I WANT TO ASK YOU A FOLLOW UP QUESTION BUT BEFORE I DO I WANT TO ENCOURAGE YOU, IF YOU HAVE A QUESTION YOU WANT TO POSE TO ANY OF THE PEOPLE THAT HAVE SPOKEN OR HAVE A GENERAL COMMENT OR AN IDEA FOR SOMETHING YOU HAVEN'T DONE BUT WOULD LIKE TO TRY IN YOUR LOCAL COMMUNITY THIS IS A GREAT TIME TO RAISE YOUR HAND AND SHARE THAT. I WANTED TO FOLLOW UP WITH YOU, GIVEN ALL OF THE WORK YOU ARE DOING ON GOING WHAT HAVE YOU SEEN CHANGE?

>> SUSAN IS NEXT.

>> WHAT WE HAVE SEEN, WE PRESENTED AT A LOCAL STATE WIDE CONFERENCE IN MICHIGAN IS WE KEPT HAVING OUR COMMUNITY CENTER

TAPE OUR VIOLENCE AGAINST WOMEN COVERAGE. AND WE HAVE EXAMPLES ON WHERE THEY MADE NICE IMPROVEMENTS IN THE COVERAGE. SOMEONE MENTIONED THE CHANGE OVER IN STAFF AND REPORTERS. THAT'S TRUE. THIS IS ON GOING CONTINUING TO MAINTAIN A POSITIVE RELATIONSHIP WITH OUR JOURNALISTS IN OUR AREA. WHAT WE FOUND IS THE ON GOING RELATIONSHIP IS THERE AND THAT IT'S NOT ALWAYS -- THEY ARE GOING TO NEED CONTINUAL REINFORCEMENT OR THEY WILL LOOSE IT.

>> IS THERE A LOT OF TURN OVER?

>> WE HAVE A LOT OF TURN OVER. IT'S CONTINUAL THAT'S WHY WE SENT THE PACKAGES IN APRIL.

>> I WOULD BE INTERESTED IN SEEING SOME OF THE EXAMPLES OF CHANGE THAT YOU HAVE BEEN ABLE TO DOCUMENT.

>> SURE.

>> DOCUMENTING OUR SUCCESS IS AN IMPORTANT PIECE. I HAVE TO TELL YOU IN DOING THIS RESEARCH IT WAS DIFFICULT TO FIND CONCRETE EXAMPLES OF CHANGE WE HAVE BEEN ABLE TO ACHIEVE. I KNOW THERE IS A LOT GOING ON OUT THERE I ENCOURAGE YOU TO DOCUMENT FOR OTHERS THE CHANGE YOU NOTICE. THANK YOU VERY MUCH FOR SHARING YOUR EXAMPLE.

>> CAN I RECOMMEND A RESOURCE FOR PEOPLE?

>> PLEASE, DO.

>> A BOOK CALLED, NEWS COVERAGE IN VIOLENCE AGAINST WOMEN. THE AUTHOR IS MARIAN MEYERS. IT'S AN EXCELLENT BOOK. WE LENT THE BOOK TO MEDIA JOURNALISTS. I FIND IT HELPFUL.

>> ONE THING FOR STATE WIDE COALITIONS IS THINKING OF A SUBCOMMITTEE ON AN ISSUE AND USING A BOOK LIKE THAT IN A STUDY GROUP. IT'S ALSO A WAY TO ATTRACT NEW MEMBERS TO YOUR COALITION. MAY BE PEOPLE WANT TO WRITE THE LETTERS AND NOT COME TO THE MEETINGS. LET US HEAR FROM SUZANNE.

>> HI, THIS IS SUSAN. I HAVE 2 QUESTIONS FOR AMY. ONE, SHE MENTIONED THEY DID THE WORK CAN COLLABORATION WHAT SOUNDED LIKE A RESEARCH GROUP. SOME OF US DON'T HAVE ACCESS TO THOSE TYPES OF GROUPS. WOULD SHE RECOMMEND A PROGRAM OR COALITION TRYING IT ON THEIR OWN? COULD YOU TALK ABOUT YOUR MEDIA MARKET. IS IT AN URBAN MARKET, ARE YOU TRACKING PAPERS AND TV? A LITTLE BIT TO GET A SENSE OF THE VIABILITY FOR OTHERS TO DO IT.

>> IF YOU COULD ANSWER THOSE BRIEFLY WE ONLY HAVE A COUPLE OF MINUTES

>> THE GRAND RAPIDS HAS 300,000 PEOPLE. WE USED THE PUBLIC ACCESS TELEVISION. I DON'T KNOW IF OTHERS HAVE THAT. THEY DID IT FOR US FOR FREE. IT WAS NOT VERY TIME CONSUMING. YOU COULD DO A WEEK OR MONTH OF TAPING THE NEWS AND ASSIGN DIFFERENT DATES TO DIFFERENT PEOPLE. I DON'T THINK THE 6 MONTH ANALYSIS LIKE WE DID YOU COULDN'T DO WITHOUT ASSISTANCE. TAMMY WANTS TO MAKE A POINT.

