



**September 28, 2017**

**Award Submission for CASE District I, Platinum Awards  
Category: Best Practices in Communications and Marketing**

**Educational Institution:**

Concordia University (Montreal, Quebec, Canada)

**Opportunity/campaign:**

Campaign launch: Concordia's fresh take on consent

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## **PROJECT BACKGROUND**

Concordia's Sexual Assault Resource Centre (SARC) was established in November 2013. During this time, the centre has delivered consent training workshops, launched an annual consent awareness campaign, offered bystander intervention training and a Leaders in Prevention program to help raise awareness among students on the role they can play in preventing sexual violence through leadership, role modelling, bystander intervention and consent. A bystander intervention campaign was launched in the winter of 2015.

On August 26, 2015, a university working group released its report on a formal review of Concordia's relevant policies and protocols to address sexual violence. A series of recommendations were made in five key areas: policy; procedures and processes; education and training; communications; and evaluation related to sexual violence.

As part of the university's action plan to enhance communications regarding consent, SARC's 2016 fall consent campaign was refreshed with a new look and feel using short animated videos, developed by graduate students for students.

## **PROJECT DESCRIPTION**

Concordia's Sexual Assault Resource Centre (SARC) and University Communications Services teamed up with the university's Mel Hoppenheim School of Cinema to refresh the 2016 fall annual consent campaign.

The goal was to create a new visual identity and incorporate new communications products – short animated videos – that would resonate with students and support SARC in raising awareness about consent and bystander intervention on campus.

Film animation students were invited to submit proposals to produce a series of animated videos that featured these key messages:

- sexual contact without consent is sexual assault (consent);
- trust your intuition and speak up to stop sexual violence (bystander intervention); and
- 82 per cent of sexual assault survivors know their perpetrators (consent).

Focus groups were held with students to obtain feedback on the final three proposals. Daniel Sterlin-Altman and Lori Malépart-Traversy, who graduated in April 2016 from Concordia, were awarded the contract from three finalists (there were 10 submissions). Their creative concept used animated fruit to represent individuals trying to navigate sexual consent and bystander intervention — two subjects of conversation that are always current, but even more so at the start of the academic year when thousands of new students are first introduced to university life.

## CAMPAIGN LAUNCH

Development of communications products took place from July 1, 2016 to launch date, August 29. The campaign was launched on Monday, August 29, just prior to orientation activities. The launch period was from Monday, August 29 to September 16, 2016.

The look and feel of the three animated videos (20-25 seconds) was reflected in all print and digital collateral materials, creating a consistent visual identity for the campaign with two taglines (slightly modified from the previous year's campaigns):

- [Get consent. Ask. Listen. Respect.](#)
- [Speak up to stop sexual violence](#) (with a focus on bystander intervention).

The campaign was launched on August 29, 2016 with the following communications tactics:

- Home page banner on the Concordia website that linked to a news story;
- Print postcards based on the animated videos (three postcards); and
- Updated SARC web section with new content that included the videos as well as new sections: sexual assault definitions, sexual violence statistics, and myths and facts related to sexual violence.

On August 30, the following communications launch tactics were implemented:

- Email message was sent to 40,345 students;
- Social media posts on Facebook and Twitter;
- Installation of a tunnel banner on the downtown campus;
- Posting of an announcement on MyConcordia student portal;
- Series of six slides put into rotation on digital screens at 16 locations across the two campuses; and
- Ads mounted in selected washrooms on both the downtown campus and west-end campuses.

Pro-active media relations activities were undertaken to generate awareness of the campaign launch. Media coverage was obtained on August 30 in the English media and August 31 in the French media.

A story, *Concordia's fresh take on consent*, was included in the faculty and staff e-newsletter of September 1 (reach of 4,000 employees), and the media and student e-newsletters (reach 40,345 students) of September 2.

Following the August 30 launch and throughout the month of September there was ongoing promotion of the videos through social media posts on Twitter and Facebook; dissemination of postcards at tabling events during orientation as well as during SARC training sessions; and ongoing stories in the student NOW e-newsletters.

## COMMUNICATIONS GOALS AND OBJECTIVES

### Qualitative communications goals

- **Increase awareness** of the launch of Concordia’s Sexual Assault Resource Centre’s refreshed consent campaign among the target audience of students.
- **Position Concordia** as a university committed to reducing sexual violence on campus through an awareness campaign and programs offered by the Sexual Assault Resource Centre.

### Quantitative communications goals

The timeframe for evaluation was from Monday, August 29, 2016 – Friday, September 16, 2016, which constituted the campaign launch period. However, we also conducted a survey of first- and second-year students from October 5 to 21, 2016 to evaluate the campaign launch. Benchmark data from a spring 2016 were used to evaluate the effectiveness of the 2016 fall refreshed campaign.

Metric	Objective
Unique page views from home page banner to news story	<ul style="list-style-type: none"> <li>• 1,000 unique page views, based on 2015 data for similar banner and story</li> </ul>
Drive traffic to the news story – all sources	<ul style="list-style-type: none"> <li>• 1,500 total unique page views, based on 2015 data for similar story about consent</li> </ul>
Email to students about launch, unique open rate	<ul style="list-style-type: none"> <li>• 21.70% - benchmark for industry</li> </ul>
Number of people reached through Facebook	<ul style="list-style-type: none"> <li>• 6,600, based on 2015 campaign data</li> </ul>
Click-through rates to news story from Facebook	<ul style="list-style-type: none"> <li>• Greater than .1%</li> <li>• Data for the 2015 consent campaign for the same time period was .018%</li> </ul>
Click-through rates to news story from Twitter	<ul style="list-style-type: none"> <li>• Greater than .019%, based on 2015 campaign data</li> </ul>
Views of YouTube videos	<ul style="list-style-type: none"> <li>• 2,500 views of each video</li> <li>• Benchmark objective</li> </ul>
Secure media coverage for the launch of the campaign	<ul style="list-style-type: none"> <li>• Print and online story in the Montreal Gazette</li> <li>• Broadcast coverage by CTV, CBC and Global evening news</li> <li>• Pick up in the French media</li> </ul>

These metrics and indicators were identified as:

Metric	Objective Based on the spring 2016 survey
Response Rate	14.8%
Awareness of SARC (Yes, aware)	61.1%
Awareness of consent campaign (Yes, aware)	39.8%
Saw the posts on Facebook	5%
Saw the Tweets	2.4%
Saw the postcards	27.5%
Saw the tunnel banner	55.5%
Saw the stories in NOW student newsletter	10.8%
Visited Concordia website for more information on consent	7.8%
Visited the Concordia website for more information about SARC	8%

## TARGET AUDIENCES

Gender	Year	Status	Age
Male	First and 2 <sup>nd</sup> year	Undergraduate, full-time	18-21
Female	First and 2 <sup>nd</sup> year	Undergraduate, full-time	18-21
Male	3 <sup>rd</sup> or 4 <sup>th</sup> year	Undergraduate, full-time	22-25
Female	3 <sup>rd</sup> or 4 <sup>th</sup> year	Undergraduate, full-time	22-25

When selecting the primary target audiences, the rationale was as follows:

- With limited resources, it is important to focus prevention messages to the most vulnerable populations. Research shows that these tend to be first-year students, many of whom are living away from home for the first time.

In fact, a study published in the *New England Journal of Medicine* (June 11, 2015) reveals that “young women attending university face a substantial risk of being sexually assaulted. The incidence of sexual assault is estimated to be between 20% and 25% over a period of 4 years and to be highest during the first 2 years.”<sup>1</sup>

- Concordia has expanded its orientation programs for first-year students to incorporate harm reduction workshops for student leaders, as well as consent workshops for first year residence students.

As well during orientation, more focus is placed on promoting prevention of sexual violence. Therefore, by targeting first-year students, our goal was to generate awareness and understanding of the concept of consent and be a bystander throughout the rest of their academic life at the university.

