

PARTNERS IN SOCIAL CHANGE

A PUBLICATION OF THE SEXUAL ASSAULT PREVENTION RESOURCE CENTER
THE WASHINGTON COALITION OF SEXUAL ASSAULT PROGRAMS

VOLUME VII ISSUE 1 WINTER 2005



The Print Media, People with Disabilities and Sexual Assault Prevention

A Bad Rap: Hip Hop and its Portrayal of Sexual Violence

Media Education and Preventing Sexual Violence

Media: Friend or Foe?

END SEXUAL VIOLENCE IN OUR COMMUNITIES



DIRECTOR'S DESK



LYDIA GUY

PREVENTION SERVICES DIRECTOR

Shock and *Awe*

Sensationalism and *Suspicion*

Media perceptions and our perceptions of media.

The topic of this issue of Partners in Social Change is media, pop culture and its relationship to sexual violence prevention. The classic photograph on the cover is indicative of our complicated relationship with pop culture. We are simultaneously drawn to and repulsed by the imagery we see on a daily basis. As people committed to ending sexual violence we are frequently aware of images and words that support a culture of sexual violence and exploitation. The question becomes, "Are the images the cause of the violence or merely a depiction of reality?" Perhaps the answer is both. If pop culture is indeed both symptomatic and causal, we will only be able to develop effective sexual violence prevention strategies through its incorporation into our analysis of the issue as well as our prevention efforts.

*"MEDIA" (ORIGINALLY THE PLURAL OF "MEDIUM") IS A CONTRACTION OF THE TERM "MEDIA OF COMMUNICATION", REFERRING TO THOSE ORGANIZED MEANS OF DISSEMINATION OF FACT, OPINION, AND ENTERTAINMENT SUCH AS NEWSPAPERS, MAGAZINES, CINEMA FILMS, RADIO, TELEVISION, AND THE WORLD WIDE WEB.*¹

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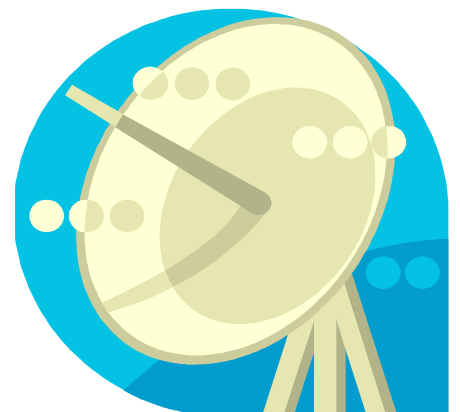
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A BAD RAP: HIP HOP CULTURE AND ITS PORTRAYAL OF SEXUAL VIOLENCE

BY LYDIA GUY

If my man ain't got no money
And I say "take all mine, honey"
Ain't nobody's business if I do
If I give him my last nickel
And it leaves me in a pickle
Ain't nobody's business if I do
But I'd rather my man would hit me
Than follow him to jump up and quit me
Ain't nobody's business if I do
I swear I won't call no copper
If I'm beat up by my papa
Ain't nobody's business if I do
Nobody's business
Ain't nobody's business
Nobody's business if I do²



Porter Grainger / Everett Robbins

Popular culture, or pop culture, is the vernacular (people's) culture that prevails in a modern society. The content of popular culture is determined in large part by industries that disseminate cultural material, for example the film, television, and publishing industries, as well as the news media. But popular culture cannot be described as just the aggregate product of those industries; instead, it is the result of a continuing interaction between those industries and the people of the society who consume their products.³ You probably find yourself asking why would an article on hip-hop culture and sexual violence start with lyrics from a classic blues song. Most contemporary discussions on pop culture and sexual violence have focused on hip-hop culture as a major contributory factor to sexual violence. Representative of this trend are the following:

Hip hop's thugs hit new low

Black popular culture continues to descend. The most recent and monstrous aspect of it comes, as usual, from the world of hip hop, where thugs and freelance prostitutes have been celebrated for a number of years.⁴

excerpted headline and initial sentences of a column written by Stanley Crouch and published August 13, 2004 in the New York Daily News

One of the major criticisms of rap music is that it may affect attitudes and behavior regarding the use of violence, especially violence against women. Rap critics have suggested that "rap is rooted in the assumption that women are merely objects of male sexual satisfaction" Such concerns have prompted groups such as the National Black Women's Political Caucus to seek legislation to control the access to rap music.⁵

excerpted from an article written by James Johnson and published October 1995 in Sex Roles: A Journal of Research

My thesis is that hip-hop culture is no **more** representative of rape culture than the prevailing pop culture of any decade, hence the lyrics from a song published over fifty years ago. As hip-hop culture or more specifically rap music has moved from being the experience of disenfranchised predominately black youth to being increasingly mainstream there has been escalating criticism of the cultural genre as being inherently misogynistic, which is not the case.

