



# **Becoming the Source**

Building Partnerships with  
your Local Media

*Tips and Examples*

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# Scenario

## Victim Services

- A jury finds a 32-year old man guilty of sexual assault of a minor.
- 14-year old victim gives compelling testimony that no doubt led to the conviction.
- The child's identity was protected by the courts throughout the trial, using only her initials.
- You have worked closely with the victim and victim's family.
- The reporter covering the trial contacts you afterward for comments.

## Law Enforcement

- After a lengthy investigation, your department arrests a 32-year old man for sexual assault of a 14-year old girl.
  - The accused is a middle school teacher and the alleged victim is one of his students.
- The accused will be arraigned the following day, but his identity has not been made public by your department or by the school district.
  - You are the designated spokesman for your department and the local reporter contacts you for information.

## Prosecutor

- A 32-year old school teacher has been bound over on sexual assault of a minor charges after a preliminary hearing today.
- The 14-year old alleged victim did not testify during the preliminary hearing, just law enforcement.
  - The local reporter has reported on the case from redacted affidavits but has not confirmed the identity of the accused. Up to this point, you have been vague in your responses, but now the reporter expects more since the case has been bound over.

# Scenario Notes

LOCAL

# Minnesota campuses face new rules on sexual assault

Law requires new training and reporting on campuses this fall.

By Maura Lerner Star Tribune | JULY 31, 2016 — 8:16PM

Starting this fall, college students throughout Minnesota will be required to complete training on sexual-assault prevention within their first 10 days of school.

And for the first time, their campuses will have to publicly disclose how many sexual-assault complaints they investigate each year, as well as how many result in disciplinary action.

Those are two of the new mandates in a state law, which takes effect Monday, designed to combat sexual violence on campus.

The law, which was approved by the Minnesota Legislature in 2015, reinforces what many colleges already have been doing, said Amy McDonough, government relations director for the Minnesota Private College Council.

Most schools already offer sessions on sexual assault as part of student orientation, either online or in person, she said. But the new law “requires schools to make sure that students take it.”

The law doesn’t spell out what will happen if students skip the required training. But they could be barred from registering for future classes until they complete the assignment, McDonough said. “Every campus is going to

handle that differently.”

The law also requires campuses to provide online options for anonymous reporting of sexual assault.

The goal is to encourage victims to come forward, even if they’re not ready to identify themselves, said Yvonne Cournoyer of the Minnesota Coalition Against Sexual Assault, who was an adviser on the new law. “The idea was to open it a crack and reduce some of the fear around reporting,” she said.

That’s already an option at some schools, including the University of Minnesota and many private colleges, officials say.

As part of the law, campuses will be required to report statistical data on sexual-assault complaints for the first time. Starting in October, they will have to provide annual reports to the state on the number of cases investigated, as well as breakdowns on whether anyone was disciplined or received more than a warning at the close of the investigation.

The data will not include details of individual cases because they are protected by confidentiality.

But Cournoyer said the reports should help shed some light on what happens after complaints are filed. “That was kind of a black hole mystery,” she said.

The Minnesota Office of Higher Education, which will collect those reports, said it expects to make the information public by December.

In addition, the new law requires schools to have better coordination with law enforcement agencies, and to conduct “comprehensive training” for staffers who work with victims or investigate complaints of sexual assault.

Katie Eichele, who heads a victims’ advocacy center at the University of Minnesota, says she hopes the new law will pay off. The goal, she said, is “a safer campus for our students.”



*This story has a few quotes from sources who made themselves available for comment. The reporter obviously made several calls and felt obliged to include several comments.*

# End statute of limitation on child sexual abuse cases: victim advocates



Barbara Blaine, president of the Survivors Network of those Abused by Priests, speaks outside the offices of the Chicago Archdiocese on April 28, 2016, advocating elimination of the statute of limitations for child sex crimes. (Phil Velasquez / Chicago Tribune)



By William Lee · Contact Reporter  
Chicago Tribune

APRIL 28, 2016, 5:43 PM

**A** day after former House Speaker Dennis Hastert was sentenced to prison in a federal banking case tied to the decades-old sexual abuse of a high school wrestler he coached, victim advocates say it's time to get rid of the deadlines for prosecuting child sex crimes.

