



**CALCASA**  
CALIFORNIA COALITION  
AGAINST SEXUAL ASSAULT

# SAAM 2014

---

TAKING ACTION TO  
END SEXUAL VIOLENCE





# ENVISIONING A WORLD FREE FROM SEXUAL VIOLENCE.

The mission of The California Coalition Against Sexual Assault (CALCASA) is to provide leadership, vision and resources to rape crisis centers, individuals and other entities committed to ending sexual violence.





March 31, 2014

Dear Members:

Each April, CALCASA joins with others throughout the country to proclaim the month of April as Sexual Assault Awareness Month (SAAM). CALCASA is honored to support the 84 rape crisis centers and the rape prevention programs that serve all of California, provide survivors with a place to turn in their time of need, and take action to prevent sexual violence.

This year, CALCASA's SAAM toolkit focuses on "Taking Action to End Sexual Violence". Whether it be a Veteran returning home after serving our country and suffering in silence or a student who experiences an assault on a college campus, CALCASA sees the immediate need to direct resources to and invest in the healing and recovery of sexual assault survivors. California's rape crisis centers and CALCASA's state and national work inform both our legislative priorities and programmatic developments. This year's SAAM Toolkit highlights the many issues that have played out on a national stage including military sexual assault, sexual assault on campuses and the epidemic of a national rape kit backlog.

This toolkit includes factsheets, strategies for engaging media, and ways to align and leverage your center's activities and events with other CALCASA members. This toolkit is designed to inspire, inform and evoke change.

We look forward to promoting all of the innovative work of CALCASA members and providing assistance in messaging and coordination. If we can be of any assistance, please do not hesitate to contact us.

Wishing you all the best during SAAM!

Sincerely,

Sandra Henriquez, MBA  
Executive Director

1215 K Street, Suite 1850  
Sacramento, CA 95814

Voice 916.446.2520  
FAX 916.446.8166

[info@calcasa.org](mailto:info@calcasa.org)

[calcasa.org](http://calcasa.org)





# ACKNOWLEDGEMENTS

## **Toolkit compiled by**

Shaina Brown, Public Affairs & Communications Associate, CALCASA

## **Toolkit materials developed by**

CALCASA Staff

## **Layout + Design**

Imelda Buncab, Training & Technical Assistance Coordinator, CALCASA  
David Amaral, [www.phantomdesign.com](http://www.phantomdesign.com)

---

This publication is supported by the California Department of Public Health, Safe and Active Communities Branch, Rape Prevention and Education (RPE) Program, funded by the Centers for Disease Control and Prevention (CDC), National Center for Injury Prevention and Control. The opinions, findings, and conclusions in this publication are those of the author and not necessarily those of CDPH or CDC. This publication was financially assisted by the California Office of Emergency Services. This project/publications was supported by funding awarded by the Violence Against Women Act (VAWA) and the Victims of Crime Act (VOCA), Grant # TE 13151578 through the California Office of Emergency Services (Cal OES). The opinions, findings, and conclusions in this publication are those of the author and not necessarily those of CalOES. CalOES reserves royalty-free, nonexclusive, and irrevocable license to reproduce, publish, and use the materials and to authorize others to do so.

Portions of this report made possible through CALCASA' Unifying Fields Project: Building Linkages Between Domestic Violence and Sexual Violence, a project funded by the Blue Shield of California Foundation (BSCF).

CDPH, CDC, CalOES and Blue Shield of California Foundation funding did not support the development and publication of the "Legislative Priorities" portion of this document.

