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THROUGH THE EYES OF SURVIVORS:

HOW MEDIA BEST PRACTICES FAIL VICTIMS OF SEXUAL VIOLENCE

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Through the Eyes of Survivors:

How Media Best Practices Fail Victims of Sexual Violence

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A Media Project
Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Science
in the field of Professional Media and Media Management

Approved by: William Freivogel, Chair

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ELISE PAWLAK GRABOWSKA

On January 18, 2015, Stanford University student-athlete Brock Turner sexually assaulted an unconscious woman outside a university fraternity house. Brock Turner was found guilty of three felonies, including assault with intent to rape. At his sentencing on June 2, 2016, the survivor of this assault read a 7,000-word victim impact statement describing the effect of the assault on her life. At the time, she was an unnamed victim known as Emily Doe. However, in September 2019, Chanel Miller reclaimed her identity as the author of that statement. She shared her story for the first time before the release of her memoir, Know My Name.

This article is a work of literary journalism exploring two <u>sexual violence</u> survivor perspectives, Chanel Miller's and my own, to provide experiential insight into a sensitive topic. In support of the reclamation of Chanel Miller's identity, her full name is used throughout the entirety of this article. In addition, Chanel Miller's published experience with sexual violence is referenced to highlight the instances in which media best practices failed her as a victim of sexual violence. This multimedia article is a resource with embedded links to guide a better understanding of this complex matter. It also serves as a call to action for media professionals to make corresponding accommodations to best practices.

will never forget that June day when I first learned about the People vs. Brock Turner case and the emotions that overwhelmed me while reading Chanel Miller's victim impact statement. I had just graduated in May with my bachelor's degree from a university where I had been heavily involved in many campus organizations, including the presidency role of my school's chapter of the Society of Professional Journalists (SPJ). I believed in the power of the free press and freedom of speech. However, I was also learning more every day how intentionality is essential when reporting on sensitive topics. I had taken courses in media ethics and media law, but somehow my curriculum hadn't fully addressed how harm could be caused by a news story even if we had followed all the requirements. I remember pulling up my news feed on my walk home from work and seeing many of the people I followed sharing various articles containing the victim impact statement.

I had only made it to the second paragraph when my vision blurred with tears. Chanel Miller's words had spoken to me not just as a budding journalist but also as a newly certified sexual assault advocate and a survivor of childhood sexual abuse. The latter was a topic that I didn't share freely at the time, but it was a piece of me I had always carried. My own trauma gave me context and understanding for the pain she mentioned in her victim impact statement. I knew that shame and how it could prevent you from wanting to share your story. I was familiar with the fear of knowing that there might be people who won't believe your truth. I was not a stranger to the pain that comes from living in a society that is more interested in leaving room for the perpetrator's intent rather than creating protection for the victim impacted. It was not until this day that I began to think critically about how you could technically follow media best practices but still create harm. At this moment, I started realizing

ELISE PAWLAK GRABOWSKA

that journalism should not just follow the letter of the law, but it should be intentional about how each sentence could impact those who identify as survivors of sexual violence. It was the day that I began to question everything I knew about what it meant to be an ethical journalist. It was also when I was first inspired to address the intersectional changes necessary in media best practices when reporting on sensitive topics.

EXAMPLE OF CURRENT MEDIA BEST PRACTICES

Several professional organizations have published best practices that outline similar values that the media is encouraged to follow. I decided to use the SPJ Code of Ethics as an example because of its role in setting standards for ethical journalists and my familiarity with the organization. According to its website, **SPJ** is the nation's most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior. One of SPJ's focuses is to educate journalists on best practices, skills, and new innovations. In 1926, SPJ published its first version of its Code of Ethics. Today, SPJ encourages media professionals to view its Code of Ethics as a foundation for ethical journalism and follow the four principles in all media. The current version of the SPJ Code of Ethics, revised in September of 2014, outlines the four principles: "1. Seek truth and report it, 2. Minimize harm, 3. Act independently, and finally, 4. Be accountable and transparent." The four principles are decent guidelines, and the SPJ Code of Ethics outlines the context for what each of these principles means. Still, the procedures can only be simply followed if the journalist is already aware of the importance of each concept.

