

Introduction

“In an effort to promote social change and empower women and all persons affected by domestic violence, NNADV is an inclusive network which supports member programs, communities, and individuals to work on the elimination of domestic violence and the core issues of societal oppression.”

The Nevada Network Against Domestic Violence (NNADV) is a statewide organization that helps Nevada’s communities respond effectively to the needs of victims of domestic violence. We are the statewide coalition of domestic violence programs in Nevada, providing a resource library, advocacy training, and technical assistance to these programs and others working to eliminate domestic violence. NNADV also coordinates networking meetings, assists in the provision of community and professional education, and is active in educating legislators on issues of concern to Nevada families.

In the interest of increasing awareness of the prevalence of domestic violence in Nevada, as well as the plight of abuse victims and their children, NNADV has put together this Public Service Announcement (PSA) Review Manual. The purpose of this manual is to provide a brief overview of various public service announcements, both local and national in scope, that currently exist on the issue of domestic violence. The Education & Outreach Committee of the Nevada Network Against Domestic Violence researched and evaluated many PSAs in various formats, and we have compiled the results of those evaluations here. NNADV would like to extend special thanks to the following members of the Education and Outreach Committee, for their hard work in making this publication possible: Cynthia Carroll, Traci Dory, Sally Fry-Woyciehowsky, Annette Scott (Committee Chairperson), Barbara Spring, Tiffany Stickney, Vicki Straw, and Andrea Sundberg.

This manual should provide you with the information you need to choose a public service announcement that will best meet the needs of the community you’re hoping to reach. If you have any questions, or if you know of a good public service announcement that isn’t yet included here, please contact the Nevada Network Against Domestic Violence at 775-828-1115 (Reno/Sparks/Carson City) or 800-230-1955 (Statewide).

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Public Service Announcement (PSA) Reviews

Title:	The Boardroom <i>Please note: this PSA contains explicit language</i>
Produced By:	Home Front-Calgary, Canada (www.homefrontcalgary.com)
Production Date:	2003
Cost:	<p>The PSA is downloadable at a cost of \$100.00. Interested parties may contact Ishone@homefrontcalgary.com or (403) 206-2100 ext. 221 to arrange payment and get instructions for the download.</p> <p>This PSA is also available on loan from NNADV's Resource Center at no cost. To borrow the DVD, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).</p>
Copyrighted:	Yes
Terms of Use:	Contact Home Front-Calgary, Canada (www.homefrontcalgary.com)
Length (in seconds):	30 seconds
Formats:	DVD
Additional Format(s):	<p>Available for viewing/download at http://www.homefrontcalgary.com/tv-spots.html</p> <p>Available for viewing on You Tube at http://www.youtube.com/view_play_list?p=90FF11F202442BB0&search_query=domestic+violence+commercial+-+boardroom</p>
Targeted Audience(s):	Adult perpetrators, bystanders
Summaries:	<p><u>From a coalition staff member:</u> "Scene opens to a Boardroom where a male colleague is presenting a report. A male colleague challenges the information and a woman colleague argues that the information is not correct. The presenter then starts shouting abusive and foul language at the woman while moving toward the end of the table where she is sitting. He then starts strangling her while slamming her head against the board table and shouting obscenities. Narrator at end of the video makes the statement, "you wouldn't get away with it here, you shouldn't get away with it at home.""</p> <p><u>From the Home Front-Calgary, Canada website:</u> "The purpose of the PSA is to shine a light on domestic abuse by putting domestic violence situations in public places where it would not be tolerated."</p>

Public Service Announcement (PSA) Reviews

Specific Issue(s) Highlighted: None
Specific Population(s) Highlighted: None
Availability in Other Languages: None
Total Reviews Done: 1
Overall Rating: 4.00
Date of Most Recent Review: 1/9/09

