



MEDIA AND MESSAGES

Ethics in Media Coverage of Child Sexual Abuse

Presented by Sally J. Laskey and Tracy Cox, National Sexual Violence Resource Center

TODAY'S WORKSHOP IS A SAFE PLACE

Thank you for being here

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LEARNING OBJECTIVES

- 1 Identify opportunities and challenges posed by high-profile cases
- 2 Identify multiple approaches to sexual assault awareness surrounding high-profile cases
- 3 Develop ideas for partnerships that will sustain positive advocacy and prevention efforts after news coverage of high-profile case fades away

PRACTICAL TIPS FOR YOU

The sky's the limit.

Tips to help you gain momentum when dealing with high-profile cases are noted by this symbol.



WHAT COMES TO MIND ...

When you hear the word

MEDIA

TRY LOOKING AT IT THIS WAY



M

MESSAGING

E

EFFECTIVENESS

D

DISTRIBUTION

I

IMPACT

A

ADVOCACY

RURAL REALITIES



DID YOU TALK ABOUT STEUBENVILLE?

M

MESSAGING: WHAT WE SAID

Did you use the national news to talk about the broader issue of sexual violence?

Here's 3 things we focused on:

- Support for survivors & believing victims
- The role of bystanders & social media
- Offender behaviors

WHAT YOU CAN TALK ABOUT



M

MESSAGING: PICK 2-3

- Support & services for survivors
- Provide factual info, stats & dispel myths
- Discuss laws, policies or trainings
- Tips on prevention, making communities safer
- Give referrals to other agencies & experts

RESPONDING TO CASES



E

EFFECTIVENESS

- Don't be afraid to ask for help. Partner with others.
- Create a wish list. Breakdown & assign tasks.
- Identify key themes to address
- Create general, topical talking points
- Develop press releases, letters to the editor & blogs

GETTING THE MESSAGE OUT



D

DISTRIBUTION

- Identify your local & regional news organizations
- Create a media distribution list for outreach
- Keep up with news online & via social media
- Update your website & social media sites
- Train staff fielding requests
- Journalists expect timely responses

THE INTERNET WAS OUR FRIEND

D

DISTRIBUTION

OHIO ALLIANCE TO END SEXUAL VIOLENCE

March 15, 2013

Katie Hanna, Executive Director
Ohio Alliance to End Sexual Violence
khanna@oaesv.org

Tracy Cox, Communications Director
National Sexual Violence Resource Center
tc Cox@nsvrc.org

PRESS RELEASE

Day 3

"Now, you know..."

The defense team has gotten real. Contrary to what we thought in 2002, a lot of today's juvenile victims and...

OHIO ALLIANCE TO END SEXUAL VIOLENCE

March 16, 2013

Katie Hanna, Executive Director
Ohio Alliance to End Sexual Violence
khanna@oaesv.org

Tracy Cox, Communications Director
National Sexual Violence Resource Center (NSVRC)
tc Cox@nsvrc.org; 717-756-1803

PRESS RELEASE

Day 4

"The things could to pie Special Pros Steubenville moved man"

Testimony h the defenda press crimin 12, 2012, th

OHIO ALLIANCE TO END SEXUAL VIOLENCE

March 14, 2013

Katie Hanna, Executive Director
Ohio Alliance to End Sexual Violence (OAESV)
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Tracy Cox, Communications Director
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PRESS RELEASE: FOR IMMEDIATE RELEASE

Day 2: Perspectives from Steubenville

+/- 700	students go to Steubenville High School
+/- 50	teens were at one of the parties August 11 th
362,972	cumulative texts were recovered from 12 confiscated phones and an iPod
307,977	cumulative photos were recovered from 12 confiscated phones and an iPod

March 17, 2013

OHIO ALLIANCE TO END SEXUAL VIOLENCE

STEUBENVILLE RAPE TRIAL VERDICT

2 teen football players found delinquent in Steubenville rape case

The Ohio Alliance to End Sexual Violence (OAESV) and the National Sexual Violence Resource Center (NSVRC) support Judge Lipps's decision of finding two male juveniles delinquent of rape and one of them delinquent for illegal use of a minor in nudity-oriented material. It is a decision that we believe is just and sets the tone for how future drug-facilitated sexual assaults will be prosecuted. The outpouring of support for this victim illustrates that it's time to break the silence. Offenders can and will be held accountable. The judge's decision shows crimes of sexual violence will not be tolerated.

