

**NNADV**

Advocating change.  
Educating our community.  
Supporting services.

# **WORKING WITH MEDIA PROFESSIONALS: A GUIDE FOR DOMESTIC VIOLENCE ORGANIZATIONS**

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## **INTRODUCTION**

By using this resource to guide your work with media professionals, domestic violence organizations will be able to provide clear and concise information to the public about your organization's projects, special events, and most important what services are available, where and how these supportive services can be obtained. In addition, you will be able to assure the people in your community that your organization is ready and able to respond in a caring way to help survivors of domestic violence and their children as they work toward a violence-free life.









Building relationships with the local and statewide press is an integral part of raising community awareness not only about domestic violence, but also the valuable services offered by community-based advocacy programs, as well as state organizations. Exposing domestic violence and educating the media can only bolster community support and media coverage of this issue. (National Network to End Domestic Violence (NNEDV), Media Relationship Building 101.)

This resource consists of practical tips for a novice as well as an experienced advocate whose role includes creating or enhancing their organization's public relations communication plan that will maintain the confidentiality of the survivors it serves and to do so safely.

## **ACKNOWLEDGEMENTS**

The Nevada Network Against Domestic Violence wishes to acknowledge the work of numerous statewide coalitions, national technical assistance providers and other reputable sources in public relations who are willing to share their work on this topic. Our focus is to compile and condense the information from these sources into an easy to read and user friendly format for domestic violence advocates who work with media professionals. The references used in the making of this resource are listed at the end of this publication for further reference.

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## ABOUT THE NEVADA NETWORK AGAINST DOMESTIC VIOLENCE

In 1980, the Nevada Network Against Domestic Violence was founded when four programs providing services to survivors of domestic violence – Advocates to End Domestic Violence in Carson City, Committee Against Domestic Violence in Elko County, Committee to Aid Abused Women in Washoe County, and Temporary Assistance for Women (now known as Safe Nest) in Clark County met at Maya Miller’s ranch in Washoe Valley. During this meeting, four program administrators driven by their passion and commitment to end domestic violence created a statewide coalition christened it the Nevada Network Against Domestic Violence, and set the new coalition on its 30+ year odyssey to support the work of local programs.

What began as a handful of individuals, many strictly volunteer; has become a community of supporters, advocates and service providers. NNADV is proud of a past filled with challenges and triumphs; confident in a present that offers opportunities and openings for real change; and excited about a future where violence is not a way of life for families.



Currently, the Nevada Network Against Domestic Violence provides statewide advocacy, education, and support of the front-line organizations that help survivors of domestic violence and their families. The purpose of the NNADV is to help Nevada’s communities respond creatively and effectively to the needs of survivors of domestic violence as well as to promote social change and empower all persons affected by domestic violence. The Network accomplishes its goals through coordinated statewide interaction that supports its member organizations by offering resources that will assist them financially, maintain their operations and provide educational opportunities for their staff, board members, and volunteers.

As Nevada’s leading source of domestic violence information and industry practices, NNADV educates Nevada’s communities and leaders on domestic violence.

Each year, the Nevada Network Against Domestic Violence...

- ...educates policy makers about the needs of survivors and the programs that serve them;
- ...distributes thousands of educational materials;
- ...provides trainings and technical assistance to local program staff and volunteers and allied professionals from the health care, social work, counseling, legal, and education fields; and
- ...administers more than one million dollars in grant funding to support direct services.

To learn more about how to make the world a safer place for survivors of domestic violence and their children and the progress of the NNADV’s projects working to create social change and eradicate the core issues of societal oppression, go to <http://www.nnadv.org/resources/publications/annual-reports>.

The annual report not only catalogues its progress toward these goals, but this publication acknowledges its funders, member organizations, and individual supporters.

## **PHASE #1: PLANNING AND PREPARATION FOR BUILDING POSITIVE MEDIA RELATIONSHIPS**

### **Developing a Media Contact List**

- For your service area, develop and continually update a media list database that includes the names, titles, addresses, phone, and e-mail addresses of reporters and editors your organization wants to target. It is helpful to organize your list by reporters' assignments (or "beats"). This will prevent you from contacting reporters who generally will not cover the issue of your press release or event. For instance, you would not call a business reporter to discuss domestic violence issues in your state. You may also want to make notes about reporters, such as other stories they have written relating to domestic violence and your conversations with them.
  - In addition to news reporters, target audiences for violence prevention communications may include healthcare providers, allied advocacy groups, policymakers, law enforcement, prosecutors, schools and educators, elected officials, and the general public, so include reporters who cover these beats as well.
- For larger media markets in addition to reporters and news assignment editors, you may also want to include talk show producers and hosts, wire service bureau chiefs, newspaper editorial page editors; op/ed page editors; health editors and reporters who write issues relevant to women's issues; calendar column editors; locally based magazine editors and reporters, managing editors for culturally-specific, foreign language, alternative lifestyle, LGBTQ, or elderly publications; and anyone else who has covered the issues.
- Do not be exclusive with your press list. In the long run, it is better to contact disinterested people than to miss press people who might want to cover your events or activities.
- Continually update media lists. Newsrooms have a very high turnover rate, so be sure that your lists are updated periodically at least twice a year, and especially before a big event. Update incorrect information, new contacts and interest levels of those whom you have worked. Although you may not consider your organization's Open House a press event, it is still helpful to invite reporters as members of the community. Also, be sure to update the notes for each reporter by logging responses from outreach efforts.
- There are approximately 90 media outlets in Nevada. To view a list by geographic area, check this website below. To obtain the contact information of editors, etc. there is a fee. To avoid this cost, just view the outlets by your geographic area and then search online for the media outlet name. <http://www.easymedialist.com/usa/state/nevada.html> Also check out this online listing [http://ndep.nv.gov/bca/file/hazmat\\_media\\_outlets.pdf](http://ndep.nv.gov/bca/file/hazmat_media_outlets.pdf) and <http://nv.gov/about/media>



### **Designating a Media Spokesperson for your Organization**

- In many nonprofit organizations, the spokesperson is the executive director or someone else who is knowledgeable about the topic and can quickly respond to media inquiries and meet media deadlines. Always have a back-up person when the executive director is not available. This may be the President of the Board of Directors or the media staff liaison.

- Make sure everyone in the organization knows who the spokesperson is and refer all media inquiries to them. If you have a staff liaison, refer all media inquiries to them first so they can field initial questions, find out their deadline and help them with background information prior to speaking with the spokesperson.
- Providing the spokesperson with a list of talking points on the issue at hand will help prevent press misunderstandings and clarify the messages to be delivered for that spokesperson.

### **Understanding the Role of the Reporter**

As advocates it is important that we remember that reporters are people too. Most know their business well, but some are inexperienced and still learning; and their abilities like most professionals range from average to outstanding. The majority conduct themselves professionally and ethically. Most reporters need help with understanding not only your organization and the services you provide, but the complicated issues surrounding domestic violence and its survivors. They need to know what is significant and important about a story and what is not and it is the job of a media spokesperson and media liaison to help them understand. Reporters need facts laid out clearly, concisely and in an orderly manner.

