

**WELCOME,
THIS WEB CONFERENCE
WILL BEGIN SOON**

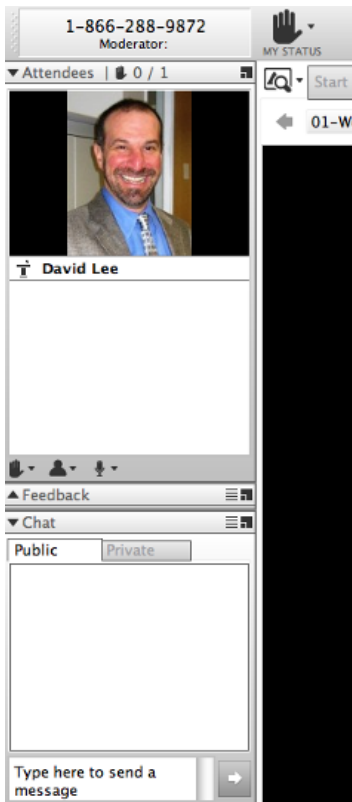
SAAM 2012 MEDIA CAMPAIGN



CALCASA
CALIFORNIA COALITION
AGAINST SEXUAL ASSAULT



How to use this technology

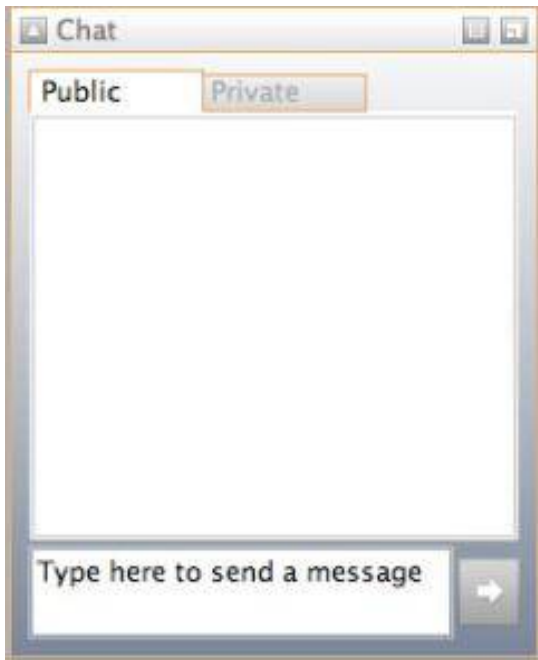


- Raise hand
- Text chat
- PowerPoint slides
- Phone

Please send a private chat message for help.

Call iLinc Technical Support at 800.799.4510.





...Type chat questions



SAAM 2012 Media Campaign

Presenters: Jessica Renee Napier & Alexis Marbach



SAAM is our opportunity



SAAM is our opportunity

- April = momentum via events, fact sheets and media inquiries
- How can we use the media to highlight issues facing your agency and the rape crisis movement?
- If RCCs are losing funding and resources, then SA is not a priority issue for decision-makers. Let's change that.



SAAM is our opportunity

- In addition to events and toolkits, let's use April to talk about:
 - This year's legislative agenda, including the Sexually Oriented Business Tax (SOBT).
 - How your community has been affected by budgetary cuts/ constraints.
 - New data about sexual assault that is highlighted in the CDC's National Intimate Partner & Sexual Violence Survey (NISVS).



Questions & Answers

What are challenges at your agency that you'd like to bring to the attention of reporters?

Type your responses into the text chat.



How to make SA a priority issue



How to make SA a priority issue

- Web conference is a supplement to CALCASA resources:
 - How to foster a relationship with your local media
 - Have media cover your SAAM event
 - Press Release Template
 - Tips for talking to the media
 - Developing talking points
 - Media contacts
 - Summary of supported legislation



Foster a relationship with media



Have media cover your SAAM event



Questions & Answers

Have you ever worked with
CALCASA in preparing for an
interview or writing a press
release?

Type your responses into the text chat.



Press Release Template

- P1: *Who, what, when, where and how.*
- P2: More detail about the *how.*
- P3: Quote.
- P4: What do you hope to achieve?
- P5: What do you believe?



Tips for talking to the media

“I know nothing about the subject, but I’m happy to give you my expert opinion.”



Developing talking points

- There will be other opportunities. Stick to one topic.
- Who are you talking to?
- Two to three talking points.
- *What's in it for me? Why should I care?*
- Always, come back to your agency.



Media contacts



Summary of supported legislation

Sexually Oriented Business Tax: Would create a \$10 per customer, per visit tax at any live, adult entertainment venue in the state of California. The collected revenue would be used to fund:

- rape crisis centers
- the state coalition against sexual assault
- sexual assault forensic exams
- human trafficking services.



Summary of supported legislation

AB 765 (Achadjian): Assembly Bill 765 would protect victims of rape by clarifying that a perpetrator who induces a victim into sexual activity by impersonating a cohabitant (live-in boyfriend or girlfriend) is guilty of felony rape.



Summary of supported legislation

SB 1349 (Yee) states that a person under 18 years of age who has been exploited through prostitution, loitering for the purpose of prostitution, or engaged in commercial sex acts shall be treated as a victim of sexual abuse if it is the first conviction.

- That minor may be adjudged as a dependent child of the court as those minors who have been neglected, physically harmed or sexually abused.



Questions & Answers

What is your most memorable success of working with the press?

Type your responses into the text chat.



Report Card



Report Card



Questions & Answers

What are your questions about
policy, media and/or SAAM?

Press *6 to unmute your line or
type question into text chat.



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