**I RAISE MY VOICE – NOT  
SO THAT I CAN SHOUT,  
BUT SO THOSE WITHOUT  
A VOICE CAN BE HEARD."**

– Malala Yousefzi





# TABLE OF CONTENTS

## FACTSHEETS

- Rape Kit Backlog 6
- Military Sexual Assault 7
- Campus Sexual Assault 8
- Prevention 9
- Sexual Assault & Domestic Violence Intersection 10

2014 LEGISLATIVE PRIORITIES 11

TOOLS FOR MEDIA OUTREACH 12 - 15

CALENDAR OF EVENTS 16

SOCIAL MEDIA 17

## RAPE KIT BACKLOG

The rape kit backlog is an issue of national, state and local concern. California Penal Code 680, the Sexual Assault Victim's Bill of Rights, identifies DNA as a powerful tool for identifying and prosecuting sexual assault offenders. Nevertheless, hundreds of thousands of rape kits sit in crime labs and law enforcement evidence lockers in California and throughout the country.

A survivor who agrees to a forensic examination after a sexual assault reasonably expects evidence collected from that exam will be analyzed. Untested rape kits mean lost opportunities to develop DNA profiles, search for matches on the national database, prosecute offenders and bring resolution to survivors of sexual assault.

CALCASA believes that all rape kits should be tested and in a timely manner. CALCASA is working with other states and stakeholders to develop best practices to specify guidelines for testing rape kits and entering DNA profile information about perpetrators into CODIS, the FBI's national database. Testing all rape kits is important to protect public safety, identify sex offenders and ultimately, bring justice to survivors.

- President Barack Obama's \$3.9 trillion budget proposal to Congress for 2015 intends \$35 million in grants to local communities to investigate and prosecute sexual assaults.
- When New York City adopted a policy of testing every rape kit booked into evidence, the arrest rate for rape subsequently jumped from 40 to 70 percent.<sup>1</sup>
- Detroit has a backlog of 11,000 rape kits. In the testing of the first 1,600 kits, Detroit ID'd 100 serial rapists and 10 convicted rapists via DNA evidence.<sup>2</sup>
- Under the leadership of District Attorney Nancy O'Malley, Alameda County is working to clear its backlog of 2,000 kits.



### RESOURCES

End the Backlog  
[www.endthebacklog.org](http://www.endthebacklog.org)

Joyful Heart Foundation  
[www.joyfulheartfoundation.org/programs/policy-advocacy/rape-kit-backlog-reform](http://www.joyfulheartfoundation.org/programs/policy-advocacy/rape-kit-backlog-reform)

**"JUSTICE MATTERS. IT MATTERS TO VICTIMS LIKE ME. IT MATTERS TO THE FAMILIES OF VICTIMS. IT MATTERS TO THE WRONGFULLY ACCUSED. AND IT MATTERS TO CONSTITUENTS – MALE, FEMALE, YOUNG AND OLD."**

– Natasha Alexenko, Natasha's Justice Project

### REFERENCES

- 1 - Retrieved March 18, 2014 from [www.endthebacklog.org/ending-backlog-government-responses-local/new-york-city](http://www.endthebacklog.org/ending-backlog-government-responses-local/new-york-city)
- 2 - Delmore, E. (2014, March 17). 100 serial rapists ID'd from Detroit kit backlog. msnbc.com. Retrieved March 18, 2014 from [www.msnbc.com/all/100-serial-rapists-idd-detroit-kits](http://www.msnbc.com/all/100-serial-rapists-idd-detroit-kits)



## MILITARY SEXUAL ASSAULT

Sexual violence in the military has been identified as a national problem in the United States. Stories of sexual assault in the military reveal the barriers and challenges these survivors face in seeking justice and resources for healing. Many survivors of military sexual violence choose not to report their assault while on active duty and often face significant challenges accessing Veterans Affairs (VA) benefits to address military sexual trauma. Due to these challenges, rape crisis centers provide a vital and confidential resource for all military survivors.