Get to know the style of the paper or broadcast and how each reporter works, and any political affiliations the media outlet might have. The bottom line is a reporter must ask questions, or sometimes be skeptical about everything presented to them. They need to be objective in order to get information about, and report on, each side of the issue. If a reporter questions responses, it is not that they are doubting you or the issue, but rather searching for all sides of the story. Journalists will ask a question based on what they think readers might be asking themselves as they read a story.

We also need to remember that reporters work for editors and news directors. They may suggest some of their own stories, but much of their work is assigned to them. When they get an assignment, they are expected to produce. They normally cannot take “no” from an organization spokesperson, so they will get the story with or without the organization’s cooperation. Their stories are subjected to changes made by several layers of editors. Their pieces are not always printed or broadcast; again a decision by people higher in the management chain. Reporters do not always ask the right question. Make sure you understand the exact question being asked, what information they are after – and, if possible, what their motivation is for asking. You may have to rephrase questions so the reporter is not misled or does not miss an important point. Do not hesitate to help the reporter this way; they will be grateful for your assistance.

Reporters work under unyielding time and space constraints. Presses roll and newscasts air at precise times. They will not wait, so deadlines are the never-ending enemies of all reporters. Deadlines will not wait for an organizational spokesperson either. Not only do reporters have to worry about headlines, they also have only so much space or time to fill. The well-written, properly-reviewed, thoroughly coordinated reply or statement created by an organization spokesperson will never see the light of day unless it gets to the media in time for their decisions.

The most important asset in dealing with the media is credibility. Credibility cannot be learned. It must be earned, usually over a period of time. It means simply that a reporter can trust the spokesperson totally, and vice versa. It involves being truthful and accessible, returning calls promptly, and providing accurate, complete and timely information.

*(The Road to Victim Justice: Mapping Strategies for Service, 1992.)*

## Knowing Media Terminology and Newsroom Personnel

This list includes the most common terms that are used in media relations and the role of newsroom personnel:

**Associated Press (AP) Style** – The style of writing is used by all forms of media, including print, broadcast and public relations. The style manual, designed by the Associated Press, includes more than 3,000 rules on grammar, spelling, punctuation, capitalization, abbreviation and word usage. All press releases and advisories should be written based on AP style.

**Beat** – The craft of focusing on one particular subject area or issue. Many larger publications and broadcast outlets have beat reporters, (e.g., education, courts, city/county government, law enforcement/crime, health, etc.)

**Blog** – short for weblog. Personal postings that are found chronologically posted on a website.

**Calendar Announcements** - short, one-page notifications of events (public forums, fundraising drives or events, community education programs, etc.) that are of interest to the public. A calendar announcement or listing is no longer than a paragraph, but should include what, when, and where. Try to give each event a special and timely topic that might generate interest from new people. Timing is important. Deadlines for publication are usually about two weeks in advance so submit your announcement in plenty of time.



**Cutline** – the caption that appears next to a photograph that describes the scene and identifies those who appear in the picture by their name and title. It may also include the photographer's name. If you are submitting a photograph of your special event, include this information and let the editor know you are reading left to right when identifying the individuals in the photo.

**Editor** – The person responsible for the editorial aspects of a publication and its associated websites, and the person who typically determines final content. In larger media outlets, there may be assignment, calendar, city, and web editors.

**Embargo** - a command that forbids the release of a document or a piece of information prior to the date and/or time specified. If you are releasing a study or other lengthy document such as the NNEDV Census, it may be a good idea to let selected reporters see it early with an embargo. Remember that the temptation to break an embargo is great; embargoes virtually never survive a weekend. Give material out on a need-to-know basis at most one day before its general release.

**Fact Sheet** – a one-page information sheet that often contains statistics or other data.

**Feature Story** – an article or newscast that is not meant to be the release of hard news, but that instead takes an in-depth look into an issue. Feature stories are written “in the round” with a beginning, middle, and end (much like telling a story.)

**Going Off-the-Record** - what a reporter may ask you to do with information about which you do not want to be quoted. Off-the-record means that your remarks can be attributed to a high-level organization official, (e.g., an informed source) but not used with your name. The best rule is NEVER to

go off-the-record with a reporter; the temptation is great for that reporter to go to one of your colleagues and quote you, prompting that person to comment or respond. Then, the situation can escalate. Staying on-the-record usually is best.

*Hook* – the angle (key idea, person, or event) that will capture the attention of your target audience.

*Letters to the Editor* – written responses to reports or editorials with a confirming or opposing point of view, often expanding on a point made in the original article. They are brief – no more than a page, four or five very short paragraphs signed by the media spokesperson or other organization representative.

*Media Advisory or Media Alert* - a one-page dated announcement of an upcoming event. It includes a contact to call for further information, and is sent to assignment editors, reporters, and producers from a media database.

*News Conference* - an event staged exclusively for the press. One or more spokespeople (no more than four) read prepared statements and answer reporters' queries. Call a news conference only if you have something timely and extremely important to announce. Any background information concerning the issue being discussed should be available to the media as handouts as well as bios of speakers and any other information relevant as background on your organization.

*News Director* – the person who oversees the content that will appear in radio or television news. This person typically receives press releases and initial calls reporting news.

*News Producer* – the person who oversees overall production of broadcast media.

*News Release* - a two to four page report of a newsworthy event. It is written as an article; portions of good news releases often appear in print. A news release must contain a contact to call for further information, a headline, a first sentence that grabs the reader, a quote from a spokesperson, and additional background information. The release should be written in the inverted pyramid style with the most important information in the first paragraph (who, what, when, where, why, how.)

*Newsworthy* – a story is newsworthy if it has a broad appeal or importance to the general public. Common criteria may include: Does it have a local angle?; Does it have a human interest element?; Would a reporter be able to talk to those most impacted by the issue (a survivor, family member of a survivor, etc.)?; Is it tied to a local or national anniversary, or seasonal event, (e.g., Domestic Violence Awareness Month)?; Are there any photograph opportunities available to help sell the story, (e.g., a group of rally supporters with signs, a candlelight vigil)?

*Op/Ed Pieces* - signed guest editorials of about 500 to 700 words submitted to newspapers. They emphasize the writer's opinion or experience and are of interest to the general public. As a best practice, these should be pitched to the editorial page editor prior to the submission.

*Pitch Email/Letter/Phone Call* – an email or letter that is written or phone call made to the media in an effort to sell a story idea or issue for publication.

*Press Kits* – a set of news releases, topical or organizational statements, fact sheets, brochures, newsletters, and may include the most recent annual report. The kits can be distributed at news conferences, press briefings or in response to requests for information.