- The majority of students (67%) attending Concordia are in undergraduate programs and studying full time.

### **Summary of Demographics and Psychometrics for Target Audiences**

In reviewing demographic and psychometric information gleaned from past surveys and Concordia data, the following observations contributed to informing the refresh of the campaign:

- Both female and male students have experienced some form of sexual contact without consent.

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<sup>1</sup> The New England Journal of Medicine, <http://www.nejm.org/doi/full/10.1056/NEJMsa1411131>

- Female students are more receptive to receiving information about sexual assault/relationship violence prevention than male students.
- The majority of students attending Concordia are studying full-time with the majority being from Quebec. They tend to live at home or in off-campus housing and are single.
- Undergraduate students more often use their laptop computer compared to a desktop computer or tablet. They tend to access the internet using a Smartphone more than once a day.
- In terms of using social media channels more than once a day, Facebook is used by the majority of the undergraduate students, followed by YouTube and Instagram (tied for second place).

## KEY COMMUNICATIONS MESSAGES

The development of the three key communications messages was based on an environmental scan and research conducted from student surveys and took into consideration the demographics and psychometrics of students. As well, key data from Statistics Canada, indicated below, were also taken into consideration:

- Most sexual assaults happen in the first eight week of classes.
- Women aged 18 to 24 experience the highest rates of sexual assault.
- 82 per cent of sexual assault survivors know their perpetrator.

Additional data reveal that 15 to 25% of female students,<sup>2</sup> 6.1% of male students<sup>3</sup> and 24% of transgender, genderqueer and questioning students<sup>4</sup> in college and university experience some form of sexual assault.

At Concordia, the Sexual Assault Resource Centre (SARC) reports that young women, between the ages of 19-20 and primarily first-year students, visit the centre in November to report an incidence of sexual violence that occurred in September. In the winter term, the SARC receives young women of the same age and demographic at the end of February to mid-March who report an incident that occurred in January.

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<sup>2</sup> *Developing a Response to Sexual Violence: A Resource Guide for Ontario's Colleges and Universities*, Ontario Women's Directorate, 2013.

<sup>3</sup> Krebs, C.P., Lindquist, C.H., Warner, T.D., Fisher, B.S., & Martin, S.L. (2007). *The Campus Sexual Assault (CSA) Study*. Washington, DC: National Institute of Justice, U.S. Department of Justice.

<sup>4</sup> Cantor, D., Fisher, B., et al. (2015). *Report on the AAU Campus Climate Survey on Sexual Assault and Sexual Misconduct*. Rockville, Maryland: The Association of American Universities.

**Message #1:**

***Sex without consent is sexual assault.***

***Get consent. Ask. Listen. Respect.***

- Sexual assault is a form of violence. It is any unwanted, non-consensual sexual contact. This can include unwanted hugging, kissing, touching, penetration and more.
- Consent is crucial: ask, listen, respect. A person needs to know what they are consenting to, and be free to make a decision about consent without force or the threat of force, and without psychological manipulation or intimidation.
- Consent must be mutual, informed, continuous and for every act. A partner who is passed out, asleep, drunk or high is not considered to be in a state to be able to give consent to engage in any sexual activity in the eyes of the law.

**Message #2:**

***Speak up to stop sexual violence (bystander intervention)***

- Not all situations that lead to sexual violence will be “in your face” or involve a visible struggle. Sometimes an interaction can look relatively minor, but it can have the potential to escalate.
- Whether it’s a guy pressuring a girl to drink at a party, a rape joke or body language, whenever something causes you to stop and wonder, trust your intuition and recognize it as a red flag and step in to prevent an escalation.

**Message #3:**

***More often than not, a sexual assault survivor knows the perpetrator***

***Get consent. Ask. Listen. Respect.***

- 82% of survivors know the person who sexually assaulted them, and most sexual assaults happen in a private residence.
- This challenges the widely held belief that sexual assault is perpetrated by a stranger in a dark alley.

## COMMUNICATIONS STRATEGIES

1. **Create a new visual identity** for the campaign based on the concept of short animated videos, which can easily be adapted into print and digital communications products and clearly distinguishes the three key messages.
2. **Engage students** in the development of campaign materials and obtain student feedback on the final selection of the video concept.
3. **Create a weekly editorial calendar** for posts on Facebook and Twitter, leveraging the three animated videos, and sexual assault and violence statistics.
4. **Create an editorial calendar for news stories** to be included in student e-newsletters that will support ongoing education and awareness about consent, bystander intervention and sexual violence.
5. **Create print and digital communications products based on the animated videos**, such as slides for digital screens, tunnel banners, postcards and washrooms ads, to increase the campaign's visibility on both campuses.
6. **Leverage face-to-face opportunities at orientation** to disseminate postcards and showcase the animated videos.
7. **Implement pro-active media relations activities** to promote awareness of the launch of the refreshed consent campaign.

## COMMUNICATIONS PRODUCTS

The look and feel of the three animated videos was reflected in the print and digital communications products materials, creating an integrated approach to the campaign with two slogans (slightly modified from the previous year's campaigns):

- Get consent. Ask. Listen. Respect.
- Speak up to stop sexual violence (with a focus on bystander intervention).

### Links to animated videos:

Get Consent. Ask. Listen. Respect (scroll down on the page to see the two videos)

<https://www.concordia.ca/students/sexual-assault/consent.html>

Speak up to stop sexual violence (scroll down on the page to see the video)

<https://www.concordia.ca/students/sexual-assault/bystander.html>

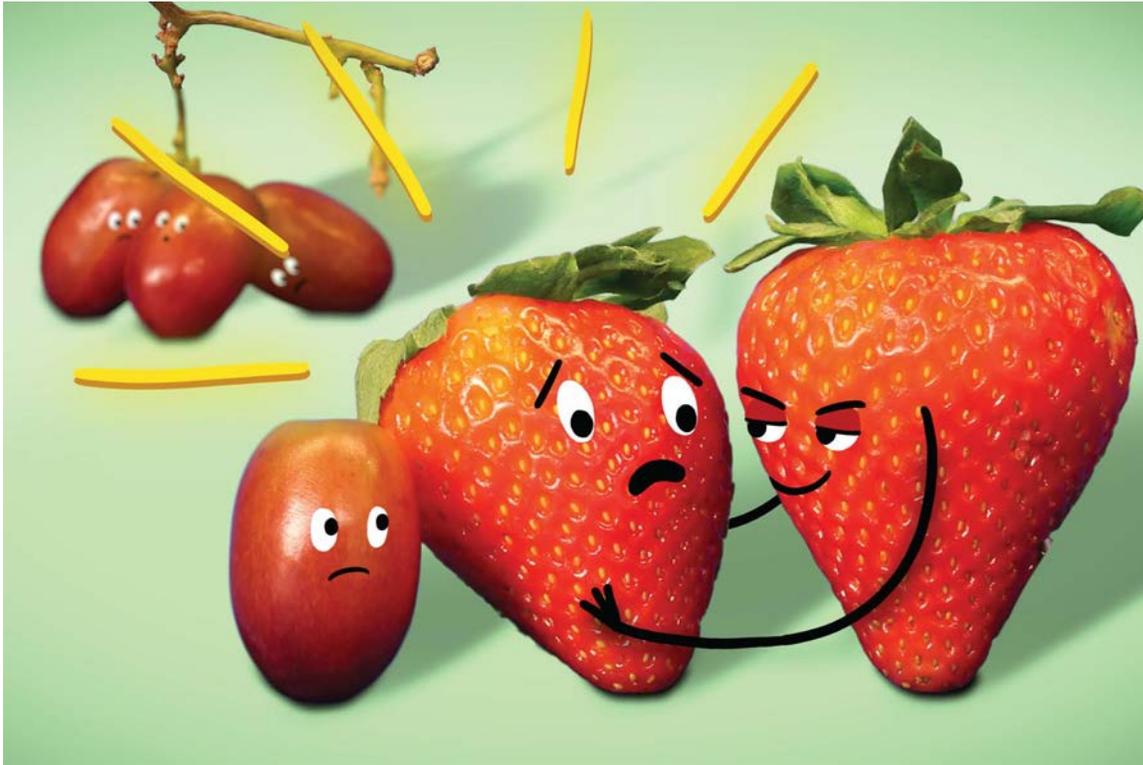
In addition to the three animated videos, communications products included:

- Printing of three postcards (based on the three key messages). These were handed out during fall orientation activities and at SARC-organized workshops and training sessions;
- Production of a tunnel banner ad and washroom ads;
- Creation of slides for digital screens across 16 locations on both campuses;
- Email message to all students;
- Announcement on MyConcordia portal; and
- Social media posts on Facebook and Twitter, and posting of the videos on YouTube.



