

Spring 2012  
Strategic Communication Campaigns



Client Report

For

Domestic Violence Intervention  
Program

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# Table of Contents

Executive Summary..... p. 4

SWOT Analysis.....p. 5

Competitor Analysis..... p. 7

Types of Relationship Violence.....p. 8

Target Audiences..... p. 9

    Target Audiences – Secondary Research..... p. 10

    Target Audiences – Primary Research..... p. 17

Goals and Objectives..... p. 32

Key Strategies and Tactics.....p. 34

    Poster Guide..... p. 36

    Social Media Guide..... p. 38

    Social Media Plan ..... p. 49

    Student Ambassador Guide.....p. 51

    Media Relations.....p. 52

Recommended Theme and Messages..... p. 57

Implementation.....p. 58

Monitoring and Evaluation..... p. 61

Creative Materials..... p. 62

Appendix..... p.72

# Executive Summary

By Jacob Weber

## About the Domestic Violence Intervention Program (DVIP)

DVIP began in 1977, providing support for victims and their loved ones in Johnson, Iowa, Cedar and Washington Counties. In one year, the DVIP answers approximately 18,000 crisis/phone calls and provides more than 8,000 nights of safe shelter to as many as 400 women and children. Their mission is to provide comprehensive support and advocacy services to victims/survivors, focusing on immediate and long-term safety, empowerment, dignity, and hope.

## Problem Statement

DVIP suspects a lack of awareness and education about dating violence among young people, particularly on the University of Iowa campus and in the Iowa City area. Many students may not know the warning signs of dating violence, and those students who are victims of dating violence may not know where to go for assistance in dealing with the issue.

## Overview

Our campaign focuses on educating University of Iowa undergraduate students about dating violence and its prevalence on campus. It also aims to raise awareness of the “red flags” of domestic violence, and to inform students where to go for help in instances of domestic violence.

Our primary audience is undergraduate men on campus between the ages of 18 and 25. Our secondary audience is undergraduate females also between the ages of 18 and 25. Both audiences were chosen due to the focus on the University of Iowa campus.

We chose our primary audience because many men may have committed an act of dating violence but never knew that they had. We chose to gear our information and red flags towards things that many would not consider dating violence. We chose our secondary audience as a means to our primary audience. Giving women the information about dating violence signs and where to receive help if they or a friend come across these signs can educate both their significant others and themselves or friends on how to approach the situation, and how to deal with it if it becomes too much.

The proposed strategies and tactics, messages and themes, and the overall execution of the creative materials are based on the primary research through a survey of 238 campus men and women between 18 and 25. Based on the survey results, messaging for six posters was developed. All posters posed the question, “Does your friend/significant other ...?”

The social media team developed a kit for DVIP, which includes a comprehensive Facebook page and a new Twitter account based on the Red Flags campaign and a YouTube video. The kit also includes information on future maintenance and upkeep of each platform. Additional materials were created: flyers depicting red flags of dating violence and articles about dating violence for *HerCampus* magazine.

# SWOT Analysis

*By Brittany Phillips*

DVIP has many internal strengths that they can build on to increase awareness of dating violence, the red flags of dating violence, and the services that they provide. There are also a lot of external opportunities that DVIP can act on to increase awareness. However, internal weaknesses and external threats need to be minimized for a successful campaign.

## **Strengths (Internal):**

- DVIP has available resources for victims of dating violence such as a support hotline, trained staff and volunteer support, a shelter for victims and children, and educational services.
- DVIP has trained staff who are available to teach students about the red flags of dating violence and the prevalence of the issue.

## **Weaknesses (Internal):**

- DVIP has a low profile among students at the University of Iowa.
- DVIP has a primary focus on the community and not on campus.

## **Opportunities (External):**

- Many students surveyed said that they had personal knowledge of someone who was a victim of dating violence, which is an opportunity to provide these people with services.
- Many students said that they would recommend a friend to visit a women's shelter if they were a victim of dating violence.
- A majority of students do not find it difficult to talk about dating violence.
- DVIP works with the campus organizations WRAC and RVAP and many students indicated that they knew about these organizations.

## **Threats (External):**

- Students list many other services besides DVIP for dating violence assistance.
- Many students have stereotypical viewpoints of dating violence, dating violence victims, and dating violence abusers.
- Students responded that the first thing they would tell a friend who was a victim of dating violence was to leave the relationship, which shows that they believe that is the easiest way to solve the problem and it puts the responsibility on the victim.
- Student knowledge about the red flags of dating violence is extremely low
- Student awareness about dating violence prevalence on campus is low.



# Competitor Analysis

*By Brittany Phillips*

Competitors of DVIP consist of other local non-profits that provide assistance to dating violence victims and campus resources available for University of Iowa students. Competitors are determined based on survey responses about potential resources and help outlets. The listed resources are potential partners for DVIP outreach programs but also competitors for donations and volunteer services. Below is a list of the competitors, their contact information, and the resources that each offers.

## **Rape Victim Advocacy Program**

322 S. Linn St. Iowa City, IA 52240

Phone: 319-335-6001

Established 1973

Service area includes Johnson, Cedar, Iowa, and Washington Counties

Services:

- Crisis hotline
- Medical advocacy
- Legal advocacy
- Counseling
- Support groups
- Educational services

## **University of Iowa Counseling**

3223 Westlawn S. Iowa City, IA, 52242

Phone: 319-335-7294

Services:

- Individual counseling and psychotherapy
- Group counseling and psychotherapy
- Couple or relationship counseling
- Consultation regarding concerns about a UI student
- Communication skills program
- Relationship issues (including violence in intimate relationships)

## **Women's Resource and Action Center**

130 N. Madison, Iowa City, IA 52240

Phone: 319-335-1486

Services:

- Support and discussion groups
- Counseling
- Resource information
- Financial resources
- Library

**University of Iowa Health**

4189 Westlawn S, Iowa City, IA 52240

Phone: 319-335-8370

## Services:

- Psychiatry
- Sexual health testing
- Gynecology

## **Types of Relationship Violence**

*By Brittany Phillips*

Although there are several types of violence in relationships, our campaign deals solely with dating violence. Dating violence is a pattern of violence in a relationship to gain control. Other types of relationship violence include domestic violence and intimate partner violence. We frequently use data from domestic violence and intimate partner violence in our secondary research to gain knowledge of relationship violence as a whole, but the DVIP campaign focuses on the issue of dating violence.

Dating violence differs from domestic violence and intimate partner violence in that there is no legal standing between dating partners in regards to finance, property, and custody issues. There are no laws in Iowa that deal with dating violence. In Iowa Law, under Iowa Criminal Code 236, domestic abuse means committing assault between family or household members, spouses or divorcees, the parent of the same child, or family. Assault can be defined as physical contact that is insulting or creates injury, the threat of physical contact, or using a weapon in a threatening matter. Penalties for domestic abuse include mandated jail time and attendance of a Batterer's Education Program, based on the seriousness of the conviction.

# Target Audiences

By Erica Sturwold & Kelsey Murphy

## Primary Target Audience

Our primary audience for the social marketing campaign for DVIP is University of Iowa undergraduate male students ages 18 to 25 living on and off the university campus. The psychographics of the primary audience concern more of what the potential is to being dating violence aggressors as opposed to being victims.<sup>1</sup> Male perpetration of dating violence, in this demographic, has been shown to have a likeliness of 30%.<sup>2</sup> Among men, intimate partner violence victimization can be associated with the early onset of alcohol consumption, current tobacco use and any recent threats of physical violence.<sup>3</sup>

## Secondary Target Audience

Our secondary audience for the DVIP social marketing campaign is The University of Iowa female undergraduate students aged 18 to 25 living on and off campus. In the United States, one in every four women will experience intimate partner violence in her lifetime, and 85% of intimate partner violence victims are women. Moreover, women ages 16 to 24 experience the highest rate of victimization, at triple the national average.<sup>4</sup>

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<sup>1</sup> Williams-Evans, Shiphrah A., Myers, Joy Sher'ron, *Adolescent Dating Violence*, ABNF Journal, Vol. 15 Issue 2, p35-37, <http://web.ebscohost.com.proxy.lib.uiowa.edu/ehost/pdfviewer/pdfviewer?vid=3&hid=14&sid=411cb482-2272-4a1e-be07-f963d6264d6f%40sessionmgr15> (Mar/Apr 2004).

<sup>2</sup> Luthra, R. & Gidycz, C.A. 2006. "Dating violence among college men and women: Evaluation of a theoretical model." *Journal of Interpersonal Violence*. 21(6), 717-731.

<sup>3</sup> Holt & Espelage, *Social Support as a Moderator Between Dating Violence Victimization and Depression/Anxiety*, School Psychology Review, 2005, Volume 34, No. 3, pp. 309-328

<sup>4</sup> "Dating Violence Facts." *National Coalition Against Dating Violence*.

<http://www.sc.edu/healthycarolina/pdf/facstaffstu/safety/DatingViolenceFactSheet.pdf>

# Target Audiences – Secondary Research

By Erica Sturwold & Kelsey Murphy

## Primary Target Audience

There are currently 20,377 students enrolled in undergraduate programs at the University of Iowa (UI). Of them, 9,839 (48%) are male.<sup>5</sup> Of all male undergraduates, 9.12% are freshmen, 7.2% are sophomores, 8.4% are juniors, and 9.6 % are seniors.<sup>6</sup>

The UI male population can be found living both on and off campus. Housing consists of mostly dormitories on campus, fraternity houses, and apartments and houses off campus in the surrounding neighborhoods.

An average of about 3,000 first year UI students, (90%), live in dormitories (1,470 of them are males). There are currently 323 male undergraduates in Burge dormitory, 147 males in Daum, 312 in Currier, 141 in Stanley, 446 in Mayflower, 431 in Hillcrest, 149 in Quad, 215 in Slater, and 205 males in Rienow.<sup>7</sup> Eight percent of our primary audience are also involved with, and live in, the 17 registered fraternities around campus.<sup>8</sup> Most (77%) of the total undergraduate population lives off campus or in commute-based living situations. This is approximately 7,600 male students.

The most popular undergraduate colleges for our primary audience include the College of Liberal Arts and Sciences, with 6,872 male students, the Henry B. Tippie College of Business, with 1,453 male students, and the College of Engineering, which has 1,259 males.<sup>9</sup>

## Socio-Demographics

Demographics divide a target audience by “characteristics over which individuals have little or no control, such as age, gender, race, and ethnicity.”<sup>10</sup>

Approximately 54.8% of the total enrollment at UI consists of residents of the state of Iowa; this means 5,313 male students of the UI population are Iowans. For the rest of the male enrollment, 26.2% (n = 2,577) are residents of the neighboring states (Minnesota, Wisconsin, Illinois, Missouri, Nebraska, South Dakota), 10.6% (n = 1,043) come from foreign countries and 8.4% (n = 826) come from the other 43 U.S. states, including the District of Columbia and United States territories.<sup>11</sup>

Students of minority backgrounds make up 11.9% of total enrollment. This means that about 1,170 male students are minorities. This population is comprised of approximately 265 African American students, 335 Asian students, 423 Hispanics, 98 Native Hawaiian or Pacific Islander students, 30 Native Americans, and about 108 male students of two or more races.<sup>12</sup>

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<sup>5</sup> Office of Registrar, *A Profile of Students Enrolled at The University of Iowa*, <http://www.registrar.uiowa.edu/LinkClick.aspx?fileticket=EZUObE4o%2bpY%3d&tabid=133&mid=583> (Spring 2012).

<sup>6</sup> Ibid.

<sup>7</sup> Residence Life, *Residence Halls Comparison Charts*, <http://housing.uiowa.edu/departments/reslife/halls-comparison.htm>

<sup>8</sup> Greek Life, *University of Iowa*, <http://collegeprowler.com/university-of-iowa/greek-life/>

<sup>9</sup> Office of Registrar, *A Profile of Students Enrolled at The University of Iowa*, <http://www.registrar.uiowa.edu/LinkClick.aspx?fileticket=EZUObE4o%2bpY%3d&tabid=133&mid=583> (Spring 2012).

<sup>10</sup> Bobbitt, Randy, Ruth Sullivan. *Developing the Public Relations Campaign* (Pearson Education, Inc., 2009). Pg. 34.

<sup>11</sup> Ibid.

<sup>12</sup> Ibid.

According to the University of Iowa Office of Admissions, “About 80% of students attending The University of Iowa receive some form of financial aid, including grants, loans, or scholarships,” for our primary audience this means 7,871 male students.<sup>13</sup>

## Psychographics

Psychographics divide target audiences on “the basis of social class, lifestyle, values, such as concern for the environment, than by some demographic characteristic, such as age.”<sup>14</sup>

School, work, and hanging out with friends are among the most popular activities for college students.<sup>15</sup> The report also shows college students are very concerned about personal financial situations, future job opportunities, and obtaining good grades. When 12,525 college students were asked the question, “I enjoy learning for the sake of learning,” 48% strongly agreed. When students were asked if they were concerned about social issues, 37% strongly agreed and 42% somewhat agreed.<sup>16</sup>

Research from the *Journal of Advertising Research* states, “Today’s youth are likely to remain single throughout their 20s and early 30s, which delays the onset of parenting. Since they have been employed since high school, many place a different importance on family life... [They] have also lived through the trauma of change — parents' divorce, corporate downsizing, limited financial aid, weak job market.”<sup>17</sup>

Psychographics specific to UI students also concern the image of the university and the surrounding city. Iowa City was ranked as the third “gayest city” per capita in 2010 by Advocate.com.<sup>18</sup> UI was ranked the fourth Top Party school in 2012 by the *Princeton Review*,<sup>19</sup> and 71<sup>st</sup> in the Best Educational Colleges list by *US News and World Report* in 2012.<sup>20</sup>

A recent study on UI students’ binge drinking habits established that on average, UI students admit to binge drinking three to five times in a typical one-to-two-week period.<sup>21</sup> More specifically, 25.4% of first years (about 470 males) and 29.2% of seniors (about 575 males) admitted to engaging in frequent binge drinking behavior three to five times in a two-week period.<sup>22</sup> Another 10.5% of freshmen and 13.5% of seniors do it six or more times.

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<sup>13</sup> Office of Admissions, *Professors - Who's at Iowa - Undergraduate Admissions - The University of Iowa*, The University of Iowa, <http://www.uiowa.edu/admissions/undergrad/whos-at-iowa/professors.htm>, (Feb 2012).

<sup>14</sup> P. Kotler, N. R. Lee. *Social Marketing: Influencing Behaviors for Good* (Thousand Oaks: SAGE Publications, Inc., 2011) pg. 138.

<sup>15</sup> Mintel Oxygen, *Marketing to College Students – US*, <http://store.mintel.com/marketing-to-college-students-us-july-2011.html> (July 2012).

<sup>16</sup> National Association of Student Personnel Administrators, Values and Beliefs, <http://www.naspa.org/2008%20values%20and%20beliefs.pdf>

<sup>17</sup> Wolburg, J. M., & Pokrywczynski, J., A Psychographic Analysis of Generation Y College Students. (2001). *Journal Of Advertising Research*, 41(5), 33-52.

<sup>18</sup> Albo, Mike, Gayest Cities in America, 2010, *The Advocate*, [http://www.advocate.com/Print\\_Issue/Travel/Gayest\\_Cities\\_in\\_America/](http://www.advocate.com/Print_Issue/Travel/Gayest_Cities_in_America/)

<sup>19</sup> Princeton Review, *College Ranking*, <http://www.princetonreview.com/schoollist.aspx?id=725> (2012)

<sup>20</sup> Education Colleges, University of Iowa, *US News & World Report*, <http://colleges.usnews.rankingsandreviews.com/best-colleges/university-of-iowa-1892>

<sup>21</sup> “Research on Iowa Student Experiences: Binge Drinking.” *The University of Iowa*. Web., <http://www.uiowa.edu/~success/documents/RISEBingeDrinkingBriefFinal.pdf> (Feb 2012).

<sup>22</sup> Whitt, E.J. Edvalson, S.I., Asel, A.M., & Hansen, S.L. (2008). *Research on Iowa student experiences: Binge drinking*.

According to the Centers for Disease Control and Prevention, binge drinking is associated with many health problems like sexual assault and domestic violence.<sup>23</sup> In a study by Ohio University, which used the Conflict Tactics Scale to assess dating violence, 200 introductory psychology students (100 men and 100 women) measured violence with the following nine items: ‘threw something at partner’; ‘pushed, grabbed, or shoved’; ‘slapped’; ‘kicked, hit, or bit’; ‘hit or tried to hit’; ‘beat up’; ‘choked’; ‘threatened with a knife or gun’; or ‘used a knife or gun.’ The research revealed that nine men experienced being pushed, grabbed, or shoved; one man reported being slapped; one man reported being kicked, bit, or hit with a fist; and one man reported being beaten up. The final model predicted that male perpetration of dating violence had a sensitivity of 30%.<sup>24</sup>

Because findings suggest that specific types of student activities can increase the risk factors for dating violence, it is important to look at the behaviors specific to undergraduate students at the University of Iowa.<sup>25</sup> The summary of health behavior data on UI undergraduate students revealed that almost 64% (n = 6,300 males) experienced at least one negative consequence from alcohol in the past 12 months. One in four students (about 2,500 males) at the university have used marijuana and well over half of students (about 5,000 males) have had oral or vaginal sex in the past 30 days.

