

Maricopa Association of Governments
Domestic Violence Press Conference Planning
Stakeholders Group
Meeting Notes

Monday, July 16, 2007
10:00 – 11:00 a.m.

In Attendance:

DC Ernst, Phoenix Fire Department
Leah Meyers, Governor's Office
Carlos Jurado, MAG
Hannah Kaplan, NCJW
Ellen DeDomenico, NCJW
Christy Moore, AZCADV
Amy St. Peter, MAG
Rena Tenney, MAG
Kelly Taft, MAG
Natalie Lewis, City of Scottsdale (via phone)
Mayor Marie Lopez Rogers, City of Avondale (via phone)
Tina Solomon, City of Phoenix (via phone)
Jennifer Dalton, City of Phoenix (via phone)

I. Welcome and Introductions

The meeting opened at 10:04 a.m. Introductions followed.

II. Presentation of Background

Ms. St. Peter provided background information pertaining to the history and purpose of the Domestic Violence (DV) Press Conference. The press conference is held annually at the end of September and highlights activities during October as DV Awareness Month. Last year, the conference focused on reaching out to teens about dating violence through the release of MAG's Youth Empowerment Project website (www.weboffriends.org). The conference was held at Teen Central in the Burton Barr Library.

III. Explanation of Youth Empowerment Project

Ms. St. Peter provided information about MAG's Youth Empowerment Project. Funded by an Innovative Grant through the Governor's Office, this project was developed to provide teens in abusive relationships, or who have peers in abusive relationships, with support and resources. Discussions were held with teen groups to gain insight into the best strategies for sharing this information with teens. These groups indicated that teens are more likely to speak with their friends about an abusive situation before approaching

their parents and/or trusted adults. Therefore, the Youth Empowerment Project was developed to empower teens by educating them about abusive relationships and the availability of resources through the Web of Friends website, and the production of PSAs created by teens for teens. This year, the PSA competition will include the categories of radio, print, and invitations and/or e-vites to visit the Web of Friends website.

Ms. St. Peter suggested that this year's DV Press Conference focus again on the Youth Empowerment Project. Last year, the press conference announced the release of the Web of Friends. Ms. St. Peter suggested working with local radio stations to present information about teen dating violence while promoting the PSA competition. Ms. Taft suggested ideas to draw media including a Talk-a-thon, or Text-a-thon at local schools. Mayor Lopez Rogers recommended contacting Alhambra because they have accomplished so much in the past few years. She also recommended the Hands are not for Hitting Program in Avondale as a way to market the press conference.

Ms. Moore agreed that the idea of a Text-a-thon would be enticing to teens. However, Ms. Moore suggested that abusers might read the text messages and this could cause a safety concern for teens in abusive relationships. Ms. Moore suggested careful consideration of the messages sent via text. Ms. Meyers recommended submitting the project idea to Safety Net at www.nnedv.org. They will offer feedback on how to address any potential safety concerns.

Ms. Lewis agreed that the press conference should again focus on teen dating violence. Suggestions included inviting middle and high school journalism students to the press conference for stories in their school papers, and creating screen savers to promote the Web of Friends at local schools. The group also discussed linking more schools to the press conference via video conferencing.

Ms. DeDomenico suggested taking press conference ideas to the teen groups for their input. Ms. Meyers volunteered to find out when the Governor's Youth Commission might be available for discussing conference ideas. Mayor Lopez Rogers also volunteered to find out when the Avondale Youth Council might be available for this purpose. Ms. Lewis offered the Service Learning Group in the Scottsdale school district as an additional forum for youth feedback.

IV. Logistics

The group agreed that the DV Press Conference would again focus on teen dating violence. Local English and Spanish radio stations will be approached to conduct media spots from a middle or high school with a Media Arts program at 10:00 a.m. on Thursday, September 27, 2007. Speakers will also be asked to participate in radio morning show interviews at 6:30 a.m. on September 27, 2007. The specific location is to be determined. The conference will include a Text-a-thon competition. Teens will be asked to go to the Web of Friends website to report the number of text messages sent to friends, and incentives will be distributed for the most text messages. Cell phone companies will be contacted regarding phone minutes and disposable cell phones for the

Text-a-thon. Middle and high school newspapers will be invited to send student representatives to cover the press conference.

V. Next Steps

Ms. St. Peter summarized action items for planning the DV Press Conference:

- Solicit feedback from youth about the press conference ideas
- Identify middle and high school contacts to help market the press conference and related activities like the Text-a-Thon
- Contact schools regarding possible location and participation of journalism students
- Check on safety concerns with text messaging
- Contact local radio stations to support the press conference
- Develop theme and tagline
- Develop text message content

Ms. St. Peter indicated that additional feedback would be requested from the meeting participants by email. She thanked everyone for their time and insights to help plan this event.

The meeting adjourned at 10:45 a.m.