March is Sexual Assault Awareness Month

Sexual Violence: kNOwMORE

kNOw MORE ... so you CAN STOP RAPE

Sexual Assault Awareness Month 2008

www.kasap.org
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  Flyers and other resources to copy or use for templates for events/projects:
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    Modifiable Flyers, Inserts, Bookmarks
    Sample Flyers
    Sample Film & Book Lists
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    Additional Resources & Campaigns

This Planning Guide includes guidelines for developing activities and outreach efforts,
as well as ready-to-print resources. Please feel free to share, edit, adapt and copy materials.
Historically, Rape Crisis Centers have provided leadership for Sexual Assault Awareness Month by organizing numerous events and distributing huge volumes of information. That is why this Planning Guide is developed primarily by and for Rape Crisis Centers. Therefore, KASAP has only distributed this Guide directly to Rape Crisis Centers.

Because other organizations and individuals may also find this Guide helpful, KASAP has posted this Guide and the Appendix on our website. You are encouraged to share this with your community partners. Copies and additional information may be downloaded from KASAP’s website (www.kasap.org).

This Planning Guide is designed to provide you with information about statewide efforts, as well as ideas and resources for planning events in your own community. Materials printed herein may be reproduced and adapted to meet the needs of local programs. If you need assistance with adaptation or access to original files (such as posters or other images), please feel free to contact KASAP at 502-226-2704 or through the website.

Developed by the Kentucky Association of Sexual Assault Programs, this planning guide was produced with much input from Rape Crisis Centers throughout the Commonwealth. Many ideas and resources were also adapted from the National Sexual Violence Resource Center’s SAAM Planning Guide and Tool Kit (online at www.nsvrc.org/saam) and Minnesota Coalition Against Sexual Assault’s Community Organizing Manual. This planning guide was edited through KASAP by MaryLee Perry and Cyndi Greathouse.

Funding for this project was provided through a contract with the Commonwealth of Kentucky, Cabinet for Health and Family Services.

Sexual Assault Awareness Committee 2007 – 2008
This Planning Guide was prepared in collaboration with the KASAP’s Sexual Assault Awareness Committee, who provided lots of the great ideas, photos, and other materials. The KASAP staff would like to express our appreciation to:

- Rhonda Henry, Bluegrass Rape Crisis Center, Committee Chair, Lexington
- Leyda Becker, Hope Harbor, Bowling Green
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- Vicki Henderson, Women’s Crisis Center, Covington
- Amanda Houpt, Center for Women & Families, Louisville
- Corissa Phillips, Center for Women & Families, Louisville
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- Diane Rodgers, Pathways Rape Victim Services Program, Morehead
- Melissa Upchurch, Regional Victim Services Program, Somerset
- Missy Warriner, Regional Victim Services Program, Somerset
- Heather Whelan, Advocacy & Support Center, Elizabethtown
- Tana Bentley, KASAP, Committee Staff
- MaryLee Perry, KASAP, Committee Staff
March is Sexual Assault Awareness Month in Kentucky!
This is an annual opportunity to focus attention statewide on raising awareness about sexual violence and its prevention. It is also an opportunity to highlight the efforts of individuals and agencies that provide rape crisis intervention and prevention services while offering support to sexual assault survivors, victims and their families. SAAM raises awareness of sexual violence and its prevention through special events, while highlighting sexual violence as a major public health issue and reinforcing the need for prevention efforts.

Kentucky is unique in honoring March as Sexual Assault Awareness Month, as April is nationally designated as SAAM. Nonetheless, Kentuckians recognize SAAM in March because that simply works better here. In Kentucky, April is Child Abuse Awareness Month (visit www.pcaky.org ), and many of our Rape Crisis Centers participate in awareness campaigns for both. Furthermore, for many of our schools, Spring Break occurs during March, and the pre-Spring Break period appears to be ideal for sexual assault awareness and prevention activities.

If you would also like to support National SAAM efforts, we encourage you to be part of: A National Day to Sexual Violence on Thursday, April 3, 2008. Holding an event on this day might be a great way to wrap up SAAM 2008, and support national efforts at the same time. For more information, visit http://www.nsvrc.org/saam/.

KASAP’s 2008 SAAM Campaign
“Sexual Violence: kNOw MORE” • “kNOw MORE ... so you CAN STOP RAPE.”
The “kNOw more” campaign provides a great opportunity to get the word out! The foundation of this campaign will be a 2-sided poster, featuring art on one side and information on the other. The informational side will include “FACTS everyone should know” and “ACTIONS everyone should take.” KASAP will provide 400 posters to each rape crisis center (or more, if requested). KASAP will also provide copies of our 6-page “Fact Sheet” that features popular sections of our Guide for Professionals. The poster may be used alone or as an insert with the “Fact Sheet.”

Other materials provided by KASAP will include Pens, Pencils, Pen/Highlighters, Emery Boards, Teal Ribbon, Guide for Professionals Booklets, and Promise Not to Tell Videos. Wristbands were not ordered this year due to concerns about lead content (they were made in China). All materials will be distributed at the January 2008 meeting of the KASAP Board of Directors.

Drafts of the Poster, Facts, and Actions are provided on the following pages, so that you can start planning for how to use them. If you have any questions or concerns, contact KASAP at 502-226-2704 or mperry@kasap.org.

KASAP’s 2008 SAAM Calendar
KASAP produces a state-wide calendar of events of SAAM events. Please submit your event for inclusion - a form is provided in the Appendix for your convenience. For inclusion in the newsletter submit by January 10, 2008, and for the website submit by February 15, 2008.
Important Dates

**SEXUAL ASSAULT AWARENESS MONTH KICK-OFF**

Thursday, February 28, 2008
Frankfort, Kentucky

**Capitol Kick-Off**
Noon • Capitol Rotunda
Please join us for this special opportunity to raise awareness in Kentucky’s Capitol, featuring SAAMy Winners and Innovative Programs. Reception to follow. All are welcome!

**Legislative Reception**
5:30 pm • Capitol Plaza Hotel
This is a great opportunity to mingle with legislators and other rape crisis center personnel from throughout the state. RSVP required – contact Tana at 502-226-2704.

**Sexual Assault Awareness Month Awards Banquet**
6:30 pm • Capitol Plaza Hotel
Sexual Assault Awareness Awards (SAAMys) will be presented to honor those who have made outstanding contributions to Kentucky’s movement against sexual violence. RSVP required – contact Tana at 502-226-2704.

**OTHER IMPORTANT DATES**

- 12/10/08  SAAMy (awards) & Innovative Programs - Deadline for Nominations
- 1/10/08    SAAM Calendar – Deadline for submissions for KASAP’s Newsletter
- 1/24/08    Quilt Display – Bring quilts to KASAP’s January Board Meeting
- 2/15/08    SAAM Calendar – Deadline for submissions for KASAP’s website
- 2/28/08    SAAM Kick-Off at the Capitol, Legislative Reception & SAAMy Awards
- 2/29/08    Prevention Training at KASAP for Rape Crisis Center Educators
- 4/3/08     National Day to End Sexual Violence - more info at www.nsvrc.org

For more information, contact KASAP 502-226-2704 or visit www.kasap.org.
Sexual Violence: kNOw MORE!
FACTS Everyone Should Know to Stop Rape

**Myth 1:** Rape doesn't happen very often.
**FACT:** 1 out of every 6 women has been raped. More than 30% of the victims are minors when they are first raped.

**Myth 2:** Rape is usually committed by a stranger.
**FACT:** Most sex offenders prey on people they know. About 65% of victims describe the offender as an acquaintance, boyfriend or girlfriend, relative, or friend. These rapists often use physical strength, manipulation, threats, and alcohol or other drugs as weapons.

**Myth 3:** False reporting of rape is very common.
**FACT:** False reports of rape are no more common than false reports of other crimes. However, the term "false reporting" is often mistakenly used when there is not enough evidence to prove a case in court. Lack of evidence does not mean that a crime did not occur.

**Myth 4:** Men can't be raped.
**FACT:** 1 out of 33 men has been sexually assaulted. Nearly 75% of male victims are minors. In 85% of these assaults, the perpetrator is also male.