For example, one of the components SPJ outlines for the "Seek Truth and Report It" principle is to avoid stereotyping. Unfortunately, this depends on the journalist already understanding rape myths and related stereotypes, identifying their use, and preventing the implementation. Amnesty International's online toolkit, How to debunk myths and avoid stereotypes, recognizes that our society "normalizes and even justifies sexual violence" by perpetuating harmful myths and gender stereotypes. This toolkit promotes the importance of debunking rape myths by suggesting potential responses to correct stereotypes instead of reinforcing rape culture. SPJ's "Minimize Harm" principle speaks on showing compassion, using heightened sensitivity, and considering cultural differences, but what does that look like to a journalist who might have little exposure to these topics? These guidelines have the potential to do good, but SPJ and other organizations have been publishing information like this for decades. Yet, the existing information didn't help prevent the media from negatively impacting Chanel Miller's life. So, as an attempt to amplify the survivor's voice, I decided it is essential to exhibit how a journalist's decisions harmed Chanel Miller's experience through the media coverage of her sexual assault.

HOW MEDIA BEST PRACTICES FAILED CHANEL MILLER

In the eyes of Chanel Miller, the media had failed to report on the assault adequately, and she did not consistently experience the essential compassion that a victim of a crime should receive. In her victim impact statement, Chanel Miller explains that she had not been given exact information regarding what had happened to her.

ELISE PAWLAK GRABOWSKA

She told the police what she could remember, but she wasn't explicitly told what had happened to her. Instead, Chanel Miller was told what might have potentially happened to her and that she should go home and get back to her everyday life. The advice might have been well-intended, but the survivor struggled to follow it. In her statement, Chanel Miller shares, "Imagine stepping back into the world with only that information." With that level of uncertainty, she kept her real emotions to herself, told her sister she was fine, and didn't mention what had happened to her parents or boyfriend:

"I was not ready to tell my boyfriend or parents that actually, I may have been raped behind a dumpster, but I don't know by who or when or how. If I told them, I would see the fear on their faces, and mine would multiply by tenfold, so instead, I pretended the whole thing wasn't real."

Chanel explains in her statement that she isolated herself from loved ones after the assault, and for over a week, she didn't get any calls or communication to update her on what had happened to her on that night.

I am willing to give the benefit of the doubt that many of the journalists who reported on the case of People v. Brock Turner weren't aware of how the system was handling the assault or the status of the process at the time. Still, the intent of the media does not erase the impact that was made on the victim. In the memoir and impact statement, Chanel Miller shares her experience of reading a news article to learn the details of her assault. The following is a passage from Chanel Miller's victim impact statement:

"One day, I was at work, scrolling through the news on my phone, and came across an article. In it, I read and learned for the first time about how I was found unconscious, with my hair disheveled,

long necklace wrapped around my neck, bra pulled out of my dress, dress pulled off over my shoulders and pulled up above my waist, that I was butt naked all the way down to my boots, legs spread apart, and had been penetrated by a foreign object by someone I did not recognize. This was how I learned what happened to me, sitting at my desk reading the news at work. I learned what happened to me the same time everyone else in the world learned what happened to me. That's when the pine needles in my hair made sense, they didn't fall from a tree. He had taken off my underwear, his fingers had been inside of me. I don't even know this person. I still don't know this person. When I read about me like this, I said, this can't be me, this can't be me. I could not digest or accept any of this information. I could not imagine my family having to read about this online. I kept reading. In the next paragraph, I read something that I will never forgive; I read that according to him, I liked it. I liked it. Again, I do not have words for these feelings."

