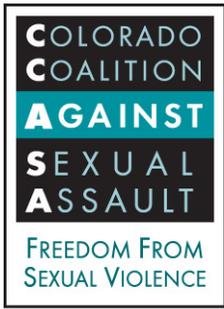


2014 Media Kit

Developed by the CCASA Sexual Assault
Awareness Month (SAAM) Committee

Colorado Coalition Against Sexual Assault (CCASA)
1120 Lincoln Street, Suite 700
Denver, CO 80203
www.ccasa.org



Sexual Assault Awareness Month

Introduction

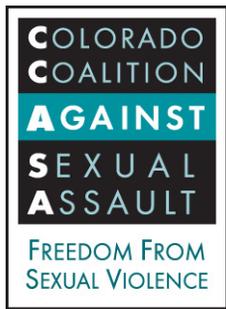
The CCASA SAAM Planning Committee and staff worked to assemble this Media Kit as a resource for CCASA member agencies in communities across Colorado. We consistently hear from our members that resources and support for engaging media and conducting outreach in April is greatly needed. The Media Kit addresses many of the requests we receive from members, but we know that your needs are continually evolving, so please be in touch with new ideas for how we can best support your work and add to this Kit.

1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org

Contents

Letters to Media Requesting Support	2
Public Service Announcements (PSAs)	3
Social Media	6
Press Releases	7
Letters to the Editor	9
Op-ed Articles	11
Blog Posts	13
Proclamations	14
Engaging the Media	16



Letter to News Media Requesting Support

Sample letter for TV, Newspaper, or Magazine

[Name]

[Official Title]

[Mailing Address]

[Date]

Dear Mr. / Ms. [Name of Reporter / Producer / News Director],

The statistics are startling. According to the National Intimate Partner and Sexual Violence Survey 2010 Summary Report, nearly 1 in 4 women living in Colorado report being *raped* in their lifetime. When other sexual crimes are added (e.g., unwanted sexual contact and other types of coercion), that number rises to 1 in 2 women and 1 in 4 men in Colorado who have experienced sexually violent crimes in their lifetime.

April is **National Sexual Assault Awareness Month**. This year's national theme focuses on promoting healthy sexuality to prevent sexual violence. During the month of April, organizations across Colorado and the nation will join together to promote greater public awareness about sexual assault. This month provides an excellent opportunity for our [City / County] to demonstrate its commitment to ending sexual assault and showing support to the numerous survivors in our communities. It is also an opportunity to educate the public on the seriousness of sexual violence, the prevalence of this crime, and effective prevention programs.

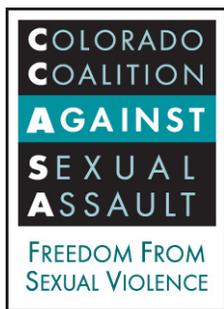
We ask you to consider supporting the community during *National Sexual Assault Awareness Month* by producing a news segment or by writing a feature or feature series examining the crime of sexual violence and its impact in our community. Such important coverage could explore various aspects of this issue, such as innovative prevention initiatives, the legal ramifications of this crime, the affect sexual violence has on our community, the strength and resilience of survivors, engaging men and other bystander populations, or the spectrum of advocacy services provided in our area. I would appreciate the opportunity to talk to you about this and other possible collaborations.

Enclosed are materials about my organization, a calendar of events, fact sheets on sexual assault, and potential public service announcements. If I can provide you with additional information concerning my organization or *National Sexual Assault Awareness Month*, please call me at [telephone number]. I will follow-up with your office on this request in the next few days. As always, we appreciate your support of *National Sexual Assault Awareness Month* and the ending of sexual violence. Thank you for considering this special request.

Sincerely,

1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org



1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org

Public Service Announcements (PSAs)

PSA Tips

Radio PSAs

- Most PSAs only run for a specific period of time, usually two to three days.
- While stations can put them on anytime they choose, they are most often run at times when paid advertisements are scarce.
- All PSAs should be typed for radio if audio is not provided. Discuss this with the station ahead of time.
- Include only one typed PSA per sheet.
- Include suggested running time of the PSA, run dates, and the name and phone number of a contact person.
- Submit PSAs at least one month prior to the event. They can be submitted via email.
- If a station runs your PSA, follow up with a thank-you, and keep their information for future events and next year's SAAM.

