



*Standing with TOMS against Sexual Assault*

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## INTRODUCTION

Tasked with creating an activism campaign, we are fortunate to have TOMS, a philanthropic company dedicated to its outreach, as the brand we built our campaign around. We selected the sexual assault epidemic as our issue to be addressed. It's a well-known statistic that one in three women, and one in four men will be sexually assaulted in their lives (Sexual Violence Is Preventable). In focusing our efforts on Central Michigan University's campus, we are addressing a demographic that is most in danger of assault, as well as most likely to commit a sexually violent crime.

Campus sexual assault is a prevalent issue— 23% of female and 5.4% of male students are assaulted or raped during the duration of their undergraduate career (source). Notably, most statistics are not reported. Deterring sexual violence and educating students on the importance of reporting will be most effective through educating the student body.

We created a program designed to do more than simply inform — our campaign will educate our audience in order to change their behaviors. Through informing them of staggering statistics and shedding light on the likelihood that they or someone they know will be sexually assaulted on campus, we are able to create a movement. Through this campaign, we are creating a sense of togetherness on campus. Instead of focalizing on the hardships that come with falling victim to sexual assault, we are empowering students in demonstrating that reporting will make a difference in the lives on campus. Intended to not only educate but change how sexual assault is handled on campus. Additionally, this will create unity on campus, and victims will feel less alone after the conversation of sexual assault is brought to CMU. Through powerful insights provided by thought leaders, engaging events and activities and a plentiful of hard-hitting

information— we intend to increase reporting of sexual assault on Central Michigan University’s campus.

## **RESEARCH**

### *Client Research*

TOMS is committed to using its resources to build a better world through their brand. They began the “One for One” initiative. Shoes purchased by the brand consumers would provide shoes for a child in need. TOMS since developed several initiatives that span across the globe and a variety of human plinths. Clean Water launched in 2014 and has successfully provided safe drinking water in 6 countries. In 2015, Safer Birth launched with TOMS Bag Collection, which supplied birth kits and safe delivery for pregnant women. TOMS continues building a narrative for the brand; they focus on the stories behind the impact as well. TOMS remains prized for Advocating for a variety of social action topics like Gun-Violence and how people affect policy. The company influenced consumers to listen to the stories and buy into a brand that is geared toward sustaining. TOMS commits resources to impacting the world globally through its philanthropy. Along with the acts of providing aid and voice to people, they supply the same support to business partnerships. TOMS seeks to partner and invest in Non-governmental organizations and companies that seek to build a better tomorrow. TOMS endows an Impact Grant to fund their Impactful deed and become a TOMS Giving Partner, of which there are now over 70. Impact grants toward companies and organizations totals to 6.5 million dollars. As a certified B Corporation, TOMS demonstrates its commitment to giving. B Corporation certification requires a company to evaluate its social and environmental performance. A corporation anchored on serving a purpose larger than shoes, bags and coffee

TOMS is seeking to improve lives through business. Its employees seek purpose behind their work and who stands impacted by their performance.

### *Problem Research*

In its inception, TOMS was created as a company to provide footwear to underprivileged children in Argentina, but eventually what began as a company would transcend into a movement centered around providing aid and a voice to vulnerable individuals and communities. At its core, TOMS is a movement on a mission to implement its morals and values into every aspect of its operation; and committing itself to fostering the awareness and discussions surrounding sexual assault falls right in line with those principles.

TOMS recognizes the hesitation to engage in the difficult conversations about sexual assault, and the negative impact that hesitation causes. To further the progress already made in the goal to end sexual assault, TOMS realizes the necessity to show up and do something about the prevalent issue, by creating an environment conducive to those conversations. Said environment is actually able to be fostered now with the advent and significance of social media. TOMS prescribes to the mentality that engaging in corporate philanthropy, and being a good company at its core, is a successful business model that has helped them grow. By engaging in conversations about sexual assault, TOMS remains true to the values and intentions identified in its mission and purpose, while also furthering their share of the shoe marketplace.

In order to gauge the importance and necessity of a campaign centered around increasing awareness of sexual assault, it is imperative to understand the prevalence in which the assaults occur. In the United States, one in every five women will encounter sexual assault, and will become a victim of it (jahonline). Although the likelihood of a woman encountering sexual

assault in her lifetime is extremely alarming, what draws more concern is the rate at which these assaults go unreported, which is just 32 percent (Department of Justice Office Programs, 2016). Playing a large role in the significant quantity of unreported sexual assaults is the fact that roughly 80 percent of all sexual assaults involved a victim who knows the perpetrator, in some cases women are even sexually abused by someone as close as their spouse (node).