We thank the victim for coming forward and displaying an incredible amount of strength and courage. Her bravery opened the door for other victims to report and be believed and supported. We also thank prosecutors Marianne Hemminger and Brian Deckert, the Ohio Attorney General's office, law enforcement and the Bureau of Criminal Investigation and Identification for their diligence in seeking justice.

While this case has garnered worldwide attention focusing on Steubenville, we know that these crimes happen everywhere and far too often. In Ohio, 60% of sexual assault victims reporting to law enforcement are juveniles¹. Nationally, one in four girls and one in six boys will be sexually abused by the time they turn 18 years old². As we've seen in this case, victims experience many barriers when disclosing abuse. These barriers contribute to victim and societal silence of sexual violence. When someone discloses what happened, believe them.

Throughout this case, we saw many missed opportunities where others could have intervened but did not. In a study released this week about teens' knowledge of dating violence and sexual assault, conducted by GfK Public Affairs and Corporate Communications, it revealed:

- 53% would find it difficult to intervene, and 40% wouldn't even know what to do if they witnessed such a crime.
- 62% percent of teens said they would be willing to help if they witnessed dating violence or a sexual assault, but only 46% percent of teen males thought they would recognize such a crime.

Technology was another key component in this case. Technology can facilitate sexually-violent acts before, during and after an offense. This case shined a light on the role that bystanders play in preventing these crimes and supporting survivors. We need to arm our bystanders in preventing these crimes. By arming them with knowledge and skills to safely, effectively...

WORKING WITH THE MEDIA



LOOKING AT THE RIPPLE EFFECT



I

IMPACT: ON SURVIVORS

- Survivors everywhere are watching & listening
- Let people know that healing is possible, & how everyone can be supportive/helpful
- Ask reporters to include your website, hotline number, etc., in their news coverage

HOW HAS THIS IMPACTED SURVIVORS?