*Public Service Announcements (PSAs, Public Service Spots)* - brief announcements made on behalf of a nonprofit organization on both radio and TV. Like commercials, they are limited to specific lengths. They must be non-political and of wide interest and benefit to the public.

*Reporter* – the person who works in the field to research and write stories. It is recommended that you know the local reporters and what they cover (beat). Pitch story ideas to the appropriate reporter or editor. In most media outlets, the reporter is not the person who writes the headlines that appear in print, or on the web.

*RSS Feed* – Really Simple Syndication is technology that notifies users of updates to content on a website, blog, or Internet television channel.

*Soft News* – news that does not deal with issues serious in nature. Also sometimes called “human interest,” this type of news often focuses on individual achievements or organizational involvement that might be of interest to the community. News of a serious nature is referred to as “hard news.”

*Sound Bites* – the oral or written quotes that print or broadcast reporters or editors take and insert into news stories from the interviews, press releases or materials, and press conference statements.

*Tagline* – a frequently repeated phrase that should be included at the bottom of each press release, or at the end of a public broadcast. It is typically a sentence or two that gives information on your organization.

### **Building or Revitalizing Media Relationships**

- Write an email to the reporters introducing yourself and your organization. This should your signature line with your complete contact information, especially your telephone number and email address. Ensure email is tailored to the specific beat the reporter covers. Provide additional materials such as your annual report and brochures to give the reporter a better understanding of your organization and the services you provide. Indicate that you will be calling them in the near future to follow up on the materials sent and offer any assistance you can on future stories related to domestic violence.
- Follow up your letter by calling the reporters on your media list. It is best to call reporters before 2 p.m. to ensure they are not being disturbed during a deadline. This call should be quick and straight to the point, but friendly. Ask if they have received your materials and again offer your organization as a resource for future stories. Ask to schedule a meeting with the reporter to have a more lengthy discussion on domestic violence and your role within the community to end violence. It also will give you an opportunity to find out more from reporters about the types of stories that really excite them so that you can tailor future communication to their interests.
- Add reporters to your mailing list to ensure that they not only receive your press releases, but also that they receive your newsletters and training materials.
- Periodically check in with reporters to update them on your organization's activities, to offer praise for insightful or informative articles on the issue, and to offer guidance on improving the reporter's coverage of domestic violence. Be prepared to quickly respond, within hours not days, to media inquiries and stories.

## **PHASE # 2: DEVELOPING MEDIA COMMUNICATION STRATEGIES & TOOLS**

### **Press/News Release**

A press release informs the media about your organization's upcoming activities, special events, or ongoing programs. A press release is the most widely used method to attract media attention and coverage of your activities. Press releases serve as official invitations to special events and to encourage more extensive coverage of a particular issue. Do not overload the media with press releases. Not everything your organization does is newsworthy.

Press releases are written as an inverted pyramid with the most important information in the first paragraph. Editors cut press releases from the bottom, so be sure your important information gets picked up by placing it in the first paragraph of the piece.

To help you identify the information that should be included in the press release, ask yourself the following questions:

- Why is this important and how does this make news? Is it important that the public know about this? Is this new or different from stories that have appeared or run before?
- What are the main points?
- What is the Who, What, Where, When (day, date, time AM or PM?), Why and How?
- What quotes are available to help personalize the press release?
- Is there a creative "angle" I can pursue to make my release more interesting and appealing to the assignment editors and news directors?
- Should the press release be distributed to newspapers, radio, television, or "all of the above?" Should I write two separate releases? One for print media and one for electronic media?
- Is a fact sheet needed for additional information? What other information or resources are available to help a reporter write a story?

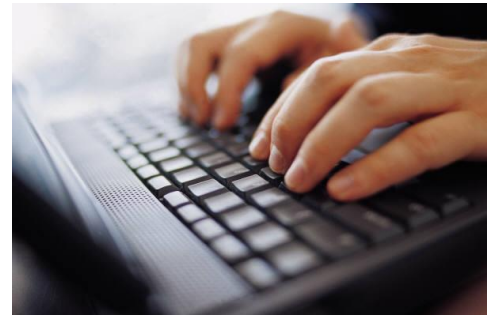
### **Tips for Formatting a Press Release**

- Include the date of the release or "For Immediate Release" along with the date the release is written.
- Include the name of the person to contact for more information, a title, and phone number including area code.
- Make sure you print your release on organizational letterhead or use your logo to identify your organization.
- Begin your first or "lead" paragraph with the name of the city where your organization is located.
- Try to limit your release to one page. The media will contact you for additional details, if needed. If the release must exceed one page, type "---MORE---" in the bottom and indicate "Page Two" on the second page. Do not break paragraphs between pages.
- At the conclusion of the release, type either "-30-" or "# # #" in the center of the page below the final paragraph. These signify "the end."

### **Tips for Writing a Press Release**

- Adopt a standard journalistic style for releases. *The Associated Press Stylebook and Media Guide* is a common reference for media best practices. For more information, <http://www.ap.org/content/press-release/2013/ap-stylebook-marks-60th-anniversary-with-new-print-edition>.

- Headlines must draw the reader’s eye to the story and arouse interest, curiosity, and attention. Try to use verbs, action words and present tense. Highlight the headline by using capitals or underlining it. If you want, use a subhead as well. Remember, final headlines are written by copy editors who read a story quickly and then attempt to encapsulate it in a very few words. Headlines must fit into tight spaces.
- When writing a release, make sure you include the most important information first and details of lesser importance or background follow. The lead paragraph is the most important part of the press release. Often assignment editors and news directors will not read beyond the lead paragraph so use it to capture the essence of your story. Editors will cut from the bottom, so put the most important information in the first paragraph.
- Always include at least one good quotation from the major figure involved in the event or activity. Make sure it appears on the first page of the release.
- Be clear and concise, using short descriptive sentences.
- Before distribution, always have at least two people edit and/or proof the release for typographical errors. Remember spell check doesn’t catch everything. Watch out for commonly misused words like: they’re, their and there; to, too, and two; and affect and effect.



#### **Tips for Distributing a Press Release**

- Know your deadlines for submitting releases to the media. For event coverage, allow two or three weeks advance notice. If you want to call the media outlet, be sensitive to their deadlines and call prior to that time. Calling members of the media can sometimes be an intimidating experience. Because of the hectic environment of the newsroom, reporters can sometimes, but not always, appear rude, especially if they are being contacted during deadline. Understanding the newsroom environment is essential to effectively pitching to the press.
- Follow up the release with a personal telephone call offering additional information and details and to verify if they received the information. If they did not receive the information, confirm their contact information, answer any questions they may have, thank them for their time, and be sure to resend the information. If it seems the reporter is uninterested, ask if there is a better contact for the topic.
- Most media outlets have definite preferences for receiving a release. Generally, send the release via email. If sending by email, include the copy in the body of the message and also a PDF as an attachment. In the past, media outlets did not accept attachments. Attachments sent by email commonly carry viruses so the newsroom security settings may not accept attachments. It is a good idea to check their websites for preferred formats, an up-to-date list of current reporters and their beats. If you are pitching an event for coverage, you may wish to attach a photo in jpg format, but make sure it has a high resolution to avoid a “fuzzy” appearance. Distribute approximately three days in advance. Breaking news should be emailed as early in the day as possible.
- Always keep a copy of every release that is distributed. You will need it for media files, but also as a reference if a reporter calls for additional information.
- Always let your staff and volunteers know when a release has been sent so they will know to expect calls from the media.
- Consistently follow up with reporters, especially those that did not receive the information the first time. This is an opportunity to update on them on the story, answer additional questions, gauge their interest, and determine when the story will run.
- Resend materials or call one day before as a reminder to the reporter.