Public Service Announcement (PSA) Reviews

Title:	California Domestic Violence Ads Segment One (of 14): <i>The Neighbors</i>
Produced By:	Family Violence Prevention Fund (www.endabuse.org)
Production Date:	1999
Cost:	This PSA is no longer available for sale; however it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact the Family Violence Prevention Fund (www.endabuse.org)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Friends/family/neighbors of victim
Summaries:	<u>From two coalition staff members:</u> "A man and a woman are lying in bed listening to the noises generated by the people who live in the upstairs apartment. Upstairs, the voices become louder and louder. Additional noises (bangs, thumps) and a woman calling out suggest that physical/verbal abuse is happening. The people downstairs continue to remain silent, turn and look at each other. The man reaches toward the table where a lamp and telephone are located. He pauses, looks over at his partner and turns the light off. Phone number appears at end of video: 1-800-End Abuse."
Specific Issue(s) Highlighted:	None
Specific Population(s) Highlighted:	None
Availability in other Languages:	None
Total Reviews Done:	2
Overall Rating:	5.00 (averaged from 2 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	California Domestic Violence Ads Segment Two (of 14): <i>The Stairs</i>
Produced By:	Family Violence Prevention Fund (www.endabuse.org)
Production Date:	1999
Cost:	This PSA is no longer available for sale; however it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact the Family Violence Prevention Fund (www.endabuse.org)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Adult victims and/or perpetrators, Children living in violent homes, Friends/family/neighbors of adult victims and/or perpetrators
Summaries:	<u>From two coalition staff members:</u> "A child is sitting on the stairs listening to his parents arguing; the argument continues to escalate. The child hears loud voices and sounds of hitting. The PSA shows the child's physical reactions (making body smaller, dropping head, etc.) and facial expressions (wide-eyed, hands over ears, crying, etc.) as the sounds of abuse continue in the background. Phone number appears at end of video: 1-800-End Abuse."
Specific Issue(s) Highlighted:	Negative effects of DV on children
Specific Population(s) Highlighted:	Children living in violent homes
Availability in Other Languages:	None
Total Reviews Done:	2
Overall Rating:	5.00 (averaged from 2 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	California Domestic Violence Ads Segment Three (of 14): <i>Dragon Rage</i>
Produced By:	Family Violence Prevention Fund (www.endabuse.org)
Production Date:	1999
Cost:	This PSA is no longer available for sale; however it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact the Family Violence Prevention Fund (www.endabuse.org)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Adult victims, Friends/family/neighbors of victim
Summaries:	<u>From two coalition staff members:</u> "Animated dragons representative of family members (i.e., father, mother and child). Large printed negative words flash on the screen (such as "stupid," "idiot," etc.), but no audio. A strong emphasis is placed on the larger dragon (male representation), breathing fire at the mother and child (sitting in a highchair). He moves around the other family members, breathing fire and surrounding them with flames. Harsh words continue to flash on the screen. Statement at end of video reiterates that domestic violence hurts everyone. Animation is poor quality."
Specific Issue(s) Highlighted:	Verbal abuse
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	2
Overall Rating:	1.00 (averaged from 2 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	California Domestic Violence Ads Segment Four (of 14): <i>Rotten Eggs</i>
Produced By:	Family Violence Prevention Fund (www.endabuse.org)
Production Date:	1999
Cost:	This PSA is no longer available for sale; however, it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide)
Copyrighted:	Yes
Terms of Use:	Contact the Family Violence Prevention Fund (www.endabuse.org)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Adult victims and/or perpetrators, Children living in violent homes, Friends/family/neighbors of victim
Summaries:	<u>From two coalition staff members:</u> "Animated egg characters depicting a man and a woman in a domestic dispute are shown on the screen. The characters are drawn with sharp teeth, and are shown yelling and swinging their fists at each other. Two egg children sit in the middle of this dispute, observing what is happening around them. The children then mature, which is depicted by their shells breaking, and are then shown fighting and yelling at each other. The message of this PSA is that violence is a learned behavior."
Specific Issue(s) Highlighted:	None
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	2
Overall Rating:	1.00 (averaged from 2 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	California Domestic Violence Ads Segment Five (of 14): <i>The Body Bag</i>
Produced By:	Family Violence Prevention Fund (www.endabuse.org)