While recognizing the general population is important to the understanding one can obtain of sexual assault, it is also imperative to recognize the specific subsections of the general population which are at a much greater risk of experiencing sexual assault. One of the most vulnerable groups at risk of experiencing sexual assault is female college students. A huge factor in determining female college students as a very vulnerable group is that “80 percent of all sexual assault survivors encountered their first sexual assault before the age of 24, making college campuses an important venue for prevention (jahonline).” Not only is this the age when most women are extremely vulnerable and at risk of sexual assault, it’s also the age in which the prevalence of the assaults grow to a staggering concern. Over the course of the average year, for every 1,000 female students accounted for, 35 of them will be raped or sexually assault, sadly only 10% are ever reported. Beyond being responsible for the first sexual encounter for 80 percent of all sexual assault survivors, sexual assaults on college campuses are the most prevalent and common violent crime (Schwartz & Nograd, 1996).

At an age in which many are finishing up their maturing process, the majority of individuals within the ages of 18 and 24 are still struggling with hormonal and emotional imbalances. Becoming a survivor of sexual assault does nothing but continue to create larger emotional issues, as well as severe implications on one’s social and academic lives. According to Fedina, Holmes & Backes sexual assault victims “suffer from short- and long-term consequences

including: sexually transmitted infections, depression, anxiety, eating disorders, chronic illness and post-traumatic stress disorder.” They further go on to explain that college students who have been sexually assaulted are “more likely to engage in risky behaviors, such as binge drinking and drug use, and have lowered academic achievement.”

With the problem being recognized, it is now time to shift focus towards solutions for the issue at hand. In almost every single campaign focused on raising awareness for sexual assault victims and the crimes they were subject to, social media proved to be a catalyst for the progress of the campaign. One of the most successful and well-known social media campaigns is the #MeToo Movement, in which we have seen a multitude of celebrities and famous people have their heinous actions brought to light. As a result of the campaign, thus far, men such as former Hollywood producer Harvey Weinstein, former Fox News reporter Bill O’Reilly, and Congressman Blake Freehold, among others, have all been terminated from their positions, and will have a tarnished reputation for the rest of their lives. The MeToo movement proved to be an empowering movement in which women from all walks of life were able to feel what it’s like to have a face and a voice for the first time.

In an article on PRWeek, Katherine Hull Fliflet, the VP of Communication for RAINN.org, identified the key influences of social media use, and its effectiveness. “[we’re] making this issue more approachable by sharing and creating digestible information, tips and news, and being able to engage with those who are about this issue. (Nichols, 2015)”. Fliflet then shared a key observation important to the abilities of social media, when the sexual assault hotline PSA airs on a show featuring related topics, there is a 200 percent surge of survivors seeking help. Going along with that idea is the understanding that “individuals who have been informed about sexual assaults are less likely to subscribe to rape myths (Hinck & Thomas,

1999)”, which together define the necessity of a social media campaign, and a sexual assault awareness campaign.

### *Audience Research*

In order to understand our audience and their perceptions, we launched a survey among Central Michigan University students to gain insights. Through this survey, we gained data allowing us to draw conclusions needed to develop our campaign.

When asked, “have you or anyone you know been sexually assaulted?”, 87.3% of respondents said yes. When asked “if so, was it reported?”, 78.5% said no, while 17.4% said yes and 4.1% preferred not to say. With this knowledge, we know that the vast majority of those that are assaulted do not end up reporting their assault or abuser.

While launching a campaign regarding progress surrounding sexual assault, we saw value in learning about how memorable formal campaigns have been in raising awareness of their efforts. In order to do so, we asked “which of these campaigns are you aware of?”, options including Time’s Up (receiving 61 votes of 176), #MeToo (receiving 167 of 176), It’s On Us (receiving 24), No More (17), This is War (1), and No Zebras (1). With this knowledge, we learned what campaigns’ efforts were most successful with their social media strategy.

In order to understand the awareness students have surrounding the magnitude of sexual assault, we asked “did you know 1 in 5 women are sexual assault survivors?”, only 70.7% said yes. This goes to show that there is a lack of awareness surrounding the issue, and the magnitude of the problem is not fully realized.

## OBJECTIVES

### *Impact Objectives*

**Behavioral:** Reduce the percentage of non-reported sexual assaults of Central Michigan University students by 15% by May 2020.

