

6/7/12

WELCOME,
THIS WEB CONFERENCE
WILL BEGIN SOON

Ending Child Sexual Abuse
web conference series

WORKING WITH MEDIA TO END
CHILD SEXUAL ABUSE

Ms. Foundation for Women
Building women's collective power to ignite change

ms.foundation.org



MONIQUE HOEFLINGER
Senior Program Officer

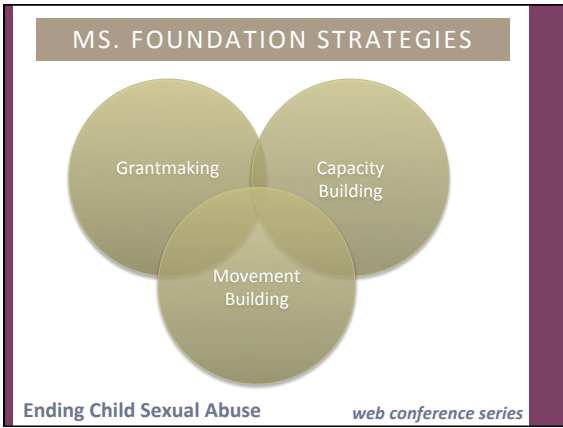
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MS. FOUNDATION

Ending child sexual abuse is one of the most important things we can do to improve the lives of women and communities.

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WEB CONFERENCE SERIES

Build online community working to end child sexual abuse

- Raise visibility and dialogue on CSA within prevention community
- Engage new communities in this movement
- Increase knowledge, resources and strategic action on CSA

ACTION

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The slide has a white background with a purple border. It contains a list of three bullet points and a red square icon with a white triangle pointing upwards and the word 'ACTION' written on it.

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PC
POWERCONNECT

A Project of
CALCASA

The footer is a purple banner with white text. It includes contact information for both Ms. Foundation for Women and PreventConnect, social media icons for email, Facebook, Twitter, YouTube, Flickr, Contact, Facebook, Twitter, and Video, and logos for Ms. Foundation for Women, PowerConnect (PC), and Calcasa.

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How to use this technology



- Raise hand
- Text chat
- PowerPoint slides
- Polling questions
- Phone

Please send a private chat message for help.

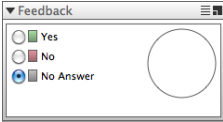

Call iLinc Technical Support at 800.799.4510.

Ending Child Sexual Abuse Web Conference Series is collaborative project of the Ms. Foundation for Women and PreventConnect (a national project of the California Coalition Against Sexual Assault [CALCASA]). The views and information provided in in this web conference do not necessarily represent the official views of the Ms. Foundation or CALCASA.

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Does your work include child sexual abuse prevention?

Answer on the left



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Web Conference Series Hosts

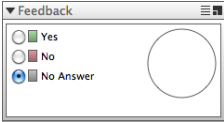



Cordelia Anderson Joan Tabachnick

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Did you attend the May Ending Child Sexual Abuse Web Conference?

Answer on the left



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WORKING WITH MEDIA TO END CHILD SEXUAL ABUSE

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Learning Objectives

- Media's affect on perception
- Key points of research
- Actions



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Media Powerful Force



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Media & Perceptions of the Problem

Our Role	Media's Role
	

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Historical Coverage



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Media & Solutions



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Speakers



Pamela Mejia, MS, MPH
Research Associate
Berkeley Media Studies Group



Moira O'Neil, Ph.D.
Senior Researcher and Manager
Frameworks Institute

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www.bmsg.org

PAMELA MEJIA

Research Associate


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Key Functions of the News

Setting the Agenda
↳ What we think about

Shaping the Debate
↳ How we think about it

Reaching Opinion Leaders
↳ What we do about it



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Case by case: News coverage of Child Sexual Abuse

