

**STATE OF NEVADA  
NEVADA COUNCIL FOR THE PREVENTION OF  
DOMESTIC VIOLENCE  
PUBLIC INFORMATION COMMITTEE**

## **Minutes of Meeting**

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*January 7, 2010*

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Office of the Attorney General  
5420 Kietzke Lane, Suite 202  
Reno, Nevada 89511

**Committee Members Present**

None

**Committee Members Present Via Teleconference**

Traci Dory  
Barbara Aupperle  
Suzanne Ramos  
Vincent Cannito  
Anyia Arechiga Gonzalez

**Committee Members Absent**

None

**Public Present**

None

**Attorney General's Office Staff Present**

Henna Rasul, Deputy Attorney General  
Kareen Prentice, Domestic Violence Ombudsman  
Lorraine Webber, Assistant to the NCPDV  
Edie Cartwright, Public Information Officer

**1. \*Call to order, roll call of members, and introduction.**

The meeting was called to order by Traci Dory at 1:02 p.m. A roll call was performed and quorum was established.

**2. \*Review and approval of Minutes from the November 6, 2009 meeting.**

A motion was made by Suzanne Ramos to approve the minutes from the November 6, 2009 meeting. Barbara Aupperle seconded the motion. A vote was taken and the motion carried.

**3. \*Update, discussion and possible action on NCPDV website reorganization and content.**

Ms. Prentice reported that the victims of crime resource guide had been forwarded to Edie Cartwright but has not been posted on the website yet. Ms. Cartwright stated that the Attorney General's IT department is working on revising the front page of the website.

**4. \*Committee Goals for 2010.**

Ms. Dory asked the Committee for suggestions for 2010 goals. Captain Cannito suggested focusing on getting the message out about the prevention aspect of domestic violence and highlighted recent efforts made in his community. Ms. Prentice suggested that increasing media awareness could be a Committee goal. Ms. Ramos recommended that the Committee work on public service announcements for radio and television. Mr. Cannito stated that in his experience, public service announcements have a minimal impact because they tend to run late at night. He stated that he believes there needs to be a multifaceted approach including partnerships with media, school districts, and the faith-based community and that there must be consistent efforts to keep the issue in the forefront.

Ms. Arechiga works for Univision and stated that there is a possibility that they can do a series of stories on domestic violence.

Ms. Aupperle stated that she believed a continued commitment to the Girl Scout program was important. Ms. Prentice said that she would make that recommendation to the Education Committee.

Ms. Dory stated that the committee goals would be to promote the prevention aspect of domestic violence and to increase media awareness.

Captain Cannito mentioned the Lethality Assessment Program (LAP) and summarized the progress they had made with it. Ms. Prentice stated that she had shared the survey with the Reno Police Department and the Washoe County Fatality Review Task Force in an effort to get the LAP established in the North. Captain Cannito offered to assist in any way he could.

**5. \*Schedule future meetings & agenda items.**

The next meeting was scheduled for February 8, 2010 at 1:00 p.m. (The time of the meeting was subsequently changed to 11:00 a.m.) Website reorganization and goals 2010 will be on the agenda.

**6. \*Public comment.**

There was no public comment.

**7. \*Adjournment.**

Ms. Aupperle made a motion to adjourn the meeting. Ms. Ramos seconded the motion. The meeting was adjourned at 1:30 p.m.

**STATE OF NEVADA  
NEVADA COUNCIL FOR THE PREVENTION OF  
DOMESTIC VIOLENCE  
PUBLIC INFORMATION COMMITTEE**

## **Minutes of Meeting**

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*February 8, 2010*

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Office of the Attorney General  
5420 Kietzke Lane, Suite 202  
Reno, Nevada 89511

**Committee Members Present**

None

**Committee Members Present Via Teleconference**

Traci Dory  
Barbara Aupperle  
Suzanne Ramos  
Vincent Cannito  
Anya Arechiga Gonzalez

**Committee Members Absent**

None

**Public Present**

None

**Attorney General's Office Staff Present**

Henna Rasul, Deputy Attorney General  
Lorraine Webber, Assistant to the NCPDV  
Edie Cartwright, Public Information Officer

**1. \*Call to order, roll call of members, and introduction.**

The meeting was called to order by Traci Dory at 11:02 a.m. A roll call was performed and quorum was established.

