

PSA #1

(One announcer and two men)

ANNOUNCER: A man can be strong without being violent. It's great that men are taking part in ending violence against women!

MAN #1: We know that domestic violence affects the entire community. It affects you!

MAN #2: I know. All men have mothers, sisters, wives, daughters, or friends that directly suffer the impacts of gender violence.

MAN #1: It's our responsibility to break the silence and bring well being to our families.

MAN #2: We must do something and we can't continue accepting this problem that is destroying our families and communities. **Violence against women is a tragic reality.** Together we can become part of the solution to create a more just society.

MAN #1 AND #2: We'll make the difference. We remember that a man can be strong without being violent.

ANNOUNCER: For more information, call 505-246-8972. This message has been brought to you by Enlace Comunitario. This project is supported by the Federal Office on Violence Against Women and does not necessarily reflect the opinions for the Department of Justice. For more information, call 505-246-8972.

PSA #2

(One announcer, father, daughter and religious leader)

ANNOUNCER: A man can be strong without being violent. It's great that men are taking part in ending violence against women!

DAUGHTER (GIRL'S VOICE): Daddy, Why do I have to dress in a particular way just because I'm a girl?

DAD (MALE VOICE): Because women have to take care of themselves. If they don't, they can become victims of sexual abuse.

DAUGHTER (GIRL'S VOICE): Why is it like that dad? It seems unfair and unequal to me.

RELIGIOUS LEADER (MALE VOICE #2): We're doing something wrong. It's not the responsibility of women to protect themselves. Harassment and abuse of women and girls has nothing to do with how women dress. We need to do something about this!

DAD (MALE VOICE): Enough! Let's stop telling our daughters how they should dress so that nothing happens to them. Violence against women has to stop. I know that there are a lot of men who feel this way too.

RELIGIOUS LEADER (MALE VOICE #2): You are absolutely right. **Violence against women is a tragic reality.** This is everyone's problem. We will work with other men to better understand how violence against women affects all of us. We can't remain quiet. This is a man's issue. Right here in our community there is a group called "Entre Amigos" (Among Friends) working on this very issue.

DAD (MALE VOICE): You're right. I, like many men, want my family and all the families in my community to be free from violence. You know what? All men can be strong without being violent.

ANNOUNCER: For more information, call 505-246-8972. This message has been brought to you by Enlace Comunitario. This project is supported by the Federal Office on Violence Against Women and does not necessarily reflect the opinions for the Department of Justice. For more information, call 505-246-8972.