### **Not getting the media attention you hoped following a release?**

The main reasons releases fail to be published, broadcast, or are ineffective in drawing media attention include: lack of newsworthiness; lack of clarity; lack of content; lack of detailed facts; lack of contact information; and/or late delivery. Continually review your approaches to media professionals to refine your content and methods. Incorporate any feedback you receive from reporters or editors that will improve your coverage.

The press release was professionally written, audience-focused, brief, and interesting, so why am I still not getting the coverage I hoped for? Here some brief tips for pitching that release.

- When emailing the release, use a “zippy” subject line that will set the tone for the release they are about to read. Make sure the subject line will capture positive attention and will want them to read more and tells readers why they should care about the focus. This is important if they are going to share and amplify your message.
- Personalization is fantastic. “Hello” along with the reporters name is preferred over the simple “Hi”. Your greeting will tell them they care about you as a reporter so get the format of the name and spell it correctly (Judy, Judie, Judi, Judith) and yes, it does make a difference that you took the time to get it right. Remember you are writing to a person who may know nothing about your organization, the services you provide, or your accomplishments.
- Follow the greeting with a quick, interesting message that will motivate the reporter to read more.
- The “elevator pitch” is the best kind of pitch. Just quickly tell the reporter why the news you are about to share matters. What is the point and why should they care about it? Think about using a format similar to a “tweet”.
- Consider using bullet points about the content. These bullet points may end up as a quote for their article.
- Consider quoting a person other than the executive director. Consider a volunteer, Board member, survivor, or someone who benefits from the services you are promoting.
- Offer an invitation to talk more about the topic, (e.g., “If you have any ideas of how this can fit for the Daily News, please feel free to email me.”) This comment shows a respect for the reporter’s time and also demonstrates a willingness to create content that better suits the audience.
- Be sure to include information regarding where to get additional content. Provide links that are relevant and timely so the reporter can learn more about content or learn more about the person that is being quoted. Include links to social media and search engines where you wish to direct traffic. To extend your reach, include visuals/photos in jpg format that they can include in their story. Make sure you credit the photographer. (Veronica Maria Jarski, *7 traits of press releases that actually get read*. Aug. 2013, [www.prdaily.com](http://www.prdaily.com))

### **Letter to the Editor**

The purpose of this letter is to express an opinion or respond to an article or previous letter. It is best to submit the letter within 24 hours of the initial report. Mail this letter to the editorial page editor and it must be signed with an address and telephone number. Each paper has their own guidelines regarding length, but a typical letter should be typed and kept to about 200-300 words.

### **Media Advisory/Media Alert**

An editor's advisory provides newspaper editors and radio/television news directors with brief, succinct information about a special event or program and, in particular, press availability opportunities. Editor's advisories should not, in general, be substituted for a press release. They are an excellent tool to enhance your press release by reminding the media of a special event before it happens. Composing an editor's advisory is similar to writing a press release. It should be no more than one page, your message brief and to the point. However, the body of the advisory contains only the briefest of details outlined in the following manner:

- WHO
- WHAT
- WHEN
- WHERE
- WHY
- NOTE: Includes featured speakers, special visuals, etc.
- BACKGROUND INFORMATION (one paragraph)

Media advisories are particularly effective when you are under extreme time constraints or have an event that will invite media to attend. Remember that weekly newspapers often with much smaller staffs typically need more time than newspapers published daily.

### **Media Kit**

The purpose of a media kit also known as a "press kit" provides information about your organization, its mission, programs and activities in one useful, comprehensive resource package. Media kits are particularly useful for a press conference, major speaking engagements, corporate fundraising, and in other instances when you are trying to "sell" your organization.

The contents of the media kit may vary according to the event or purpose for which it is being used.

- A cover letter;
- A brochure, flyer or neatly typed page which describes the mission, purpose, goals and services offered by organization;
- A list of the members serving on your Board of Directors with a brief two-three sentence biography of each member;
- A brief biography of your organization's executive director or media spokesperson and their business card;
- A list and description of your ongoing programs;
- A statistical overview of services provided (statewide and local, if available);
- Your organization's legislative goals; and
- A list of community, state, and national organizations which address domestic violence issues.



If the media kit is being used for a specific event, the following may be added:

- A cover letter;
- A copy of the press release or media advisory describing the event;
- Program or agenda showing topics and time slots;
- Brief biographies of the key speakers at the event; and
- Brochures or information on agencies that are co-sponsoring the event.

A basic media kit does not have to be fancy, but it does have to be clean, attractive, and relevant. To begin formatting your own basic media kit, review the templates offered in Microsoft Office Publisher 2003 <http://office.microsoft.com/en-us/publisher-help/create-a-simple-media-kit-with-publisher-HA001056317.aspx>. If your budget allows, put the information in an attractive pocket folder with your organization's name, address, and website. It is recommended that you use a folder with a die cut so you can insert the media spokesperson's business card.

Always maintain a supply of 10-15 media kits. You never know when you may need them in a hurry. If possible, use the same type font for all your materials. Don't overload the kit with lots of information. Journalists do not have the time to read reams of non-essential information. A concise media kit will be appreciated and read.

### **News Conference**

Conduct a news conference if you want to disseminate new information to the members of the media simultaneously or respond to a current event or issue. Ensure your event/announcement is worthy of a news conference. It is much more time consuming for reporters to attend a conference than to listen to a pitch or read a press release. So make sure your news conference is worth their time, (e.g., breaking ground on or opening a new facility or hosting an annual fundraising event with a notable speaker). When scheduling a news conference, make sure to give consideration to the date and time selected. Selecting a date that does not conflict with another event, special occasion or holiday is crucial for obtaining coverage. Also select a time that does not conflict with media outlet deadlines and TV-radio broadcasts, (e.g., most newspapers with an early morning delivery are working on deadline in the evening hours, while many TV stations are on air at noon, 4, 5 or 6 p.m. and 11 p.m).