**2. \*Review and approval of Minutes from the November 6, 2009 meeting.**

A motion was made by Suzanne Ramos to approve the minutes from the January 7, 2010 meeting. Barbara Aupperle seconded the motion. A vote was taken and the motion carried.

**3. \*Update, discussion and possible action on NCPDV website reorganization and content.**

The Attorney General's IT department is still working on updating the website, including adding a tab for victims of crime.

**4. \*Committee Goals for 2010.**

- i. Promote prevention aspect of domestic violence and
- ii. Increase Media Awareness

Anya Arechiga stated that she had presented the idea of doing a weekly story about domestic violence prevention, and the different aspects of the domestic violence, to the news director at Univision. She reported that the News Director is interested in doing the stories and is thinking about the best way to develop the idea.

Captain Vincent Cannito stressed the importance of putting together a consistent message that all the different agencies and jurisdictions can share, specifically targeting the areas where the Council can have the biggest impact. He would like the message to be an every day topic of discussion in each of our communities.

Suzanne Ramos stated that she thought that was a good idea and suggested that the Committee work on a really good PSA that could be used on radio and television.

Captain Cannito recommended that the Committee put together a message and roll it out to the media, utilizing the PIOs for each agency, and making the most of every opportunity - whether it be town hall forums, faith-based groups, schools, etc. Traci Dory stated that it may be difficult to get the different agencies' PIOs involved and many of the committee members are not able to do press interviews themselves.

Eddie Cartwright said that if there was a message to get out, there are 2 ways to put that message forward: through a press release format or an op-ed. In either case, you could talk about all of agencies involved. The message could be sent

out initially through the Attorney General's office and the press could then contact the PIOs of any of the other agencies involved.

Capt. Cannito said that, ideally, the Attorney General's office could be used to facilitate the message statewide then those involved could target specific groups such as UNR, UNLV, Clark County School District, etc.

Ms. Cartwright reviewed some of the programs already in place such as the Cut-It-Out program and the Girl Scouts patch program, and highlighted some of the Attorney General's efforts including the rural road trips, speaking engagements at schools, etc. She noted that right now there is a shortage of money and manpower for marketing.

Ms. Dory asked if Captain Cannito could draft a message for discussion at the next meeting. Captain Cannito agreed to do that.

**5. \*Schedule future meetings & agenda items.**

The next meeting was scheduled for March 8, 2010 at 11:00 a.m. Website reorganization and 2010 goals will be on the agenda.

**6. \*Public comment.**

There was no public comment.

**7. \*Adjournment.**

Ms. Ramos made a motion to adjourn the meeting. Ms. Aupperle seconded the motion. The meeting was adjourned at 11:27 a.m.

**STATE OF NEVADA  
NEVADA COUNCIL FOR THE PREVENTION OF  
DOMESTIC VIOLENCE  
Public Information Committee**

**Minutes of Meeting**

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***March 8, 2010, at 11:00 a.m.***

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Via Teleconference with Public Access Located at:  
Office of the Attorney General  
5420 Kietzke Lane, Suite 202  
Reno, Nevada 89511

**Committee Members Present**

Traci Dory

**Committee Members Present Via Teleconference**

Barbara Aupperle  
Vincent Cannito  
Suzanne Ramos

**Committee Members Absent**

Anya Arechiga

**Public Present**

None

**Attorney General's Office staff present**

Edie Cartwright, Public Information Officer  
Kareen Prentice, Domestic Violence Ombudsman  
Henna Rasul, Deputy Attorney General  
Lorraine Webber, Legal Secretary

**1. \*Call to Order and Roll Call of Members.**

Ms. Dory called the meeting to order at 11:01 a.m. A roll call was performed, and quorum was established.

