

Letter From the Editor

In this edition we will be looking at the media and the uses of media by coalitions. One of the questions coalitions face is how can they plan to utilize media to further their message in the best possible way. You will get the answer to this from several different coalition perspectives. The first article starts us off with a discussion of using a media campaign to effect social change. That is followed by two articles that give useful tips in working with the media and some insight on why journalists act the way they do.

Don't have what you would consider a sufficient media budget? Then be sure to read the article on strategies to leverage media coverage. And finally, the last article is about how coalitions can utilize the media and also assist their member programs to effectively make use of the media during times of crisis that can occur during high profile investigations.

Don't miss the sidebars! They have some excellent advice for assembling your own media toolkit and how to make a story newsworthy.

Also be sure you catch this edition's "Ask the Tech" feature where Arash Ebrahimiv gives some pointers on how to begin to incorporate technology into your work.

I hope you enjoy reading this edition as much as I enjoyed putting it together!

Evelyn Larsen - Editor

Page 1	The Ultimate Media Campaign: Affecting Social Change
Page 3	How to Deal With The Media
Page 4	Why Do They Do That? Perspective From a Veteran Reporter"
Page 6	Strategies for Leveraging Media Coverage
Page 7	Utilizing the Media and Assisting Member Program in High Profile Cases
Page 8	"Ask the Tech" Feature

The Ultimate Media Campaign: Affecting Social Change

Marybeth Carter - Executive Director
California Coalition
Against Sexual Assault

The California Coalition Against Sexual Assault (CALCASA) is embarking on a statewide sexual assault prevention campaign. This article describes the initial thinking process that we have been going through about how to approach such a campaign. The next step after the thinking process will be the planning process, which will be written about at a future date.

Over the last ten years, the anti-sexual assault movement has been moving from an intervention to a prevention focus because of funding available through the Violence Against Women Act Rape Prevention Education dollars. State sexual assault coalitions (including CALCASA), men's groups and campuses have joined rape crisis centers and rape prevention programs in shifting from "resistance" tactics and community education workshops to prevention-based efforts, such as public service campaigns via television, radio, bus, billboard, and newspaper ads. We've also utilized the criminal justice and legal systems as mechanisms for preventing sexual violence. Now we are building on these attempts by incorporating the public health approach, as well.

For reference, California has a model of a successful prevention campaign—eliminating smoking in all public areas. This achievement took several decades and was a well-planned, well-funded project. The result is fantastic for most of us. And the change has caught on so quickly, that we take it for granted and forget how wonderful it is to not breathe second hand smoke until we go to another state and catch a "whiff" of burning tobacco in a hotel, bar or restaurant. CALCASA is looking to this model and others for ideas and tactics.

continued on page 2

CALCASA has had statewide media campaigns in the past. We have bought ad space and run large-scale campaigns. We recently developed a booklet that is a media advocacy guide. We are not new to running campaigns. But I want this one to be different... We want to go beyond a routine media campaign with a focus on one piece of sexual violence, usually a poster or an ad. We are compelled to do more. The no smoking in public places campaign mentioned above was several decades long with a large infusion of millions of dollars to keep it in the public eye for years at a time. It had significantly more money and resources than we will be funded to effect social change around rape prevention. Given this reality, how can we be successful in making social change? That will be the question for us to address.

So we start with a short list of key strategies that seem germane to incorporate into a prevention campaign. I'm sure there are more to be discovered:

- Narrow the focus to be able to have an impact (e.g. youth)
- Think beyond a "media" campaign—there is no way to compete with television advertising costs and public service announcements are "hit and miss." Although posters and PSA's can be developed, this should not be the centerpiece of an effective campaign—truly a grassroots person-to-person level can create change
- Have policy outcomes—on several levels
- Have accurate facts
- Dove-tail community and youth education as well as all communication strategies agency-wide, within the work of the rape crisis centers and with key stakeholders
- Involve levels of key stakeholders through several advisory groups
- Develop a group of spokespersons—agency representatives, key stakeholder representatives and those who are impacted by the issue (e.g. victim/survivors, youth etc.)
- Write position papers, communications pieces, information booklets and more in order to articulate the message, address areas of misinformation, and provide specific detail for advocates to be persuasive in their message
- Use the groundswell of telecommunications and technology mediums to promote the campaign and broad-based public support
- Think multi-media: website, CD Rom, instant messaging, etc.
- Think in ways of the people you are trying to influence and create approaches they will be drawn towards and interface with
- Identify benchmarks of success
- Continuously articulate the desired outcome and the strategic message