TV and Video PSAs

- Contact TV stations with plenty of advance notice.
- Ask them to donate to SAAM (or be a sponsor) by airing the PSA during April.
- Ask what format the PSA should be in (length, etc.).
- There are often limits to the length of a TV PSA, as donating time may be limited to their shortest time slots (i.e. 10 seconds).
- If a station runs your PSA, follow up with a thank-you, and keep their information for future events and next year's SAAM.

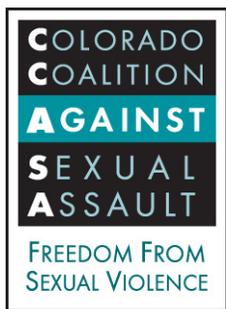
Other PSA Uses

- CCASA members commonly use PSAs as part of their SAAM events or in community education presentations presented during or around SAAM.
- You may link the PSA to your website homepage or imbed it into your website itself.
- Share the PSA's YouTube link with your supporters on your Facebook page or through Twitter. CCASA's YouTube Channel: <http://www.youtube.com/user/CCASAPreventSA>.

The national SAAM theme this year is "Let's talk about it! Colorado Communities Coming Together." Here are some samples of PSAs addressing bystander/community engagement as well as speaking out about sexual violence. We encourage you to also consider customizing and adapting the scripts to your own community and recording them with voices and public figures with whom your communities and supporters will relate.

15 Second PSA

- April is Sexual Assault Awareness Month. To find out how you can help prevent sexual violence in your community, contact (your



1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org

agency) at (phone number.) It's up to each of us to end sexual violence.

- (Your agency name) is leading the work to end sexual violence in our community. Join them by taking a stand. Preventing sexual violence is up to all of us. To find out how, call (telephone number.)

30-45 Second PSA

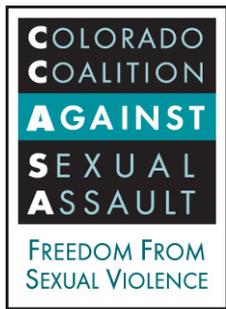
- What are your kids learning about relationships, sex, and violence? Do they spend more time hearing and seeing violence and abuse than communication and respect? Talk to your boys and girls about respecting boundaries. If you don't, who will? For more information, call (your agency) at (phone number.) Preventing sexual violence is up to each of us.
- It isn't easy to stand up to your friends when they make jokes that are degrading to women. It is difficult to tell someone their behavior is inappropriate. Yet bystanders have power. Take a stand against a culture that supports violence. Decide to end sexual assault. For more information, call (your agency) at (phone number.) It's time...to get involved.
- Dr Martin Luther King Jr. said, "In the end we will remember not the words of our enemies, but the silence of our friends." Take a stand against sexual violence. Let your friends know that you don't approve of jokes, t.v. shows, movies, and video games that support violence against women. It's time...to get involved. For more information, call (your agency) at (phone number.)

SAAM Video PSAs

The CCASA SAAM Committee created video PSAs in 2012. Attention was paid to adding PSAs that focus on underserved survivor populations as well as providing PSAs in Spanish and with captions that will be more accessible to our members and in communities statewide. The Committee also thought it was important to incorporate the 2012 National SAAM theme, "It's time...to talk about it!" into each PSA. Therefore, you will notice uniformity to the PSAs; they all begin with the statement "April is Sexual Assault Awareness Month" and end with the national theme.

A note about the audio PSAs: They are each recorded separately and can stand on their own, but you may want to add the CCASA contact recording to the end or record your own contact information to be added to the closing of the recording.

The SAAM PSAs are available on the CCASA Youtube Channel.



1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org

“Come Forward”

Read by CCASA member and reigning Ms. U.S. North America, Lori Krout
Script: “Hi, I’m Lori Krout, the reigning Ms. U.S. North America, and I’m a survivor of sexual abuse. April is Sexual Assault Awareness Month. After publically coming forward a few years ago here in Colorado, I know of at least 6 other people who have found the courage to do the same. I’ve learned that there is strength in numbers. So please, if you or someone you know is being sexually assaulted, come forward. You are not alone. It’s time...to talk about it.”