**2. \*Approval of Minutes from February 8, 2010.**

Ms. Aupperle made a motion to approve the minutes of the February 8, 2010 meeting. Mr. Cannito seconded the motion. A vote was taken and the motion carried unanimously.

**3. \*Update, discussion and possible action on NCPDV website reorganization and content.**

Ms. Dory asked if there had been any work done on the website. Ms. Cartwright stated that the entire website is being re-done and the model has not been presented the Attorney General yet. Ms. Dory asked that this item be kept on the agenda.

**4. \*Committee Goals for 2010.**

- i. Promote prevention aspect of domestic violence.**
- ii. Increase media awareness.**

Ms. Dory asked if everyone had a chance to look over the materials Mr. Cannito had provided. Mr. Cannito asked if there was any feedback on the content. Ms. Dory stated it looked fine. Mr. Cannito stressed the importance of presenting a consistent statewide message, whatever medium is used, to make a positive impact.

Ms. Dory asked how the Committee wanted to proceed with these two Committee goals. Mr. Cannito suggested getting the information updated so that they can go ahead with the next step, which is roll it out to the media. Ms. Dory asked if the message should come from the NCPDV or individually from the different agencies involved. Mr. Cannito suggested it come from the Attorney General's office as the number one agency, then every other jurisdiction provides their support through the Council. The ultimate goal is that one consistent message gets out statewide and then, once it is rolled out, it could continue from each jurisdictional prospective.

Ms. Dory stated that they would need to get the approval of the Attorney General. Ms. Aupperle stated that it would be great to get this out during Victims' Rights Week. The Committee discussed how to adapt the sample press release provided by Mr. Cannito to their respective agencies and if the message should be in the form of a press conference or press release. Ms. Cartwright stated that she thought a press release providing information on certain resources would be fine.

Mr. Cannito suggested highlighting the Janae Williams video. Ms. Cartwright asked how the Committee intended to get that before the



public. Mr. Cannito stated that the video has been distributed to all the media and will make sure that CDs were sent to Lorraine Webber for the Committee's use as well.

**5. Schedule future meetings & agenda items.**

Ms. Dory suggested that the agenda items stay the same.

The next meeting is scheduled July 8<sup>th</sup> at 10:00 a.m.

**6. Public Comment.**

There was no public comment.

**7. Adjournment.**

Ms. Dory adjourned the meeting at 11:25 a.m.

**STATE OF NEVADA  
NEVADA COUNCIL FOR THE PREVENTION OF  
DOMESTIC VIOLENCE  
Public Information Committee**

**Minutes of Meeting**

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*July 8, 2010, at 10:00 a.m.*

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Via Teleconference with Public Access Located at:  
Office of the Attorney General  
5420 Kietzke Lane, Suite 202  
Reno, Nevada 89511

**Committee Members Present**

None

**Committee Members Present Via Teleconference**

Barbara Aupperle  
Traci Dory  
Suzanne Ramos

**Committee Members Absent**

Anya Arechiga  
Vincent Cannito

**Public Present**

None

**Attorney General's Office staff present**

Kareen Prentice, Domestic Violence Ombudsman  
Henna Rasul, Deputy Attorney General  
Lorraine Webber, Administrative Assistant to the NCPDV

**1. \*Call to Order and Roll Call of Members.**

Ms. Dory called the meeting to order at 10:00 a.m. A roll call was performed, and quorum was established.

**2. \*Approval of Minutes from March 8, 2010 meeting.**

Ms. Ramos made a motion to approve the minutes of the March 8, 2010 meeting as submitted. Ms. Aupperle seconded the motion. A vote was taken and the motion carried unanimously.

