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| LOCAL COMMISSIONERS MEMORANDUM |
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Transmittal No: 90 LCM-77

Date: June 1, 1990

Division: Family and Children
Services

TO: Local District Commissioners

SUBJECT: "Face Facts" Family Violence Prevention Campaign

ATTACHMENTS: There are no attachments to this LCM

This is to inform you of the upcoming activities planned for the "Face Facts" campaign to prevent family violence. As you are aware, this campaign produced through funding from the New York State Department of Social Services Children and Family Trust Fund was launched at a press conference in Albany at the end of October.

Subsequent to this press event, the first group of four public service announcements (PSA) addressing child abuse and domestic violence were distributed in upstate locations. These same PSAs will now be released in New York City along with the bus and subway cards, posters and press kits. The posters, which are presently in production, will be released in June and distributed to all locations.

In our effort to launch the next phase of this major campaign against family violence, the second round of public service announcements will be released this month and distributed upstate. They include:

Child Abuse
"Isolation"

Domestic Violence
"My Husband Hit Me"

Adult Abuse
"Joel" (neglect)
"Mildred" (financial exploitation)

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Please note that the Adult Abuse PSAs will initially be released in Region IV which includes Albany, Glens Falls and Plattsburgh and then will be distributed throughout the rest of the state during the summer and fall.

This campaign was developed for the Trust Fund by ODN Productions, a New York City-based media and communications company. ODN will be responsible for the distribution of the PSAs to the television stations. Once again, we would appreciate your support by encouraging the TV stations to play the PSAs. A letter or call to the TV stations urging their participation in this vital campaign would be very helpful. If you would like additional information on the campaign, or would like to assist with the upstate distribution, please contact Joy Griffith, NYS Department of Social Services, at 1-800-342-3715, ext. 4-9575 or Tom Boyd, ODN Productions at 212-366-030.

Your continuing interest in the prevention of family violence is greatly appreciated.

Joseph Semidei
Deputy Commissioner
Family and Children Services