

from Darkness to Light

From Darkness to Light is a primary prevention program aimed at reducing the incidence of child sexual abuse.

ANNE LEE, *Executive Director*

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Prevent Child Abuse South Carolina Joins From Darkness to Light to Fight Child Sexual Abuse



D2L Executive Director Anne Lee (standing) with Margaret Brantley (left) and Lynne Taylor

Prevent Child Abuse South Carolina (PCASC) has partnered with *From Darkness to Light* to shed light on child sexual abuse in the Midlands. Prevent Child Abuse South Carolina is a statewide, nonprofit agency dedicated to preventing child abuse across the state of South Carolina. This November, PCASC will launch the D2L media campaign

through television and radio, print ads and billboards. The campaign will run through May 2002.

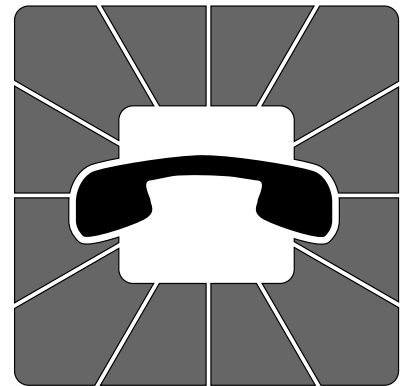
"PCASC was already in the process of creating a Child Sexual Abuse campaign," says Margaret Brantley, Director of Public Information for PCASC. "We wanted to bring more awareness to this prevalent, yet rarely discussed, subject. While in Charleston, the agency had the opportunity to see the *Darkness to Light* campaign - its quality and message. PCASC signed on to the campaign on July 1, 2001 and has been preparing the Midlands community for the November start."

Once the partnership became official, Prevent Child Abuse - SC began the important task of informing individuals, agencies and organizations about the campaign, preparing them for public reaction as a result of upcoming media. The D2L campaign has been received with enthusiasm and interest across the Midlands. Agencies and individuals are excited to join the community network, which is necessary to combat child sexual abuse in our communities. All participating organizations in the Midlands will have their information posted on the *From Darkness to Light* Website. Prevent Child Abuse--SC is dedicated to enlisting as many different support mechanisms as possible to help those in the community who are

(continued on page 8)

Does *From Darkness to Light* Make a Difference?

From Darkness to Light *is* making a difference in the lives of people throughout the Lowcountry. Statistics on program effectiveness are currently being compiled, and pre- and post-media surveys on community awareness are being conducted by the National Crime Victim's Center at MUSC. Although the collection of this data is very important, it is each individual that comes forward and seeks help that really matters.



24 hours per day, seven days a week, Hotline volunteers answer calls generated by the D2L media campaign. Calls made to this line are solely the result of media, since the number is not published elsewhere at this time. Calls are from males and females, and callers are from all walks of life. All calls are confidential; however, some general information for calls made between November 2000 and August 2001 is available:

- 74.6% of callers are female
- 33.3% of calls are from abuse survivors, or friends or relatives

(continued on page 8)

from the Executive Director

As we contemplate our recent national tragedy I'm struck by the horror, the trauma, the useless loss of life and emotional chaos perpetrated by the terrorists. I—like millions of Americans—watched as countless numbers of victims told their personal stories and asked myself,



“What can I do?” Amid the feelings of frustration and helplessness, I decided that maybe I/we could do something. While the tragedy of September 11th unfolded, hundreds of thousands of children were being victimized sexually and physically by someone they knew. But unlike the recent N.Y. and Washington victims, the

children who are sexually victimized have no national media channel to broadcast their voice, their story. We can help give them their voice.

Also, we know that there is a cycle to violence and abuse. And maybe we can't do anything about stopping fanatical terrorism against Americans, but we can do something about breaking the cycle of terrorism in our homes, on our playgrounds and in other “safe havens” for children—the terror of child sexual abuse. We must stay committed to create zero tolerance for abuse in our communities. We must continue to challenge all adults to be responsible for the safety of our children. We must continue to offer sources of help and healing to child victims, their families and adult survivors of child sexual abuse. We must get involved with our lawmakers to effect legislative change.

Can we end the terrorism of child abuse tomorrow? No, but together we can change the world one life at a time. Now more than ever—stay committed, stay focused and stay involved.