**3. \*Update, discussion and possible action on NCPDV website reorganization and content.**

Ms. Prentice reported that the website had been updated to include all domestic violence related information and the information that had been compiled for victims of crime. The Committee members were satisfied with updated website.

**4. \*Committee Goals for 2010.**

**i. Promote prevention aspect of domestic violence.**

Ms. Dory asked if General Masto had approved the press release discussed at the March 8, 2010 meeting. Ms. Prentice stated that she had sent it to the Attorney General as an FYI but not for approval.

Ms. Prentice stated that the press release for the rural road trip meeting in Elko had gone out and the Attorney General has interviews with an Elko TV station the morning of the meeting. She stated that reporters from Wells would be attending the Wendover meeting and that press would also be attending the Elko meeting. Letters were sent to all city and county dignitaries, law enforcement, prosecution and judges, and tribal and community leaders inviting them to attend one or both meetings.

The Committee discussed Mr. Cannito's suggestion of doing something every month to keep the topic of domestic violence fresh in the minds of the public but the members were unsure how to proceed. Ms. Prentice stated that she had received 1500 purple ribbon pins and asked the Committee if they had ideas on how to distribute them. The Committee briefly discussed another Girl Scout event in Southern Nevada. Ms. Dory suggested giving the pins away at the Wendover and Elko meetings in July. The Committee then discussed setting up a resource table at the rural meetings.

**ii. Increase media awareness.**

Ms. Aupperle reported that there would be a stalking workshop in October in Las Vegas. Someone from the National Victims Center would be speaking.

She stated there would also be the annual press conference where the names of victims are read. The media has already been notified about this event and has agreed to cover it.

Ms. Prentice stated that the Attorney General will send out at least one or two press releases in October for Domestic Violence Awareness Month.

**5. Schedule future meetings & agenda items.**

Ms. Dory suggested that item 3 be removed. The other items will remain on the agenda along with an item updating the promotional/media awareness during the rural road trip.

The next meeting is scheduled September 13, 2010 at 10:00 a.m.

**6. Public Comment.**

There was no public comment.

**7. Adjournment.**

Ms. Dory adjourned the meeting at 10:20 a.m.

**STATE OF NEVADA  
NEVADA COUNCIL FOR THE PREVENTION OF  
DOMESTIC VIOLENCE  
Public Information Committee**

**Minutes of Meeting**

---

*September 13, 2010, at 10:00 a.m.*

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Via Teleconference with Public Access Located at:  
Office of the Attorney General  
5420 Kietzke Lane, Suite 202  
Reno, Nevada 89511

**Committee Members Present**

None

**Committee Members Present Via Teleconference**

Barbara Aupperle  
Traci Dory  
Suzanne Ramos

**Committee Members Absent**

Anya Arechiga

**Public Present**

None

**Attorney General's Office staff present**

Henna Rasul, Deputy Attorney General  
Lorraine Webber, Administrative Assistant to the NCPDV

**1. \*Call to Order and Roll Call of Members.**

Ms. Dory called the meeting to order at 10:01 a.m. A roll call was performed, and quorum was established.

**2. \*Approval of Minutes from July 8, 2010 meeting.**

Ms. Ramos made a motion to approve the minutes of the July 8, 2010 meeting as submitted. Ms. Aupperle seconded the motion. A vote was taken and the motion carried unanimously.

**3. \*Review and discussion regarding promotional and media awareness at the 2010 rural road trip.**

Ms. Ramos stated she thought the trip went well. There were articles in the Reno and Elko newspapers. Both the Wendover and Elko meetings were well attended and most of the promotional items were picked up by the public.

**4. \*Committee Goals for 2010.**

**i. Promote prevention aspect of domestic violence.**

Ms. Aupperle stated that Metro puts together a day of remembrance for victims of domestic violence each year. The event is coming up and it is always well covered in the press. Ms. Ramos stated that Reno and Sparks would probably be issuing proclamations regarding domestic violence awareness month.