“Silent Epidemic”

Read by CCASA member and reigning Ms. U.S. North America, Lori Krout
Script: “Hi, I’m Lori Krout, the reigning Ms. U.S. North America. I am also a survivor of sexual abuse. April is Sexual Assault Awareness Month. At home here in Colorado, sexual assault is a silent epidemic. If you or someone you know is being assaulted, please come forward. It doesn’t have to be a secret anymore. It’s time...to talk about it.”

“Prevention”

Read by CCASA member and Founder of Protecting Childhood, Kemi Chavez
Script: “April is Sexual Assault Awareness Month. As a childhood sexual abuse survivor, I promise you it’s never too early to discuss sexual abuse and sexual abuse prevention with your child. It’s time...to talk about it.”

“Senior Citizen”

Read by CCASA member and Founder of Finding Our Voices, Joyce Aubrey
Script: “April is Sexual Assault Awareness Month. As a senior citizen, I can assure you it is never too late to heal childhood incest. It’s time...to talk about it.”

“Empowering”

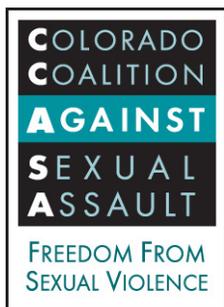
Read by CCASA member and Founder of Finding Our Voices, Joyce Aubrey
Script: “April is Sexual Assault Awareness Month. As a survivor I want everyone to know that speaking out is empowering. It’s time...to talk about it.”

“Reach Out”

Read by CCASA Survivor Task Force Member, Chris Sansone
Script: “April is Sexual Assault Awareness Month. Sexual abuse should never happen. But sadly, it does. It happens to children. I know, it happened to me. Keep the secret no longer. Reach out. There are those who can help. It’s time...to talk about it.”

“Barriers”

Read by CCASA member and Director of Prevention and Education at the Rape Assistance and Awareness Program (RAAP), John Nelson
Script: “April is Sexual Assault Awareness Month. Sexual violence can be present in LGBTQ (lesbian, gay, bisexual, transgender, and queer)



1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org

relationships, but there are additional barriers to coming forward. We can help. It's time...to talk about it."

"Spanish"

Read by CCASA member and Bilingual Program Manager at WINGS Foundation, Monica Lujan

Script: "April is Sexual Assault Awareness Month. Did you know that 1 in 4 women and 1 in 6 men have been abused in their lifetime? You are not alone. It's time...to talk about it. It's time to break the silence."

"It's Time"

Filmed by staff at The Arc of Aurora, CO with the national SAAM theme, "It's time...to talk about it," read by Arc Thrift Store employees.

This PSA was specially designed to raise awareness about the prevalence of sexual violence committed against people with developmental and intellectual disabilities. CCASA extends a special thanks to The Arc of Aurora, CO and the Arc Thrift Stores!

Social Media

We encourage local community agencies to utilize their social media and networking sites to engage the community during Sexual Assault Awareness Month. Here are some tips for outreach:

Have a Message

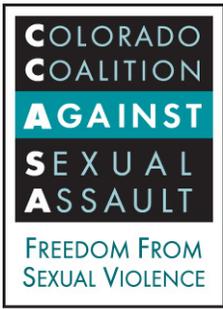
- First ask: What is the *message* you are promoting to your community? (i.e. SAAM theme, campaign within your agency, message that connects to your school outreach or new agency brand...)
- Next ask: What are ways you can get that message out to your community (and tie your events together with that message)?

Modes of Outreach

- Use **Facebook** and **Twitter** to host and promote events in addition to traditional brochures and web sites.
- Don't just broadcast your message...use blogs and discussion forums to **create conversations!**
- Engage your local media, businesses, and partner agencies.
- Change your **profile pics** or create an agency **FB ad** in April.
- Use **video** to raise awareness, promote a message, or highlight an upcoming event. Share and promote your videos on YouTube, Facebook, Twitter, your website, Instagram, etc.

How to Spread your Message

- Use various social media sites to spread your message
 - Some social media sites to look into are Facebook, Twitter, LinkedIn, Instagram and Pinterest.
 - Use these by:
 - Promoting your events



- Posting pictures from your events
 - Posting your brochures
 - Posting videos
 - Posting links to your website, blog, etc.
 - Creating a cover picture that your fans would want to use
 - Posting anything that you feel would help spread your message
- Don't forget about blogs and discussion forums.
 - This can help create a conversation between you and your followers.