Durkin repeatedly slammed Hastert as a "serial child molester" after he acknowledged there were several sexual abuse victims. But prosecutors have noted that Hastert could not be charged with sex crimes in those cases because the statute of limitations had long passed.

In front of the Chicago Archdiocese's Gold Coast headquarters, members of the Survivors Network of those Abused by Priests pushed for state and federal changes regarding statutes of limitations on sex crimes against children and called on the public to pick up the phone and ask their elected officials to act.

SNAP wants Illinois to join the handful of states that have removed statutes of limitations for child sex crimes.

In 2013, then-Gov. Pat Quinn signed legislation that eliminated the criminal statute of limitations for sex crimes that occurred before the victim turned 18 in limited situations. However the law does not work retroactively, leaving some victims with no recourse, SNAP President Barbara Blaine told reporters.

"We are calling on lawmakers in Illinois (to) eliminate the statutes of limitations for once and for all. Protect children, help victims heal and hold perpetrators accountable," Blaine said.

"We need to hold people like Dennis Hastert accountable regardless of when the victims are able to report," Blaine, whose group is best known as advocates for victims of clergy sex abuse, said at a noontime news conference Thursday.

"It's good that Dennis Hastert was found guilty of the crime involving banking, but we know that the real crimes were the sex abuse ... and they are not the crimes for which he was convicted. And we think he should be convicted for those child sex crimes."

"When a prosecutor cannot indict an offender for these heinous acts because the statute of limitations has run, it raises serious moral, legal and ethical questions," Attorney General Lisa Madigan said in a news release.

Blaine praised Madigan, who also urged state lawmakers to eliminate the statute of limitations for all felony criminal sexual assault cases and any sexual abuse cases involving children.

"We support Lisa Madigan's call to eliminate statutes of limitation. It's time. Illinois has waited too long, it's time now," Blaine said.

She said giving sexual abuse victims the ability to seek justice against their abusers allows for more victims to be heard.

## Related



Dennis Hastert's educator pension revoked, General Assembly pension unchanged

"Even though the courts of Illinois are not perfect, we think that it would make children safer if we cracked open those doors even a little more" she said. "If victims have the chance to report and come forward, usually more victims come forward as well."

In addition to changing state law, Blaine and Anne Clark, an advocate who has worked with federal lawmakers to try to repeal the federal statute of limitations on child sex crimes, said lawmakers

*The Dennis Hastert case was a great time for SNAP to promote lifting the statute of limitations for child sex abuse cases in Illinois. This story has some fantastic quotes by the SNAP president during the event in a press conference style interview. No doubt the event was planned around the Hastert sentencing and the media was contacted prior.*



## Advocacy groups worry over possibility of Penn Brock Turner

By GENEVIEVE GLATSKY · 06/29/16 11:42pm

Many were shocked to find out that Brock Turner received only a six-month prison sentence for sexually assaulting an unconscious 22-year-old woman at Stanford, but campus leaders at Penn involved in communities of sexual violence survivors were not surprised.

"I know of so many cultural examples and experiences of friends that it's not uncommon for the punishment to be so minor," rising College senior and co-chair of the Penn Association for Gender Equality Julia Slater said.

The President of Abuse and Sexual Assault Prevention and rising College senior Isabella Auchus agreed.

"Honestly it wasn't too surprising," she said. "The short sentence and the victim blaming because that's just what we've always seen."

What is uncommon about this instance is the unusual amount of media coverage it has received, which many students were quick to note was due to the privilege and status of the perpetrator.

"I think a lot more people know about this case than other cases because he was a Stanford swimmer and came from a good background and a wealthy family," Auchus said. "The boy was a young white male who had a huge future. Those are sympathy-getting factors that make this seem like a more newsworthy story than other cases, not that it necessarily is."

### RELATED:

[Students Take Back the Night with rally against sexual assault](#)

[Students, administrators discuss sexual assault at U. Council meeting](#)

"It wouldn't have received that much attention if it was a Hispanic athlete," rising College junior and Vice President of Recruitment for Men Against Rape and Sexual Assault Ramon Garcia Gomez noted. "You can't deny that."

Auchus, Slater and Garcia Gomez all noted similarities between Stanford and Penn as prestigious institutions with promising students, which often contributes to a culture of silence.