Anne Lee
Executive Director

**STOP TERRORISM
STOP CHILD ABUSE**

GLOBAL MARKETING FIRM TEAMS UP WITH FROM DARKNESS TO LIGHT

Young & Rubicam, a global marketing and communications firm, has agreed to accept *From Darkness to Light* as a pro bono client to support D2L's plans for national program expansion.

Young & Rubicam (Y&R) is a diversified international marketing and communications organization. Y&R is headquartered in New York City, and has 539 offices in 80 countries. The firm offers integrated services in advertising, database marketing, public relations, branding, identity consultation, design services, customer relationship management and healthcare communications.

The introduction to Y&R came through Stewart Birbrower, a former creative director with the firm. Stewart has provided award-winning creative direction for *From Darkness to Light* creative development. He also introduced the D2L program this past summer to Y&R CEO Ron Bess, who facilitated communications with Kim Bealle, Managing Partner. Shortly thereafter, Y&R agreed to work with *From Darkness to Light*.

The new relationship with Y&R will begin this Fall as *From Darkness to Light* prepares plans for national rollout. Key members of the D2L team will travel to New York City to plan the next 24 months' strategies with representatives of Young & Rubicam, Time-Warner, *People Magazine*, *Essence* magazine, the Solaris Group and Oxygen Network.

“This kind of assistance from one of the world's leading communications firms is priceless,” said Anne Lee, Executive Director of *From Darkness to Light*. “We are deeply grateful for this level of support and excited about the potential to expand our program's message and reach with the assistance of some of the world's best communications and marketing talent.”

From Darkness to Light Board of Directors

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| Rev. Bruce Evenson | Dr. M. Elizabeth Ralston |

Fall Media Campaign Boosted by Regional Providers

A multi level media campaign will continue to reinforce the D2L message throughout the Lowcountry in October, November and December. The *From Darkness to Light* message is currently running on local cable and network television channels, radio stations and outdoor billboards, and will continue to run through December.

The TV schedule features "School", a :30 commercial that exposes the fact that 72% of school shootings that happened in the last two years were committed by children who were abused at a young age. A corresponding radio commercial is being aired on WCOO ("Cool 105.3") and WYBB ("98 Rock"), at no charge. Local billboard



Billboard on I-26 West, near Monague Ave. exit

space has been provided throughout the Lowcountry region by Adams Outdoor, including a prominent billboard located on I-26. Also, Atlantic Publication Group, Inc. will provide a full-page ad in the third quarter issue of *Commerce Magazine*, a business

quarterly that reaches 10,000 professionals throughout the region.

By utilizing a variety of media simultaneously for an extended period, *From Darkness to Light* is able to achieve the best possible media reach to its target audiences. This year's media budget has been greatly extended by the contributions of Adams Outdoor, Clear Channel Communications, Citadel Broadcasting, Media Networks, Inc.

(MNI), Gulfstream Communications, *Skirt!* magazine, and Atlantic Publication Group, Inc. MNI has been instrumental in facilitating full-page ads in local issues of *Time*, *Newsweek*, *Sports Illustrated* and *US News & World Report*.

Outreach to Region's Religious Communities

A cohesive communications program designed to reach the Charleston region's religious communities is planned for the Fourth Quarter of this year. The effort will be an outreach to religious leaders of all faiths to solicit their support in introducing information about the prevalence and appalling consequences of child sexual abuse to their congregations.

"This is an international crisis," says Rev. Bruce J. Evenson, a member of the *From Darkness to Light* Board of Directors and the chaplain at Porter-Gaud School in Charleston. "The problem of child sexual abuse does exist in our schools and congregations, as well as many other places. The issue needs to be clearly delineated to individuals who have the power to bring a message of urgency to the hearts and minds of their congregations".

Although the recent national tragedies that occurred in New York and Washington may temporarily overshadow the issue of child sexual abuse, Rev. Evenson cautions that this problem is an ongoing international crisis that will not diminish without the continuous, active efforts of individuals and organizations dedicated to eradicating it.

Rev. Evenson notes that religious leaders, with their extensive contacts and positive influence with their congregations, are key to reaching and motivating large numbers of people to support *From Darkness to Light* and other entities focused on preventing child abuse.