1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org

Quick Tips for Facebook

- Post pictures and videos instead of a status. It is more likely that your picture will be seen versus a status.
- Post enough that you're not forgotten, but do not post so much that you take up someone's Facebook feed.
- Figure out what is best for your viewers by using Facebook insights. Did one of your posts get more attention (comments, likes, shares, and views) than another post? Try to post something similar and see if it gets as much attention. Your "fans" will let you know what they like by liking, commenting, and sharing your posts.

Contact CCASA staff at outreach@ccasa.org for support in crafting outreach strategies that include social media.

Press Releases

PRESS RELEASE TEMPLATE

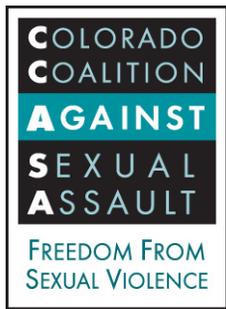
Information adapted from: press-release-writing.com; www.press-release-writing.com

FOR IMMEDIATE RELEASE:

CONTACT: [Contact Person]
[Company Name]
[Telephone Number]
[Fax Number]
[Email Address]
[Web site address]

[Headline]

City, State, Date — [opening paragraph: should contain: who, what, when, where, why]



1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org

[Remainder of body text - Should include any relevant information to your events or services. Include benefits, why your event or service is unique. Also include quotes from staff members, experts or clients, if applicable.]

[If there is more than 1 page use:] -more-
(centered below the last line of text)

[The top of the next page:] [abbreviated headline] (page 2)

[Remainder of text.]

For additional information, contact: [restate all contact information]

[Include a few lines about your organization / agency; information on the history or development of organization, accomplishments, services, etc.]

#

(indicates Press Release is finished)

SAMPLE: CCASA’s 2012 SAAM Rally Press Release

FOR IMMEDIATE RELEASE:

Sexual Assault Awareness Month Capitol Rally

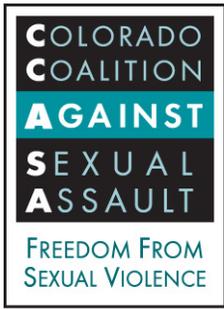
Tuesday, April 3 Noon-1pm at West Steps of the State Capitol

CONTACT: Alexa A. Priddy, Outreach Coordinator
Colorado Coalition Against Sexual Assault (CCASA)
ph: 303-839-9999
fax: 303-839-0019
outreach@ccasa.org

Denver, CO — Join legislators, service providers and community members on Tuesday, April 3 at 12pm for a rally on the West Steps of the Capitol Building to kick off Sexual Assault Awareness Month 2012! Once again this year, the Governor of Colorado, John Hickenlooper, issued a proclamation recognizing April as Sexual Assault Awareness Month and asking citizens across the state to “recommit ourselves not only to lifting the veil of secrecy and shame surrounding sexual violence, but also raising awareness, expanding support for victims, and strengthening our response.” The Governor’s message is echoed in this year’s national theme for Sexual Assault Awareness Month, “It’s time...to talk about it!,” which inspires us to engage every member of the community to become a part of the work being done across the state to eliminate sexual violence.

The Capitol Rally will feature guest speaker Jesse Ogas from the Arc Thrift Stores and an awards ceremony. The awards ceremony will honor:

- **Representative Rhonda Fields, from the 42nd District, recipient of the 2012 CCASA Legislative Award, in recognition of her work to pass**



1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org

HB 1085: Hearsay Exception for Developmental Disabled, and her dedication to addressing sexual assault victimization perpetrated against people with developmental disabilities.

- **John LaPorte, Editor of The Fort Morgan Times, and Pamela White, Contributing Editor at The Boulder Weekly, recipients of the 2012 Media Excellence Awards**, in the Rural and Urban categories, in recognition for their dedication to dispelling myths about sexual violence, breaking the silence surrounding this crime, and providing survivor-centered coverage of sexual violence in the media.
- **Paula Bragg, Executive Director at SARA, Inc. in Fort Morgan, recipient of the National Sexual Violence Resource Center’s 2012 Visionary Voice Award for the State of Colorado**, for her outstanding work in support of survivors of sexual violence.