CALCASA is weighing these strategies in relation to our state. We are still assessing how to maximize the resources available to us: our government grant, possible private foundation grants, in-kind service donations from the media, telecommunications, music, and entertainment industries, resources of key stakeholders and more.

One of the first things for us to consider is the staggering size of our state and population. California has the largest population of the fifty states, is an extremely large and diverse geographic area, containing two major metropolitan areas plus rural, suburban, desert, mountain and other land aspects. It takes about eighteen hours to drive from the southern to the northern border and the changes a person sees as they drive are striking. Another consideration is that our population is extremely diverse in terms of culture, language, regional issues, and business economy. We have the seventh largest economy in the world. Our state is in extreme debt at the moment and at the other end of the spectrum we have giant mega-industries like Hollywood and the music industry. We are the largest agricultural producing state and also extremely "high tech." Given the varying demographics of our state and what needs to be done, the goal seems larger than the resources to do it. But, we believe that ingenuity will persevere and make a difference in our campaign.

“We want to go beyond a routine media campaign with a focus on one piece of sexual violence... We are compelled to do more.”

The next thing to consider is the sheer breadth of the issue of preventing sexual violence. Where do we focus on how to prevent sexual violence? Is there a definitive answer about the cause of sexual violence? Is it the patriarchy? Is it capitalism? Is it the media, television and music industry? Is it individual rapists? And, even if one or more of these were the cause of sexual violence, where would we focus our attention in order to create change, to create a "prevention?" And, within that issue, where will we be able to focus our resources and attention (given that we have limited funding in relation to the needs of our state) so as to actually make a difference that can be documented and built upon? How do you really do a social change campaign? And what will be the role of media in our prevention campaign? It's not just about buying television ads any more.

For instance, will an ad campaign that encourages men to "talk before sex" actually make a difference in preventing rape? We all know that in answering these questions, we can go round and round and round as one answer leads to another question in another area. Where do we focus? Where can we make a real impact? The answer to these

questions and others like them is the next step. I wrote this article in hopes of sparking ideas and reflections in other state coalitions. I am hoping that you might have ideas or experiences that would be beneficial to California as we embark on this process. I would love your feedback about the article. Please contact me, Marybeth Carter at mb@calcasa.org.

Watch for further updates on how we at CALCASA will be juggling needs against dollars and how we determine what tools will best serve us in our endeavor to evoke social change to prevent sexual violence.

How to Deal With the Media

Darla Graves, Executive Director
Alabama Coalition Against Rape

Many people are intimidated at the prospect of having to deal with the media whether it is for a planned event such as a press conference or an “on the spot interview”. Whatever the case may be, dealing with the media can become as second nature to each of us as breathing. Listed below are some suggestions to help make each of you self-assured media specialists:

1. Get to know members of the local media in your coverage area.

This entails introducing yourself and your organization to the press. If you can afford it, or you have someone within your organization who will help sponsor an event, then put on an “open house” for members of the press to come out and meet you, your staff, and members of your board of directors. This should be an informal event with light finger foods and non-alcoholic punch/sodas. It is always good to avoid alcohol so as to safeguard against a staff or board member imbibing too much alcohol and embarrassing the organization by saying something that ends up in the news the next day. The simple lesson that seems obvious but bears stating: everything you, your staff, or board members say at an event, even an informal one such as this, can be on the front page of the local newspaper. This “open house” type of event should be repeated at least every two years in case there are new people that you have not met from the press.