Tips for a successful news conference:

- Pick a location that is relevant to your message, and easily accessible to all members of the media. Consider use of local community centers or conference rooms.
- Make sure the site offers adequate electrical, audio and video access. Also think about the weather and noise concerns if you plan to host the news conference outdoors.
- Invite media using a media advisory format and follow up with a phone call. Develop talking points. No more than five people should speak, and each speech should be under five minutes. Provide written statements to the media in attendance.
- Research the reporters who are asking for statements and pay attention to how they have reported on this issue, or similar issues, in the past. This can be done by searching the publication's website, or searching the Internet for others who might post the story on their site.
- Include ample time for an open question-and-answer session, and also make sure each spokesperson is available one-on-one after the news conference.
- Media like to interview survivors or those most impacted by the issue.
- Contact NNADV and allied agencies for input and assistance.
- If possible, get names and media affiliation from all members of the press who attend the conference.

### **Opinion/Editorial Columns**

Opinion/Editorial columns often referred to as "op/ed" pieces (OPposite/EDitorials) provide the reading public with your views, opinions, and positions about important issues which affect survivors and their children as well as the "systems" that work to protect them. Such columns also provide you with the opportunity to discuss your state's legislative goals for survivor's rights and protections.

The most frequently read section of most newspapers is the “op/ed” page, which features editorials written by editorial staff, letters-to-the-editor, and columns by guest writers. All the columns provide you with plenty of “food for thought.” Opinion/editorial columns can be written to address an important current issue or a forum to discuss a “burning” issue affecting your community or the state.

Prior to submitting an opinion/editorial column, contact the editorial staff or review the newspaper’s website and get answers to the following questions:

- Do you publish op/ed columns?
- Are there any guidelines I should follow when I submit an op/ed column?
- Is there a suggested length for the column?
- What are your advance deadlines for submitting op/ed columns?
- To whom should I submit it?



Prior to writing an opinion/editorial column, consider the following suggestions:

- Read op/eds that a newspaper publishes carefully, so that you can pick up the style the editor seems to favor.
- The author should possess good writing skills and be knowledgeable about the topic.
- Length should be approximately 500-700 words, but always check the newspaper’s guidelines.
- If you are writing in response to a previously published column, outline the contents of that piece in your first paragraph and note the date of publication.
- If you are writing on behalf of an organization or coalition, make sure your column adheres strictly to its policies and positions.
- Use organizational letterhead or logo.
- Make sure all your facts are well researched.
- Outline your thoughts prior to begin writing and carefully follow that outline.
- Use relevant statistics, case studies, and other current data to emphasize and support your message.

Opinion/editorial columns are a simple, free way to educate your community about your organization’s program and policies.

For additional information regarding communication tools used to encourage media coverage, refer to the References and Resources section.

## PHASE #3: RESPONDING TO MEDIA INQUIRIES

### General Tips for Gaining Media Recognition and the Interview Process

- To increase the likelihood of being recognized by a media outlet for a special event, contact the media representatives two to three weeks in advance of an event you want covered.
- Pitch story ideas to reporters you know and trust. Don't be disappointed if they can't do every story. Be aware that the media are often "hungry" for stories at certain "slow news" times (Thanksgiving through New Year's Day, August, etc.)
- The key to a good interview is preparation. Ask about the interview's focus and what kinds of questions you should expect. Gather up-to-date facts and statistics and never speculate – stick to the facts. Do not be afraid to admit you do not know the answer to a question. Instead, offer to find the answer.
- Prepare "talking points" you want to cover.
- Ask about audience demographics so you know to whom you are speaking. If the producer/editor does not have this information, the station's marketing department does since they sell advertising. This is also helpful information if you are considering public service announcements.
- Treat the media in a courteous and professional manner. Tell the truth. Be patient. Be friendly. Be consistent. Smile when appropriate. Don't be defensive. Build a relationship with reporters so you can have some influence over how they present domestic violence issues. Praise them when they do a good job. Don't just call them to complain.
- Educate the media about the problem of victim-blaming, romanticizing domestic violence and excusing offender behavior. Give the media a better understanding of the victims' perspective.
- If you can't answer a reporter's question because of confidentiality issues, explain that you can neither confirm nor deny who is or was a client of your program. Offer to speak generally about the issue of domestic violence. Use the opportunity to inform and educate without getting into the specifics of any one case.
- Take control of the interview. If you are asked an inappropriate question, try to turn it around. Use lines like the following: "The issue here is not why the woman didn't leave sooner. The issue is ..." or "No, that is not really accurate, Dan, but I can tell you that..." or "I think what you are really getting at here is..."
- Whether you are commenting on an initiative before the state legislature or Congress, a study released in Washington, or even activity in the state capital, localize. Use lines like, "What this could mean for the hundreds/thousands of abused women in this community is..."
- Keep answers brief and informative. Be brief if you want to be quoted. If you want to be quoted accurately, speak slowly and concisely. Speak in short sentences – reporters may quote only a part of an answer, which can change the meaning of the quote. Don't ramble or speak in clauses.

### KEY POINTS TO REMEMBER:

1. It's okay to say you don't know the answer to something or you don't have the information requested at your fingertips. Offer to get back to the reporter with the information and then do so in a timely manner.
2. Never try to muddle through an unclear topic. Ask for clarification before responding. If the reporter asks you to respond to information you have not seen ask them to send it to you so you can review before commenting.



- Do not repeat negative charges made against you or your cause.
- Don't feel rushed to answer. Editing will take care of the gaps. Ask tough questions to be rephrased to give you thinking time.
- Correct a reporter's misstatements gently. Place the burden on yourself, (i.e., "Maybe I didn't respond clearly" or "Let me explain this in a different way.")
- Don't use jargon, abbreviations, or acronyms that are not known to the general public.
- Avoid saying "no comment." It is a terse brush-off that implies something is amiss. It sounds evasive and unfriendly. If you have a legitimate reason for not commenting, at least say so in a fashion that does not arouse suspicion.
- Have a last line ready. Don't be caught unprepared if the reporter says, "Thank you for joining us. Is there anything you would like to add?" Print reporters also often end interviews by asking if there is anything they haven't covered. If there isn't, take the opportunity to reiterate your main point.
- Never underestimate the impact of a thank you letter. Every time a reporter writes a story about your program or meets with you, take the time to write a quick letter thanking them for raising awareness. Personalize the letter with a comment about the article and be sure to politely provide further insight into details that may have been incorrect or vague. Let them know your schedule in case they need to call back with follow-up questions.

### Preparing for a Television Interview

- Assignments are made at the station's early morning meeting and then reporters begin setting up interviews. Story commitments are usually made by noon.
- Confirm the day, date, time and length of the interview. Plan on arriving at the station 30 minutes prior to air time, or ask the producer how far in advance they want you to arrive.
- Find out the focus of the interview and what sorts of questions will be asked so you can prepare in advance. Ask if the interview will be live or taped.
- Watch a broadcast of the show in advance. Get a "feel" for how the host acts (hostile? aggressive? a good questioner?) Also note camera angles, lighting, etc.
- Ask your contact person for the show if they need any information or resources in advance. Generally, provide them with a brief biography, a list of the organization's accomplishments, and any information or statistics relevant to the topic you will be addressing.
- Provide the producer with the correct spelling of your name, your official title, and the full name of your organization. Give them your business card.
- Localize a story as much as possible by using examples and hypothetical situations that relate to your community or state.



