Date Rape and Middletown U.S.A.

A Departmental Honors Thesis
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Abstract

This creative project investigates the issue of date rape as it relates to Middletown, U.S.A. Representatives from the various medium, local high school administrators and counseling and support group services were interviewed concerning their perspectives on the date rape issue. In addition, this projects offers examples of advertising that could be used to increase awareness of date rape to an audience of females, aged 15-24 years.
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Visual: Woman (mid-twenties) looking into a mirror

Headline: If you think you’re a victim of date rape... you probably are.

Copy: Date rape is a violent crime that happens every day to women like you. Statistics show that one in every four will be a victim. But you can help yourself and other women by contacting the Community Information Service at 747-0937, 24 hours a day.
If You *Think You're a Victim of Date Rape...*

You Probably Are.

Date rape is a violent crime that happens every day to women like you. Statistics show that one in every four women will be a victim. But you can help yourself, and other women, by contacting the Community Information Service at 747-0937, 24 hours a day.
Headline: Stop wondering how it happened, just prevent it from happening to someone else.

Copy: You're asking how on earth it could have happened to a nice person like yourself. But it did. So what are you going to do now? Try to forget you were raped? Just because you know his name doesn't mean that it wasn't rape and that it wasn't a violent crime. But you can take a stand and help yourself and other women. Contact the Muncie Police Victims Advocate at 747-4777. You have the power to help stop date rapists. Call now.
Stop wondering how it happened,
just prevent it from happening to someone else.

You're asking how on earth it could have happened
to a nice person like yourself. But it did. So what
are you going to do now? Try to forget that you
were raped? Just because you know his name
doesn't mean that it wasn't rape and that it wasn't
a violent crime. But you can take a stand and help
yourself and other women. Contact the Muncie
Police Victims Advocate at 747-4777. You have the
power to help stop date rapists. Call now.
Headline: If you think you're a victim of date rape...then you probably are. Call the Community Information Service. 747-0937. 24 hours a day.
If You Think You're a Victim of Date Rape...
You Probably Are.

Call the Community Information Service
747-0937
24 hours a day
Radio Copy Form

Spot :30 Writer: Deborah Lefevere

Theme: If you won't help Advertiser: Muncie Police

SFX: voice of young woman in 20's

His name was Josh. He had the most amazing smile. We'd gone out a couple times on double dates but last Friday he invited me to his apartment for a romantic dinner for two. There was soft music, candles, (voice cracks) and then he raped me.

SFX: strong authoritative female voice--moody music in background

One in four women will be a victim of date rape by her mid-twenties. If you think you're a victim of date rape then you probably are. Take the first step; help yourself and other women by calling Muncie Police Victims Advocate at 747-4777. If you won't help stop date rape—who will?
Television Copy Form

Spot: 30

Theme: Stop wondering

Video

soft white background
young woman, about 22 yrs.
steps up to camera

second woman, about 40 yrs.
steps up to camera and next to
1st woman

third woman, about 30 yrs.
steps up to camera and next to
2nd woman

Audio

His name was Kevin

James

Mark

1st woman
2nd woman
3rd woman

2nd woman
SPX: ominous, moody music
female announcer.

young woman struggling with

Writer: Deborah Lefevere

Advertiser: Muncie Police

Audio

His name was Kevin

James

Mark

1st woman
2nd woman
3rd woman

2nd woman
SPX: ominous, moody music
female announcer.

young woman struggling with

How can we be rape victims?

Date rape is a violent crime
that accounts for 60 percent
man she obviously knows of all reported rapes.

Group of women laughing in Which means it is happening
a restaurant every day to women like you.

Original three women Only you can stop date rape
looking lost, hurt; Help yourself and other women
wide shot into close-ups
of each

Fade to black-font of Muncie By calling Muncie Police
Police Victims Advocate name and Victims Advocate at 747-4777
phone number

Close up of 3rd woman Stop wondering how it happened

Dissolve to black just prevent it from happening
again. Call today.
Creative Research Statement

Date rape. In the English language, it is a relatively new phrase, but it is making an immeasurable impact on our society. For most people, the issue of date rape began with the highly publicized trials of William Kennedy Smith and Mike Tyson, though for thousands of women it became a reality long ago.

