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## **Publicity Kit: Soroptimist Workplace Campaign to End Domestic Violence**

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The Soroptimist Workplace Campaign to End Domestic Violence is an ongoing effort to raise awareness about a seldom addressed issue—domestic violence in the workplace.

From a publicity standpoint, several elements lend to the news worthiness of this campaign and its potential for media coverage. Considering that more than 1.3 million women are beaten by a spouse or partner each year, the campaign addresses a prevalent social problem. In addition, the campaign can coincide with National Domestic Violence Awareness Month in October (in the United States), or the United Nations-designated International Day to Eliminate Violence against Women on November 25. The campaign also includes the unique twist of targeting women at their workplaces, which sets it apart from other efforts.

Participating in this awareness campaign entails placing the *Keeping Women Safe at Work* hotline cards at local businesses, and encouraging those businesses to develop domestic violence workplace policies to protect workers who are victims and their co-workers. The more people who join the effort, the more women will benefit. It is important that these women know support is out there.

Although the hotline cards can be distributed at any time of the year, Soroptimist suggests distributing them in October or on November 25. These dates provide the biggest media hook. Use the following information to help get publicity for your Soroptimist Workplace Campaign activities:

- Adapt the attached news release. If possible, include statistics from a local domestic violence shelter that reflect the scope of the problem in the local community or state.
- Send the news release to local media outlets (television, radio, newspaper) about one week before the event. If the club does not have an established media list, request one from the local convention and visitors' bureau or chamber of commerce.
- Make follow-up calls one or two days before the event.
- Have businesses sign the attached media consent form allowing a news crew or photographer to come onto the premises.
- On the day of the event, bring copies of the Soroptimist Workplace Campaign to End Domestic Violence fact sheet, accessible from the campaign webpage at <http://www.soroptimist.org/workplacecampaign.html>, in case the media show up.

For additional information or assistance, contact Soroptimist headquarters at [siahq@soroptimist.org](mailto:siahq@soroptimist.org).

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## **News Release: Soroptimist Workplace Campaign to End Domestic Violence**

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[Group Name] Distributes Hotline Card to Local Businesses to Keep Women Safe at Work

**Date**  
**Contact**  
**Phone**

**CITY, State**—Every nine seconds a woman is beaten in the United States, totaling more than 1.3 million each year. Affecting every socioeconomic status and culture, domestic violence is the leading cause of injury among women. Unfortunately, going to work is not always an escape. Soroptimist, an international volunteer organization for business and professional women who work to improve the lives of women and girls, devised the Soroptimist Workplace Campaign to End Domestic Violence as an ongoing effort to raise awareness about domestic violence as a workplace concern.

On [INSERT DATE], [INSERT GROUP NAME] will place thousands of *Keeping Women Safe at Work* hotline cards at local businesses, in women’s workplace restrooms, and in employee paycheck envelopes. These cards contain a national hotline number for immediate assistance; domestic abuse warning signs; suggestions for approaching a co-worker who may be experiencing abuse, and other useful information. The group will also encourage businesses to implement domestic violence workplace policies to help protect abuse victims and their co-workers.

According to the Corporate Alliance to End Partner Violence, approximately 75 percent of women who experience abuse at home also experience it at the workplace. In addition, in the U.S. the estimated cost of lost productivity due to domestic violence equals \$1.8 billion, with more than 7.9 million paid workdays lost each year.

“On the surface, domestic violence may not appear to be a work-related issue, but the reality is that women do not leave abuse behind when they go to work,” Soroptimist Executive Director Leigh Wintz, CAE, said. “Their abusers find ways to harass them on the job by calling or emailing them, and sometimes even showing up. Women need to know they have a support system and that help is out there.

“This campaign also encourages employees to keep their eyes and ears open for warning signs that co-workers are being abused,” Wintz added. “It is in the self-interest of employers to protect and assist workers who are victims of domestic violence.”

Headquartered in Philadelphia, Pa., Soroptimist is an international volunteer women’s organization offering programs that improve the lives of women through economic empowerment. Its main program is the Women’s Opportunity Awards, which help women obtain the education and training

they need to achieve financial security. Soroptimist, a 501(c)(3) organization that relies on charitable donations to support its programs, also sponsors the Live Your Dream campaign in recognition of the power of women and their dreams. Visit the campaign's online home at: [LiveYourDreamCampaign.org](http://LiveYourDreamCampaign.org). For more information visit [Soroptimist.org](http://Soroptimist.org).

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## Soroptimist Workplace Campaign to End Domestic Violence Media Consent Form

We (*insert name of business*) \_\_\_\_\_, do hereby authorize photographs, interviews, and the taking of motion pictures and/or video on our premises in support of the Soroptimist Workplace Campaign to End Domestic Violence. We understand that these materials might be included in print or electronic communications.

We further consent to the use of our name in connection with the above media materials, and understand there will be no financial compensation for our participation.

Name (print) \_\_\_\_\_

Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Witness Signature \_\_\_\_\_

Date \_\_\_\_\_