**GET CONSENT**  
**ASK. LISTEN. RESPECT.**

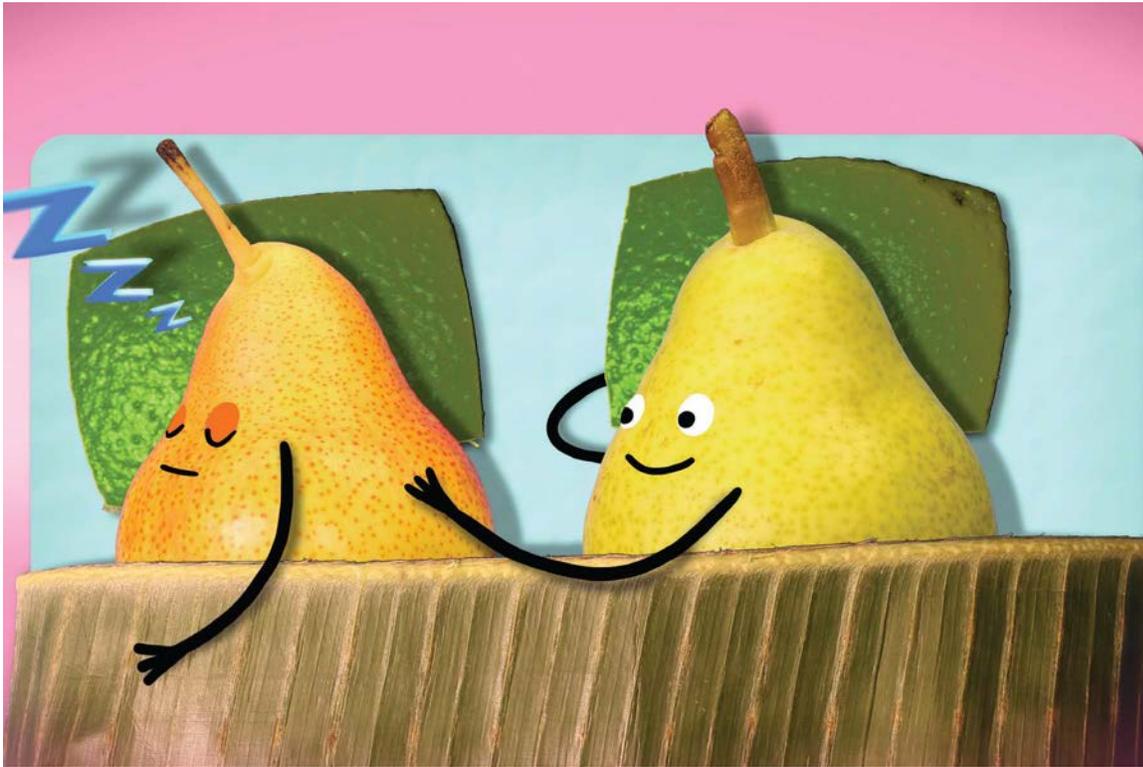
[concordia.ca/sarc](http://concordia.ca/sarc)



**SPEAK UP  
TO STOP  
SEXUAL VIOLENCE**

[concordia.ca/sarc](http://concordia.ca/sarc)

Postcard #3



**82% OF SEXUAL ASSAULTS  
ARE COMMITTED BY SOMEONE  
THE SURVIVOR KNOWS**

[concordia.ca/sarc](http://concordia.ca/sarc)

**Tunnel Banner Ad**



**GET CONSENT**  
**ASK. LISTEN. RESPECT.**

[concordia.ca/sarc](http://concordia.ca/sarc)



## BUDGET

Incentives for focus group participants (17 students x \$25 gift certificate) Six focus groups were held to obtain feedback on the final three submissions for the animated videos and were conducted in-house.	\$ 425 CDN
\$500 each to 2 finalists to produce final storyboards to make final selection	\$1,000 CDN
Contract to students to produce 3 animated videos and 3 stills/images	\$7,550 CDN
Printing of 1,000 postcards x 3 postcards	\$ 515 CDN
Printing of tunnel banner ad and washroom ads	\$ 750 CDN
<b>Total budget</b>	<b>\$10,240 CDN</b>

- Design of the postcards, digital screens, tunnel banner and washroom ads and writing and editing of launch story, student email, announcement in student portal and social media posts: done in-house and based on the stills provided by the student team.
- 150 person hours in combined staff work on this initiative for the above work.

## EVALUATION: OVERVIEW OF COMMUNICATIONS RESULTS

The evaluation period for the campaign launch was from Monday, August 29 to Friday, September 16, 2016. In addition, we conducted a consent survey of first- and second-year students from October 5 to 21, 2016 to evaluate the campaign launch.

Results for the evaluation period, coupled with the results of the survey, demonstrate we were successful in creating awareness of the campaign's launch compared to the 2015 fall consent campaign, and achieving our objectives.

Visibility of the Concordia consent campaign resulted in two requests by French-language post-secondary institutions to use the three animated videos in their respective sexual violence campaigns. As a result, the animated videos were translated and permission was granted to HEC Montréal (October 3-9, 2016) and École de technologie supérieure (orientation, fall 2017).

Metric	Objective	Result
Unique page views of the launch news story	<ul style="list-style-type: none"> <li>1,000 unique page views, based on 2015 data for similar banner and story</li> </ul>	<ul style="list-style-type: none"> <li>3,515 unique views</li> </ul>
Drive traffic to the news story – all sources	<ul style="list-style-type: none"> <li>1,500 total unique page views, based on 2015 data for similar story about consent</li> </ul>	<ul style="list-style-type: none"> <li>5,076 total unique views</li> </ul>
Email to students about launch, open rate	<ul style="list-style-type: none"> <li>21.70% - benchmark for industry</li> </ul>	<ul style="list-style-type: none"> <li>43.82%</li> </ul>
Number of people reached through Facebook	<ul style="list-style-type: none"> <li>6,600 based on 2015 campaign data</li> </ul>	<ul style="list-style-type: none"> <li>8,809 number of people reached on Facebook</li> </ul>
Click-through rates to news story from Facebook	<ul style="list-style-type: none"> <li>Greater than .1%, data for the 2015 consent campaign at the same period was .018%</li> </ul>	<ul style="list-style-type: none"> <li>1.41%</li> </ul>
Click-through rates to the news story from Twitter	<ul style="list-style-type: none"> <li>Greater than .019%, based on 2015 campaign data</li> </ul>	<ul style="list-style-type: none"> <li>.86%</li> </ul>
Drive traffic to the YouTube videos	<ul style="list-style-type: none"> <li>2,500 views of each video</li> </ul>	<ul style="list-style-type: none"> <li>3,892 views for video #1</li> <li>2,743 views for video #2</li> <li>2,707 views for video #3</li> </ul>
Secure media coverage	<ul style="list-style-type: none"> <li>Print and online story in the Montreal Gazette</li> <li>Broadcast coverage by major Montreal outlets</li> </ul>	<ul style="list-style-type: none"> <li>Story, A2, <i>Montreal Gazette</i>, Aug. 31</li> <li>Online story, <i>Montreal Gazette</i> website and all three videos posted</li> </ul>

