



June 15, 2012

"Less than one-third of the general news coverage [of the Penn State/Sandusky story] **included a mention of a potential solution or policy measure to reduce or prevent future abuse,**" according to the report *Breaking News on Child Sexual Abuse: Early Coverage of Penn State*.

You can help put the focus on preventing child sexual abuse!

Dear Friend,

In November, we first wrote to you about the events at Penn State and our wish that [Penn State](#) would be a tipping point where individuals and institutions took action to protect children *before* they are harmed.

With news coverage of the Jerry Sandusky trial front and center this week, we're urging you to take action by submitting a letter to the editor of your local paper. It's [important that you speak out](#) to help shift the conversation from awareness and outrage to *preventing* child sexual abuse.

Choose one of [5 Sample Letters](#) to modify and submit to your local paper.

Your letter to the editor is a great way to share information and help shape discussion of child sexual abuse prevention in your community, especially now. We know that elected officials pay a lot of attention to opinion pages so you'll be getting their attention as well.

Take action now!

- [Choose a sample Letter to the Editor to send](#)
- [Read our tips for submitting your letter](#)

Make a difference

Your letter to the editor - and the conversations you start with it - can make a real difference.

Why? Because it's the conversations in communities that really matter - and that can have an immediate positive impact for children and the places they live, learn and play.

Remember: when your letter is printed or posted, please share it with us on social media or [contact us](#). You'll be pleasantly surprised by how many people thank you for having the courage to express their views too!

Join us & take a stand for children's safety!

The Jerry Sandusky trial coverage understandably focuses on the detailed and disturbing testimony of victims and those who had first hand knowledge of his behavior. But many child sexual abuse prevention advocates, including Stop It Now!, are issuing press releases, opinion features, and resources in a coordinated effort to encourage the media to use its news coverage to expand the conversation to include prevention.

Join with us by asking your local media to use this opportunity to move beyond focusing specifically on the Sandusky trial to focusing on the bigger issue of what each of us and our communities need to do to prevent another child from being sexually abused.

Take action!

- [Learn why news coverage matters for prevention](#)
- [Share last week's press release](#) with your local paper or newsletter readers - or post it for your Facebook or blog followers
- Read & share our [FAQs on the Sandusky Trial](#)

Thanks for taking action to prevent the sexual abuse of children.

Sincerely,

Deborah Donovan Rice
Executive Director