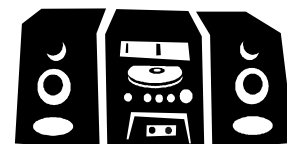
See the problem is I speak to suburban kids who otherwise would of never knew these words exist/ whose moms probably woulda never gave two squirts of ***, till I created so much ***** turbulence/ straight out the tube, right into your living room I came, and kids flipped when they knew I was produced by Dre/That's all it took, and they were instantly hooked right in, and they connected with me too because I looked like them/that's why they put my lyrics up under this microscope, searchin' with a fine tooth comb, its like this rope/waitin' to choke, tightening around my throat, watching me while I write this, like I don't like this (Nope)/All I hear is: lyrics, lyrics, constant controversy, sponsors working round the clock, to try to stop my concerts early/surely hip hop was never a problem in Harlem only in Boston⁶

Marshall Mathers

The initial intent of this article was to explore the incorporation of rap music into sexual violence prevention strategies. After reviewing resources both scholarly and populist including Black Noise: Rap Music and Black Culture in Contemporary America⁷, Vibe⁸, The State of Rap: Time and Place in Hip Hop Nationalism⁹ and The New Cultural Politics of Difference¹⁰ what became clear is that hip-hop culture articulates an abundance of messages which can be considered contributory to rape culture as well as a smaller but equally compelling contingent of positive messages.

Destructive visual and audio content is no more prevalent in hip-hop culture than previous examples of pop-culture. It has merely been the transition of the art form from the marginalized to the mainstream that engendered the intense levels of energy devoted to the topic. One could go back to any decade and easily find examples of popular music that devalued women, hence the inclusion of Ain't Nobody's Business sung by Billie Holiday cited at the beginning of the article. Additionally, depictions of graphic violence are not specific to hip-hop culture but are fairly ubiquitous in various genres of contemporary pop culture. Thus the focus of this article shifted to how one utilizes elements of pop-culture to engage an audience and encourage meaningful discussion of possible connections the root causes of the perpetuation of violence against women. Juxtapose the excerpted lyrics from the aforementioned blues song with Wild Women Never get the Blues written in the 1920s.

I got a sweet disposition of my very own
I ain't never gonna spend not one lonely night at home all alone
I can go out drink all the Courvosier I can find
Walk the streets all night and all day
I can tell any man go to hell if the man don't know how to act right
Wild women we never worry
Wild women never never get the blues¹¹



Women in this song are depicted as possessing many more of the traits embodied in conventional feminist ideology. These two songs serve as examples of contradictory messages contained with the same pop-culture genre. This dichotomy is also present in hip-hop culture. Given the benefit of time and hindsight, scholars such as Angela Davis have identified positive feminist legacies contained within the blues.

From one of the country's most important intellectuals comes a brilliant analysis of the blues tradition that examines the careers of three crucial black women blues singers through a feminist lens, Angela Davis provides the historical, social, and political contexts with which to reinterpret the performances and lyrics of Gerturde "Ma" Rainey, Bessie Smith, and Billie Holiday as powerful articulations of an alternative consciousness profoundly at odds with mainstream culture.¹²

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MEDIA EDUCATION AND PREVENTING SEXUAL VIOLENCE

BY KENDRA OLSON

This article was reprinted with permission by the Media Education Fund, 2003. Kendra Olsen has written an important article on the value of deconstructing negative female and male images in the media. These images are such a large part of our daily lives that it can be hard to look at them critically. However, we would also like to point out that this type of re-learning can be used to go beyond the limitations of the female and male gender.

It is commonly accepted that sexual violence prevention programs should address the cultural factors that encourage violence, specifically those involving limited definitions of gender. But where should we begin?

To answer this question, we can look in our own living rooms – to the television set in the corner entertainment center and the magazines on the coffee table. We bring mass media into our homes, and they become the dominant storytellers in our society. Children between the ages of 2 and 17 watch an annual average of 15-18,000 hours of television, and it is estimated that the average child sees more than 20,000 commercials every year, which works out to be at least 55 commercials per day. Children and young adults often learn what it means to be men and women - and how to have sexual relationships – from movies, television shows & magazines that are owned by multi-national media corporations.

