

Introduction

CCASA wanted to provide a couple resources to member agencies this year for SAAM, to help assist with engaging the media across communities throughout Colorado. The following Media Kit will give you templates or ideas about various ways you can work on “Engaging New Voices” in your communities to help end sexual violence. As this is the national theme for SAAM this year. We also recommend that you all inside your agency work together to come up with new, innovative ideas on how to incorporate new voices and help bring about a spirit of collaboration in your communities. Which will further all of our mission of supporting survivors and creating safer communities across Colorado.

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 engaging new voices. During the month of April, organizations across Colorado and the nation will join together by using their voice’s, 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, its impact in our community, and how we can work together to bring an end to it. 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,

Public Service Announcements (PSA's)

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/CCASApresentSA>.
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The national SAAM theme this year is "Engaging New Voices" 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 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 speaking up and 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 and marginalized populations. It is difficult to tell someone their behavior is inappropriate. Yet bystanders have power, and your voice can make a difference. 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...stand up and speak out.
- 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 work together. For more information, call (your agency) at (phone number.)

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.

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.

SAAM Proclamation:

DRAFT SAAM CITY MAYOR'S PROCLAMATION TEXT

WHEREAS, every day, women, men, and children across Colorado suffer the pain and trauma of sexual assault upon survivors and our Colorado communities; and

WHEREAS, this crime occurs far too frequently, goes unreported far too often, and leaves long lasting physical and emotional scars; and

WHEREAS, during National Sexual Assault Awareness Month, we recommit ourselves not only to lifting the veil of secrecy and shame surrounding sexual violence, but also to raising awareness, expanding support for victims, and strengthening our response; and

WHEREAS, sexual violence affects individuals of all ages, backgrounds, and circumstances; and

WHEREAS, as a nation, we share the responsibility for protecting each other from sexual assault, supporting victims when it does occur, and bringing perpetrators to justice; and

WHEREAS, at the state level, we must work to provide necessary resources to victims of every circumstance, including medical attention, mental health services, relocation and housing assistance, and advocacy during the criminal justice process; and

WHEREAS, Colorado communities can come together to increase awareness about sexual violence, decrease its frequency, hold offenders accountable, support victims, and heal lives;

Therefore, I, John Hickenlooper, Governor of the State of Colorado, do hereby proclaim April 2017,

SEXUAL ASSAULT AWARENESS MONTH

In the State of Colorado.