



## RAPE CULTURE MEDIA ASSESSMENT TOOL FOR PREVENTION EDUCATORS

### ENGAGEMENT



How engaging is this media? Is it interesting? Does it capture the viewer's attention or invoke a strong emotional reaction? Media works best when it not only conveys information, but also solicits an emotional hook. It's also worth considering technical elements such as the production quality, pacing, and tone.

### CLARITY OF MESSAGE



Is the message of the video clear and easily understood? Are the learning objectives easily identifiable? Often media will utilize metaphor to liken ideas from a seemingly unrelated topic or issue and generalize those ideas to concepts of consent or violence prevention.

### SOCIAL NORMS



Does this media challenge dominant narratives and status quo beliefs that normalize rape culture? Can you connect ideas here to other social norms? Does it connect with other narratives about gender, race, sexuality, ability, etc. or other risk and protective factors worth mentioning? What is not addressed, but important?

### DISCUSSION STARTER



Media provides a common framework for the audience to orientate themselves to. Does this media get people's attention and lead them down the rabbit hole a bit further to engage in a more nuanced discussion of the issues? What discussion questions does it prompt?

### AUDIENCE APPROPRIATENESS



Is this media safe to show in all venues, to all ages, to all audiences? Is there a possibility that it could offend someone? Could it polarize some of your audience? Could it be triggering to survivors? Is it overused?