**ii. Increase media awareness.**

Ms. Dory stated she would contact Karen Prentice to see if the press release provided by Captain Cannito had been approved by the Attorney General. Ms. Ramos commented that it would be nice to have that approved in time for domestic violence awareness month. Ms. Dory said she would check to see what the Attorney General's office is doing besides a press release.

Ms. Ramos stated that if they knew of upcoming events, they could distribute purple pins. Ms. Aupperle commented that there will be a Peace Begins at Home Girl Scout event on October 2, 2010 in Las Vegas. Ms. Dory stated that she was unable to get permission to have correctional officers wear purple ribbons on their uniforms. Ms. Ramos commented that in the past, law enforcement officers had purple ribbons on their vehicles. The Committee members discussed the possibility of reviving that campaign but were not sure where the funding for the magnetic ribbons or bumper stickers would come from. Ms. Ramos suggested this as a future agenda item.

**5. Schedule future meetings & agenda items.**

The next meeting was scheduled for November 4, 2010 at 3:00 p.m. Agenda items will include a report back on what happened during Domestic Violence Awareness Month and a campaign to get purple ribbon bumper stickers on law enforcement vehicles.

**6. Public Comment.**

There was no public comment.

**7. Adjournment.**

Ms. Dory adjourned the meeting at 10:14 a.m.

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**STATE OF NEVADA  
NEVADA COUNCIL FOR THE PREVENTION OF  
DOMESTIC VIOLENCE  
Public Information Committee**

**Minutes of Meeting**

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*October 4, 2010, at 3:00 a.m.*

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Via Teleconference with Public Access Located at:  
Office of the Attorney General  
5420 Kietzke Lane, Suite 202  
Reno, Nevada 89511

**Committee Members Present**

None

**Committee Members Present Via Teleconference**

Barbara Aupperle  
Traci Dory  
Suzanne Ramos

**Committee Members Absent**

Anya Arechiga

**Public Present**

None

**Attorney General's Office staff present**

Henna Rasul, Deputy Attorney General  
Lorraine Webber, Administrative Assistant to the NCPDV

**1. \*Call to Order and Roll Call of Members.**

Ms. Dory called the meeting to order at 10:01 a.m. A roll call was performed, and quorum was established.



**2. \*Approval of Minutes from September 13, 2010 meeting.**

Ms. Ramos made a motion to approve the minutes of the July 8, 2010 meeting as submitted. Ms. Aupperle seconded the motion. A vote was taken and the motion carried unanimously.

**3. \*Review and discussion regarding Domestic Violence Awareness Month activities.**

**4. \*Committee Goals for 2010.**

**i. Promote prevention aspect of domestic violence.**

**ii. Increase media awareness.**

**5. \* Review, discussion and possible action regarding campaign to get purple ribbon bumper stickers on law enforcement vehicles.**

**6. \*Schedule future meetings & agenda items.**

The next meeting was scheduled for November 4, 2010 at 3:00 p.m. Agenda items will include a report back on what happened during Domestic Violence Awareness Month and a campaign to get purple ribbon bumper stickers on law enforcement vehicles.

**7. Public Comment.**

There was no public comment.

**8. \*Adjournment.**

Ms. Dory adjourned the meeting at 10:14 a.m.

**STATE OF NEVADA  
NEVADA COUNCIL FOR THE PREVENTION OF  
DOMESTIC VIOLENCE  
Public Information Committee**

**Minutes of Meeting**

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*November 4, 2010, at 3:00 p.m.*

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Via Teleconference with Public Access Located at:  
Office of the Attorney General  
5420 Kietzke Lane, Suite 202  
Reno, Nevada 89511

**Committee Members Present**

None

**Committee Members Present Via Teleconference**

Traci Dory  
Suzanne Ramos  
Anya Arechiga

**Committee Members Absent**

Barbara Aupperle

**Public Present**

None

**Attorney General's Office staff present**

Henna Rasul, Deputy Attorney General  
Lorraine Webber, Administrative Assistant to the NCPDV

**1. \*Call to Order and Roll Call of Members.**

Ms. Dory called the meeting to order at 3:09 p.m. A roll call was performed, and quorum was established.