The Rally will also feature slam poetry performances from **2012 Women of the World Poetry Champion, Dominique Ashaheed**, and speakers from **CCASA’s Survivor Task Force**.

This event is sponsored by the Colorado Coalition Against Sexual Assault (CCASA), Rape Assistance and Awareness program (RAAP), and the Colorado Organization for Victim Assistance (COVA).

Founded in 1984, the Colorado Coalition Against Sexual Assault (CCASA) is a membership organization promoting safety, justice, and healing for survivors while working toward the elimination of sexual violence.

#

Letters to the Editor

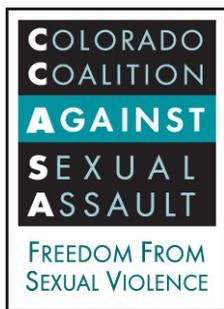
Before writing a Letter to the Editor, you’ll want to check with the publication regarding their submission guidelines. In most cases, newspapers will limit the length of letters and require contact information for verification purposes. Please review their policies regarding their editing and publishing practices.

Sample letter with a word-length of 150.

You’re out, and you see something that doesn’t look right. Instead of saying something, you keep walking. You find out the next day that someone needed your help.

April is **Sexual Abuse Awareness Month**; it’s also your chance to get involved. As a bystander, you can act and safely change the outcome.

Speaking up might go against the ‘mind your own business’ trend. Next time you’re in a situation and something doesn’t seem right – get involved.



If you think someone is in trouble, ask if they're OK. Be honest and direct in explaining your reasons for intervening. If you don't feel comfortable approaching a situation on your own, ask — a friend, a coworker, anyone — for help.

Remember, you are watching out for someone's brother, sister, child, or friend. Next time, it could be your loved one that needs help.

It's time ... to get involved and do what is right.

[Original source: National Sexual Violence Resource Center, 2011]

Sample letter with a word-length of 250:

You're out, and you think you saw something. You're not sure; maybe it was nothing. So, you simply keep walking. The next day you hear the news. Someone needed your help, but you didn't know what to do.

April is **Sexual Assault Awareness Month**; it's also your chance to get involved. As a bystander, you can safely change the outcome — prevent an assault by stepping in when something doesn't look right.

Maybe you heard someone say something sexist or degrading. Maybe you witnessed someone trying to take advantage of a friend. Studies have shown that the occurrence of rape is more extensive than reported in official statistics, and the majority of rapists are never apprehended.

In a society that promotes a 'mind your own business' message, speaking up might seem difficult. But it doesn't have to be. Try to approach the situation as if it involved one of your friends. If you see something that doesn't seem right, it probably isn't. If you think someone is in trouble, ask if they are OK. Be honest and direct in explaining your concerns and reasons for intervening. If you don't feel comfortable approaching a situation on your own, ask — a friend, a coworker, anyone — for help.

You aren't ruining someone's fun or being a jerk if you speak up. You are watching out for someone's brother, sister, child, or friend. Next time, it could be your loved one that needs help.

It's time ... to get involved and do what is right.

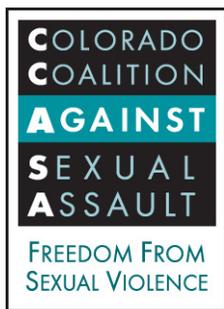
[Original source: National Sexual Violence Resource Center, 2011]

Sample Letter (260 words):

If you follow the headlines, you know that child sexual abuse happens. It happens often and close to home. This reality can be overwhelming, but it's important to remember that child sexual abuse can be prevented when we all play our part.

1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org



1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org

April is **Sexual Assault Awareness Month**, and this April, communities across the country are standing up for child sexual abuse prevention by proclaiming “It’s time ... to talk about it!” All adults have a role in child sexual abuse prevention, and this year’s campaign encourages individuals and communities to support healthy childhood sexual development by talking early, talking often, and taking action.

By learning and talking about healthy childhood sexual development, adults are able to support the children in their lives. When adults support age-appropriate behaviors, model healthy boundaries and speak up to other adults, they are an ally to prevention. It’s also our job to respect children, model healthy behaviors and boundaries, and confront adults when they act in ways that are not appropriate.