According to the National College Assessment, 49.3% of men report feeling “very safe” on campus and in the surrounding community at night, while only 15.5% of women feel safe on campus during the nighttime.<sup>26</sup> Defining intimate partner violence psychographics for college age males usually concerns their potential to be the aggressor rather than the victim.<sup>27</sup>

For males, their levels of aggression towards romantic partners has a lot to do with the perceived aggressive dynamic of their parents’ relationship. Viewing father-to-mother violence and experiencing childhood emotional abuse increased the extent to which men reported being victimized by their dating partners, whereas witnessing mother-to-father violence and experiencing physical abuse decreased the extent to which men reported being victimized by their dating partners. Results suggest the importance of parent and respondent gender on dating aggression.<sup>28</sup>

Though predominately seen as possible aggressors, undergraduate male students still have a fair potential to be the victims in dating violence. According to a study by Ohio University, 10% of college-age men reported experiencing violence from their partner.<sup>29</sup> Among men, intimate partner violence victimization can be associated with the early onset of alcohol consumption, current tobacco use and recent threats of physical violence. Greater physical and emotional dating victimization were associated with anxiety or depression.<sup>30</sup>

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<sup>23</sup> Alcohol and Public Health, *Centers for Disease Control and Prevention*. <http://www.cdc.gov/alcohol/fact-sheets/binge-drinking.htm>, (17 Dec. 2010. Web. 20 Feb. 2012).

<sup>24</sup> Luthra, R. & Gidycz, C.A. 2006. “Dating violence among college men and women: Evaluation of a theoretical model.” *Journal of Interpersonal Violence*. 21(6), 717-731.

<sup>25</sup> Durant, Champion, Wolfson, Omli, McCoy, *Date Fighting Experiences Among College Students: Are They Associated With Other Health-Risk Behaviors?* *Journal of American College Health*, Vol. 55(5).

<sup>26</sup> The National College Health Assessment Summary, The University of Iowa, Fall 2011 <http://studenthealth.uiowa.edu>

<sup>27</sup> Williams-Evans, Shiphrah A., Myers, Joy Sher’ron. (2004). Adolescent Dating Violence. *ABNF Journal*, 15(2), 35-37.

<sup>28</sup> Ibid.

<sup>29</sup> Luthra, R. & Gidycz, C.A. 2006. “Dating violence among college men and women: Evaluation of a theoretical model.” *Journal of Interpersonal Violence*. 21(6), 717-731.

<sup>30</sup> Holt & Espelage. (2005). Social support as a moderator between dating violence victimization and depression/anxiety. *School Psychology Review*, 34(3), 309-328.

## Opinion Leaders

Opinion leaders are innovative and influential individuals who are well respected and trusted amongst their peers; these individuals are known to usually be very knowledgeable consumers of media, who are also highly educated.<sup>31</sup> They consume information from multiple media and are among the first groups of people to accept new ideas or products. In the United States, roughly one in 10 people is considered an opinion leader.<sup>32</sup>

Formal opinion leaders of the male undergraduate population could include the professors and teaching assistants at the college of largest male enrollment: CLAS. Five percent of the faculty are between 26 and 35 years old, 19% are between 36 and 41, 27% are between 42 and 55, 30% are between 56 and 61, and 17% are over 62. In terms of gender, 46% are women and 54% are men. Thirty percent of the faculty have been at the university for over 20 years, while 20% have been teaching at Iowa for fewer than five years.<sup>33</sup> Psychographics of this group include attitudes towards their jobs as faculty and staff for the University of Iowa. In a 2006 survey, CLAS faculty and staff disagreed most (59%) with the statement “I am confident there is a clear plan to strengthen the UI” and disagreed least (18%) with the statement “My workplace goals are clear.”<sup>34</sup>

Informal undergraduate opinion leaders at UI can be student organization heads or leaders. On campus there are over 450 student organizations and each one has a president and/or executive board. These leaders are well connected around campus and each represents a larger group of students from an organization.<sup>35</sup>

Undergraduate male students living on campus share these same opinion leaders, but they may also see their dormitory resident assistants (RAs) or fraternity house fathers and fraternity presidents as opinion leaders.

Other informal opinion leaders consist of those who have more experiences and presence outside the university. This includes those who are involved in internships, blogging/social networking for an organizations, philanthropic work, etc., who have experiences apart from the mass student population; these students are better qualified for future careers giving them a greater influence among peers. Many studies continue to show that having an internship during one’s years in college gives a much greater competitive edge against students who did not intern.<sup>36</sup>

## Secondary Target Audience

The secondary target audience identified for the DVIP strategic communication campaign is undergraduate women aged 18-25 at UI. In the United States, one out of every four women will experience intimate partner violence in her lifetime, and 85% of intimate partner violence victims are women. Moreover, women aged 16-24 experience the highest rate of victimization, at triple the national average.<sup>37</sup>

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<sup>31</sup> P. Kotler, N. R. Lee. *Social Marketing: Influencing Behaviors for Good*. pg. 137.

<sup>32</sup> Rao, V. (2010, April 4). Opinion leadership in marketing. Retrieved from <http://www.citeman.com/9321-opinion-leadership-in-marketing.html>

<sup>33</sup> College of Liberal Arts and Sciences , Working at Iowa 2006 Survey, FACULTY Responses (n=226) Demographics of Survey Respondents, [http://www.clas.uiowa.edu/hr/docs/survey\\_CLAS\\_faculty.pdf](http://www.clas.uiowa.edu/hr/docs/survey_CLAS_faculty.pdf)

<sup>34</sup> Ibid.

<sup>35</sup> Common data set, University of Iowa, Retrieved from [http://provost.uiowa.edu/docs/data/cds/cds\\_1112.pdf](http://provost.uiowa.edu/docs/data/cds/cds_1112.pdf) (2011-2012).

<sup>36</sup> Alanna Stage, *Early Survey Finding Point Out Importance of College Internships*, Online Colleges, <http://www.onlinecolleges.net/2012/02/16/early-survey-findings-point-out-importance-of-internships/> (Feb. 2012).

<sup>37</sup> “Dating Violence Facts.” *National Coalition Against Dating Violence*. <http://www.sc.edu/healthycarolina/pdf/facstaffstu/safety/DatingViolenceFactSheet.pdf>

The majority of the target audience lives off-campus. As students get older, they are less likely to live on campus. In Fall 2011, 92% of the 4,565 freshmen lived in on-campus residence halls, while only 31% of the remaining undergraduate students lived in on-campus housing.<sup>38</sup> Many female students get attacked by people they know: 21% of female college students report victimization by a current partner, while 32% report victimization by a past partner.<sup>39</sup>

In this campaign, the secondary target audience will influence the primary by learning about dating violence and likely talking to the primary audience about it. Delivering the promotional messages to specified residence halls and shopping destinations will amplify the campaign's efficacy through communication, social interactions, and relationships. The women of the secondary target audience are related to, in relationships with, and engage in regular social interactions with members of the male primary target audience.

## Socio-Demographics

At UI, 52% of undergraduate students are female. Minorities make up 11.9% of the undergraduate population, which means 1,143 female minority students. Approximately 412 of UI female minorities students are Asian American, 411 are Hispanic or Latino, 308 are African-American, 46 are Native American or Native Alaskan, 11 are Native Hawaiian or Pacific Islander, and 91 define themselves as "two or more races." International enrollment comprises 4.6% of all female undergraduates.<sup>40</sup>

In Fall 2011, the on-campus residence halls housed 4,565 freshmen, and 54% were women.<sup>41</sup> Out of all undergraduates, 3,011 women live on-campus.<sup>42</sup>

Approximately 1,900 University of Iowa undergraduates belong to a sorority or fraternity, 12% of women undergraduates.<sup>43</sup> Women in sororities are at higher risk for dating violence victimization than the general college population.<sup>44</sup> The most prominent barrier to sorority victims seeking help is a lack of support to address dating violence. Often undergraduate women in sororities will seek help from an informal source, such as a fellow sorority member, rather than a formal support system, such as DVIP. Forty Greek chapters exist at U of Iowa, 26 of which have established houses on campus. Greeks play an important role as opinion leaders to women, who look to their friends and house mothers for support and risk management.<sup>45</sup>

The majority of undergraduate UI women major in CLAS, at 8,121 current female students, followed by the Henry B. Tippie College of Business, at 999 current female students.<sup>46</sup>

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<sup>38</sup> Office of Registrar, *A Profile of Students Enrolled at The University of Iowa*, (Spring 2012).

<http://www.registrar.uiowa.edu/LinkClick.aspx?fileticket=EZUObE4o%2bpY%3d&tabid=133&mid=583>

<sup>39</sup> "Dating Violence Facts." *National Coalition Against Dating Violence*.

<http://www.sc.edu/healthycarolina/pdf/facstaffstu/safety/DatingViolenceFactSheet.pdf>

<sup>40</sup> Office of Registrar, *A Profile of Students Enrolled at The University of Iowa*, <http://www.registrar.uiowa.edu/LinkClick.aspx?fileticket=EZUObE4o%2bpY%3d&tabid=133&mid=583> (Spring 2012).

<sup>41</sup> Iowa Admissions Statistics

<sup>42</sup> Office of Registrar, *A Profile of Students Enrolled at The University of Iowa*, <http://www.registrar.uiowa.edu/LinkClick.aspx?fileticket=EZUObE4o%2bpY%3d&tabid=133&mid=583> (Spring 2012).

<sup>43</sup> Greek Life, *University of Iowa*, <http://collegeprowler.com/university-of-iowa/greek-life/>

<sup>44</sup> Anderson, K.M. & Danis, F.S. 2007. "Collegiate sororities and dating violence." *Violence Against Women*. 13(1), 87-100.

<sup>45</sup> *Iowa: Fraternity and Sorority Life*. <http://uofi.thebinsystem.com/resources/map-of-chapters-with-houses.html>

<sup>46</sup> Office of Registrar, *A Profile of Students Enrolled at The University of Iowa*,

<http://www.registrar.uiowa.edu/LinkClick.aspx?fileticket=EZUObE4o%2bpY%3d&tabid=133&mid=583> (Spring 2012).

## Psychographics

College victimization rates for females are highest during the first and second years.<sup>47</sup> Women who experienced domestic violence in childhood or adolescence are also more likely to experience intimate partner violence in college.<sup>48</sup> A positive correlation exists between a woman's level of depression and her likeliness of becoming a domestic violence victim.<sup>49</sup> In 2011, around 1,000 UI undergraduate women reported suffering some form of depression.<sup>50</sup>

Seventy percent of female undergraduates nationwide believe at least one form of physical violence, whether slapping, kicking, or punching, is acceptable. Furthermore 80% report attitudes of acceptance toward use of physical force.

## Opinion Leaders

Since the majority of The University of Iowa undergraduate women are enrolled in CLAS, its professors and teaching assistants qualify as formal opinion leaders. Their attitudes and behaviors toward the students as well as the subject of intimate partner violence could influence a victim's decision to seek help.

Another formal opinion leader might be a resident assistant (RA) for undergraduate women who live in on-campus residence housing. RAs are required to keep a GPA of 2.5 or higher, have completed 30 semester hours or more, and must know how to assist students in danger. For undergraduate women in sororities, house mothers qualify as another formal opinion leader.

Informal opinion leaders exist within the secondary target audience's own peer groups and stand out as the people possessing certain characteristics of influence and knowledge. For UI undergraduate women, these informal opinion leaders may exude leadership qualities based on unique real world experience, such as high-ranking internships, involvement in student organizations, or activities in the community. Female college students are 20% more likely to participate in unpaid internships than male college students.

## Communication Channels For Primary and Secondary Audiences

A study from the *Journal of Advertising Research* provides important insights into college students' likes and dislikes. It states, "Analysts believe that Generation Y responds better to humor, irony, and the "unvarnished" truth." Generation Y college students spend a large majority of their time searching the Internet and are less likely to respond to television advertisements than the generation before them. Generation Y likes to be given a plethora of information and to then draw their own conclusions based on the information.<sup>51</sup> The Internet is the most frequently used means of gaining information (47.29%), followed by television (23.54%). Social networks

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<sup>47</sup> Smith et. al. (2003). A longitudinal perspective on dating violence among adolescent and college-age women. *American Journal of Public Health* 93(7), 1104-1109

<sup>48</sup> Paige Hall Smith, PhD, Jacquelyn W. White, PhD, and Lindsay J. Holland, MS, *A Longitudinal Perspective on Dating Violence Among Adolescent and College-Age Women*, <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1447917/?tool=pubmed> (2003).

<sup>49</sup> National Institute of Health

<sup>50</sup> Paige Hall Smith, PhD, Jacquelyn W. White, PhD, and Lindsay J. Holland, MS, *A Longitudinal Perspective on Dating Violence Among Adolescent and College-Age Women*, <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1447917/?tool=pubmed> (2003).

<sup>51</sup> National Association of Student Personnel Administrators, Values and Beliefs, <http://www.naspa.org/2008%20values%20and%20beliefs.pdf>

(friends, family, etc.) were the third most popular means of gaining information about national or international news with 11.3%.<sup>52</sup>

Another recent study of students concluded that college students spend more time using the Internet for a resource than any other media. More than a third of students spend more than 10 hours a week online, and almost 20% spend more than 20 hours per week online. This compared to the reported 16.6% that watch more than 10 hours per week of television, and 5.5% that listen to more than 10 hours of radio per week.<sup>53</sup>

According to the Pew Research Center, 93% of young adults ages 18 to 29 regularly access the Internet and frequently visit online sites and sources. Of our primary target audience, six out of 10 young men, ages 18 to 29, say they use social media sites, while seven out of 10 young college-age women say they use social media sites.<sup>54</sup>

## Social Media for Primary and Secondary Audiences

Most (86%) students use a social networking site. Twelve percent of these students felt that Facebook is “extremely valuable” for academic success.<sup>55</sup> Further, 96% of students used Facebook daily, 84% use YouTube, 20% have blogs, 14% have Twitter accounts, 12% use MySpace, and 10% have a LinkedIn page. Eighty-nine percent of students say their use of social media is for social purposes, 79% say it is for entertainment purposes, while 26% say it is for educational purposes.<sup>56</sup>

Forty percent of Facebook users log on more than 10 times a day and 76% spend over an hour on Facebook every day. On Twitter, 53% of users say they are logged on “all the time.”<sup>57</sup>

Another study found that 55% of students surveyed lived on campus and spent an average of 2 hours and 56 minutes a day on the internet. Almost all (94%) of respondents were Facebook users.<sup>58</sup> When this research was published in 2007, respondents reported using Facebook for approximately 10-30 minutes daily. On a scale of 1 to 5, respondents reported a mean answer of 3.12 regarding the prompt “Facebook is part of my everyday activity,” a ranked answer of 3.30 for “I feel I am part of the Facebook community,” and a 2.96 in regards to “Facebook has become part of my daily routine.” This research used a sample which consisted of 34% men and 66% women with an average age 20.

Specifically for UI, 11,088 Facebook users “like” the university Facebook page. There are 1,876 members of the University of Iowa class of 2012 Facebook group, 1,830 members of the University of Iowa class of 2013 Facebook group, 2,586 members of the University of Iowa class of 2015 Facebook group and 2,259 members of the University of Iowa class of 2016 Facebook group.<sup>59</sup> The UI Twitter handle has 13,590 followers.<sup>60</sup>

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<sup>52</sup> <http://www.naspa.org/2008%20media%20consumption.pdf>

<sup>53</sup> Burst Media, Survey: To Reach College Students, Brands Need to Use Internet, [http://www.burstmedia.com/assets/newsletter/items/2007\\_07\\_01.pdf](http://www.burstmedia.com/assets/newsletter/items/2007_07_01.pdf) (Jul. 2007).

<sup>54</sup> Kang, C. (2011, 08 26). *Half of American adults use Facebook, other social networks: Pew*. Feb. 20, 2012, from The Washington Post with Bloomberg Business: [http://www.washingtonpost.com/blogs/post-tech/post/half-of-american-adults-use-facebook-other-social-networks-pew/2011/08/26/gIQA0PGGgJ\\_blog.html](http://www.washingtonpost.com/blogs/post-tech/post/half-of-american-adults-use-facebook-other-social-networks-pew/2011/08/26/gIQA0PGGgJ_blog.html)

<sup>55</sup> “Technology Use on the College Campus.” *Online Colleges*. Web. Feb. 19, 2012. <http://www.onlinecolleges.net/2011/12/20/technology-college-campus/>

<sup>56</sup> Martin, Chuck. “Social Networking Usage and Grades Among College Students.” University of New Hampshire. Web. [www.unh.edu/news/docs/UNHsocialmedia.pdf](http://www.unh.edu/news/docs/UNHsocialmedia.pdf)

<sup>57</sup> Walter, E. (2012, January 21). Top 51 stats for generation y. Retrieved from <http://thenextweb.com/socialmedia/2012/01/21/number-crunching-the-top-51-stats-for-generation-y-marketers/>

<sup>58</sup> Ellison, N.B., Steinfield, C., Lampe, C. 2007. “The benefits of Facebook ‘friends’: Social capital and college students’ use of online social network sites.” *Journal of Computer-Mediated Communication*.

<sup>59</sup> University of Iowa Facebook pages, <http://www.facebook.com/home.php#!/groups/42260695873/> (Feb. 2012).