**Myth 5:** If it was really rape, the victim would have said "no" and fought back.
**FACT:** Many people are too shocked or scared to fight back. Silence is NOT consent. Rapists often prey on people who are vulnerable, because of alcohol or drug use, mental or physical limitations, or age.

**Myth 6:** Women lead men on. Sometimes they are just asking to be raped.
**FACT:** No one ever asks to be raped, regardless of how they dress or act. Forcing or coercing someone into sex is rape and it is a crime! Like other crimes, it is about how the offender uses power to dominate another person. It is not about the how the victim acts or dresses, that is just an excuse.

Sexual Violence: NO MORE!
ACTIONS Everyone Should Take to Stop Rape

**Everyone** – Can and must take action to help stop rape! Learn more about sexual violence and how to prevent it. Speak out again rape myths. Act when someone may be in danger.

**Young People** – Value respect and speak out about ways to show respect. Find positive friends. Reach out to at-risk peers. Develop leadership skills.

**Educators** – Teach non-violent conflict resolution skills. Promote anti-bullying values that demonstrate respect. Include rape awareness and prevention topics in your classroom. Report child abuse and neglect.

**Health Care Providers** – Screen all patients for interpersonal violence, including patients with developmental disabilities. Learn about resources for victims and make appropriate referrals.

**Businesses & Employers** – Promote violence-free workplaces. Establish and enforce sexual harassment and anti-bullying policies. Contribute resources to programs that are working to make a difference.

**Spiritual leaders** – Sponsor and support activities that demonstrate appreciation for diversity and encourage family traditions that build respect. Support victims who come to you. Talk with your congregation about services that are available for victims.

**Parents & Families** – Talk with young people about healthy relationships, including how to create and respect boundaries. Communicate that consent is necessary for any sexual activity – without consent, it's wrong. Listen and believe when abuse is disclosed, and find community resources that can help with healing.

**Artists** – Create/display murals, posters, music, or whatever you do dedicated to healthy relationships and anti-violence themes. Partner with local anti-violence agencies to create new opportunities for displaying your work that address rape awareness or prevention.

**Community Centers & Civic Groups** – Add violence prevention to your priorities. Educate group members and your community about sexual violence and services for victims. Actively support efforts to address and prevent violence in your community. Remember, everyone can help stop rape!

For more information, including sources of statistics, visit [www.kasap.org](http://www.kasap.org)
Presenting awards is a great way to raise awareness and recognize those who have made a difference. Consider nominating someone from your community for a state or national award, or presenting your own local awards.

KASAP’s Sexual Assault Awareness Month Awards (SAAMys)
Each year, KASAP presents SAAMys to honor those whose sustained efforts have made a significant impact of victims of sexual violence throughout Kentucky. Nominations for 2008 SAAMys will be accepted until December 10, 2007. Awards will be presented at ceremonies held in Frankfort on February 28, 2008. A nomination form is included in the Appendix.

In addition to the individual recognition, SAAMys are great for raising awareness! Since awards are announced via Press Releases and at a Press Conference, local media sources often run stories about the individuals who are honored. This can provide a great platform for talking about services provided and continuing need.

Local Awards Presentations
March is a great time to recognize leaders in your community with local awards. You could even consider presenting local SAAMys. You can tailor the SAAMy nomination form in the Appendix for your purpose. If you choose to do so, here are a few things to consider:

- How will nominations be solicited?
- Who will select winners?
- How will winners be recognized? Press conference, luncheon, dinner, and/or ??
- What will be needed for recognition ceremonies? Trophies, invitations, programs.

Tip: Develop winners “bios” and collect photos as soon as possible. These can be used for media advisories, press conferences, speeches, newsletters, and more!

Nominate for Other State & National Awards
Consider nominating a person (or people) for one of several awards. Note that these are annual awards, with deadlines that fall well in advance of the actual awards presentation. So, if the deadline for this year has passed, keep them in mind for next year.

- Kentucky Women Remembered (http://women.ky.gov/)
- National Sexual Violence Resource Center (http://www.nsvrc.org/saam/saam_awards.aspx#)
ROCK AGAINST RAPE CONCERT
Organize a single show or even a band marathon of local talent. This works great in college towns! Bluegrass Rape Crisis Center’s Outreach Office in Richmond organizes an “Annual Rock Against Rape Concert,” in partnership with local college student groups, including MARS (Men Against Rape Society) and the Green Party. According to Angie Aaron, BRCC-Richmond, “This past March went really well, we had a very diverse line up of bands (rock, contemporary, gospel, rap, etc.) and had the MARS guys deliver facts about dating violence specifically rape and how men can become part of the solution. Little bits of info were presented between bands and after so many songs. In the meantime, we usually have hot dogs and drinks, and some frisbee throwing and corn hole in a park like setting with lots of info booths. It's a great event that mixes fun with education and promotes non-misogynistic music.” For more information, contact Angie at (859) 625-0213.

MOVIES
Host a Movie Night or Film Festival. This is a good campus activity, too! Ask a local pizza place to donate pizza for even more of a draw!

Several films addressing sexual violence and related issues were purchased by the Kentucky Domestic Violence Association for use during the Until the Violence Stops Festival in August 2007. Most of these films are now available through KDVA's Library. For more information, contact Lee Zuhars at 502-209-KDVA or lzuhars@kdva.org. For descriptions of these films, see the “UTVS Film Festival Program” in the Appendix. KASAP also has several great films, so feel free to call if you need more ideas.

LOCAL DJ’s
Call a few local radio statutes and organize a live DJ appearance at one of your events or on a local campus. Local stations love to get involved in campus or local social life. Plus, music and fun giveaways will definitely draw a crowd.

“GET CARDED” EVENTS
Distribute “Get Carded” cards (available from www.rainn.org) or other Sexual Assault Awareness Materials for use as “tickets” required for admission to an event. Or, enlist a student group on a college campus to create a “Get Carded Patrol.” After distributing cards, have the “Get Carded Patrol” of volunteers “card” unsuspecting students and provide small prizes to those students who actually carry their cards with them.
BOOK LIST PROJECTS
Book Lists, such as the one provided in the Appendix, can be used in many ways. The Center for Women and Families, which developed the list included, suggests the following as ways to use it:

• Bookstores – Ask local bookstores to create a window display with these titles or to host a reading or book discussion
• Book Groups - Connect with book groups in your region and have them pick one of the titles on the list for their monthly meeting. The Bluegrass Rape Crisis Center has also developed a Book Group Curriculum, called Encouraging Girls Outward (EGO), to use with groups of young women (middle and high school). For more information, contact Josie Gridley with the BRCC at 859-253-2615.


LIBRARY EVENTS
Partnering with your local library can provide you with several low-cost, yet high-value, opportunities. Set up a display with relevant books, brochures and other materials. Focus both on the issue and your organization’s services. Or, consider hosting an author or poet’s reading of her/his sexual violence-related work(s). Offer prevention education programming to children by reading books on and discussing good and bad touches and self-esteem. Develop bookmarks for distribution in the library. All of these options will educate your community members and increase awareness of your organization.

SCOUTING BADGE PROJECT
Contact local scouting troops (Girls Scouts, Boy Scouts, etc.) and offer to work with them on a Special Badge Project. Scouts typically earn badges by completing a certain number of activities from an approved list. Possible activities include:

• Participate in an education or prevention program presented by your agency (Good Touch/Bad Touch, Health Relationships, Internet Safety, etc.);
• Collect or make items that your center needs (toiletry articles for hospital runs, information packets for new clients);
• Provide a community service that would help your agency (cut ribbons, clean out the flower beds, etc.)
• Visit your agency (perhaps as a group with some special activity planned);
• Read a book and respond (such as Speak, by Laurie Halsie-Anderson); and
• Create a craft project related to awareness or to brighten up your agency.

New Beginnings, in Owensboro, has worked with local Girl Scouts on Badge Projects before and reports great results. For more information, contact Margaret Hibbs at 270-926-7278 or volunteer_coordinator@yahoo.com.