Production Date:	1999
Cost:	This PSA is no longer available for sale; however it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact the Family Violence Prevention Fund (www.endabuse.org)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Adult victims and/or perpetrators, Friends/family/neighbors of victim and/or perpetrator
Summaries:	<u>From 2 coalition staff members:</u> "Men who are working in an office are standing around talking about their past weekend experiences. The scene flashes back to one of the men at home beating his intimate partner. Scene fast-forwards to the office again where the men are gathered and the perpetrator makes a statement, ' <i>You have to put women in their place.</i> ' Scene switches back to a person in a body bag."
Specific Issue(s) Highlighted:	None
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	2
Overall Rating:	1.00 (averaged from 2 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	California Domestic Violence Ads Segment Six (of 14): <i>Pillars of the Community</i>
Produced By:	Family Violence Prevention Fund (www.endabuse.org)
Production Date:	1999
Cost:	This PSA is no longer available for sale; however; it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide)
Copyrighted:	Yes
Terms of Use:	Contact the Family Violence Prevention Fund (www.endabuse.org)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Friends/family/neighbors of victim and/or perpetrator
Summaries:	<u>From 2 coalition staff members:</u> "Video dispels the myth that men who have status, education, influence and have higher income brackets are not batterers. Domestic violence batterers are not only blue color workers, low income or people at poverty level. Phone number at end of video is no longer valid."
Specific Issue(s) Highlighted:	Community involvement
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	2
Overall Rating:	3.00 (averaged from 2 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	California Domestic Violence Ads Segment Seven (of 14): <i>Helping One Another</i>
Produced By:	Family Violence Prevention Fund (www.endabuse.org)
Production Date:	1999
Cost:	This PSA is no longer available for sale; however, it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide)
Copyrighted:	Yes
Terms of Use:	Contact the Family Violence Prevention Fund (www.endabuse.org)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Adult victims and/or perpetrators, Friends/family/neighbors of victim and/or perpetrator
Summaries:	<u>From 2 coalition staff members:</u> "Video has animated family characters, background music, and no audio. Scene begins with a man and woman, whose body language indicates they are yelling and then they become physically violent. The woman moves toward the phone and starts dialing. The story ends with the man handcuffed by police officers. No resources or information is available on video."
Specific Issue(s) Highlighted:	None
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	2
Overall Rating:	1.00 (averaged from 2 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	California Domestic Violence Ads Segment Eight (of 14): <i>Who Will?</i>
Produced By:	Family Violence Prevention Fund (www.endabuse.org)
Production Date:	1999
Cost:	This PSA is no longer available for sale; however, it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide)
Copyrighted:	Yes
Terms of Use:	Contact the Family Violence Prevention Fund (www.endabuse.org)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Friends/family/neighbors of victims
Summaries:	<u>From 2 coalition staff members:</u> "The video addresses the importance of each community individual speaking out against domestic violence. It talks about letting the abused person know that you are aware of the violence and that there is support for the victim/survivor. The speaker does not deliver the message with enthusiasm or grab the viewer's attention. "
Specific Issue(s) Highlighted:	None
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	2
Overall Rating:	1.00 (averaged from 2 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	California Domestic Violence Ads Segment Nine (of 14): <i>You Can Get Help Too</i>
Produced By:	Family Violence Prevention Fund (www.endabuse.org)
Production Date:	1999
Cost:	This PSA is no longer available for sale; however, it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide)
Copyrighted:	Yes
Terms of Use:	Contact the Family Violence Prevention Fund (www.endabuse.org)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Adult perpetrators
Summaries:	<u>From 2 coalition staff members:</u> "A man is shown sitting in the shadows behind a desk so that you cannot see his face. He tells the audience that he knows what domestic violence is and talks about his control issues and that his family is afraid of him. He states that the last time he was violent he put his wife in the hospital and he was arrested and placed in jail. He states that he got help with his domestic violence issues and that you can too."
Specific Issue(s) Highlighted:	None
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	2
Overall Rating:	1.00 (averaged from 2 reviews)
Date of Most Recent Review:	8 /28/08