**2. \*Approval of Minutes from September 13, 2010 meeting.**

Ms. Ramos made a motion to approve the minutes of the September 13, 2010 meeting as submitted. Ms. Arechiga seconded the motion. A vote was taken and the motion carried unanimously.

**3. \*Review and discussion Domestic Awareness Month activities.**

Ms. Prentice stated that the Fatality Review Summit on October 1, 2010 went well. The summit was covered by print and television media including two Latino TV stations. Another activity that received press coverage was the Boy Scout Domestic Violence patch event in Carson City. Ms. Prentice reported that she had done cyberbullying/sexting/teen dating violence presentations at Storey County Middle School and Molasky Junior High School in Las Vegas. She and General Masto attended a candlelight vigil in Winnemucca and a Girl Scout patch event in Las Vegas. The Girl Scout event was well attended and the Committee discussed working on having another event in the North in 2011. Ms. Prentice stated that, in Las Vegas, the Girl Scouts wanted to have an annual Peace Begins at Home event. Ms. Prentice reported that about 1200 purple ribbons have been distributed. The NNADV celebrated its 30<sup>th</sup> anniversary with several parties around the state.

Ms. Dory asked if Ms. Prentice thought there had been more press coverage of Domestic Violence Awareness Month this year or if it was about the same as last year. Ms. Prentice stated she thought there had been more this year due to the fatality review and because it is a campaign year.

The Committee discussed the idea of doing another Fatality Review Summit in the North. Ms. Prentice stated that as a next step, they had considered offering technical assistance to the Washoe County Fatality Review Task Force. Ms. Ramos agreed and stated she would like to see the Task Force do a more in-depth review of the cases they examine. She added that there would be no harm in offering the assistance.

Ms. Arechiga stated that she had done a few interviews with Safe Embrace for news stories on Univision. She also did pieces on sexting and cyber bullying. Ms. Arechiga is working with Suzanne Ramos on future segments for Univision. Ms. Prentice noted that January is Stalking Awareness Month and that Teen Dating Violence Awareness Week is in February and that those might be good areas to focus on.

#### **4. \*Committee Goals for 2010.**

##### **i. Promote prevention aspect of domestic violence.**

Ms. Dory stated that this was being addressed by the increased media awareness. Ms. Prentice said that in 2011, the Nevada Network Against Domestic Violence would be working on a campaign to write letters to the editor highlighting the effect of budget cuts on services for victims of crime and domestic violence. She suggested that the Committee may want to assist with that project.

##### **ii. Increase media awareness.**

Ms. Arechiga suggested that she could contact the Las Vegas stations to see if there is interest in picking up the stories that have been done in Northern Nevada. She stated that there is a new Spanish language station, Azteca America, in Reno. The new station does not have a newscast yet, but she will contact them as well.

The Committee has made progress in the Spanish language media and would like to approach the other stations as well. Ms. Dory suggested carrying over this goal into 2011.

#### **5. \*Review, discussion and possible action regarding campaign to get purple ribbon bumper stickers on law enforcement vehicles.**

Ms. Ramos stated that she was not able to get any information yet and asked if the topic could be tabled until the next meeting.

#### **6. \*Schedule future meetings and agenda items.**

The next meeting is scheduled for January 5, 2011 at 3:00 p.m. Agenda topics will include Committee goals, the campaign to get purple ribbon bumper stickers on law enforcement vehicles and monthly domestic violence awareness topics.

#### **7. Public Comment.**

There was no public comment.

#### **8. Adjournment.**

Ms. Dory adjourned the meeting at 3:33 p.m.