# Target Audiences – Primary Research

By Brittany Phillips, Mary Koberstein, Eric Hawkinson, Austin Smith

## DISCLAIMER

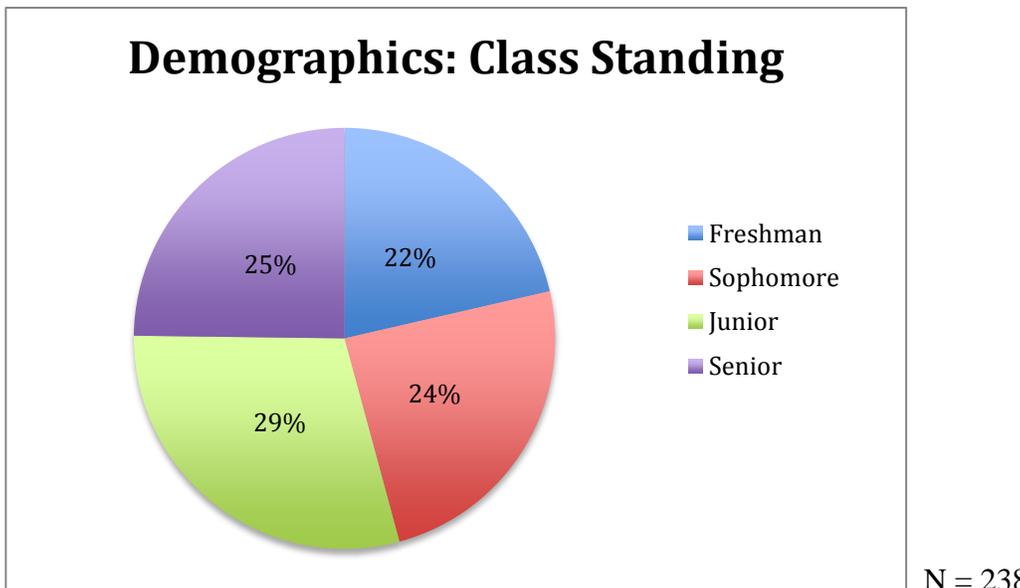
This primary research is conducted for instructional use only and the protocol has not been approved by the University of Iowa IRB office. Therefore, the data presented here is subject to certain limitations. The results cannot be published or otherwise used to develop or contribute to generalized knowledge. The results can only be used internally by DVIP for internal quality assurance or quality improvement purposes.

## Demographics

We surveyed 238 undergraduate students at the University of Iowa representing our primary and secondary target audiences. Of this sample, 113 (47.5%) of the students were male, and 125 (52.5%) were female. This data directly matches the University's information from Spring 2012, where women accounted for 52% and men accounted for 48%.

The mean age of participants was 20.32 (SD = 1.36), with a minimum age of 18 and a maximum age of 25. This data aligns with our target audience's age.

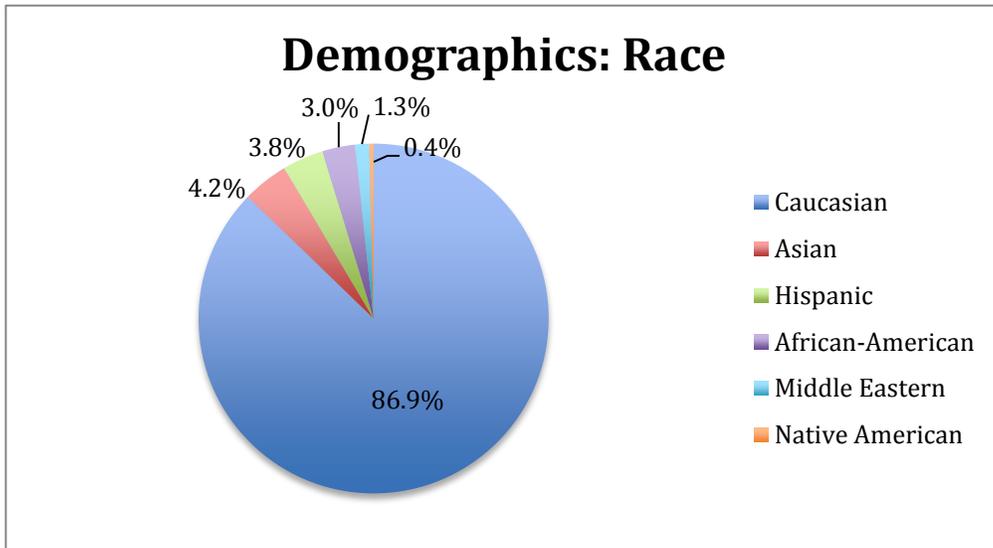
While our sample was not selected randomly, the class standing was more or less evenly distributed. Of our 238 respondents, 51 (21.4%) were freshmen, 58 (24.4%) were sophomores, 70 (29.4%) were juniors, and 59 (24.8%) were seniors.



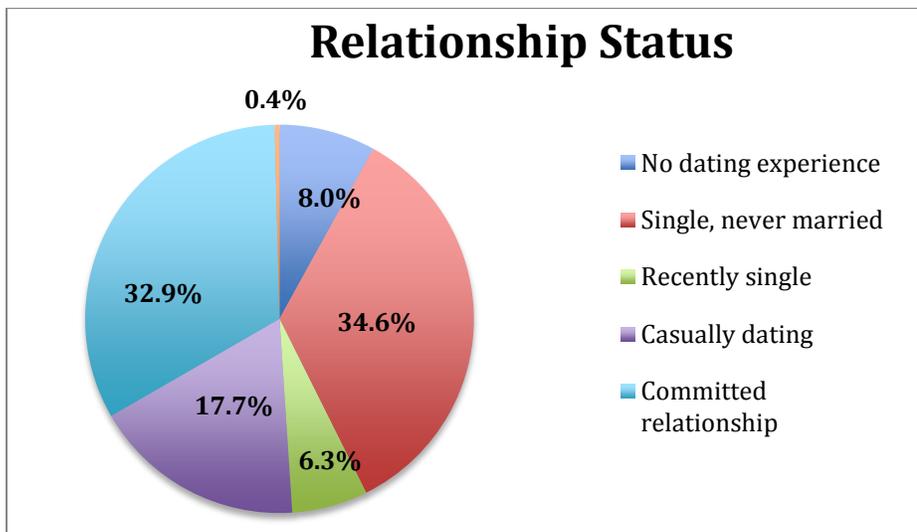
Caucasians accounted for 86.9% (n = 205) of the sample. Ten students (4.2%) were Asian, 9 (3.8%) were Hispanic, 7 (3.0%) were African-American, 3 (1.3%) were Middle Eastern, 1 (0.4%) was Native American, and 1 (0.4%) was multiracial. This racial make-up is similar to the overall racial diversity of the UI campus. The

<sup>60</sup> University of Iowa Twitter pages, <https://twitter.com/#!/search/The%20university%20of%20Iowa> (Feb. 2012).

overall campus accounts as 81.7% Caucasian, 8.0% international students, 3.6% Asian, 3.6% Hispanic, 2.5% African American, 0.8% Middle Eastern, 0.4% Native American, 0.1% multiracial.

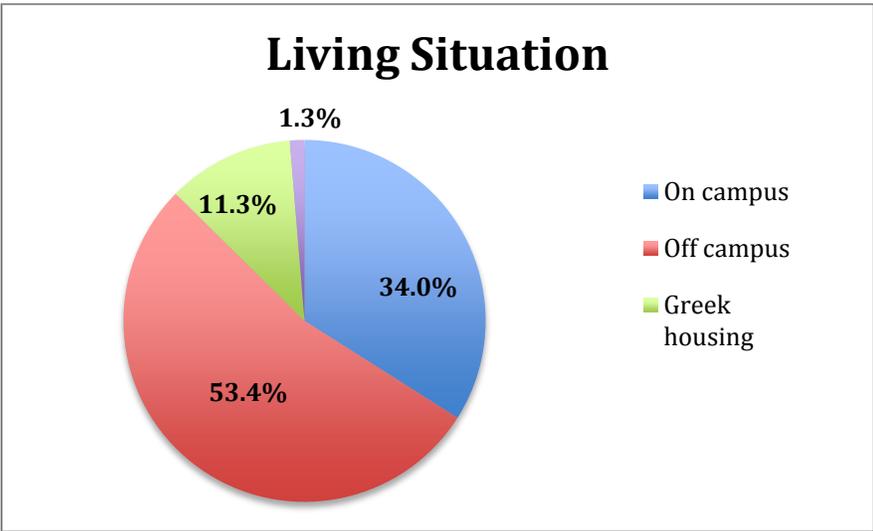


The majority of respondents have some level of experience with dating. Participants classified themselves based upon their relationship status and 82 (34.6%) were single and never married, 78 (32.9%) were in a committed relationship, 42 (17.7%) were casually dating, 15 (6.3%) were single within the past three months, and 1 (0.4%) was married. Finally, 19 (8.0%) of respondents reported having no dating experience. We asked our respondents about their relationship status because it is an important component of the dating violence issue that we are working with.



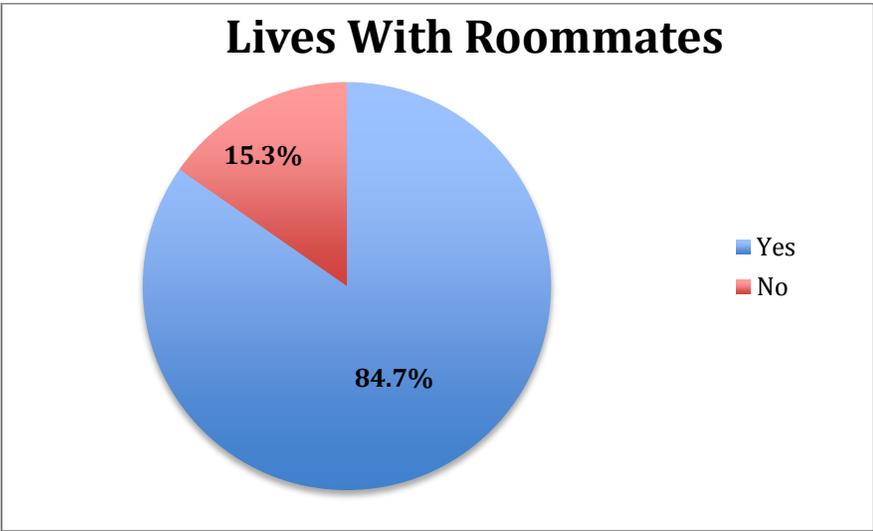
All 238 of respondents specified their living arrangements as either on campus, off campus, living in Greek housing, or commuting. Of them, 127 (53.4%) live off campus, 81 (34.0%) live on campus, 27 (11.3%) live in Greek housing, and 3 (1.3%) are commuters.

All freshman respondents stated that they lived on campus except for three, who lived off campus. Sixty-six percent of sophomores, juniors, and seniors live off campus, 18% live on campus, 14% live in Greek housing, and 2% commute to and from the university.



N = 238

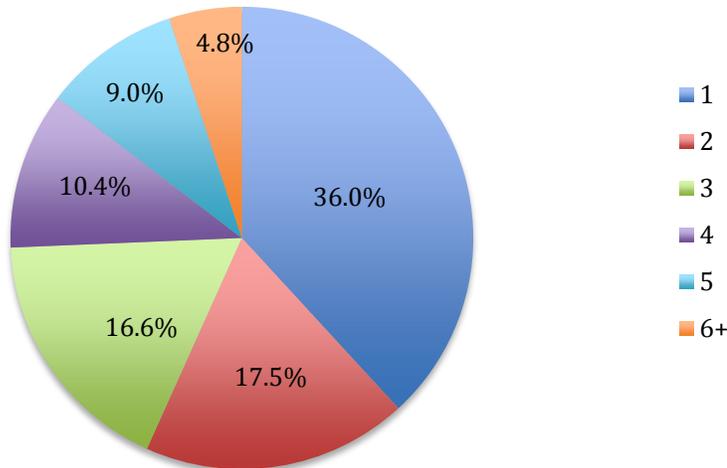
The majority of respondents said they live with a roommate as opposed to living alone: 200 (84.7%) of the participants live with a roommate, while 36 (15.3%) said they live alone.



N = 236

The average number of roommates was 2.99. Seventy-six (36.0%) said they live with 1 roommate, 37 (17.5%) live with 2 roommates, 35 (16.6%) said they live with 3 roommates, 22 (10.4%) said they live with 4 roommates, 19 (9.0%) said they live with 5 roommates, and 10 (4.8%) said they live with 6 or more roommates.

## Number of Roommates



N = 211

## Defining Dating Violence

We asked respondents an open-ended question of how they would define dating violence in order to assess attitudes and beliefs about what they perceive as dating violence in general. The words and phrases they shared were coded into categories to quantify the qualitative data we collected.

The categories were: *Physical violence*, *Emotional abuse*, *Verbal abuse*, *Violence in the relationship*, and *Abuse*. We used these five categories as a starting point, but not all of the respondents used these words or phrases directly, so we interpreted their answers to put them into the respective categories.

We looked further into the types of dating violence that were described by the respondents. A majority of the respondents 152 (64%) used terms such as “hitting,” “punching,” “kicking,” and “force,” so we categorized those terms as referring to *physical violence*.

Another category that we created is *violence in the relationship*. 135(55%) of the respondents associated words and phrases associated with that, such as “physical harm to partner,” “a relationship that involves danger,” “harsh or unwanted contact towards partner,” and “an abusive dating relationship.”

“Abuse” had a high prevalence among the respondents, 130 (53%) of the respondents used words and phrases such as, “physical,” “emotional,” “verbal,” “sexual,” “abusive,” and “harm,” somewhere in their definition of dating violence and we categorized these examples into our *abuse* category.

This can be a threat to our campaign because it shows that respondents have a stereotypical view of what dating violence includes and shows that we need to focus our educational materials on all types of abuse that define dating violence.

In addition, *verbal abuse* was used to define dating violence 64 times (27 %) and respondents used words and phrases such as, “verbally abusive relationship,” “vocal abuse,” and “destructive words.”





## Images of Dating Violence Abusers

Similar to the open-ended question regarding dating violence victims, we asked participants to tell us what came to mind when they thought of dating violence abusers.

Men were mentioned 87 times (36.6%), compared to women being mentioned only 5 times (2.1%).

The most common characteristic respondents listed was abuse: 57 times (23.9%). Following closely were the words “aggressive” and “angry” – 55 times (23.1%). The next quality mentioned was controlling: 47 times (19.7%). Another word that respondents associated with abusers was “insecure”: 31 times (13.0%). Finally, alcohol was only mentioned in relation to dating violence abusers 10 times (4.2%) throughout the survey.



## Personal Knowledge of Victims

We asked respondents whether they personally know someone who has been affected or is currently affected by dating violence. The majority of the respondents, 114 (48.1%) answered that they do not know such a person. However, 87 (36.7%) of the respondents said that they do know someone who has been affected and 36 people (15.1%) said that they are not sure. Information such as this is valuable to know because now we have a rough estimate of how many of the respondents may feel a personal connection to the issue.



## Knowledge about Resources

We asked respondents an open-ended question of where they would tell a friend to go if they knew their friend was a victim of dating violence. Specifically, respondents were asked to list what services or organizations they would tell a friend to go to.

The most common recommendation offered was to call the police or involve authorities. Out of those surveyed, 98 responses (41%) mentioned this recommendation. This response also included getting a restraining order. Many responses mentioned caveats about involving authorities such as "if violent relationship" or "in the case of rape." These responses show that many students associate dating violence with physical violence or rape, which is not always the case. This also shows that many respondents think that dating violence is such a serious issue that the authorities would need to be involved, which is a good sign.

The next most popular response was recommending some type of counseling and was contained in 65 responses (27%). Counseling was connected to the university, a church service, or an outside resource. This is an opportunity for our awareness campaign for DVIP because counseling is one of the main services they offer.

Responses that recommended a UI student service occurred 46 times (19%). These services included UI Counseling, UI Health, UI Student Legal Services, or telling a professor or Residence Hall Assistant. This response is not surprising, considering that these are the resources students are told about during orientation and they are resources that students are likely to come in contact with.

Recommending a women's center occurred also 46 times (19%). More specifically, 5 surveys mentioned DVIP, 7 mentioned RVAP, and 11 mentioned WRAC. The other respondents acknowledged that these "help centers" existed, but did not mention specific names of organizations. Results included "rape victim shelters," "women shelter's" and "victim programs." This is a large opportunity for our awareness campaign, because many of the respondents knew that women's centers existed but could not provide their names.

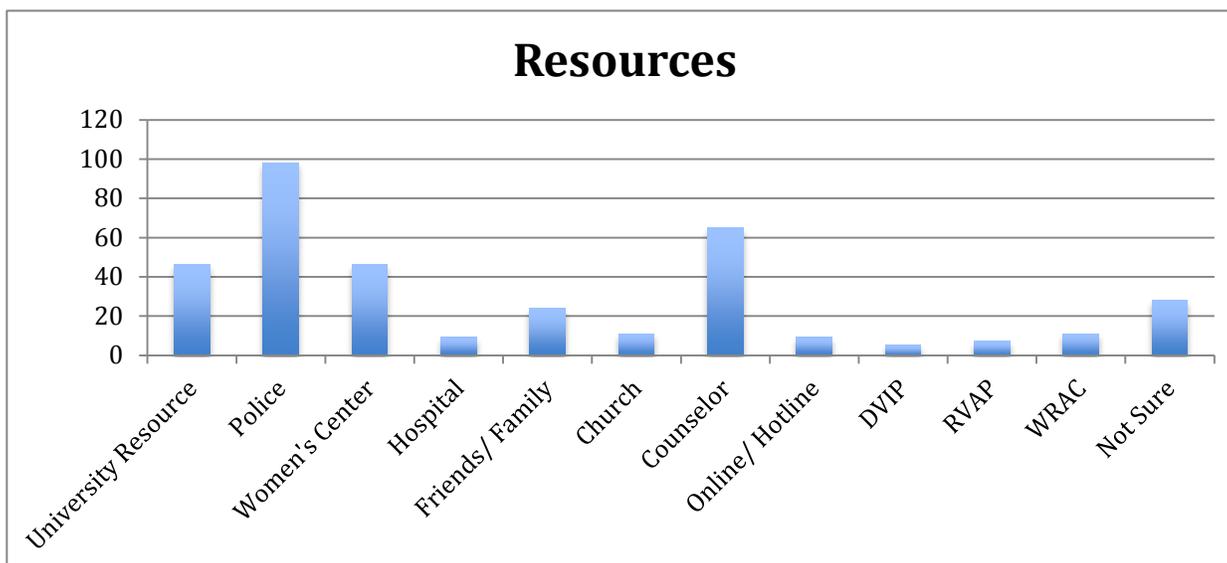
The recommendation of talking to friends or family members was mentioned 24 times (10%). Talking to friends and family is a good start to dealing with problems of domestic violence, but it may be a threat to our campaign if people are utilizing personal relationship only and not professional services, who are experienced and have resources.