Public Service Announcement (PSA) Reviews

Title:	California Domestic Violence Ads Segment Ten (of 14): <i>All Good Men</i>
Produced By:	Family Violence Prevention Fund (www.endabuse.org)
Production Date:	1999
Cost:	This PSA is no longer available for sale; however, it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide)
Copyrighted:	Yes
Terms of Use:	Contact the Family Violence Prevention Fund (www.endabuse.org)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Adult victims and/or perpetrators, Friends/family/neighbors of victim and/or perpetrator
Summaries:	<u>From 2 coalition staff members:</u> "Shasta County law enforcement and a diverse group of men in the local community standing united against domestic violence. The men talk individually about respect, community involvement and the dedication to end domestic violence. Sound track of <i>Respect</i> by Aretha Franklin plays in the background."
Specific Issue(s) Highlighted:	Community involvement
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	2
Overall Rating:	2.00 (average from 2 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	California Domestic Violence Ads Segment Eleven (of 14): <i>Child's Eyes</i>
Produced By:	Family Violence Prevention Fund (www.endabuse.org)
Production Date:	1999
Cost:	This PSA is no longer available for sale however; it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide)
Copyrighted:	Yes
Terms of Use:	Contact the Family Violence Prevention Fund (www.endabuse.org)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Adult victims, Friends/family/neighbors of victim
Summaries:	<u>From 2 coalition staff members:</u> "The video presents a biased view of life after leaving a domestic violence relationship. A young child is shown waking up in her bedroom with a smile on her face. The scene then switches to a young boy who looks out his window and sees a large grassy area; the boy is then shown smiling and swinging. Other children are shown playing dress up and splashing in a pond. At the end of the video a mother and child are shown walking hand in hand at a park."
Specific Issue(s) Highlighted:	Life after domestic violence
Specific Population(s) Highlighted:	Spanish speaking families
Availability in Other Languages:	This PSA is in Spanish only
Total Reviews Done:	2
Overall Rating:	1.00 (averaged from 2 reviews)
Date of Most Recent Reviews:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	California Domestic Violence Ads Segment Twelve (of 14): <i>Freedom</i>
Produced By:	Family Violence Prevention Fund (www.endabuse.org)
Production Date:	1999
Cost:	This PSA is no longer available for sale; however, it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide)
Copyrighted:	Yes
Terms of Use:	Contact the Family Violence Prevention Fund (www.endabuse.org)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Adult victims, Friends/family/neighbors of victim
Summaries:	<u>From 2 coalition staff members:</u> This video opens to soft music and the scene of a woman lighting a candle to create a serene atmosphere. The next scene portrays two people walking along the ocean shore with their dog and a woman is twirling and has a smile on her face. A mother and a daughter are shown sitting down reading a book together. All scenes in this video portray life without domestic violence as peaceful and serene. This video seems biased in the portrayal of life after domestic violence—while one wants to encourage hope for families coming out of a violent situation, I think a more realistic approach to some of the difficulties should be represented. There are no resources listed at the end of the video.”
Specific Issue(s) Highlighted:	Life after domestic violence
Specific Population(s) Highlighted:	Spanish speaking families
Availability in Other Languages:	This PSA is in Spanish only
Total Reviews Done:	2
Overall Rating:	1.00 (averaged from 2 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	California Domestic Violence Ads Segment Thirteen (of 14): <i>Fist</i>
Produced By:	Family Violence Prevention Fund (www.endabuse.org)
Production Date:	1999
Cost:	This PSA is no longer available for sale; however it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact the Family Violence Prevention Fund (www.endabuse.org)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Adult victims, Teens, Friends/family/neighbors of victims
Summaries:	<u>From 2 coalition staff members:</u> "Targeting the Asian community and domestic violence victims this PSA is produced in an Asian language with no English subtitles. The video depicts a man and woman in the middle of an argument with the man raising his fist and shaking it at the woman. There were limited clues from the body language, and tone of voices."
Specific Issue(s) Highlighted:	None
Specific Population(s) Highlighted:	Asian populations
Availability in Other Languages:	This PSA is not available in English
Total Reviews Done:	2
Overall Rating:	Due to the language barrier, an overall rating is unavailable.
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	California Domestic Violence Ads Segment Fourteen (of 14): <i>Nature</i>
Produced By:	Family Violence Prevention Fund (www.endabuse.org)
Production Date:	1999
Cost:	This PSA is no longer available for sale; however it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact the Family Violence Prevention Fund (www.endabuse.org)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Adult victims, Friends/family/neighbors of victims
Summaries:	<u>From 2 coalition staff members:</u> "This PSA is presented in an Asian language with no English subtitles. A calming, colorful, outdoor scene starts at the beginning and quickly changes to a storm scene. Video illustrates the unpredictable conditions one encounters in a domestic violence relationship, which may come with or without warning signs."
Specific Issue(s) Highlighted:	None
Specific Population(s) Highlighted:	Asian populations
Availability in Other Languages:	This PSA is not available in English
Total Reviews Done:	2
Overall Rating:	Due to the language barrier, an overall rating is unavailable.
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	The Chase: Victims Rights
Produced By:	U.S. Department of Justice, Office for Victims of Crime (www.ojp.usdoj.gov/ovc)
Production Date:	2001
Cost:	This PSA can be viewed online at no cost; it is also available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact the U.S. Department of Justice (http://www.ojp.usdoj.gov/ovc or 1-800-627-6872)
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	The PSA can be viewed online here: http://www.ojp.usdoj.gov/ovc/videos/psa_archives.html .
Targeted Audience(s):	Adult victims, Friends/family/neighbors of victims
Summaries:	<u>From 2 coalition staff members:</u> "Live news aerial video footage of a car chase. A truck dodges police cars and drives erratically on a highway. Suspect flees on foot and the police continue the pursuit. Words on screen, 'Wait a minute here, shouldn't we be focusing on the victim?' Next scene is a close-up of woman in tears, holding tissue; scene fades to words on screen: Office for Victims of Crime Resource Center 1-800-627-6872."
Specific Issues(s) Highlighted:	None
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	2
Overall Rating:	2.00 (averaged from 2 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	Domestic Violence: Isn't It Time Someone Called "Cut"?
Produced By:	Women's Aid
Production Date:	2009
Cost:	This PSA can be viewed online at no cost
Copyrighted:	Unknown
Terms of Use:	Contact Women's Aid (www.womensaid.org.uk)
Length (in seconds):	125 seconds
Format:	The PSA can be viewed online here: http://www.womensaid.org.uk/page.asp?section=0001000100100012&sectionTitle=Cut+movie Available for viewing on YouTube at: http://www.youtube.com/watch?v=j4RjsqPYaS0
Additional Format(s):	None
Targeted Audience(s):	Adult victims, friends/family/neighbors of victims
Summaries:	<u>From a domestic violence advocate:</u> "Keira Knightly stars in this PSA as an actress in a domestic violence relationship. The PSA shows her coming home to an angry male partner who begins beating her. As she cries out that she 'didn't sign up for this' and that 'this isn't in the script', the scene pans out to show that the home is a stage and all the producers/cameramen/etc. are gone. Words appear on the screen: isn't it time someone called 'cut'?"
Specific Issues(s) Highlighted:	None
Specific Population(s) Highlighted:	None
Availability in Other Languages:	Unknown
Total Reviews Done:	1
Overall Rating:	5.00
Date of Most Recent Review:	9/23/09