Overwhelmingly, the stories mass media tell about men and about women are narrow and stereotypical. Men are primarily portrayed as aggressive, strong, independent and violent. And although feminism has succeeded in attaining diverse roles for women on television shows and in movies, female characters are still mainly valued for their appearance (with extremely narrow definitions of beauty), their (hetero)sexuality, and their passivity. When these stories are internalized and interact in real-life relationships – a dominant, aggressive man paired with a woman who believes she should look pretty and keep her opinions to herself – it promotes the dangerous dynamics that are common in violent relationships.

Media literacy – the ability to read, understand and deconstruct media images and messages – can give young people the tools to construct positive self images and navigate healthy relationships. A media literacy activity, such as the careful analysis of an advertisement in a fashion magazine, can be an effective point of entry into a conversation about gender stereotypes and sexual violence. A sexual violence prevention educator might hand out photocopies of an advertisement featuring a woman and ask students the questions listed on the next page.

Learning to question images and messages is a critical first step to becoming an active, thoughtful consumer of the media, and, consequently, an independent thinker capable of revisiting and challenging unhealthy cultural norms.

Media, however, go beyond just portraying the gender in stereotypical ways. Women and girls are frequently depicted in the media as victims of explicit violence; often, the violence is sexualized. Scenes of violent assaults against women are used continually in horror films for entertainment purposes, and some companies use violent images in their advertising campaigns for shock and aesthetic value to help sell their products. When we see these images regularly and without serious commentary, we become desensitized to them. Media literacy activities can help make students aware of the ways media trivialize men's violence against women and can create an avenue for important discussions.

As the dominant storytellers in our culture, media have a powerful influence on our understanding of our selves and our world. It is imperative that we take the stories they tell, and the notions of love they purport, seriously. Sexual violence prevention educators, whose work directly addresses cultural definitions of gender, are in a unique position to bring awareness to the persuasive role media play in our lives and our relationships.

— QUESTIONS TO ASK —

- ✓ ***What do you see?***
- ✓ ***What is the advertisement trying to sell?***
- ✓ ***Who is the ad targeting?***
- ✓ ***What point of view of women is represented by this image?***
- ✓ ***What points of view of women are not represented by this image?***
- ✓ ***Does this woman look like a real person with thoughts, opinions and goals?***
- ✓ ***Who makes money from this image and message?***
- ✓ ***Can you imagine seeing a man's body, rather than a woman's, used in this way? Why? Why not?***



MEDIA: FRIEND OR FOE?

BY MEGHAN MILINSKI



The phrase *media relations* evokes images of celebrity, scandal and the ensuing “spin”. And, when sexual assault is involved, the media offer the public an even greater disservice. Rather than taking the opportunity to educate their viewers about these crimes or focusing on the severity of sexual assault, the media seem inclined to focus on dishing the scoop, perpetuating fear, and playing the blame game. When the victim is so often portrayed in such a negative light, it is easy to understand why so many rapes continue to go unreported. While we must all work to challenge these practices, we must not focus solely on the media’s misguided tendencies. We must remember media’s power to disseminate information and mold them into our allies.

Free publicity, through our local news stations, newspapers, and radio stations, creates an opportunity to reach our audiences that other low cost methods (such as posters, email updates, word of mouth) may not. When urgent issues with urgent needs arise, the media can quickly spread the messages your organization wants covered or explained. Still unsure why it would be worth the time and effort of creating a media campaign? Let’s go over a few benefits of an effective relationship with the media: free publicity, awareness raising, and opportunities to spread your message to the greater community. Prevention work is specifically geared towards creating community awareness and participation; this works best when the communities we are trying to serve know who we are and the services we provide.

The communities we need to reach are primarily those in our own county, city and neighborhood. Therefore, we can focus on our local community’s news sources, which make forging relationships with them a bit easier. Do you know anybody at the local newspaper? The local radio stations? Is there a college or university in your area, do you have a contact in their media outlets? Email, call, or fax these media sources requesting contact

information. Once you have secured a name (or even a department) contact them and introduce yourself; send them personalized information on your organization, or if time permits, set up a meeting.