Creating awareness about any product or idea is difficult enough for advertisers, but an issue that carries a stigma and controversy with it requires extra thought and planning. It was for this reason that I chose to research date rape and write ads that would be able to create awareness as well as get a point across: that date rape exists and can happen to any woman at any time. Looking at date rape from the perspective of Middletown U.S.A. also offered the unique opportunity to tailor the advertising to reflect the attitudes of a community.

"Date Rape and Middletown U.S.A." has been an invaluable learning tool in terms of developing skills in research, advertising planning, and creativity. On a more personal level, I have developed strong personal opinions concerning date rape as a result of my research and plan to continue following this issue in the future.
DATE RAPE AND MIDDLETOWN U.S.A.

Muncie, Indiana As Middletown U.S.A.

The 1990's seem to be bringing about an increased awareness among Americans on issues such as safe sex, AIDS, and the environment. Americans are dealing with society's problems and cracking down on crime. Or is that just what the polls want us to believe? This is a look at a small community and its attitudes toward a sexually violent crime known as date rape.

The community has been referred to as Middletown U.S.A. since Robert and Helen Lynd conducted their landmark study in the late 1920's.

The original study was sponsored by the Institute for Social and Religious Research. Originally founded by John D. Rockefeller, Jr. the goal of the study was to analyze total religious activities in an industrial town. Lynd searched for a community that was "as representative as possible of contemporary America, that it be at the same time compact and homogeneous enough to be manageable." (Hoover, p.448). After long deliberations Muncie, Indiana was chosen to be Middletown U.S.A.

In studying Muncie, the Lynds wanted to learn as much as possible about the everyday life of its citizens. Their work resulted in Middletown (1929). The book was an instant success and led to a second study almost ten years later. The second study, Middletown in Transition (1937) did not find the same success as its predecessor. The immediate and long term reaction was much less favorable than with Middletown (Hoover, p.454).

On the fiftieth anniversary of Middletown, a major effort to replicate the studies began called Middletown III. The primary researchers were Theodore Caplow, who had studied under Robert Lynd, Howard Bahr, and Bruce Chadwick. Middletown III relied on the more sophisticated analysis of
statistics and more extensive use of surveys. Middletown III has thus far resulted in two books, Middletown Families and All Faithful People. The Middletown Film Series was also created, which focused on various aspects of the community and family life (Hoover,p.475).

It is interesting to follow the changes and the consistency of attitudes in Middletown citizens from the first Middletown study to Middletown III. From its industrialization until today, in 1992, Middletown has seen many changes. It seems, however, that attitudes towards sex have not changed that dramatically through the years.

According to the Lynds in Middletown (1929), "A heavy taboo supported by law and by both religious and popular sanctions, rests upon sexual relationships between persons who are not married" (p.112). And, mothers of Middletown teenagers had this to say, "It's the girls clothing, we can't keep our boys decent when girls dress that way.", "Girls are far more aggressive today. They call the boys up to make dates with them as they never would have when I was a girl." (Lynd,1929,p.140).

Similar attitudes were expressed in Middletown in Transition (1937), "The truth of the matter appears to be that God-fearing Middletown is afraid of sex as a force in our midst, afraid it might break loose and run wild." (p.162). This comment is especially interesting in light of the fact that Middletown apparently had the reputation of being the prostitution center of the eastern part of the state.(Lynd,1937,p.169). Lynd also found that while Middletown was afraid of sex as a force, there was an increase in premarital sexual relations. "...one was told positively over and over again that such premarital experience is increasing." (Lynd,1937,p.169).

Sexual offenses were not documented by the Lynds in Middletown (1929),
it is up to speculation as to whether or not such crimes were categorized differently or even if such crimes were reported. *Middletown in Transition,* does note the number of arrests for sexual offenses for the years 1931-1934. Such crimes and statistics seem contradictory to the "ignore the problem and it will go away" approach of Middletown residents at the time.