Recommending going to a hospital, medical center, or doctor was mentioned 9 times (4%). And 11 surveys (5%) recommended a church or a church service for help. This provides an opportunity for DVIP to partner up with these organizations so that when victims go to them, they can refer them to DVIP's services.

Using the Internet to find resources or calling a hotline was a recommendation that was mentioned 9 times (4%). This is an opportunity for our campaign because we have a select group who would actively search for women's resources online. Through this information we know that DVIP needs an active online presence.

Out of those surveyed, 28 people (12%) admitted that they had no idea what advice to give a friend who was a victim of dating violence. This is also a huge opportunity for our campaign, because we have an audience with little knowledge about the services that DVIP offers.

With this data, we see that many students see dating violence as an issue that is so negative that the police need to get involved. This corresponds with the common stereotype that dating violence is predominantly physical. This is a good starting point for our campaign to spread awareness, because our posters can highlight that dating violence can be both physical and psychological. Respondents also mentioned many services, on campus and off campus that do not primarily deal with dating violence. This provides an opportunity for DVIP to work with these organizations, so that these organizations can promote the services of DVIP.



## Knowledge about Local or Campus Organizations

We asked respondents which local or campus organizations they have heard about. They were given six options to choose from and the seventh was none of the above.

We purposefully placed three legitimate organizations, Women’s Resource and Action Center (WRAC), Rape Victim Advocacy Program (RVAP), and Domestic Violence Intervention Program (DVIP), and three fictitious organizations. The fictitious organizations were our control variables to ensure a fair test of the respondents’ knowledge of the organizations.

Our goal was to find out if respondents recognized the three legitimate organizations. Overall, 114 (31%) of the respondents identified the RVAP and it was the most well-known of the three organizations. Further, 92 (25%) of the respondents identified WRAC. DVIP received the smallest number of recognitions: only 36 (10%) of the respondents identified it.

## Advice

One of the open-ended questions we asked was what advice respondents would give to a friend who told them they were a victim of dating violence.

The overwhelmingly popular advice was to leave the abusive partner. Common responses under this category included getting out of the relationship, breaking up with their partner, leaving their boyfriend/ girlfriend, and things along this nature. This advice was contained in 111 responses (47%). This fits the stereotype of dating violence that it is easy to simply leave one’s partner to stop the cycle. Because of the prevalence of this stereotype, we know we need to work to make our posters and educational materials describe how leaving a relationship may not solve the problem and is not that easy.

Close to half of respondents (n = 111, 47%) also said that they would give the advice to “get help.” These responses included “ask someone for help,” “seek professional help,” and “find someone to help.” If the “help” was specified, it included help from a women’s center, the university, friends or family.

Advising a friend to contact the police was mentioned 41 times (17%). Much like the question about where to tell a friend to go if they were a victim, respondents of the survey asserted again that they believe dating violence is such a large issue that it needs police intervention.

Twenty-six surveys (11%) mentioned advising a friend to seek some sort of counseling. This counseling could be through the university or through another organization.

Seven people (3%) said they would counsel a friend themselves by telling them that it was not their fault and that the dating violence was not deserved.

## Prevalence of Dating Violence

The survey also asked respondents to agree or disagree with questions about dating violence on a 7-point scale, where 1 = strongly disagree and 7 = strongly agree. The results are as follows:

Question	Mean	Standard Deviation	Number of Responses
Dating violence is prevalent on campus.	3.9	1.4	236
There are adequate resources on <i>campus</i> for victims of dating violence.	2.6	1.9	236
There are adequate resources in the <i>community</i> for victims of dating violence.	4.8	1.3	236
Dating violence happens more often when alcohol is involved.	6.0	1.3	238
I have seen dating violence occur within my own social circle.	2.6	1.9	236
I know a lot about the issue of dating violence.	3.1	1.6	236
I think that students on campus know a lot about the issue of dating violence.	2.8	1.2	237
I would like to learn more about the issue of dating violence.	3.7	1.7	236
I find it hard to talk about dating violence.	3.0	1.8	236
My friends find it hard to talk about dating violence.	3.4	1.7	237

The lowest average responses are seen in two questions. The first asked respondents if there are adequate resources on campus for victims of dating violence, and the second if the respondents have seen dating violence occur in their social circle. Of the 236 responses, the average answer (mean) of the two questions was 2.6 (SD = 1.9). This shows us that respondents do not know a lot about resources available to them and that most have not recognized dating violence in their group of friends.

The highest average answer was for the connection between dating violence and alcohol, with a 6.0 mean. This is very interesting and is good data to help build our campaign.

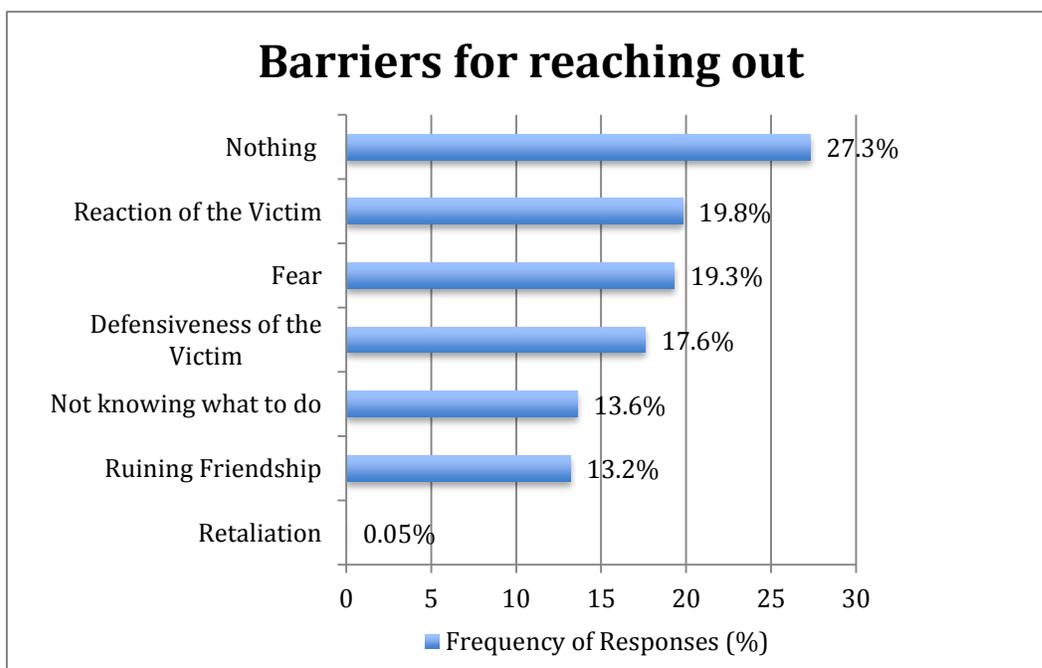
The results from the survey indicate that students acknowledge that dating violence is somewhat prevalent on campus, and see it happen more often when alcohol is involved. It also shows that students do feel that there are adequate resources available for victims in the community but not enough resources on campus. These results give us good insight of where to go on planning an effective campaign.

## Barriers to Reaching Out

We wanted to find out the barriers students experience towards intervening in a dating violence situation or talking about it. We asked the open-ended question “What would keep you from reaching out to a friend who you believe is a victim of dating violence?” Based on the responses that were given, we broke them down into categories that were the most prevalent. The categories are: Nothing, not knowing what to do, ruining friendship, defensiveness of the victim, reaction of the victim, fear, and retaliation.

The categories were not mutually exclusive because respondents often gave multiple answers or answers with multiple meanings. For example, if the respondent answered, “fear of them being defensive,” we would interpret that answer as being in two categories, “Fear,” and “Defensiveness of the Victim.”

The most prevalent answer among our respondents was, “nothing” and appeared 62 times (27.3%). An example is, “nothing, I would help no matter what.” The next most prevalent response was “reaction of the victim,” which occurred 31 times (19.8%). An example of this is, “if I thought that they would be mad at me for getting involved.” Not too far behind was the barrier of “fear,” which had a frequency of 44 times (19.3%). An example of this is “being scared they would hate me.” “Defensiveness of the victim,” had a frequency of 40 times (17.6%) and an example is, “someone who didn’t want help, refused it when they need it.” “Not knowing what to do,” had a frequency of 31 times (13.6%) and an example is “not knowing how to help.” “Ruining friendship,” had a response frequency of 30 times (13.2%) and an example is, “losing their trust and being wrong about them.” Our last category, which was the least prevalent, “retaliation,” had a response frequency of 12 times (.05%), an example is “fear of backlash.” This data gives us a good idea of what will prevent the respondents from reaching out to help a friend that is a victim of dating violence.

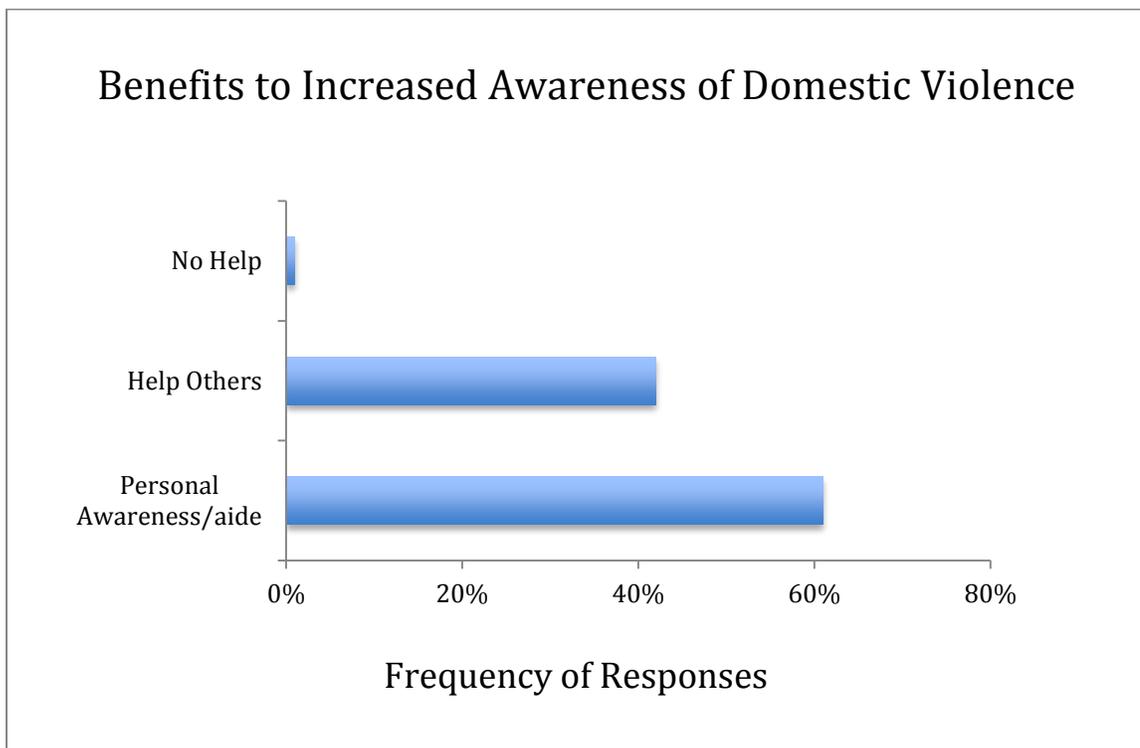


## Benefits of Increased Knowledge about Domestic Violence

We wanted to hear what respondents believed were the benefits of knowing more about dating violence. To do this, we asked the open-ended question “How would knowing more about dating violence help you?” The responses tended to fall into three categories: greater personal awareness, ability to help others, and no help at all.

Of the 238 responses, 61% (n = 144) stated that increased knowledge would be personally helpful. Forty two percent (n = 99) stated they would benefit by gaining the ability to help others, and 8% (n = 18) said knowing more about domestic violence would be of no help at all.

From this, we learned that most people surveyed believed there was a benefit to domestic violence awareness. However, a significant number of people (42%) stated that increased awareness would only benefit in helping others — a sign that people are buying into the “third-person effect” and thus, unwilling to admit or foresee potential for domestic violence occurring in their own lives. Along with that, there were 18 individuals who saw no benefit to knowing more about the subject. More needs to be done to increase awareness of domestic violence and its red flags to dismiss the falsehood that it cannot happen to *you*.

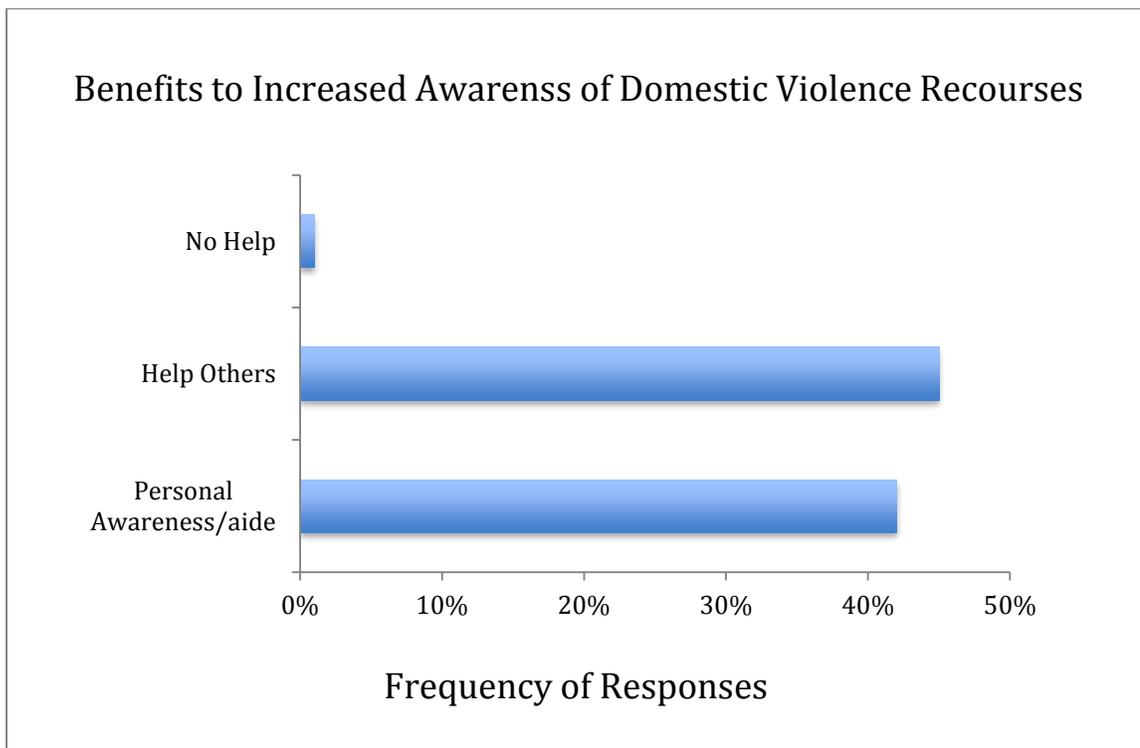


## Benefits of Increased Knowledge about Domestic Violence Recourses

Similarly to the previous question, we wanted to know what people believed were the benefits to having gained awareness of domestic violence recourses. In general, the survey recipients responded within the same categories as in the previous query, so we kept the categories.

Out of 238 responses, 42% (n = 100) stated that knowledge of domestic violence recourses would be of personal gain. A close 45% (n = 106) said an increased awareness would allow them to help others. Like the previous response, 8% (n = 20) believed there was no benefit to having great knowledge on the subject.

The interesting findings were that people seemed to be more likely to help others find and utilize domestic violence recourses as opposed to using them personally. This again supports the “third-person effect” where people tend to believe they will never be in the situation themselves.



## Red Flags

The survey ended with a series of nine questions with the purpose of finding the public awareness of “red flags.” These “red flags” were presented as statements and the respondents were asked to mark, on a 7-point scale, the level of concern they would have if the statement were true in their relationship. On the scale 1 = not at all concerned and 7 = very concerned. We thought this was a non-obvious way to present the information, and the results showed that many people are generally unconcerned with red flags.

The lowest average response was seen in the first question, “Jokes about you or other women.” However, as the respondents continued with the survey, the level of concern began to rise significantly.

Of the highest averages were questions such as, “keeps things from you” with 4.79, “regularly threatens to leave” with 4.79, “always checks up on you” with 4.53, and “gets upset when you go out or spend time with friends” with 4.91. Overall, the most concerning question was the last one, “regularly demands to be priority over work or homework,” which had an average above 5.

These results indicate that, although some red flags do raise concern more than others, our target audience still is below the desired level of ability to recognize the dangerous red flags that may show domestic violence relationships.