2. Keep members of the media “in the know” on important issues concerning your organization.

It is always a good idea to provide the press with access to a story while it is still newsworthy. If you can, call a press conference to discuss a specific situation and how the organization intends to handle it, or if that is not possible, then issue a press release with all the pertinent information enclosed. Also, be sure that you give a contact number in the event that a reporter has follow-up questions.

“...Whatever the case may be, dealing with the media can become as second nature to each of us as breathing.”

3. Make yourself as accessible to the media as humanly possible.

This is a very important aspect of maintaining good relations with members of the media. As with most things, it can be carried to the extreme. As a Director, I always make a point to try and talk to reporters when it is feasible. However, sometimes your schedule is such that you can't drop what you are doing to talk to a reporter. THAT'S OKAY. My suggestion is, if you are where you can speak to a reporter for a brief moment then explain to them that you are in a meeting, or are on your way out to an appointment, but will get back in touch with him/her as soon as possible. Ask him/her about the deadline for getting the story and whether you have time to get back to him/her later. If he/she needs to speak with someone right away, then give him/her an alternate person to interview (but make sure it is someone who is not easily perturbed, as well as having the authority to speak for the group). If the deadline does allow for you to call back later, make ABSOLUTELY certain that you follow through with your promise to call back even if you have been unable to find out any additional information. [The key here is credibility.](#) The statement will get out among the media if your word is not your bond. A positive response that comes from keeping your commitment to get back in touch with a reporter is that you are establishing a rapport for future stories. Once a level of trust has been established between the reporter and yourself, it becomes a two-way street. This reporter will probably be willing to do a feature story on your organization based on past relationships. You in turn, can give an “exclusive” to the reporter regarding breaking news stories. But keep in mind, the best way to make an enemy of the press is to not fulfill commitments and to give them wrong information. Which leads us to the next point.

continued on page 4

4. Make certain that the information that you provide to the press is correct.

If you are uncertain about something, then state that you will call them back once you have checked the information out. Remember—never give out erroneous information. If you flagrantly give out bad information, your credibility as a source becomes tarnished, maybe, forever. It is important to keep in mind the legal ramifications of making comments to the press. Personal opinions can create a liability for you as an individual, while professional opinions can create a liability for the organization on whose behalf you are speaking.

5. Never, ever, say that you have “No Comment”.

This implies that you have something to hide, particularly when you are on camera walking away. Instead, if you are contacted for an “on the spot” interview by a reporter calling you to do a story that you weren’t even aware of, simply state that you were unaware of the incident, but you will look into the matter and get back to him/her as soon as possible. Remember, once the commitment has been made to get back to the reporter, you need to follow through.

6. Have a designated person that deals with the media.

This is very important because many times the Executive Director is traveling or attending meetings. If the staff has not been instructed that “only the Executive Director or the Board President (or another designated spokesperson) speaks for the organization” then this can become a problem because reporters know how to skillfully “pick” information from staff members if they haven’t been instructed to never talk to the media. Make this an agency policy so that there is no question regarding this issue. What the staff person needs to say is that the Director is the person with whom they need to speak and that he/she will make sure and give the Director the message. The staff person should further inquire as to the deadline so that he/she will know whether or not the Director will be able to get in touch with the reporter in time to make the deadline.

7. Remember to think before you speak when being interviewed.

Most people are so intimidated by what they expect when talking to the press that they say too much. It is important to keep focused on the issue at hand. Try not to become flustered and emotional. When this happens, you tend to speak before thinking. The key to every interview is to pre-think what you plan

to say, and to anticipate any questions that a reporter may ask. If a situation occurs, and you have enough reaction time, then prepare a statement in advance of being contacted by the media. If not, simply state that you are studying the situation and will get back to the press as soon as you are ready to make a statement. However, if you promise to do this, then you must ALWAYS follow through or you lose credibility.

“It has been said that the press is our “fourth branch of government” --thus it has a lot more influence over what the public believes than what we give them credit for.”

8. Always research your subject matter extensively even for a scheduled press conference.

Often times people find themselves suffering from “false security when they prepare for a press conference.” Since they called the press conference, and have a prepared statement, they are under the delusion that they have control. Problems can arise when questions from the floor are taken that the sponsor of the press conference is unprepared to answer. If you have not appropriately done your homework and considered all possible scenarios being discussed (both positive and negative), you might find yourself in a very difficult situation.

