**Press Release TIP Sheet**

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| --- | --- | --- | --- | --- |
| **Headline** | Sample | AlengPulis rescues 12 children from online sexual abuse and exploitation (OSAEC) | | |
| Your Version |  | | |
| **Hook 1** | Where | Taguig, Metro Manila | | |
| Your Version |  | | |
| When | Wednesday, 23 September 2020 | | |
| Your Version |  | | |
| Who | 1. PNP WCPC 2. PICACC 3. AFP | | |
| Your Version |  | | |
| What | 1. Rescue of 12 children from online sexual abuse and exploitation (OSAEC) 2. Arrest of 3 suspects | | |
| Your Version |  | | |
| Why  (keyword find) | Children must be **protected** from **OSAEC**;  Child-victims must be **rescued**;  Perpetrators must be **apprehended** | | |
| Your Version |  | | |
| How | 1. Rescue operations; 2. Entrapment operations | | |
| Your Version |  | | |
| In a paragraph Sample | Taguig, Metro Manila—12 children who were being exploited online by sexual predators in other countries were rescued by AlengPulis operatives of the PNP Women and Children Center today. | | |
| Your Version |  | | |
| **Hook 2** | In a paragraph Sample | The WCPC’s Philippine Internet Crimes Against Children Center (PICACC), after receiving information from the Australian Federal Police, launched an investigation that led to the identification of the victims, and the arrest of three suspects whose names are withheld as they are relatives of the victims. The children are now in the custody of agencies providing trauma and recovery interventions.  *(NOTES:*   1. *The lesser the name of agencies shown in the PR, the better. If it’s already a PICACC initiative, that already assumes it’s everyone’s success. Identify only contributions made independently or critical to the operations, i.e sharing of information or sheltering;* 2. *Children’s whereabouts should never be disclosed, so it’s best not to mention that they’re with DSWD or the like;* 3. *While it is an important note that perpetrators include parents, avoid sensationalization by just referring to ‘relatives’ and not highlighting the fact, instead noting it as seen above.* | | |
| Your version |  | | |
| **Quote** | Speaker | PBGEN ALESSANDRO ABELLA | | |
| Your version |  | | |
| Tone | Angry  Anxious  Bothered  Cautious  ***Challenged*** | ***Concerned***  Disappointed  Disheartened  Grateful  Happy | Motivated  Optimistic  Pained  Strong  Worried |
| Your Version |  | | |
| Audience | Children  Women  Parents  Relatives | ***Other stakeholders i.e. Teachers***  Duty-bearers i.e local Police | Suspects  Perpetrators  Rescued Victims  ***Unknown Victims*** |
| Your Version |  | | |
| Core Message | Pandemic may cause increase in crime; Report what you know | | |
| Your Version |  | | |
| In a paragraph Sample | PBGEN Alessandro Abella has expressed that “the WCPC is ***concerned*** that the ***pandemic has emboldened abusers*** thinking that they won’t be apprehended, this can mean more victims. It is a ***challenge*** and we need everyone who may have knowledge of activities like this to come forward and ***report. Report*** to your WCPC, we will respond.” | | |
| Your version |  | | |
| **Support or Evidence** | Sample | Just last month, the WCPC rescued 27 children from a similar operation in Bislig, Surigao del Sur. This year, the WCPC has rescued a total of \_\_\_\_ children and arrested \_\_\_ suspects.  *Note: Provide link to online article of Bislig rescue* | | |
|  | Your version |  | | |
| **Boilerplate** | Sample | In these crimes, children are typically forced to perform sexual acts in front of a camera for customers online who send payments through cash transfers or other online payment systems. The videos and photos are also often sold online repeatedly. | | |
|  | Your version |  | | |
| **Close and Call to Action** | Sample | AlengPulis operatives of the WCPC runs a Facebook page twenty-four hours a day, where people can report online sexual abuse and exploitation of children (OSAEC). They invite everyone to share information and report at this Facebook page: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
|  | Your version |  | | |
| **Contact Information for the Media** |  | PCOL MARIA SHEILA T PORTENTO  Chief, Anti-Trafficking in Persons Division  Women and Children Protection Center  Email Address:  Telephone Number: | | |

Sample Output:

**AlengPulis rescues 12 children from online sexual abuse and exploitation**

Wednesday, September 23, 2020

Taguig, Metro Manila—12 children who were being exploited and abused online by sexual predators in other countries were rescued by AlengPulis operatives of the PNP Women and Children Center today.

The WCPC’s Philippine Internet Crimes Against Children Center (PICACC), after receiving information from the Australian Federal Police, launched an investigation that led to the identification of the victims, and the arrest of three suspects whose names are withheld as they are relatives of the victims. The children are now in the custody of agencies providing trauma and recovery interventions.

PBGEN Alessandro Abella has expressed that “the WCPC is ***concerned*** that the ***pandemic has emboldened abusers*** thinking that they won’t be apprehended, this can mean more victims. It is a ***challenge*** and we need everyone who may have knowledge of activities like this to come forward and ***report. Report*** to your WCPC, we will respond.”

Just last month, the WCPC rescued 27 children from a similar operation in Bislig, Surigao del Sur. This year, the WCPC has rescued a total of \_\_\_\_ children and arrested \_\_\_ suspects.

In these crimes, children are typically forced to perform sexual acts in front of a camera for customers online who send payments through cash transfers or other online payment systems. The videos and photos are also often sold online repeatedly.

AlengPulis operatives of the WCPC runs a Facebook page twenty-four hours a day, where people can report online sexual abuse and exploitation of children. They invite everyone to share information and report at this Facebook page: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

For media inquiries, please contact:

PCOL MARIA SHEILA T PORTENTO

Chief, Anti-Trafficking in Persons Division

Women and Children Protection Center

Email Address:

Telephone Number: