

LARGE GROUP

TELLING

amy's story

SHARE. DISCUSS. REFER.

Raising Public Awareness of Domestic Violence

PENNSTATE



PUBLIC BROADCASTING

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COMMUNITY EVENT AND DISCUSSION GUIDE

Telling Amy's Story brings to light the difficult and emotional issue of domestic violence and can serve as a catalyst to bring communities together to discuss how we can prevent domestic violence.

Domestic violence is a national epidemic, but every individual in every community can be a part of the solution.

By raising awareness and talking about how your community can help victims and hold abusers accountable, we can take positive steps toward prevention.

This guide provides suggestions to help you use *Telling Amy's Story* as part of a community discussion. It is meant for community groups, domestic violence organizations, public broadcasting stations, and anyone with an interest in raising public awareness and addressing domestic violence in communities across the nation.

Why community discussions are Important

Domestic violence is a serious problem that impacts people at home, in the workplace and in the community. One of the first steps to ending it is to talk about it. Often friends, family, and co-workers have more knowledge of an abusive situation than any intervening professional. It is important that communities are aware that domestic violence is an issue that affects us all and that it takes the effort of an entire community to change the social norms and attitudes that contribute to domestic violence.

Your community discussion can focus on raising awareness about domestic violence and what is being done to stop it, or on how your community can better respond to domestic violence. The important thing is to START TALKING!

Video resources

There are video resources for *Telling Amy's Story* available on DVD and additional resources online so that you can view and discuss it at any time.

The DVD includes the following video resources:

- **56-minute documentary**
The documentary film is the centerpiece of *Telling Amy's Story* and will serve as the catalyst for community discussions. Amy's story is followed by an interview with Sheryl Cates, CEO of the National Domestic Hotline, and Mariska Hargitay, lead actress on *Law and Order SVU*, and President of the Joyful Heart Foundation. This discussion will help to raise awareness of domestic violence within your community and to establish a common understanding of the issue. Because of the film's emotional content, it is important to ALWAYS show the entire documentary to help your audience process what they have just seen. To ensure the well-being of your audience please always do this before you open up for your own discussion.

- **17-minute coordinated response local discussion**

An in-depth interview with Detective Deirdri Fishel, from the documentary film, and Dana Cuomo, an advocate from the Centre County Women's Resource Center. Share this discussion at events where the goal is to bring together local resources to discuss a coordinated community response.

- **4-minute trailer**

Includes the first 4 minutes of the documentary.

The Web site includes the following video resources:

The web site includes the following video resources that are free and downloadable and can be shared electronically on Facebook, MySpace, your own website, or attached to an email. Send them to everyone in your address book!

- **4-minute trailer**

Includes the first 4 minutes of the documentary.

- **15-minute overview of Telling Amy's Story**

- **17-minute coordinated community response local discussion**

Patty Satalia from Penn State Public Broadcasting interviews members of the Victim Centered Intensive Case Management Unit to learn more about how communities and individuals can respond to domestic violence at the local level.

Potential partners for community discussion

Within your local community, consider partnering with other groups to plan and carry out a community discussion about local domestic violence.

Different groups bring a variety of relationships and networks, domestic violence expertise, and organizational and marketing abilities to the table.

Because of the emotional content matter and the need for someone who has expertise in the area to answer questions, always include at least one partner who is part of your local domestic violence organization or who is recommended by them.

Call the National Domestic Violence Hotline (1-800-799-7233) to find out who to talk to from your area.

Examples of community groups that would make good partners

- Public television stations (managers, programmers, and community relations staff)
- Public radio stations
- Local domestic violence organizations
- Health care organizations/hospitals
- Law enforcement
- Children and youth services
- Faith community
- Government officials/entities and organizations
- Mental health organizations
- Chamber of commerce
- Local business association
- Department of Welfare
- Homeless shelters

- Probation and parole representatives
- Drug and alcohol centers
- Universities and colleges
- School districts
- Civic groups
- Community or university libraries
- League of Women Voters
- Local and regional offices and chapters of the national outreach partners:
 - » *National Domestic Violence Hotline*
<http://www.ndvh.org>
 - » *Centre County Women's Resource Center*
<http://www.ccwrc.org>
 - » *National Network to End Domestic Violence*
<http://www.nnedv.org>
 - » *Casa de Esperanza*
<http://www.casadeesperanza.org>
 - » *Joyful Heart Foundation*
<http://www.joyfulheartfoundation.org>
 - » *Family Violence Prevention Fund*
<http://www.endabuse.org>
 - » *National Family Justice Center Alliance*
<http://www.familyjusticecenter.org>
 - » *Dress for Success*
<http://www.dressforsuccess.org>
 - » *Joe Torre Safe at Home Foundation*
<http://joetorre.org>
 - » *Corporate Alliance to End Partner Violence*
<http://www.caepv.org>
 - » *A Call to Men*
<http://www.acalltomen.com>
 - » *The Institute on Domestic Violence in the African American Community*
<http://www.idvaac.org>

Defining local issues and goals

As you plan your event with your partners, talk about your potential audiences and what type of discussion will resonate with them. You may want to focus on raising awareness and establishing a common understanding of domestic violence as an issue in your community, or you may choose to focus on a more targeted understanding of local coordinated community responses.

Community partners can collectively determine local concerns, shared goals, and which audiences to invite to the discussion. Questions that the public may want to ask and discuss are:

- How does our community respond to domestic violence?
- What local resources and services are available to victims of domestic violence?
- What can be done at the local level to solve our community challenges?
- How can we, in our everyday interactions, let the people in our community know that domestic violence of any sort is not acceptable?

Suggestions for meetings and events

Effective community discussions will require collaborative and knowledgeable partners to help make connections, a commitment to building long-term relationships, and an understanding of the powerful message provided by *Telling Amy's Story*.

The most effective format for your discussion is to have both a moderator and a panel of several community partners, including representatives from your local domestic violence organization, who can address the full range of audience questions and issues.

Coordinating with your local public broadcasting station

The local public broadcasting station may want to hold a panel discussion in conjunction with the *Telling Amy's Story* television broadcast. The panel discussion can be taped for local broadcast. It can bring together domestic violence professionals, public officials, and community members. Local public television or radio stations may want to produce call-in shows that invite the public to share their opinions in response to the airing of the documentary.

Please download the guide to working with public broadcasting stations for further information.

EVENT PLANNING AND ARRANGEMENTS

When planning an event focused on domestic violence and its prevention, be sure to address the following elements:

1. Consider alerting the local police about the event and give them the details regarding where and when it will be held and who is invited.
2. Consider the fact that in any public audience there will be a significant percentage of attendees who have experienced or know someone who has been a victim of domestic violence.

Be sure to invite your local domestic violence service organization to be present and to distribute their contact information. If you don't know who your local domestic violence service organization is, call the National Domestic Violence Hotline (1-800-799-7233) and ask to be put in touch with a local advocate.

EVENT PLANNING CHECKLIST

EVENT

- What is the name of the event?
- What type of event are you holding? (documentary screening, breakfast, town hall meeting, etc.)

DATE

- When will the event be held?
- Has the date/location been approved by all the necessary parties?
- Does the date conflict with other events?

TIME

- When will setup begin?
- When will the guests arrive?
- When will the event begin?
- When will the event end?
- When will teardown end?

LOCATION

- Where will the event be held?
- Is the location accessible by public transportation?
- What is the room capacity?
- Is the room handicapped accessible?
- Are permits or legal paperwork required?
- Have police been notified of the location?

HOST

- Who is hosting the event?

- What is the event coordinator's contact information?

CO-SPONSORS

- Have you included your local domestic violence organization?
- Who needs to be acknowledged in remarks/printed materials?
- Who needs to approve decisions/plans?

INVITATION LIST

- Will an invitation need to be designed/printed?
- Who will compile the invitation list?
- How many seats are expected to be filled at the event?
- Are RSVPs necessary? If so, who will be coordinating them? What is the RSVP deadline?

ADVERTISING

- Is the event open to the public?
- If so, how will you promote it?
- Design and place ads? (See template in Community Toolkit.)
- Design and place signs/flyers? (See templates in Community Toolkit.)
- Write news release and send to the media?
- Should the press be invited to attend?

EXPECTED ATTENDANCE

- How many guests are expected?

BUDGET

- What is the budget for this project and what are the anticipated expenses?

EVENT LOGISTICS CHECKLIST

AUDIO/VISUAL

- Requirements (e.g., overhead projector, computer screens)
- Remote microphones

COAT RACK/CHECK

- Location

NAME TAGS

- Produced by

PARKING

- Location
- Time frame
- Charge

PUBLIC RESTROOMS

- Location
- Wheelchair accessible

RENTALS/DELIVERIES

- Vendors
- Delivery times

SEATING

- Arrangement
- Accommodation for wheelchairs and other assistance devices

SET-UP

- Staff
- Time frame

CATERING

- Contact information
- Arrival time
- Food selections
- Services provided (flatware, linens and paper products, food and beverages, setup/tear down)

REFERRAL MATERIALS

- From your local domestic violence organization

EMERGENCY NUMBERS

- Local hospital, fire, and emergency

PANEL DISCUSSION QUESTIONS

When organizing a community discussion, you should have a panel of experts who can address the full range of audience questions and issues. Panel participants may include domestic violence advocates, law enforcement officials, local judicial representatives, and other community members familiar with domestic violence. To get the conversation started, you may want to address the following questions to the panel. Also, you may want to give these questions to your panel participants before the discussion so that they can be prepared to answer them fully.

Domestic violence in our community

- What does our community have in place to respond to domestic violence?
- How prevalent is domestic violence in our community?
- What impact does domestic violence have on our social and economic well-being?
- What are the public health or safety issues that affect our community as a result of domestic violence?
- What parts of our community are being affected by domestic violence?

Local resources and services

- What local resources and services are available to victims of domestic violence?
- How do people access local resources and services?
- What happens when a victim calls the police?
- What happens if a victim goes to the hospital?
- What current policies/laws are in place to respond to domestic violence?

Community problem solving

- What can I do to stop domestic violence in my community?
- What is a coordinated community response to domestic violence and does our community have that type of response in place? If not, what can we do to help move us in that direction?
- Who needs to work together to stop domestic violence in our community? What individuals and groups? What is the first step in bringing people together?

MODERATOR GUIDELINES

Due to the sensitive nature of the subject, we strongly urge communities to use a moderator, along with panelists, who have experience or expertise in the area of domestic violence. Be sure to contact your local domestic violence organization so that they can send an advocate to be a part of the discussion.

If you don't know who your local domestic violence service organization is, call the National Domestic Violence Hotline (1-800-799-7233) and ask to be put in touch with a local advocate.

Moderator suggestions

As a moderator, your role will be to facilitate discussion and interaction between the audience and the panelists.

The following is a list of helpful suggestions for effective facilitation.

Before the event

- Determine the composition and size of the prospective audience.
- Preview the *Telling Amy's Story* documentary on DVD, read the companion materials in the Community Toolkit (telling.psu.edu), and browse the website, to familiarize yourself with and gain a full understanding of the issues that the documentary raises.
- Design the agenda around the target outcome for the event—i.e., greater awareness of domestic violence, continued community discussion about domestic violence, or strengthening your communities' coordinated response.

You may want to work with community partners to build the agenda. Opening up the process early will help attract an audience and establish a coordinated community response.

- Based on your goals for the event, choose the best video resources to show your audience. Because of the emotional content, it is important that you show either the full documentary or the 15-minute overview combined with the local discussion.
- Outline key points and open-ended questions to introduce the video and panel discussion.
- Outline concepts to review during the wrap-up.
- Collaborate with community partners to establish plans for building on this discussion.

Event day

- Divide the event into sections: introduction, video resources screening, panel discussion, and closing.
- Establish an atmosphere of respect for everyone's thoughts, opinions, and concerns.
- Introduce your panelists as well as important guests in attendance.
- Give a brief introductory description of *Telling Amy's Story*.
- Explain the importance of domestic violence awareness and why the community is holding this discussion.
- Explain that domestic violence is a nationwide problem requiring local discussion.
- Share a few selected discussion questions with the audience and ask them to consider these as they watch your video selections.
- Show either the 56-minute documentary or the 15-minute overview combined with the 17-minute local discussion.
- Provide an appropriate transition into the group discussion.
- Maintain a focused discussion; redirect the discussion if it goes off topic.
- If responses or comments are unclear, ask the speaker for clarification or for further explanation.
- Review key points and reinforce how the audience can continue to be involved in solving this community problem.
- Encourage participants to share the video and what they've learned with others.
- Provide referral materials from local organizations.