Public Service Announcement (PSA) Reviews

Title:	Domestic Violence Hurts the Whole Family
Produced By:	New South Wales Multicultural Health Communication Service / Healthy Roads Media (www.healthyroadsmedia.org)
Production Date:	1980
Cost:	No cost, but please consider making a donation to help Healthy Roads Media.
Copyrighted:	Yes
Terms of Use:	You are free to copy, distribute and display these materials as long as you include the proper attribution, do not use the materials for commercial purposes, and do not alter, transform or build upon the work. Any of these restrictions can be waived if you ask permission from Healthy Roads Media.
Length (in seconds):	175 seconds (2 minutes, 55 seconds)
Format:	The PSA can be viewed online here: http://www.healthyroadsmedia.org/topics/abuse.htm
Additional Format(s):	Handouts, Audio, Multimedia, Web video, Mobile video (Ipod)
Targeted Audience(s):	All (adult victims and/or perpetrators, bystanders, children living in violent homes, friends/family/neighbors of adult victims and/or perpetrators, teens, mandated reporters of child and elder abuse)
Summaries:	<p><u>From a domestic violence advocate:</u> “This is a brief and concise, but surprisingly thorough, overview of domestic violence, including the effects of domestic violence on children, the importance of the victims having the support of family and friends, and the number to call for information. Well-chosen photographs demonstrated each of the points made. The narrator tended to drop her voice at the end of sentences, which somewhat diminished the impact of the text and photos.”</p> <p><u>From a coalition staff member:</u> “This PSA addresses domestic violence as a health risk affecting the whole family, exploring who are the victims, why they stay and the risk for children experiencing violence in their homes. It concludes with the message that domestic violence is not a private matter, but rather a problem the whole community has to take seriously. It approaches the subject of diversity, including images displaying different customs and ethnicities, however, the images seemed to enforce existing stereotypes of different cultures.”</p>

Public Service Announcement (PSA) Reviews

From an employee of the state department of corrections
“This PSA dealt with the issue of domestic violence affecting more than just the initial victim. The PSA used written, verbal, and pictorial images to get the point across to the audience that domestic violence affects an entire family. It also provided information regarding getting assistance for not only the victim of domestic violence, but also the family members that are affected by the crime.”

Specific Issues(s) Highlighted:	Health risks of domestic violence
Specific Population(s) Highlighted:	Diverse presentation of populations
Availability in Other Languages:	Arabic, Bosnian, Russian, Somali, Spanish
Total Reviews Done:	3
Overall Rating:	4.00 (averaged from 3 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	It's Your Business
Produced By:	Hurley Chandler & Chaffer for the Rhode Island Coalition Against Domestic Violence. Distributed by the National Resource Center on Domestic Violence (www.nrcdv.org).
Production Date:	Unknown
Cost:	Cassettes are available at a cost of \$3.00 each. Contact the National Resource Center on Domestic Violence (www.nrcdv.org). The PSA is also available on loan, in cassette format, from NNADV's Resource Center at no cost. To borrow the cassette, contact NNADV at 775-828-1115(Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact the National Resource Center on Domestic Violence at www.nrcdv.org or 1-800-553-2508
Length (in seconds):	60 seconds
Format:	Audio/Cassette tape
Additional Format(s):	None
Targeted Audience(s):	Friends/family/neighbors of victim, bystanders
Summaries:	<u>From one coalition staff member:</u> "Victim begins to describe the events leading up to the physical violence; the husband has been agitated and drinking throughout the day. After dinner out the family returns home (husband, wife and infant child). The batterer begins dragging the woman with the child to the bedroom, where they are thrown on the bed. The next voice heard is a neighbor, who talks about hearing the woman screaming and yelling for help. The victim tells how the husband attempts to punch her in the face, but misses and hits the child instead. The victim then realizes she is dripping blood from her face. The neighbor tells how she flies toward the phone to call for help and hears the sound of a human being hit. At end of cassette a man's voice is heard and he states that domestic violence " <i>Is Your Business</i> ," to call 911 for immediate help and to contact 800-799-7233 to find out how to further support a victim of domestic violence."
Specific Issue(s) Highlighted:	None
Specific Population(s) Highlighted:	None
Availability in other Languages:	None

Public Service Announcement (PSA) Reviews

Total Reviews Done: 1
Overall Rating: 5.00
Date of Most Recent Review: 1/23/09

Public Service Announcement (PSA) Reviews

Title:	I Wasn't Fine
Produced By:	Liz Claiborne, Inc. (www.loveisnotabuse.com)
Production Date:	2003
Cost:	This PSA can be viewed online at no cost; it is also available on loan, in DVD format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact Liz Claiborne, Inc. (www.loveisnotabuse.com)
Length (in seconds):	30 seconds
Format:	DVD
Additional Format(s):	The PSA can be viewed online here: http://www.loveisnotabuse.com/psas.htm
Targeted Audience(s):	Teens, Friends/family/neighbors of victim
Summaries:	<u>From a coalition staff member:</u> "A variety of teenage girls are shown in brief clips, talking about the things their boyfriends used to say (how beautiful they are, how much they care about them, etc.) and how they treated them. They then speak about the verbal and physical abuse, and other controlling behavior that began to happen in their relationships. They talk about their fear of telling a friend, a family member, or parents about the relationships and what is happening to them."
Specific Issue(s) Highlighted:	Dating violence, verbal abuse
Specific Population(s) Highlighted:	Teens
Total Reviews Done:	1
Overall Rating:	4.00
Date of Most Recent Review:	1/9/09