LOOKING AT THE RIPPLE EFFECT

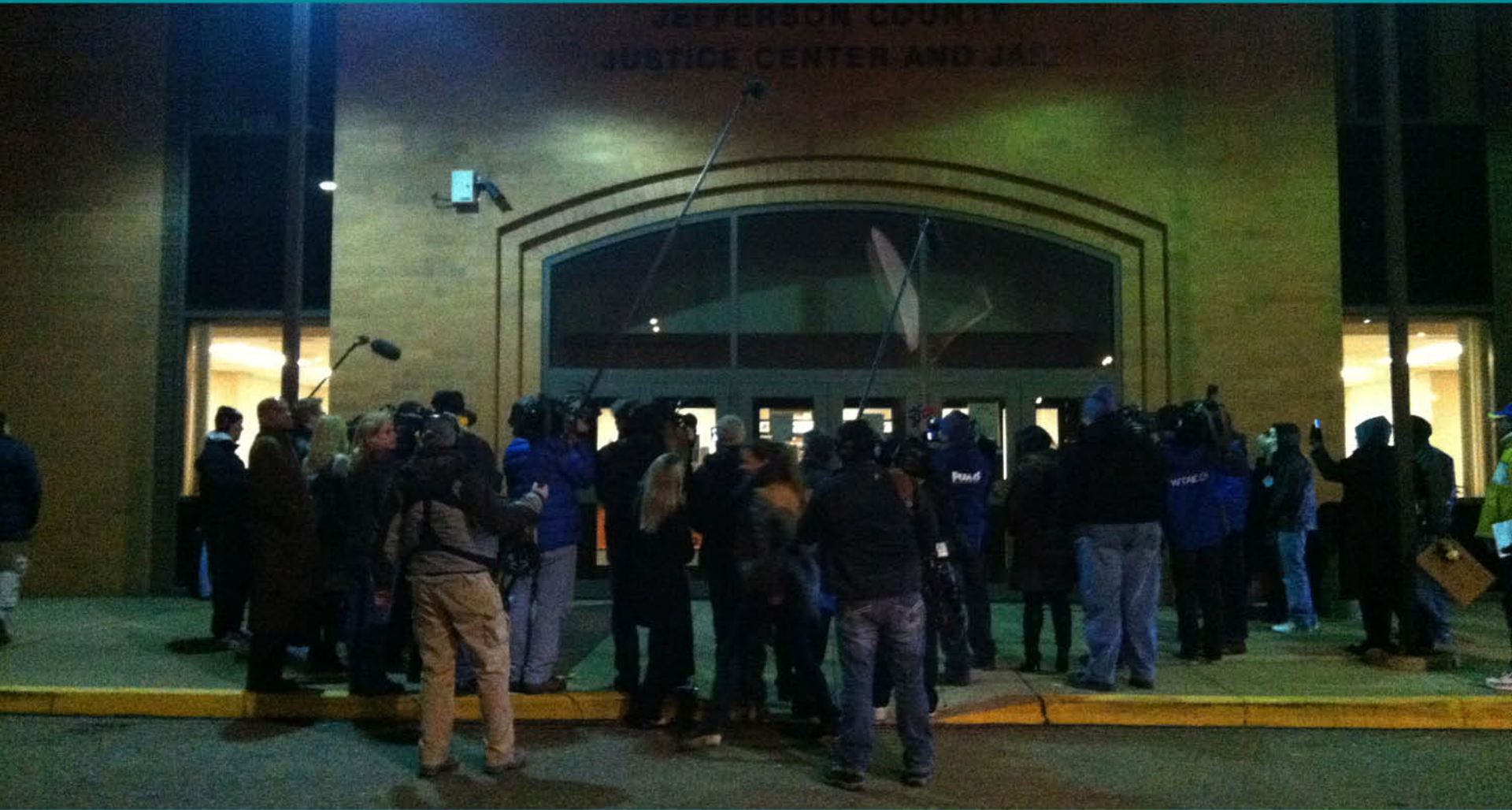


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IMPACT: ON YOU & STAFF

- This work is intense. These cases will impact you, your staff & reporters.
- Be mindful of trigger warnings
- Be aware of vicarious/secondary trauma
- Have supports in place & be flexible

HOW HAS THIS IMPACTED THE MEDIA?



HOW HAS THIS IMPACTED THE MOVEMENT?