Prevention is focused on creating partnerships with stakeholders in the communities we work with; the same strategy is applicable when working with the media. The better you know them, the better they recognize your organization and the more likely your press release will garner the attention it deserves. Don’t forget to explore the variety of papers and radio stations available within your community, and make sure not to focus exclusively on mainstream, English-language only mediums.

Once you have made connections with your local press, or are in the process of doing so, it is time to start utilizing press releases, public service announcements (PSA’s) and publicity events. These are your key tools for building a successful, low cost media campaign. When creating your press releases and PSA’s, you must follow certain guidelines. A press release must:

- ✓ grab your reader’s attention with a catchy opening sentence,
- ✓ answer the 5 W’s (who, what, why, where, and when), and
- ✓ include a contact person and number for further information.

These short but sweet press releases should be useful to the reporters, providing them with the vital information needed to develop a good article, announcement or feature story.

Public Service Announcements (PSA’s) have a little more room for creativity, and length, as most radio stations request a short and long version of the announcement (make sure to clarify this with your radio station contact). Again, like the press release, aim for a succinct message; you only have the listeners’ attention for a few seconds!

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THE PRINT MEDIA, PEOPLE WITH DISABILITIES AND SEXUAL ASSAULT PREVENTION

BY RYAN WARNER

The news media has the ability to either empower or disempower the subjects of its stories by the way it frames the narrative of the written word. The manner in which a story is presented has broad implications for both the overall meaning of the piece, as well as specific implications for the subjects of the article. This article will discuss how media framing and the overall coverage of people with disabilities in the news contribute to societal views of people with disabilities. The article will further discuss how positive media portrayals can help prevent sexual violence.

Individual journalists, as well as the more encompassing media establishment itself play a powerful role in shaping articles and news accounts about individual people. In structuring articles, journalists implement journalistic frames that strongly outline the direction and scope of the articles they present. A journalistic frame is defined by the International Communications Association as “a consistent bundle of cognitive schemata, scripts etc., which emerge in newsroom discourse, exchange with other (media) discourses and influence news production.” Frames are the structure and guiding light behind the written word on the page, and in as such, very important to the overall tenor of the piece.

“...negative frames can be incredibly damaging and disempowering for people with disabilities...”

Journalistic frames are reflective of societal beliefs and standards, including negative myths and stereotypes. Additionally, journalists bring their own unique perspectives. It is often difficult for reporters without disabilities to fully grasp ideas or experiences of which they do not have direct knowledge. Bridging this gap may be difficult, but can be effectively accomplished by following a few simple guiding principles. For example, two clear guidelines for creating a journalistic frame in writing about disabilities issues are:

1. Avoid clichés and clichéd constructions
2. Use “value-neutral” terms and constructions. Don’t interject personal admiration – or pity – into your story.¹³

By following these two writing recommendations journalists, editors, and others working in the media can frame articles by imparting realistic images and portrayals of people with disabilities.

The way the media chooses to report on issues plays a pivotal role in how the public perceives the subject of the story. The journalistic frame provides the context for the reader. A recent study on news media coverage of people with disabilities illustrates this point. Results of the study indicate that majority of media portrayals of people with disabilities frequently are of an “inspirational” nature, which glorify the person with a disability, and imbue them with “superhero” characteristics. By utilizing this narrow journalistic frame, authors run the risk of presenting inaccurate portrayals of people with disabilities. A reporter’s choice of words, structure, and ideas can either reflect images of power and self-reliance or imagines of pity and weakness.

Journalistic frames can have positive or negative effects on the public’s perception of any given subject. While positive frames empower the subject, negative frames can be incredibly damaging and disempowering for people with disabilities often leading to feelings of isolation and frailty. This disempowerment is an example of what perpetrators of sexual violence look

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THEORY CORNER: APPLYING THE HADDON MATRIX TO SEXUAL VIOLENCE

In fall of 2003 the National Training Initiative for Injury and Violence Prevention (NTI) convened a work group of 52 injury and violence experts to review a set of *Core Competencies: Essential for Injury and Violence Prevention*. This multi-disciplinary work group identified 9 core competencies with learning objectives. The ability to utilize conceptual models to describe multiple factors underlying injury and violence is an integral component of core competency 1. The Haddon Matrix was developed in 1968, by William Haddon Jr. and is a major influence in the injury prevention field, particularly public health. Public health experts focused on classic epidemiology and unintentional injury have used his matrix to effectively explain patterns of injury and illness and to devise successful prevention strategies. Those of us focused on intentional injury, or more specifically sexual violence have not been as proficient in utilizing the Haddon Matrix to analyze the phenomenon of sexual violence. Understanding this conceptual model is the first step to incorporating it into analysis of the underlying factors contributing to sexual violence. As part of the larger violence prevention community, it is extremely important for sexual violence prevention professionals to become proficient in analyzing the issue of sexual violence utilizing the full array of philosophical frameworks.