Communications to Charleston region churches and clergy will include targeted mailings; requests for exposure in bulletins, programs and newsletters; E-mail contacts; invitations to the 2002 Annual Conference; and possibly, the scheduling of information sessions or workshops for members of some congregations. This church outreach program will serve as a model for other communities that participate in the *From Darkness to Light* program.

Staff Update

Harriet "Sis" Reda has recently joined *From Darkness to Light* as Director of Marketing and Media. Sis has 22 years of experience in marketing at local, regional and national levels. As D2L moves ahead with its national outreach plan, she will work on media strategy, creative production, and public relations.



FIFTH ANNUAL CONFERENCE, SCHEDULED FOR MARCH 2002, DEALS WITH TRAUMA – GETTING FROM DARKNESS TO LIGHT

The Fifth Annual Darkness to Light Conference, scheduled for Monday, March 11, 2002, will focus on the topic of trauma and its impact on adult survivors. It will also provide helpful information to professionals who work with children who have been traumatized. Our slate of nationally recognized experts will present and discuss the different phases of healing many survivors experience and how those phases can lead others to a more fulfilling, happy life.

The Conference will provide a full day educational forum for adult survivors and professionals such as: educators, ministers, medical professionals, and coaches. Continuing education credits will be provided. While much information will be presented, the Conference's primary objective will be to help adult survivors and professionals who deal with survivors find the courage and support they need to heal their lives and the lives of others.

Last year's Conference drew more than 300 attendees. This year's lineup of dynamic speakers promises to offer a learning and caring opportunity for everyone who attends. The speakers and topics have been chosen to offer the most comprehensive and informative program on trauma and healing available today.

Conference speakers are:

- **Debbie Ford** authored the best seller, *The Dark Side of the Light Chasers: Reclaiming Your Power, Creativity, Brilliance and Dreams*. She is a frequent guest on shows like Oprah and Rosie O'Donnell and is a coach, consultant, teacher and faculty member of the Chopra Center for Well Being in La Jolla, CA. She offers hope and healing for those who have survived the trauma of child sexual abuse and those working with victimized children and their families. "Debbie Ford guides us past the self-punishing patterns which often bind us." – Marianne Williamson, author of *The Healing of America*. "Debbie Ford's course is an important component of the healing process and the alleviation of suffering." – Deepak Chopra, M.D.
- **M. Elizabeth Ralston, Ph.D.** is Executive Director of the Lowcountry Children's Center as well as the Chair of the South Carolina Network of



Last year's conference featured Sarah King, left, Conference Chairman, Anne Lee, Executive Director of From Darkness to Light, and Marilyn Van Derbur (right), recipient of the annual Voice of Courage award.

Child Abuse Assessment and Treatment Centers. She has provided training and technical assistance a local, state and national level. Join Dr. Ralston as she empowers teachers and guidance counselors through the process of identifying sexual abuse in children, intervening appropriately and legally, and understanding the resources and information available to help in the Lowcountry.

• **Robin Stone** is the editor-in-chief of ESSENCE.com, the interactive version of

ESSENCE magazine, the premier lifestyle publication for African-American women. Stone directs the content development and user experience for ESSENCE.com. As former senior editor and deputy editor at ESSENCE magazine, she developed a special issue on Black women abroad, a dialogue on race between black and white women, and a report on growing up black and female in America. Recently she wrote *Silent No More*, an article in ESSENCE about black women speaking out against sexual abuse; and she plans to write a book on helping black families heal from the trauma of childhood sexual abuse.

- **Maria Trozzi, M.Ed.** is an assistant professor of pediatrics at Boston University School of Medicine, a consultant for the Child Development Unit at Children's Hospital in Boston and Director of the nationally known Good Grief Program at Boston Medical Center. Maria was invited to Littleton, Colorado after the Columbine High School shooting. She will offer strategies to help survivors and children cope with the trauma of abuse and the losses it creates.

The second Voice of Courage award will be presented during the conference. This award is given annually to those who have found the courage to speak about their history of abuse, and counsel others in the healing process. The first awarded was given to Marilyn Van Derbur, a former Miss America and incest survivor.