When I read Chanel Miller's words in this section, it was the first time I felt shame for the profession I had chosen, and I began to question the education and training provided to do this work. As a journalism student, I had not once been taught how to best report on sensitive topics that include sexual violence. Not only should the news not be the first source of clarity a victim of sexual violence receives about their assault, but it is also clear that Chanel Miller didn't experience the essential compassion and empathy while reading this article. If the journalist who wrote the article that Chanel Miller read intended to follow the SPJ Code of Ethics or similar best practice, it does not show when reflecting on its impact. For example, the prior excerpt showcases a lack of compassion and sensitivity required to "Minimize Harm," and the following quote is included to exhibit how the

ELISE PAWLAK GRABOWSKA

journalist also failed to follow a few specific components of the "Seek Truth and Report It" principle:

"And then, at the bottom of the article, after I learned about the graphic details of my own sexual assault, the article listed his swimming times. She was found breathing, unresponsive with her underwear six inches away from her bare stomach curled in fetal position. By the way, he's really good at swimming. Throw in my mile time if that's what we're doing. I'm good at cooking, put that in there, I think the end is where you list your extracurriculars to cancel out all the sickening things that've happened."

The SPJ Code of Ethics outlines several vital components under the "Seek Truth and Report It" principle. The following are a few I felt were specifically not respected regarding Chanel Miller's experience: "1. Provide context. Take special care not to misrepresent or oversimplify in promoting, previewing, or summarizing a story. 2. Be vigilant and courageous about holding those with power accountable. Give voice to the voiceless. 3. Provide access to source material when it is relevant and appropriate." For example, while we do not know the journalist's intent when including Brock Turner's swim times at the bottom of the article, the implication could be perceived to mean that being an impressive swimmer is a redeemable aspect of the perpetrator's character. Unfortunately, that was the takeaway many, including Chanel Miller, had when reading the article. The message was dismissive of the fact that Brock Turner's name was listed as a perpetrator as opposed to a swim meet participant, which was both irrelevant and inappropriate to appear in this particular article. For the sake of victims and survivors everywhere, we as journalists must learn that we have a responsibility to do more and be better because victims of sexual violence do not deserve to be re-traumatized through the impact of poor media practices. The media professionals who played a part

in the referenced publication failed the survivor who is a member of the public we serve as journalists. Chanel Miller deserved better, and media professionals must reflect on how to ensure media best practices can prevent additional harm to victims and survivors.

PROPOSED CHANGES FOR MEDIA BEST PRACTICES

It would be simple to say that journalists should approach reporting on sexual violence as if the survivor of the assault might read the story or that all coverage should be written to include facts with compassion for the survivors of sexual violence in the audience. However, we have learned from past best practices that simpler does not inherently mean better, and progress is often complex. Best practices must include more than vague and general guidelines for journalists to interpret through their own perspectives, especially regarding sensitive topics involving trauma. Media professionals are ultimately responsible for implementing prevention methods to reduce the spread of myths and stereotypes regarding sexual violence, and it is vital that media coverage also reflects an intersectional lens.

To achieve this, journalists must minimize harm, and to do so; it is first essential to consider how the subject of the media coverage identifies and the corresponding impacts of marginalized experiences. For example, RAINN (Rape, Abuse & Incest National Network) reports that 21% of TGQN (transgender, genderqueer, nonconforming) college students have been sexually assaulted, compared to 18% of non-TGQN females and 4% of non-TGQN males. According to Department of Justice statistics, "Black girls and women 12 years and older experienced higher rates of rape and sexual assault than white, Asian, and Latina girls and women from 2005-2010."

ELISE PAWLAK GRABOWSKA

It is prudent to recognize the intersectional identities that the subject of a story or audience might hold and the significance of the existing traumas survivors might already carry due to the oppression of marginalized identities. Media professionals must not enable stereotypes that perpetuate oppressive structures such as patriarchy and white supremacy. Reporting on sexual violence in the media is a sensitive and complex topic that should be conducted intentionally. If it is mishandled, the impact can be detrimental to the cause and survivors.