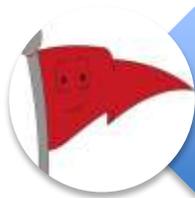
Red Flags	Mean	Standard Deviation	Number of Responses
Jokes about you or other women/men	2.85	1.7	232
Accuses you of cheating	4.41	2.1	233
Ignores you as a punishment	4.07	2	233
Keeps things from you	4.79	2	233
Regularly threatens to leave	4.79	2.1	233
Always checks up on you	4.53	1.9	232
Prefers to hang out with just you over including family or friends	4.1	1.9	231
Gets upset when you go out or spend time with friends	4.91	2.1	232
Regularly demands to be priority over work or homework	5.15	2.1	232

# Goals and Objectives

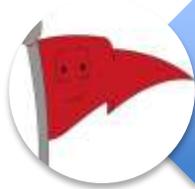
*By Brittany Phillips*

The main goals of the campaign for DVIP are about raising awareness. If our campaign is successful, it will pave the way for follow-up campaigns that may target increasing volunteers and increasing monetary support. To support our goals, we created several short-term and long-term objectives.

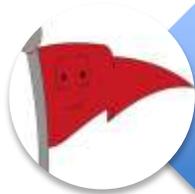
## Goals



Raise awareness of prevalence of dating violence

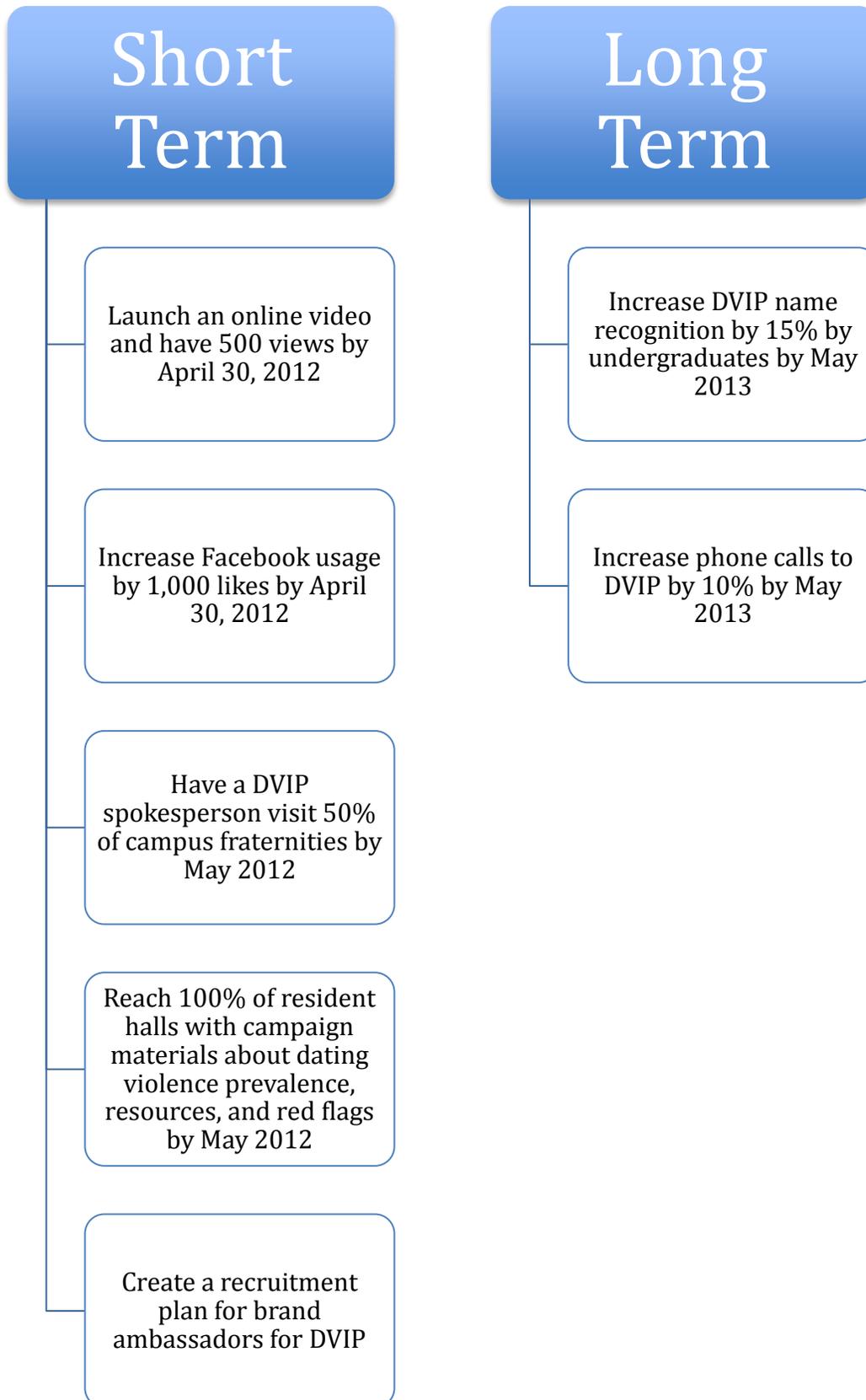


Raise awareness of DVIP resources



Raise awareness of dating violence red flags

## Objectives



# Key Strategies and Tactics

*By Jacob Weber*

## Strategy

Create printed materials for Red Flags campaign.

## Tactics

- Create posters with messages about red flags of domestic violence
- Create flyers about red flags of domestic violence.
- Hang posters around high traffic areas of campus such as residence halls, IMU, etc.
- Distribute flyers around high traffic areas of campus such as Pentacrest, Ped mall, etc.

## Strategy

Utilize social media to create and maintain a relationship with target audiences and potential supporters.

## Tactics

- Create Facebook page for Red Flags campaign
- Create Twitter account and post tweets pertaining to information about domestic violence
- Create HootSuite account to manage Twitter and Facebook
- Post video pertaining to Red Flags campaign on YouTube.
- Integrate video with Facebook and Twitter to draw views.
- Maintain social engagement over summer months.

## Strategy

Utilize face-to-face interaction with target audience to maintain talk about domestic violence and the Red Flags campaign.

## Tactics

- Talk to fraternity houses about domestic violence and the Red Flags campaign.
- Talk to students around campus about domestic violence and the Red Flags campaign.

## Strategy

Engage campus media in the Red Flags campaign.

## Tactics

- Talk to *Daily Iowan* about posting in the paper about the campaign or the red flags themselves.
- Send letters to the editor to *Daily Iowan*.
- Send articles to *HerCampus* about domestic violence and the red flags.
- Talk to KRUI radio station about mentioning upcoming domestic violence awareness events and the campaign.
- Talk to UITV television station about hosting a red flags and domestic violence public lecture or talk.

# Poster Guide

*By Elly Burrows*

## Text Messaging Poster

Based on the background information provided by our client at the initial project consultation, we learned that dating violence does not automatically mean that couples are physically violent. The client explained often dating violence occurs when a partner is mentally or emotionally abusive.

Primary research revealed that survey respondents felt neutral about seven of the nine red flags we posed to them. One of the red flags is, “Your significant other gets upset when you spend time with friends,” which scored an average of 4.91. Since one of the campaign’s goals is to increase awareness of dating violence red flags among our audience, we chose to use a relatable activity (texting) to convey our message about the prevalence of dating violence and its warning signs, which might otherwise be dismissed as evidenced in the survey results. Further, stalking through mobile technology is a common occurrence nowadays and also part of dating violence.

Another campaign goal is to increase awareness of DVIP and its resources. Therefore, we included the DVIP logo and contact information at the bottom of the poster. We also created a mascot, Flaggy the Red Flag, as the face of the campaign. To maintain continuity, we included him on the poster. The poster’s dimensions are 11” x 17”. The text messaging poster will be placed in the residence halls across the University of Iowa campus.

## Party Man Posters

After conducting research and brainstorming ideas for a poster, the creative team decided that using photographs would be the most effective way to reach the target audiences to raise awareness about dating violence.

We took a photograph of a male for one poster because our primary target audience is male UI students. This photo is in the setting of a party, so that students could identify with the poster better since many college students go to parties. The people in the background of the poster are blurry because we wanted the viewer to focus on the male holding the red flag.

As far as the message on the posters, it was important to have some consistency on both. The main message “Know the Red Flags” was the same. We used a question from the red flags statistics to incorporate as a sub-head in the poster. This poster includes “Does your friend get upset at his significant other when she hangs out with friends?” (n = 232, M = 4.91). It is important to raise a question to make the viewer think about the message. The question also addresses the third person effect by having it directed towards a friend of an abuser.

The second poster is very similar. The setting, title and information are the same. Along with the photo, the sub-head reads, “Does your friend regularly demand to be a priority over his girlfriend’s homework?” This message also forces the viewer to think about the question and many people can relate to the question as well. The posters will be 11”x17” in size and displayed throughout residence halls, the Iowa Memorial Union, and the Main Library.

## Red Flags Flyers

Primary research revealed that college undergraduates do not often recognize dating violence red flags. The creative team chose to highlight four red flags that undergraduate students were neutral about.

These are: [1] Your significant other accuses you of cheating (n=233; M = 4.41), [2] Your significant other ignores you as punishment (n=233; M = 4.07), [3] Your significant other regularly threatens to leave (n=233; M = 4.79), [4] Your significant other gets upset when you spend time with friends (n=232; M = 4.91).

To achieve the goal of increasing awareness about dating violence red flags, the creative team decided to produce red flag flyers. The dimensions of the flyers are 4.25” x 5.5”. The creative team chose to use a bold font for key words such as accuses, ignores and threatens.

In an effort to better inform UI students about the resources available for victims of dating violence, the flyers include DVIP contact information, Facebook account and Twitter handle. The social media information, in addition to DVIP contact information, will provide a plethora of resources students can access to gain information. The flyers will be disseminated across campus in residence halls and key student walkways near the Pentacrest.

## Mascot

Spokespeople must be credible, likable, and experts in the field.<sup>61</sup> One type of spokesperson can be a mascot. The creative team decided to implement an anthropomorphized red flag, named Flaggy. Flaggy’s facial features were tested and edited 10 times to create a confident and empowered, asexual character.

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<sup>61</sup> Kotler and Lee.

# Social Media Guide – Facebook

By Anja Sivertson, Kaitlyn Feeney and Lauren Pardun

According to our secondary research, 86% of students use social media and 12% of these students felt that Facebook is extremely valuable. Additionally, 40% of Facebook users log on more than 10 times a day and 76% spend over an hour on Facebook every day.

The DVIP Facebook page currently operates as an advertising tool for events, and a way for other groups to connect their information and events to DVIP. However, the current page fails to provide UI students with information related to dating violence. To remedy this problem, we created a Facebook page that specifically targets UI undergraduates. It features information from various on-campus resources and gives students a convenient place to obtain guidance on how to combat dating violence. An updated Facebook page will play an important role in spreading awareness about preventing dating violence. The information below outlines the new Facebook page we created for the DVIP.

URL: <https://www.facebook.com/dvipic?fref=ts>



## Cover Photo

The cover photo is a large banner that appears above the page content. Although the profile picture is the main image for the Facebook page, the cover photo is one of the first images a user sees. Ultimately, the cover photo is a supplemental image for the primary photo, and provides a unique and individualized representation of the primary message. In this case, we decided to use a homogenous media image campaign.

### How to change profile picture:

- Go to the bottom, right corner of the screen and click on ‘edit cover photo’
- Choose one of four options

- Choose from photos
- Upload photo
- Reposition
- Remove
- Choose photo and position to desired placement

## Updated Profile Photo

The profile photo is a smaller image that appears above the content page, underneath the cover photo. Although the cover photo is the larger of the two images, the profile photo is the image seen by non-friends and friends.

### How to change profile picture:

- a. Hover over profile picture and click on ‘Edit Profile Picture’
- b. Choose one of five options
  - i. Choose from photos
  - ii. Take picture
  - iii. Upload Photo
  - iv. Edit Thumbnail
  - v. Remove
- c. Choose photo and position to desired placement

## Extended Information

Extended information allows you to create your own sections for whatever you want to write about in addition to the default information Facebook provides. By using extended information, you can provide facts about other organizations that are also committed to stopping dating violence, links to advertisements of events, different resources for victims, fundraising options, and/or other volunteer opportunities. Extended information also allows you to place photos, which traditional information does not.

## Update Status

By constantly updating your status, you are continuously keeping your profile on fans’ news feeds, keeping DVIP on their minds. Statuses can be information about what DVIP is planning, recognition of volunteers, information on how DVIP can help, and facts about domestic violence. Statuses with photos are more likely to get a higher engagement rate. Image posts receive 22% more engagement than video posts, and 54% more engagement than text posts. Text-only statuses that contain ‘like this’ also provide more engagement.

## ‘Likes’

Like is a way to give positive feedback and share your content with friends on Facebook. When the ‘like’ button is used, a story appears in the news feeds of users’ friends with a link back to your website. This will increase traffic to the site and promote discussion of DVIP through social media. When someone likes your page, they will be automatically subscribed to your social media content. Using likes is a good tool to promote DVIP’s social media presence and establish mutual friendships with similar organizations.

## Groups

A Facebook group is an organization within the social networking site based on real-life interests to declare affiliation with things, issues, or people; and is a way to promote, discuss, and share relevant topics. Becoming a part of Facebook groups greatly enhances DVIP's volunteer and support base within the community outside of social-networking. Groups allow for more traffic to your site and also for more social media presence.

## Notes

Notes provide more activity to the Facebook page and are long-form stories about various current events and topics. This is where many users go to receive more information to an issue and become more involved in various campaigns. The use of notes could greatly improve awareness of the issues of dating violence. Options for notes:

- a. Blog/Newsletter
- b. Temporary Information
- c. Press/news releases
- d. FAQ for DVIP
- e. Volunteer spotlights
- f. Victims' stories from those willing to share

## Event Page

An event page will allow you to feature your events with more information, pictures, and specific titles. It will also allow you to plan ahead based on the number of people attending. For later evaluations it is also helpful for archiving your events and their success.

## Video

If you link your videos with YouTube and Twitter, it will increase their exposure even further. Show video tab and upload broadcast material similar to the website:

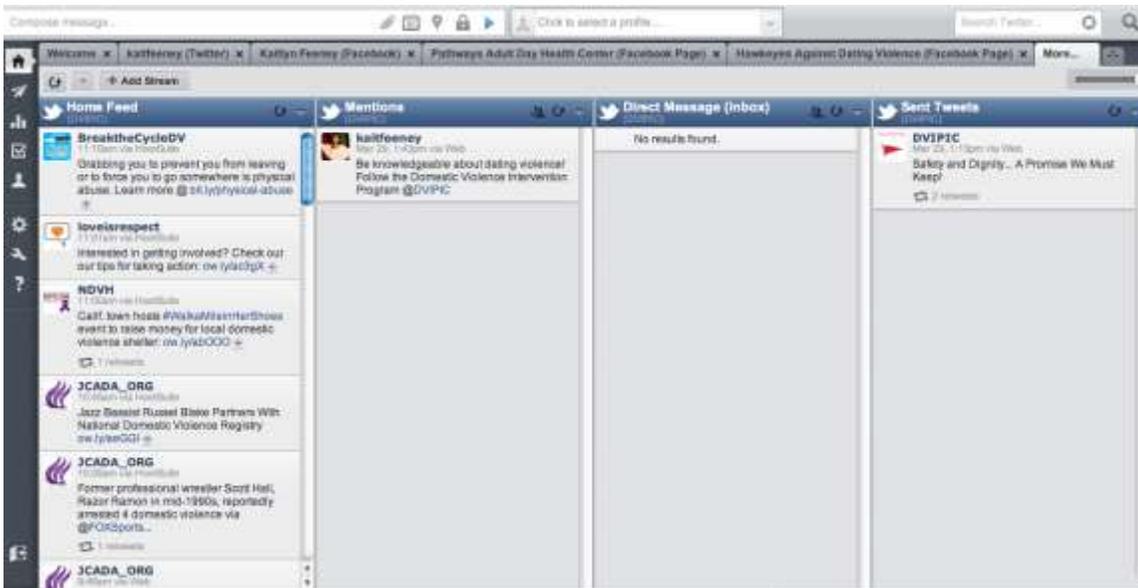
- Edit Info.
- Apps
- Edit Settings
- Add
- Upload

# Social Media Guide – HootSuite

By Anja Sivertson, Kaitlyn Feeney and Lauren Pardun

In order to enhance our social media management, we decided to utilize the leading social media dashboard, HootSuite. The site allows us to monitor and post to multiple networks, including Facebook and Twitter. Another unique feature involves tracking the success of the sites by creating custom reports, tracking brand sentiment and follower growth, plus incorporating Facebook Insights and Google analytics all in one place. HootSuite allows you to draft and schedule messages to send at a time that is most likely to target a specific audience when they will be online.

URL: <http://hootsuite.com/>



## Add Stream for Twitter

- **Home Feeds**
  - This feed lets you see the “Homepage” of the Twitter account.
- **Mentions**
  - This feed allows you to see the mentions (anything with @ your username) about your Twitter account.
- **Direct Message (Inbox)**
  - This feed lets you maintain your messages in your inbox.
- **Direct Message (Outbox)**
  - This feed lets you maintain your messages in your inbox.
- **Retweets to me**
  - This feed lets you manage the retweets your account send.
- **My Tweets, Retweeted**
  - This feed lets you see and maintain the retweets your account sends out.
- **Scheduled**
  - This feed allows you to see scheduled status updates for your Twitter account. When scheduling updates you can write in advance the update as well as when and the exact time you want it published.