"I think Penn and Stanford are comparable institutions in terms of being academically rigorous and having reputations to uphold," Slater said.

"People are worried about their career and the future if their name comes out as a sex offender," Auchus said. "That makes it even more difficult for people who are trying to get justice under the legal system."

Garcia Gomez also cited the presence of "huge egos" at elite universities as a factor contributing to the prevalence of sexual assault.

"They feel like they could get away with it, or that they're entitled to it," he said.

"In general the way that sexual assaults are handled in this college scenario versus our college scenario and other colleges is probably fairly similar in that it is difficult for the victim or survivor to be believed," Auchus said.

Garcia Gomez and Auchus also noted the similarities between Greek life and at Penn and Stanford as a factor that can contribute to a culture of sexual assault and victim blaming.

"A lot of these [assaults] are more likely to happen at frat parties than anywhere else," Garcia Gomez said.

"It has a lot to do with the circumstances, like that alcohol was involved was a big thing where people always like to question 'Oh, whose fault was it?'" Auchus said.

In this case, backlash towards Turner's sympathizers has been swift. The judge faces a recall effort, and friends and family who wrote letters excusing the actions of the rapist have been ridiculed, which Slater felt signaled cultural shift.

"I was heartened to see that so many people were taking very vocal stances in solidarity with not just the survivor in the case but with all survivors," Slater said. "It says that people are listening and people are becoming aware of how pervasive a problem this is."

The campus leaders also noted how the heated reactions demonstrate increased awareness and frustration with reduced sentences for rapists due to factors like socioeconomic status.

"It's a good thing that people are standing up and getting angry and realizing that there needs to be a shift in rape culture, especially towards those who were more lenient and supportive of Brock," Auchus said.

"I think that shows that people are fed up with how the courts give leniency to some people over others," Garcia Gomez said.

Slater said she was focused on "the ways that we can mobilize all that energy going forward, so that it's not just another case that's swept under the rug, that it actually makes a dent in the culture and raises consciousness about rape culture."

"I hope that it might give survivors who may have been hesitant to speak out for fear of being judged or invalidated the courage to speak and the supportive cultural climate to talk about the issues and to heal," Slater said.

She also noted the existing support system of resources at the Women's Center, which "handles [cases] with the utmost integrity."

Students mentioned the existing efforts of the University to address sexual assault by recently adding two new positions dedicated to prevention and awareness, as well as groups on campus like ASAP, which stands for Abuse and Sexual Assault Prevention, and puts on the annual Take Back the Night event, and the V-Day Campaign's Vagina Monologues.

"You can get support and at least some sort of cultural poetic justice if a criminal justice is unavailable," Slater said.

All students were emphatic that the incident was not isolated to Stanford.

"Because it happened at Stanford it might have happened at Penn," Garcia Gomez said. "I wouldn't have been totally surprised."

"This is not a problem that is just at one or two schools," Auchus said. "I definitely think it could have [happened at Penn]. I think it could have happened anywhere."

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***The Brock Turner case gets "localized." Media outlets are always looking to make big national stories more relatable to their readers. Brock Turner generated many nationwide stories and many opportunities for victim service professionals to promote their programs.***

# Sheriff: 8 children rescued, woman arrested after 'horrific' abuse discovered at San Antonio home

- San Antonio Express News

mySA

Local US & World Business Sports Food Entertainment Lifestyle Opinion



Photo: TOM REEL, SAN ANTONIO EXPRESS-NEWS

IMAGE 1 OF 37

Porucha Phillips is taken from the magistrate's office in an SAPD transport vehicle just after 6 p.m. on April 29, 2016.

SAN ANTONIO — Bexar County Sheriff's deputies said a woman arrested Friday in a "horrific" case of child abuse — after discovering eight unattended children, including two crying toddlers tied and chained up in a backyard, at a home on the Northeast Side — is pregnant.

Porucha Phillips, 34, was charged with a third-degree felony count of injury to a child by omission resulting in bodily injury and another resulting in serious bodily injury, a first-degree felony, the Bexar County Sheriff's Office confirmed Friday. Bexar County Sheriff's Office spokesman James Keith confirmed late Friday that Phillips is in fact expecting another child.

Saturday afternoon authorities released the booking photo of Phillips.