There is often silence and discomfort when it comes to the discussion of sexual development. It’s important to understand that this is a normal experience we all share. By opening up communication, sharing age-appropriate information with children, and educating one another — we are taking steps toward a safer community.

Choose to start the conversation about healthy childhood sexual development. Whether you are a parent, educator or community member, it’s time for you to start talking early and often to support an environment where children are safe.

It’s time ... to talk about it!

[Original source: National Sexual Violence Resource Center, 2013]

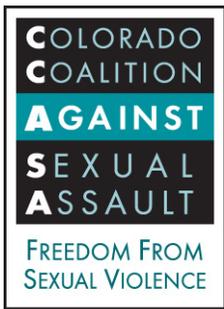
Op-ed Articles

Sample Articles by Topic

Promoting Engaged Bystander Behavior

You think you saw something, but you aren’t sure. You could be wrong; maybe it was nothing. So you let it go and you walk away. The next day you hear the news. Someone desperately needed your help, but you didn’t realize it. It wasn’t *your* friend. But it *was* someone else’s loved one. And they needed you to step in and prevent a sexual assault.

You, as a bystander, have the opportunity to act and safely change the outcome—to prevent an assault by stepping in when you see something that doesn’t look right. Maybe you saw someone slip something into a drink. Maybe you witnessed a friend taking advantage of someone who has had too much to drink. Maybe someone grabbed your friend’s butt as she walked by. Studies have shown that college-age women are four times more likely to be sexually assaulted than any other age group. That makes college-age bystanders like you critical in preventing sexual assault.



1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org

Sure, in a society that promotes a ‘mind your own business’ message, speaking up is difficult. Try to approach the situation as a friend and trust your gut. If you see something that doesn’t seem right, it probably isn’t. If you think someone is in trouble, ask if they are okay. Be honest and direct in explaining your concerns and reasons for intervening. If you don’t feel comfortable approaching a situation on your own, ask—a friend, a resident director, anyone— for help.

You aren’t wrecking someone’s fun or being a jerk if you speak up. You are watching out for someone’s brother, sister, girlfriend, boyfriend. Next time, it could be your loved one that someone helps out.

You’re standing up for what is right. April is Sexual Assault Awareness Month (SAAM). The goal of SAAM is to raise public awareness about sexual violence and to educate communities and individuals on how to prevent sexual violence. By working together, we can highlight sexual violence as a major public health issue and reinforce the need for prevention efforts. *[Insert local resources]*

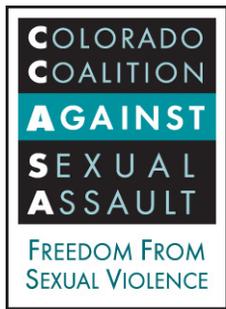
Consent

“Yes”—one word that can mean so much in a relationship. In the heat of an intimate encounter, it may seem trivial. It may seem unnecessary. But it isn’t. It is vital to healthy sexual relationships. Consensual sex means your partner clearly said yes—not “maybe” and certainly not nothing. It isn’t part of a “game” if your partner says “no.” That means you don’t have consent. Healthy sex is all about the “yes”. And it isn’t that hard to ask.

Healthy sex is mutually beneficial and harms no one. Practicing healthy sex means not treating people as sex objects or viewing sex as a form of power and control over another person. Those who practice healthy sex give each other space in a relationship. They allow their partners to speak for themselves and they don’t use threats or make their partner feel guilty. In healthy relationships, partners ask for consent, and they accept a “no” when they hear one. They ask for the “yes” and they know how to recognize it.

Talk about healthy sex with your friends. With your sexual partners. Begin the conversation about what feels right in a relationship when it comes to consent and sexual boundaries. And be there for friends who might be struggling through unhealthy relationships. You can find help by calling *(Insert local resources and contact information)*.

April is Sexual Assault Awareness Month (SAAM). The goal of SAAM is to raise public awareness about sexual violence and to educate communities and individuals on how to prevent sexual violence. By working together, we can highlight sexual violence as a major public health issue and reinforce the need for prevention efforts.



1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org

Purpose of Sexual Assault Awareness Month

April is National Sexual Assault Awareness Month and provides an opportunity to highlight year-round efforts to aid those affected by sexual violence and work to prevent future sexual assaults. Through local and national events and campaigns, Sexual Assault Awareness Month highlights sexual violence as a *preventable* problem.