	<ul style="list-style-type: none"> <li>Pick up in the French media</li> </ul>	<ul style="list-style-type: none"> <li>2-minute news segment, CTV Montreal, 6 o'clock evening news</li> <li>News item on CTV Montreal website with posting of all three videos</li> <li>2 broadcast radio interviews, CBC Radio and CJAD</li> <li>Online story, Radio Canada with posting of all three videos</li> <li>Posting of Radio Canada item on Huffington Post – French and French Sympatico.ca</li> <li>All three videos posted on French canoe.ca</li> </ul>
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### Metrics and Objectives of spring survey 2016 compared to October 2016 survey

Metric	Objective Based on the spring 2016 survey	Result October survey 2016
Survey Response Rate	14.8%	16.5%
Awareness of SARC (Yes, aware)	61.1%	58.4%
Awareness of consent campaign (Yes, aware)	39.8%	60%
Saw the posts on Facebook	5%	19.8%
Saw the Tweets	2.4%	4.2%
Saw the postcards	27.5%	46.5%
Saw the tunnel banner	55.5%	57.5%
Saw the stories in NOW student newsletters	10.8%	17.8%

The consent survey results also reveal that there was a slight increase in respondents visiting the Concordia website for more information about consent or about SARC:

	Spring 2016	Fall 2016
Visited Concordia website for more information on consent	7.8%	11.5%
Visited the Concordia website for more information about SARC	8%	9.8%

## Social Media Posts

Tactic	Result
<p>Aug. 30 Facebook post</p>	<ul style="list-style-type: none"> <li>• 8,809 people reached</li> <li>• 72 reaches, comments and shares</li> <li>• 263 Post clicks</li> <li>• 125 link clicks</li> <li>• 138 other clicks</li> </ul> <div data-bbox="487 619 1177 1291" style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;">  <p><b>Concordia University</b> Published by Shevaughn Battle [?] · August 30 at 12:27pm · 🌐</p> <p>A pineapple and a peach, a bunch of grapes, strawberries and two pears. These are the new "stars" of a video series produced by #Concordia grads for Concordia students. #consent #bystanderintervention #SARC</p>  <p><b>Concordia's fresh take on consent</b></p> <p>A new animated video series — produced by Concordia grads for Concordia students — seeks to start the conversation.</p> <p>CONCORDIA.CA</p> </div>
<p>Aug. 30 Tweet</p>	<div data-bbox="495 1375 1307 1617" style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;">  <p><b>Concordia University @Concordia</b></p> <p>A pineapple, a peach, some grapes, pears &amp; strawberries #Concordia's fresh take on #consent <a href="http://bit.ly/2c9HxPW">http://bit.ly/2c9HxPW</a> <a href="http://pic.twitter.com/JkHGjDwdv3">pic.twitter.com/JkHGjDwdv3</a></p> </div> <ul style="list-style-type: none"> <li>• 2,089 people reached</li> <li>• 42 total engagement, including 18 Link Clicks, 8 retweets</li> </ul>

**Media coverage**

Date	Media Outlet	Results
Aug. 30	CTV Montreal  Tara Schwartz, reporter	<ul style="list-style-type: none"> <li>• Online story posted on CTV Montreal website with all three videos</li> </ul>
Aug. 30	CTV Montreal Tara Schwartz, reporter	<ul style="list-style-type: none"> <li>• News story, 2 minutes in duration, aired on the 6 o'clock evening news</li> <li>• Featured interviews with graduates who produced the videos, Daniel Sterlin-Altman and Lori Malépart-Traversy, as well as SARC Coordinator Jennifer Drummond and Director of Institutional Communications Karen McCarthy.</li> <li>• Visuals included the tunnel banner</li> <li>• <a href="http://montreal.ctvnews.ca/concordia-launches-anti-sexual-violence-campaign-with-the-help-of-fruit-1.3050888">http://montreal.ctvnews.ca/concordia-launches-anti-sexual-violence-campaign-with-the-help-of-fruit-1.3050888</a></li> </ul>
Aug. 30	CBC Radio One's 'Homerun' - Montreal	<ul style="list-style-type: none"> <li>• Interview with SARC Coordinator Jennifer Drummond</li> </ul>
Aug. 30	CJAD's 'Barry Morgan Show' - Montreal	<ul style="list-style-type: none"> <li>• Interview with SARC Coordinator Jennifer Drummond</li> <li>• <a href="https://soundcloud.com/barry-morgan-show/concordia-launches-new-consent-campaign-august-30-2016">https://soundcloud.com/barry-morgan-show/concordia-launches-new-consent-campaign-august-30-2016</a></li> </ul>
Aug. 31	<i>Montreal Gazette</i>	<ul style="list-style-type: none"> <li>• Online story, including the three short animated videos</li> <li>• SARC Coordinator Jennifer Drummond interviewed as well as graduate Lori Malépart-Traversy</li> <li>• <a href="http://montrealgazette.com/news/local-news/concordia-sexual-assault-centre-launches-new-campaign-to-prevent-sexual-violence">http://montrealgazette.com/news/local-news/concordia-sexual-assault-centre-launches-new-campaign-to-prevent-sexual-violence</a></li> </ul>
Aug. 31	<i>Montreal Gazette</i>	<ul style="list-style-type: none"> <li>• Story in the print newspaper, page A14</li> <li>• Included graphic from one of the videos</li> </ul>
Aug. 31	Radio Canada - French	<ul style="list-style-type: none"> <li>• Online brief featuring all three videos with French sub-titles (also refers to a consent campaign launched at Quebec French universities</li> <li>• <a href="http://ici.radio-canada.ca/breve/66759/consentement-sexuel-explique-avec-humour-aux-etudi">http://ici.radio-canada.ca/breve/66759/consentement-sexuel-explique-avec-humour-aux-etudi</a></li> </ul>

Date	Media Outlet	Results
Aug. 31	Huffington Post - French	This is a repost of the Radio Canada video/news report <a href="http://quebec.huffingtonpost.ca/2016/08/31/le-consentement-sexuel-explique-avec-humour-aux-etudiants-de-concordia_n_11795996.html">http://quebec.huffingtonpost.ca/2016/08/31/le-consentement-sexuel-explique-avec-humour-aux-etudiants-de-concordia_n_11795996.html</a>
Aug. 31	Site Sympatico - French	This news item is the Radio Canada French item <a href="http://www.sympatico.ca/videos/le-consentement-sexuel-explique-avec-humour-aux-etudiants-1.1870356">http://www.sympatico.ca/videos/le-consentement-sexuel-explique-avec-humour-aux-etudiants-1.1870356</a>
Aug. 31	canoe.ca - French	All three videos are posted with the brief news item <a href="http://fr.canoe.ca/infos/quebeccanada/archives/2016/08/20160831-133545.html">http://fr.canoe.ca/infos/quebeccanada/archives/2016/08/20160831-133545.html</a>
Sept. 1	Top 10 Academica	News item in this daily newsletter

A14 WEDNESDAY

WEDNESDAY, AUGUST 31, 2016 MONTREAL GAZETTE

**CITY**

QUOTE OF THE DAY

Blessed is the man, who having nothing to say, abstains from giving wordy evidence of the fact.