		HUMAN <i>VICTIM</i>	AGENT <i>PERPETRATOR</i>	PHYSICAL <i>ENVIRONMENTAL</i>	SOCIAL <i>SOCIETAL</i>
PHASES Primary Secondary Tertiary	PRE-EVENT	Factors which predispose an individual to experience sexual violence	Factors which predispose an individual to commit acts of sexual violence	Environmental factors which contribute to the likelihood of sexual violence occurring	Societal factors which contribute to the likelihood of sexual violence occurring
	EVENT	Factors which impact the severity of injury experienced during an event of sexual violence	Factors which impact the level of injury caused by a perpetrator during the commission of an act of sexual violence	Environmental factors which impact the severity of injury caused by sexual violence	Societal factors which impact the severity of injury caused by sexual violence
	POST-EVENT	Factors which effect the ability of an individual to successfully recover from a sexually violence event	Factors within the control of a perpetrator which impact the ability of a victim of sexual violence to recover	Environmental factors which effect the ability of individuals impacted by sexual violence to recover	Societal factors which effect the ability of individuals impacted by sexual violence to recover

Frameworks can provide a structured way in which to conceptualize an issue. Structure in and of itself is neither good nor bad, but does impact how we understand a given subject. Our analysis impacts our program development and design. Using this interpretation of the Haddon matrix there are four points of intervention: Victim, Perpetrator, Environmental and Societal as well as three distinct opportunities for intervention (prior, during and post event.) Hopefully this overview will encourage dialogue and discussion of the implications using the matrix as a tool in our analysis of the issue of sexual violence.

Human

Focus: Victim's behaviors

Many of the traditional services provided by rape crisis programs fall into this realm. They include services such as: empowerment groups focused on reducing risk and increasing resiliency, general crisis intervention, advocacy and therapy. Victims may be able to reduce the likelihood or detrimental impact of their own victimization but not the levels of perpetration. Providing services in this realm is integral to the health and well-being of survivors but may not provide the best opportunity to reduce the incidence of sexual violence.

Agent

Focus: Perpetrator's behaviors

Based on a philosophical commitment to be victim centered, most rape-crisis programs have purposely opted to avoid services that fall into this arena. As a primary prevention strategy, some programs have chosen to work with men and boys to develop interventions whose goal is to reduce levels of perpetration. There has also been a growing trend to work collaboratively with sex offender treatment providers and corrections personnel. Providing services in this realm without appropriate accompanying victim services fails to acknowledge and address the severity of the trauma experienced by rape victims.

Physical

Focus: Safety of one's physical environments

Ranging from improving lighting to housing options for released sex offenders; this category of interventions tends to offer fairly simplistic solutions to complex issues but also tends to be extremely popular within the general population. Allocating limited resources to environmental factors may severely impact the resources available to address the underlying causes of sexual violence.

Societal

Focus: Social dynamics

From its conception the anti-rape movement has included a critique of social structures which contributes to sexual exploitation in addition to providing services to victims. Many rape crisis programs continue to include a socio-political analysis as part of their programming. Interventions focused on deconstructing the "Rape culture," community involvement and community accountability fall into this category. Interrupting the rape culture would, by definition, affect the behavior of potential victims, perpetrators, and by-standers. Determining the appropriate interventions in this category and evaluating their efficacy can be extremely challenging. However, changing social norms offers the best hope for significant change.

WHAT'S GOING ON?

ALTERNATIVES TO VIOLENCE OF THE PALOUSE, PULLMAN

Alternatives to Violence of the Palouse, in Pullman, is already in the beginning stages of community development within local schools. We are currently communicating with three rural schools, establishing important relationships and agency awareness. Additionally, we have been invited to give presentations in two of the schools, as well as sit on a panel addressing issues of violence. These are important first steps in collaborating with community members to raise awareness and promote change, and are encouraging indicators of the developing partnerships.