### *Output Objectives*

- Distribute flyers regarding the week's scheduled events to various locations across campus one month prior to the week.
- Distribute flyers regarding the week's scheduled events in person directly to individuals daily throughout the week.
- Create numbered matrix mural to be chalked by students. This is done by dividing the picture into 100 equal squares (10x10 grid).
- Acquire 100 pieces of chalk (1 piece per square).
- Create a bracelet featuring the theme #One/Six to be given out to participants of the mural drawing.
- Post 3 times on Twitter, Facebook, Instagram, and Snapchat the month leading up to the week.
- Obtain permission from Central Michigan's Event Planning Office to host Tuesday's and Thursday's events in the Rotunda Room of the Bovee University Center, and to host the Keynote Seminar in Plancheta Auditorium on Friday.
- Invite the spokespersons from the various campaigns to participate in Tuesday's panel.
- Invite Rachel Denhollander to speak at Thursday's night event about her experience, book, and the importance of reporting sexual assault.
- Invite Christine Blasey-Ford to speak at Friday's night event.



- Set up exhibition at the Campus Art Gallery, which will feature the content created by participants prior to the start of the week.
- Create a survey for attendees to pick their favorite design.
- Create a survey to gauge opinions on sexual assault reporting to be given prior to following the seminar delivered by Rachel Denhollander.
- Organize and set up table in the Park Library, which will be responsible for distributing flyers regarding the week's events, as well as distributing information regarding sexual assault as a whole.
- Create tiny URL web address to allow individuals the ability to share their experience with sexual assault victims, and to read the experiences of others.

## **PROGRAMMING**

### *Theme*

The hashtag #One/Six is the main theme driving our campaign. The hashtag, in its wording, is to draw inquisition towards what it means; which will lead people to seek out our campaign and initiative. This will in turn lead towards an increased chance at involvement amongst potential participants.

### *Key Message*

TOMS is committed to unifying and connecting powerful women and men who stand strong against sexual assault.

### *Controlled Media*

- Week-long event flyer schedule to be distributed throughout buildings during the week before the event, and in person at the information table located in the Charles V. Park Library corridor during the week of the event.
- Daily email to be distributed through Central Michigan's listserv updating students with a summary of any recent campaign events and an explanation of upcoming events.
- Detailed campaign page on TOMS website dedicated to communicating details about the specific events occurring, the participation totals for each event and throughout the week, and who exactly will be around during those times.

### *Uncontrolled Media*

- Press Release highlighting the keynote speaker culminating the week's events and detailing the week's events to be sent to The Morning Sun, Central Michigan's UCom and CM Life, 101.1 The Beat, WCMU, 9&10 News, 94.5 The Moose and 95.3 CFX.
- Press Release highlighting the keynote speaker culminating the week's events and detailing the week's events to be sent to Channel 95.5, Fox 2 News, the Detroit Free Press, the Detroit News and Philip Lewis, frontpage editor of the Huffington Post and Detroit native.
- Media advisory inviting media members to Friday night's keynote event to be sent to The Morning Sun, CM Life, WCMU, 9&10 News, and Channel 34 News.
- Media advisory inviting media members to Friday night's keynote event to be sent to Channel 95.5, Fox 2 News, the Detroit Free Press, the Detroit News and Philip Lewis, frontpage editor of the Huffington Post and Detroit native.

*Social Media*

- Posts relative to the day’s events including upcoming events, highlighting important people and summarizing past events as it pertains to the social media schedule.
- Tiny URL hosting a submission form allowing individuals to talk about their experience with sexual assault. After either submitting their experience or bypassing the form due to lack of experience, experiences of others will flow across the screen from right to left.

	Twitter	Facebook	Instagram
Week Before	Promote content challenge	Promote content challenge	Promote content challenge
Monday	Photo at mural tabling location featuring bracelets	Photo at mural tabling location featuring bracelets	Photo at mural tabling location featuring bracelets
Tuesday	1. Promote mural event 2. Panelist bios 3. Thank you to panel	Graphic with photo of panelists featuring a bio	1. Photo of completed mural 2. Group photo of panel
Wednesday	Promote content challenge	1. Detailed description of content challenge 2. Create FB event (add notifications to event) 3. Share photos from Instagram to FB of exhibit	Photo of exhibit featuring a minimalist caption (link to FB)
Thursday	1. Shout-out content challenge winner 2. Promo Rachael	Photo of Rachael with feature story	Photo of Rachael with link to feature story
Friday	1. Thanks Rachael 2. Promo final event	Promote final event	Picture of CBF, captioned: “Rotunda. 7:00 pm.”