The cost of Conference attendance is \$35. Scholarships are available. Location will be announced this fall. For more information or to register for attendance, contact Lynette Flagg at 843-723-3600 or lynette.flagg@darkness2light.org.

Media Networks, Inc.

Major Supporter of Public Awareness Campaign

In-kind donations from Media Networks, Inc. (MNI) have provided significant visibility for the *From Darkness to Light* media message.

This summer, MNI provided full-page ads in local (Charleston/Hilton Head/Myrtle Beach) issues of *Newsweek*, *Time*, *Sports Illustrated*, and *US News & World Report*. The ads were viewed by readers in the Marlboro and Chesterfield counties of South Carolina, southward to Jasper County, for a total estimated number of more than 236,000 reader impressions.



Rebecca van Raalten of MNI facilitated this very valuable media opportunity. MNI, a division

of AOL Time Warner, is headquartered in Stamford, CT. It is a national firm with 50 offices throughout the United States, including Charleston, S.C.

Report from School Liaison Officer

I would like to take this opportunity to introduce myself as the new School Child Abuse Liaison for Charleston County Schools. Through funding provided by the Lowcountry Children's Center, the Humanities Foundation, and *From Darkness to Light*, the School Child Abuse Liaison supports the school district and school personnel in increasing their protective responses when children disclose abuse or neglect.

Over the past year, the School Child Abuse Liaison has conducted training with Charleston County School personnel to help them recognize signs of various types of child abuse and neglect and understand the laws regarding mandated reporting. The Liaison participated in New Teachers Orientation and introduced the Liaison position services to counselors, teachers and school psychologists. Also, the Liaison has pro-



Nicole Mujica, School Child Abuse Liaison Officer

vided direct consultation to school personnel to support them throughout the reporting process. Community and state agencies are being utilized in planning the production of a video that will outline the issue of mandated reporting in the state of South Carolina. Research was conducted to develop a new training packet with up-to-date in-

formation regarding maltreatment and laws pertaining to mandated reporting. The Liaison coordinated with the Department of Social Services to provide joint trainings to CCSD personnel, and worked to develop a Child Abuse and Neglect form for reporting suspected abuse. The Liaison also helped to increase attendance of school personnel at last year's *From Darkness To Light* Conference.

Our goals are to increase the number of trainings presented to CCSD, to increase the number of consultations between CCSD personnel and the Liaison regarding issues of maltreatment and mandated reporting, and to educate CCSD personnel about the resources provided by the Lowcountry Children's Center.

I am in the process of seeking additional funding and am exploring the possibility of partnering with educators at the state level to finalize and produce the

(continued on page 8)

Did you Know?

- One in four girls will be sexually abused before the age of eighteen.
- One in six boys will be sexually abused before the age of eighteen.
- Less than one in ten of these children will report the abuse.
- Most of these children will carry forever the emotional scars and guilt of abuse. A large percentage of adult survivors will experience alcohol and drug problems, as well as mental disorders—and many will sexually abuse others.

With statistics like these, how many more children in our own community will be sexually abused if we don't act now to stop it?

CANDLELIGHT AUCTION TO OFFER ORIGINAL ARTWORK, EXOTIC TRAVEL...AND MORE!

It's time to "Rumba for a reason!" Mark your calendars for the fourth annual *Darkness to Light* benefit event on Thursday, November 15 at 7:00 p.m.

The event will be held at The Harbour Club on Vendue Range in downtown Charleston.

The Harbour Club has graciously agreed to provide the Club facility and food for the evening.



HARBOUR
CLUB

The Benefit & Reception will feature both live and silent auctions, showcasing a variety of desirable artwork and other items. The mood will be

festive and upbeat, set to the lively music of a Latin salsa

band. This format has proven to be popular and successful in the past. This year the event theme will be a "Candlelight Auction", and will highlight the *From Darkness to Light* focus on generating awareness about the nearly epidemic prevalence and consequences of child sexual abuse.