9. Never make a statement to the press that you intend to be “off the record”.

Never make a statement to the press that you intend to be “off the record” without ascertaining in advance that the reporter realizes this and agrees that it is “off the record”. A lot of people assume that if they make that statement at any time during the interview that a reporter must abide by the request. However, if the statement was made first, and then you say, after the fact, that this is “off the record” there is nothing that requires the reporter to respect your request, particularly, if it is a hot news item.

10. Familiarize yourself with all “Open Meeting Laws” in your state.

Know the laws of your state, the rules and regulations of your organization, and all “Open Meeting Laws” and how they impact you and your organization. The media and the general public have a right to be in attendance at all public meetings. The only exception is if it deals with the “good name and character of an individual.” Don’t get caught not knowing this pertinent piece of information as the reporter who

shows up unexpectedly to your meeting will know this law and his/her right to stay and listen to your meeting.

It is important to remember that dealing with the media doesn't have to be an intimidating experience, but one that can lead to positive public relations between you and members of the press. It has been said that the press is our "fourth branch of government"--thus it has a lot more influence over what the public believes than what we give them credit for. Millions of people are reached daily through newspapers, radio, television, and even the Internet, so learn to take advantage of this tool to further the cause of stopping sexual violence in America.

Darla Graves is a former journalist/photographer for the Mobile Press Register, Mobile, Alabama. Her undergraduate degree is in Journalism.

“Why Do They Do That? Perspective From a Veteran Reporter”

Judy Benitez, Executive Director
Louisiana Federation of Sexual Assault Programs

The first time I had to interview a victim, I was a 20-year-old Syracuse University senior working an internship as a reporter at The Herald-Journal in Syracuse, N.Y. The night editor handed me a clipping from that day's edition. It was a story about a house fire in which a 4-year-old girl had been critically injured. "The daughter has died," he said bluntly. "Go over there and talk to the parents, see if they have a picture we can run, and try to get some quotes from them."

I was horrified. I was supposed to knock on the door of grieving parents and intrude like that? What was I supposed to say to these people? "Your house burned down and one of your children is dead; I guess you're not very happy about that?" Under the guise of asking for driving directions, I sought

advice from Sarah, a seasoned police beat reporter and herself a mother of three young children. I've forgotten her last name, but what she told me that day was seared into my brain. "Of course you're not going to say that," she said. "You're going to tell them you're very sorry for their loss. You're going to tell them that the article in the paper will be the last time many people hear about their daughter, and you're going to ask them if they'd like to say anything about her so people will remember her the way they do. If they don't want to say anything, you're going to tell them again how sorry you are for their loss and for having bothered them. And they won't remember that Judy Clancy came and intruded on their grief; they'll remember that some lady from the newspaper came by, and she was very nice and sympathetic."

Words for reporters to live by. I made it through the interview. The parents didn't want to say anything, but they loaned me a photo of their daughter for the story. (And the next day, when they and their extended family were at the funeral, the house where they were staying was burglarized. It was good to be able to give back the very precious photograph)

Advocates are generally horrified to realize that most reporters get the kind of training on covering crime that I did – casual advice from a colleague, at the very most, and certainly not anything learned in a classroom. Here are some other tidbits about why some reporters think the way they do:

Very few journalism schools teach student reporters how to cover the police beat, and even fewer teach them any specifics about covering crime victims.

The reason for this is simple: covering the police beat is considered so easy that it is usually assigned to a "cub reporter" or the newest person hired. You go to the police department, you look at the reports, and you write the story. What could be simpler? Of course, those of us who have talked to victims who have been exploited by reporters and those who have been empowered by media interaction know that it's nothing near simple. For better or worse, the job of training reporters about sexual assault and victim compassion issues often falls to us.