Investigators believe Phillips is the mother of the six unattended children — ranging in age from 10 months to 13 years old — found inside the home at 8105 Chipping Drive.

Investigators allege Phillips was also responsible for the care of the 3-year-old girl who was found tied to a door with a leash and a 2-year-old boy who was chained up in the backyard, although the exact nature of their relationship is still unclear.

Deputies were initially dispatched to the home after an area resident called around 11:45 p.m. Thursday to report possible child abuse, Keith said.

The caller told deputies they could hear a child that had been crying in the home's backyard for some time, Keith said. Deputies arrived shortly after and knocked on the front door of the house, but no one answered.

When the first responders grabbed a ladder to look into the backyard, they saw a 2-year-old boy chained to the ground, and a 3-year-old girl tied to a door with a dog leash.

"It's sickening," Keith said. "To call this horrific would be an understatement. If it wasn't for our deputies and this caller who tipped us off, we know that this could have had an even worse outcome."

Deputies went into the yard and freed the children, who were taken to an area hospital to be checked out. Keith said the girl had a broken arm and was taken to an intensive care unit.

Authorities made their way into the home and found the six additional children inside. While investigators were still at the scene, Phillips and the father of the children showed up at the house and were detained by police.

**SEE ALSO:** [Video: Police chase smiling naked man near downtown San Antonio](#)

The father of the six children has not yet been charged. Keith said investigators believe the man was at work during the incident, and that he is still being questioned Thursday afternoon.

Keith said investigators are actively searching for the parents of the two children bound in the back yard. All eight children are now in the care of Child Protective Services.

The home is owned by Pho Han D Family Limited Partnership, which owns at least two dozen other properties in Bexar County, according to appraisal district records. Calls placed to numbers associated with the partnership and properties were either not answered or the line has been disconnected.

The home is one of three side-by-side units that comprise a townhome and it has burglar bars covering the front windows and posters blocking views inside.

On Friday, the scene was quiet. No police or crime-scene tape were visible around the house.

"They didn't come out much," said area resident Chris Tipperly. "They keep (the kids) in the house for the most part."

It's sickening. To call this horrific would be an understatement. If it wasn't for our deputies and this caller who tipped us off, we know that this could have had an even worse outcome.

James Keith  
Bexar County Sheriff's Office Spokesman

Consider appointing a spokesperson or media contact in your department. In this example, James Keith acts as a buffer between media and law enforcement who are busy doing their job. He also uses tough language, acknowledges the importance of the caller and promotes his hard-working department.

# Child Abuse Prevention is Critical - York Dispatch (Pennsylvania)

York Dispatch 2:10 p.m. EDT May 1, 2016



(Photo: "Dawn J. Sager", "The York Dispatch")



Each year in Pennsylvania, the equivalent of a grade school classroom of children die of child abuse — in 2014, 30 children died at the hands of adults.

It's a difficult subject to discuss but we are talking about it more today than ever. That's due in part to very public cases such as those involving former

Penn State football coach Jerry Sandusky, who was convicted of serial child molestation in 2012, and the Catholic Church, which has systematically protected abusive priests for decades.

Please let that sink in for a moment. It's a staggering number and one that needs our attention. Providing a safety net for children must become the social, moral and political imperative of each and every one of us.

It's also hard to know what to do to help. Many people prefer not to get involved, but often small contributions can have direct and lasting effects.

That's why we're fortunate resources such as The Lehman Center and Family Support Alliance exist here in Pennsylvania.



YORK DISPATCH

Family Support Alliance offers free reporting training

The Pennsylvania Family Support Alliance offers training and support to help communities and families understand the origins of child abuse — and attempt to recognize the causes, such as addiction, mental illness, and lack of parenting education and coping skills.

Whatever the cause, it is up to all of us to advocate for children, who are often among our most vulnerable citizens. We can do that by educating ourselves on the systemic shortcomings that cause children to fall through the cracks — be it because of lack of resources or lack of oversight.

We can also lend a hand by learning how to identify warning signs of child abuse and by committing to saying something if we see something.

According to the Family Support Alliance, these are some of the startling statewide child abuse statistics:

Whatever the cause, it is up to all of us to advocate for children, who are often among our most vulnerable citizens. We can do that by educating ourselves on the systemic shortcomings that cause children to fall through the cracks — be it because of lack of resources or lack of oversight.