It seems that Middletown III, conducted in the late 1970's, would have been able to document a more open minded attitude concerning sex. This still does not appear to be the case. In Theodore Caplow's *Middletown Families,* (1982) he noted an intensely familial life style in Middletown. He also mentioned that more than one third of the county's total population of teenage females were patients of Planned Parenthood (Caplow,p.162). But the subject of rape in Middletown is not documented or discussed.

"The outside world continuously proposes new ways of living and thinking. The local community steadfastly resists most of these suggestions and modifies those it adopts into conformity with its own customs." (Caplow,p.4). This perhaps best explains the attitude of Middletown. The outside world attempts to intrude but Middletown resolutely sticks to the customs and attitudes it is familiar with, particularly concerning sex. The controversy surrounding the Middletown Film Series episode titled, "Seventeen" is an example of this attitude. "Seventeen" was filmed in a local high school and documented alcohol and drug use among students. The film also addressed the fact that many students were engaging in premarital sex. The uproar from the community would not allow this documentary to be broadcast with the other episodes about Middletown on PBS.(Hoover,p.475). Perhaps then, this explains Middletown's disturbing attitude of almost indifference to the increasingly common sexual offense known as date rape.
In the past year the issue of acquaintance rape, or date rape as it is more frequently called, has been thrust into the forefront of the media. The trials of William Kennedy Smith and Mike Tyson have made date rape the center of heated discussions all over the United States. Date rape occurs when nonconsensual sex takes place between two people who are acquainted with each other. Approximately one in four women in the United States will be victims of date rape by the time they are in their mid-twenties. Over seventy five percent of those assaults will occur between people who know each other (Parrot,p.10). Sixty seven percent of adolescent and college-age women reporting rape were raped in a dating situation. Approximately fifty percent of all offenders are under 25 years old (Levy,p.267).

Misconceptions about date rape as a legitimate violent crime seems to be a cause for the fact that less than one percent of date rape victims actually report the crime to the police (Parrot,p.11). College students who were surveyed about their assumptions concerning a young woman's willingness to have sex, indicated that the following behavior led them to conclude that the woman was willing to have sexual intercourse: her initiating of the date, allowing the man to pay for the date, or going to the man's apartment. When asked if the man would be justified in forcing sex if it turned out the woman definitely did not want sexual intercourse, 27.5 percent of the men and 17.5 percent of the women polled said rape in the above scenario was justifiable (Levy,p.95).

It also seems that adolescent girls are not learning to recognize that a rape can occur in these dating situations. In one survey, 27 percent of the girls questioned had engaged in unwanted sex because of psychological
pressure from a boyfriend. They saw the experiences not as rape but as part of 'what happens on dates' (Levy, p. 95).

Stranger and date rapes differ in the basic motivations of the rapist. In a stranger rape, the act is usually premeditated. He plans to rape for the purposes of degradation and humiliation of the victim. Sex is secondary to domination and control. A man who rapes on a date usually plans for sex, not rape. He plans the evening with the intent of sex, but if the evening does not progress as planned and his date does not comply, he becomes very angry and takes what he feels is his right—sex (Parrot, p. 11).

"Real men don't take no for an answer." This attitude of expected sex could be explained by a theory that suggests that rape is a product of overconformity to a perceived image of masculinity. One study reported that self-admitted date rapists had greater peer pressure to be sexually active than nonrapists. The source for this overconformity to the perceived masculinity image being the myth that men are "supposed" to gain sexual experience with a concentration on quantity rather than quality. "Women don't really mean it when they say no." If a man does not initiate escalating sexual interaction until he is stopped by the girl, in the gatekeeper role, he is seen as somehow falling short of the male ideal (Levy, p. 97).

**Rape and the Law in Indiana**

Indiana statute defines rape as a crime by: a person who knowingly or intentionally has sexual intercourse with a member of the opposite sex when, the other person is compelled by force or imminent threat of force, the other person is unaware that sexual intercourse is occurring, or the other person is so mentally disabled or deficient that consent to sexual intercourse cannot be given. Rape is a class B felony. It is classified
a class A felony if it is committed by using or threatening the use of deadly force, if committed while armed with a deadly weapon, or if it results in serious bodily injury to any person other than a defendant (Burns,p.212).