### Dress and Makeup

- In general, dress professionally and conservatively for interviews. Look neat, but dress for the setting.
- Wear an outfit that can accommodate a mini-microphone attached to your upper torso. Wear solid colors. Avoid white and red clothing, large prints or busy patterns, and reflective fabrics. Avoid pinstripe shirts, hounds tooth checks or herringbone weaves. Do not wear large bows or ties at the neck. Don't wear colors that will fade into your skin tone.
- Regarding accessories, scarves can be a problem on television. Limit jewelry – large shiny pieces will reflect light, causing a distraction. Avoid large earrings, necklaces, and bracelets or bangles that could clang into a microphone.

- Camera lights tend to wash out your complexion. If you wear makeup, wear slightly more makeup than you normally would – foundation, blush and lipstick are essential. Avoid colors that are too bright (lime green, teal, etc.) and avoid glossy or frosted lipstick.
- If you regularly wear glasses, wear them otherwise, you may squint. Check with the videographer about glare from glasses. Remove or tilt glasses, if necessary. Don't wear sunglasses.
- Check the mirror before you go before the camera. Comb your hair. Correct dangling microphones, etc.

### Conducting the Television Interview

- Answer the question that is directly posed to you. Don't elaborate more than necessary to get off on a tangent. Talk to the people who are seeing or hearing your story. THEY are the audience, NOT the interviewer.
- Eye contact counts. Look at the reporter questioning you – NOT into the camera. Look at the person who is speaking. You may be interviewed by a reporter with a cameraman or just a reporter holding a camera.
- If you are not being interviewed in the studio, provide an appropriate place for the interview. Try to select a background that depicts your work, but avoid the "behind the desk" look. Computers do not photograph well. A quiet background versus a busy background depends on the subject matter. Show the crew any visuals you can offer them - photos, posters, etc. If the weather is good, natural light is always the most flattering.
- Be willing to "walk and talk" or do some other kind of active interview.
- Try to limit gestures. Keep gestures within a triangle from the bottom of your chin to between your shoulders.
- Sit straight without being stiff. Lean attentively toward the interviewer. This signals interest and avoids slouching. Maintain good posture and avoid wiggling in your chair, shifting positions or exhibit nervous "body language." Cross your legs at the ankle and beware of swivel chairs – sit and stand still. Make sure you are comfortable in your chair. Make sure it doesn't squeak or swivel; if there is a problem, ask for help.
- Don't be afraid to ask for water.
- If you are being interviewed with someone else, remain looking attentive and interested even when you are not talking. You may still be on camera. Caution when speaking even in low tones to other participants or the show's staff when you are off-camera. Remember, your microphone is always on!
- Keep your answers brief. The average clip for an evening news program is 45 seconds to one minute in length. Producers regularly use 10 second "sound bites." Expect that a lengthy interview may be reduced to a minute of actual airtime. For panel programs and talk shows, you'll look and sound better if you get right to the point.
- If you mess up or don't like what you are saying STOP, then start over. If you change your mind about something you've said, make it known while the camera is still on. Don't wait.
- When the reporter finishes, stay put. The camera operator will usually want a "2 shot."

### Radio Interview Tips

- Try to schedule an appearance on shows that air during commuter drive time or other maximum exposure slots.



- Listen to the program to see what sort of listeners generally phone in.
- Questions to ask prior to the interview:
  - How long will the spokesperson be on the air?
  - Will the regular host be conducting the interview? If not, who will be the host?
  - Will there be *live* telephone calls with questions?
  - Will there be other guests?
  - What time should the spokesperson be at the studio?
- If you cannot get to the radio station, be prepared for a telephone interview.
- Remember that radio is an auditory medium. Be aware that you will need to create word pictures for the listener. Tell them what you want them to see.
- As with television, keep your answers brief. The average radio “take” is about 30 seconds long and producers usually use 10 second “sound bites.” For panel programs and talk shows, you’ll sound better if you get right to the point.
- Think in advance about the most difficult questions that may come in and prepare answers.
- Arrange to have people you know (people connected with the issue) phone in with pre-planned questions and comments. If the show is extremely popular, ask them to call before it actually goes on the air, so that they get through before the switchboard gets tied up.
- Because of the immediacy of radio, radio reporters have precious little time to track down experts on a breaking news story. Make yourself known as an expert and spokesperson on domestic violence, and share your contact information so they can call you when they need you.

#### **PHASE #4:**

#### **RESPONDING TO DOMESTIC VIOLENCE-RELATED HIGH PROFILE CASES**

- Monitor the media for false or misleading information related to causes or excuses for domestic violence. Clip local and regional newspapers and monitor broadcast media and websites. Do research when, where and how all media outlets are covering the issue, and how often.
- Develop a plan to respond quickly to false or misleading information. When something happens that may draw media attention, immediately notify your organization’s media spokesperson and all relevant staff, decide on an action plan, and gather the facts needed to speak to the media.
  - Write general talking points about remedies to domestic violence, sexual assault, dating violence, and stalking. These can be used to answer both the questions asked and those you wish had been asked. Prepare answers to frequently asked offensive questions so you aren't caught off guard, and you can turn the question around to something you want to answer.
  - Identify spokespeople from diverse backgrounds to respond to challenges to studies that demonstrate the pervasiveness of violence against women. Responses may be in the form of a letter to the editor or online postings. Offer them model responses.
  - Identify spokespeople who are willing to share their personal experiences with violence in response to false or misleading information.
  - Develop an email, telephone, or fax network to communicate with spokespeople if these situations arise.
- Do contact officials who might have details on the situation that you believe are not being reported by the media.
- Consider preparing a written statement instead of doing interviews if the occasion warrants it. For example, there may be questions you can't answer because a response would compromise confidentiality or you just prefer not to answer.

- Volunteer the “bad” story. This concept means releasing the bad story (survivor’s homicide/suicide, financial loss, accident, crime, etc.) as quickly and professionally as you would a favorable story. Doing so, you retain some control over your own destiny and you are not nearly so much on the defensive. You also increase your chances of a good story being used later. Do not deceive yourself that the bad story will go away or that the media won’t find out about it.
- Prepare survivors for the media onslaught. Offer to attend interviews with them. Offer them the option of releasing a written statement. Offer to speak to the media if they don't want to. Support whatever decision the survivor makes. For more information, refer to the section on Media Tips for Survivors.
- Contact NNADV for media advice and support or if you need information on policy and legislative issues.

#### QUICK TIPS:

Do not respond immediately to questions if you are unsure of the answer, or are unprepared to speak. Instead, ask for the question(s) and deadline. Let the reporter know you will get back to them by their deadline.