GEORGE ELIOT

CONTACT THE GAZETTE

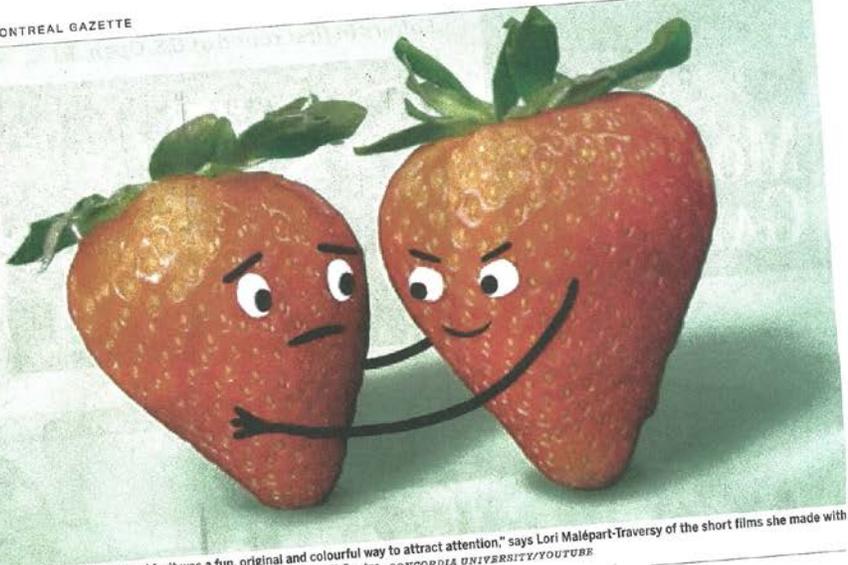
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TV LISTINGS



"We thought using animated fruit was a fun, original and colourful way to attract attention," says Lori Malépart-Traversy of the short films she made with Daniel Sterlin-Altman for Concordia University's Sexual Assault Centre. CONCORDIA UNIVERSITY/YOUTUBE

# Concordia campaign emphasizes consent

## Series of animated videos raises awareness of sexual violence

MICHELLE LALONDE

This fall, Concordia University's Sexual Assault Centre is trying a new tactic — student-made animated films — to draw the campus community's attention to the issues of sexual violence and the importance of obtaining consent before sexual contact.

The centre invited students studying animation at Concordia's Mel Hoppenheim School of Cinema to make short animated films that focus on consent, bystander intervention and the fact that most perpetrators are known by the victims.

The winning series of three videos uses animated fruit — pineapples, strawberries, peaches and grapes — to depict situations where consent is at issue or where bystanders intervene to prevent an assault. The series was created by recent Concordia graduates Lori Malépart-Traversy and Daniel Sterlin-Altman.

The fruits in the videos do not use words, but rather noises and gestures to signify their thoughts and feelings.

In one video, an animated pineapple reaches with stick hands toward a peach, seemingly asking permission to caress. The peach nods and makes contented sounds, but when the pineapple sheds its peel, the peach makes a clear "uh-uh" sound. The pineapple says, "Oh," and quickly starts to cover up, and the peach looks relieved. The

screen then flashes the message: "Sexual contact without consent is sexual assault."

In the second video, a strawberry is being embraced by another strawberry but seems frightened and uncomfortable. A nearby grape notices, and goes to the strawberry's aid, guiding it away from the aggressive strawberry. The message then flashes: "Speak up to stop sexual violence"

In the third, a pear is asleep in a bed with another pear. The pear that's awake begins touching and trying to kiss the sleeping pear. The latter wakes up, pushes the other away and flees the bed. The screen then displays the message: "82 per cent of sexual assaults are committed by someone the survivor knows."

Malépart-Traversy said she and her co-creator were not trying to make light of a serious subject, but rather to attract attention to it.

"We thought using animated fruit was a fun, original and colourful way to attract attention. They are also gender neutral, so anyone can identify with (any character)," she said.

The films are only 20 seconds each, she added, so the idea was more to introduce the topics than to delve into them.

"The idea was to create something that would appeal to students, and get them to engage with a subject that can be difficult to broach and to get the conversation started," said SARC coordi-

nator Jennifer Drummond, who chose the winning submissions along with cinema professor Luigi Allemanno and members of Concordia's University communications services.

She said conversations about sexual violence are more common at Concordia and other campuses these days, but changes in behaviours and attitudes take time.

"The idea is starting to get out there that there is something all of us can do (to prevent sexual violence), whether it is speaking out to denounce an inappropriate comment or intervening in a situation that could escalate into sexual violence, or just practising good consent in our own lives. That means understanding what consent is, and that it is important to make sure you are checking in with your partner and making sure everyone is having fun and okay," in a sexual situation, she said.

All three of the videos end with the message: "Get consent. Ask. Listen. Respect." and then direct viewers to the SARC website (Concordia.ca/sarc). There they can find more information about services offered by the centre, as well as a link to Concordia's new policy on sexual violence.

Stills from the films have been printed on hand-outs and posters put up around campus, and links to the films have been sent to every Concordia student by email. A public launch will be held on Wednesday, Sept. 21, from 3 to 5 p.m. in the Abe and Harriet Gold Atrium in Concordia's Engineering, Computer Science and Visual Arts Integrated Complex. mlalonde@montrealgazette.com

# Quebec cruise ship passengers facing drug charges

SYDNEY, AUSTRALIA Three (sic) cruise ship passengers charged with drug smuggling! day after police in Australia edly found 95 kilograms of co in their cabin luggage.

The haul, valued at \$30.5 million, was the large zure in Australia of narcotic ried by passengers of a cruise or airliner, Australian Border commander Tim Fitzgerald

André Tamine, 63, is Lagacé, 28, and Melina Re 22, were arrested Sunday the MS Sea Princess, oper California-based Princess, berthed in Sydney.

The three did not ent when they were charged Sydney Central Local Co importing a commercial of cocaine.

The three did not enter plea when they were charged in the Sydney Cent Local Court.

They face potential es if convicted.

The trio will remain until their next court on Oct. 26.

The three Quebecer ed the ship at the Bri of Southampton.

Police are investig er they boarded with sourced them from South American por ited on its way to Ax

On Sunday, Aust Force officers boa when it berthed in S and, with the help searched a number cabins.

Fitzgerald alleg caine were fo

# Public appeal to locate python that slithered to freedom

LINDSAY RICHARDSON



## Appendix 1: Launch email message to students, August 30, 2016

[View this message in your browser](#)



August 30, 2016

### Let's talk about consent! Check out Concordia's new videos

A pineapple and a peach.  
A bunch of grapes and two strawberries.  
Plus — a pair of pears.

These are the stars of 3 new animated videos — produced by Concordia grads for current Concordia students — that aim to jumpstart campus conversations about sexual consent and bystander intervention.

The 3 videos are fresh additions to an ongoing campaign from Concordia's Sexual Assault Resource Centre (SARC). [Watch the videos.](#)

This fall term, you'll see fruit-ful postcards, washroom ads and a tunnel banner across the campuses.

Plus, you can always visit [SARC's website](#) for more information, or drop by the centre in person ([Room GM-300.27](#)) to access resources and support.