Fortunately, numerous organizations exist to recognize how a lack of intersectional and traumainformed care impacts media reporting on topics of sexual violence. For example, the National Sexual Violence Resource Center (NSVRC) is a nonprofit providing information to prevent and respond to sexual violence. According to its website, the NSVRC provides research and tools to advocates working on the frontlines to end sexual harassment, assault, and abuse to understand that ending sexual violence also means ending racism, sexism, and all forms of oppression. Mishandled sexual violence coverage can result in the perpetuation of misinformation, the silencing of survivors, and the continuance of a rape culture that affects our society on a global scale. As a result, the NSVRC has created a packet to answer common questions related to sexual violence by exploring the following topics: 1. What is Sexual Violence?, 2. Statistics about Sexual Violence, 3. Crime Reports of Sexual Violence, 4. People who commit sexual violence, 5. What is Child Sexual Abuse?, 6. The NSVRC at a Glance, 7. Talking with Survivors, 8. Engaging Bystanders, and 9. Campus Sexual Assault. The organization recognizes that sexual violence stories can be complicated to understand and difficult for the media to cover due to the many myths and stereotypes regarding sexual violence.

The NSRVC highlights that as members of the media, journalists play a critical role in illuminating the truth for people and states: "Well-written, factbased stories that place a particular incident in a broader context can go a long way toward educating the public. A well-informed public can help ensure appropriate responses and services for victims, can provide accountability and treatment for those who abuse others, and can strengthen the prevention strategies of organizations and communities." To support their mission in providing resources for the press, the organization created a webpage called Reporting on Sexual Violence that hosts several documents that translate research and sexual assault prevention into best practices. For example, the Reporting on Sexual Violence media guide, created in collaboration with the Centers for Disease Control (CDC) includes definitions, statistics, language considerations, and resources to cover sexual violence topics. In addition, NSVRC's Reporting on Sexual Violence: Tips for Journalists provides potential story ideas and links to training opportunities to help journalists understand the impacts of rape culture and its complexity as a societal epidemic.

As society becomes more aware of the importance of trauma-informed care, we need to implement new structures to guide us to better media reporting, starting with education. Several other professions already require those who directly encounter sexual violence victims to undergo training and certifications to ensure appropriate, sensitive services, so why isn't that requirement also extended to media professionals reporting on topics involving sexual violence? As a suggestion, mediarelated educational curriculums could include coursework and training to ensure media professionals are prepared to cover stories when topics of sexual violence are involved. In addition, journalists and media professionals currently in the field could also be required to complete an amount

ELISE PAWLAK GRABOWSKA

of continuing education credits within a decided timeframe to ensure that general best practices can be replaced when they become outdated. The Poynter Institue, a self-proclaimed global leader in journalism, has promoted a variety of resources to help media professionals better prepare for reporting on sensitive topics. For example, the organization's website hosts online-based courses related to ethical journalism, such as "Journalism and Trauma." The purpose of the course is advertised as an opportunity to understand better how traumatic stress affects victims and how to interview trauma victims with compassion and respect.

The Poynter Institute also publishes newsletters on its website to help media professionals reflect on essential matters. For instance, To tell the stories of sexual assault victims, it's time for a new look at anonymity policies, which the organization published in 2018, encourages media professionals to adjust journalism protocol to be more inclusive of sexual violence survivors. Improving media best practices to become more effective regarding reporting on sexual violence will take some time and adjustment. Due to the complexity of the subject matter, consulting sexual violence prevention professionals or adding a staff member trained in cultural competency could help ensure that each story sticks to the intended message. Journalists can help the public better grasp this problem by creating content to include basic information regarding sexual violence, the consequences of sexual violence, and the promotion of sexual assault awareness media campaigns. As a result, the public will be more likely to perceive sexual assault as a social problem rather than a purely private matter. To reiterate, the following points are essential to maintaining an ethical standard in the media profession: 1. require educational opportunities to unlearn harmful ideologies and language use, 2. to maintain an intersectional lens when creating media content, and 3. start conversations to find solutions to deficits in professional best practices.