According to 2013 Department of Defense research report, the DOD estimates that only 11% of sexual assaults in the military are reported. The top reasons for not reporting included<sup>1</sup>:

- Not wanting others to know (70%)
- Felt uncomfortable making the report (66%)
- Did not think the report would remain confidential (51%)
- Believed nothing would be done with the report (50%)
- Heard about negative experiences from other victims (43%)

According to 2013 US Department of Defense research report, there were 26,000 active duty service members who experienced unwanted sexual contact in 2012.<sup>1</sup>

Within CA, a study with female veterans found that 61.3% experienced sexual harassment during their service while 37% experienced military sexual trauma. Those who had experienced sexual harassment or trauma had higher rates of Post Traumatic Stress Disorder (PTSD), anxiety, and other mental health concerns. 2/3 of those who had experienced military sexual trauma said they did not receive the services they needed for post-assault.<sup>2</sup>



### RESOURCES

Sexual Violence in the Military  
[www.nsvrc.org/sites/default/files/nsvrc\\_infographic\\_sexual-violence-in-the-military\\_1.pdf](http://www.nsvrc.org/sites/default/files/nsvrc_infographic_sexual-violence-in-the-military_1.pdf)

California Research Bureau  
[www.library.ca.gov/crb/12/S-12-004.pdf](http://www.library.ca.gov/crb/12/S-12-004.pdf)



Source: Department of Defense. (2013). Department of defense annual report on sexual assault in the military: Fiscal year 2012. Washington, DC: Department of Defense.

**“SEXUAL ASSAULT HAS NO PLACE IN THE MILITARY. IT IS A VIOLATION OF EVERYTHING THE US MILITARY STANDS FOR.”**

– Leon Panetta, former Secretary of Defense

### REFERENCES

1 - Department of Defense. (2013). Department of defense annual report on sexual assault in the military: Fiscal year 2012. Washington, DC: Department of Defense.

2 - Blanton, R.E. & Foster, L.K. (2012) California's Women Veterans: Responses to the 2011 Survey. (CRB12-004). Sacramento, CA: California Research Bureau.

## CAMPUS SEXUAL ASSAULT

Our college campuses and universities are facing a crisis – everyday there are new stories of on-campus sexual violence, administrative negligence or indifference, and assailants who evade punishment and consequences altogether. It happens at private schools and it happens at community colleges, to international students and athletes alike.

It is critical to provide localized support to college and university campuses in reducing sexual violence through intervention, advocacy and prevention efforts, in order to account for the multifaceted needs of diverse student populations programing should be survivor-centered, incorporate community collaboration, and utilize comprehensive prevention models.

CALCASA partners with other national leaders to work with colleges and universities across the country to develop best practices for responding to sexual violence, domestic violence, dating violence and stalking.

### COMPREHENSIVE PREVENTION

A comprehensive approach to prevention includes developing programs, policies and systems that will change the conditions that condone or support sexual violence, and offering effective responses to incidents. Comprehensive approaches include developing effective policies and responses, women's empowerment programs, healthy masculinity, primary prevention programs and bystander intervention. Effective prevention uses multiple and diverse approaches like those outlined above.



### WHITE HOUSE TASK FORCE TO PROTECT STUDENTS FROM SEXUAL ASSAULT

The Task Force will:

- Provide educational institutions with best practices for preventing and responding to rape and sexual assault.
- Build on the federal government's enforcement efforts to ensure that educational institutions comply fully with their legal obligations.
- Improve transparency of the government's enforcement activities.
- Increase the public's awareness of an institution's track record in addressing rape and sexual assault.
- Enhance coordination among federal agencies to hold schools accountable if they do not confront sexual violence on their campuses.

20%

of undergraduate women reported attempted or completed sexual assault since entering college

Source: C. P. Krebs, Lindquist, Warner, Fisher, & Martin, 2009a.

**"STUDENTS ACROSS THE COUNTRY DESERVE THE SAFEST POSSIBLE ENVIRONMENT IN WHICH TO LEARN."**

– Vice President Joe Biden



## PREVENTION

Sexual violence prevention seeks to alter the conditions that facilitate gendered violence, including social inequality, oppression, cultural norms and practices that normalize, excuse or tolerate such violence, weak and/or inconsistent community and social sanctions for perpetrators of violence, and approaches that blame victims.

Asking, *What do we want to promote?*, sexual violence prevention programs seek to develop healthy, robust, and just communities that support and give voice to survivors, encourage respectful relationships and interactions, value empathy and compassion, and take measures to ensure that persons of any identity and any group that has been marginalized have equal access to power, status and rights.

