



**To: Public Television Stations**  
**From: NNEDV**  
**Date: April 1, 2010**  
**Re: Working with Domestic Violence Organizations**

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When airing *Telling Amy's Story*, we strongly encourage you to work with domestic violence organizations in your viewing area to promote the film and conduct community-based discussions about domestic violence.

Each state and territory has a coalition against domestic violence. These statewide organizations represent 2,000 local domestic violence programs and are represented at the national level by the National Network to End Domestic Violence. The statewide organizations can help to identify local advocacy resources in your viewing area. You can find a listing of these groups here: <http://nnedv.org/resources/coalitions.html>.

In 2009, local domestic violence programs served more than 65,000 survivors of domestic abuse in one day alone. They answered more than 23,000 crisis hotline calls in the same 24-hour period. To learn more about the amazing work local programs are doing, visit <http://nnedv.org/resources/census.html>.

### **Partnering With Your Statewide and Local Domestic Violence Organizations**

If you represent a public television station and are open to discussing ideas, non-profit domestic violence organizations will likely be receptive to collaborating on local activities that will serve the community. Whether this is a new or continued partnership, *Telling Amy's Story* offers an opportunity for public television stations and domestic violence organizations to work together in their communities. Depending on what resources will be needed, you may also want to involve other local partners that can provide support.

- When you call, begin by saying, “<<Call Letters>> would be very interested in partnering with you in an outreach activity to facilitate local discussion surrounding the *Telling Amy's Story* broadcast.”
- Let them know when the film will air. When films about domestic violence air, there is commonly an increase in hotline calls and requests for local services. Please try to give your local advocacy organization a heads up.
- Offer a quick description: Told by Detective Deirdri Fishel, *Telling Amy's Story*, follows the timeline of a domestic violence homicide that occurred on November 8, 2001. Mariska Hargitay introduces the show, and also closes the broadcast in an interview with Sheryl Cates from the National Domestic Violence Hotline.
- Describe specific ideas for outreach coordination including details on resources (broadcast, personnel and/or event time, sponsorship, information, panelist, etc.) you are committing to the effort. Visit [telling.psu.edu](http://telling.psu.edu) and look at the toolkit for possible ideas.
- If you decide that you would like to feature or honor a survivor of domestic abuse, please recognize that it may be difficult to identify survivors who are comfortable telling their stories and can safely make public appearances. Again, please work with your local domestic violence advocacy organization to identify appropriate resources.