CYCLING OR MOTOR CYCLING EVENT
Invite a local Bicycle or Motorcycle Club to ride to raise awareness. This might be simply an awareness raising event (be sure to notify the media) or even a fundraiser (such as a Poker Run). This can be a really great way to reach a broader community!
CUP OF PREVENTION
Ask local coffee shops, book stores, and other small restaurants to donate a percentage of their coffee and tea sales to the local rape crisis center. See enclosed flyer in the Appendix.

SHINE THE LIGHT
Shine the Light can be as simple as encouraging the community to use car headlights, candles, lamps, or flashlights to develop awareness about sexual violence. You may also choose to coordinate a community event such as a candlelight vigil at dusk, for which you designate a time and place for the community to gather. Remember to disseminate flyers with the event information, including location and time, before the date in order to increase community participation. See enclosed flyer in the Appendix.

A MINUTE WITHOUT SILENCE
At a designated time, orchestrate a gathering at selected locations all over the city or campus and shout anti-sexual violence slogans for exactly one minute. This can precede other educational activities. See enclosed flyer in the Appendix.

“FLUSH” AWAY SEXUAL ASSAULT CAMPAIGN
Part of the goal of Sexual Assault Awareness Month is to get information in locations which are accessible and safe. A public restroom is the perfect place. The “Flush” away sexual assault campaign involves posting flyers on the back of bathroom stall doors. Place flyers, with the permission of the business owner, in bars, restaurants, clubs, beauty shops, barber shops, physical fitness centers, colleges, parks, etc. See enclosed flyer in the Appendix.

ENGAGE CHURCHES & FAITH COMMUNITIES
Ask faith leaders from the traditions represented in your community to help plan and lead an interfaith service or vigil. Arrange to set up informational tables at local church events. Offer lunch-and-learn information sessions to church leaders. Provide them with sample statements (ie: The community and pastoral staff of fill in church name are committed to providing a safe environment. This community believes that it is vitally important to take decisive steps to ensure that all ministries are safe and provide a joyful experience for youth, etc.). Give them brochures and teal ribbons to hand out to the members. See sample church bulletin insert in the Appendix.

THE ART OF SURVIVING
Have survivors do art projects as a part of a support or therapy group to express their healing. Some centers have produced shadow boxes, quilts, handmade dresses, collages, and jewelry. Display the art at a public space and have local musicians and other artists to perform. The Purchase Area Sexual Assault Center (PASAC) offers many therapeutic art opportunities for survivors. For information contact Mary Foley at 270-534-4422.

MEN’S PLEDGE DRIVE
Organize a “Men Against Sexual Violence” pledge drive to encourage men to visibly take a stand against sexual violence. Invite local leaders to sign the pledge and be sure to publicize the event. Check out whiteribbon.ca and mencanstoprape.org for more suggestions.
THURSDAYS IN BLACK

Thursdays in Black is an international event. It began in Argentina in the 1970s as a grassroots response to the alarming number of Argentinian women who were disappearing and later being found raped and murdered. These organizers started “Thursdays in Black” to raise awareness about the violence while also putting pressure on governmental officials to do more to stop it. Activists have adopted Thursdays in Black in communities and on college campuses in countries such as Bosnia, Israel, Australia, South Africa, Canada, and the United States.

Thursdays in Black efforts are always locally organized. There is no international, national, or even state-wide effort to create or build on Thursday's in Black. In this way, every local community can create their own Thursdays in Black in a way that makes the most sense for them and which addresses the specific issues faced by their community.

Two flyers to use to promote Thursdays in Black are included in the Appendix. The Center for Women and Families, Louisville, has successfully used Thursdays In Black to raise awareness in their community. For more information, contact Amanda Houpt at 502-581-7200.

TREE/FLOWER PLANTING CEREMONY

Tree and flower planting ceremonies during Sexual Assault Awareness Month serve dual purposes. They give recognition to those who have been sexually assaulted in our communities and counter pollution in our environment. These events provide the community an opportunity to honor a relative, friend, or other victim and/or survivor with the new life of a tree or plant. These ceremonies may be held in conjunction with Arbor Week, Earth Day or Arbor Day, and provide excellent opportunities for you to partner with local home improvement businesses and greenhouses. You may consider asking these companies to donate trees or flowers to plant during your event. Also consider partnering with local Family Resource/Youth Services Centers, schools, scouting troops, and/or other children's groups for this activity.

We encourage you to begin planning at least three months prior to the event date. These events may take place in local parks, on college campuses, or in communities. You may need to contact local officials or campus administrators to find out what their procedure is for approving such events in your area. Finally, inviting public officials and knowledgeable speakers may bring more media attention to your event.

OPEN HOUSE

Having an open house reception can be a simple but very effective way to raise awareness of sexual assault and of your agency/program’s role in the community. An open house provides an opportunity for you to raise your profile in the community and to provide valuable information. You can place brochures, signs and educational information on a table as well as provide information about volunteer opportunities.

The open house can be as simple or elaborate as you wish. Your staff may decide to provide snacks and refreshments. Or if your budget permits, you may choose to have a catered reception. Invite your board members and local public officials and of course, find some way to get the word out to the public. See the section below about radio and television for ideas. You may also want to invite school administrators, and guidance counselors, as well as local businesses and chamber of commerce. If possible, send out invitations in addition to a general public announcement on the radio and community bulletin. Finally, you may want to include some high profile officials and speakers. Just remember, even a small open house will provide a large opportunity of raising awareness.
**PARTNER WITH A LOCAL RESTAURANT**

There is a range of ways you can incorporate a local restaurant into your SAAM activities. Find a local restaurant that will provide an organizational discount and then host a corporate/legislative breakfast to (re)introduce your agency and board to the community. Another possibility is to ask for a small percent of the profits on “A Day to End Sexual Violence” as a charitable donation. Or, ask if you may put brochures or teal awareness ribbon pins near the cash register. You may want to produce a napkin or placemat with awareness information and ask the restaurant to use them on “A Day to End Sexual Violence.” Finally, it is always good to ask if you may hang awareness posters in a public area of the restaurant.

**USING PUBLIC FOUNTAINS**

There may be a number of public fountains in your community, especially if you live in a larger city. You may consider contacting your local officials to ask if the water in the fountains can be colored teal during the month of March. This will raise many questions throughout your community. The fountains provide a unique opportunity for individuals to reflect on how they can prevent sexual violence in their community. You can also ask that all changed tossed into the fountain be donated to the local rape crisis center.

We encourage organizers to begin planning at least four months prior to the event date. You may wish to invite public officials to a ceremony, where they may present the fountains, proclamations, and/or awards. You may also consider having your local media and government’s website post an article on the fountains and Sexual Assault Awareness Month.

**MOCK TRIAL**

Mock Sexual Assault Trials are used across the country to educate communities about the legal process and address myths and facts about sexual assault. Mock Trials are condensed re-creations of actual or imaginary trials. This dramatic style of presentation enables an organization to pull in judicial representatives, theater groups, students, and a wide variety of community members. Mock trials have been used to train first responders about their role in the criminal justice process and inform survivors of what might be involved in pursuing criminal charges. Some communities have adapted the mock trial to explore the campus judicial hearing process.

Developing a mock trial takes time; we suggest allowing at least three months for planning. Mock trials rely on a script, actors/community members and good marketing. If you do not have the time to develop your own script, videos and scripts are available from the National Sexual Violence Resource Center for adaptation. Local service providers such as police, judges, attorneys and forensic examiners, make for great actors. You may be able to hold the mock trial in your area courthouse, town hall or educational institution. Mock juries often struggle with the same issues as actual jury members. Some organizations have included a video, script or scene to depict the events leading up the sexual assault as a way to close the presentation no matter what decision the jury reaches.

**GRANDPARENT AWARENESS**

Place brochures, hang posters, and host discussion sessions in senior centers on elder abuse and/or the warning signs of child sexual abuse and what people can do if they are concerned about the safety of a grandchild. Check out Stopitnow.org for additional information and suggestions.
Various Awareness Activities (continued)

**BAG STUFFERS**
Invite local business to help you get the word out by including Sexual Assault Awareness Information along with their products. Bag stuffers project (done by Bluegrass Rape Crisis Center): informational flyers are given to campus bookstores to be "pre-stuffed" into shopping bags so that everyone making a purchase is receiving information related to rape, services and volunteer opportunities. Staff picked up the bags and volunteers helped stuff them. They were then returned to the store.