- In a series of briefings in 2009, the World Health Organization stated that, "Gender inequalities increase the risk of violence by men against women..." and discussed evidence suggesting that school, community, and media can prevent violence against women by promoting gender equality, challenging stereotypes giving men power over women.<sup>1</sup>
- Any program that seeks to prevent sexual violence must be comprehensive if it is to be effective. A comprehensive program to prevent violence will incorporate diverse approaches that are culturally relevant, sustainable, responsive to community needs, and consider risk and protective factors as they occur on the individual, relationship, community and societal levels.
- Sexual violence prevention often focuses on challenging and changing norms. Norms can be defined as (often unspoken) standards of behavior in our communities. Prevention Institute has identified five social norms that promote gendered violence and that must be addressed in prevention efforts: limited female roles, traditional masculine roles, power, violence, and silence.<sup>2</sup>



### RESOURCES

Prevent Connect  
[www.preventconnect.org](http://www.preventconnect.org)

Prevention Institute  
[www.preventioninstitute.org](http://www.preventioninstitute.org)

Incite!  
[www.incite-national.org](http://www.incite-national.org)

Center for Disease Control  
[www.cdc.gov/violencePrevention/sexualviolence](http://www.cdc.gov/violencePrevention/sexualviolence)

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

### **"PROMOTING GENDER EQUALITY IS A CRITICAL PART OF VIOLENCE PREVENTION."**

– World Health Organization

### REFERENCES

1 - World Health Organization (2009). Promoting gender equality to prevent violence against women. (Series of briefings on violence prevention: the evidence). Retrieved from: [www.who.int/violence\\_injury\\_prevention/violence/gender.pdf](http://www.who.int/violence_injury_prevention/violence/gender.pdf)

2 - Lyles, A., Cohen, L., & Brown, M. (2009). Transforming communities to prevent child sexual abuse and exploitation: A primary prevention approach. Prevention Institute. Retrieved from: [www.preventioninstitute.org/component/jlibrary/article/id-31/127.html](http://www.preventioninstitute.org/component/jlibrary/article/id-31/127.html)

## INTERSECTIONS OF SEXUAL ASSAULT & DOMESTIC VIOLENCE

The intersection of sexual assault and domestic violence cannot be ignored. Raising the visibility of both sexual assault and domestic violence is crucial and representatives from both fields stand united against these types of abuse. Many of CALCASA members are dual-service agencies and recognize the importance of providing services for survivors of all forms of interpersonal violence as it impacts our families, communities, and economy.

CALCASA is proud to support the efforts of NO MORE, a unifying symbol to bring awareness to and end sexual assault and domestic violence. NO MORE calls on all of us, together, to end the silence and speak out against the violence experienced by people of all genders, races and ethnicities, and age groups.

- Approximately 15.5 million children are exposed to domestic violence each year.<sup>1</sup>
- The cost of intimate partner violence annually exceeds \$5.8 billion, including \$4.1 billion in direct health care expenses.<sup>2</sup>
- 1 in 10 women in the US (or 11.1 million women) has been raped by an intimate partner in her lifetime.<sup>3</sup>



### RESOURCES

NO MORE  
[www.nomore.org](http://www.nomore.org)

National Network to End Domestic Violence  
[www.nnedv.org](http://www.nnedv.org)

National Center on Domestic and Sexual Violence  
[www.ncdsv.org](http://www.ncdsv.org)

### CALCASA's Unifying Fields Project



**Building Linkages Between Domestic Violence and Sexual Violence (UFP), a Blue Shield of California Foundation funded project, is an effort to foster a more cohesive unified presence of sexual and domestic violence services and advocacy among dual-service organizations.**

**NO MORE**  
 TOGETHER WE CAN END  
 DOMESTIC VIOLENCE & SEXUAL ASSAULT

**"DOMESTIC VIOLENCE IS NOW RECOGNIZED AS BEING THE MOST PERVERSIVE HUMAN RIGHTS VIOLATION IN THE WORLD."**

– Hillary Rodham Clinton

### REFERENCES

- 1 - McDonold, R et al. (2006). "Estimating the Number of American Children Living in Partner Violent Families." *Journal of Family Psychology*, 30(1), 137-142
- 2 - National Center for Injury Prevention and Control. (2003). *Costs of Intimate Partner Violence Against Women in the United States.*
- 3 - Breiding, M.J., Chen J., & Black, M.C. (2014). *Intimate Partner Violence in the United States – 2010.* Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control & Prevention.



