



AAUW PROGRAM IN A BOX

***CROSSING THE LINE:
SEXUAL HARASSMENT
AT SCHOOL***

AT A GLANCE

CROSSING THE LINE: SEXUAL HARASSMENT AT SCHOOL

PROGRAM OVERVIEW

AAUW's 2011 research report *Crossing the Line: Sexual Harassment at School* presents the most comprehensive research to date on sexual harassment in grades 7–12 and reveals some sobering statistics about its prevalence and the negative impact it has on students' education. This Program in a Box includes the research findings and recommendations so that you can raise awareness in local middle and high schools.

INTENDED AUDIENCE

AAUW branches and states, local PTAs, school boards, after-school groups, school administrators, guidance counselors, or any other group interested in addressing sexual harassment in schools

PROGRAM FORMAT

This PIAB details four ways you can get involved:

1. Distributing copies of the report
2. Hosting a PowerPoint presentation
3. Organizing a panel discussion
4. Pitching a public service announcement to a local television station

TIME CONSIDERATIONS

Distributing copies of the report

Time frame: During the school year

Estimated planning time: 15 minutes to an hour

Estimated presentation time: 15 minutes to a few hours

Hosting a PowerPoint presentation or a panel discussion

Time frame: Anytime

Estimated planning time: Two to four weeks to secure a space, an audience, and speakers (if you are organizing a panel discussion)

Estimated presentation time: 15 minutes to an hour (there are shorter and longer versions of materials)

Pitching a public service announcement to a local television station

Time frame: Anytime

Estimated planning time: 30 minutes to eight hours, depending on the number of stations in your area

Estimated presentation time: 10–15 minutes

Estimated follow-up time: Regular, consistent contact over a month

RESOURCES NEEDED

Distributing copies of the report

Supplies: Copies of the AAUW report *Crossing the Line: Sexual Harassment at School*

Handouts: A [letter](#) from AAUW's executive director to hand out with the report

Budget considerations: Shipping cost if you order up to 25 copies of the report from [ShopAAUW](#)

Hosting a PowerPoint presentation or organizing a panel discussion

Staff: One to two AAUW members to organize the event

Space: A room with chairs and equipment to show a PowerPoint or, for a panel, a room with a table and chairs

Advertising: Flyers, newspaper or newsletter ads

Speakers: One presenter for the PowerPoint, three or four people for the panel discussion

Equipment: Computer, data projector, and screen are ideal but not necessary

Supplies: Computer stand or table, extension cord, extra chairs

Handouts: Copies of the *Crossing the Line* executive summary or PowerPoint presentation printouts, AAUW membership brochures

Budget considerations: Photocopying costs for the PowerPoint presentation or small gifts for the panelists

Pitching a public service announcement to a local television station

Equipment: Telephone or e-mail access

Supplies: The link to the video, www.youtube.com/watch?feature=player_embedded&v=VkSLVtz4Rfs

BENEFITS TO YOUR STATE, BRANCH, OR COMMUNITY

- Increases visibility for your branch or state as a community leader and advocate for safe schools
- Helps establish new community partnerships
- Offers parents, teachers, and students strategies for addressing sexual harassment in schools
- Helps expand membership recruitment opportunities

PROGRAM DETAILS

CROSSING THE LINE: SEXUAL HARASSMENT AT SCHOOL

For nearly two decades, AAUW has been a leader on the issue of sexual harassment in middle and high schools. More than 10 years have passed since the publication of our 2001 report *Hostile Hallways: Bullying, Teasing, and Sexual Harassment in School*. And needless to say, youth culture has evolved since then. Growing access to cell phones, the Internet, and other technologies has enabled sexual harassment to take off in cyberspace. And bullying has received much-needed public attention. Many states have even passed anti-bullying legislation. Yet, too often, educators and policy makers overlook sexual harassment.

AAUW's November 2011 report *Crossing the Line: Sexual Harassment at School* presents new evidence on sexual harassment, including cyber-harassment, in middle and high schools. The report examines sexual harassment based on a nationwide survey of students in grades 7–12 conducted in May and June 2011. The results confirm that sexual harassment remains an unfortunate part of school culture, affecting the educational experiences of millions of students, especially girls.

Crossing the Line has already made waves with the media since its release. But AAUW's research reports have the greatest impact when people read them and put the recommendations into practice. Here are four ways you can help make this happen.

DISTRIBUTE COPIES OF THE REPORT

- Order up to 25 copies of the report from [ShopAAUW](#) (there will be no charge except shipping costs).
- Download and print copies of a letter signed by AAUW Executive Director Linda Hallman. Download a copy addressed to the audience you're trying to reach from the [tool kit](#).
- Take a copy of the report and the letter to administrators and educators at your local middle and high schools. Give copies to parents of students or to students whom you know.
- Take copies of the report with you to meetings, such as PTA meetings, parent-teacher conferences, or relevant workshops.

HOST A POWERPOINT PRESENTATION

This program can be used as a stand-alone presentation or as part of a longer program or meeting. [Download](#) the appropriate presentation for your planned event length. All presentations have scripts included. You can customize the presentations and scripts.