**ENGAGING HEALTH CARE PROVIDERS**
Ask health care providers to help get the word out. Encourage them to provide information about personal safety to all patients and screen all patients for interpersonal violence. A sample bookmark for “*Physicians Taking The Lead Against Sexual Violence*” is provided in the Appendix.

**ENGAGING YOUTH**
Work with a local sporting-goods business to sponsor a basketball tournament or skateboarding contest with a theme of athletes against violence. Host a media breakfast to encourage journalism students to publish articles in the school newspaper. Provide food, discussion, and packets of information they can use in their writing. Work with the drama club/class to create a skit to be performed at a school assembly. Have a Battle of the Bands concert. Invite youth to write and perform a song about sexual assault awareness. Offer prizes as an additional incentive. Have students prepare and read information for the morning announcements (antiviolence statements, safety tips, etc.).

**HUMAN RIBBON**
Get a large length of teal fabric and arrange it as an awareness ribbon around a person standing so that the ends of the ribbon flow out on the ground. The person with the ribbon around them would not speak to others, but an advocate would accompany that person and they could engage others who come to look at the “human ribbon”. Local dignitaries could be recruited to be the “human ribbon”. Have small ribbons available for observers to put on their lapel. Also have other educational information available.

**DENIM DAY**
The Denim Day campaign began in 1999 with CALCASA and LACAAW, the Los Angeles Commission on Assaults Against Women, as part of an international protest of an Italian Supreme Court decision to overturn a rape conviction because the victim was wearing jeans. The Italian Supreme Court dismissed charges against a 45-year old rape suspect because his 18-year-old victim was wearing jeans at the time of the attack. The Court stated in its decision that “It is common knowledge ... that jeans cannot even be partly removed without the effective help of the person wearing them ... and it is impossible if the victim is struggling with all her might.” The judgment sparked a worldwide outcry from those who understand coercion, threats and violence go along with the act of rape. The unpopular verdict became an international symbol of myth-based injustice for sexual assault victims.
“What is in a name? That which we call a rose by any other name would smell as sweet.”
– William Shakespeare, Romeo and Juliet (II, ii, 1-2)

It can be difficult to draw a crowd to a ‘sexual assault awareness event,’ but EVERYBODY wants to have FUN. Hosting a “Fun Day” with sexual assault awareness themes running throughout is a GREAT way to engage a broad array of people in your community.

Fun Days are fabulously flexible - they can be molded to meet any number of needs. They can be devoted primarily to raising awareness, to raising funds, or to engaging a specific (underserved) population.

Fun Days are also great ways to build community partnerships and foster collaborations. Because such events involve lots of planning and donations, Fun Days may be most successful when planned in coordination with a group of partners.

Diane Rodgers, Rape Victim Services Coordinator/Educator with Pathways, Inc., in Morehead, works with a Sexual Assault Task Force (Community/Campus) that serves as the key planning group for several Fun Day events in their community. According to Diane, “The Task Force is made up of community partners, community members, campus professionals and students. This Task Force meets monthly to look at the needs on campus and community to raise awareness/education and financial assistance to help end sexual violence in our community/campus.”

Some of the events that this Task Force plans are described in greater detail on the following pages. For more information, you can reach Diane at (606)784-4161.
Specific Activity: Fun Days (continued)

FREE FUN DAY (RAINN DAY) FEATURING GET CARDED MATERIALS
This is a Fun Day set aside to raise awareness “what to do/not to do if assaulted”. The goal is to get “the cards” out to as many people as possible on this one day. Everything is free, including rides, food, and t-shirts, drawing a great deal of publicity. However, to participate or obtain anything you must present your “Get Carded” card (as if it was a ticket). This could also work with other awareness materials, if “the cards” are not available.

According to Diane, “To make this as successful as possible, you need a great deal of support and financial sponsors. As an incentive to our sponsors, we give them the credit they deserve by way of flyers, radio ads, and newspaper coverage. The sponsors also had the opportunity to set up informational booths during the event.”

CAR FUN SHOW
In other parts of the state, Car Shows are very popular. Though the mode of transportation is different, the key elements are the same: engaging people in a fun event infused with sexual assault awareness information; involving the community in efforts to assist victims; working with sponsors; charging admission fees; and offering prizes!
HORSE FUN SHOW
A Horse Fun Show is another great way to engage people in fun activity for a great purpose. In Morehead, the Horse Fun Show is an annual event held to raise awareness and financial assistance for victims of sexual assault. According to Diane, “Every year we gather sponsors to cover the expense of the horse show (insurance, arena, ribbons & t-shirts).

Gathering sponsors also helps to educate the community about the issues and tell folks about the event. Sponsorship covers the show bills (classes), newspaper, radio ads and logo on the t-shirts.

“We are able to generate a great deal of funds to help victims of sexual assault. These funds are used to relocate victims, pay deposits, clothing and provide other transitional financial assistance.” For a copy of the Horse Show Bill/Program, contact Diane Rodgers at diane.rodgers@pathways-ky.org.
PUT YOURSELF IN HER SHOES
Each year, an ever-increasing number of men, women and their families are joining Walk a Mile in Her Shoes®: The Men's March to Stop Rape, Sexual Assault & Gender Violence. Walk a Mile in Her Shoes® is a fun opportunity for men to educate the community about a very serious subject and to rally the community to take action to prevent sexual violence.

There is an old saying: "You can't really understand another person's experience until you've walked a mile in their shoes." Walk a Mile in Her Shoes® asks men to literally walk one mile in women's high-heeled shoes. It's not easy walking in these shoes, but it’s fun and it gets the community to talk about something that's really difficult to talk about: gender relations and sexual violence.

There is no fee for a license to sponsor a Walk a Mile in Her Shoes® Men's March, but you do have to sign an agreement and adhere to certain requirements designed to maintain the integrity of The Men's March and the local rape crisis center that will benefit from your March. We encourage organizations worldwide to organize your own Men's March. We want the Walk a Mile in Her Shoes® message to benefit communities everywhere.

Before you get started, you must sign and return the Organizer's Agreement. Contact:
   Frank Baird, March Founder
   Walk a Mile in Her Shoes®
   141 Duesenberg Drive #1A
   Westlake Village, CA 91361
   Phone: 818.865.2169
   Fax: 818.889.3833
   e-mail: frankbaird@walkamileinhershoes.org

Get your authorization to organize a Walk a Mile in Her Shoes®: The Men’s March to Stop Rape, Sexual Assault & Gender Violence before you begin organizing.

Get a complete list of planning tips from www.walkamileinhershoes.org

Both the Purchase Area Sexual Assault Center (PASAC) and the Center for Women & Families have hosted very successful Walk a Mile in Her Shoes® events. According to Mary Foley, PASAC’s Executive Director, “Including local media celebrities, athletes, and elected officials as special guests really helps to raise the community interest and media turnout.” For fun poster ideas, visit www.walkamileinhershoes.org/photospostergall.html.
Specific Activity: Take Back The Night

What is Take Back The Night?
Take Back The Night is an internationally recognized event that takes the form of a rally and/or march. There are as many different forms of Take Back The Night as there are communities in where they are held. Take Back The Night can include all or just one of the following: a candlelight vigil, a rally, a survivor speakout, and a public march. Many organizations also incorporate art exhibits, musicians, poetry readings and/or the Clothesline Project. Take Back The Night events are designed to bring awareness, inspiration and empowerment to individuals and communities.