Public Service Announcement (PSA) Reviews

Title:	The Lake
Produced By:	Liz Claiborne, Inc. (www.loveisnotabuse.com)
Production Date:	2003
Cost:	This PSA can be viewed online at no cost; it is also available on loan from NNADV's Resource Center at no cost. To borrow the DVD, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact Liz Claiborne Inc.'s Love is Not Abuse project (www.loveisnotabuse.com)
Length (in seconds):	30 seconds
Format:	DVD
Additional Format(s):	The PSA can be viewed online here: http://www.loveisnotabuse.com/psas.htm
Targeted Audience(s):	Teens, Friends/family/neighbors of victim
Summaries:	<u>From a coalition staff member:</u> "A teenage girl is standing on a pier with a beautifully serene lake in the background. The teenagers body position indicates she is about to dive into the water. The narrator describes her as happy, strong, confident, wild and carefree. The next statement made is, 'that was how she used to be before she started dating'. The narrator indicates that she needs help but does not know who to turn to with her problems, and that someone should have talked to her much sooner about dating and the violence that can happen. 1-800-799-SAFE is flashed on the screen."
Specific Issue(s) Highlighted:	Dating violence
Specific Population(s) Highlighted:	Teens
Availability in Other Languages:	None
Total Reviews Done:	1
Overall Rating:	5.00
Date of Most Recent Review:	1/9/09

Public Service Announcement (PSA) Reviews

Title:	Monadnock Center for Violence Prevention (MCVP) Domestic Violence PSA
Produced By:	One Frame Short Productions
Production Date:	Unknown
Cost:	This PSA can be viewed online at no cost
Copyrighted:	Unknown
Terms of Use:	Contact the Monadnock Center for Violence Prevention (MCVP) http://www.mcvprevention.org/
Length (in seconds):	228 seconds (3 minutes, 48 seconds)
Format:	online
Additional Format(s):	The PSA can be viewed online here: http://www.youtube.com/watch?v=U59Q6iOT1Xg&feature=channel_page
Targeted Audience(s):	Adult victims and perpetrators, Teens, Friends/family/neighbors of victim
Summaries:	<u>From an employee of the state department of corrections</u> “This PSA showed the circle of violence from a very effective perspective. Showed the ‘up’ times and what the abuser does to get back.”
Specific Issue(s) Highlighted:	None
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	1
Overall Rating:	4.00
Date of Most Recent Review:	7/24/09

Public Service Announcement (PSA) Reviews

Title:	National Coalition Against Domestic Violence PSA
Produced By:	D. Hayes Productions
Production Date:	2006
Cost:	This PSA can be viewed online at no cost.
Copyrighted:	Unknown
Terms of Use:	Contact the National Coalition Against Domestic Violence (http://ncadv.org)
Length (in seconds):	47 seconds
Format:	The PSA is available for viewing on YouTube at: http://www.youtube.com/watch?v=mt5gZL8kVCs
Additional Format(s):	None
Targeted Audience(s):	Adult victims and perpetrators, friends/family/neighbors of victims or perpetrators
Summaries:	<u>From a coalition staff member:</u> “This PSA shows a child discussing what he can be in the future (lawyer, doctor, the next U.S. President, etc.) while his dad is abusing his mom in the background. The child ends by saying that what he really wants is to be just like his dad.”
Specific Issue(s) Highlighted:	Children witnessing DV
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	1
Overall Rating:	3.00
Date of Most Recent Review:	9/23/09

Public Service Announcement (PSA) Reviews

Title:	National Domestic Violence Hotline
Produced By:	U.S. Department of Justice, Immigration and Naturalization Service
Production Date:	2001
Cost:	This PSA is no longer available for sale; however it is available on loan from NNADV's Resource Center at no cost. To borrow the DVD, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact the National Domestic Violence Hotline (www.ndvh.org)
Length (in seconds):	60 seconds
Format:	DVD
Additional Format(s):	None
Targeted Audience(s):	Adult victims, Friends/family/neighbors of victim
Summaries:	<u>From 2 coalition staff members:</u> This public service announcement, developed by the Residence and Status Branch of the Adjudications Division of the Immigration and Naturalization Service in recognition of the vulnerable position in which many battered immigrants find themselves, provides information regarding the rights of battered immigrant spouses and children. The public service announcement refers viewers to the National Domestic Violence Hotline (1-800-799-7233), which provides information, referrals, and crisis intervention.
Specific Issue (s) Highlighted:	Immigration relief for victims of DV and their children
Specific Population(s) Highlighted:	Battered immigrants
Availability in Other Languages:	Spanish
Total Reviews Done:	2
Overall Rating:	5.00 (averaged from 2 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	No Matter Where You Go/Narrated by Naomi Judd
Produced By:	Kentucky Domestic Violence Association (www.kdva.org)
Production Date:	January 1998
Cost:	This PSA is no longer available for sale; however it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact Kentucky Domestic Violence Association (www.kdva.org)
Length (in seconds):	60 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	Adult victims, Friends/family/neighbors of victim
Summaries:	<u>From 2 coalition staff members:</u> "This video provides the legal definition of Full Faith and Credit for Protection Orders, narrated by Naomi Judd. Very informative, but message presented is very low-key."
Specific Issue (s) Highlighted:	Full Faith and Credit for Protection Orders
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	2
Overall Rating:	3.00 (averaged from 2 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	Now She's Gone
Produced by:	Hurley Chandler & Chaffer for the Rhode Island Coalition Against Domestic Violence. Distributed by the National Resource Center on Domestic Violence (www.nrcdv.org).
Production Date:	2002
Cost:	Cassettes are available at a cost of \$3.00 each. Contact the National Resource Center on Domestic Violence (www.nrcdv.org). The PSA is also available on loan, in cassette format, from NNADV's Resource Center at no cost. To borrow the cassette, contact NNADV at 775-828-1115(Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact the National Resource Center on Domestic Violence at www.nrcdv.org or 1-800-553-2508
Length (in seconds):	60 seconds
Format:	Audio/Cassette Tape
Additional Format(s):	None
Targeted Audience(s):	Teens, Friends/family/neighbors of victim
Summaries:	<u>From one coalition staff member:</u> "A variety of female voices are heard making statements about the victim: 'I asked her about the bruises and she always brushed it off or told me about an incident that caused the bruises, <i>and I believed her.</i> '; 'she has not gone out with her friends in months, he was always calling her on the cell phone, asking her where she was and who she was with, <i>and I thought it was sweet.</i> '; 'he always had his arm around her, <i>and I thought he was just affectionate.</i> '; 'he was jealous of her girlfriends, <i>and he particularly didn't like me.</i> ' Then the listener hears the statement, 'Now she's gone.' A man's voice talks about teen dating violence, and the fact that teens can anonymously call the National Hotline for help 1-800-799-7233."
Specific Issue(s) Highlighted:	None
Specific Population (s) Highlighted:	Teens
Availability in other Languages:	None
Total Reviews Done:	1

