



NEWS RELEASE

For Immediate Release

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PCADV Develops Instructional Video to Assist Domestic Violence Victims Seeking Court Protection

HARRISBURG, Pa., May 29, 2014 – The nation’s oldest statewide domestic violence coalition is trying something new with social media.

Rather than use YouTube for self-promotion, the Pennsylvania Coalition Against Domestic Violence is developing informational videos for its YouTube channel that will serve as a public resource for victims of domestic violence.

“With more people relying on their cell phones and wireless devices as their primary source for news and information, we think that videos will become an increasingly important way to communicate with Pennsylvanians seeking our services,” said PCADV Executive Director Peg Dierkers.

PCADV’s first instructional video, produced by 2SLICES Productions of Harrisburg, is a 2 1/2-minute primer on how domestic violence victims may obtain a protection-from-abuse court order against an abusive partner. It’s available to the public at <https://www.youtube.com/user/PCADVorg> and www.pcadv.org. PCADV anticipates adding more videos on additional topics in the coming months, Dierkers said.

Founded in 1976, PCADV is a national leader in helping victims of domestic violence. PCADV and its network of 60 programs serving all 67 Pennsylvania counties assist nearly 90,000 Pennsylvanians each year. Program services include legal assistance, emergency shelter, 24-hour hotlines and counseling.

PCADV already utilizes a variety of digital platforms to reach Pennsylvanians:

- Its Web site, www.pcadv.org, is the highest-ranked Web site in the commonwealth for information about domestic violence, according to Google analytics. In addition to victim resources, the Web site provides educational information, public policy initiatives and volunteer opportunities.
- PCADV also has partnered with the Pennsylvania Coalition Against Rape to operate the www.pasaysnomore.com Web site, whose goal is to raise public awareness and reduce domestic violence and sexual assaults in Pennsylvania communities.
- PCADV is accessible via Twitter @PCADVorg; Facebook @facebook.com/pages/Pennsylvania-Coalition-Against-Domestic-Violence/; and Pinterest @pinterest.com/pcadvorg.

About the Pennsylvania Coalition Against Domestic Violence

Founded in 1976, the Pennsylvania Coalition Against Domestic Violence is the oldest statewide domestic violence coalition in the nation. Each year it provides free and confidential assistance to nearly 90,000 victims of domestic violence, through a network of 60 community-based programs serving all 67 counties in the commonwealth. PCADV also promotes public awareness of domestic violence-related issues through its PA SAYS NO MORE campaign, which it operates in partnership with the Pennsylvania Coalition Against Rape. For more information, visit www.pcadv.org or www.pasaysnomore.com.

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