## 2014 LEGISLATIVE PRIORITIES

### **AB 1517 (Skinner) Eliminating the Rape Kit Backlog**

Sponsored by CALCASA

AB 1517 would encourage a law enforcement agency to submit sexual assault forensic evidence to the crime lab as soon as practically possible, but no later than 5 days after being booked into evidence, and that the crime lab process evidence, create DNA profiles when able, and upload qualifying DNA profiles into the Combined DNA System (CODIS) as soon as practically possible, but not later than 30 days after the evidence is submitted by a law enforcement agency, in order to ensure the longest possible statute of limitations.

[www.newsreview.com/sacramento/rape-victims-in-waiting/content?oid=12997167](http://www.newsreview.com/sacramento/rape-victims-in-waiting/content?oid=12997167)

[www.sfgate.com/opinion/openforum/article/Rape-kit-testing-backlog-undermines-justice-for-5242949.php](http://www.sfgate.com/opinion/openforum/article/Rape-kit-testing-backlog-undermines-justice-for-5242949.php)

[www.sacbee.com/2014/01/25/6099724/editorial-notebook-bill-to-require.html](http://www.sacbee.com/2014/01/25/6099724/editorial-notebook-bill-to-require.html)

### **AB 2545 (Lowenthal) Victim Compensation to Victims of Military Sexual Assault**

Sponsored by CALCASA

AB 2545 would prohibit denial of an application for compensation under the above circumstances with respect to a claim based on sexual assault, as defined, committed by military personnel against military personnel, solely because the sexual assault was not reported to a superior officer or law enforcement at the time of the crime. The bill would set forth types of evidence of sexual assault the board would be required to consider in these cases, for purposes of determining if a claim qualifies for compensation. The bill would require both the perpetrator, as defined, and the victim to be active duty military personnel at the time the sexual assault occurred for these provisions to apply. This bill contains other existing laws.

### **SB 782 (DeSaulnier) Tax Check Off to Sexual Violence Victim Services**

Sponsored by CALCASA

SB 782 would allow an individual to designate on his or her tax return that a specified amount in excess of his or her tax liability be transferred to the California Sexual Violence Victims Services Fund, which would be created by this bill. The California Sexual Violence Victim Services Fund would not be added on the tax return until another voluntary contribution designation is removed or a space is available.

### **SB 967 (de Leon) Requires Policies to Address Sexual Assault on Campuses**

Supported by CALCASA

SB 967 would require the governing boards of each community college district, the Trustees of the California State University, the Regents of the University of California, and the governing boards of independent postsecondary institutions to adopt policies concerning campus sexual violence, domestic violence, dating violence, and stalking that include certain elements, including an affirmative consent standard in the determination of whether consent was given by a complainant. The bill would require these governing boards to adopt certain sexual assault policies and protocols, as specified.

[www.fresnobee.com/2014/02/15/3773224/editorial-sb-967-would-improve.html](http://www.fresnobee.com/2014/02/15/3773224/editorial-sb-967-would-improve.html)

[www.sacbee.com/2014/02/10/6146048/california-bill-would-set-affirmative.html](http://www.sacbee.com/2014/02/10/6146048/california-bill-would-set-affirmative.html)

### **SB 991 (Jackson) Creation of New Crime: 2nd Degree Rape**

Sponsored by CALCASA

SB 991 would define an act of sexual intercourse, sodomy, oral copulation, or sexual penetration, which is accomplished without the affirmative and freely given consent of the victim as rape in the 2nd degree. The bill would make rape in the 2nd degree a felony punishable by imprisonment in the state prison for 2, 3, or 4 years for the first offense, and by imprisonment in the state prison for 3, 6, or 8 years for a 2nd or subsequent violation.