Date rape is not explicitly defined by Indiana law. Rather, it has been implied by rulings handed down in previous court cases, specifically the following ones dealing with resistance.

Eyler v. State, 1981

To constitute rape, sexual intercourse must have been had without the consent and against the will of the female, and she must have made such resistance as was within her power, and was reasonable to expect under existing circumstances. (Burns,p.216)

Shepard v. State, 1975

The necessary resistance to be used by a woman allegedly raped to prevent the sexual act is dependent upon the surrounding circumstances in each particular case. (Burns,p.220).

Carroll v. State, 1975

While the rape victim must resist to a degree which would indicate the act was against her will, the required resistance need not take the form of an actual attempt to escape or to fight off the attacker in every conceivable set of circumstances (Burns,p.218)

Dean v. State, 1980

It is not necessary for a weapon to be held on the victim at all times in order to establish duress (Burns,p.214).

The rulings in these cases establish that under certain circumstances
a rape can occur even if the woman does not use every possible method of resistance. Such a situation is common to date rape scenarios where the victim is often left confused and bewildered by the violent actions of someone she probably thought she "knew".

The Specifics: Rape Statistics

National

The most recent national statistics available were found in the 1990 Uniform Crime Reports, published by the Federal Bureau of Investigation and the U.S. Justice Department. In 1990, there were an estimated 102,555 forcible rapes in the United States. This is an increase of eight percent over 1989 figures. Rape offenses, in 1990, comprised six percent of the total violent crimes committed. The highest female rape rates were in the southern states which recorded 88 victims per 100,000 females. The Midwestern states were third with 83 victims per 100,000 females. The national average was 80. The FBI does not distinguish between stranger and acquaintance in its rape reports.

State of Indiana

The Indiana Department of State Police only had statistics available for 1989 and 1990. Interestingly, however, the number of rapes decreased from '89 to '90. In 1989, there were a total of 119 rapes reported. Of these, 103 were unarmed. In 1990, a total of 110 rapes were reported and 87 were unarmed. The unarmed rapes are noted because of the possibility of a date rape situation.

Delaware County

According to Investigator Steve Slagle of the Delaware County Police Department, there were seven rapes reported in 1991. As of April 1992, two
rapes had been reported. He estimated that approximately 75 percent of the reported rapes are date rapes.

**Muncie**

Victims Advocate, a department of the Muncie Police, is responsible for keeping rape statistics. Linda Hunt, of the Victims Advocate, provided information on rape victims in Muncie. In 1990, there were 29 rapes reported. Of these, 20 were date rapes. In 1991, 41 rapes were reported, 17 were date rapes. As of March 1992, 11 rapes had been reported with nine being classified as date rapes.

**Ball State University**

Ball State University Police is responsible for the campus area, but is often called upon by students living in the nearby off-campus housing areas as well as the fraternities and sororities. According to Lt. Bob Sellers, rapes on campus seem to be decreasing. Total rapes reported in 1989 were 3. 1990 had 14 reported rapes and then dropped to a total of eight in 1991. As of March 1992, two rapes had been reported.

The possibility of duplicate numbers between the Muncie Police figures and those of the Ball State Police should be noted. The University Police often respond to calls that are, as mentioned above, technically out of their jurisdiction in off-campus areas. In such cases the Muncie Police would also be called, thus providing for the possibility of cases being reported twice.

Many of the reported cases do not result in charges against the assailant. Some cases are dropped shortly after being reported for numerous reasons, including the victims fear of charging an offender with whom she is acquainted. As an additional note, it should be mentioned again that
some estimates say that only one percent of all rapes are reported to the police.

The Media and Date Rape

With date rape having been established as a problem in Middletown U.S.A., it becomes important to learn about the attitudes of the major communicators in the community concerning date rape awareness. To this end, interviews were conducted with representatives from each of the following mediums: newspapers, radio, television, and outdoor advertising. When inquiring about policies and rates, the following headline example was always used: "If you think you are a victim of date rape, then you probably are."