## **Add Stream for Facebook**

- **News Feed-- Most Recent**
  - This feed shows your news feed that is generally considered “home” on Facebook.
- **News Feed-- Status Updates**
  - This feed shows the statuses that were published by your account’s Facebook friends.
- **News Feed-- Photos**
  - This feed shows the photos and wall images published on to Facebook by all of your Facebook friends.
- **News Feed-- Videos**
  - This feed shows all video published on to Facebook by all of your Facebook friends.
- **Wall Posts**
  - This feed shows the wall posts published onto your account.
- **Events**
  - This feed shows the events your account has been invited to and created.
- **Scheduled Messages**
  - This feed allows you to see scheduled status updates for your Facebook account. You can write these updates in advance and determine the exact time you would like to publish the information.

# Social Media Guide – Twitter

By Anja Sivertson, Kaitlyn Feeney and Lauren Pardun

Twitter is an online microblogging service that enables its users to send and read text-based posts of up to 140 characters, known as “tweets”. Twitter facilitates social networking, but it is not a social networking website because it works quite differently from social networks by how when you accept friend requests, it usually means you appear in that person’s network and they appear in yours. Following on Twitter is different, because instead of indicating a mutual relationship, following is a one-way action that means you want to receive information, in the form of tweets, from someone. Twitter allows people to opt in to (or opt out of) receiving a person’s updates without requiring mutual following.

Twitter has rapidly gained worldwide popularity, which makes it easy to become involved with followers of DVIP. The DVIPIC Twitter page was created in order to keep track of what is said about the organization, and is another opportunity to provide further information including facts, articles, videos, and event information. According to a 2011 Pew Internet Study, 13% of online adults use Twitter, which represents a significant increase from the 8% in 2010.<sup>62</sup> With just a tweet, millions of people can learn about or show their support for DVIP, which might otherwise go unnoticed.

URL: <https://twitter.com/DVIPIC>



## Following

Following someone on Twitter means:

1. You are subscribing to their tweets as a follower.
2. Their updates will appear in your homepage.
3. That person is able to send you direct messages.

<sup>62</sup> Smith, Aaron. 13% of Online Adults Use Twitter. Pew Internet & American Life Project, June 1, 2011, <http://pewinternet.org/Reports/2011/Twitter-Update-2011.aspx>, accessed on April 11, 2012.

## Followers

Followers are people who receive your tweets. If someone follows you:

1. They'll show up in your "Followers" list.
2. They see your tweets whenever they log into Twitter.
3. You can send them direct messages.

By default, Twitter sends you an email to let you know when someone new follows you. We set up an email account with Gmail so all of DVIPIC's notifications will be sent to [DomesticviolenceIC@gmail.com](mailto:DomesticviolenceIC@gmail.com). (See appendix for log-in information)

## How to Promote Your Profile

Here are some of the steps we followed to help people find and follow us and also engage our profile and tweets.

1. Twitter URL links directly to your profile page and is the easiest and quickest way for others to find you on Twitter, that is why we personalized the Twitter profile URL. This link is good to publicize and use whenever possible to promote DVIPIC's presence on Twitter.
2. Twitter user search ranks results for every user appear by name, username, and the bio. In order for DVIPIC to appear in search results we filled out the "Profile settings" and used certain keywords we wanted to be associated with our account.

## Profile Name and Customization of Design

You can edit your picture or profile information in the "Profile" tab under your account settings clicking the "Edit profile" button that appears on your profile. In order to raise awareness about DVIP through Twitter, there were certain considerations we had to take into account. The following are guidelines we followed while creating the profile to ensure we were making the right impression. We decided to brand DVIP's image with their location. Incorporating "IC" at the end of the DVIP. Making the profile name @DVIPIC. The profile picture is the main image that appears when you Tweet and is displayed in six different sizes depending on where and when it is shown on Twitter. Instead of using DVIP's official logo, the creative team decided to use the symbol of a red flag with the words "Know the Red Flags" at the top. It made the most sense to use a picture with a red flag since many of the Tweets will consist of red flags/warning signs of a dating violent relationships, which gets across what DVIP does while it is not obvious from their name. When you customize your profile design, everything you see on Twitter will be set in the theme you've chosen, we felt it important to use a tiled design of the DVIP logo to appear as our main theme on our profile page.

## Tweets & Messages

Tweets are any messages with fewer than 140 characters that appear on the sender's profile page and are status updates for your Twitter feeds. They are sent out to all of the people following you. The more you tweet, the more often the DVIPIC profile and name will be on your followers' news feeds. By tweeting more, you are also providing more opportunities for followers to retweet and favor your tweets. You can also add links onto your tweets which will direct more people to the DVIP Facebook, website, pictures, videos and/or articles that may be relevant to your followers.

1. **To post a tweet**, type what you want to say into the box at the top of your screen, or click the blue compose new Tweet button at the top of your screen. Make sure your update is fewer than 140

characters, Twitter counts the characters for you (remaining characters show up as a number below the Tweet box). Next, click on the “tweet” button to post it to your profile.

2. **To provide a link**, bring up the webpage you want to share. Copy the URL of the site and paste it on to your tweet box of your home page. You can also shorten/tiny the link to save characters.

3. **To upload a picture**, click the small camera picture underneath your tweet box on your homepage. A popup will appear that prompts you to choose the photo file you wish to upload. Find the photo on your computer, select, and then press “open.”

4. **To re-tweet**, when you find a tweet interesting and you want to re-tweet it, simply hover over the area surrounding the tweet and click on the “retweet” button. A popup will appear asking you to retweet or cancel. Click “retweet.” The tweet will then be shared with all of your followers.

a. Any tweet that you have retweeted or that has been retweeted by someone you follow will be marked with a green corner of the tweet area.

b. If you accidentally retweet something or would like to unretweet it, go to your homepage and click the “retweet” button on the top of the page. To see your tweets that have been retweeted, select “@(your name)” and you will see anyone who has retweeted, mentioned, or recently followed you.

5. **To favor a tweet**, this is similar to retweeting. However, it allows your followers to see which tweets you find most interesting.

a. When you find a tweet that you would like to favor, hover over the tweet. Click on the “favorite” button with a star next to it. A gold star will appear in the upper right hand corner of the tweet to confirm that you’ve favored it.

b. If you would like to unfavor something, go to this same place and hover over the tweet. Then click the “unfavorite” button.

c. To see others’ favorite tweets, go to their profile and click on the link “favorites”.

## Hashtags (“#” Symbol)

The definition of the # symbol, called a hashtag, is to mark keywords or topics in a tweet. It was created by Twitter users as a way to categorize messages. People use the hashtag symbol # before relevant keywords (no spaces) in their tweets to categorize them and help them show up more easily in Twitter searches. Clicking on a hashtagged word in any message shows you all other tweets in that category. Hashtags can occur anywhere in the tweet – in the beginning, middle, or end. Hashtagged words that become very popular are called Trending Topics. If you tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your tweet. It is recommended to use no more than 3 hashtags per tweet and to use them only on tweets relevant to a topic.

## @Replies, Mentions and Direct Messages

Twitter is about consuming interesting information, but it is also about joining the conversation by replying to others and by mentioning them in your own tweets. A @reply is a tweet that begins with another user’s username and is in reply to one of their tweets. A @reply is any update posted by clicking the “reply” button on a tweet. Your reply will always begin with @username (insert username of the person you are replying to). Any tweet that is a reply to you (begins with DVIPIC’s username) will show up in in your Mentions tab on the Connect page. If you see a @reply, you can click on the tweet and it will expand to display the tweet they replied to, as well as other content related to it. A mention is any Twitter update that contains an @username anywhere in the body of the tweet. Your mentions are collected in the Mentions tab on the Connect page. Direct messages are personal messages sent directly to someone who follows you or sent directly from someone you follow. It will never appear in any public timeline or public search.

## **About Public and Protected Tweets**

When you sign up for Twitter, you have the option to keep your tweets public or to protect your tweets. Accounts with protected tweets require manual approval of each and every person who may view that account's tweets. DVIP's tweets are public and visible to anyone, whether or not they have a Twitter account

## **Follow more people on Twitter**

The best way to gain friends and fans on Twitter is to engage with the service, follow others whose tweets are meaningful and be an active part of the Twitter community by reading and posting high-quality information.

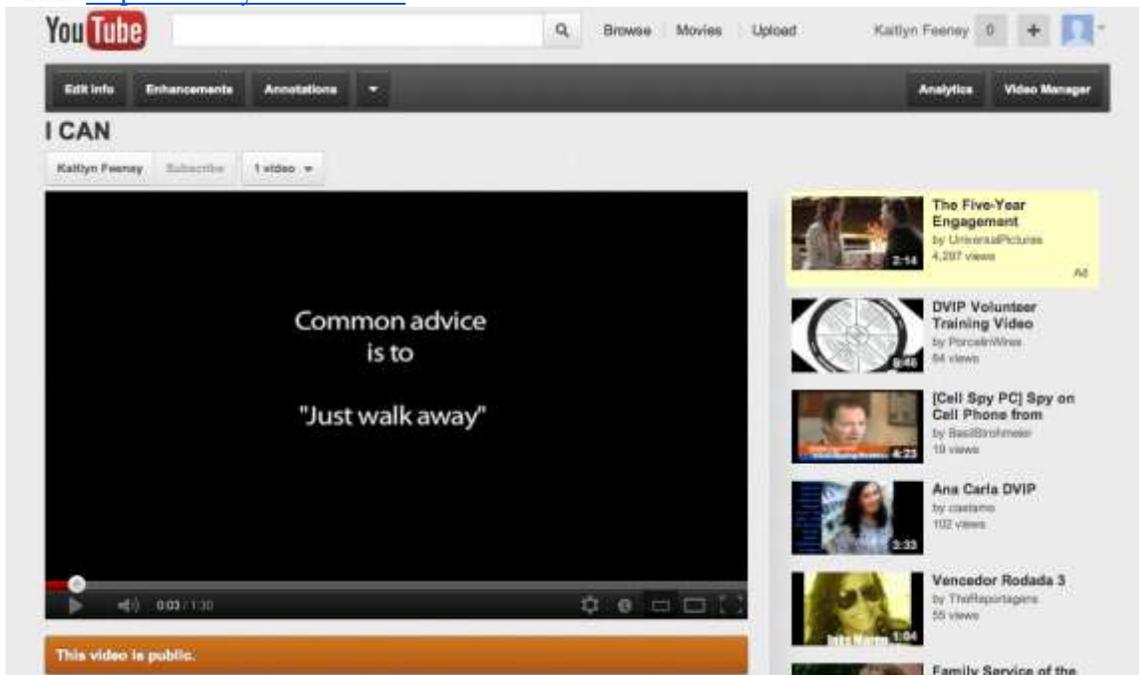
Click the "Follow" button next to a user's profile photo to follow any user, or click their username to learn more about them. To find people, type the person's name into the search box at the top of your homepage. Results for your search will show up under the People tab on the search results page. From the Discover page you can browse accounts by interest by clicking on any category you find interesting. You'll be shown a list of accounts you may want to follow. You can also find more people to follow by clicking on "Who to follow" on the Discover page. This is a good way to browse suggestions that Twitter has generated for you based on who they think you might find interesting. The more accounts you follow, the more accounts will follow you. The DVIPIC Twitter account has followed many other Twitter accounts that are similar to their organization. This will allow followers to see DVIPIC's profile and encourage them to follow, find you, and read your updates.

# Social Media Guide –YouTube

By: Jacklyn Even

YouTube, now a Google-owned website, is an Adobe-Flash/HTML5 video sharing site. Most of the content is uploaded by individual users, although organizations and corporations also post their material. YouTube videos can be shared through various alternate social media sites, and embedded into other sites to be played on an external page. Users also have the ability to “Like”, comment, and interact with other users. Online videos are an important and prevalent factor in the online community.

URL: <http://www.youtube.com>



## Data about YouTube

### Traffic

- 60 hours of video are uploaded every minute, or one hour of video is uploaded to YouTube every second.<sup>63</sup>
- Over 4 billion videos are viewed a day
- Over 800 million unique users visit YouTube each month
- Over 3 billion hours of video are watched each month on YouTube
- More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years
- 70% of YouTube traffic comes from outside the U.S.
- YouTube is localized in 39 countries and across 54 languages
- In 2011, YouTube had more than 1 trillion views or almost 140 views for every person on Earth

### Monetization

<sup>63</sup> Statistics, [http://www.youtube.com/t/press\\_statistics](http://www.youtube.com/t/press_statistics)

- YouTube is monetizing over 3 billion video views per week globally
- 98 of *AdAge's* Top 100 advertisers have run campaigns on YouTube and the Google Display Network
- Hundreds of advertisers are using TrueView in-stream and 60% of our in-stream ads are now skippable

## **Social**

- 500 years of YouTube video are watched every day on Facebook, and over 700 YouTube videos are shared on Twitter each minute
- 100 million people take a social action on YouTube (likes, shares, comments, etc) every week
- An auto-shared tweet results in 6 new youtube.com sessions on average, and they see more than 500 tweets per minute containing a YouTube link
- Millions of subscriptions happen each day. Subscriptions allow you to connect with someone you are interested in — whether it is a friend, or the NBA — and keep up on their activity on the site
- More than 50% of videos on YouTube have been rated or include comments from the community
- Millions of videos are favored every day

## **YouTube Video Created by the Team**

### **“I Can”**

Video is one of the most expressive forms of media because of its ability to vividly present emotion. For that reason we decided to create a video for DVIP that expresses common problems, hope, and support. We directed the message at undergraduate women, but included characters of family, friends, and the abuser.

The first message on the screen reveals the most common response from the surveys concerning advice to a victim: “Just walk away.” We make it clear that it is not that simple and that domestic violence is a complicated issue. Next, we incorporated responses that were also common, i.e. “I can’t risk ruining our friendship”, etc., with the idea of “I can’t” as a revolving point. The final message was of hope, “I can”, and throughout the ending we provide resources in the form of hotlines and organizations that are there to help (more than just DVIP).

The advantage of this video is that it can be shared throughout the internet, with people from different backgrounds and different experiences.

# Social Media Plan

*By Anja Sivertson, Kaitlyn Feeney and Lauren Pardun*

This plan has all status updates for the months of April, May and June for Facebook and Twitter. Every Monday and Wednesday a tweet will be disseminated through twitter. Following with every Tuesday and Thursday with a post that will be disseminated through Facebook. By distributing posts and tweets four days weekly it will allow for DVIP branding to consistently be promoted leading to a successful and effective social media campaign.

## Facebook

**Tuesday, April 17:** 1 in 4 women are victims of dating violence. How many people do you know?

**Thursday, April 19:** Check out our newest addition to the DVIP campaign! Hope they catch your eye around campus!

**Tuesday, April 24:** Believe in our cause? Become a Student Ambassador and spread the word about dating violence. It affects more friends than you think.

**Thursday, April 27:** Don't like your friend's boyfriend? Just tell her to leave him. But it's not that simple. Many victims of intimate partner violence are afraid to break up with their partner.

**Tuesday, May 1:** Check out the newest addition to the DVIP fight against dating violence--*I CAN!*

**Thursday, May 3:** People think your partner checking up on you is an act of love. What if it's too much? Many victims of intimate partner violence are checked up on every hour on the hour.

**Tuesday, May 8:** Good Luck on finals everyone!

**Thursday, May 11:** Think a child's temper tantrum is embarrassing? Imagine if it was your partner. Many victims of dating violence are embarrassed of the way their partners treat them in public.

**Tuesday May 15:** Congratulations to the newest Hawkeye Graduates! Good luck with all your future endeavours.

**Thursday, May 17:** The first time your friend blames it on the alcohol. What does she have to blame the second time? Many acts of dating violence are induced by alcohol and other drugs and don't stop there.

**Tuesday May 22:** Hope everyone is looking forward to Labor Day weekend! We here at DVIP most certainly are!

**Thursday, May 24:** Mad that your friend often cancels plans at the last minute and ignores your phone calls? It may not be her fault. Many victims of dating violence suffer from isolation at the hand of their partner.

**Tuesday, May 29:** Hope everyone is enjoying their summers! Tell us what you're up to, we'd love to know!

**Thursday, May 31:** You liked what your friend was wearing but your friend asked for advice and their partner gave them a wardrobe change. Many victims of dating violence insist on controlling what their partner wears.

**Tuesday, June 5:** Believe in the cause? Want to help? DVIP, RVAP, and WRAC are always looking for volunteers. Go to their website at <http://www.dvipic.com> for more information!

**Thursday, June 7:** "Girls and young women between the ages of 16 and 24 experience the highest rate of intimate partner violence-- almost triple the national average." (National Department of Justice)

**Tuesday, June 12:** DVIP began in 1977, providing direct support to more than 28,000 women, men and children during the past two decades.

**Thursday, June 14:** Your friend always complains how she is too busy to have fun, but 90% of her time is taken up by worrying about her boyfriend. Many victims of dating violence find themselves worrying and obsessing about their significant others to keep them happy.

**Tuesday, June 19:** Hope everyone is having a great summer! Let us here at DVIP know what you are up to!

**Thursday, June 21:** In today's society, domestic violence is known to be one of the greatest physical dangers to women. Support DVIP and victims of domestic violence by learning more about the crime.

**Tuesday, June 26:** School's almost here again! What summer plans do you have left to do? Let us know!

**Thursday, June 28:** Women who were physically reprimanded as children are more accepting to dating violence.

## Twitter

**Monday, April 16:** Every year, thousands of women are affected by #domesticviolence in Iowa #DVIP can help!

**Wednesday, April 18:** Responding to #domesticviolence is critical and requires a community wide effort. Support for victims is available in Johnson, Iowa, Cedar and Washington Counties #DVIP

**Monday, April 23:** Since 1977, #DVIP has been providing help to more than 28,000 women, men and children involved in #domesticviolence

**Wednesday, April 25:** In one year #DVIP will answer approximately 18,000 crisis phone calls and provide more than 8,000 nights of safe shelter to approximately 400 women and children.