Checklist of Tasks

Coordination of tasks
- Designate project coordinators
- Develop a list of potential endorsers
- Schedule planning sessions
- Develop "countdown calendar" of tasks
- Recruit volunteers from endorsing organizations
- Develop list of potential speakers and performers
- Design logo

Correspondence
- Write letters to potential endorsers
- Write letters to potential speakers
- Invite survivors, supporters and crisis counselors
- Invite elected officials and dignitaries
- Invite victim service providers to supply information
- Send thank you letters to everyone

Publicity
- Develop and distribute flyers
- Design and produce programs
- Produce and sell buttons, bumper stickers, etc.
- Produce and sell t-shirts
- Prepare a banner
- Prepare flags, costumes, dine-ins
- Organize a poster party
- Contact media: public service announcements, press releases, follow-up phone calls
- Produce media kits
  - Press Release
  - Schedule of Events
  - Directions to Events

Logistics
- Plan route of march and site for rally
- Obtain permits
- Secure street closures for march route
- Arrange for security
- Arrange for music
- Arrange for food and/or other refreshments
- Make provisions for bad weather
- Contact local women merchants
- Secure tables
- Secure sound system and stage or platform
- Secure color guards or marshals
- Secure candles or glow sticks
- Schedule crisis counselors for survivors who need to talk
- Arrange for cleanup crew

List of Supplies
- Candles/glow sticks
- Megaphone
- Posters
- Sound system
- Tables
- Matches
- Paper plates (as wax catchers)
Specific Activity: Take Back The Night Chants

People unite / Take back the night

What do we want? / Safe streets /
When do we want them? / Now

Take back the night / The time is here /
We will not be controlled by fear

Join together / Free our lives /
We will not be victimized

We have the power / We have the right /
The streets are ours / Take back the night

Hey Hey Ho Ho / Sexual assault has got to go

Yes means yes / No means no / Whatever we wear / Wherever we go

Out of our homes (dorms) / Into the streets / We won’t be raped / We won’t be beat

Women (survivors) united / Will never be defeated

We are women / We are strong / Violence against us / Has lived too long

Sexist / Rapist / Anti-gay / You can’t take our night away

Wish I may / Wish I might / Free our lives / Take back the night

Strong women / Proud women / Together tonight / No more fright / Together we fight

Old / Young / Black / White / All women / Take back the night

2-4-6-8 / Pornography is woman hate

Daughters and sisters / Mothers and wives / Take back the night/ Its half our lives

Hey Hey Ho Ho / (Name of sauna or strip bar in your area) has got to go

Na na na na! Na na na na! / Hey rapist ... good-bye!
Specific Activity:
Clothesline Project

The Clothesline Project is an interactive project designed to provide opportunities for people affected by violence to express their emotions by decorating t-shirts. When the t-shirts are hung together on a clothesline to be viewed by others, they provide a powerful testimonial to the problem of violence against women.

Sponsoring a Clothesline Project event can be a very effective in terms of raising awareness about sexual violence. Most events include a shirt making session, held in conjunction with a display of recently or previously created shirts. Alternatively, you might arrange simply to display previously created T-shirts.

Color Code (optional)
You may choose to use ‘color coded’ shirts to provide another visual reminder of the types of violence to which women are exposed. The following color code is commonly used:

<table>
<thead>
<tr>
<th>Color</th>
<th>Represent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red, pink or orange</td>
<td>women who have been raped or sexually assaulted</td>
</tr>
<tr>
<td>Blue or green</td>
<td>survivors of incest or child sexual abuse</td>
</tr>
<tr>
<td>White shirts</td>
<td>women who have been murdered as a result of sexual or domestic violence</td>
</tr>
<tr>
<td>Yellow or beige</td>
<td>women who have been battered</td>
</tr>
<tr>
<td>Purple or lavender</td>
<td>women attacked because they were or were thought to be lesbian</td>
</tr>
<tr>
<td>Black or gray</td>
<td>your choice of designation (for example, women who have a disability who could not escape their attacker or those attacked because of their political activities.)</td>
</tr>
</tbody>
</table>

Resources
In Kentucky, many rape crisis centers maintain a Clothesline Project. Contact the center in your area for more information. There is also a long-standing Clothesline Project located in Louisville that provides information and assistance to interested parties throughout the Commonwealth, including loaning shirts for displays. For more information, contact 502-895-1967 or email AmondorKy@aol.com. More information is available online at www.clotheslineproject.org.

Rules
According to www.clotheslineproject.org, the following boundaries must be honored by all "Clothesline Projects":
1. Violence against women must be the foundation and focus of all "Clothesline Projects." All publications (brochures etc.) must clearly state this as the main purpose.
2. There can be no charge or fee required by any "Clothesline Project" for making a shirt and/or hanging it on the line.
3. Only shirts are to be submitted (no pants, underwear, etc.).
Poetry Slams differ significantly from poetry readings, in that Poetry Slams are judged events, where the energy of the performance coupled with the content of the writing are scored to determine who advances to the next round. Poetry Slams are open to community members who register and want to use their voice, creativity, and passion to help end sexual violence in their community and across the nation.

**HOST**
Select your host carefully. The host should be able to keep the mood light, but be sensitive to the topic. Try to select a host who has a very engaging personality and is able to interact well with the audience.

**DJ (optional)**
It is very important to have a DJ who understands the delicate balance of keeping the audience entertained. The DJ is not in the forefront. He/She is there to keep the atmosphere creative. The music will vary depending on each event; however, it is widely accepted to play new age/neo soul and/or alternative music. Some poets are comfortable performing to acoustic sounds, but some are not. The DJ must have the ability to read the signs and take cues from the poets and host.

**JUDGES**
Have an odd number of judges, but not more than 5. One judge should be an audience member. Try to recruit local celebrities such as: community leaders, radio disk jockeys, television hosts/news anchors, local politicians, newspaper reporters/writers/editorialists, magazine reporters/writers/journalists. Provide the judges with meals/snacks and (non-alcoholic) drinks. Obtain a brief biography from each judge and have the host highlight the accomplishments of each judge throughout the event.

**PERFORMERS/POETS**
Limit the number of performers to create a sense of urgency and call to action. Have the performers prepare a brief biography for the main event. Performers should register beforehand (e.g., online or via email). All poetry performed must be original works of the participant. Each participant is allowed three minutes for the performance of their work. Time starts when the poet opens his or her mouth. One poem will be performed per round. Participants may not use props, costumes, musical instruments, or others in the performance of their work. Participants must provide a typed copy of their performance pieces prior to their performance. Works containing explicit or potentially explicit language must be pre-approved prior to performance by the organization sponsoring the event. The full names, nicknames, or other identifiers of victims or perpetrators of sexual violence may not be disclosed, though the participants may disclose if they are a victim/survivor. Participants are required to complete and sign waiver forms so that written/recorded materials can be shared with the NSVRC and possibly published.

**TIME KEEPER/SCORE KEEPER**
The timekeeper’s responsibility is to ensure participants’ performances stay within their allotted time. When the participant has 15 seconds left, the timekeeper should raise a sign to alert the participant. The timekeeper may also act as the score keeper. The score keeper quickly tallies the judge’s scores and hands them to the host. This individual should be supplied with a stopwatch and calculator.
THEME
This event is centered on SEXUAL ASSAULT AWARENESS MONTH - so creating awareness is the primary goal. Because of the delicate theme of this particular event, it is imperative to have a broad range of topics. You want the audience to be able to laugh, cry, get angry and be inspired! This can be arranged easily by giving contestants a broad range of themes to chose from such as: A tribute to a victim/survivor I know, Healthy relationships, Family, Outrage, Survivor, The law, A man's perspective, Community activism, To My Sons: What would you tell a young man about respect for self, for life, for women?

PRIZES
Obtain three to five prize packs. Check with local award shops to see if they will donate three to five trophies in exchange for a mention in the program. You may wish to contact your local radio station and ask for a donation of a "prize pack" in exchange for a listing in the program. Also, check with local clothing stores, local hotels, restaurants, and local banks, as they may donate items as prizes.

SPONSORS
You may consider the following businesses/organizations as sponsors: Banks, Restaurants, Bookstores, and Colleges.

VENUE
Make sure the venue is accessible to people using wheelchairs. You may consider the following locations for your event: College campuses, High Schools, Local restaurants, Libraries, Museums, Coffee Shops, and Bookstores.

PROGRAM (optional)
The program is a very valuable bartering tool. Advertising in the program is leverage for potential participants and sponsors. You can develop a simple 5x7 program or an 8 x 11 program, depending on the size of your event. List the poets participating in the event, so the audience will know who they can vote as their "favorite". Use business cards for advertisers, they are easy to duplicate and most business cards already have the company logo on them.