Newspapers

Muncie Star/Evening Press

According to an advertising sales representative, the Muncie Star/Evening Press has a flat rate for nonprofit organizations. The rate quoted was $19.27 per column inch for a one-time combo run of both papers. Placement for such an ad would follow their standard policy for all ads; requests for certain sections would be accepted though not necessarily honored. The representative said subjects that were sensitive in nature might be reviewed by the editors beforehand. She could not recall a date rape ad ever having been run before.

Muncie Times

The Muncie Times is published on the first and third Thursday of each month. The director of charitable advertising said use of public service advertising depends on whether or not it is considered to be worthwhile. Space availability is also important. A discounted rate depends on whether
or not the given organization has an advertising budget. She said that many nonprofit organizations do allow for an advertising budget. If there is no such budget, then discounted rates could be negotiated. She could not recall a date rape awareness ad ever having been placed before.

The Advertiser

An advertising representative said that nonprofit organizations have the benefit of a discounted rate of $8.45 per column inch. No reservations are accepted for placement except for the front and back pages. Those spaces, however, are sold in advance annually. Any subject matter is acceptable as long as it is factual. He mentioned that ads to increase awareness about young runaways had been run, but never one on date rape.

The Add Sheet

According to the manager of the Muncie edition of the Add Sheet, they will provide free advertising to local organizations if space is available. However, the offer for free advertising only extends to specific events. General information advertising would follow usual rates.

Ball State Daily News

The Ball State Daily News does not offer special rates to nonprofit organizations. Placement of an ad dealing with a sensitive subject is up to the discretion of the editor. Specific placement can be requested but will not necessarily be honored.

Radio and Television

All broadcasting stations, radio and television, are licensed under the authority of the Federal Communications Commission (FCC). The FCC requires that a certain percentage of air time be allotted to public service announcements or advertising. This is one of the requirements that must
be fulfilled before a license is renewed. Most stations, therefore, give more than the required amount of time to promote community relations and insure license renewal.

**WBST**

At WBST, public service announcements are the only advertising the station does. Nonprofit organizations can publicize various events at no cost. Public service advertising would probably be accepted given that the subject matter was handled tastefully.

**WERK AM/FM**

According to the traffic coordinator for WERK, that station will air PSAs for nonprofit organizations at no cost for up to 14 days. She mentioned, however, that they do not like to "air PSAs for free that other medium are charging for." As far as she knew a date rape PSA had never been run before.

**WLBC**

The manager of public service announcements for WLBC, said that nonprofit organizations can advertise for free. The general manager decides on questionable subject matter. She didn't believe that a date rape PSA had ever aired on WLBC before.

**WMDH**

The business manager at WMDH said that station has a very open attitude concerning PSAs. The PSAs are aired free of charge. FM stations tend to be more popular, however, and less air time is available. Date rape has been discussed on WMDH on a talk show called the "Coffee Hour". The manager also mentioned that PSAs regarding violence against women had been done. She didn't see a problem with a date rape PSA, given that it was done tastefully.
PSAs by nonprofit groups seem to be aired more frequently than ones by community. PSAs are again aired free of charge and usually announced four to five times per week. WMMO has handled other sensitively natured PSAs such as AIDS and drunk driving. Questionable PSAs are reviewed by the public service director who decides if the message applies to their audience. Shawn, the traffic director, did not believe that date rape PSAs had ever been run before but didn't see a problem.

Rutter Communications

With Indianapolis nearby, Muncie does not have any locally based network affiliated television stations. Rutter Communications handles local television spots on fifteen cable channels, including MTV, ESPN, CNN, and the Discovery channel, which reaches a wide variety of viewers, young and old.