#### **ACKNOWLEDGEMENT**

CDPH, CDC, CalOES and Blue Shield of California Foundation funding did not support the development and publication of the "Legislative Priorities" portion of this document.

## TOOLS FOR MEDIA OUTREACH

Media outreach, strategic communications and social media are all ways to build relationships, engage new partners and donors, and enhance your image in the local community. In this section, you will find numerous tools and resources to help you foster relationships with your local media outlets, develop a news advisory or press release, and streamline your messaging for maximum impact! Remember, CALCASA is here to help leverage your programs – do not hesitate to reach out to find out if we have already developed talking points on an issue or if you would like assistance reaching out to a reporter.

### HOW TO FOSTER A RELATIONSHIP WITH LOCAL MEDIA

The media require sources in order to do their job and as an advocate, executive director or program director for a California Rape Crisis Center or member program, you are an expert source on the issue of sexual assault. To reporters, being an expert source benefits you by giving you increased visibility and credibility, along with providing a platform for your ideas. When you are quoted as a leading voice about a statistic, event, idea, issue or service, your knowledge is on display. That speaks far more powerfully about your agency's reputation than any paid promotional advertising — and it makes sexual assault a priority issue to those who are paying attention to the media. Being quoted in the media also opens up new avenues of reaching your target audiences and allows you to communicate with them in a different way.



### HOW DO EXPERT SOURCES KEEP THE MEDIA CALLING? THE FOLLOWING ARE SOME TIPS:

#### Let them know you're in the community

You do not need an expensive media plan to get going as an expert source. Make phone calls or send emails to health and/or community reporters and introduce yourself with a specific suggestion about stories on which you are qualified to offer expert opinion. For example, let the reporter know about your SAAM event, and follow this by sharing why this is such an important time to raise awareness about sexual assault. You can talk about the National Intimate Partner & Sexual Violence Survey (NISVS) and the limited funding for California's Rape Crisis Centers. Additionally, if you read or hear something about sexual assault that you disagree with, you can contact the reporter and suggest a follow-up story from a different angle. Your aim is to introduce yourself and get on the reporters' contact list as an expert source to be called at the next opportunity.

#### Create a "sound bite"

Journalists want to deliver information to a wide audience in short form. Help the reporter find the essence of your point, rather than forcing reporters to heavily edit and select your points for you. Remember, you're not being interviewed to tell everything you know, but to offer your perspective on what you know. Decide what you have to offer and how you can speak about it succinctly and memorably.

#### React quickly

News moves quickly and reporters often face tight deadlines. If you are going to interact with the media, you'll have to keep up with news cycles. Even if the reporter is writing a story about sexual assault and knows that you are an expert, you won't become a reliable source they can turn to again and again if you're not accessible to reporters on deadline. If you are unavailable to do a lengthy interview, provide them with a written response instead.

#### Stick to what you know

Resist the temptation to speculate or comment on issues in which you are not well versed. Being an expert source doesn't require you to be an expert on everything. For example, if you are interviewing on a particular piece of sexual assault legislation and the reporter asks you about someone else's anti-violence legislation, you do not have to know the answer. If you don't know, don't be afraid to say so. Do offer the reporter some alternatives such as other ways of finding the information so you continue to prove your value as a source.

#### Don't spin

Don't lie to a reporter, or stretch the truth. A reporter's job security rests on her/his reputation. If you damage a reporter's credibility and you won't get a second chance to become a source.



## TOOLS FOR MEDIA OUTREACH

### TIPS FOR TALKING TO THE MEDIA

An interview is a presentation tailored to an issue and/or audience. It is also an excellent opportunity to tell/sell your story. An interview is not a debate, an intellectual discussion, a friendly chat or an educational exchange.