- A comprehensive 50–60 minute PowerPoint presentation for a general audience
- A 15-minute PowerPoint presentation for a general audience
- A 20-minute PowerPoint presentation targeted to administrators
- A 20-minute PowerPoint presentation for parents
- A 20-minute PowerPoint presentation targeted to educators
- A 20-minute PowerPoint presentation for middle or high school students

Read the notes on each slide and customize the presentation to fit your needs by editing the notes and removing or reorganizing slides.

Hook up your computer to a projector or copy the presentation to a [flash drive](#) (also known as a thumb drive or USB storage device) and load it onto a computer connected to a projector at your presentation site.

If you don't have a projector and computer, print copies of the slides and give them to audience members. This is a useful addition to your presentation regardless, as it will help the audience retain and share the *Crossing the Line* research findings.

ORGANIZE A PANEL DISCUSSION

Organize a panel of three or four people from your community to talk about the issue of sexual harassment in school. Have them each speak for five to seven minutes and then allow time for questions and discussion from the audience. The panel will be particularly powerful if students are included in the event. If you want to see an example, watch this [12-minute clip](#) to see highlights from the panel that AAUW national hosted for the research report release event.

Secure a space to hold your event. Once you have that arranged, do the following:

1. Invite the panelists (two to four weeks ahead of your event).
 - One AAUW member could serve as a panelist and moderator and start with a brief presentation of the research report findings.
 - Other panelists could be educators, parents of students, students, principals, school board members, or community activists who work on sexual harassment issues. An example of the latter is someone who works for or volunteers with an anti-violence group such as [Men Can Stop Rape's Men of Strength Clubs](#) at middle and high schools.
2. Brief the panelists.
 - Provide each panelist with a copy of the research report ahead of time so they are familiar with the findings.
 - Ask them to talk about their relevant work or experience with sexual harassment in schools and how it relates to some of the report's findings and recommendations.
 - Let them know who else is speaking and what you hope they each will bring to the conversation.
 - Talk to them about their time limit and what signal they should look for when they have one minute left.
 - Ask them to help advertise the event to their networks.
3. Invite students, educators, and parents from local schools to attend.
4. Advertise the event in local newspapers, on local websites (each city has a [Patch.com](#) website for community news), and in community forums.
5. Provide the [executive summary of the report](#) as a handout for attendees.

PITCH THE PUBLIC SERVICE ANNOUNCEMENT

Successfully pitching a public service announcement to a local TV station is dependent upon one of two things: whether the station happens to have an interest and commitment to the topic of your PSA and whether you have a relationship with the person who handles PSAs for that station.

Public stations have to air a certain number of PSAs in their daily schedules. What can you do to make certain yours is selected? A recent gathering of industry experts at the National Association of Broadcasters agreed that you need to get to know the person at your local station who is in charge of selecting the PSAs that receive airtime. Call, introduce yourself, and then make regular, consistent contact. Meet for lunch to discuss your latest campaign. Send holiday cards and greetings throughout the year. In other words, establish a relationship. Get to know what the station's causes and interests are, and see if your PSAs fit into the station's portfolio. Be creative as well. If the station is committed to ending childhood hunger, you could possibly tie *Crossing the Line* to that effort by showing that students who are sexually harassed often miss school, thereby depriving them of the one meal they might receive that day if they come from a lower-income family.

If a TV station agrees to air the PSA, ask them to e-mail media@aauw.org to get the TV-ready file.

INCORPORATE MEMBERSHIP RECRUITMENT

Membership matters! Help grow the AAUW community by inviting prospective members to your event and encouraging them to join AAUW. Visit the [membership campaign website](#) to learn more.

If your event involves college and university faculty or students, invite schools that are not yet AAUW college/university partner members to join AAUW and offer their students the benefits that go with AAUW membership. All students attending a C/U partner member institution are eligible to join AAUW for free as e-student affiliates. For more information, visit the AAUW college/university partner member [recruitment web page](#).

TOOLS

CROSSING THE LINE: SEXUAL HARASSMENT AT SCHOOL

CROSSING THE LINE TOOLS

- [The Crossing the Line PDF](#)
- [Order printed copies](#) of the report from ShopAAUW (you only pay shipping charges)
- [The executive summary](#) of the report
- An [introduction letter](#) for the report from AAUW Executive Director Linda Hallman
- [Crossing the Line PowerPoint presentations](#) and scripts—available in 15-minute, 20-minute, and hourlong versions that are targeted to different audiences
- AAUW's 30-second public service announcement, "[Pick-up Line or Crossing the Line?](#)"
- 12-minute video highlights from AAUW national's [panel discussion](#) on the report
- Research report [methodology](#)
- AAUW's [policy position](#) on sexual harassment in schools
- AAUW's [2011–12 Campus Action Projects](#)—groups of volunteers who are implementing the report recommendations in their communities

PROGRAMS-IN-A-BOX TOOL KIT

The tool kit includes forms, checklists, and templates that you can modify and adapt for your program or event. The following might be useful for this program:

- Attendee sign-in form
- Event evaluation form
- Event planning checklist
- Event registration form
- Photograph release form
- Press release template
- Sample time line

MEMBERSHIP RECRUITMENT TOOLS

- [Individual members](#)
- [AAUW college/university partner members](#)

CONTACTS

- For questions or information about this Program in a Box, e-mail media@aauw.org.