It is always okay to say, “You know, I’m not sure about the answer to that question. Let me look into it and get back to you.” Be sure to find out when you need to get back to them and always make sure you meet that deadline and never fail to follow up.

#### Addressing a Domestic Violence-Related Homicide

To begin discussing this topic, it is important to define the key elements of a domestic violence homicide: (This information is adapted from *Media Guide: Reporting on Domestic Violence Related Homicide*, Jane Doe Inc. [http://www.janedoe.org/site/...Homicide/JDI\\_DVHomicide\\_MediaGuide.pdf](http://www.janedoe.org/site/...Homicide/JDI_DVHomicide_MediaGuide.pdf))

- The homicide victim and perpetrator were current or former spouses or intimate partners, adults or teens with a child in common, or adults or teens in a current or former dating relationship;
- The motive for the murder was reported to have included emotions in the context of an intimate partner or dating relationship; or
- A relationship existed between the homicide perpetrator and adult or teen victim that could be defined as exhibiting a pattern of power and control.

If your media liaison/spokesperson feels that the homicide may go beyond a local media focus, it is recommended you contact NNADV to develop a consistent message from a broader perspective, coordinate a regional or statewide response, and as always feel free to contact NNADV to receive assistance on preparing written materials, (e.g., press release, talking points, compiling statistics and other background materials) or planning a community vigil or other special event. Depending on the situation, a joint statement may also be released highlighting local resources as experts. At no time will NNADV share information about the status of services to a domestic violence survivor or family member unless directed by the local program to do so and only after discussions of implications of so doing.

As an advocate, you are familiar with the common myths associated with domestic violence and when a domestic violence situation escalates to murder, it is imperative to clarify the complex components involved for all media inquiries. An advocate can assist journalists to identify how domestic violence contributed to the homicide. As a review, here are some common myths with suggestions on how to help the reporter avoid them when covering the story:

1. *Placing partial responsibility on the victim(s)*: Rather than asking: “Why did she stay/go with him/let him take the kids?” reporters can explore what were the possible barriers to her leaving or staying safe after she left. Provide reporters general information on recurring patterns of abuse, threats, violation of protection orders, court-ordered visitation, etc.
2. *Painting domestic violence homicide as unpredictable, isolated acts*: Help a reporter to see the importance of showing information that illustrates a pattern of control, intimidation and other escalating violence leading up to the homicide instead of the alleged perpetrator “just snapping.” Some questions you can suggest to the reporter to help clarify the situation: “Was the perpetrator acting jealous or protective of the victim?” “Did the victim seem isolated from family or friends?” “Had there been threats to kill or did the victim seem fearful?”
3. *Misrepresenting the psychology of abuse*: It is common to report that alcohol and substance abuse, economic stress, mental illness or jealousy was the cause or motive for the homicide. Discuss with the reporter how skillfully abusers put forth a positive public image to relatives, friends and co-workers as well as neighbors and distant acquaintances. If the source does not know the victim or perpetrator well the reporter may wish to consider not using the information they provide.

An advocate can encourage a journalist to investigate the situation and broaden their storyline by:

1. Looking for the warning signs and risk factors leading up to the homicide. Were there guns in the house, previous police intervention/response, threats to hurt the victim, self, children or pets, history of strangulation, stalking or sexual abuse and the relationship to children in the household that are associated with an increased risk of domestic violence-related homicides.
2. Providing reporters data comparisons showing state and national trends. Contact NNADV if you need assistance locating statewide or national service statistics.
3. Exploring policy implications and “system” practices that may have escalated the situation to homicide. Contact NNADV if you need assistance with policy development or “system” practices.
4. Encouraging journalists to avoid minimizing terms such as “dispute,” “quarrel,” or “love triangle.” These terms detract from the violence and criminal nature of the behavior. Name it for what it is “domestic violence.”

## **PHASE #5: MEDIA TIPS FOR SURVIVORS**

There are several considerations that can inform a survivor’s decision to tell her story publicly. Issues related to safety, physical and emotional well-being, and the overall impact on others of sharing a personal story all deserve attention. Below are brief suggestions for helping a survivor who has made the decision to share her story. It is recommended that advocate staff read the sources listed in the Resources and Reference section to further prepare survivors by discussing the potential impact on their children, family members, friends, co-workers, and the community in general. It is also recommended that survivors with an open court case (criminal, custody, divorce) not share their story publicly – the unintended consequences for them and their children could be too great. The information they share could be used as evidence. Also it is generally better not to publicly identify the abuser or describe the abuser in a way that makes them easily identifiable unless that person has been convicted of domestic

violence in a court and/or has been issued a protection order or other findings that the abuser committed violence against them. It is helpful to have the survivor's comments reviewed by a legal advocate or attorney to be sure they are not exposed to retaliatory actions by the abuser who is still a threat to them or their children.

### **Preparing Survivors for Media Inquiries**

- Help them assess how they want to deal with the media. You can suggest the following options: 1) They can appoint a family spokesperson; 2) You can offer to help them prepare a written statement in lieu of interviews; 3) You can offer to accompany them on interviews; and 4) You can offer to speak to the media if they don't want to. In all situations, support and respect their decisions.
- Help them negotiate the parameters of interviews. Ask the reporter what the story's angle will be, what questions will be asked and who else will be interviewed.
- Explain that reporters do not write headlines, choose photos, write photo captions or decide the length or placement of a story.
- Questions survivors should ask the media:
  - What is this story about?
  - How will the interview be used?
  - Who else will be interviewed?
  - What questions will be asked?
  - Will a TV or radio interview be live or taped?
- Interview Tips:
  - Consider writing an outline or statement in advance.
  - Keep answers brief and rehearse answers out loud. State the message in a positive way.
  - Set limits. Tell the reporter things that won't be discussed.
  - Remember, once something is said to a reporter, it can't be taken back.
  - Don't go "off-the-record." Assume everything said will be used.
  - Don't guess or speculate.
  - Remember that it is always okay not to answer a question.
  - Remember the audience to whom you are speaking is the interviewer's audience.
  - If possible, videotape interviews/speeches and review the tape to note where improvements may be needed.

### **Survivors Have the Right to:**

- Tell their story.
- Request an interview with specific reporters. It is best to select a reporter that the survivor feels will be thorough, accurate, objective, sensitive, and compassionate.
- Say "NO" to an interview, even if they have given interviews to other reporters. Your role as an advocate is to support and honor that choice and help ensure that others do as well.
- Release a written statement through a spokesperson in lieu of an interview. Selecting a spokesperson helps to eliminate confusion and contradictory statements.
- Set the time and place for the interview. When traumatized, the home may become a refuge. If they wish to protect the privacy of their home, encourage them to select another location such as a church, meeting hall, office setting, etc. It helps if they are familiar and comfortable with the surroundings.
- Have someone with them during the interview.
- Provide a written statement instead of giving an interview.
- Give, or refuse to give, photographs. The survivor has a right to conduct a television interview using a silhouette.

