

## SHAPING THE NARRATIVE

Stories have the power to spark change. This campaign initiative will harness our national scope to change the conversation about sexual violence, raise awareness and educate the public through the media and entertainment, and bring hope to survivors and their loved ones by amplifying survivors' voices.

### THRIVE TOGETHER SHAPING THE NARRATIVE: \$3M

## Influencing the National Narrative about Sexual Violence

RAINN works closely with the entertainment industry at all stages of the production process—from the writers' room to the big screen—to encourage accurate and sensitive storylines about survivors and appropriate depictions of sexual violence.

We work with creators of fiction and nonfiction in a variety of media—including film, television, streaming, and podcasts—to review scripts, provide expert feedback on storylines, equip cast and crew with resources and support, and ensure that viewers/listeners have access to support through the National Sexual Assault Hotline and RAINN's expert resources.



### Partnership Highlights:

RAINN and **CBS Television Studios** teamed up on Netflix's *Unbelievable*, an eight-part limited series inspired by the true events of a serial rape case in Colorado and Washington State. The executive producers, showrunner, and star of *Unbelievable* participated in a day of advocacy at the U.S. Capitol focused on ending the rape kit backlog. The day included a screening of the film and a panel discussion co-hosted by Sen. John Cornyn (R-TX), Sen. Dianne Feinstein (D-CA), Rep. Carolyn B. Maloney (D-NY), and Rep. Ann Wagner (R-MO). The advocacy was critical in helping reauthorize the Debbie Smith Act.

RAINN worked with the writers and producers of *Grey's Anatomy* on the 2019 episode "Silent All These Years" to provide expert insight and accurate information about sexual violence as well as resources for viewers through a PSA by lead actress Ellen Pompeo. RAINN's National Sexual Assault Hotline saw a 43% increase in calls after the *Grey's Anatomy* episode aired. This tangible impact was featured in an article in the *Journal of the American Medical Association* that outlined how the media has an impact on people's perceptions of social issues and awareness of resources.

RAINN also partnered with [Hulu](#) on [Untouchable](#), a documentary featuring survivors of Harvey Weinstein, who share their stories of abuse and its effects on their lives and careers.

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## Educating the Public

RAINN works to educate the public about the realities of sexual assault using our growing reach through the media, social media, events, and meaningful engagement of RAINN's network of speakers, bringing hope to survivors and amplifying their voices.

## Reaching Survivors with Resources

Using our national reach, RAINN provides accessible resources to communities in every corner of the country, highlighting the diversity of the survivors we serve and their unique barriers and concerns. RAINN harnesses the power of public service announcements, influencer partnerships, and social media to reach audiences of all ages with the re-sources and information they need, wherever they are. With our digital presence, RAINN responds rapidly to breaking news about sexual violence; creates educational content designed to be shared widely; and partners with celebrities, influencers, and other respected organizations to raise awareness and spur action.

### Working with the Media

RAINN works with the media to ensure news stories reflect the realities of sex crimes. From weighing in with our experts to getting the word out about resources available to survivors, we ensure that important stories are covered. RAINN spokespeople regularly appear in top-tier publications like the *New York Times*, *USA Today*, *ABC*, *NBC*, and the *Washington Post*, and in influential digital media like *Buzzfeed*, *Refinery 29*, and *The Huffington Post*.

### Social Media

With more than 275,000 followers across multiple platforms, RAINN's social media plays a key role in our efforts to educate and engage the public. Targeted, accessible campaigns speak to different audiences about the realities of sexual violence, how to seek help, how to support loved ones, and how to support RAINN's advocacy to help end sexual violence.

### Speakers Bureau

The RAINN Speakers Bureau helps to put a face to survivors of sexual violence and to personalize its impact on survivors. Nearly 4,000 survivors have volunteered to share their stories with local and national media, as well as within their communities, to help raise awareness. RAINN provides media training for Speakers Bureau members, many of whom have been featured in *ABC News*, *NPR*, *New York Magazine*, and other outlets.

### Convenings

Using virtual and in-person events, panels, concerts, presentations, and interviews, RAINN drives conversation about sexual violence—in our communities, in the media, and in the entertainment we consume—and its impact in America. These events help bring together RAINN supporters and welcome those new to RAINN to learn more about our work to prevent and respond to sexual violence.