Public Service Announcement (PSA) Reviews

Overall Rating: 4.00

Date of Most Recent Review: 1/23/09

Public Service Announcement (PSA) Reviews

Title:	The Restaurant <i>Please note: this PSA contains explicit language</i>
Produced By:	Home Front-Calgary, Canada (www.homefrontcalgary.com)
Production Date:	2003
Cost:	<p>The PSA is downloadable at a cost of \$100.00. Interested parties may contact Ishone@homefrontcalgary.com or (403) 206-2100 ext. 221 to arrange payment and get instructions for the download.</p> <p>This PSA is also available on loan from NNADV's Resource Center at no cost. To borrow the DVD, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).</p>
Copyrighted:	Yes
Terms of Use:	Contact Home Front-Calgary, Canada (www.homefrontcalgary.com)
Length in (seconds):	30 seconds
Format:	DVD
Additional Format(s):	<p>Available for viewing/download at http://www.homefrontcalgary.com/tv-spots.html</p> <p>Available for viewing on You Tube at http://www.youtube.com/watch?v=rON7EeT0Nxg</p>
Targeted Audience(s):	Adult perpetrators, bystanders
Summaries:	<p><u>From a coalition staff member:</u> "Two young children at a restaurant accompany a man. A female server approaches and offers to pour a cup of coffee, accidentally spilling the coffee on the man. The server immediately offers an apology to the man. The scene then focuses on the behavior of the children who promptly lower their heads and cover their ears. The man starts yelling, grabs the waitress by the throat, and throws her down on the table while pouring the pot of hot coffee over her face and upper body. Camera scans over to the other patrons in the restaurant, whose faces indicate disbelief, and confusion. Narrator at end of the scene makes the comment, 'you wouldn't get away with it here, you shouldn't get away with it at home.'"</p>

Public Service Announcement (PSA) Reviews

From the Home Front-Calgary, Canada website:

“The purpose of the PSA is to shine a light on domestic abuse by putting domestic violence situations in public places where it would not be tolerated.”

Specific Issue(s) Highlighted:	None
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	2
Overall Rating:	3.50
Date of Most Recent Review:	9/23/09

Public Service Announcement (PSA) Reviews

Title:	Teen Boys
Produced By:	See It & Stop It (www.seeitandstopit.org)
Production Date:	2003
Cost:	This PSA is available for viewing online at no cost; it is also available on loan from NNADV's Resource Center at no cost. To borrow the DVD, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact See It and Stop It (www.seeitandstopit.org)
Length (in seconds):	60 seconds
Format:	DVD
Additional Format(s):	The PSA can be viewed online at: http://www.seeitandstopit.org/pages/getorg/gallery.html
Targeted Audience(s):	Teens, Friends/family/neighbors of victim and/or perpetrator
Summaries:	<u>From a coalition staff member:</u> "Teen boys are hanging out playing video games; one of the boys is talking on a cell phone, trying to reach his girlfriend. He has been attempting to reach her, but she is not answering the phone. He becomes angry and verbally abusive, calling her names and threatening bodily harm if she does not answer his calls. He leaves a message, 'just wait until I see you.' The scene then focuses on the other boys who are shaking their heads. He then sits down on the couch and says to one of his friends, 'Why does she treat me like this?' the friend shakes his head and sarcastically answers, 'Why does she treat <i>you</i> like that?'"
Specific Issue(s) Highlighted:	Verbal abuse
Specific Population(s) Highlighted:	Teens
Availability in Other Languages:	None
Total Reviews Done:	1
Overall Rating:	5.00
Date of Most Recent Review:	1/9/09