Some reporters are just insensitive people. As a reporter in Hammond, La., covering the school system, I wrote a story about some parents suing the school board, their child's school, and a bus driver because the bus driver had touched their child inappropriately. I didn't use the child's name, of course. But I used her parents'. It was right there on the lawsuit, in my reporter's notebook, and I regurgitated it into my story without even thinking about it. When the mother confronted me at the next school board

meeting, I couldn't believe I had been so stupid and insensitive. Naturally, identifying the parents and the child's school had identified the child as well. No one ever had to educate me about de facto identification of crime victims again. But like other professionals, some reporters don't appreciate being educated, especially by someone outside their field. Some are willing to change how they do things when shown the hurt that their current practices can cause to real people; others aren't. Some are just not the same kind of person that you are.

“For better or worse, the job of training reporters about sexual assault and victim compassion issues often falls to us.”

Reporters will often try to stay neutral at all costs. This is a central theme of journalism, or at least, it used to be: reporters are supposed to report the facts, without showing their own opinions or biases. However, some folks take this to the extreme. Does being neutral mean that a reporter asking grieving parents about their dead child – or interviewing a survivor of sexual assault – should not act compassionate, should not say that he or she is sorry for what the interviewee has gone through? Like many people, reporters will sometimes skip that step because the other person's pain is too painful for them to acknowledge; they would rather ignore it. Of course, for media people who truly lack compassion, the “I must stay unbiased” excuse is convenient to hide behind.

Reporters function as gatekeepers. Journalists will say that they report “just the facts,” but many of the facts don't make it out of the reporter's notebook and into the story. They may be irrelevant, or not important enough to be included in a small “news hole.” Along with facts, reporters can often choose to include or exclude whole stories. The smaller the town, the more likely this is to be true. If no one at your local paper has ever written about sexual assault or your local center, it could be that they've simply never thought about it – and they could very well be willing to consider it.

News coverage of crime can be empowering for victims. Professionals outside the field of journalism often talk about reporters with fear and loathing, especially if they've ever been burned by one. It is true that the media can cause a lot of damage, whether by re-traumatizing an individual victim or

by reinforcing myths about sexual assault in general. However, they can also undo a lot of damage. Writing about the myths and misconceptions around sexual assault educates readers and listeners – that is, jury pools, bystanders, friends and loved ones of survivors. And allowing a survivor to tell her story in her own way can be very empowering. Will the reporter cooperate? Maybe, maybe not – but you won't know until you try.

In sharing his information with you I have tried to give you perspective on why journalists behave in the manner in which they do because at times that behavior is a puzzle to us. Hopefully my experience will give you some insight and therefore some strategies in dealing with the journalists in your community.

Strategies for Leveraging Media Coverage

Debbie Rogers,
Director of Public Awareness
Florida Council Against Sexual Violence

Florida's rape crisis coalition is relatively young. The Florida Council Against Sexual Violence has grown from one staff member five years ago to an agency with nine staff members now. Though we haven't had much time or budget flexibility to devote to establishing relationships with the media, and though we didn't have relationships to draw upon, we have found some success—and have built relationships—by leveraging our projects and our statewide perspective into news coverage. Listed below are some ideas that worked well for us:

Localizing Hot National News Items

Newspapers all run national wire stories, but they prefer local tie-ins. You can extend a story's ride or amplify coverage by feeding the media a local or statewide angle. For example, at the same time as the initial Kobe Bryant case coverage was dying down early last fall, a well-known Florida State University coach was discovered to have

continued on page 7

written a letter requesting leniency for one of his former players who was on trial for rape. We followed up on this story with the media, in e-mails to reports and through an op-ed piece, to help them make a Florida connection to the issue of sexual assault and outrageous athletic privilege. When the Globe published their offensive issue, we had our list-serve call Florida stores to ask for the tabloid to be pulled, and encouraged the media to cover the local controversy. By creating local angles to national stories, we netted some column inches we may not have had access to otherwise, and helped reporters learn to call us for a Florida perspective on sexual assault issues.

“...By creating local angles to national stories, we netted some column inches we may not have had access to otherwise...”