*Event Action Plan*

The public relations campaign we have planned is entitled “Standing with TOMS against Sexual Assault”. Through the analysis of the results of the survey of Central Michigan students it was made apparent by students that there is a high awareness towards the topic of sexual assault, however many assaults go unreported. Through follow-up interpersonal interviews of sexual

assault survivors, the reasoning behind the lack of reporting relates to the unwillingness of victims to go through the process of litigation and the painful experience of facing their assailant. The main priority of our campaign is to address the issue of non-reporting and to educate students on the implications that occur when a sexual assault goes unreported. Once an understanding is reached within the audience, a positive change in behavior will occur as more and more victims will find the value in reporting their assault as it affects others.

### **Week Prior to Event**

To generate and build hype leading up to the week, and to help educate potential participants about the theme for the upcoming week, a content challenge will provide students with the opportunity to create a TOMS shoe which they feel best represents sexual assault survivors. The content that is created for the challenge will be posted by the creators to Instagram or Twitter and will include the hashtag #One/Six. The deadline for the challenge will be Sunday, April 12, 2020. After the challenge concludes, the content will be displayed at the University's Campus Art Gallery.

### **Monday: Interactive Mural (April 13, 2020)**

In order to generate buzz and increase campus interest for the rest of the week, we will be kicking things off with a highly interactive Mural, which will be drawn by participants on the sidewalk slab on the west side of Finch Fieldhouse. Potential participants will approach the mural outline and select a numbered section of the mural they wish to color in. After deciding, the participant will then approach the table and tell the volunteer running the table which number they have selected. In return, the participant will receive a piece of colored chalk as it correlates

to the outline of the planned final mural, and then they simply color in the box they have selected. After coloring in their section, the student will then return their piece of chalk to the table in exchange for a rubber bracelet that has the hashtag #One/Six printed on it. The bracelet not only serves as compensation for the participants time, it will further spread awareness about the theme and the week.

### **Tuesday: Panel of Spokespersons April 14,2020**

A panel of spokespersons will be talking on behalf of sexual assault campaigns they've played a role in developing in the University Center Rotunda at 6 p.m. Tarana Burke, the founder of "#MeToo" will be talking about talking about how this iconic hashtag shaped the way the world sees sexual assault, by shedding light on the sheer magnitude of the problem. Shonda Rhimes will be talking about the relevance of sharing "#MeToo" and its message, and continuously inserting its importance and timelessness. Rhimes inserts cases exhibiting instances of #MeToo in the multitude of shows she writes and co-writes for. Although this campaign has run its course, she is dedicated to keeping it alive and continuously spreading awareness of what "#MeToo" stands for. Additionally, Rhimes was one of the leaders to bring about Time's Up. She will be talking about how "Time's Up" built off "#MeToo".

Steering the conversation from sexual violence as a broad scope to inequity and harassment in the workplace, it allowed the conversation to focalize as a result of the take down of Harvey Weinstein. Lastly, one of the leader's behind "It's On Us" will be sitting on the panel. "It's On Us" was founded by Michelle Obama and the White House Council on Women and Girls to address campus sexual assault. The head chair of the council and former advisor to

Barack Obama, Valerie Jarrett, will be present to discuss IOU. Jarrett will be discussing the initiative, the White House's role in it and the success the campaign has seen.

### **Wednesday: Content Challenge Gallery Walk (April 15, 2020)**

In order to recognize the incredible efforts provided by creators throughout the content challenge leading up to the week, a gallery walk will be taking place in the Campus Art Gallery next to the University Center on Central Michigan's campus. Each shoe design created will be displayed, including a brief summary about the approach and intent behind each design which will allow people to recognize the similarities and differences between how sexual assault survivors are perceived and portrayed.

After attendees have taking the opportunity to view each design, a survey will be given to each person individually prior to leaving the event which will allow those individuals to select which design they believe to be the best representation. The winner of the challenge, as decided by those in attendance, will have their designs crafted into a limited-edition TOMS shoe in a limited quantity. The shoes will then be given to the students who displayed the highest sense of involvement throughout the week.

### **Thursday: Rachael Denhollander (April 16, 2020)**

Rachael Denhollander will be making an appearance as our events guest speaker Thursday night in the Bovee University Center at 6 p.m. Denhollander was the first woman to publicly accuse Larry Nassar of sexual assault. She will be speaking on the importance of reporting, and why it's crucial to ending the cycle of abuse. Additionally, she will be discussing

her book *What Is a Girl Worth?: My Story of Breaking the Silence and Exposing the Truth about Larry Nassar and USA Gymnastics*.

### **Friday: Christine Blasey-Ford Keynote ( April 17, 2020)**

Christine Blasey-Ford will be the events keynote speaker, featured in the Plachta Auditorium at 7 p.m. Blasey-Ford will be speaking on her experience in the spotlight as a sexual assault survivor, victim recovery and the importance of solidarity.

### *Appropriate Principles of Effective Communication*

#### **Source Credibility**

Source credibility plays an important role in the speakers that are being brought to campus. Assured credibility is crucial for any value to be seen in attending the events—and the events must be attended in order for the campaigns goal to be met (for awareness to be raised). In bringing panels, keynote speakers, and guest speakers to campus, an appeal must be created for students and faculty to attend. Knowing that the speakers have a wealth of knowledge and can provide accurate information of value, entices attendance significantly.

#### **Opinion Leaders**

Our keynote speaker, Larry Nassar survivor, Rachel Denhollander—was the first woman to publicly accuse Larry Nassar, the former Michigan State University and USA Gymnastics doctor, of sexual assault. Denhollander is a TIME 100 honoree and a 2018 Glamour Woman of the Year. In addition, she wrote a book, *What Is A Girl Worth*, about the trials and tribulations she faced as a victim in recovery and coming forward. We wrapped up our campaign strong, by

bringing about an opinion leader surrounding sexual assault. Christine Blasey-Ford has become an iconic brand that stands for reporting abusers to stop the cycle, no matter how difficult. As Blasey-Ford endured hell (while on a stage, at that) in her process of reporting Brett Kavanaugh— she is a role model in showing that no matter how difficult it may be, it is worth pursuing.

### **Audience Participation**

Audience participation is essential to the success of the campaign, so creating engaging events that urge students to be present and partake was a must. Compelling Central students with two concepts that chips loves drives attendance. These concepts are competition and togetherness. Among college students, competing is compelling and enjoyable. Even more powerful though, is the sense of togetherness that college students crave. Especially while uniting to fix an issue or bond over a mutual experience. In this case, something traumatic like sexual assault, that has high severity compels participation as well as attendance.

### **EVALUATION**

#### *Impact Objectives*

**Behavioral:** Reduce the percentage of non-reported sexual assaults of Central Michigan University students by 15% by May 2020.

#### *Output Objectives*

- Distribute flyers regarding the week's scheduled events to various locations across campus one month prior to the week.



- Verify the distribution of flyers through education halls, rec. centers, UC, library, restaurants/coffee shops and residential halls.
- Distribute flyers regarding the week's scheduled events in person directly to individuals daily throughout the week.
  - Ensure that flyers are being distributed in person in varying locations across campus.
- Create numbered matrix mural to be chalked by students. This is done by dividing the picture into 100 equal squares (10x10 grid).
  - Ensure measurements are done properly through verifying grid size for a second time upon completion.
- Acquire 100 pieces of chalk (1 piece per square).
  - Check that appropriate amount chalk was compiled for event ranging in various colors in order for the mural to be created. Finalized with photo documentation via drone footage.
- Create a bracelet featuring the theme #One/Six to be given out to participants of the mural drawing.
  - Make sure the bracelets were created in replica to the prototype design and were distributed to participants upon participation in mural.
- Post 3 times on Twitter, Facebook, Instagram, and Snapchat the month leading up to the week.
  - Make sure the bracelets were created in replica to the prototype design and were distributed to participants upon participation in mural.

- Obtain permission from Central Michigan's Event Planning Office to host Tuesday's and Thursday's events in the Rotunda Room of the Bovee University Center, and to host the Keynote Seminar in Plancheta Auditorium on Friday.
  - Verify request was granted and approval was received from all necessary offices.
- Invite the spokespersons from the various campaigns to participate in Tuesday's panel.
  - Ensure that invitations were sent and accepted. Confirm with each panelist that they will be attending.
- Invite Racheal Denhollander to speak at Thursday's night event about her experience, book, and the importance of reporting sexual assault.
  - Ensure that invitation was sent to Rachael and accepted. Confirm her upcoming appearance on campus.
- Invite Christine Blasey-Ford to speak at Friday's night event.
  - Ensure that invitation was sent to Christine to be the keynote speaker. Confirm her upcoming appearance on campus.
- Set up exhibition at the Campus Art Gallery, which will feature the content created by participants prior to the start of the week.
  - Verify that set up was conducted seamlessly and is ready for debut.
- Create a survey for attendees to pick their favorite design.
  - Verify survey links' functionality and distribution.
- Create a survey to gauge opinions on sexual assault reporting to be given prior to following the seminar delivered by Rachael Denhollander.
  - Ensure that survey will accurately gauge attitudes and opinions and verify its distribution.