**Monday, April 30:** 1 in 4 women are victims of #datingviolence. How many people do you know? #DVIP

**Wednesday, May 2:** Know the #redflags of dating violence, they may surprise you! #DVIP

**Monday, May 7:** Your friend's boyfriend makes her change if she's showing some skin. Batterers can even try to control what you wear #DVIP #redflag

**Wednesday, May 9:** Mad that your friend cancelled plans for the third time this week? She might be a victim of #datingviolence #DVIP #redflag

**Monday, May 14:** "He only hurt me because he was drunk." That's not an excuse. Many acts of #datingviolence are induced by alcohol #DVIP #redflag

**Wednesday, May 16:** You shouldn't be reprimanded like a child. Victims of #datingviolence are embarrassed of how their partners treat them #DVIP #redflag

**Monday, May 21:** Does your partner check up on you every hour on the hour? Many batterers try to control their victims by isolation #DVIP #redflags

**Wednesday, May 23:** Leaving a violent relationship is easier said than done. Many victims are afraid to break up with their partner #DVIP #redflags

**Monday, May 28:** Learn more about dating violence by donating your time and resources to help end suffering #DVIP

**Wednesday, May 30:** Dating violence affects more friends than you think. Get help from #DVIP today!

**Monday, June 4:** Believe in our cause? Become a Student Ambassador and spread the word about dating violence #DVIP

**Wednesday, June 6:** Avoiding certain subjects to keep the peace can make you feel like you're walking on eggshells #DVIP #redflag

**Monday, June 11:** Making jokes about you or other women isn't funny. Many victims of #datingviolence are degraded, don't let it happen to you! #DVIP #redflag

**Wednesday, June 13:** Do you feel worthless? Many victims of #domesticviolence feel as if no matter what they do, it is never good enough #DVIP #redflag

**Monday, June 18:** Some batterers use blame to undermine the credibility and reality of battered women. Mind games shouldn't be taken lightly #DVIP #redflag

**Wednesday, June 20:** Having access to your bank account is important. Many batterers take away their partner's independence #DVIP #redflag

**Monday, June 25:** Is your partner turning your family and friends against you? Many batterers isolate their partners #DVIP #redflag

**Wednesday, June 27:** Having to ask for permission to go out isn't normal. Don't put up with #datingviolence #DVIP #redflag

# **Student Ambassador Guide**

*By Anja Sivertson, Kaitlyn Feeney and Lauren Pardun*

Our research shows that the DVIP does not have a strong presence on the University of Iowa campus. In order to build name recognition and knowledge among undergraduate students, the DVIP would greatly benefit from hiring a student intern. A DVIP student ambassador will serve as a liaison between the University of Iowa and the DVIP. We propose that the student ambassador internship entails the following requirements:

## **Manage Social Media Outlets**

- Post and manage content on Facebook page every day
- Disseminate daily tweets
- Create and manage a long-form blog

## **Campus Interaction**

- Give monthly dating violence presentations to campus organizations. Some examples may include fraternities and sororities.
- Plan and organize one fundraising event each semester
- Collaborate with undergraduate students to build brand image
- Disseminate posters, brochures, and other campaign materials to student organizations and various campus buildings.

# Media Relations

By Lizzie Sensing

*Her Campus* is an online women's magazine communicating with college women. This is the ideal platform to utilize for our secondary target audience, undergraduate women. The incorporation of *Her Campus* on its own, as well as intertwined with Facebook and Twitter, guarantees circulation among UI undergraduate women in relation to the DVIP campaign.

Three articles were published in this outlet. The first article, published on April 12, 2012, is an introduction to a series of three articles that will appear on HerCampus.com/UIowa throughout the final weeks of the spring semester. The initial article focuses on a brief rundown of what intimate partner violence is and how prevalent it is at the University of Iowa. The follow up articles consist of a description of the wheel of "power and control" and how to recognize when someone may fall under one or more of the various categories: intimidation, emotional abuse, isolation, blame, children threats, economical abuse and, coercion/threats. The remainder of the articles gives resources, including other domestic violence shelters and the local Iowa City Police Department contact information.

## Article 1

### Intimate Partner Violence: College Women at Risk

By Lizzie Sensing

Published April 12, 2012 at <http://www.hercampus.com/school/uiowa/intimate-partner-violence-college-women-risk>

A woman's college experience is supposed to be one that she will never want to forget, an experience that enriches her life in only [positive](#) ways. Although this is the hopeful expectation for college women, that is not always the case.

One in four women will experience domestic violence in their lifetime. This means that in a room of 200 women, 50 of them have or will experience intimate partner violence. The signs aren't always clear, and you may not always be able to tell when she is in trouble, or when you are.



There are many misconceptions when it comes to intimate partner violence. Many believe dating violence begins with physical violence. However, often times it starts with cues of emotional or psychological abuse. Yes, every couple has their up's and down's, but there is a point where it begins to become a more serious problem. Because an abusive relationship generally forms over time it is difficult to see that she needs help, until it evolves to the physical level.

Over the next few weeks we are going to provide you with some red flags that you should be aware of so you can help her- or yourself. The goal of presenting these warning signs is to raise awareness for intimate partner violence in support of the [Domestic Violence Intervention Program](#) campaign.

1 <http://deaf-hope.org/images/uploads/pwc.gif>



2 [http://www.veratad.com/images/red\\_flag\\_rules.jpg](http://www.veratad.com/images/red_flag_rules.jpg)

## Article 2

### Intimate Partner Violence: The Ferris Wheel of Warning Signs

By Lizzie Sensing

Published April 24, 2012 at <http://www.hercampus.com/school/uiowa/intimate-partner-violence-ferris-wheel-warning-signs>

And so it begins, the truth behind [Intimate Partner Violence](#). This topic is a sensitive and sadly, [very common](#) one among women our age. The college experience is supposed to be unforgettable, but for all positive reasons, right? We would like to hope so, but with one in four women experiencing intimate partner violence in their lifetime, there is bound to be a fork in the road somewhere down the line.

This is a two-part story, or guide- whatever you want to call it. This information will hopefully reach people who need help, or stick in your mind if some day, you or your friend needs help, support or just a shoulder to cry on.

Think of a relationship as a scary Ferris wheel, so scary you perhaps know that if you make it to the top- you will come crashing down, with momentum so out of control that you will keep turning, and turning until someone gets hurt.

[I hope](#) that painted a clear picture in your head to get you thinking.

**INTIMIDATION:** Think about what intimidation does to a person, it makes one person feel superior while making the other feel, well, the exact opposite. If someone is telling her “you can’t do this or I’ll do that” or simply a look that incites the same feelings as intimidation, is not the beginning of a beautiful friendship.

**EMOTIONAL ABUSE:** Ladies, this is where he’s picking out your flaws, pretty much anything he thinks will get a response out you- he’s going to say it. Know that none of what he is saying is true, and even if it is, someone who loves you loves your flaws too.

**ISOLATION:** This is that time where he forbids you to go out with your friends, or tells you your friends don't care about you, or that oh so common one we hear in movies- "who do you love more, me or them?" or leaving you as a form of punishment, like you some how had him leaving you, coming to you.

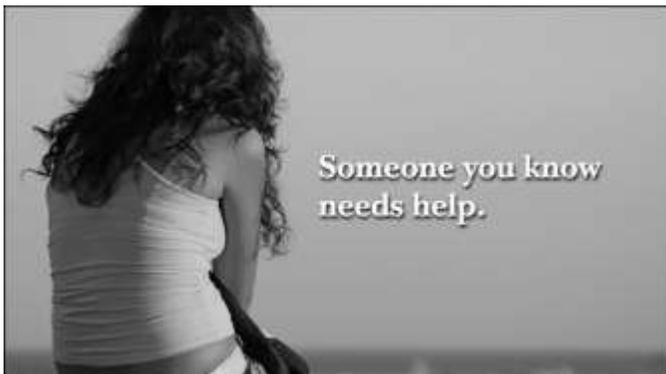
**BLAME:** This is where the Ferris wheel is just about to begin its way to the spot you have feared since you decided to hop on board the "power and control wheel of torture." This is where he has you thinking this Ferris wheel ride was your idea- and fault

Hopefully these warning signs have helped you learn more about preventing intimate partner violence.

If this information has helped you in any way follow us on [Facebook](#) and [Twitter](#)!



<http://lacedwithgrace.com/wp-content/uploads/2011/03/IS-StrugglingTeen.jpg>



<http://www.carelodge.com/borders/people1.jpg>



## Article 3

### Intimate Partner Violence: Spiraling Out Of Control

By Lizzie Sensing

Published April 27, 2012 at <http://www.hercampus.com/school/uiowa/intimate-partner-violence-spiraling-out-control>

Following up on our previous article, we continue to illustrate just how easily it is for an intimate relationship to spiral out of control. In the previous articles we touched on: intimidation, emotional abuse, isolation, and blame.

Keeping the previous warning signs in mind, try to imagine you are a little more than half way around the so called Ferris wheel and how continuing the ride will result in actions that you or your friend may not be able to prevent.

This is where [violence](#) tends to come in to play-if it hasn't already. This is also the time where the momentum of the wheel is so out of hand, anything could happen.

**ECONOMIC ABUSE:** This is when he tells her "you won't survive without me helping you" He tries to make her believe she is incapable of surviving on her own, with her own income. This can break a person down and is very serious in relation to the prior situation- children involvement. This is emotional and mental abuse so strong that it could escalate to physical at anytime.

**COERSION/THREATS:** If you thought the signs before this were bad, you have not seen anything yet. This stage in the abuse is on the edge of too many underlying problems that will not benefit her at all to continue dealing with in her life. This means life or death in some cases. Although this sounds scary it is the truth and a serious one at that. "If you leave I'll kill myself" or "If I can't have you, no one can" are phrases very common in this stage of a relationship. Some women believe that he would not actually follow through with it, but the reality here is that if we can recognize that this stage exists- it has already happened, more than once.

Ladies, this is not a new issue- it's been around just as long as patriarchy has been, so, forever! Lets step it up and do something about intimate partner violence.

The [Domestic Violence Intervention Program](#) is located here in Iowa City, and just a phone call away.

Whether it's you, your best girlfriend, or someone you know needs help or advice DVIP can help!

*You* can make a difference; just by reading this article you have taken a step in the right direction.

Check out the newest [video](#) for DVIP's campaign!



[http://2.bp.blogspot.com/\\_4HRtTKLCLYc/THVTEU77x5I/AAAAAAAAA0M/GPG-Dh6xD4Y/s1600/082510\\_women\\_expo.jpg](http://2.bp.blogspot.com/_4HRtTKLCLYc/THVTEU77x5I/AAAAAAAAA0M/GPG-Dh6xD4Y/s1600/082510_women_expo.jpg)



[http://www.examiner.com/images/blog/EXID20953/images/draft\\_lens4695682module33953942photo\\_1242491237comforting\\_a\\_friend%281%29.jpg](http://www.examiner.com/images/blog/EXID20953/images/draft_lens4695682module33953942photo_1242491237comforting_a_friend%281%29.jpg)

# Recommended Theme and Messages

*By Jacob Weber*

## **Overall theme: Dating violence is more than physical abuse**

Primary research suggests that many undergraduate students do not know the extent to which dating violence goes. Many in our target audiences associate mainly physical violence with dating violence, and do not consider things such as verbal or emotional violence. Therefore, we chose a theme of posing questions and red flags to make students consider the lesser known symptoms of dating violence. We also found that many on campus do not recognize the existing resources of information and help around campus and Iowa City for domestic violence victims. Therefore, we chose to portray this information through various platforms such as posters, Facebook and Twitter.

## **Messages: Questions and third-person effect**

The team chose messaging that uses the third-person effect. Instead of pointing the attention at men themselves, we pointed it at their friends with the question, “Does your friend...?” This approach was taken because based on the third-person effect, men may be less likely to recognize the signs in themselves but more likely to recognize them in others. Further, we aimed to reduce any possible reactance if the attention was focused directly at the men on campus.

We also chose to pose a question rather than make a direct statement to make men think about situations in their friends’ lives, rather than just glance at the statement and not think twice about it. This method was chosen because many friends of domestic violence perpetrators do not realize what is happening unless provoked to think about specific situations that many do not know are red flags of domestic violence.

We made two posters depicting different Caucasian men since the majority of men on campus are Caucasian. This ensures that the majority of men seeing the posters could relate better to them. We also made posters depicting a cell phone messaging conversation between two people. We also posed a different question on these posters. “Does your significant other...?” This question focused the message towards both men and women and kept it gender neutral by not saying “boyfriend” or “girlfriend.”

# Implementation

*By Brittany Phillips and Anja Sivertson*

## Posters

In order to post in the residence halls, there are several specific guidelines that must be met. The specific guidelines for posting are listed below. Posters should be brought to University Housing and Dining at the beginning of the school year, so that students are exposed to the posters as soon as the semester begins.

## Guidelines for Distribution, Sales, & Solicitation in University of Iowa Residence Halls

The following guidelines govern the use of residence halls facilities for the sale of goods, distribution of materials, posting and the solicitation toward students. The commercial sale of goods or services or any conduct of a commercial business in the residence halls is prohibited by University Housing & Dining.

### Bulletin Boards

1. Materials representing groups listed (below) in section 9 for posting in residence halls must be brought to the University Housing & Dining Administration Office (4141 Burge Hall) for approval, stamping, and distribution. The deadline for submitting flyers is 12:00 noon on Wednesdays. Flyers will be posted by 5:00 p.m. on Sunday of each week.
2. Flyers advertising specific events will be displayed until the day after the event occurs (or two weeks, whichever comes first), at which time they will be removed.
3. General informational flyers will be displayed for a maximum of two weeks, after which they will be removed.
4. Each flyer will be stamped with a date, which indicates the last day for display.
5. Flyers must be no larger than 8 1/2" by 11" for floor bulletin boards and 11" by 17" for main boards (exceptions can be made by the assistant to the director).
6. The name of the sponsoring organization must be clearly identified on the face of each flyer.
7. Flyers encouraging public participation in programs at the University must include the following statement: "Individuals with disabilities are encouraged to attend all University of Iowa sponsored events. If you are a person with a disability who requires an accommodation in order to participate in this program, please contact (the sponsoring department or contact person) in advance at (telephone number)."
8. A total of 160 flyers are needed for all the halls including the main boards. Only 14 flyers are needed to post on the main floor bulletin boards.
9. Posting approval will be granted to flyers advertising:
  - a. University activities and organizations;
  - b. Residence Life Programs,
  - c. University Housing & Dining deadlines, programs and events;
  - d. Public information of interest to a broad spectrum of residents;
  - e. Charitable activities and organizations;
  - f. Political election activities, as detailed in the "Guidelines for Political Activities in The University of Iowa Residence Halls."
10. Approval will not be granted to post material that:
  - a. Advertises a commercial business;
  - b. Directly or indirectly encourages the consumption of alcoholic beverages, tobacco, and/or drugs;
  - c. That does not conform with the University of Iowa's Human Rights and Sexual Harassment policies;
  - d. Does not conform to guidelines 5, 6, 7, & 9.
11. Approval will be granted to post materials, which include commercial logos, and meet these guidelines:
  - a. the company the logo represents is not the primary focus of the general information or event advertised

- on the flyer;
  - b. the logo is smaller than 2 inches in diameter, and
  - c. logos representing beverages other than Coca-Cola products are prohibited.
12. Any questions regarding posting should be directed to University Housing & Dining at 319-335-3000.

### **Physical Distribution**

1. No door-to-door distribution is allowed in the residence halls.
2. Commercial businesses may not leave leaflets anywhere in the residence halls.
3. Distribution is not permitted anywhere in the residence halls except as detailed in the Room Reservation Policy.
4. Distribution outside the front entrances of buildings must be made in a manner that does not restrict the movement of people into, out of, or within the building.

### **Brand Ambassadors**

There are several online resources available to market the brand ambassador position to students at the University of Iowa. The job description should be available at the end of the summer, so that the student chosen can begin working at the beginning of the semester.

Each semester Paul Jensen, the SJMC Internship and Placement Coordinator, posts internship opportunities for students enrolled in the journalism program. To post an available intern position, please e-mail Mr. Jensen at [paul-w-jensen@uiowa.edu](mailto:paul-w-jensen@uiowa.edu).

HireaHawk.com is University of Iowa website that allows employers and alumni to post available internship and job positions. Students apply for these positions online. We recommend that the DVIP utilize HireaHawk.com. To create an account to post positions, follow the link below:

<https://uiowa-csm.symplicity.com/employers/index.php/pid544982?>

### **Fraternity Visits**

Below is the contact information of the fraternity presidents, which can be used to set up meeting times for DVIP presenters to visit chapter meetings. Chapter meetings are typically on Sunday or Monday nights. These presentations should take place near the beginning of the semester.

These presentations should be given by a DVIP spokesperson and explain the prevalence of dating violence on campuses. This presentation should also highlight red flags of dating violence and the ways to spot red flags. Lastly, the presentation should address how to talk to a friend about dating violence, whether the friend is a victim or a perpetrator.

Alpha Epsilon Phi: President Jeff Steinback (Jeffrey-steinback@uiowa.edu)

Beta Theta Pi: President Brandon Craig (bcraig5509@gmail.com)

Delta Chi: President Adam Schwartz (adam-schwartz@uiowa.edu)

Lambda Chi Alpha: President Sam Krehbiel (Samuel-krehbiel@uiowa.edu)

Phi Delta Theta: President Patrick Grim (Patrick-grim@uiowa.edu)  
Phi Gamma Delta: President Joe Berman (joseph-berman@uiowa.edu)  
Phi Kappa Psi: President Brian Poulter (brian-poulter@uiowa.edu)  
Pi Kappa Alpha: President Ryan Schrader (ryan-schrader@uiowa.edu)  
Pi Kappa Phi: President Ethan Collins (ethan-colling@uiowa.edu)  
Sigma Alpha Epsilon: President Alex Motola (Alexander-motola@uiowa.edu)  
Sigma Chi: President Jack Rasussen (jack-rasmussen@uiowa.edu)  
Sigma Nu: President Reid Chandler (wreidchandler@gmail.com)  
Sigma Phi Epsilon: President Tyler Reaumont (tyler-reaumont@uiowa.com)  
Sigma Pi: President Lane French (lane-french@uiowa.edu)  
Tau Kappa Epsilon: President Jake Edwards (jake-a-edwards@uiowa.edu)

# Monitoring and Evaluation

By Brittany Phillips

**Process Evaluation:** to track if the campaign outputs were seen.

1. Track interactions through social media
  - **Facebook:** with a new Facebook page, it is extremely important to measure the amount of interaction that users have with the page. This can be accomplished by tracking the number of “likes” over time. It is also important to track the comments and the mentions (listed as “\_\_\_ talking about this”). An increase in Facebook interactions can lead to an increase in knowledge about DVIP and knowledge of dating violence red flags, two of our initial goals.
  - **YouTube:** for our YouTube video, it is necessary to track comments, number of views overtime, and likes and dislikes of the video. This can all be done by accessing the YouTube video on the website. An increased viewership of the video can lead to further knowledge of DVIP, other campus dating violence resources, and of dating violence red flags.
  - **Twitter:** to monitor the Twitter account, tracking followers and mentions overtime will give a comprehensive analysis of the organization’s presence. Individual Tweets can also be tracked based on the number of favorites or the number of retweets.
2. Measure Interactions with DVIP
  - Measure **traffic** to its website through a tool such as Google Analytics to determine how many viewers visited the site, how many times they visited the site, what pages they looked at, and what the sources of traffic are.
  - Keep track of **phone calls** to DVIP longitudinally to determine if the materials we distributed with the contact information were seen.
3. Measure number of materials distributed
  - Track the number of times the articles are read on *Her Campus* Magazine through **web analytics**.
  - Track the number of **materials** distributed by evaluating the number of posters given to dorms, fraternity houses, and how many flyers were handed out on campus.

**Outcome Evaluation:** To assess responses to the campaign, through evaluating changes in behavior, changes in behavioral intent, and changes in knowledge of DVIP, red flags of dating violence, and of the resources of local organizations.

1. Determine responses to campaign elements
  - Issue a follow-up survey with the same questions asked in the first survey. The initial survey determined whether students thought dating violence was prevalent on campus, whether they were aware of the signs of dating violence, and whether they were aware of resources for dating violence, through a variety of scale and short answer questions. A follow-up survey will be especially helpful when looking at the scale questions asked, to determine if students’ beliefs that dating violence is prevalent have changed, or to see if knowledge of red flags has increased because of the campaign. The post-test must be given to the initial target audiences to be accurate, and compared with the pre-test to determine changes.

**Impact Evaluation:** to measure the impact that changes in behavior due to the campaign have on the larger issue of dating violence.

1. Measure the changed amount of dating violence, through monitoring of police reports, reports from local women’s shelters, and a repeat survey that asks the question about knowledge of someone who is a dating violence victim.

# Creative Materials

## Article # 1

April 12, 2012

<http://www.hercampus.com/school/uiowa/intimate-partner-violence-college-women-risk>

The screenshot shows a web browser window with the address bar displaying [www.hercampus.com/school/uiowa/intimate-partner-violence-college-women-risk](http://www.hercampus.com/school/uiowa/intimate-partner-violence-college-women-risk). The browser's address bar also shows several open tabs, including 'The Daily Iowan OnL...', 'Paid-ubans.com', 'ICON tags - The Un...', 'dunkin', 'Herve', 'Designcrow (Sashp...', and 'Magazin - Why W...'. The browser's toolbar includes icons for Facebook, Yahoo! Mail, The Daily Iowan OnL..., Paid-ubans.com, ICON tags - The Un..., dunkin', Herve, Designcrow (Sashp..., Magazine - Why W..., and Other bookmarks.

The website's header features a banner for 'HER CAMPUS UNIVERSITY OF IOWA' with a background image of a field of yellow flowers. Below the banner is a navigation menu with links: HOME, MY CAMPUS, STYLE, BEAUTY, HEALTH, LOVE, LIFE, CAREER, HIGH SCHOOL, DEALS & STEALS, SHOP, HC UIOWA, NEWS, CAMPUS CELEBRITIES, CAMPUS CUTIES, BLOG, PHOTOS, UPCOMING EVENTS, and ALL ARCHIVES. A 'Feedback' button is located on the right side of the page.

The main content area features a 'falling for fall' advertisement with a Target logo and a 'SHOP THE' button. Below the advertisement are social media sharing icons for Facebook, Twitter, YouTube, LinkedIn, and Email. The article title is 'Intimate Partner Violence: College Women at Risk', dated Thursday, April 12, 2012, by Lizette Sewing. The article text begins: 'A woman's college experience is suppose to be one that she will never want to forget, an experience that enriches her life in only positive ways. Although this is the hopeful expectation for college women, that is not always the case. One in four women will experience domestic violence in their lifetime. This means that in a room of 100 women, 25 of them have or will experience intimate partner violence. The signs aren't always clear, and you may not always be able to tell when she is...'. A photograph of a woman with her hand to her face is visible next to the text. To the right of the article is a 'ROMNEY & RYAN WANT TO TAKE AWAY A WOMAN'S RIGHT TO CHOOSE.' advertisement, featuring a 'NEW ARRIVALS' section for 'MOTHERHOOD'.

## Article # 2

April 24, 2012

<http://www.hercampus.com/school/uiowa/intimate-partner-violence-ferris-wheel-warning-signs>

The screenshot shows a web browser window with the URL [www.hercampus.com/school/uiowa/intimate-partner-violence-ferris-wheel-warning-signs](http://www.hercampus.com/school/uiowa/intimate-partner-violence-ferris-wheel-warning-signs). The page features a header with the University of Iowa logo and a navigation menu. The main content area displays the article title "Intimate Partner Violence: The Ferris Wheel of Warning Signs" by Lizette Sewing, dated Tuesday, April 24, 2012. The article text begins with "And so it begins, the truth behind Intimate Partner Violence. This topic is a sensitive and sadly, very common one among women our age. The college experience is supposed to be unforgettable, but for all positive reasons, right? We would like to hope so, but with one in four women experiencing intimate partner violence in their lifetimes, there is bound to be a fork in the road somewhere down the line." A small image of a woman looking thoughtful is visible. To the right of the article is a political advertisement for Romney & Ryan with the slogan "WANT TO TAKE AWAY A WOMAN'S RIGHT TO CHOOSE." and a Chrysler advertisement for the 2013 200 Limited. The browser's taskbar at the bottom shows the time as 3:23 PM.

# Article # 3

April 27, 2012

<http://www.hercampus.com/school/uiowa/intimate-partner-violence-spiraling-out-control>

The screenshot shows a web browser window with the address bar displaying [www.hercampus.com/school/uiowa/intimate-partner-violence-spiraling-out-control](http://www.hercampus.com/school/uiowa/intimate-partner-violence-spiraling-out-control). The page features a Starbucks Refreshers advertisement at the top. Below it are social media sharing icons for Facebook, Twitter, YouTube, LinkedIn, and Email. The article title is "Intimate Partner Violence: Spiraling Out Of Control", dated Friday, April 27, 2012, by Lizzie Sensing. The text discusses the progression of intimate partner violence, mentioning intimidation, emotional abuse, isolation, and blame. It includes a photograph of a man and a woman sitting at a table. The article defines "ECONOMIC ABUSE" as a tactic where a partner convinces the victim they cannot survive on their own, and "COERSION/THREATS" as a stage where the victim's safety is at risk. To the right of the article are three advertisements: Tommy Hilfiger clothing, Glowfest Illinois event featuring Hardwell and Inco Pairs, and a "Rock Present" event.

Posters

# KNOW THE RED FLAGS

*Does your significant other  
**accuse** you of **cheating** on her?*



## Domestic Violence Intervention Program



Iowa City, Iowa  
www.dvipiowa.org  
(319) 351-1043

 facebook.com/dvipic

 @DVIPIC



# KNOW THE RED FLAGS

Does your significant other **force** you to **choose** her over friends and family?



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# Know the Red Flags

Does your friend get **upset** at his significant other when she hangs out with **her friends**?



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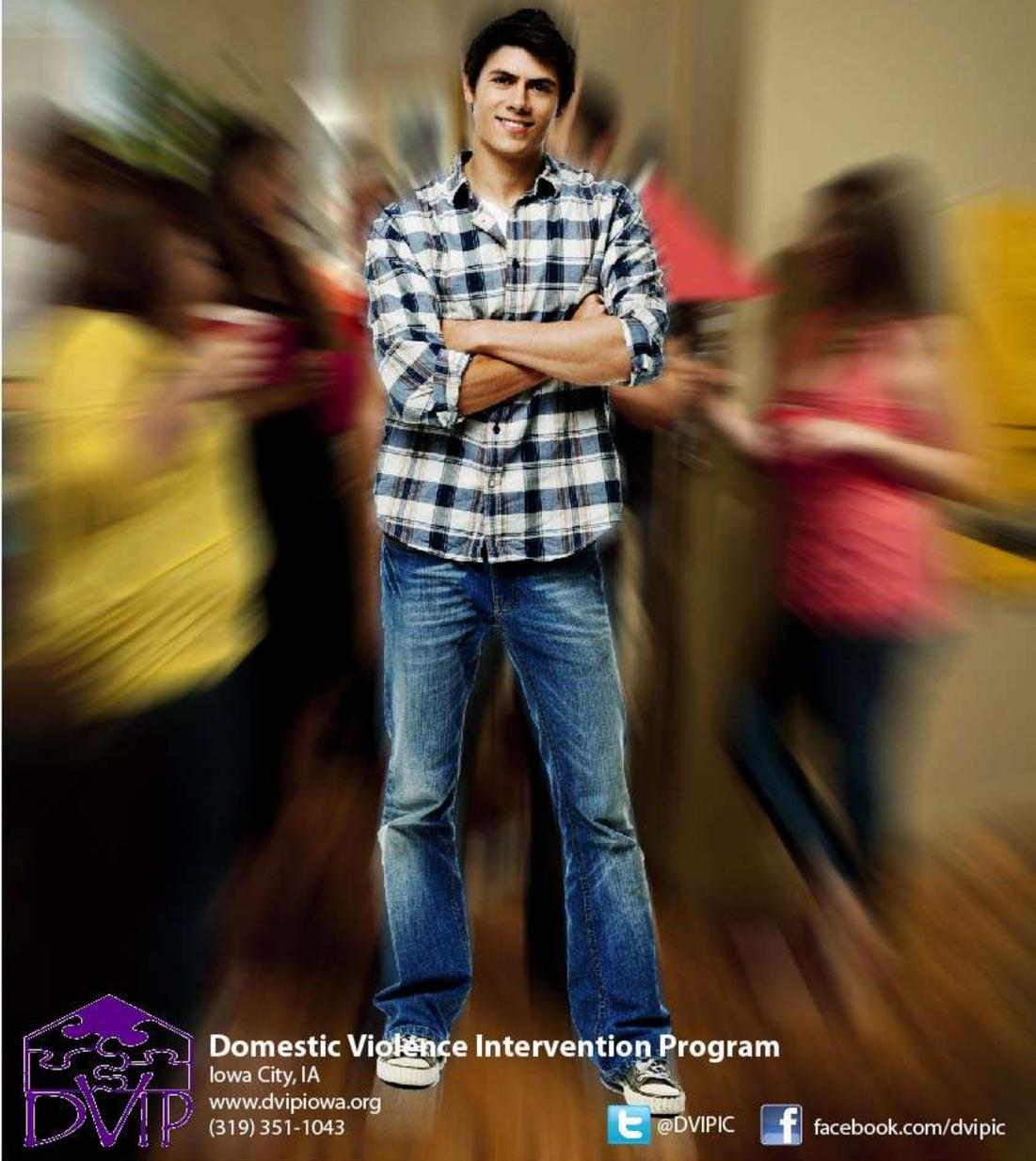
@DVIPIIC



[facebook.com/dvipic](https://facebook.com/dvipic)

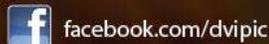
# Know the Red Flags

Does your friend regularly **demand** to be a **priority** over his girlfriend's work or homework?



**Domestic Violence Intervention Program**

Iowa City, IA  
[www.dvipiowa.org](http://www.dvipiowa.org)  
(319) 351-1043



Your significant other  
**ACCUSES**  
you of  
**CHEATING**



Know the  
Red Flags



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[facebook.com/DVIPIC](https://facebook.com/DVIPIC)  
 @DVIPIC

Your significant other  
**IGNORES**  
you as a  
**PUNISHMENT**



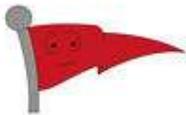
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Your significant other  
regularly  
**THREATENS**  
to  
**LEAVE**



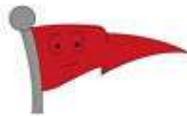
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[facebook.com/DVIPIC](https://facebook.com/DVIPIC)  
 @DVIPIC

Your significant other  
gets  
**UPSET**  
when you spend  
**TIME** with **FRIENDS**



Know the  
Red Flags



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# Appendix

## Knowledge and Attitudes about Dating Violence

This anonymous survey is part of a project conducted by the Strategic Communication Campaigns class at the UI School of Journalism & Mass Communication. The survey intends to measure knowledge and attitudes about dating violence among undergraduate students. If you have any questions or concerns, please contact the class instructor, Professor Petya Eckler at [petya-eckler@uiowa.edu](mailto:petya-eckler@uiowa.edu)

Please, answer the questions below to the best of your ability.

1. What is your gender?

- Male
- Female

2. What is your age? \_\_\_\_\_

3. What is your class standing?

- Freshman
- Sophomore
- Junior
- Senior
- Graduate Student

4. What race or ethnicity would you define yourself as?

- Caucasian/White (not of Hispanic origin)
- African-American/Black (not of Hispanic origin)
- Asian/Pacific Islander
- Hispanic/Latino
- Middle Eastern
- Native American
- Multiracial
- Other \_\_\_\_\_

5. What is your current relationship status?

- No dating experience
- Single, never married
- Recently single (within past two months)
- Casually dating (non-exclusive)
- Committed relationship (monogamous)
- Married
- Divorced
- Other \_\_\_\_\_

6. What is your current living situation?

- On campus residence hall/campus housing
- Off campus housing
- Sorority/fraternity house
- Commuter (out of Iowa City)
- Other \_\_\_\_\_

7. Do you live with roommates?

- Yes
- No

8. If you live with roommates, how many? \_\_\_\_\_



17. There are adequate resources on *campus* for victims of dating violence.

Strongly disagree    1    2    3    4    5    6    7    Strongly Agree

18. There are adequate resources in the *community* for victims of dating violence.

Strongly disagree    1    2    3    4    5    6    7    Strongly Agree

19. Dating violence happens more often when alcohol is involved.

Strongly disagree    1    2    3    4    5    6    7    Strongly Agree

20. I have seen dating violence occur within my own social circle.

Strongly disagree    1    2    3    4    5    6    7    Strongly Agree

21. I know a lot about the issue of dating violence.

Strongly disagree    1    2    3    4    5    6    7    Strongly Agree

22. I think that students on campus know a lot about the issue of dating violence.

Strongly disagree    1    2    3    4    5    6    7    Strongly Agree

23. I would like to learn more about the issue of dating violence.

Strongly disagree    1    2    3    4    5    6    7    Strongly Agree

24. I find it hard to talk about dating violence.

Strongly disagree    1    2    3    4    5    6    7    Strongly Agree

25. My friends find it hard to talk about dating violence.

Strongly disagree    1    2    3    4    5    6    7    Strongly Agree

26. What would keep you from reaching out to a friend who you believe is a victim of dating violence?

27. How would knowing more about dating violence help you?

28. How would knowing more about dating violence resources help you?

Please, tell us how concerned you would be that the following situations occurring in your current or past relationship may represent dating violence through the 1 – 7 scales, where 1 = not at all concerned and 7 = very concerned.

**Your boyfriend/girlfriend:**

**29. Jokes about you or other women/men**

Not at all concerned      1      2      3      4      5      6      7      Very Concerned

**30. Accuses you of cheating**

Not at all concerned      1      2      3      4      5      6      7      Very Concerned

**31. Ignores you as a punishment**

Not at all concerned      1      2      3      4      5      6      7      Very Concerned

**32. Keeps things from you**

Not at all concerned      1      2      3      4      5      6      7      Very Concerned

**33. Regularly threatens to leave**

Not at all concerned      1      2      3      4      5      6      7      Very Concerned

**34. Always checks up on you**

Not at all concerned      1      2      3      4      5      6      7      Very Concerned

**35. Prefers to hang out with just you over including family or friends**

Not at all concerned      1      2      3      4      5      6      7      Very Concerned

**36. Gets upset when you go out or spend time with friends**

Not at all concerned      1      2      3      4      5      6      7      Very Concerned

**37. Regularly demands to be priority over work or homework**

Not at all concerned      1      2      3      4      5      6      7      Very Concerned

**Thank you for your time! Your feedback is much appreciated.**