

NEWS RELEASE

Spencer B. Merriweather III
District Attorney

April 19, 2018

DA Merriweather spreads message of child abuse prevention in radio PSA

CHARLOTTE, N.C. – Partnering with Beasley Media Group, Mecklenburg County District Attorney Spencer B. Merriweather III is sharing a message of child abuse prevention through public service announcements that are airing on six local radio stations this month.

April is Child Abuse Prevention Month. In the public service announcement, DA Merriweather asks everyone in the community to consider the easy steps they can take to protect the children around them.

“Offer to help a family under stress,” DA Merriweather says. “Let children know they can come to you for help or just to talk. Learn the signs of abuse. Unexplained injuries or changes in a child’s behavior may be symptoms. And remember, under North Carolina law, anyone who suspects child abuse or neglect must report the abuse to authorities.

“Take a stand for our children. Please, let’s stand together, and be their hope.”

[Click here](#) to listen to the public service announcement, which will air on Power 98 FM, Kiss 95.1, The New 103.7, K 104.7, 94.7 Smoke and V 101.9 FM.

Since 2014, the District Attorney’s Office has partnered with Beasley Media Group to create a series of public service announcements for the “Be Their Hope” campaign, raising awareness of domestic violence and child abuse. On April 17, 2018, the Alliance for Women in Media Foundation (AWMF) announced that “Be Their Hope” will be among the 2018 honorees at the [43rd Annual Gracie Awards](#), which recognize exemplary programming created by, for and about women in all facets of media and entertainment. The “Be Their Hope” campaign and Beasley Media Group received this award in the local radio public service announcement category.

The latest public service announcement coincides with the Mecklenburg Child Abuse Prevention Team’s campaign this month to educate the community about abuse prevention strategies. The District Attorney’s Office is one of many government, education, nonprofit and health organizations that form the team. For more information about the Mecklenburg Child Abuse Prevention Team, visit www.meck4kids.org or find the team on [Facebook](#), [Twitter](#) and [Instagram](#).



DA Merriweather records a public service announcement with Beasley Media Group to raise awareness of child abuse prevention.

Note: For more information about the District Attorney's Office, visit www.charmeckda.com. For updates and other information, "like" the DA's Office on Facebook at www.facebook.com/charmeckda and follow us on Twitter: @CharMeckDA.

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