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According to the Family Support Alliance, these are some of the startling statewide child abuse statistics:

- Physical injuries accounted for 26 percent of the total number of injuries and ranged from bruises, cuts, and abrasions to broken bones, skull fractures and scaldings.
- The majority of injuries, 64 percent, were sexual in nature, ranging from sexual assault to rape and incest.
- Parents — or adults in a parental relationship with the child — accounted for 61 percent of those perpetuating child abuse in Pennsylvania. Eleven percent had been named in previous substantiated child abuse reports.
- Sixty-five percent of the substantiated victims were girls. Thirty-three percent were boys.
- Seventy-nine percent of sexual abuse reports, the most prevalent type of abuse, involved girls. This has been a consistent trend in Pennsylvania.
- The number of reported cases of child abuse and neglect is increasing. About 10 of every 1,000 Pennsylvania children were reported as victims of suspected abuse in 2,329 reports since 2013. Of these, 3,340 cases, or 11 percent, were substantiated. Sexual abuse was involved in 53 percent of the substantiated cases.

These are staggering statistics that require swift response from legislators, health and welfare professionals and the rest of us — neighbors and friends who can keep a watchful eye out for abuse.

There's a plethora of training and support information on the Family Support website, [www.fa-fsa.org](http://www.fa-fsa.org). This information can help us all be more informed and more involved.

We urge you to log on and do some research. Of particular import is the training for mandated reporters, those professionals such as teachers who spend a significant amount of time with children and are required by law to report suspected child abuse.



YORK DISPATCH

OPED: Keep Pa. kids safe

*The York Dispatch relied heavily on the Pennsylvania Family Support Alliance for this Op-Ed piece including statistics and links. When you can convince a media outlet to provide such an Op-Ed, it is a public endorsement for your program. This was a group effort and a huge win for the Family Support Alliance.*



# Instead of “NO COMMENT”

Children are vulnerable and at the same time incredibly resilient. They are now in a safe environment and with the necessary follow-up care, they will go on to have normal lives.

It takes a certain level of courage to face your attacker from the witness stand that most of us, thankfully, will never have to experience. But the more victims take back the power by facing their attacker, the easier it becomes for others to do the same in the future.

Victims need to know there are resources, this is exactly why our organization exists.

Since this is an on-going investigation, there is very little I can share. These sort of cases can consist of many different moving parts that can change minute-to-minute. It is simply too early in the process to have a clear understanding of what happened. But we will utilize all our available resources to find out.

These crimes occur in all communities – big and small. Nationwide, one in five women will be the victim of sexual assault in their lifetime.

We are lucky to have an engaged community on these issues. When it comes to sexual assault awareness, it truly takes a village.

Our legal system can be a very long process. But is it very thorough. We need to have patience and trust in the system even though we may want immediate resolution.

This community has always banded together in times of need. Unfortunately, this is one of those times.

We use a large network of partners, services and tools to provide victims with what they need. Our Job may often begin with an arrest, but it doesn't end until long after adjudication.

What our volunteers see everyday will break your heart. Their dedication and compassion for what they do gives a Voice to those in our community that need advocacy the most.

# Prison time for Worland man

## Fabela gets 12-15 years for sexual assault, blackmail, stalking

WORLAND — A Worland man will spend the next 12 to 15 years in prison for sexual assault charges. He will also serve a concurrent (at the same time) four-to five-year sentence for stalking, second or subsequent offense, and an 8-to 10-year sentence for blackmail. Steven E. Fabela was sentenced in the Wyoming Fifth Judicial District Court in Worland Friday. He pleaded guilty to the stalking and blackmail charges in August in addition to entering an Alford plea for the sexual assault charges. An Alford plea is a plea in which the accused acknowledges evidence exists to convict him of a crime, but does not acknowledge committing the crime.

Washakie County Attorney and Prosecutor John Worrall argued for a 10-to 15-year sentence.

District Court Judge Robert Skar addressed Fabela before sentencing him. “Your family sees a different man than the victims. The concern is your behavior. It’s scary. It’s obsessive. It’s compulsive. These women have been hurt by that behavior. They will remember it for the rest of their lives,” Skar said, adding, “I don’t find that probation is going to be a fit.”