Rutter does handle public service advertising, according to an account executive. He said that interested organizations must submit in writing what they are raising money for and how the money will be spent. Once it has been decided that the organization is indeed working in the interest of the public then the project can be discussed in more particular terms. Many times, he said, they will already have a video produced and only need air time, which is given free. He said Rutter likes to "give to the community". If production is necessary then the PSA objectives and emphasis is established. Production may also be done free or at a discounted rate. Such decisions are made case-by-case. He could not recall a date rape PSA being aired before, although he also mentioned that Rutter had never been approached about one either.
Outdoor Advertising

Public service advertising is often done on outdoor billboards quite successfully. Muncie has two main outdoor advertisers.

Omni Outdoor Advertising

Nonprofit organizations receive a significant discount. Normal rates are $245 per board, per month plus production costs. Nonprofit organizations are charged $50 per board, per month plus production. Placement is handled no differently. A representative recommended that advertising be planned about 60-90 days in advance. By planning ahead, there is likely to be a better selection of available boards. The client can choose the boards needed as long as they are not already reserved. He said Omni had never handled a date rape PSA before but that there shouldn't be problems as long as the message didn't offend anyone. He also mentioned that if the cause was worthwhile he would consider using the PSA to cover boards with old messages. This use would be free to the sponsoring organization. He currently uses "McGruff Take a Bite Out of Crime" to cover boards that do not have new messages.

Donrey Outdoor Advertising

Donrey basically has the same policies as Omni concerning nonprofit organizations and public service announcements. Nonprofit organizations are charged $50 per board, per month plus production. The placement policy is done by reservation, so again early planning allows better board selections. Donrey has never run a date rape PSA before but the representative saw no problems with the subject matter. Donrey has run anti-pornographic ads before.

After the Rape: Support in Middletown
As shown in the statistics cited earlier, Middletown U.S.A. is effected by the issue of date rape. Obviously, the problem is not as great as in large cities like New York or Chicago. But the fact remains that the numbers are high for a community the size of Muncie. So, how is the community helping those victims? The following organizations provided information on their services for rape victims.

**Victims Advocate**

Victims Advocate is part of the Muncie Police Department. When a rape is reported, Victims Advocate is notified. They send someone to talk with the victim and assist her through the hospital procedures and police paperwork. They do not counsel victims, rather the service is crisis intervention. They will make referrals to other organizations for women if they want counseling or support group help. It seems that they are, as of this writing, attempting to start a support group for survivors of rape. The program would consist of seven week sessions where the group would meet weekly for two hours.

**Community Mental Health Services**

They offer therapy on an individual basis. Records are not kept that explain the reason for counseling. For example, a woman may begin therapy for depression but after several sessions reveal that she had been raped. A representative said she thought rape was a problem, though not the biggest problem. "Socialization is the problem. People see rape as a sexual act, not a violent one."

**Family Services**

Family Services offers individual counseling. They again stressed that many women start therapy under the pretense of another problem. Later
into the therapy the woman may choose to reveal herself as a rape victim. Most of their clients are through referrals from the Community Information Center.

Community Information Center

CIC offers crisis intervention to victims who call in for help. They cannot provide counseling, however, after the initial crisis and so make referrals to other organizations. A representative said that they received 31 calls from rape victims so far in 1992. In 1991 there were 68 total calls from rape victims.

Association on Mental Health

The Association on Mental Health offers individual counseling as well as a support group for victims of sexual abuse. According to Rhonda, date rape occurs in a broad age range, from the young to the elderly.

Advertising for all of these organizations consisted mainly of telephone book ads, occasional news articles, and brochures.

Since many date rape victims are in high school or college, the administrators of four local high schools were interviewed on their perceptions of the date rape issue. Information was also obtained at the Ball State University Counseling and Psychological Services Center.

Muncie Community School System

Dr. Helen Marsh is responsible for deciding which flyers and notices are hung in the schools. Technically, it seems that any promotional or informational messages must be approved by her before distribution. If the subject is sensitive she consults with the assistant superintendent. When asked about a possible date rape poster with a simple headline, Dr. Marsh
said she did not know if it would "make it for distribution." She also added that the school system works closely with parents' groups and such a poster might upset them with its content. Dr. Marsh said she did not want to speculate on whether date rape was a problem in Muncie.