- Ask that offensive pictures and graphic footage not be used.
- Exclude children from interviews. Children suffering from the trauma of crime are often re-traumatized by exposure to the media. Children lack the means to verbalize their emotions and may be misinterpreted by both the media and the public.
- Decline to answer specific questions.
- Grieve in private and ask reporters to remove themselves during times of grief.
- Avoid a press conference atmosphere and request to speak to one reporter at a time.
- Refrain from answering media questions during trials.
- Be treated with dignity and respect at all times by the media.

#### Reasons for Survivors Speaking with the Media:

- Gain a sense of control and empowerment.
- Achieve more accurate and sensitive coverage.
- Get their message out.
- Educate the public about their experience.
- Prevent others from becoming victims of crime.
- May influence public opinion and policy.
- Help law enforcement arrest criminals.

***“Although the world is full of suffering, it is also full of the overcoming of it.”***

*Helen Keller*

#### Challenges When Speaking to the Media:

- May be misquoted or the coverage is inaccurate. First decide if the error is important enough to pursue. Call the reporter and request a correction. If you don't get satisfaction, contact the editor. Consider writing a letter to the editor to correct the record. A correction is in the editor's words. A letter to the editor is in your words.
- Lose anonymity.
- May compromise their physical safety or psychological well-being, so review their safety plan with them ahead of time.
- May impede a criminal/civil case.
- May feel exploited.
- A lengthy television and radio interviews often get reduced to a minute of airtime.
- The crime may be over-simplified.
- Be aware of potential hurtful stereotypes, sensationalism, and possible response in the media from the perpetrator's family.

“In her book, **Surviving the Silence**, Charlotte Pierce Baker attests that “the way out is to tell: Speak of the acts perpetrated upon us, speak the atrocities, speak the injustices, and speak the personal violations of the soul.” Speaking out publicly can produce many healing effects as shame, isolation, fear, and the carrying of a “secret” begin to diminish. Giving voice to the pain and suffering, as well as to the strength, resilience and recovery that many survivors experience is powerful.”

National Resource Center on Domestic Violence

[\*From the Front of the Room: An Advocates Guide to Help Prepare Survivors for Public Speaking\*](#)

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Bonnie Bucqueroux and Anne Seymour, *A News Media Guide for Victim Service Providers*, (Washington D.C., Justice Solutions, NPO, September 2009) This publication has 26 chapters and includes an appendix containing promising practices, a sample media contact form, and a glossary of terms.

<http://www.victimprovidersmediaguide.com>

California Coalition Against Sexual Assault (CALCASA) Media Advocacy Guide, Updated June 15, 2011.

This 34 page document includes these sections: Creating a Communications Plan; Crisis

Communications; Who is Your Audience?; When the News Media Call; a Toolbox; and Defining Media

Terms [http://www.calcasa.org/sites/default/files/calcasa\\_media\\_advocacy.pdf](http://www.calcasa.org/sites/default/files/calcasa_media_advocacy.pdf)

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Communications Leadership Institute. The Spin Project: Strategic Communications Plan Generator.

<https://secure.spinproject.org/modinput4.php?modin=56>

Futures Without Violence (FWV), *Working with the Media*. Visit the link below for tips on getting media coverage, webinars on designing and managing a social media campaign, learn about the FWV public awareness campaigns, public service announcements and more.

<http://engagingmen.futureswithoutviolence.org/mobilize-your-community/implementation/working-with-the-media>

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Michigan Coalition Against Domestic and Sexual Violence, *Working with the Media: A Toolkit for Service Providers*, [www.mcadsv.org](http://www.mcadsv.org) This 19 page publication offers information on the following topics:

Communication Planning, Building Media Relationships, Responding to the Media, Approaching the Media, Media Requests for Survivor Interviews, and more.

[www.mcadsv.org/resources/files/providers/advocates.pdf](http://www.mcadsv.org/resources/files/providers/advocates.pdf)

National Advisory Council on Violence Against Women, U.S. Department of Justice and the U.S.

Department of Health and Human Services, *Toolkit to End Violence Against Women*, November 1, 2001.

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Pennsylvania Coalition Against Rape, *Media Relations Made Easy: A resource manual to help implement an effective media relations plan*, [www.pcar.org](http://www.pcar.org). Also *Speaking Out From Within: Speaking publicly about sexual assault* <http://www.pcar.org/other-resources> a 20 page publication for survivors.

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<http://www.wkkf.org/Default.aspx?tabid=90&CID=385&ItemID=5000058&NID=5010058&LanguageID=0>

## **MEDIA RESOURCES**

The Advertising Council 212.922.1500; [www.adcouncil.org](http://www.adcouncil.org)

Each year the Advertising Council coordinates approximately 40 public education and advocacy campaigns that focus on preventive health, education, community well-being, environmental preservation, strengthening families, and enriching children's lives. Advertising Council slogans ("Take a Bite Out of Crime," "Friends Don't Let Friends Drive Drunk,") and characters (Smokey the Bear, McGruff the Crime Dog) raise awareness, promote individual action, and save lives.

The Benton Foundation 202.638.5770; [www.benton.org](http://www.benton.org)

Supporting the public interest use of communications media, the Benton Foundation provides leadership in the emerging communications environment and promotes the value of communications for solving social problems.

Center for Media Education 202.331.7833; [www.cme.org](http://www.cme.org)

The Center for Media Education (CME) fosters a quality electronic media culture for children, families, and communities. CME encourages a responsible vision of the digital future, and has been a leader in expanding educational television programming and promoting television and Internet safeguards for youth.

PR Newswire <http://toolkit.prnewswire.com/nonprofit>

The Nonprofit Toolkit is designed to help readers understand the basics of public relations and how PR Newswire can help to create cost-effective visibility for an organization. This toolkit offers valuable resources including sample releases, multicultural PR tools, tips and advice, and educational articles. To speak to a PR Newswire representative, please select <http://toolkit.prnewswire.com/nonprofit/signupnow.shtml>.

## **DOMESTIC, SEXUAL, AND DATING VIOLENCE AND STALKING RESOURCES**

Futures Without Violence [www.futureswithoutviolence.org](http://www.futureswithoutviolence.org)

National Alliance to End Sexual Violence [www.naesv.org](http://www.naesv.org)

National Center for Victims of Crime [www.ncvc.org](http://www.ncvc.org)

National Resource Center on Domestic Violence [www.pcadv.org](http://www.pcadv.org)

National Sexual Violence Resource Center [www.nsvrc.org](http://www.nsvrc.org)

National Sisters of Color to End Sexual Assault [www.sisterslead.org](http://www.sisterslead.org)

Rape Abuse Incest National Network [www.rainn.org](http://www.rainn.org)

Stalking Resource Center [www.ncvc.org](http://www.ncvc.org)