Washakie County Attorney’s Office

Victims’ Advocate Bob Vines said he hopes the sentencing gives hope to women who are victims of sexual assault.

“I have no doubt that the courage of the victim, as well as his previous victim, to speak at the hearing, played a huge role in this sentencing. It seems impossibly difficult to sit up there and face your attacker like she did. But because of her courage to report the crime and testify here today, she is protecting other women who may make the unfortunate mistake of entering a relationship with this man — at least for the next 12 to 15 years,” Vines said.

“Relationship rape and stalking are terribly under-reported crimes. It is naive of us to think these crimes do not happen in our community,” Vines added.

The maximum penalty for second degree sexual assault is 20 years in prison. The maximum penalty for felony stalking and blackmail is 10 years in prison.

During a three-hour hearing that ran into the night, a packed courtroom heard emotional testimony from Fabela’s first stalking victim and his sexual assault victim. Fabela was convicted in

2012 for his first stalking offense.

Court documents indicate that Fabela took nude photographs of his sexual assault victim in February. He did so in order to coerce her into having sex with him. His sexual assault victim testified as one of the nude photographs (the sensitive areas were censored) was displayed on a projector screen.

She said she was terrified.

Worrall said Fabela’s sentencing was about the safety of his victims.

“The only way these women are going to feel safe in Washakie County or Wyoming is if (Fabela) is incarcerated.

“He’s taken things from these women that they’re never going to have back,” Worrall said.

Fabela’s court-appointed attorney, Richard Hopkinson, argued for a suspended jail sentence and five years of supervised probation. Hopkinson noted that Fabela comes from a very respected family and Worland and has no prior felony convictions.

Hopkinson entered a card with a love note from Fabela’s sexual assault victim. Hopkinson said that the two were once in love, and that should be considered in Fabela’s case.

“We send more people to prison than any country in the world. The end all be all answer isn’t to send people to prison. Wyoming prisons are at capacity,” Hopkinson said.

Fabela’s family and friends testified to

It seems impossibly difficult to sit up there and face your attacker like she did. But because of her courage to report the crime and testify here today, she is protecting other women who may make the unfortunate mistake of entering a relationship with this man - at least for the next 12 to 15 years.”

**Bob Vines**

Washakie County Victim  
Witness Coordinator

Fabela’s good character. Several people testified that he is a good man with family values.

Worland Crisis Prevention and Response Center Director Jeanne Core said the sexual assault conviction is tremendous and said it was the result of hard work and law enforcement and the county attorney’s office.

“It cannot be understated,” Core said, adding that she hopes the conviction gives victims of sexual assault both hope and the courage to stand up to their assailants.

*Approach the reporter prior to a big story and say, “I would love to comment on that after it happens.” This pull quote was written a week before the hearing (although the “at least for the next 12 to 15 years was added later.) Strong language helps ensure your quote makes print.*

# Sexual assault conviction a rarity in Washakie County

WORLAND — Tuesday's conviction and sentencing of Steven E. Fabela, a Worland man who was convicted of second degree sexual assault is being viewed largely as landmark victory for victims' advocates. Appearing in the Wyoming Fifth Judicial District Court in Worland Tuesday, Fabela was sentenced to 12 to 15 years in prison for sexually assaulting a woman in February.

Sexual assault convictions are exceedingly rare, Worland Crisis Prevention and Response Center Director Jeanne Core said Thursday.

Nationally, two out of every 100 sexual assaults will result with the assailant serving jail time.

According to a National Violence Against Women Prevention Center study, one in five adult women has been the victim of sexual assault. Of those, two-thirds are never reported to authorities.

Wyoming is on par with the national statistics.

Core said sexual assault is an under-reported crime for a variety of reasons.

Core said victims of sexual assault often feel shame after being assaulted. "Sexual assault is the most intimate way you can hurt someone," Core said.

Victim-blaming and public perception also plays a role in sexual assault being under reported.

**"A lot of times we send a lot of messages to victims that it was their fault," Core said, adding that victims are often viewed as "asking for it." Sexual assault victims are additionally blamed for wearing certain attire or being inebriated during the time of the incident.**

If sexual assault victims do have the courage to report the crime, they must endure a forensic sexual assault exam.