Muncie Central High School

Steve Edwards, vice-principal at Central, said that date rape is always a problem. "It does happen, though maybe we, as administrators, don't always hear about it." He said that there are no outside announcements made to students that do not relate to them. Dr. Marsh approves all posters. The school does display drunken driving posters by MADD. Mr. Edwards said that a date rape poster would have to be handled differently if sponsored by a national organization. If local, then approval would again by required from Dr. Marsh. Central has a program to work with students who are a "risk". Guidance counselors identify students who might benefit from additional counseling to the Student Assistance Coordinator. Central has an enrollment of 1,445 students.

Muncie Southside High School

John Robbins, principal of Southside, said that he does not want anything "controversial" in his school. Posters by MADD are displayed but he seemed hesitant about the subject of date rape. Southside also offers counseling by a Student Assistant Coordinator upon a student's referral from guidance counselors. Southside has an enrollment of 1,307. Mr. Robbins has been principal at Southside for three years and believes there is "no perceived problem" concerning date rape at his school.

Burris Laboratory School

Dr. Mark Myers, principal of Burris, said that posters are hung in
the school if they pertain to the students. MADD posters are sometimes displayed. Posting something concerning date rape would depend on its message. Dr. Myers believes that students have different ideas of what date rape really is, therefore, the message would need to be simple. He also mentioned another aspect concerning publicity of controversial issues. According to Dr. Myers, studies have been done in schools where a student committed suicide. Apparently, the attention brought to the initial suicide often lead other students to commit suicide as well. He feared that giving an issue such as date rape exposure would only give students ideas and possibly put pressure on students to become sexually active before they were ready. Dr. Myers did not believe that date rape was a problem in Burris High School, though if it was the administrators would address the situation immediately.

Heritage Hall

Heritage Hall has an enrollment of approximately 100 students. According to the supervisor, Neal Habegger, they do not use posters in the school to increase awareness on issues. Such subjects as drunken driving are discussed in the school's twice weekly chapel meetings. Moral issues are often dealt with, "of course, in a Biblical way." Date rape has never been dealt with before, though Mr. Habegger hastened to add that it would be handled immediately if a student had such a problem. He was not aware of any the students having been involved with a date rape.

Counseling and Psychological Services--Ball State University

This organization offers services to Ball State University students only. They offer individual counseling and have recently begun a support group for survivors of sexual abuse and another for date rape survivors.
These groups meet once a week. The center declined to give any additional information on date rape statistics or group attendance.
Creative Project Description

The purpose of "Date Rape and Middletown U.S.A." was simple: develop public service advertising dealing with date rape that could effectively be used in communities resembling Middletown U.S.A. in terms of demographics and population size. The campaign was created with a continuity in content and style to enhance its ability to be recognized by the target market of females, aged 15-24 years.

Extensive background research was done to understand the attitudes of various medium concerning public service announcements and date rape. Interviews were also conducted with several Muncie Community School administrators and support group/therapy counselors.
Summary

Date rape is quickly becoming an issue from which the public can no longer hide. Many people do not understand how a rape can occur between two people who know each other. They believe that if it does happen, then the woman was probably asking for it. She could have fought him off, right? Wrong. Date rape seems to be occurring more frequently these days. And date rape victims are most often young adolescent girls or college women.

In Muncie, Indiana, which is considered Middletown U.S.A., there seems to be an attitude that if such problems are ignored, they will magically go away. Various sources of media, including newspapers, radio stations, and outdoor advertising service are willing and able to give the issue and its victims exposure and support through advertising. Most offer discounted rates to nonprofit organizations.

Though Muncie has its share of counseling and support group services, one can't help but wonder how many more women in the community would come forward if the services were given more publicity. When asked about advertising, several of the organizations said that a low budget was a problem or else that mass advertising had not occurred to them but would require a lot of bureaucratic red tape. Most organizations did advertise in the phone book and distributed brochures about their services.

If Muncie, Indiana as Middletown U.S.A. is considered to be representative of many other American communities then it is frightening to think of the thousands of women who are still waiting to be taken seriously as victims of a violent crime known as date rape.
Bibliography