BEYOND SURVIVAL, ABERDEEN

We at Beyond Survival have been busy outreaching, educating, and accessing our community. On April 15th we had our *Take Back the Night* rally. Staff, volunteers, and community members proudly marched through the streets of Aberdeen to the steps of the courthouse. Onlookers were pleasantly surprised and supportive of this Sexual Assault Awareness Week project. In May, we hosted a *Dine Out for Safety* day. Local restaurants and cafés donated part of their dinner proceeds to Beyond Survival, while staff and volunteers introduced our agency to restaurant patrons.

In August, we hosted (in conjunction with the Domestic Violence Center) the Empowerment Fair. Local businesses set up booths and our target audience was women. These businesses focused on the needs of women in our community. We also participated in the Grays Harbor County Fair, also in August, which allowed us to outreach many more people from our county. Possibly the most exciting and largest outreach project is our monthly newsletter. It contains new and old news, and has a special section which covers some of the controversial and little known facts about sexual assault.

We have a very receptive audience at Stafford Creek Prison where we speak with inmates in a victim's empathy group. We routinely give presentations to East Center Chemical Dependency patients. Along with these focus groups we have gone out to many of the Gray's Harbor Schools delivering many educational sexual assault presentations. One of the support services we have developed is our bathroom flyer project. We have placed flyers with our contact number on pull off tabs in bathrooms. The primary locations are on the walls and the back of bathroom doors in bars, convenience stores and at the college. Places where a person has privacy. This project has provided new clients with the confidence needed to seek our support in completely anonymity. Also, many business owners welcome this project into their establishments!

2004 has been a very busy and exciting year. We have many more ideas and projects in the works. The most rewarding part of this last year has been the positive attitude changes in our community toward the issue of sexual assault. We are eagerly looking forward to another educational and outreach productive year!

CSAP PREVENTION UPDATES

THE SUPPORT CENTER, OMAK

Advocates at The Support Center are extremely busy this fall. We are presenting "Talking about Touching" in three different school districts, "Steps to Respect" in two school districts, and "Love- All That and More" in two school districts, and more are in the planning stages. We have participated in a "Resource Fair" and a "Health Fair." For Domestic Violence Awareness Month a candlelight vigil with the theme of "Share the Light" was held on October 22nd at the "Naming of the Animals," a display of Native American sculptures. Participating in this event were the Native American "Eaglet" dancers from Nespelem Elementary school, "Okanogan Valley Folkloric Dancers," consisting of three different age groups of Hispanic girls, vocal solo by a former victim, and a local man playing acoustic guitar and singing. Coffee, punch and cookies were served to all. The hot coffee went over especially well as it was very cold outside. In addition we are starting up "Healthy Relationship" groups again this school year in several school districts.



Three bilingual advocates are on staff due to the large population of Spanish speaking people in Okanogan County, and are providing them with services due to domestic violence or sexual assault, and helping some work their way through the immigration process to become documented. With Christmas coming up we are selecting needy families to receive food and gifts. Each year the local community college nurse's program provides food and gifts for ten families, several other groups provide for one or two families, and the United Methodist Women give new stuffed animals for children of clients, as they have for many years.



We are making plans for SAAW April 11-15, 2005 going with the theme "One State of Mind Can End Sexual Violence." We have asked the dancers to perform for us again in April and promised them warmer weather. As usual we will be putting PSA's on the radio and a call in talk show, newspaper articles and special presentations in the schools.

SAFeT, SPOKANE

The education team at SAFeT is currently working on innovative ways to reach adolescents and young adults in an educational setting. We plan to work with class instructors before and after lectures by providing them with a "tool kit" intended to both prepare the students for the information they will be receiving, and help them to discuss the lecture afterward. We also plan to provide a more interactive experience for students by getting them involved in discussions of the material, as well as asking them to participate in brainstorming sessions about how sexual assault affects their lives and what they can do to prevent it from occurring in their community. Our hope is that these techniques will have a lasting affect on the information that the students are given, and that we will see an increase in sexual assault awareness and comprehension in this age group.

WHAT'S GOING ON? WCSAP NEWS

ARTICLE REVIEW

Relationship Violence Prevention Education in Schools: What's Working, What's Getting in the Way and What Are Some Future Directions

American Journal of Health Education
July/August 1004 Volume 35 No 4

There has been a consistent push toward the development of standardized curricula and the determination of best practice for school based relationship violence curricula. This article written by Heather Meyer EdD PhD of Cornell University and Nan Stein EdD of Wellesley provides an overview of five K-12 school based dating violence prevention curricula. Each of the programs reviewed was selected as part of a comprehensive literature review of relationship violence prevention programs published within the last decade. Although, the programs reviewed were not shown to be highly effective at the prevention of relationship violence they provide valuable information about the structure and nature of current violence prevention efforts. Meyer and Stein use this information as the basis for their suggestions for future program design and development.