"Sexual assault doesn't leave a lot of evidence," Core said. Core added that proving that the victim did not consent to sex is also difficult.

Often, those who do not believe sexual assault victims will allege that the victim consented to the act, but then regretted it.

In some cases, sexual assault victims are simply not believed when they come forward.

"We (society) treat victims horribly," Core said.

Even if the case goes to trial, Core said, it's often hard for prosecutors to prove that a sexual assault was committed. Juries have certain perceptions of what people who commit sexual assault look like, and perpetrators often don't fit the stereotype.

Bob Vines serves as the victims' advocate for the Washakie County

Attorney's Office. Vines said he hopes victims' testimony from Tuesday's sentencing hearing will help other sexual assault victims come forward.

Vines also said victims are often too terrified to report being sexually assaulted to authorities.

**"Think about it: If you were walking down the street and are mugged at gun point, nobody questions you about your decision to be walking down the street. Our society has the habit of pointing a finger at sexual assault victims. We ask what the victims could have done differently to protect themselves," Vines said.**

Core agreed with Vines' sentiment, using the example of a bear attack.

"If one in five women was attacked by a bear, would that be ignored," Core asked.

Vines said living in a small community where everybody knows each other also contributes to sexual assault victims being unwilling to report being assaulted.

Vines said he hopes Tuesday's conviction sends a message to sexual assault victims and gives them the courage to stand up to their attackers.

"The two women who spoke at Tuesday's hearing help bring this issue to light for many of us. Their bravery will make it easier for others to step forward," Vines said.

"They will often choose to be silent rather than be judged, especially in such a small community where everybody knows you and the accused," Vines said.

Vines added that society should look differently at how it educates people regarding sexual assault.

**"We invest so much time and energy into telling young women what they need to do to protect themselves from being raped and not enough time telling young men that rape is simply wrong. We need to have an open discussion with our young people about what consent looks like. And, most importantly, we need to make sure that victims of sexual assault are supported, believed and most certainly not alone," Vines said.**

Fabela's sexual assault victim and Mary Emerson, a stalking victim of Fabela's, gave emotional testimony during Tuesday's hearing.



*Example of using your "elevator speech" in a story. Many of the quotes in this follow-up story are often used in presentations or other marketing material.*

# Press Release Tips

- **Print-ready copy / descriptive language in quotes**

*“This heartbreaking tragedy is a good reminder for all of us to be aware that these crimes do occur in our small community,” said Washakie County Attorney John Worrall.*

Instead of:

*Washakie County Attorney John Worrall wants to remind people that these crimes do happen in our small community.*

- **If sending through email, follow up with a phone call**

Be wary of mass distribution, because editors are.

- **If a full press release isn't appropriate, send a comment**

- **“Cut it in half and put it in English”**

- **Attach art when available (especially small papers)**

# More Press Release Tips

*courtesy Huffington Post*

## **1. Grab attention with a good headline.**

The beginning of a press release — just as with a magazine article, book or promotional pamphlet — is the most important. A strong headline (and, for that matter, email subject line when you send out the pitch) will pull in journalists seeking good stories. Your headline should be as engaging as it is accurate.

## **2. Get right to the point in the first paragraph.**

Because reporters are busy people, you must assume that they will only read the first sentence and then scan the rest — and even that's a generous assumption. Get the message of your press release out quickly. Every important point should be addressed in the first few sentences. The subsequent paragraphs should be for supporting information.

## **3. Include hard numbers.**

It's easy to fill up a page with a creative, colorful narrative. Leave the artistry to the writers — pack your press release with hard numbers that support the significance of your product or announcement. If you're claiming a trend, you need proof to back it up. Quantify your argument and it will become much more compelling.

## **4. Make it grammatically flawless.**

Proofread your press release — and let a few other people proofread it as well — before sending it out. Even a single mistake can dissuade a reporter from taking you seriously.

## **5. Include quotes whenever possible.**

There is a source of natural color that cannot be replicated: quotes. Including a good quote from someone in the company or close to the product/event can give a human element to the press release, as well as being a source of information in its own right.

## **6. Include your contact information.**

A common oversight that can render a press release ineffectual is a lack of contact information for reporters to follow up with. Whether you or someone else at the company is the point of contact, don't forget to include an email address and phone number on the release (preferably at the top of the page).