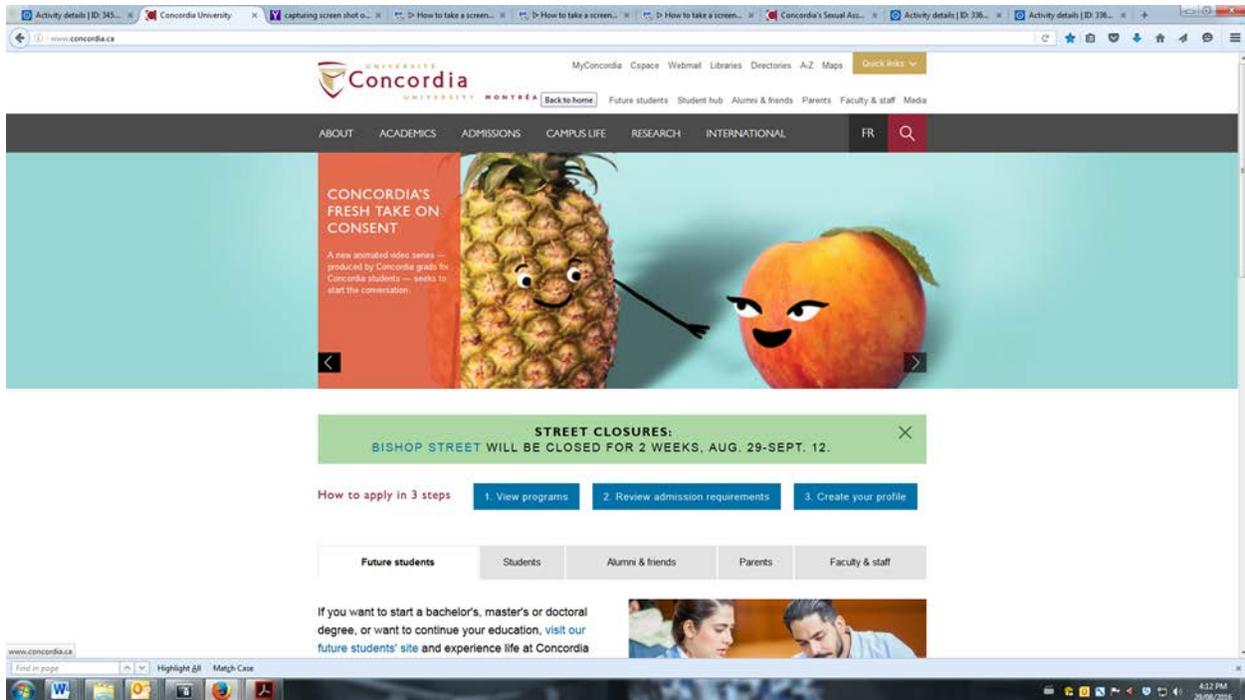
*Wondering what do in cases of sexual assault? [Start with SARC.](#)*



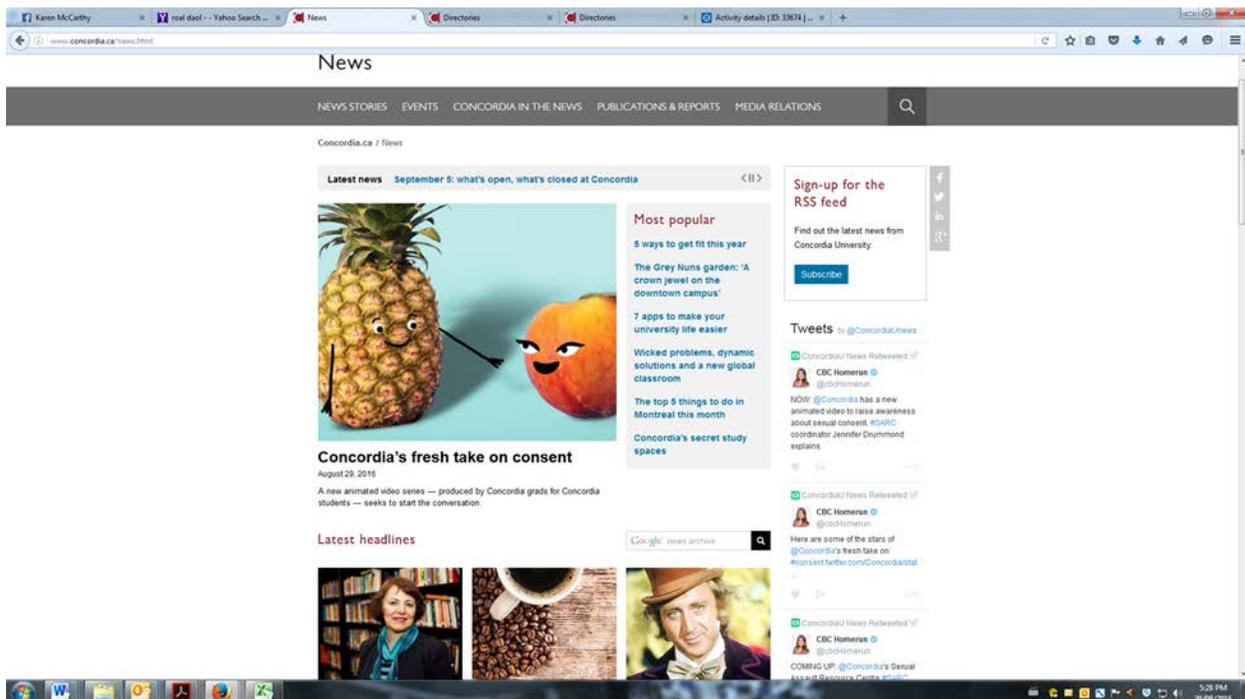
Concordia University  
Internal Communications  
[internalcomms@concordia.ca](mailto:internalcomms@concordia.ca)  
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## Appendix 2: Concordia Home Page Banner and News Story – concordia.ca – August 29, 2016



## Concordia Website – News Landing Page – August 29, 2016



**Link to the news story:**

[http://www.concordia.ca/news/stories/cunews/main/stories/2016/08/29/concordia-fresh-take-on-consent-sarc.html?utm\\_source=slide1&utm\\_medium=cgc-banner-concordia-fresh-take-on-consent-sarc&utm\\_campaign=homepagebanner](http://www.concordia.ca/news/stories/cunews/main/stories/2016/08/29/concordia-fresh-take-on-consent-sarc.html?utm_source=slide1&utm_medium=cgc-banner-concordia-fresh-take-on-consent-sarc&utm_campaign=homepagebanner)

The screenshot shows a web browser displaying the Concordia University news page. The page features the university's logo at the top left and navigation links for 'MyConcordia', 'Copace', 'Webmail', 'Libraries', 'Directories', 'A-Z', 'Maps', 'Quick links', 'Future students', 'Student hub', 'Alumni & friends', 'Parents', 'Faculty & staff', and 'Media'. The main heading is 'News', with sub-links for 'NEWS STORIES', 'EVENTS', 'CONCORDIA IN THE NEWS', 'PUBLICATIONS & REPORTS', and 'MEDIA RELATIONS'. The featured article is titled 'Concordia's fresh take on consent' and is described as 'A new animated video series — produced by Concordia grads for Concordia students — seeks to start the conversation'. It was posted on August 29, 2016. The article includes a photograph of four people in a studio setting. Below the photo, a quote reads: 'The whole idea of the campaign is to make it as accessible as possible.' From left, David Sterlin-Alman, Jennifer Drummond, Luigi Alemanno and Lori Malipant-Traversy. A short paragraph below the photo states: 'A pineapple and a peach are negotiating a romantic rendezvous. Things start off okay.' To the right of the article, there are sections for 'Related stories' (including '5 myths about sexual assault', 'Concordia adopts new stand-alone policy on sexual violence', '5 things you can do to prevent sexual violence', and 'Concordia's Sexual Assault Resource Centre dial's up dialogue'), 'Related topics' (with a 'health' tag), and 'Latest stories' (including 'Need to see your supervisor? Take a walk!' dated August 29, 2016). The browser's address bar shows the URL, and the taskbar at the bottom indicates the time is 4:15 PM on 20/08/2016.

## Appendix 3: E-newsletter

### Student NOW e-newsletter, September 2, 2016

BACK TO SCHOOL: Get connected • 7 great apps • A fresh take on consent - Message (HTML)

FILE MESSAGE ADOBE PDF

Inbox Team Email To Manager Done Reply & Delete Create New

Rules OneNote Actions Mark Unread Categorize Follow Up Translate Find Related Select Zoom

Ignore Delete Reply Reply Forward More - Meeting

Delete Respond Quick Steps Move Tags Editing Zoom

Fri 02/09/2016 1:19 PM

owner-ucsstaff@lists.concordia.ca on behalf of Concordia University NOW <now@cubes.concordia.ca>

BACK TO SCHOOL: Get connected • 7 great apps • A fresh take on consent

To: ucsstaff@lists.concordia.ca

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September 2, 2016 Online version | Forward to a friend | Share this email:  



News stories Events Concordia in the news Publications & reports Media relations



**A fresh take on consent**  
BACK TO SCHOOL: Animated videos — produced by grads for Concordia students — seek to start the conversation.