Did you know that you probably talked to someone today who has been a victim of sexual assault? Maybe it was a family member, a friend, or a cashier at a convenience store. If not today, then at some point in your life, you've met someone that has dealt with the pain, the emotional distress, and countless other long-term effects of sexual abuse. You might not know this about them; they might not ever tell you. But we know that 1 in 2 women and 1 in 4 men in Colorado have experienced sexually violent crimes in their lifetime.

Join us at events throughout the month to learn about what you can do!
(Insert specific SAAM event info).
(Insert local resources and contact information)

Blog Posts

Tips for writing a blog post:

- Create an eye-catching title.
- Use in-text links to web pages.
- Attach social sharing buttons so people can share your message with others.
- Write about what matters to you.
- Don't include a long essay...break it up into two or more posts if you need to.
- Even better, make lists..."3 Reasons to..."
- Don't be too formal.
- Don't forget to edit!
- Check back to view and respond to comments.

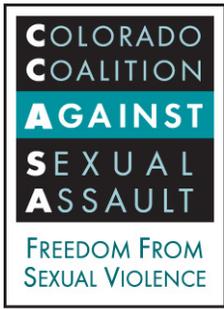
SAMPLE: CCASA Blog post for SAAM

It's Time to Talk about It!

By Daniel Church

Volunteer Coordinator at The Blue Bench in Denver

It's time to talk about it. What is it, you ask? It is Sexual Assault. It is Rape. It is Sexual Violence and talking about it is not something we are very good at. I cannot speak for others, but I know that for a lot of people of my gender, my race, my sexual identity, my faith, and my socioeconomic status, it is not something that comes up very often. And when it does come up, we get awkward, nervous and make jokes because we really don't know how



1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org

to talk about it. Well, it's time for that to change. It's time to talk about it.

Why is now the time? Now is the time, because it affects you. Probably without you even being aware, it is manipulating and changing the world you live in and the lives you care about. It is destroying families and relationships, fostering hate, and removing hope. It is teaching our men that this is the only way to succeed and teaching our women that this is the natural consequence of being female. Assuming you fit into one of those two categories, as well as if you don't, it is influencing you. Studies repeatedly show that at least one of four women is a victim of it and so is one of six men. Do you know four women? Do you know six men? It crosses all social and societal borders, boundaries, and gaps, including the ones you and I fit into.

Why then are we so shocked and unbelieving, so sure that it is their problem, not our problem? Because talking about it, isn't something we do. By not talking about it, we condone it. Now is the time to talk about Sexual Assault. Now is the time for you and I to realize there is something we can do, and that something starts with talking about sexual violence. Whether you are a member of my gender, my race, my sexual identity, my faith, my socioeconomic status, or not, we need to realize this is our issue. Sexual Assault does not need to be a given. It's time to talk about it.

Dan Church is the Volunteer Coordinator for The Blue Bench in Denver, CO. He oversees their 24 Hour Hotline and Hospital Advocacy Program.

SAAM Proclamation

Consider requesting your county commissioners and/or mayor to proclaim April 2014 to be Sexual Assault Awareness Month.

Use this as an opportunity not only to receive an official document that can be placed at SAAM events, but also as an opportunity to engage media.

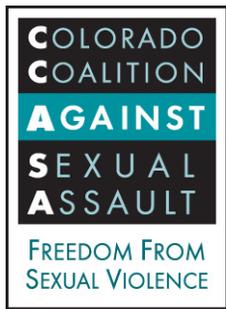
Engaging media may include:

- Press release announcing proclamation signing
- Proclamation signing event with media present
- Publishing all or a portion of the proclamation in online and print media.

National Sexual Assault Awareness Month Proclamation (2013)

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA
A PROCLAMATION

In the last 20 years, our Nation has made meaningful progress toward addressing sexual assault. Where victims were once left without recourse,



1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org

laws have opened a path to safety and justice; where a culture of fear once kept violence hidden, survivors are more empowered to speak out and get help. But even today, too many women, men, and children suffer alone or in silence, burdened by shame or unsure anyone will listen. This month, we recommit to changing that tragic reality by stopping sexual assault before it starts and ensuring victims get the support they need.