## **7. One page is best — and two is the maximum.**

As with most good writing, shorter is usually better. Limit yourself to one page, though two pages is acceptable. This will also force you to condense your most salient information into a more readable document — something journalists are always looking for.

## **8. Provide access to more information.**

You must limit your press release to one page (or two, if you must), but that doesn't mean you can't show people how to learn more. Providing relevant links to your company's website, where prospective writers can learn more about your mission and what you've already accomplished, is a crucial element to the release. Don't make writers search on their own for more information — guide them as quickly as possible to your website, and keep their interest piqued.



reporter@wyodaily.com

Press Release - Coaching Boys Into Men

Press Release: Coaching Boys Into Men

Contact: Bob Vines, Washakie County Victim Witness Coordinator,

307-347-2123

Helpful Links: [www.FuturesWithoutViolence.org](http://www.FuturesWithoutViolence.org)

[www.CoachesCorner.org](http://www.CoachesCorner.org)

Attachments: Coaching Boys Into Men logo, promotional photo courtesy Washakie County, Bob Vines mug shot

The most important aspect of any prevention program is culture change and the strongest agent of culture change is our youth, according to Bob Vines, Washakie County Victim Witness Coordinator. With this in mind, Vines will be enlisting area high school coaches to adopt a dating violence prevention program aimed at male high school athletes. Coaching Boys Into Men uses a series of open ended discussion points coaches facilitate in 20-minute weekly meetings with their teams. The program, developed in 2001 by Futures Without Violence and a group of prevention specialists and coaches, focuses on young athletes in hopes their leadership and standing with fellow students will begin to change the culture surrounding gender violence and disrespect.

"Coaches will be the first to say their jobs go beyond the field or court," Vines said. "Especially now when so much attention is being directed toward domestic violence in professional sports. Primary prevention programs like Coaching Boys Into Men focus on addressing the problem early."

Vines said that the key ingredient to achieving this culture change is strong mentors.

"We ask our coaches early on why they choose to coach. Nearly every one of them talks about development beyond the field of competition. They understand their role in these young men's lives. At the same time, the program may point out to the coaches how they too can approach situations differently."

The program consists of 12 different weekly topics printed on flip cards for coaches to refer to and begin discussions. Topics include personal responsibility, insulting language, disrespectful behavior toward women and girls, communicating boundaries and understanding consent.

"Hundreds of sports programs across the country are utilizing this program to great success," Vines said. "What makes our area different is that we would be the most rural communities to adopt it. But the program is designed to be fluid with consideration to our coaches specific needs."

For instance, he said, there are very few basketball teams around the county that will travel more than six hours to play a single game. Coaching can use the Coaching Boys Into Men program on those trips when coaches need to get their team to focus for a few minutes.

Vines will be hosting a three-hour training workshop for area coaches, activity directors, administrators and domestic violence advocates next Wednesday (April 20) at the Worland Community Center from 9 a.m. until noon.

"We will provide the materials, training and support," Vines said. "From there, it is completely up to the administrations and coaches to make this program a success."

Coaching Boys Into Men is funded through a grant sponsored through the Wyoming Coalition Against Domestic Violence and Sexual Assault, the Wyoming Department of Health and the Centers for Disease Control. The grant provides funds for primary sexual assault prevention efforts in Big Horn, Hot Springs and Washakie counties over a three year period.

For more information, contact Vines at 307-347-2123

For a coach interview please contact Bruce Miller, WHS Activities Director or Ron Overcast, WHS Boys Soccer Coach. 307-347-2412

Cutline for photo: Worland High School Boys Soccer Coach Ron Overcast consoles a young player on the Worland U12 soccer team after a difficult loss at a recent tournament. Overcast is one of several area coaches who will be attending a workshop on a mentoring program which enlists high school coaches in dating violence prevention.

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**Bob Vines**  
**Washakie County Attorney's Office**  
**Victim/Witness Coordinator**  
**307-347-2123**

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logo.jpg (37K) ✕

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**PRESS RELEASE:** *This is an example of what a press release might look like. Examples of providing content, comment, promotion and availability are all here. Pictures and other interview opportunities are also included. And if you look closely you will find a few errors.*