Public Service Announcement (PSA) Reviews

Title:	Teen Dating Violence PSA
Produced By:	Mexican American Legal Defense and Educational Fund
Production Date:	2008
Cost:	This PSA can be viewed online at no cost.
Copyrighted:	Unknown
Terms of Use:	Unknown
Length (in seconds):	32 seconds
Format:	The PSA is available for viewing on YouTube at: http://www.youtube.com/watch?v=wWyQG-77b5Y
Additional Format(s):	None
Targeted Audience(s):	Teens
Summaries:	<u>From a coalition staff member:</u> “This PSA shows various teens briefly mentioning the abuse in their lives (violence between their parents, and dating violence), and their fear of reaching out for help because of their legal status. It informs teens that they don’t have to be afraid to report abuse, no matter what. ”
Specific Issue(s) Highlighted:	None
Specific Population(s) Highlighted:	Battered Teen Immigrants
Availability in Other Languages:	Unknown
Total Reviews Done:	1
Overall Rating:	3.00
Date of Most Recent Review:	9/23/09

Public Service Announcement (PSA) Reviews

Title:	Teen Girls
Produced By:	See It & Stop It (www.seeitandstopit.org)
Production Date:	2003
Cost:	This PSA is available for viewing online at no cost; it is also available on loan from NNADV's Resource Center at no cost. To borrow the DVD, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact See It and Stop It (www.seeitandstopit.org)
Length (in seconds):	60 seconds
Format:	DVD
Additional Format(s):	The PSA can be viewed online at: http://www.seeitandstopit.org/pages/getorg/gallery.html
Targeted Audience(s):	Teens, Friends/family/neighbors of victim
Summaries:	<u>From a coalition staff member:</u> "Two teenage girls are sitting on the floor in a bedroom. A cell phone rings and one of the girls answers it—the person on the other line is her boyfriend. The viewer is only able to hear the girl's side of the conversation: She starts out by telling him they are just hanging out and that they plan to go to the mall later. She then describes the clothes she is currently wearing (jeans and a t-shirt). She continues to repeat, 'No I'm not,' and 'we are just hanging out'. Eventually she hangs up the phone and her friend asks, 'What's he want now?' to which the girl responds by making an excuse for his behavior, 'he's just stressed'. The friend then says 'it's not OK for him to treat you like that'."
Specific Issue(s) Highlighted:	Verbal abuse
Specific Population(s) Highlighted:	Teens
Availability in Other Languages:	None
Total Reviews Done:	1
Overall Rating:	5.00
Date of Most Recent Review:	1/9/09

Public Service Announcement (PSA) Reviews

Title:	Violence and Abuse
Produced By:	Committee to Aid Abused Women (CAAW)
Production Date:	1993
Cost:	This PSA is no longer available for sale; however it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact the Committee to Aid Abused Women at (775) 329-4150
Length (in seconds):	30 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	All (adult victims and/or perpetrators, bystanders, children living in violent homes, friends/family/neighbors of adult victims and/or perpetrators, teens, mandated reporters of child and elder abuse)
Summaries:	<u>From 2 coalition staff members:</u> "Donna Hartley speaks about violence in the home, and three other individuals speak about their personal experiences regarding domestic violence: 1) A man talks about losing his temper and "tough times"; 2) A child tells how she hates it when her parents fight; 3) A woman who is a victim of abuse talks about how he said it would never happen again. The phone number listed at the end of the video is no longer valid."
Specific Issue (s) Highlighted:	None
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	2
Overall Rating:	1.00 (averaged from 2 reviews)
Date of Most Recent Review:	8/28/08

Public Service Announcement (PSA) Reviews

Title:	Violence in Northern Nevada: There is No Excuse
Produced By:	KTVN-Channel 2 (www.KTVN.com)
Production Date:	1990
Cost:	This PSA is no longer available for sale; however it is available on loan, in VHS format, from NNADV's Resource Center at no cost. To borrow the video, contact NNADV at 775-828-1115 (Reno, Sparks, and Carson City) or 800-230-1955 (Statewide).
Copyrighted:	Yes
Terms of Use:	Contact KTVN-Channel 2 (www.KTVN.com)
Length (in seconds):	60 seconds
Format:	VHS
Additional Format(s):	None
Targeted Audience(s):	All (adult victims and/or perpetrators, bystanders, children living in violent homes, friends/family/neighbors of adult victims and/or perpetrators, teens, mandated reporters of child and elder abuse)
Summaries:	<u>From 2 coalition staff members:</u> "Individuals known in Northern Nevada communities narrate this video, which addresses the lethality of domestic violence and child abuse and the effects of these crimes on children. Brief information and facts about hate crimes in Northern Nevada are presented, and issues for parents/adults who are substance abusers are also addressed (caution: the message presented is that substance abuse usually perpetuates child abuse, neglect, and violence in the home)."
Specific Issue (s) Highlighted:	Children, substance abuse
Specific Population(s) Highlighted:	None
Availability in Other Languages:	None
Total Reviews Done:	2
Overall Rating:	3.00 (averaged from 2 reviews)
Date of Most Recent Review:	8/28/08

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