ADVERTISING
Press releases should be issued at least two weeks in advance. They should be short and exciting. Compile a list of media outlets and fax the press releases two weeks prior and then again one week prior to your event. Take advantage of free advertising. You may be able to list your event for free on your Community Events Calendar. Check with your local radio and television stations and newspapers to obtain deadlines for submissions. Contact your local media to see if you can partner with them. You may have to buy a small radio schedule, but keep in mind that every radio and television station is required to publicize community events. Ask to see their community service records to determine whether there is a good match. You can trade airtime, by offering to use only one station, give them a booth at your event, let them put up banners and have radio station personalities/"street teams" on site at your event.
MONTHS PRIOR

Select committees & coordinators
- Form a committee and choose coordinators/chairpeople to deliver overall Sexual Assault Awareness message (this could include staff and community members -- see networking section below)
- Choose theme
- Select/develop/plan activities and events

Network with community/contact potential co-sponsors of events
- Contact interested community members/groups to be part of your committee to raise interest and help develop activities and events. Make sure your plans are realistic and are sensitive to the needs of all people in your community.
- Compile a list of organizations which might provide an opportunity for a representative of your program to speak, table or share information. Send them a letter and a sample of materials you wish to distribute. Follow up.
- Suggestions for contacts and potential partners:
  - Public and Private Schools, including their Parent/Teacher organizations
  - Local Colleges, Universities, Technical/Vocational Schools, and Community Colleges
    - Dean of Students, counseling center, Health Services, Student Government, Affirmative Action Director, Women’s Center, Resident Life, sororities, fraternities and Student Affairs Office
  - Domestic violence shelters
  - Child abuse prevention agencies
  - Family planning programs
  - Local women's organizations
  - Senior citizens’ organizations
  - Gay/Lesbian/Bisexual/Transgender organizations
  - Cultural organizations
  - Girl Scouts/Boy Scouts
  - Churches and synagogues
  - Law enforcement
  - Hospitals, other medical service providers and their associations
  - Children’s Advocacy Centers
  - Commonwealth and County Attorney’s Offices
  - Local YWCA, YMCA
  - Peace and justice groups and other groups working to end violence
  - Mental health agencies, including Community Mental Health Centers
  - Agencies that assist persons with disabilities
  - Nursing, residential and group homes and facilities
  - Immigrant and Refugee-related organizations
- Contact local media and encourage them to take a proactive part in their coverage or co-sponsor events then follow-up with contacts to ensure coverage.

Referral Information
- Develop/review your community’s available resources; have information prepared for distribution to community members
6 WEEKS OR MORE PRIOR

Request proclamation
☑ Contact your mayor's office, county commissioner's office, employers, school officials, church leaders and other organizational leaders to ask them to issue a proclamation establishing March as Sexual Assault Awareness Month
☑ Arrange for the proclamation to be issued publicly preceding the month's activities
☑ Invite media (see below) to proclamation reading

Share information
☑ Notify KASAP of your event schedule
☑ Distribute information to allied organizations for further distribution
☑ Develop event flyer, brochures and e-mail announcements
☑ Distribute referral list to event committees for distribution at events

Media
☑ Contact local media with dates and objectives of Sexual Assault Awareness Month
☑ Arrange press conferences
☑ Distribute press releases, public service announcements (PSAs), letters to editors, etc.
☑ Encourage the media to take a proactive part in their coverage or co-sponsor events, then follow-up with contacts to ensure coverage (KASAP has developed PSAs suitable for radio, contact KASAP for copies)

4 WEEKS PRIOR & WEEKLY THEREAFTER

Media follow-up
☑ Contact local media contacts previously made to confirm and encourage coverage of:
☑ Dates of events and objectives of Sexual Assault Awareness Month
☑ Confirm press conferences
☑ Confirm playing/printing press releases, public service announcements (PSAs), letters to editors, etc.
☑ Confirm coverage of events

Community follow-up
☑ Follow-up with SAAM partners to make sure everything is in place

POST SEXUAL ASSAULT AWARENESS MONTH

Recognize supporters
☑ Write thank you notes to all organizations that helped plan/organize events
☑ Write thank you notes to all individuals who helped with any part of Sexual Assault Awareness Month
☑ Write thank you notes to all donors with personalized letters or notes
☑ Write thank you notes to all sponsors with personalized letters or notes

Review events with staff and participants and make notes for next year.
WORKPLAN TIMELINE FOR SINGLE SAAM EVENT

MONTHS PRIOR TO EVENT

Select committees & chairpeople
- Form a committee and choose coordinators/chairpeople for event

Arrange speakers, musicians & celebrities

Network with community/contact potential co-sponsors of event
- Form a committee of interested community members/groups to help committees raise interest and help develop event
- Compile a list of organizations which might sponsor or promote your event
- Contact local media and encourage them to take a proactive part in their coverage or co-sponsor events then follow-up with contacts to ensure coverage

Secure Location

6 WEEKS OR MORE PRIOR

Obtain required permits

Media
- Draft and distribute Press Release to local media with dates/information and objectives of event
- Arrange press conferences to promote event
- Encourage the media to take a proactive part in their coverage or co-sponsor event
- Schedule appearances on community affair shows, newscasts

Contact local businesses for donations
- Services
- Products
- Prizes/Awards
- Audio/Visual needs
- Media Sponsors
- Printing

Share information
- Notify KASAP of event, include title, date, time, location, and brief description (20 words or less), and contact information
- Distribute information to allied organizations for further distribution
- Develop event flyer, brochures and email announcements
- Distribute referral list to event committees for distribution at events
Workplan Timeline for Single SAAM Event (continued)

4 WEEKS PRIOR TO EVENT AND WEEKLY THEREAFTER

Media Follow-up
- Contact local media contacts previously made to confirm and encourage coverage of event.
  - Confirm press conferences
  - Confirm playing of or printing of press releases of event
  - Send event information to local media newscasts, community bulletin boards & calendars

Send invitations/flyers
- Ally organizations
- Community leaders and local celebrities

Sign-up staff/volunteers
- Set-up, including assisting speakers, musicians, celebrities
- Distributers of information, ribbons, materials (prior to and during event)
- Greeters for participants
- Safety monitors
- Clean-up crew

Arrange for American Sign Language & bi-lingual interpreters

2 WEEKS PRIOR

Confirm all event arrangements
- Check supplies
- Prepare and print handouts

Media
- Re-distribute Press Release
- Confirm coverage of event

Confirm speakers, musicians & celebrities

1 WEEK PRIOR

Reconfirm all event arrangements
Confirm volunteer times
Confirm invited guests
Pick-up and distribute supplies and handouts
Media spokesperson prepare, review for interviews

POST SEXUAL ASSAULT AWARENESS EVENT

Recognize Supporters
- Write thank you notes to all organizations that helped plan/organize
- Write thank you notes to all individuals who helped
- Write thank you notes to all donors with personalized letters or notes
- Write thank you notes to all sponsors with personalized letters or notes

Review event with staff and participants and make notes for holding event in future
Working With The Media

The media is a critical partner in our efforts to prevent sexual assault by promoting awareness. Media attention not only raises awareness and educates, it helps influence decision makers, funders, and potential supporters. Some of the many ways to approach the media include:

- Distribute media advisory (a very brief announcement of upcoming events and invitation to event for media) one week before event
- Distribute press release (a one page “story” about the events) on the day of the event. Many print media outlets will print this as is. Include a contact person at your agency.
- Sponsoring a public forum or press conference
- Submitting a letter-to-the-editor
- Meeting with editorial boards
- Speaking directly with reporters who cover sexual assault, community, crime or special features issues
- Working with your local newspaper on a Sexual Assault Awareness Month insert
- Informing newsletters and periodicals
- Appearing on public affairs television or radio programs
- Hosting interviews during sports breaks
- Public Service Announcements (PSAs), radio PSAs are available from KASAP

REMEMBER:

- Media contacts are not on your schedule. To work effectively with the media, be available to compromise on scheduling and always be prepared to make a statement when contacted.
- Find news items or events in your community and provide your expertise to the media. Let them know who the experts are in your area.
- Remember that news happens that may supersede your story, keep in touch with the media and see if your story could be aired later.
- Watch what you say. Be prepared for any type of question. Know your stuff! Practice with a co-worker or a friend so that you can be prepared for anything. The media is often looking for a good story and you want to provide them with accurate facts, so know them before speaking to the media.
DEVELOP A STRATEGY FOR SEXUAL ASSAULT AWARENESS MONTH AND THE ENTIRE YEAR

1. Set goals and objectives for your media efforts.
   The first step in planning a media strategy is to identify your goals and objectives. Your goal may be as general as educating the public about the importance of preventing sexual assault. Your objectives should be more specific and state what you want to accomplish and when you want it done; this gives you a means to measure your progress.