Coordinating Efforts for Emphasis

Three years ago we noticed that our programs didn't garner much media attention with their Sexual Assault Awareness Month (SAAM) activities so we secured a small amount of funding to give them each a budget to hold one event on a designated day in April. We give them a CD of established designs and a logo so that the same materials are used throughout the state, and we release a press release and sidebar materials on their behalf. Because all of the activities happen on the same day, the media has been more inclined to cover the issue of sexual assault and the activities. More powerful coverage is possible by saying “Panama City joins 30 other communities and more than 5,000 citizens in Florida today....” than by saying “Fifty people are expected at tonight's Take Back the Night March.” Participants know that they are part of a local event as well as participating in something bigger, and the media does too.

Tying Our Work to Media Angles

If the work we are already doing fits in with a theme the media has established, we try to remember to bring them in. For example, one of the scheduled breakout sessions at our last statewide conference focused on working with the disabled population, so we invited an area reporter who had recently covered the story of a disabled woman who had been raped. The reporter was able to interview advocates and police investigators at our conference, and she wrote a long piece for the next day's paper. She was happy for the chance to have a new depth to her story, and we received coverage of our conference—which was one of hundreds of conferences in Orlando that day—because we made the connection to the reporters' issue.

In all, in order to leverage coverage, local and coalition advocates have to think like reporters. Know what will make them bite, and feed it to them. Early in our development we invested in training from the Berkeley Media Studies Group, and it was invaluable in helping us learn how to approach the media. You can learn more about their training at www.bmsg.org, or through the Sage Publications book [News for a Change, An Advocate's Guide to Working with the Media](#) by Lawrence Wallack, Katie Woodruff, Lori Dorfman and Iris Diaz. This book is recommended for your bookshelf or library. Copies can be obtained at: order@sagepub.com

Utilizing the Media and Assisting Member Programs in High Profile Cases

Nichole K. Keltgen
Training and Communications Coordinator
Minnesota Coalition Against Sexual Assault (MNCASA)

Effectively using the media is a critical tool for state sexual assault coalitions and their member programs. As we all know sexual assault issues are usually evident in our media on a daily basis, but unfortunately people outside of the movement can amazingly turn a blind eye to these horrific stories. It is usually the high profile cases that get the attention of people and it is also these cases that cause significant controversy.

People have heard about these high profile cases numerous times across the nation in past months. In Colorado there is the Kobe Bryant case, in California it is the Michael Jackson case, and here in Minnesota it has been the Minnesota Vikings case. The heightened responses that these cases cause can sometimes be beneficial and at other

times can be quite problematic. For instance, some sexual assault advocates are excited because victims speak out, despite the fact that their perpetrators are celebrities; they recognize that the victim is utilizing courage to fight for the power that often silences others. On the same token though, many become extremely frustrated because the victims are doubted immediately. The fans of the alleged perpetrator quickly assume that the victim “is just out for the money.” Almost instantly the victim is smeared across the tabloids and often portrayed negatively by “respectable” media. It is at these times that many wonder if the criminal justice process will be able to withstand the media hype and achieve justice in the end.

At MNCASA we carefully evaluate when and how to access the media in each specific case. The first step is to assess our focus or our goals:

1. Why we are addressing the issue?
2. What is the best method to address the media?
3. What is the role of our member programs?

We also work to find suitable ways to assist member programs in their contacts with local media and finally, we create writing samples, press releases, talking points, and occasionally write our own pieces to submit to the major media sources in Minnesota.

“it is usually the high profile cases that get the attention of people and it is also these cases that cause significant controversy”

In determining our focus or our goals we consider a variety of factors and questions. Are we trying to broaden public discussion regarding sexual violence? Do we want to counteract myths that have recently been put forth as factual information? Are we trying to develop relationships within our community so that people know where to go if they have questions about sexual violence?

After deciding our focus and after considering the above questions, we then determine what is the best means to get our message out to the public. Do we draft opinion or commentary pieces to debunk myths or misinformation? Do we write letters to the editor to express our concerns with the handling of a certain story? Or do we develop talking points and sample pieces for our member programs so that they are more inclined to address the media themselves?