### DEVELOPING TALKING POINTS

At best, the majority of viewers/readers/listeners will only consume our message for a fraction of a minute. Therefore, conceptualize your messages in terms of points people should take away from that moment. This means you will have two or three key points covered in your messages. Messages should be:

- Focused on a specific topic — don't try to force everything you've ever wanted to say into one talking point.
- Consistent with your previous messages — repetition is a key component of making your message heard.
- Based on your communication strategy — always remember the bigger picture and ensure that each message fits into your strategy.
- Targeted for your audience — remember with whom you are talking, their values and why they should listen to you.

Another way to ensure that your message will have a clear takeaway for your audience is by placing yourself in their shoes and asking: What's in it for me? or Why should I care? It is a nice reminder to consistently reflect on whether or not our message is actually addressing the needs of our audience, whether they are informational, entertainment or educational.

In order to be clear and to-the-point, your message must be self contained in a talking point. As we have discussed, a successful media interaction will be focused and direct, so you must limit the talking points to your absolute most important take-away message.

### WHEN YOU RECEIVE AN INQUIRY FROM THE MEDIA

#### Return a reporter's call immediately and gather key information from the reporter

- What is your deadline?
- What is the story about?
- How do I fit into the story?
- Who else have you talked to?

#### Consider as you prepare for your interview

- What is my message?
- How can I prove/justify this message?
- How might someone disagree with me?
- How can I rebut this criticism?
- Anticipate questions (particularly the tough ones).
- Rehearse your answers.
- Gather background facts and statistics for support.

#### Stay on message during the interview

- Bridge from reporter's question to your talking point (e.g. "Yes, that seems to be happening; however, we are really trying to emphasize ..." or "Certainly that's an important piece of this conversation, but the thing that is most vital to our community is...").
- Use flagging to emphasize important points (e.g. "the most important thing to remember is..." or "Everybody should be most concerned about ...").

#### After the interview

- Thank reporters for their time and offer to be an ongoing resource on the issue or related stories.
- Make sure to give reporters a business card or brochure, and let them know about upcoming events or stories that may be of interest.
- Be prepared for a reporter to call after the interview to double check quotes.

#### Some final tips:

- Do not wait for the right question
- Never repeat negative language
- Turn negatives into positives
- Avoid jargon and acronyms
- Do not speak "off-the-record"
- Do not guess, speculate or lie

## SAMPLE MEDIA ADVISORY

A media advisory is used to notify reporters of an event that you hope they will attend and cover. Be sure to send the media advisory the day before your event.

**INSERT AGENCY LOGO**

FOR IMMEDIATE RELEASE

**Media Advisory**

**INSERT headline that is related to both your event and current issue**

- WHAT: Insert paragraph about your event: who will be participating and other relevant details that make your event sound interesting and newsworthy.
- WHEN: Date  
Time
- WHERE: Location
- WHY: Frame why this event is important and include background information and details. For example, for if your event is for Denim Day, give a history of Denim Day and why it is important in the prevention and education of sexual assault.
- CONTACT: Name  
Title, Organization  
Cell phone number

###

**About YOUR AGENCY NAME**

Include 2-3 sentences about your agency. Include a link to your website.



## SAMPLE PRESS RELEASE

A press release is distributed the day of your event in the hope that a reporter will write a story and/or attend your event.

**FOR IMMEDIATE RELEASE**

**INSERT AGENCY LOGO**

Contact:  
XXXXX  
XXXXX@XXXXX.org  
XXX.XXX.XXXX

**INSERT headline that is related to both your event and current issue**

**YOUR CITY**, Calif. (**Date of release**) — The lead paragraph includes the who, what, when, where and how of the story. *Who* includes your agency and any guest speakers at your SAAM event(s). *What* is the type of event (Denim Day, Walk A Mile, Clothesline, etc.). *What* can also include what your event has to do with a specific funding initiative (pole tax) or a statewide/community issue. *When* includes the date and time of your event. *Where* should indicate the location. And *how* explains how this is relevant to the community (Are rates of sexual assault increasing? Is more funding support necessary to do prevention activities?). If the reporter were only to read the lead of the release, they would have everything needed to start the story.