2. Define your target audience.
   Decide who it is you really want to reach — state or local “opinion” leaders, policy makers, or the general public. This will help you determine which news format will work best for your message.

3. Select the best approach.
   - Letters-to-the-editor or an Op-Ed. To express your position in your own words or respond to an article or editorial, write a letter to the editor.
   - Press/News releases. By distributing press releases at meetings or events, your organization can improve public awareness of your efforts and reinforce the message that you are sending to policy makers. Reporters may use information from your press releases to supplement stories they are already writing or may be inspired to write stories based on the content of the releases. See the Appendix for a press release.
   - Holding a press conference. A press conference gives you the opportunity to announce your efforts as an organization and to explain your public awareness effort.
   - Radio/TV public affairs programs. Radio and TV public affairs programs are always looking for programming ideas. These programs guarantee that you will reach a broad audience.
   - Public Service Announcements (PSAs) can be effective as well. Radio PSAs are available from KASAP.

4. Develop talking points.
   One of the most important things to remember when talking to the media is to “stay on message”. Newspapers, radio and television stations are all trying to retain readers, listeners, and viewers. Having an audience is crucial to their existence. As a result, sometimes media will attempt to “sensationalize” something for entertainment value. Staying on message will help you avoid this.
What is a Public Service Announcement (PSA)?
A PSA is an informational spot giving facts (who, what, where, when, how, or straight information about a subject) for use by local media outlets. PSAs regarding SAAM can be tailored for an important SAAM-related event, and simply important facts about sexual violence and prevention. Pitching and placing PSAs is challenging work. However, for programs with limited resources, PSAs can be an effective tool for reaching community members through the media sources (television, radio, websites, and/or newspapers).

Helpful hints for getting your PSA aired:

- **Do Your Homework:** Research the target media. Find out who its audience is. This is sometimes obvious from the programming, if not, the advertising sales department can give you audience demographics. Figure out if there are particularly popular programs or personalities that you would want to try to link up with.

- **Tailor Your PSAs:** Contact the public service director to find out the station’s needs and preferences in format, production, and deadlines. Find out if there is someone at the station who can help you, especially if you’re planning to produce a CD or DVD.

- **Prepare Your Pitch:** In addition to PSAs, there are several documents that you should customize, including pitch memos, pitch kits and mail-in PSA tracking cards.

- **Prepare a Spokesperson:** Once you begin pitching your PSAs, some media outlets may request interviews about the issue of sexual violence.

- **Make Preliminary Calls:** Make introductory pitch calls before sending your PSAs to media outlets. These initial calls give you a chance to double check your contact information and build a rapport with public service and community affairs professionals.

- **Distribute and Follow Up on Your PSA Kits:** Consider personally delivering your PSAs and pitch kits to media contacts. If you have not established a relationship yet, mail your materials. After your announcement airs for a while, it is a good idea to let the station know if there was a good response. If you send a thank-you letter, include a copy for the station’s “public file”.

- **Respond to Requests from Your Contacts:** As you pitch your PSAs, your media contacts may ask for information that might not be at your fingertips. If you need to follow up on a request, be sure to do so quickly.

- **Evaluate the Impact of the PSA Campaign:** Track your PSAs once they begin airing. Your media contacts may be able to provide you with specific placement information (traffic). You can also track the success of your effort by identifying any increase in the number of calls the hotline received during the period when the PSAs ran and by trying to discern the number of media impressions the PSA received.

- **Share and Build on the Results:** Compile your evaluation findings into a memo or presentation to share with your board and organization. Based on the success of your PSA campaign, your program may want to consider taking this media relationship to a new level.
What is a press release/advisory, or news release?
A news release/advisory, or press release, is a good way to invite members of the media to your SAAM event. The news release should describe the event and give details about time and location. If any prominent local figures are going to be there, such as the Mayor, make sure you include that in your press release. There is sample press release included in the Appendix.

Press Release Format:
1. First line should read: FOR IMMEDIATE RELEASE in all caps. This lets the reporter know the news is authorized for publication on the date they receive it.
2. Include contact information.
3. Allow one spacer line then write a headline using upper and lower case letters. Keep your headline to under ten words. When written in all caps it is harder to read.
4. Allow one spacer line then begin the text with the city followed by a dash. All releases must include a date for the event since media may not use the release immediately.
5. Close the press release with the characters -30- or ### which let the reporter know it’s the end.

Example of a Press Release:
FOR IMMEDIATE RELEASE
<Date>
CONTACT: <Name of Person, Name of Organization, Phone Number, E-mail>

<Headline>

<City -> <Opening paragraph should contain, who, what, when, where, and why>

<Remainder of body text. Should include any relevant information on the topic>

<End with a strongly worded positive statement>

###
What is a Press Packet?
Press packets are helpful tools for distributing a larger quantity of information to the press. They not only represent your agency, they help to educate the press!

A press packet typically consists of information contained in a standard twin pocket folder labeled with your agency information as well as what the campaign or event the press packet is associated with. A general agency packet could be titled “Sexual Assault Information Packet.”

Information usually contained in a press packet:
- One page information sheet describing your agency (mission, services, etc.)
- Contact information for the individual who is assigned to working with the media
- Business card
- Agency brochure(s)
- One page information sheet describing your agency’s history
- Fact Sheets

Although information should be tailored for each event, standard fact sheet information should include:
- Sexual Assault
- Child Sexual Assault
- Sexual Assault Laws
- Local and National Sexual Assault Statistics
- Press Release or Statement
What is an Op-Ed?
An Op-Ed is an opinion piece presented by a guest writer that appears opposite the editorial page in a newspaper. Most papers will print Op-Eds that are between 650-700 words. As Op-Eds grow longer, the risk of them being “chopped” by an editor increases significantly. Because each paper has specific criteria for publishing Op-Eds, it is best to call the editorial page editor of the newspaper to verify its policy prior to submitting your piece.

Format
The first line grabs the reader’s attention. The first paragraph highlights the issue, pegs it to the news hook, and states your opinion. Paragraphs should be no more than 2-3 sentences each. Focus on one or two points that flow logically to a brief but strong conclusion. Finish with a strong memorable phrase, also known as a “pull” quote. Be sure that your Op-Ed is double spaced with wide margins and typewritten. Newspapers follow up with people who submit Op-Eds before printing the pieces to verify the identity of the author. List your name, address, phone, fax and e-mail contact information at the opt of the opinion piece.

How to Get Your Op-Ed Published
Decide which newspaper you want to submit your Op-Ed to and contact the opinion page staff to ask how they prefer to receive submissions. Instructions for submitting an Op-Ed are usually at the bottom of the page where they appear or on the paper’s web site. Newspapers like to receive them through different channels such as mail, fax, or e-mail.

Follow Up
Most Op-Ed editors will respond to you within a week. If you have not heard back in that timeframe, or if your piece is particularly time sensitive, you should call the newspaper and inquire about whether they received your Op-Ed and if they are considering publishing it. If they say that they are not interested, but sure to ask why and, if possible, make any suggested changes and re-submit.

Pass It On
Send a copy of your Op-Ed to your state representative(s) and senator(s), your board members, and to KASAP. It is very helpful for KASAP to keep track of what pieces are being written across the state. It is also important to remember that once an Op-Ed is published, you should take advantage of its publication. Distribute copies of it or email it to others who may find it useful.

