

From: [REDACTED]
Sent: Thursday, July 13, 2023 3:00 PM
To: [REDACTED]
Subject: TV project involving [REDACTED]

Hello everyone,

We wanted to share a quick update on a recent TV project – and we ask that you **keep the following information confidential**.

You might have noticed a small mention about [REDACTED] in Season 1 of [REDACTED] which aired in [REDACTED] and was [REDACTED] most streamed show ever. [REDACTED]

Season 2 premiered on [REDACTED], and will include a multi-episode storyline where the character [REDACTED]

[REDACTED]

[REDACTED] Our department and other colleagues, including [REDACTED], helped in providing a briefing and consultation to the writers for a handful of episodes, as well as advice and materials for the set.

One of the challenges in TV and film partnerships is that we often don't get to see the final product before it airs. For that reason, we don't plan to promote it in advance. We are hopeful that the producers will honor our stories, recommendations, and steers. Once we watch the episodes, we may promote on our social media channels later in the summer. We'll watch the episodes and decide as a team, and we've prepared a plan in case we need to respond to our depiction.

We expect that not all colleagues will agree that we should have collaborated with this show, and some may have strong feelings about it. After long consultation internally and lots of reviews, we took the decision to go forward, because we believe it is important to leverage opportunities to influence, advocate for, and change the way human rights issues are depicted on television. It helps us to find and meet new audiences where they are, and build understanding of, and support for, human rights as critical to all our lives – helping to drive a larger narrative change.

We want to share our-gratitude to all those who made this possible and we also want to encourage colleagues to come and discuss other potential film or TV partnerships.

We are currently talking to entertainment partners on topics like [REDACTED]
[REDACTED]. So we anticipate this is just one of the places you'll see content inspired
by [REDACTED] and our partners on big and little screens.

[REDACTED]

[REDACTED]

In solidarity,

[REDACTED]