This article is available for loan through the WCSAP library.

CHECK OUT NEW PREVENTION RESOURCES IN WCSAP LIBRARY:

- ◆ *Black Noise: Rap Music and Black Culture in Contemporary America*
by Tricia Rose (Wesleyan University Press, 1994)
- ◆ *Bullying, Peer Harassment, and Victimization in the Schools: The Next Generation of Prevention*
edited by Maurice J. Elias, PhD and Joseph E. Zins, EdD (Haworth Press, 2004)
- ◆ *Men's Work in Preventing Violence Against Women*
edited by James Newton Poling, PhD and Christie Cozad Neuger, PhD
(Haworth Press, 2004)
- ◆ *The Fat Girl's Guide to Life*
by Wendy Shanker (Bloomsbury, 2004)
- ◆ *Trafficking in Persons Report*
Department of State, June 2004
- ◆ *White Women Rape & the Power of Race in Virginia 1900-1960*
by Lisa Lindquist Dorr (UNC Press Chapel Hill, 2004)

Given the parallels between genres it seems plausible that it would be beneficial to draw many, if not all, of the same conclusions in regards to hip-hop. Furthermore the mainstream discourse overlooks the feminist messages of artists including but not limited to Lauryn Hill, TLC, Digable Planets and Queen Latifah. Supporting artists with pro-feminist messages and advocating for their improved access to media production and distribution channels (as opposed to censorship) is a more empowering solution.

Effective sexual violence prevention strategies would encourage hip-hop listeners to engage in critical discussions about the social, political and interpersonal implication of the work of individual hip-hop artists, as well as the genre on the whole. Facilitators of prevention activities should encourage participants to seek out positive imagery as well as deconstruct negative imagery found within the medium. This strategy has been utilized to deconstruct rape culture since the advent of the current anti-rape movement. Jean Kilbourne's Killing Us Softly in 1979 being the most well known example. Rather than merely demonize and marginalize a particular pop-culture genre and its enthusiasts, utilizing this philosophy in framing sexual violence prevention activities would offer an opportunity to critique rape culture in genuine and meaningful ways.

Publicity events, or fundraisers, may not be created solely for the purpose of the media's attention, but they are perfect opportunities to invite your friends at the local news station or paper, possibly generating an article or announcement.

Regardless of the negative connotations the word "media" tends to dredge up, it can be a valuable tool for non-profit organizations, especially when used to provide critical information and services for victims/survivors and dispelling myths surrounding sexual assault. I have suggested a few basic steps to creating a successful, and inexpensive, media campaign. Once you utilize the opportunities provided by free publicity you may find that your organization is ready to increase its media approach, whether by creating a media relations position (possibly an internship position for college students) or branching out to paid advertising. Whatever your approach may be, the media can be a useful tactic for reaching the people your organization serves, spreading valuable information and educating your community.

for in grooming victims. Incidence rates of abuse of women with disabilities range from 33% to 83% depending on the type of disability and the definition of abuse (Schaller and Lagergren, 1998). Given the prevalence of sexual violence perpetrated against people with disabilities, the journalistic frames applied in media coverage of disability and sexual violence become particularly critical. It is incredibly important for sexual violence advocates to address oppressive frames by vigilantly monitoring how sexual assault and people with disabilities are written about in the news.

Accurate and honest portrayals of people are fundamental to preventing sexual violence against people with disabilities. While creating these stories is the responsibility of the media, demanding them is the responsibility of us all. Sexual violence advocates and others working to end violence in our communities must be vigilant in monitoring and holding accountable the press. The media can be a powerful tool in ending violence against people with disabilities; however that tool is only as sharp as the community's ability and willingness to control that tool. How the media reacts is determined by the community's ability to demand positive changes. True change lies in the responsibility of both the media and the community in which they serve.

ENDNOTES

- 1 "Media" Wikipedia: The Free Encyclopedia. 15 December 2004, 8:45 UTC
- 2 Excerpted from Ain't nobody's business if I do sung by Billie Holiday
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