The second paragraph supports the overview you provided in the first paragraph. You can provide more detail about the *how* — how is your SAAM event relevant to current issues for rape crisis centers in the state of California? You can provide statistics about: the number of survivors that your agency served in the last year; how many survivors there are in the state; and how much funding the state allocates to sexual assault services.

The third paragraph is space for your Executive Director to provide a quote about your event. The quote should not only applaud the work of the event and the agency's partnerships, but also how this event is working to create a positive impact on the specific public policy issue(s) that your agency is work on.

The fourth paragraph is space for a specific ask — how can others get involved? What needs to happen to see sexual assault decrease? What needs to happen for rape crisis centers to receive more financial support? This is a space for an action step, to define what readers need to do next.

In the last paragraph, close by stating agency values. How does your event and current public policy issues support your mission and values?

###

**About YOUR AGENCY NAME**

Include 2-3 sentences about your agency. Include a link to your website.

## CALENDAR OF EVENTS

For SAAM 2014, CALCASA has created “themes” for week for the month of April. Each week’s theme corresponds with the topics of the factsheets featured in the Factsheet’s Section of the Toolkit. Each week, we will feature guest bloggers, social media posts, content based on the week’s theme. Check out the calendar below and follow CALCASA on Facebook and Twitter to join in the conversation!



FACEBOOK.COM/CALCASA



@CALCASA

APRIL							2014
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Week Theme <b>CAMPUS</b> p. 8 30	31	DAY OF ACTION 1	2	CAMPUS SUMMIT 3	CAMPUS SUMMIT 4	5	
Week Theme <b>PREVENTION</b> p. 9 6	7	8	9	10	11	12	
Week Theme <b>MILITARY</b> p. 7 13	14	15	16	17	18	19	
Week Theme <b>SEXUAL ASSAULT &amp; DOMESTIC VIOLENCE</b> p. 10 20	21	22	DENIM DAY 23	24	25	26	
Week Theme <b>RAPE KIT BACKLOG</b> p. 6 27	28	29	30	1	2	3	

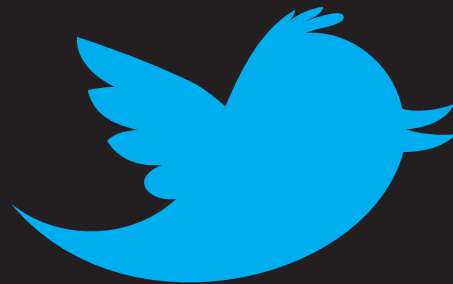
**APRIL 1**  
 Day of Action – Kick off your SAAM events and discussions! Engage your online community in sexual violence prevention.

**APRIL 3 & 4**  
 Campus Summit – CALCASA is hosting 50 students from CA universities and colleges to discuss campus sexual assault. Students will convene in Sacramento to share their experiences and how their schools are responding to on-campus violence. Student recommendations will be compiled to inform programs and policies.

**APRIL 23**  
 Denim Day – Join CALCASA on the Capitol steps as we stand with our partners and legislators to say there is never an excuse or reason for sexual violence. Don't forget to wear jeans!



Create awareness with your **online** community - share content, blasting your events, and spread the word about sexual assault prevention and education!



## TWITTER

Join us on twitter and use the following hashtags to connect with other members!

### #SAAM

Represents Sexual Assault Awareness Month

### #takeactionca

The hashtag to highlight California's efforts to support survivors and raise awareness.



## FACEBOOK

Invite your friends, stakeholders and community members to "like" your page.





**CALCASA**  
CALIFORNIA COALITION  
AGAINST SEXUAL ASSAULT

1215 K Street Suite 1850  
Sacramento, CA 95814

(916) 446-2520  
(888) 922-5227  
(916) 254-5793 Fax

[CALCASA.org](http://CALCASA.org)