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## **City Attorney Unveils Domestic Violence Awareness PSA**

*Media companies spread the message: “You’re safe at the Family Justice Center.”*

To mark the start of Domestic Violence Awareness Month, City Attorney Mara W. Elliott today released a [public service announcement](#) that encourages victims of domestic violence to “reclaim their lives, seek justice, and begin healing” at the San Diego Family Justice Center.

“We work with a team of dedicated professionals to help victims become survivors. You’re safe at the Family Justice Center,” Elliott says in the 30-second television spot, which includes subtitling in Spanish.

The television spot will be broadcast throughout October by cable provider Cox Communications and by San Diego stations, KGTV 10 (the local ABC affiliate), KSDY 50 San Diego – Baja California, and San Diego City TV. NBC 7 & Telemundo 20 will air the segment from November through January.

A companion radio PSA will air on I Heart Media Stations KHTS FM (Channel 933), KIOZ FM (Rock 105), KGB-FM 101.5, KSSX-FM 95.7 (JAM’N), KOGO-AM 600, KMYI-FM (Star 94.1), and KLSD-AM 1360 (XTRA Sports).

The free air time is valued at roughly \$60,000.

The Family Justice Center, which is run by the City Attorney’s Office, provides domestic violence victims and their children wraparound services in a private and secure setting where assistance is available to anyone regardless of immigration status. The FJC’s professional team includes nurses, mental health practitioners, prosecutors, domestic violence advocates, immigration specialists, interpreters, and other social service providers. The City Attorney’s Office plans to expand its services for victims throughout San Diego County.

**“We know that family violence happens year-round, but Domestic Violence Awareness Month gives us an opportunity to shine a light on an issue that is often kept in the shadows,”** said City Attorney Mara W. Elliott. **“We are hopeful that with the increased visibility from our public awareness campaign, more victims will become survivors by seeking support at the San Diego Family Justice Center.”**

**“As a result of this publicity, we hope to see more clients walk through our doors to get the assistance they desperately need,”** said Yvette Lopez-Cooper, Executive Director, San Diego Family Justice Center. **“We are grateful to our media partners for generously donating their valued advertising time to let San Diegans who might be experiencing domestic violence know that they are not alone, and that the Family Justice Center is a safe place to get help.”**

Domestic Violence Awareness Month stemmed from “A Day of Unity” that was observed in October 1981 with the intent of uniting service providers and advocates working to end violence against women and children. This day, initially conceived by National Coalition to End Domestic Violence, expanded into a week and eventually a month of activities grounded in the following three principles: mourning those who have died as a result of domestic abuse, celebrating those who have survived, and connecting those who work to end violence.

In 1987, October was officially recognized as Domestic Violence Awareness Month and the first national toll-free domestic violence hotline was established that same year. Since 1989, Congress has signed a public law annually proclaiming October to be Domestic Violence Awareness Month.

If you or someone you know is experiencing domestic violence, help is available. You are safe at the Family Justice Center.

San Diego Family Justice Center  
1122 Broadway, 2nd Floor  
San Diego, CA 92101  
Toll free: (866) 933-HOPE (4673)  
[www.sandiego.gov/fjc](http://www.sandiego.gov/fjc)

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