

“TELLING AMY’S STORY” – VERIZON EMPLOYEE EVENTS

Resources: Talk Points for Verizon Senior Leader Speaker

OPENING REMARKS

- Welcome, everyone.
- Many of you may already know something about the subject of “Telling Amy’s Story” – the documentary produced by Penn State Public Broadcasting that is being aired nationally.
- But if you do not...this documentary is what happened in the life of Amy Homan McGee – a Verizon Wireless employee and Penn State graduate – leading up to her death at the hands of her abusive husband.
- While every domestic violence homicide is a terrible tragedy...Amy’s story especially touches us, because she was one of our own.
- Verizon has a strong and longstanding relationship with Penn State University...and it was through that relationship that we found out about the plan to produce a program that would use Amy’s story to help people understand the signs of domestic violence and intervene...before it is too late.
- Verizon stepped up...and we funded this program through the Verizon Foundation...because we believe that by telling Amy’s story, we can help raise awareness and bring hope to those who suffer in situations of domestic violence.
- We believe this documentary, “Telling Amy’s Story,” is an unprecedented vehicle that can change how society looks at this issue.
- We believe it will encourage victims to seek help, and most importantly, we believe it will save lives.
- Telling Amy’s Story is courageous. It’s innovative. And it’s the perfect example of the kind of groundbreaking initiatives that Verizon is proud to support.
- This powerful documentary can be seen in English or Spanish language, as well as captioned for the hearing impaired. When coupled with the online training and a formal program of community outreach, the documentary airing in markets across this country has virtually everything it takes to reach the broadest possible audience.

- In my mind, “Telling Amy’s Story” is a model of how technology can help transform social issues by connecting people to resources and information...and in this case...to safety, security and support.
- In fact, I think that this program is a shining example of how we characterize our philanthropy at Verizon. It is “Technology that touches life.”
- In May, we launched this documentary at a national premiere event in Washington, DC.
- Nearly four hundred people – key leaders from government, nonprofits, law enforcement and social services – gathered to see this film and talk about its powerful message.
- From actress Mariska Hargitay of *Law and Order SVU*, to Lynn Rosenthal, the first-ever White House Senior Advisor on Violence Against Women, and Tom Perrelli, the Associate Attorney General of the United States...these leaders and advocates saw this film for what it is: an unprecedented tool to bring this issue into the national spotlight.
- But even before the premiere, Amy’s story was all over the Internet.
- All you had to do was go to Facebook, Twitter, any of our partner’s websites and blogs, or our Verizon websites and blog to see how this story affected real people.
- People are still talking...across the country people are letting us know that they feel empowered to get help – or get help for someone they know and love.
- This has created a new virtual community – a network of advocates and survivors who are posting comments, sharing the trailer, and sharing links to organizations that offer shelter and support.
- And because of the explosive viral growth of the online network devoted to this film and this cause, I truly believe that, while we are here viewing the film, someone living with domestic violence will find help and safety, thanks to Amy’s story.
- To help us continue this dialog and expand this network of committed and caring people, I am proud to introduce our partner **(insert DV partner name and info about the organization/relationship)**.

INTRODUCTION OF TELLING AMY'S STORY

- This documentary makes me very proud of the collaboration between our company and the courageous leaders at Penn State Public Broadcasting and the University.
- It took a circle of support, vision and commitment to make this documentary and build this program.
- It also took brave and honest people – Detective Fishel, Judge Grine, Sgt Mulfinger and Amy's co-workers and manager at the Verizon Wireless store.
- And most of all, it took the enormous courage and grace of Amy's family to let her story be told.
- Everyone involved in this project embraces the same vision.
- We believe that, through this documentary and community outreach, we can help people recognize the signs of domestic violence...and empower them to help friends and co-workers who are in abusive relationships.
- We believe this program will give victims the courage and the information they need to find shelter and support.
- And we believe, sincerely, that lives will be saved.
- Now, let's watch "Telling Amy's Story."

CLOSING REMARKS

- Thanks to (insert names of speakers, panelists, local partners).
- We appreciate your being here and caring about this issue, caring about people like Amy.
- But we want you to leave today with a commitment to take action...and be a part of the solution.
- First – Share Amy’s Story. Share it with your friends...your church group...or the parents on your child’s sports team. Just go to www.verizonfoundation.org/employee/tas and fill out the DVD request form.
- Or host a watch party on **(provide local PBS air date; if date is not confirmed use next bullet)**
- And if your local PBS station has not scheduled an airing...lobby them to air “Telling Amy’s Story.” You find out status on your local station by going to www.pbs.org/stationfinder. And there is a template letter available for your use a http://telling.psu.edu/film/public_broadcasting.html
- Third – Know what to do if someone needs help. Talk to **(EAP or HR representative attending)** if you need more information.
- Finally – If you want to do more, volunteer with one of our great domestic violence partners like **(name of DV partner attending)**. They can talk to you about volunteer options.
- Amy Homan McGee died because of domestic violence.
- With our actions, we can help give a different ending to other victims’ stories
- And with our actions, we truly can help save lives.
- Thank you for the support and commitment you give to this important initiative and this critical cause.