

**Florida Department of Health
Sexual Violence Prevention Program “Talk About It” Campaign**



Radio Public Service Announcements

Topic + Key Messages	Spot	Length	Target Audience
Men As Part of Solution <i>Making sure you have your partner’s consent is the right thing to do It’s cool to respect women</i>	Better Man	:30	M18+
Bystander/Drugs & Alcohol <i>The use of drugs/alcohol to lower someone’s inhibitions for sex is a crime Sex without consent is rape.</i>	No Excuses	:60	M Teen+
Bystander/Drugs & Alcohol	No Excuses	:30	
Communication <i>Let’s be honest and talk about the issues in order to work towards preventing rape Public awareness - Call to action</i>	Face Facts	:60	F Teen+
Communication	Face Facts	:30	
Survivor <i>Seek help for healing, if you are a survivor of sexual assault/rape Public awareness - Call to action</i>	Get Your Life Back	:30	GA

Spanish versions

Men As Part of Solution	Better Man	:60	M18+ Hispanic
Men As Part of Solution <i>Making sure you have your partner’s consent is the right thing to do It’s cool to respect women</i>	Better Man	:30	
Survivor	Get Your Life Back	:60	GA Hispanic
Survivor <i>Seek help for healing if you are a survivor of sexual assault/rape Public awareness - Call to action</i>	Get Your Life Back	:30	

Radio Media Placement

Target Audience Key	Best Format for Target Audience
GA is General Audience	GA formats include Adult Contemporary, Classic Rock, Country, Talk, and Sports. Actually all of them!
M18+ is Males age 18 and above	M18+ formats include Rock, Urban, Hot Adult Contemporary and Country
18+ is Age 18 and above	Male Teens and Female Teens formats include Contemporary Hit Radio and Urban
M18+ Hispanic	M18+ Hispanic - Variety or Talk Spanish
GA Hispanic	GA Hispanic - Variety or Talk Spanish

**Florida Department of Health
Sexual Violence Prevention Program “Talk About It” Campaign**



TV Public Service Announcements

Topic + Key Message	Spot	Length	Target Audience
Impact of Rape <i>Rape statistics are staggering, and they are about real people We are all vulnerable</i>	Numbers Don't Lie	:30	18+/GA
Survivor Story <i>Vulnerability Seek help for healing Rape is never the victim's fault</i>	Survivor: Shauna	:30	GA/ F18+/Af Am
Survivor Story <i>Vulnerability Seek help for healing Rape is never the victim's fault</i>	Survivor: Beth	:30	GA,/F18+/Wt
Survivor Story <i>Vulnerability: Men can be victims too Seek help for healing Rape is never the victim's fault</i>	Survivor: Michael	:30	GA/M/Wt/Hisp
Survivor Story <i>Vulnerability Seek help for healing Rape is never the victim's fault</i>	Survivor: Susan	:30	GA/ Wt
Impact of Rape <i>Statistics relate to real people, and these people are all a part of someone's family We are all impacted by rape at some level / Empathy Men can be victims too</i>	Florida Family Photo	:30	GA
Communication <i>Males & youth are also vulnerable to rape Rape is never the victim's fault Seek help for healing</i>	No Secrets	:60	GA/M14+/Hisp/Wt
Bystander Behavior <i>Don't be a bystander to rape Coercion is not cool</i>	Lights On	:30	18+/Wt/Hisp

Continued

**Florida Department of Health
Sexual Violence Prevention Program “Talk About It” Campaign**



TV Public Service Announcements Continued

Topic + Key Message	Spot	Length	Target Audience
Date Rape Drugs&Alcohol	Take It Back	:60	18+
Date Rape Drugs&Alcohol	Take It Back	:30	
<i>Coercion - Use of drugs/alcohol to lower someone's inhibitions for sex is a crime</i>			
Men as Part of Solution	Better Man	:30	M18+
Men as Part of Solution	Better Man	:15-1	
Men as Part of Solution	Better Man	:15-2	
<i>Making sure you have your partner's consent is the right thing to do It's cool to respect women</i>			
<u>Spanish Version of Spots:</u>			
GA Impact of Rape	Florida Family Photo	:30	GA/Hisp
12+ Bystander	Lights On	:30	18+/Hisp

Target Audience Key

- GA General Audience
- 18+ Age 18 and above
- 12+ Age 12 and above
- M18+ Males age 18 and above
- F Female
- Wt Caucasian
- Af Am African American
- Hisp Hispanic

TV Media Placement

<i>Best Format for Target Audience</i>	
English TV Spots	Selected cable networks as well as NBC, CBS, ABC, FOX, WB and UPN.
Spanish TV Spots	Spanish cable networks, Telemundo and Univision.
ALL SPOTS	Avoid programming where target age is below 12

**Florida Department of Health
Sexual Violence Prevention Program “Talk About It” Campaign**



Video Loop

Designed for classroom and awareness events

Viewing order for loop:

Topic	Spot	Length
Impact of Rape	Numbers Don't Lie	:30
Survivor	Survivor: Beth	:15
Date Rape Drugs & Alcohol	Take It Back	:60
Survivor	Survivor: Michael	:15
Bystander Behavior	Lights On	:15
Impact of Rape	Florida Family Photo	:30
Survivor	Survivor: Shauna	:15
Communication	No Secrets	:60
Survivor	Survivor: Susan	:15
Men as Part of Solution	Better Man	:30

Target Audience over the age of 12 years

**Florida Department of Health
Sexual Violence Prevention Program “Talk About It” Campaign**



Posters

Topic + Key Message	Title	Target Audience
Communication <i>It's OK to set sexual boundaries</i>	What Did Matter?	Middle/High School/Young Adult
Bystander behavior <i>Don't be a bystander to rape</i>	Watch Out For Each Other	Middle/High School/Young Adult
Men as Part of Solution <i>Consent It's cool to respect women</i>	Better Man	Middle/High School/Young Adult
Risk Reduction <i>Follow suggested steps to reduce the risk of being sexually assaulted</i>	Talk About It	Middle/High School/Young Adult
Impact of Rape <i>Talk about the issue, and work towards prevention</i>	Rape is Real	Middle/High School/Young Adult
Date Rape Drugs & Alcohol <i>Sex without consent is rape</i>	Sex Without Consent is Rape	Middle/High School/Young Adult