- Organize and set up table in the Park Library, which will be responsible for distributing flyers regarding the week's events, as well as distributing information regarding sexual assault as a whole.
  - **Verify permission to conduct tabling, check that table is equipped with all flyers and information needed to educate students about event.**
- Create tiny URL web address to allow individuals the ability to share their experience with sexual assault victims, and to read the experiences of others.
  - **Check that URL has been creative, published to go live, and is accessible across laptop and mobile devices alike.**

## **CONCLUSION**

The Standing with TOMS against Sexual Assault Awareness Campaign afforded us the platform needed to empower students and eliminate the apprehensive attitude towards reporting sexual assault. Diligently designed to create campus unity and increase knowledge about the cycle of violence, we were able to educate students of the realities of sexual assault and implore them to make a difference through reporting sexual violence injustices on their campus. Our campaign running over the course of the week implored students to participate through providing interactive events to campus, noteworthy guest speakers and a cause worth fighting for.

Our theme, #One/Six, is intended to shed light on the magnitude of the issue, educating students on the severity of the sexual assault epidemic. In order to bring about reform, our campaign appeals to campus unity. Students will be apt to increase the reporting of sexual assault, in order to stop the cycle of violence and end the abuse.

## APPENDIX



### **Press Release TOMS**

#### **Contact:**

Jozlyn Gauthier  
TOMS Media Relations Specialist  
jgauth@TOMS.com

### **FOR IMMEDIATE RELEASE Dec. 5, 2019**

#### **Christine Blasey-Ford to Speak During Sexual Awareness Week**

MT. PLEASANT, Mich. – To conclude TOMS sexual assault awareness campaign on Central Michigan University's campus, Christine Blasey-Ford will be featured as the honorary keynote speaker.

To conclude TOMS sexual assault awareness campaign on Central Michigan University's campus, Christine Blasey-Ford will be featured as the keynote speaker. She will be speaking on her experience in the spotlight as a sexual assault survivor, victim recovery and the importance of solidarity.

TOMS began the week with a student driven content challenge, allowing one student's design to come to fruition as their own limited line shoe wear. Tuesday, campus was given the opportunity to attend a panel of thought leaders to hear them speak on their expertise and experiences in previous sexual assault campaigns. The content challenge was exhibited in the University Art Gallery Wednesday. Thursday, Larry Nassar survivor, Rachel Denhollander was featured as the guest speaker. The last day of the campaign will conclude with Blasey-Ford's appearance as they keynote speaker.

###

*TOMS was born of a belief in a better tomorrow. Since 2006, the TOMS community has been providing shoes, sight, and safe water to millions of people around the world, one by one. Our outreach has expanded to, but does not end with, combating the sexual assault epidemic. We strive for progress by creating, by inspiring, by doing, Because it's bigger than shoes. It's what we do in them.*



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***MEDIA ADVISORY/INVITATION TO ATTEND***

Dec. 5, 2019

FOR: TOMS  
CONTACT: Ethan Jerry  
TOMS Community Engagement Lead  
ejerry@TOMS.com

**CHRISTINE BALSEY-FORD SCHEDULED TO SPEAK DURING TOMS  
SEXUAL ASSAULT AWARENESS WEEK AS KEYNOTE SPEAKER**

**WHAT:** To conclude TOMS sexual assault awareness campaign on Central Michigan University's campus, Christine Blasey-Ford will be featured as the keynote speaker. Blasey-Ford will be speaking on her experience in the spotlight as a sexual assault survivor, victim recovery and the importance of solidarity.

**WHEN:** Fri., April 17, 2020

**WHERE:** CMU Bovee University Plachta Auditorium— Mt, Pleasant MI 48859

**HOW:** Free entrance to attend event, opportunities for Q&A and photos upon conclusion.

Press release provided [here](#).

**About TOMS:**

*TOMS was born of a belief in a better tomorrow. Since 2006, the TOMS community has been providing shoes, sight, and safe water to millions of people around the world, one by one. Our outreach has expanded to, but does not end with, combating the sexual assault epidemic. We strive for progress by creating, by inspiring, by doing, Because it's bigger than shoes. It's what we do in them.*

## **Resources**

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