If we choose to address the media, our member programs are prominent in our discussions. We want the constituents of the state to know that the sexual assault

programs are there – right in their own communities. Our member programs are the experts in victim service delivery. They are the ones that provide services to victims/survivors everyday of the week. We want it to be very clear to everyone that these programs exist, are critical to survivors, and provide a very necessary service to their community members.

The media is an important tool in the anti-sexual violence movement. Unfortunately, often the messages that they portray are inaccurate. We need to learn to use this to our advantage. When information is in fact inaccurate or misleading, it creates an opportunity for the voice of reality and reason to be heard. In a high profile case it becomes critical to address the media and arm them with accurate information because they have the ability to reach hundreds, thousands, and even millions of people. We at MNCASA encourage you to look at a high profile cases for the opportunity they create and stand fast in your efforts to not be overwhelmed by the media machine but to rather work with your member programs to use the media and this opportunity to educate the public.

“Ask the Tech”



Dear Arash,
Technology seems to be changing our movement daily. I would like to incorporate technology into my organization but I feel I am in over my head!! Where is a good place to start?

Sincerely,
Teresa Technophobe

Dear T. Technophobe,
Many organizations, especially non-profits, feel the same way you do. In a time when people pay bills online and converse with family members via Videophone, non-profits find themselves on the other side of the digital divide. The important thing is to stay aware of the technology and to not let it frighten you.

When it comes to technology, anything is possible. Your next newsletter can be distributed through E-mail and the Web. Your next self-defense training can be contained on a DVD. The important question to ask with technology is not “how” you will do it, but “if” you want to.

The only obstacle for non-profit organizations interested in becoming technologically savvy is finding financial resources. This, though, should never be a reason to abandon the technology you are interested in. There are many clever workarounds.

1. Renting computer equipment can be cost effective in the long run. If a scanner is needed only a few times a year, it is wiser to go to the local print shop and spend a few dollars rather than spending a few hundred dollars on a new piece of equipment.

2. Using other media formats can save money. Making publications available on a multimedia CD-rom or DVD-rom can be costly and time consuming, but making them available through E-mail or the Web can save time and money.

3. Most well designed computer multimedia programs have 30-day trial periods. A new trial period comes with each new version of the software giving you access to thousands of dollars of software for free a few months out of the year. Some software distributors, like www.techsoup.org, discount products for non-profit organizations

4. Many resources exist to help non-profits access technology, including online tutorials, grants, and technical assistance. www.organizenow.net and www.compumentor.org are both non profit organizations that help other non profit organizations access technology.

Technology is rapidly changing the world we live in. Staying on top of technological change allows for cheaper and faster distribution of materials, alternative formats for people with disabilities, and a new way to continue conversations important to those dedicated to making social change.

Sincerely,
Arash Ebrahimi

**Send your tech question to Arash at:
916-446-2520 ext. 309 or arash@calcasa.org.**

**To join a list serv dedicated to conversations surrounding sexual assault and technology
send an e-mail to sacoalitiontechsubscribe@yahoogroups.com**

How to Make a Story Newsworthy

Here is a list of questions and tips to consider:

- Is there controversy or conflict
- Is there broad interest or does it pull on heart strings
- Is there some injustice, or unfair circumstances
- Is there irony or hypocrisy
- Why should we care here? Local issue?
- Make it from a personal angle— Is there an authentic voice
- Is it breakthrough— a historical first
- Is it an anniversary—local, national, or topical historical milestone
- Are there appropriate visuals?
- Why is the story timely now?
- Pitch a story, not an issue
- Broaden the base of interest for the story, the more people that would be interested the more likely you are to see your story in print
- Link to some other issue in the news
- Keep it clear and simple— they may have to re-pitch it
- Don't be discouraged if they aren't interested— someone else might be
- The reporter is after good story material
- Be clear on your objectives for this interview
- You, not the reporter, are the expert
- Remember—this is an interview is not a conversation

Toolkit For Advocates

Here is a toolkit for advocates to have on hand for easy access to give to journalists or other media professionals:

- state laws on rape and other forms of sexual assault
- national, state, local, campus statistics
- list of rape and sexual assault terminology
- list of local services for victims and families
- information on the need for victim confidentiality in news reports
- short handout on rape trauma syndrome
- short history of anti-rape movement
- list of campus policies related to sex offenses
- current bibliography on sexual assault (Carolyn Byerly, 1994)



Web Resource

Check this great website for helpful information on dealing with the Media www.gdrc.org/ngo/media/index.html

Upcoming Events

3rd Annual CrimeVictim Law and Litigation Conference
June 18 – 19, 2004, Hilton Hotel, Portland, Oregon. (503)
768-6600, Target audience: attorneys

2nd Annual Conference: Sharing a Common Vision:
Building a Movement Against Violence. June 21-25, 2004.
Tennessee Coalition Against Domestic and Sexual
Violence. Nashville, TN. (615) 386-9406.

20th Annual Training Symposium, July 10, 2004 - July 14,
2004, Target Audience is researchers and advocates. This
conference is sponsored by Prevent Child Abuse Georgia.
It will provide expertise for professionals in the fields of
child protective services, law enforcement, the medical
community, mental health, community services
development, and education. Atlanta, Georgia, (404) 870-
6588

11th National Conference: Radical Organizing for Change,
July 11, 2004 - July 14, 2004, Target Audience is Advocates.
This conference is sponsored by the National Coalition
Against Domestic Violence and is being held in Denver,
Colorado, 303-839-1852

Victimization of Children and Youth: An International
Research Conference, July 11, 2004 – July 14, 2004,
Portsmouth, New Hampshire. This conference is
sponsored by the Family Research Laboratory and
Crimes Against Children Research Center.
Phone : (603) 862-0767

Annual Conference on Criminal Justice Research and
Evaluation: Challenges of Evaluation Research, July 19-
21, 2004. Target Audience: Researchers, Law Enforcement
Professionals, Advocates. Washington D.C. Phone: 703-
684-5300

Mentors in Violence Prevention Program: Institute for
Gender Violence Prevention and Education, August 2-4,
2004. Target Audience: Advocates. This event is sponsored
by the Mentors in Violence Prevention Program. Boston,
MA Phone: 617-373-7797

Contact your RSP Regional Coordinator for
Technical Assistance

Northeast – New York, (518) 482-4222
Southeast – Connecticut, (860) 782-9881
Central – Iowa, (319) 339-0899
Midwest – Minnesota, (612) 313-2797
West – Washington, (360) 754-7583

Resources

For those of you who were particularly interested in the
outcome information explored in Reshape, Issue No. 8,
here are additional outcome resources that are available
to you on the web.

Some helpful sites include:

<http://national.unitedway.org/outcomes/>

The Resource Network offers information, downloadable
documents, and links to resources related to the identifi-
cation and measurement of program- and community-
level outcomes.

http://www.uwex.edu/li/learner/assess_outcome.htm

Nonprofit Organizational Assessment Tool for Outcome
Measurement developed by the University of Wisconsin

<http://www.uwsv.org/member7c.htm>

The purpose of this guide is to present information to
assist in the work of identifying, measuring, and using
outcomes. Outcomes are the desired effect or impact of
a service or intervention on an individual, family or com-
munity.

<http://www.urban.org/>

The Urban Institute has a number of publications avail-
able at it's site ranging from Surveying Clients about
Outcomes to Key Steps in Outcome Management which
is a beginners manual for implementing outcomes
programs Tools

Comments?

Please send your questions or comments concerning
ReShape to email evelyn@wcsap.org

About Reshape

Reshape is a publication of the Washington Coalition of
Sexual Assault Programs, 2415 Pacific Ave. SE Olympia,
WA 98501, (360)754-7583. Contact the editor, Evelyn
Larsen at evelyn@wcsap.org.

This project was supported by Grant No. 2003-WT-BX-
K014 awarded by the Violence Against Women Office,
Office of Justice Programs, U.S. Department of Justice.
Points of view in this document are those of the author
and do not necessarily represent the official position or
policies of the U.S. Department of Justice.