Newspaper sample of routine coverage

Major findings

- Infrequent coverage
- Focus on specific cases and criminal justice

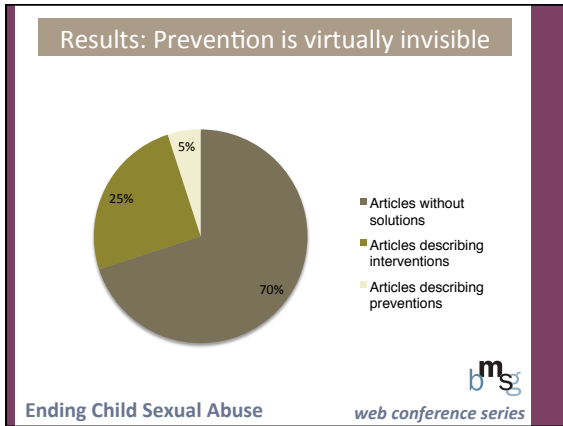


http://www.bmsg.org/sites/default/files/bmsg_issue19.pdf



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Breaking news: Early coverage of Penn State

Nationally representative sample

Major findings

- Impact/role of other actors
- Institutional accountability

http://www.bmsg.org/sites/default/files/bmsg_report_breaking_news_on_child_sexual_abuse.pdf


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Results: Advocates talk about systems, context and prevention

Statements from CSA advocacy groups:

- Address broader CSA issues.
- Discuss solutions, including prevention.
- Focus on safety of *all* children, as well as individuals.


Many statements were released after study period.

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Recommendations

- Monitor the media.
- Create news and “piggyback” on breaking news.
- Contribute to opinion space.
- Develop relationships with journalists.


Talk about systems and context

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Implications




What do you see as the implications of Pamela’s presentation?

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Implications



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www.frameworksinstitute.org

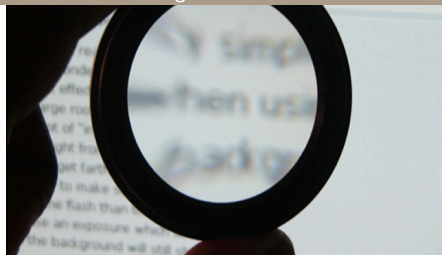
MOIRA O'NEIL

Senior Research Associate


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Telling Stories about Systems: Navigating Public Understanding of Child Sexual Abuse



FrameWorks Institute with Funding from the National Sexual Violence Resource Center



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Research Goal

To explore obstacles in public thinking that prevent people from considering the social causes of sexual violence and the importance of preventative policies.



Sexual violence occurs because....

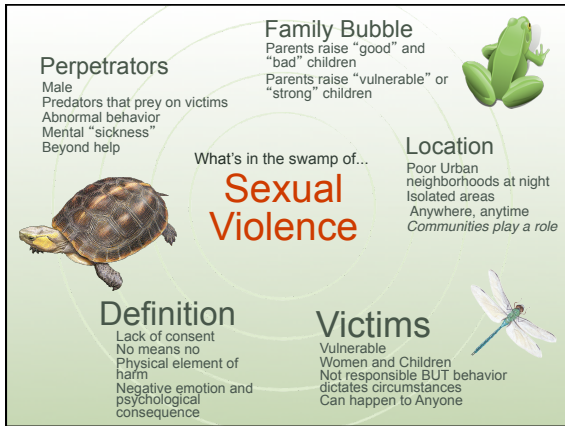


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Communication Recommendations

- Be extremely cautious that highlight individual behavior of the perpetrator or victim.
- Speak to broader social conditions in which sexual violence occurs.
- Build on ideas of collective responsibility for public safety.
- Expand discussions of solutions beyond individual behavior change or increased awareness.
- Talk about promoting positive early child and sexual development.

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Implications



What do you see as the implications of from Moira's presentation?

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Implications



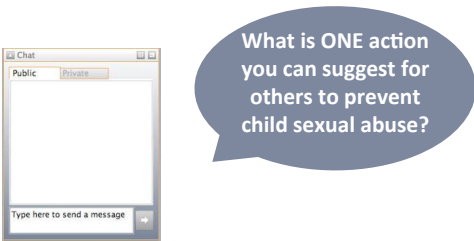
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Discussion with Speakers



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ONE Action



What is ONE action you can suggest for others to prevent child sexual abuse?

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For More Information

- Pamela Mejia, www.bmsg.org
- Moira O'Neil, www.frameworksinstitute.org
- Joan Tabachnick, www.joantabachnick.com
- Cordelia Anderson, www.cordeliaanderson.com

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Next Web Conference

**Preventing the Perpetration of
Child Sexual Abuse**

July 19, 2012
2pm Eastern Time

Speakers:
Joan Tabachnick & David Prescott

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