Sexual violence is an affront to human dignity and a crime no matter where it occurs. While rape and sexual assault affect all communities, those at the greatest risk are children, teens, and young women. Nearly one in five women will be a victim of sexual assault during college. For some groups, the rates of violence are even higher -- Native American women are more than twice as likely to experience sexual assault as the general population. Moreover, we know rape and sexual assault are consistently underreported, and that the physical and emotional trauma they leave behind can last for years.

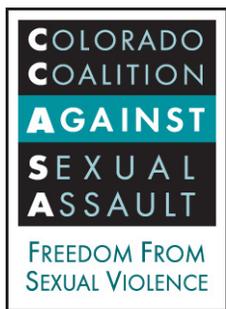
With Vice President Joe Biden's leadership, we have made preventing sexual violence and supporting survivors a top priority. Earlier this month, I was proud to sign the Violence Against Women Reauthorization Act, which renews and strengthens the law that first made it possible for our country to address sexual assault in a comprehensive way. The Act preserves critical services like rape crisis centers, upholds protections for immigrant victims, gives State and tribal law enforcement better tools to investigate cases of rape, and breaks down barriers that keep lesbian, gay, bisexual, and transgender victims from getting help. It also expands funding for sexual assault nurse examiner programs and sexual assault response teams, helping States deliver justice for survivors and hold offenders accountable.

Just as we keep fighting sexual assault in our neighborhoods, we must also recommit to ending it in our military -- because no one serving our country should be at risk of assault by a fellow service member. Where this crime does take place, it cannot be tolerated; victims must have access to support, and offenders must face the consequences of their actions. Members of our Armed Forces and their families can learn more about the resources available to them at 1-877-995-5247 and www.SafeHelpline.org.

All Americans can play a role in changing the culture that enables sexual violence. Each of us can take action by lifting up survivors we know and breaking the silence surrounding rape and sexual assault. To get involved, visit www.WhiteHouse.gov/1is2many.

Together, our Nation is moving forward in the fight against sexual assault. This month, let us keep working to prevent violence in every corner of America, and let us rededicate ourselves to giving survivors the bright future they deserve.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim April 2013 as National



Sexual Assault Awareness and Prevention Month. I urge all Americans to support survivors of sexual assault and work together to prevent these crimes in their communities.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-ninth day of March, in the year of our Lord two thousand thirteen, and of the Independence of the United States of America the two hundred and thirty-seventh.

Additional Ideas for Engaging Media

In addition to the resources provided in this Media Kit, we wanted to offer some specific tips for engaging and working with media professionals in your community.

- ⇒ **Think of a hook:** What are you doing that will be of interest to media? Is it a new collaboration, a SAAM event, commenting on a recent case, launching of a SART, a local connection to a national issue, etc.
- ⇒ **Invite the media to visit:** You don't have to invite people to your office only when you have an open house, move, or open a new shelter. These things don't happen often enough. Invite media to meet staff or a survivor you have worked with, connect about important issues for your agency this year, and talk about local trends.
- ⇒ **Make media your new best friend:** Be sure you include success stories and facts about your agency on your website, email notices, newsletters, blogs, and social media posts. Be sure that if you use social media, Facebook for example, you connect with your local media by "liking" their page and posting your updates on their wall.
- ⇒ **Consider alternative media outlets:** You may think of just a few media outlets in your community, but those might not be all there is. Talk to your staff, Board, and volunteers about other ideas for outreach.
- ⇒ **A picture is worth 1,000 words:** Take pictures at events and share a close-up, released photo with your local newspaper.
- ⇒ **Got to the news station/office:** be willing to go in for interviews and to reach out to their office and staff.
- ⇒ **Basic tips when in turmoil:**
 - Don't get defensive
 - Don't personally attack your attackers.
 - Demonstrate that you are not resistant to change.
 - Turn the focus back to your program's improvements and successes.
 - Taking the high ground pays off!
- ⇒ **Final thoughts when reaching out to media:**
 - Plan ahead!
 - Try to accommodate the media outlet's schedule.
 - Consider the visual. (Is this going to make a good video/photo?)
 - Focus on your agency and your issue.

1120 Lincoln Street
Suite 700
Denver, CO 80203
p. 303.839.9999
f. 303.839.0019

www.ccasa.org