Op-Ed Outline
Double spaced, the information should be:

<Date>
<Byline>
<Suggested Title>
<First Paragraph. State opinion., introduce the issue, and relate it to a recent news event.>
<Remainder of body text. Includes your main points and a brief conclusion.>
<Insert identification information at the end of the article.>
<###> (Indicates op-ed is finished.)
What is a Letter to the Editor?
Writing a letter to your local paper’s editor regarding a news story is a good way to draw attention to your organization and the work you are doing. Sexual assault programs have often written letters to the editor after there has been problematic coverage of a story dealing with sexual assault or sexual predators. Programs also write letters to the editor to recognize the newspaper’s exceptional coverage of the issue of sexual assault.

Example of a Letter to the Editor:

<Date>
<Name of Organization>
<Address>
<Building, Floor, Suite, Apartment>
<City, State, Zip Code>

Dear Editor,
State your reason for writing here. If you are responding to writings or editorials by the media outlet, use the first sentence to reference the title of the article, name of the publication, and print date>

<State your case here. Include facts and references to establish credibility.>

<End with a strongly worded positive statement.>

Sincerely,
<Writer’s Signature if this is a paper copy>
<Name of Writer>
<Writer’s Title>
<Writer’s Organization>
Timing your outreach to the media is critical. You need to plan your contact strategy. Here are some tips:

**Three Weeks Prior to Event**
- Op-Ed: Send an Op-Ed to the editorial page editor at your local newspaper, but do not send it to more than one newspaper at a time. Follow up with a phone call to reinforce the importance of informing the public that a SAAM event is happening.

**Two Weeks Prior to the Event**
- Send a letter to the editor. Encourage community partners to submit letters to the editor in support of your efforts.
- Send a Press Release. When tailoring the release, be sure to focus on your awareness activities. Call the media to find out who to address the release to, unless you have established relationships with specific reporters. Make follow-up calls to each outlet you sent a press release to.

**One Week Prior to the Event**
- Send another Press Release. When tailoring the release, be sure to focus on your awareness activities. Call the media to find out who to address the release to, unless you have established relationships with specific reporters. Make follow-up calls to each outlet you sent a press release to.

**Day of the Event**
- If you are requesting media coverage, make sure you have enough press packets to give to reporters at the event.

**Day after the Event**
- Send press packets to reporters that did not attend the event. This will continue to create awareness for the event and, hopefully, keep your event name in their memory for coverage the following year.
DEVELOP YOUR MESSAGE
Before you or a designated spokesperson talks to the media, decide on your message with two or three points that you most want to make. Write them up as "talking points." Each should be clear and brief, no more than two complete sentences.

Make your message compelling, use colorful words as much as possible. People respond better to familiar, tangible things, so use analogies and contemporary references. Tangible numbers speak volumes, e.g., say “one in four,” rather than citing a huge number.

PREPARE FOR AN INTERVIEW
- Choose a location in advance so that you’re comfortable.
- Be prepared.
- Find out in advance what the focus and slant of the interview will be about. Ask how the interviewer was briefed and send her or him any relevant information. Agree to possible questions in advance.
- Find out who will interview you and who else they will be interviewing or have interviewed. If you are going to be on a radio or television show, ask about the interview style of the host.
- Know if the program takes calls from listeners and if so, determine acceptable questions in advance. If unacceptable questions are missed by the screener, simply turn the questions around by saying “I can tell you this ....” and state a fact or a way an individual can get involved without answering the question.

ANTICIPATE THE QUESTIONS
There are two kinds of questions you should devise answers to before you do an interview.
1. The questions you are most likely to be asked.
2. The questions you are most afraid to be asked.

TAKE CONTROL OF THE INTERVIEW
You have primary responsibility for the interview, not the reporter. Look at each question as an opportunity to deliver your message. If you are asked an offensive question or a question you don’t want to answer, sidestep the question and turn the question around. Some ideas to turn questions around:
"No, that is not really accurate, Dan, but I can tell you that ...."
"I think what you are really getting at here is ..."

TIPS FOR LOOKING GOOD ON-CAMERA
- Throughout the interview, sit up straight and pay attention to your posture.
- Use hand gestures for animation but contain them so that they don’t go off screen. Remember, the camera is focused on just your face and neck most of the time.
- If you wear glasses, keep them on while you are on camera to avoid squinting.
- At a minimum, wear lipstick color that is slightly darker than your natural lip color, so that your face doesn’t look monochrome. Some stations have experts who will do your make-up; ask in advance.
- Wear neat clothes with simple tailoring, like a blouse and jacket, or a dress.
- Wear solid colors avoiding plaids, stripes or patterns; and fabrics that sparkle or have a high sheen. Avoid colors that blend with your skin tone.
- Avoid large earrings, bracelets, or necklaces that may distract or clang.
Preparing a Survivor for An Interview

It is the nature of the media to want to talk to someone directly affected by the issues on which they are reporting. You probably have been, and will be again, asked to identify a survivor of sexual violence who will agree to do an interview.

While it is important to respond to these media requests, it is even more important to ensure that survivors are not placed in positions that could endanger their emotional or physical well-being. Use caution in determining if and/or when survivors should be interviewed. Before considering whether or not to provide the names of survivors to talk with the media, consult the policy of your agency on such matters. If no policy exists, consider putting one in place. If you ask a survivor, be sure that s/he understands that s/he can refuse the interview. Discuss the possibility that the interview could trigger a crisis.

Prior to the interview:
- Find out in advance if the survivor wants identity concealed and tell both the reporter and producer in advance so that no mistakes occur.
- Offer to accompany survivor and have a counselor on hand as the interview may trigger trauma and embarrassment. Inform survivor of these potential impacts.
- Inform reporter and producer of potential impact on survivor and have a plan to terminate the interview midstream if need be.
- Let the survivor know s/he has the right to NOT answer any questions s/he does not feel comfortable answering.
- Discuss and limit conversation topics in advance to ensure survivor’s comfort -the survivor should not feel pressured to “have to” answer anything.
- Practice the interview through “mock” interview role play. Find out essential information before an interview is scheduled, such as:
  - Topic
  - Length of the interview
  - Who will be the reporter
  - Who else the station will have spoken to
  - Who else will be interviewed (particularly if the format is a panel or talk show)

Review some of the questions the survivor is likely to be asked in the interview and practice answering potential questions. Let her/him know that s/he does not have to answer any questions that make her uncomfortable and talk about ways to address those questions.

Media Tips for Survivors - You Have The Right To:
- Say NO to being interviewed
- Set conditions in advance for any interview: time, location, questions, and/or specific reporter
- Know the angle of the story prior to agreeing to the interview
- Refuse to do more than one interview
- Review the interview and request edit rights before the interview airs
- Seek correction for inaccurate information that was broadcast

Remember, refrain from speaking “off-the-record,” as there is no guarantee that these statements will not be made public.
More Sexual Assault Awareness Month Resources
• National Sexual Violence Resource Center http://www.nsvrc.org/saam
• NSVRC SAAM Toolkit http://www.nsvrc.org/saam/toolkit.aspx
• RAINN Resources (focus on colleges) http://www.rainn.org/college/materials

More Ideas from Other Campaigns
Though we recognize SAAM in March, great awareness raising opportunities present themselves throughout the year! Consider participating in other “campaigns” or drawing from resource developed for them. Here are a few sources worth considering:
• Beyond April & October: Some Ideas for Gender Violence Prevention Campaigns Throughout the Year, an article by Ben Atherton-Zeman (http://new.vawnet.org/category/Documents.php?docid=1057&category_id=132)
• February – Teen Dating Violence Awareness & Prevention Week (http://www.abanet.org/unmet/toolkitmaterials.html)
• April – National Sexual Assault Awareness Month (http://www.nsvrc.org/saam/)
• April 3, 2008 – A National Day to Sexual Violence (http://www.nsvrc.org/saam/)
• April – Child Abuse Prevention Month (http://www.pcaky.org/capm.aspx?tabID=7)
• September – RAINN Day (http://rainn.org/rainn.org/site/docs/programs/get-carded/rainn-day-event-ideas%202007.pdf)
• October – Domestic Violence Awareness Month (http://dvam.vawnet.org/)