These adjustments outlined by the previously mentioned resources are excellent suggestions for preparing the media to engage in topics of sexual violence. I believe these improvements could lessen the harmful impact of sexual violence. I share this perspective because of my experience as a media professional, survivor, and advocate for the cause.

MY PERSPECTIVE AS A JOURNALIST AND SUVIVOR OF SEXUAL VIOLENCE

Today's media best practices are an admirable attempt at creating a structure to guide journalists to be ethical reporters. Still, it is not enough guidance for those without an established insight into topics of trauma to ensure we avoid inflicting harm as media professionals. As we saw from Chanel Miller's experience, media professionals can negatively impact the victim of the crime being reported on. In addition, mishandled coverage can also be harmful to other survivors of sexual violence in the audience if they are to be re-traumatized by the use of rape myths or stereotypes. According to the CDC's webpage on sexual violence, the consequences of sexual violence may be chronic, and "victims may suffer from posttraumatic stress disorder, experience re-occurring reproductive, gastrointestinal, cardiovascular, and sexual health problems."

As a survivor of sexual violence and aspiring journalist, I was initially defeated to learn so vividly how we, as media professionals, can fail those who experience forms of sexual trauma, like Chanel Miller, in our efforts to share information with the public. However, instead of allowing this experience to deter my pursuit of a career in media, it has inspired me to join others to reform our profession into one we can be proud of. Our society deserves to have news sources and access to ethically shared information without negatively impacting those already vulnerable to oppressive structures.

ELISE PAWLAK GRABOWSKA

The media is a powerful tool in our society, and media professionals have the potential to change the protocol for how we report on sexual violence. The public depends on journalists to prioritize the truth and wellbeing of the people to change how sexual violence content is created. Media professionals need to be intentional about the content they create for public consumption. The messages produced regarding sexual violence need to be analyzed through an intersectional lens to ensure that each individual's identity, made up of a unique combination of privileges and oppressions, is recognized to ensure that the survivor's experience is adequately portrayed. Suppose sexual violence reporting was altered to focus through the appropriate lens on reporting the facts, debunking myths, educating the public, and promoting resources. In that case, it could completely change the way the public sees sexual violence for the better and reduce negative experiences for survivors, just like Chanel Miller.

CONCLUSION AND CALL TO ACTION

Media coverage of violent crimes, including sexual assault, can impact people's knowledge, beliefs, attitudes, and behaviors in our society. Media is a powerful tool in our communities, and its leaders can potentially change the protocol for reporting on sexual violence.

We depend on media professionals to prioritize the truth and the well-being of the public and to change the structure of how sexual assault content is created. The media needs to be intentional about the content created for public consumption. The messages produced regarding sexual violence need to be analyzed through an intersectional lens to ensure that each individual's identity, made up of a unique combination of privileges and oppressions, is recognized to ensure that the survivor's experience is fully understood and not appropriated.

Suppose sexual violence reporting was altered to focus through the appropriate lens on reporting the facts, debunking myths, educating the public, and promoting resources. In that case, it could completely change the way the public sees sexual assault for the better. However, for this change to happen, it would require restructuring best practices for reporting to avoid causing further harm to survivors of sexual violence.

According to **RAINN**, an American is assaulted every sixty-eight seconds. An assault may impact a survivor's daily life no matter when it happened, and every survivor reacts to sexual violence in their own way. If we genuinely seek to minimize harm, as outlined by SPJ, then change needs to occur, and it needs to happen now. I call upon my fellow media professionals to join the efforts in identifying deficits in our best practices and working to correct them. By addressing them, we can avoid adding additional harm to individuals who already carry lifelong trauma. We can amplify and assist in healing, as opposed to exploiting and furthering their trauma. As an aspiring journalist, I encourage all who seek to fulfill their duty as media professionals to present the news in an honest and balanced manner and avoid inflicting harm by becoming more sensitive to trauma. As a survivor, I implore you all to seek to understand sexual violence, because together we can fight stereotypes to end rape culture for good.



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