>> YES, IN REFERENCE TO WHETHER OR NOT YOU HAVE A LOCAL MEDIA RELATED ORGANIZATION, SOME SUCCESS THAT WE HAD IN MICHIGAN ON THE LARGER SCALE IS ACTUALLY TAPPING INTO LOCAL UNIVERSITIES YOU CAN ACCESS IN TURNS. WHICH IS A STEP ABOVE VOLUNTEERS WHERE THEY COME IN FOR A SPECIFIC PROJECT RELATED TO THEIR STUDIES. WE HAD SOME SUCCESS.

>> GET CLOSER TO THE PHONE.

>> HI, IN OUR COMMUNITY OUR LOCAL NEWSPAPER PRINTS OUT VICTIM INFORMATION WITH NAME AND ADDRESS. THEY PRINT TESTIMONIES AND WE STARTED PUTTING THE CHILD'S INITIALS INSTEAD OF THE CHILD'S NAME. HOW DO WE COMMUNICATE TO THEM TO HAVE THAT STOP HAPPENING?

>> THAT'S AN IMPORTANT ISSUE. IT'S A BIT MORE THAN WHAT WE CAN TACKLE AT THE MOMENT. I WOULD LIKE TO TAKE YOUR QUESTION AND FOLLOW UP AFTER THE FORUM. BRING IT TO THE PREVENTION CONNECTION LIST. WE ARE OUT OF TIME. BUT I WILL FOLLOW UP WITH YOU. LET'S GET OUR QUESTION ADDRESSED ON THE LIST SERVE. REALLY DRAWING EXPERTISE OF THE FOLKS ON THAT LIST SERVE. LET'S FOLLOW UP WITH YOU SHORTLY. THANK YOU FOR POSING AN IMPORTANT QUESTION YOU RAISED WHAT'S GOING ON IN YOUR COMMUNITY. WE ARE AT THE END. WE ARE OUT OF TIME. I THINK THIS WAS SUCH A RICH ENGAGING CONVERSATION. WE ALWAYS ENCOURAGE YOU TO THINK OF THE SPECIFIC ACTION STEPS YOU ARE GOING TO TAKE. PLEASE, COMPLETE YOUR EVALUATION. AT THE END OF THE POWER POINT THERE ARE RESOURCES, LOOK AT THAT.

>> I JUST WANT TO SAY, LISA, AND THANK TAMMY AND GRETA AND LUCIE AND PEOPLE WHO RAISED THEIR HANDS AND PITCHED IN. I THINK WE LEARNED, I HAVE LEARNED A LOT. I THINK A LOT OF OTHERS HAVE. WE ARE AT THE LAST QUESTION EVIDENCED AND I THINK THAT PART OF THE ANSWER TO THE LAST QUESTION IS THE PEOPLE POWER NOTION. WE NEED TO LET IT BE KNOWN THAT A LOT OF US HAVE CONCERNS.

WE ARE DEALING WITH A WHOLE NEW WAY TO THINK ABOUT THE COMMUNITY ENVIRONMENT AND A FOCUS ON POLICIES AND NORMS.

IT'S PIONEERING WORK. WHAT IS MEDIA ADVOCACY AND FRAMING. HOW DO WE MOVE THIS TO PRIMARY PREVENTION. WE GOT SOMETHING STARTED TODAY. I WILL BE INTERESTED IN PEOPLE'S EVALUATION OF THIS FORUM. I WANT TO SEE WHAT WAS USEFUL AND WHAT WASN'T AND WHERE WE NEED TO DIG DEEPER AS WE MOVE FORWARD IN THE FORUMS AND THE FIELD. IT'S BEEN FUN, LISA, THANKS A LOT.

>> THANKS DAVID. BACK TO YOU.

>> THANK YOU FOR JOINING THE CONFERENCE. PLEASE, TAKE A FEW MINUTES TO FILL OUT THE EVALUATION THAT APPEARS ON YOUR SCREEN WE USE THESE ON HOW TO PRESENT FUTURE WEB CONFERENCES. THANK YOU LUCIE AND AMY AND JULIE AND OTHERS AND GRETA WHO WERE CONTRIBUTING TO THE CONVERSATION TODAY. WE WILL FOLLOW UP WITH THE QUESTION ABOUT HOW TO ADDRESS THE ISSUES OF POSTING NAMES IN THE MEDIA ON THE PREVENT CONNECT LIST SERVE. IF YOU ARE NOT A LIST SERVE YOU CAN JOIN ON PREVENTCONNECT.ORG. WE WILL DO A SERIES OF WEB CONFERENCES OUR NEXT IS A WEB DIALOGUE. YOU WILL RECEIVE AN INVITATION FOR THIS IN THE MIDDLE OF AUGUST THAT WILL BE FOR SEPTEMBER 14TH. PLEASE, COMPLETE THE EVALUATION.

WE THANK YOU FOR JOINING US. IF YOU HAVE QUESTIONS YOU CAN CONTACT US. OUR INFORMATION IS ON PREVENTCONNECT.ORG. EVERYTHING WILL BE POSTED TO THE SITE WE WILL PUT THE BOOK THAT WAS RECOMMENDED AND GET THAT INFORMATION ON TO THE SITE SO YOU CAN GET INFORMATION AND THAT WILL REMAIN AT WWW.PREVENTCONNECT.ORG. THANKS FOR JOINING US TODAY. WE HOPE TO HEAR FROM YOU IN THE FUTURE AND THIS CONCLUDES THE AUDIO PORTION OF THE CALL.