**7 essential apps**  
Here's your uni shortlist, courtesy of Concordia's student success mentors.

 The linked image cannot be displayed. The file may have been moved, renamed, or deleted. Verify that the link points to the correct file and location.

**15 easy ways to stay connected at Concordia**  
Here's how to plug in ... both literally and figuratively.



**Your campus Book Stop**  
'Click and Collect' is now offered all year! PLUS: You can even 'Click and Ship' orders.



**Meet the president**  
SEPT. 9 and 13: Attend a get-together with Alan Shepard. And bring a mug!

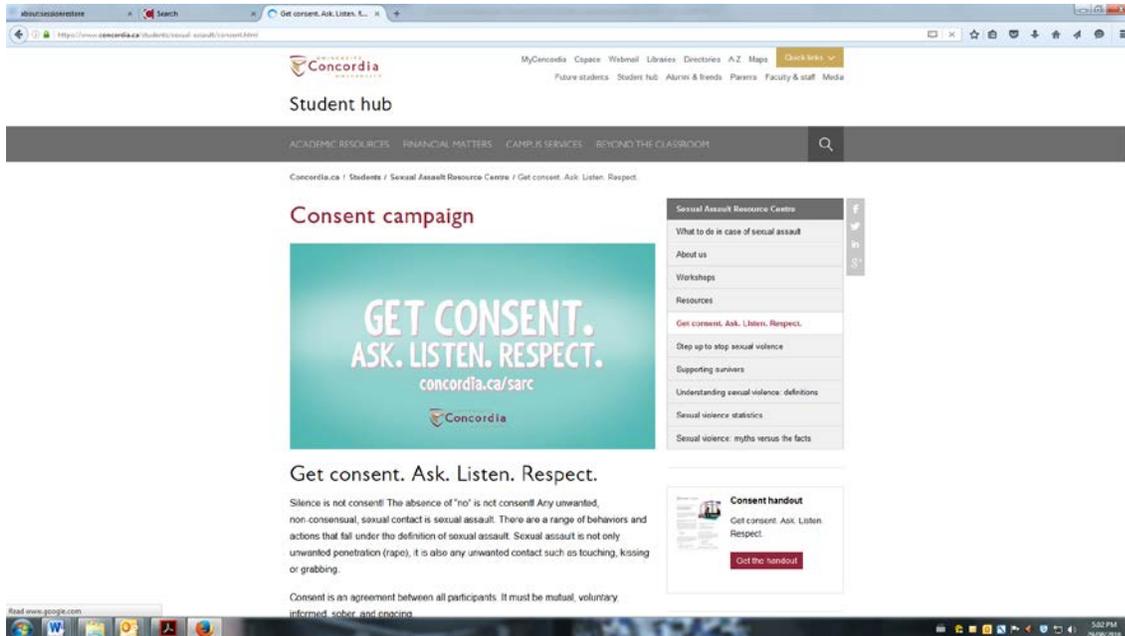


**Stingers season kickoff!**  
SEPT. 2 - Join the Swarm to

## Appendix 4: Refreshed content for Sexual Assault Resource Centre web section

Consent campaign landing page

<https://www.concordia.ca/students/sexual-assault/consent.html>



The screenshot shows the 'Consent campaign' landing page. At the top, there is a navigation bar with 'Student hub' and various service links. Below this is a search bar and a breadcrumb trail: 'Concordia.ca / Students / Sexual Assault Resource Centre / Get consent. Ask. Listen. Respect.' The main heading is 'Consent campaign'. A large teal banner features the text 'GET CONSENT. ASK. LISTEN. RESPECT.' and the website 'concordia.ca/sarc'. Below the banner, the text reads 'Get consent. Ask. Listen. Respect.' followed by a paragraph explaining that silence is not consent and that sexual assault includes a range of behaviors. A sidebar on the right lists various resources, with 'Get consent. Ask. Listen. Respect.' highlighted. At the bottom, there is a 'Consent handout' section with a 'Get the handout' button.

## Refreshed web section for Sexual Assault Resource Centre

Bystander intervention landing page

<https://www.concordia.ca/students/sexual-assault/bystander.html>

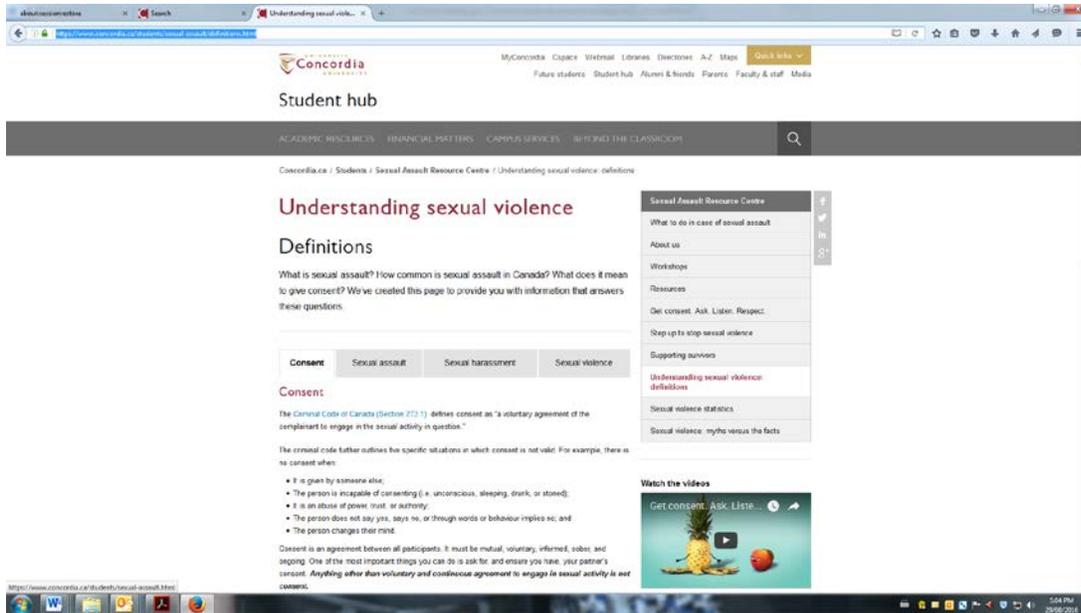


The screenshot shows the 'Bystander intervention' landing page. The navigation and breadcrumb trail are similar to the consent page. The main heading is 'Step up to stop sexual violence'. A large green banner features the text 'SPEAK UP TO STOP SEXUAL VIOLENCE' and the website 'concordia.ca/sarc'. Below the banner, the text reads 'What is bystander intervention?' followed by a paragraph explaining that bystander intervention is teaching people to notice and address situations that could escalate. A sidebar on the right lists resources, with 'Step up to stop sexual violence' highlighted. At the bottom, there is a 'Bystander intervention' section with a 'Download the flyer' button.

