

Media Guide

The National Domestic Violence
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love is respect org



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Table of Contents

I. Purpose	Page 3
II. Sample Media Pitches	Page 4
III. Sample Social Media Messages	Page 6
IV. Tips for Working with Members of the Media	Page 8

Purpose

The National Domestic Violence Hotline (The Hotline) compiled this media guide to accompany the bi-annual national and state reports that it distributes for The Hotline and loveisrespect. This media guide serves the following purposes:

- Serve as a starting point to help the recipients of the national and state reports develop ideas for using data from reports to raise awareness of domestic violence and dating abuse in the community.
- Provide sample media pitches and social media messages that recipients of data from The Hotline and loveisrespect can use to engage members of the media and social media influencers.
- Offer tips on how to interact with members of the media.

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Sample Media Pitches

Media Pitch 1: Back to School

Back-to-school is a great time to engage members of the media in conversations about dating abuse. You may present your organization as a local resource and subject matter expert in working to prevent and end dating abuse.

How to Use the Data

To pique the interest of members of your local media, you should combine data with tips on how to recognize signs of dating abuse. You should also be prepared to offer tips on how parents can help teens and young adults who may be experiencing abuse.

The following statistics from the national report for loveisrespect can serve as a point of interest when talking to local media:

- For the first half of 2015, loveisrespect documented more than 7,000 calls, chats and texts for help.
- 31.9% of the people who contacted loveisrespect said that they have or are currently experiencing dating abuse.
- Of the people who are experiencing dating abuse who reached out to loveisrespect, 91% experience emotional/verbal abuse, 46% experience physical abuse, 19% experience sexual abuse, 8% experience financial abuse and 5% experience digital abuse.

Note: If you are located in one of the top ten contact states for loveisrespect, you should also include similar information from the state in which you reside.

Media Pitch 2: Domestic Violence Awareness Month

Domestic Violence Awareness Month is a great time to engage members of the media in the work you are doing to prevent and end domestic violence in your state and local community. You may present your organization as a local resource and subject matter expert in working to prevent and end domestic violence.

How to Use the Data

To pique the interest of members of your local media, you should combine data with some of the activities you are planning to raise awareness about domestic violence in your local community.

The following statistics from the national report for The Hotline can serve as a point of interest when talking to local media:

- For the first half of 2015, The Hotline documented more than 79,000 calls and chats from people affected by domestic violence.
- 64.1% of the people who contacted The Hotline for the first half of the year said that they have or are currently experiencing domestic violence.
- Of the people who are experiencing domestic violence who reached out to The Hotline, 95% experience emotional/verbal abuse, 67% experience physical abuse, 7% experience sexual abuse, 10% experience financial abuse and 2% experience digital abuse.

Note: You should also include similar information from the state in which you reside.

Media Pitch 3: Local Incidents of Domestic Violence

Members of the media may reach out to you as a local resource and subject matter expert when homicide or high-profile cases of domestic violence occurs in your community.

How to Use the Data

When contacted for an interview, you can combine the data with general information on domestic violence and the specific area you are being asked to discuss.

The following statistics from the national report for loveisrespect can serve as a point of interest when talking to local media:

- 64.1% of the people who contacted The Hotline for the first half of the year said that they have or are currently experiencing domestic violence.
- Of the people who are experiencing domestic violence who reached out to The Hotline, 95% experience emotional/verbal abuse, 67% experience physical abuse, 7% experience sexual abuse, 10% experience financial abuse and 2% experience digital abuse.
- The most commonly requested services include domestic violence shelter (23%), legal advocacy (19%), individual professional counseling (18%) and domestic violence support groups (15%).

Note: You should also include similar information from the state in which you reside.

Sample Social Media Messages

National Messaging for The Hotline

In the first half of 2015, @ndvh documented 79,038 calls and chats from people needing support, education and resources

According to @ndvh, legal issues were the most commonly disclosed special factors in victims' experiences

95% of #DV victims who contacted @ndvh in the 1st half of 2015 said they experienced emotional/verbal abuse; 67% reported physical abuse

Current top 5 cities in contact volume to @ndvh: #LA, #Houston, #NYC, #Chicago & #Dallas

National Messaging for loveisrespect

In the first half of 2015, @loveisrespect documented 7,028 calls, chats texts from people needing support, education and resources

According to @loveisrespect, legal issues were the most commonly disclosed special factors in victims' experiences

91% of #DV victims who contacted @loveisrespect in the 1st half of 2015 experienced emotional/verbal abuse; 46% reported physical abuse

Current top 5 states in contact volume to @loveisrespect: #California, #Texas, #NewYork, #Florida & #Pennsylvania

State Messaging for The Hotline

In the 1st half of 2015, @ndvh documented [insert total] calls & chats from #[insert state name]

.@ndvh reported that the most commonly disclosed special factor in #[insert state name] was [insert top factor]

[insert number]% of contacts to @ndvh from #[insert state name] disclosed emotional/verbal abuse; [insert number]% disclosed physical abuse

The top 5 cities in #[insert state name] in contact volume to @ndvh were: [insert top 5 cities and include a hashtag]

State Messaging for loveisrespect

In the 1st half of 2015, @loveisrespect documented [insert total] calls, chats & texts from #[insert state name]

.@loveisrespect reported that the most commonly disclosed special factor in #[insert state name] was [insert top factor]

[insert number]% of contacts to @loveisrespect from #[insert state name] disclosed emotional/verbal abuse; [insert number]% disclosed physical abuse

The top 5 cities in #[insert state name] in contact volume to @loveisrespect were: [insert top 5 cities and include a hashtag]

Tips for Working with the Media

When working with the media, it is important to keep the following in mind:

- Members of the media can play a very important role in helping you educate the public on domestic violence and dating abuse in your community. You should work to build relationships with members of the broadcast and print media in your state and local community.
- Prepare for your interview. Before speaking with a member of the media, write down what you want to say and practice.
- Always be honest when speaking with a member of the media. If you don't have an answer to a question at the time of your interview, it is okay to say so.
- Speak in sound bites, and include the question in your response.
- Although you may have relationships with members of the media, it is important not to get too comfortable. There is no such thing as "off the record." You should only disclose information that you are comfortable having disclosed on television, in print or online.
- Use every interview as an opportunity to educate. Feel free to incorporate domestic violence statistics in your interview.
- At the end of your interview, you will be asked about including additional information. Use this as an opportunity to provide your organization's contact information. You should also talk about the need for additional resources.