* SOMETHING DOESN'T ADD UP *

+/- 700 students go to Steubenville High School

+/- 50 teens were at one of the parties August 11th

362,972 cumulative texts were recovered from 12 confiscated phones

307,977 cumulative photos were recovered from 12 confiscated phones and an iF

+/- 140 students at Steubenville High School are estimated to be survivors of

PREPARE TO BE BUSY

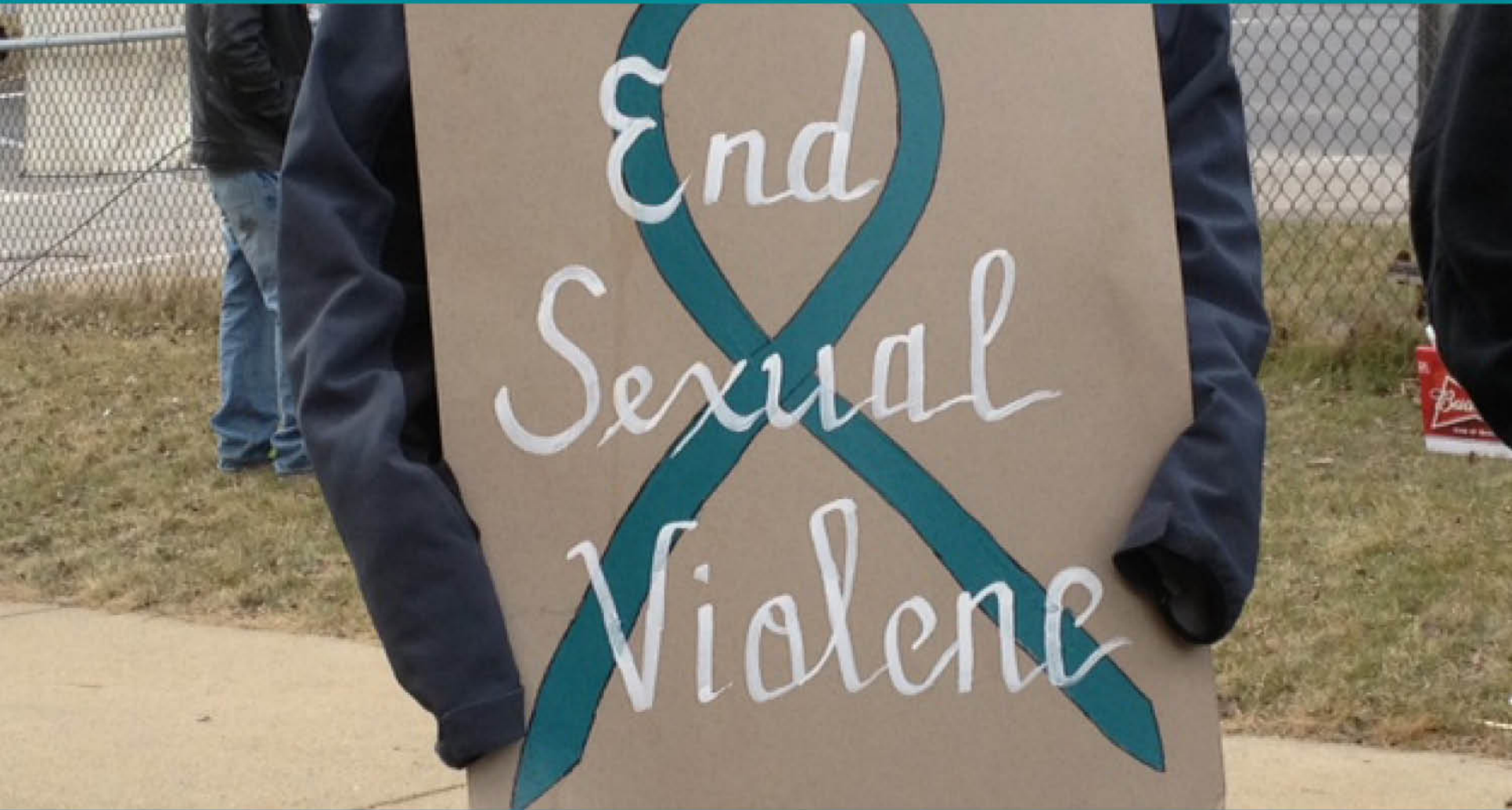


A

ADVOCACY

- New partnerships & activism
- Interviews, trainings & workshops
- Policy revisions & legislative changes
- More survivor stories emerge, needs increase
- Future high-profile cases

ADVOCACY: THE WORK CONTINUES



FREE ONLINE COURSE FOR MEDIA



Poynter. NEWS UNIVERSITY

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Reporting on Sexual Violence

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Crimes of sexual violence are among the most underreported crimes in our society. Compounding the problem is that media coverage of these crimes often perpetuates stereotypes and cultural myths, rather than providing context and increasing understanding or awareness of sexual violence.

One in five people will experience sexual violence; reporters cannot avoid this complex and challenging topic. But covering sexual violence requires context — an understanding of who perpetrates these crimes, who is affected, and how sexual violence can be prevented. It also requires sensitivity, compassion and professionalism, both in interviewing survivors and in choosing the words to honestly and clearly describe these crimes.

This self-directed course provides necessary context to understanding crimes of sexual violence that target individuals of all ages and backgrounds. It dispels the many myths surrounding sexually violent crimes and suggests strategies for telling the truth about sexual violence through accurate language, reporting, headlines and photos.

Compassionate-but-thorough coverage requires a wealth of background information

Course Overview



TITLE: Reporting on Sexual Violence

TYPE: Self-Directed Course

COST: This \$29.95 course is free

Related Courses and Content

NEWSU COURSES:

Covering Child Sex Abuse: Lessons from the Sandusky Story

Covering Sexual Assault

Journalism and Trauma

Trauma Awareness: What Every Journalist Needs to Know

Introduction to Ethical Decision-Making

On the Beat: Covering Cops and Crime

On the Beat: Covering the Courts

POYNTER CONTENT:

Resources for Covering Sexual Abuse of Children

Highlights from an Interview with

RESOURCES TO HELP



- NSVRC's media packet: <http://tinyurl.com/9c74ex3>
- Steubenville-related resources:
www.oaesv.org/response
- NSVRC & Poynter's free online course for journalists: <http://tinyurl.com/c33yn2b>
- Poynter's resources on child sexual abuse:
<http://tinyurl.com/cluxtha>
- *National Plan to Prevent Child Sexual Abuse & Exploitation*: www.nsvrc.org/news/11692

THANK YOU FOR ATTENDING



National Sexual Violence Resource Center
www.nsvrc.org

Email: resources@nsvrc.org

Call: (877)739-3895