## New content on Sexual Assault Resource Centre web section

Understanding sexual assault: definitions – web page

<https://www.concordia.ca/students/sexual-assault/definitions.html>

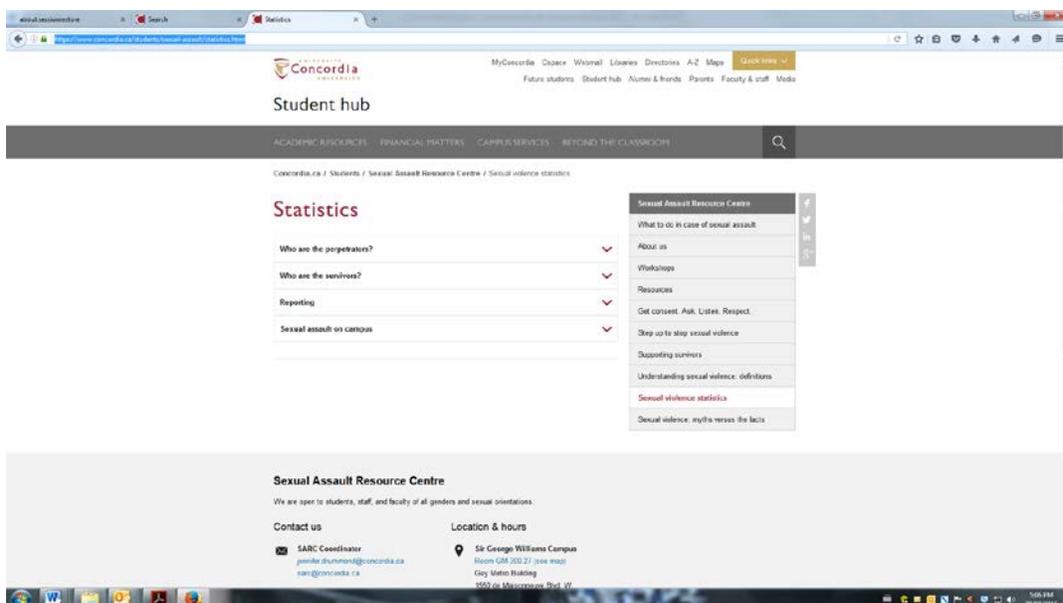


The screenshot shows a web browser displaying the Concordia University website. The page is titled "Understanding sexual violence" and is part of the "Sexual Assault Resource Centre" section. The main heading is "Definitions". Below this, there is a sub-heading "What is sexual assault? How common is sexual assault in Canada? What does it mean to give consent? We've created this page to provide you with information that answers these questions." There are four tabs: "Consent", "Sexual assault", "Sexual harassment", and "Sexual violence". The "Consent" tab is selected. The text under "Consent" states: "The Criminal Code of Canada (Section 273.1) defines consent as 'a voluntary agreement of the complainant to engage in the sexual activity in question.'" It also lists situations where consent is not valid, such as if the person is unconscious, asleep, or intoxicated, or if there is an abuse of power, trust, or authority. A video player titled "Watch the videos" is visible on the right side of the page.

## New content on Sexual Assault Resource Centre web section

Sexual violence statistics – web page

<https://www.concordia.ca/students/sexual-assault/statistics.html>

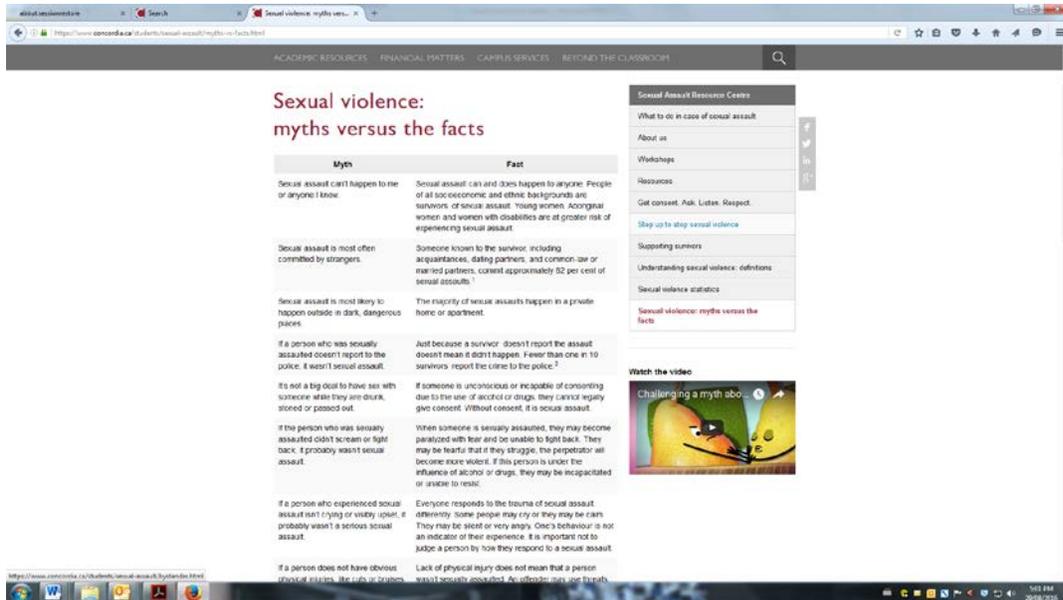


The screenshot shows a web browser displaying the Concordia University website. The page is titled "Statistics" and is part of the "Sexual Assault Resource Centre" section. The main heading is "Statistics". Below this, there are four expandable sections: "Who are the perpetrators?", "Who are the survivors?", "Reporting", and "Sexual assault on campus". A video player titled "Watch the videos" is visible on the right side of the page. At the bottom of the page, there is a section for the "Sexual Assault Resource Centre" with contact information and location details.

## New content Sexual Assault Resource Centre web section

Sexual violence: myths versus the facts – web page

<https://www.concordia.ca/students/sexual-assault/myths-vs-facts.html>



The screenshot shows a web browser displaying the 'Sexual violence: myths versus the facts' page. The page features a table with two columns: 'Myth' and 'Fact'. The table lists several common misconceptions about sexual assault and provides accurate information for each. To the right of the table is a sidebar titled 'Sexual Assault Resource Centre' with various navigation options. At the bottom of the page, there is a video player with the title 'Challenging a myth about...'.

Myth	Fact
Sexual assault can't happen to me or anyone I know.	Sexual assault can and does happen to anyone. People of all socioeconomic and ethnic backgrounds are survivors of sexual assault. Young women, Aboriginal women, and women with disabilities are at greater risk of experiencing sexual assault.
Sexual assault is most often committed by strangers.	Someone known to the survivor, including acquaintances, dating partners, and common law or married partners, commit approximately 92 per cent of sexual assaults. <sup>1</sup>
Sexual assault is most likely to happen outside in dark, dangerous places.	The majority of sexual assaults happen in a private home or apartment.
If a person who was sexually assaulted doesn't report to the police, it wasn't sexual assault.	Just because a survivor doesn't report the assault doesn't mean it didn't happen. Fewer than one in 10 survivors report the crime to the police. <sup>2</sup>
It's not a big deal to have sex with someone when they are drunk, passed out, or asleep.	If someone is unconscious or incapable of consenting due to the use of alcohol or drugs, they cannot legally give consent. Without consent, it is sexual assault.
If the person who was sexually assaulted didn't scream or fight back, it probably wasn't sexual assault.	When someone is sexually assaulted, they may become paralyzed with fear and be unable to fight back. They may be fearful that if they struggle, the perpetrator will become more violent. If this person is under the influence of alcohol or drugs, they may be incapacitated or unable to resist.
If a person who experienced sexual assault isn't crying or visibly upset, it probably wasn't a serious sexual assault.	Everyone responds to the trauma of sexual assault differently. Some people may cry or they may be calm. They may be silent or very angry. One's behaviour is not an indicator of their experience. It is important not to judge a person by how they respond to a sexual assault.
If a person does not have obvious marks of injuries, it's not a sexual assault.	Lack of physical injury does not mean that a person wasn't sexually assaulted. An offender may use threats...

**Sexual Assault Resource Centre**

- What to do in case of sexual assault
- About us
- Webpage
- Resources
- Get consent. Ask. Listen. Respect.
- Stay up to stay sexual violence
- Supporting survivors
- Understanding sexual violence: definitions
- Sexual violence statistics
- Sexual violence: myths versus the facts

**Watch the video**

Challenging a myth about...