



#99Seconds

A Truth In Reality Signature Event

#99Seconds is an event that honors the experiences of survivors of domestic and sexual violence. The event is named #99Seconds because every 90 seconds a woman is sexually assaulted in the U.S. and every 9 seconds a woman is battered. By combining these two statistics we are promoting the little known fact that in the United States a woman is a victim of gender-based violence every 99 seconds.

#99Seconds events are held in auditoriums with the technological capacity to play a brief clip of domestic violence on reality TV and other popular forms of mass media (such as World Star Hip Hop) at the beginning of the Program (clip provided). After the viewing, the Program host would say "This isn't entertainment. This is domestic violence. In honor of _____ (National Teen Dating Violence Awareness Month, National Sexual Assault Awareness Month, National Domestic Violence Awareness Month, etc.) we're holding this event to raise awareness about the impact of domestic and sexual violence on our community."

Next, a brief synopsis of domestic violence and sexual violence statistics are shared on the screen or read out loud by program organizers. After this portion of the event, survivors in attendance would be given the opportunity to speak and tell their story to those in the room. We recommend two microphones: one on one side of the room for those who wish to share their experiences publicly (meaning they are open to being photographed or having their testimonies recorded or reported) and another microphone on the other side of the room that is for those who wish for their testimonies to remain within the confines of the event itself and not publicly disseminated.

At the conclusion of the event, attendees move outside and hold a candlelight vigil with a moment of silence for 99 seconds to honor those we have lost or have been impacted by domestic and sexual violence. (If weather is not permitting or fire code issues are of concern, attendees would stand inside the venue for this portion of the event and hold 99 seconds of silence).

#99Seconds aims to break the silence on gender-based violence and to directly tie in how domestic violence and sexual violence are normalized through modern entertainment. #99Seconds gives survivors a space to publicly reframe their experience, moving from victim to survivor and using the event as an opportunity for them to begin Redefining HERstory for themselves. (Please note that male survivors are open to participate and share their stories as well.)

Total event time: 90 minutes

Promotion of the live event would occur by posting to social media by hashtagging photographs and quotes using #99Seconds and hosting organization's hashtag.

Additional materials provided to hosts by Truth In Reality: video clip, promotional flyer, promotional artwork, run of show, social media guidelines and suggested posts. **Please submit requests for artwork no less than 2 weeks prior to an event being held so that Truth In Reality can create a FREE custom flyer with your event information for promotion.**

For more information contact Truth In Reality at info@TruthInReality.org.