



THE WOMEN'S FUND

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Non-Profit and Television Station come together for a New Media first!

The Women's Fund Blogging Against Violence 2009

On Wednesday, October 7th, NBC-13 will join forces with The Women's Fund for Birmingham's inaugural Blogging Against Violence. This unprecedented social media event will raise money and raise awareness for Voices Against Violence, The Women's Fund's nationally recognized initiative to reduce domestic violence.

According to Virginia Sweet of The Women's Fund: "It is unacceptable that 53% of serious domestic violence assaults in Alabama occur in Jefferson County. The Voices Against Violence initiative works in the courts, corporations and throughout the community to address the incidence of domestic violence. The initiative is creating social change through developing partnerships among local government and nonprofit organizations to hold perpetrators accountable, protect victims, and to create a no-tolerance attitude regarding domestic violence in our community."

Between October 1-15, 2009 local bloggers, led by Andre Natta of The Terminal, will join and amplify the conversation about domestic violence by blogging about this issue. The centerpiece of the event is the live Blogging Against Violence event on October 7th when local bloggers join members of The Women's Fund at NBC-13's station from 3:00 p.m. until 7:30 p.m. Bloggers will interview judges, attorneys, police officers, domestic violence advocates, social workers, and others (see list below) and comment from their point of view. NBC-13 will run a live video stream and host the live blog on their website, www2.nbc13.com keyword: Women's Fund. Bloggers will link the video stream to their blogs as well as tweet and post messages on Facebook on October 7th to help drive traffic to the conversation.

NBC-13 HD Vice-President & General Manager, Gene Kirkconnell, says he's excited about participating in this first of its kind event. "The Women's Fund does important work in our community. We are proud to assist them in this effort via an interesting and cutting edge initiative."

How to participate:

- To participate as an interviewer at the live event on Oct 7th at NBC-13 between 3:00 p.m. and 7:30 p.m. register at www.thewomensfundbham.org no later than 10:00a.m. October 7th.
- If you already have a blog, post your article to your blog as you normally would, and send Jeremy Gordinier an e-mail jgordinier@wvtm.com he will link the NBC-13 host page to your blog.
- If you do not have a blog, e-mail jgordinier@wvtm.com your article along with your name and e-mail address and he will post it to the page during the event.
- The Women's Fund will also link to blogs about domestic violence and Voices Against Violence. Please notify them of your post at www.thewomensfundbham.org.
- To promote your participation in The Women's Fund Blogging Against Violence 2009 on Twitter, please use the hash tag #wfbham.
- Everyone is invited to participate by updating their Facebook status page and tweeting.

Slate of speakers available to interview at Live Event on October 7th:

3:00-4:00

- Dianne Mooney, VP Development and Marketing, The Women's Fund and Executive Director, Cut It Out
- Jennifer Caraway, Director of Domestic Violence Services, YWCA Central Alabama
- Amanda Carmichael, Assistant Director of Domestic Violence Services, YWCA Central Alabama
- Jennifer Kilburn, Executive Director, Jefferson County Children's Policy Council
- Allison Dearing, Policy Analyst, Jefferson County Family Violence Coordinated Community Response

4:00-5:00

- Laura Hendley Lee, Voices Against Violence giving circle member
- Robin Adams Hall, Attorney, Maynard Cooper & Gale, PC, and Voices Against Violence giving circle chair
- Joan R. Sulzman, Community Projects Coordinator, Alabama Coalition Against Domestic Violence
- Tahiera Brown, author of Annihilator of Innocence
- Dr. Jean Newsome, author of Homeless Hearts

5:00-6:00

- Gene Kirkconnell, Vice-President & General Manager, NBC -13 HD
- Judge Agnes Chappell, Birmingham Municipal Court
- Judge Katrina Ross, Jefferson County Circuit Court
- Judge Brian Huff, Jefferson County Family Court
- Judge Jill Ganus, Bessemer Division of Jefferson County Family Court

5:30-6:30

- Madeline Haikala, attorney, Lightfoot Franklin & White LLC
- Ross Myers, Verizon
- Jennifer Arsenian, attorney, Alabama Coalition Against Domestic Violence

6:30-7:30

- Wes Goodenough, Director, Gateway Domestic Violence Perpetrator Intervention Program
- Sunny Slaughter, Director, Alabama Silent Witness Initiative on Domestic Violence
Time TBD
- Isabel Rubio, Executive Director, HICA! Hispanic Interest Coalition of Alabama
- Sgt. James Jackson, Birmingham Police Department
- Virginia Sweet, Vice President, The Women's Fund

The Women's Fund has been honored by The Council on Foundation for *Voices Against Violence* and will accept the Critical Impact Award on October 7th in San Antonio, TX. The Council on Foundations cites The Women's Fund success in linking many government and non-profit entities in a unified effort to combat domestic violence. Please visit www.thewomensfundbham.org to learn more.

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When women MOVE FORWARD the entire community moves with them.