The event provides the opportunity for bidders to find unique and valuable items, just in time for holiday gift giving (or giving to oneself). While enjoying the best of beverages and appetizers in the inviting Harbour Club setting, bidders will browse through, and bid on the following – and other – items:

- An original Alfred Hutty etching
- Stewart Birbrower original painting
- "Rocky Mountain High" - A vacation at a one-of-a-kind Aspen home, which is set upon the highest local peak and has 360-degree views.
- A week at beautiful Botany Island, including private beach cabana, four pools and space for 24 people. Botany Island has been described as "your own private island", and "How Martha Stewart Does a Barrier Island".
- Original jewelry from Dixie Dunbar
- Haute couture apparel from an elite New York City clothier
- "Portraits of Innocence" - Photographic portraits from 10 of the area's leading photographers.
- "Golf Extravaganza" – set of golf clubs, accommo-



tions at an exclusive West coast golf resort.

- "Matchless Tennis Tour" – includes box seat tickets to the US Open, accommodations in New York City.
- "Getaway at Skippy's" a stay at the most charming of Sullivan's Island beachfront cottages
- A set of deluxe handmade luggage
- "Tree of Light" original artwork by Jeff Kodish.
- One-of-a-kind glass bead necklace by Felice Designs
- East Bay Gardens Turkish Antiquities
- Four patron passes to UBS Warburg Cup, Nov. 15-18 at the Ocean Course, Kiawah Island Resorts.



UBS WARBURG CUP

Skip Ledbetter, of Knoxville, Tennessee, will be the auctioneer.

"I am astonished by the generosity of the community in donating so many unique and valuable items," says Jane Milner, Chair of the 2001 Benefits Committee. She is optimistic that the 2001 auction will be the biggest yet for money raised at the event. She anticipates that the total could exceed \$75,000.

"Take this opportunity to Rumba, enjoy a festive evening and find an item you – or someone else—will treasure, and know that your ticket costs and successful bids will benefit children and adults who are overcoming the trauma of child sexual abuse."

Tickets are \$100. All proceeds will benefit *From Darkness to Light*. For more information, please call Lynette Flagg at *From Darkness to Light*, (843) 723-3600. Dress will be black tie optional.

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From Darkness to Light thanks its generous contributors, listed below in recognition of their support and loyalty.

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Making a Difference *(continued from page 1)*

- of someone who has been abused.
- In January 2001, more calls were received than during any other month – four times the number of calls received in some other months.
- 10.5% of callers currently suspect sexual abuse is happening to someone they know, or they want to report abuse.
- 14.1% are specifically seeking referrals to support groups or individual counseling/therapy.
- 4.3% of calls were made to comment on the value or content of the *From Darkness to Light* program or media.

Many other callers have received referrals to local resources or have simply had the opportunity to share their feelings with a Hotline volunteer – some for the first time. Each one of these individuals has been directly helped as a result of the *From Darkness to Light* message.

From Darkness to Light is grateful for the significant role Hotline, Inc. plays in the success of our program. Their participation is critical to our efforts.

Charlotte Anderson, executive Director of Hotline, Inc., says, "We're excited to be a part of this program. We know D2L is responsible for many of the calls we've been experiencing in the past several months. It's gratifying to know that so many are calling and getting information that can help in the healing process."

PCASC Joins D2L *(continued from page 1)*

searching for information.

In the Midlands, the media campaign will consist of the following:

- three major television networks will air PSAs
- several major radio stations will air PSAs
- print ads will run in *The State* newspaper and other periodicals, and
- billboards will display the *From Darkness to Light* message on roads across the Midlands.

The purpose of this blanket coverage is to gain as much exposure as possible to individuals across the Midlands. PCASC recognizes that awareness is the first step towards prevention of abuse. PCASC's hotline number, 1-800-CHILDREN, will be displayed on advertising, enabling the community to get information or help as needed.

"Prevent Child Abuse South Carolina is excited about bringing the D2L campaign to the Midlands area of South Carolina," said Brantley.

School Liaison Officer *(continued from page 5)*

video for possible statewide distribution and training use. A resource pamphlet will supplement the video.

I believe that the School Child Abuse Liaison is a strong, accessible resource to school personnel, with the byproduct of increased protection, care and safety for the children of our community. To contact me, please call the LCC at 723-3600 or page me at 764-5051.

Nicole Mujica, M.Ed.,
School Child Abuse Liaison

STOP TERRORISM STOP CHILD ABUSE

From Darkness to Light

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