



Annual Impact Report

October 2023 - September 2024



"Bisexuality doesn't mean halfway between gay and straight. It is its own identity."

Evan Rachel Wood
(Actor, Musician, & Activist)

The Problem

Although bi+ people make up over 60 percent of the LGBTQ+ community in the United States, bi+ people are consistently overlooked in film, television, and the media.

When bi+ people are included, their depiction is largely stereotypical and reductive.

The Symptoms

- From 2014 - 2022, there were only 55 bi+ speaking characters out of the 38,726 speaking characters in the top-grossing films; this amounts to only 0.14% of speaking characters.
- There were only 149 bi+ TV characters in 2023.
- Less than 7% of all LGBTQ+ news media coverage over the last 30 years was of bi+ people and issues.

Discrimination On Screen Feeds Discrimination Off Screen

- Bi+ people are paid less than gay, lesbian, and straight people.
- Bi+ people have higher rates of poverty and experience anxiety at higher rates than gay, lesbian and straight people.
- Over 60% of bi+ women have been raped, assaulted, or stalked.
- Nearly half (47%) of bi+ men will experience sexual violence compared to 40% of gay men and 21% of straight men.
- Bi+ people of color fare far worse than their non-LGBTQ+ counterparts in employment, income level, food insecurity, and healthcare access.
- Less than 1 percent of all domestic grant dollars awarded to LGBTQ+ communities and issues goes toward bi+ communities and issues.



Newsweek

N OPINION



What Progressives Are Getting Wrong About Bisexual Discrimination

BY CHRISTINA FIALHO



Read the [full article here](#) by Rewrite the BiLine's founder.

The structure and ideology of anti-bisexuality is thoroughly embedded in all our systems and persists even in the absence of individual bad actors.

CHRISTINA FIALHO

Newsweek

Our Solution



Rewrite the BiLine



Who We Are

Rewrite the BiLine is a culture change organization using the power of narrative to humanize conversations about bi+ people and expand resources to our community.

Our Mission

To rewrite the narrative on bi+ people and nontraditional families in film, television, and the news through script-to-screen consulting, public education, and investment in bi+ voices to create lasting social and political change.

What We Do



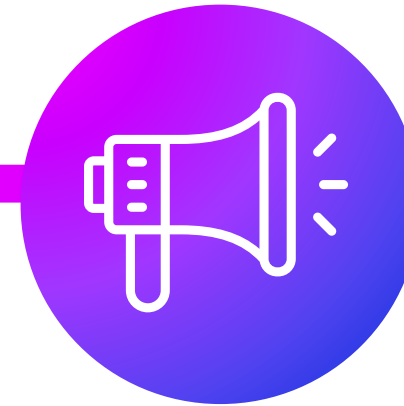
Script-to-Screen Consulting

We partner with studios, writers, filmmakers, and actors from script to screen to create authentic and accurate bi+ characters and ensure effective production strategies for bi-normative cinema.



Investment in Bi+ Voices

Through fellowships for emerging writers and partnerships with news agencies, we provide a platform for bi+ people to help shape the political and cultural conversations of our time.



Public Education

We produce reports, best practice guides, and workshops to spark industry dialogue on how to create better bi+ characters and portray nontraditional families with openness, compassion, and accuracy.



Policy Change

By working in coalition with bi+ advocates, chosen family advocacy groups, and allies, we advance policy change that increases funding for and resourcing of our communities.

Why We Will Succeed



\$ 148B

Overall film & TV industry revenue (McKinsey & Company)

\$ 42B

Global box office revenue (Monash University)

29%

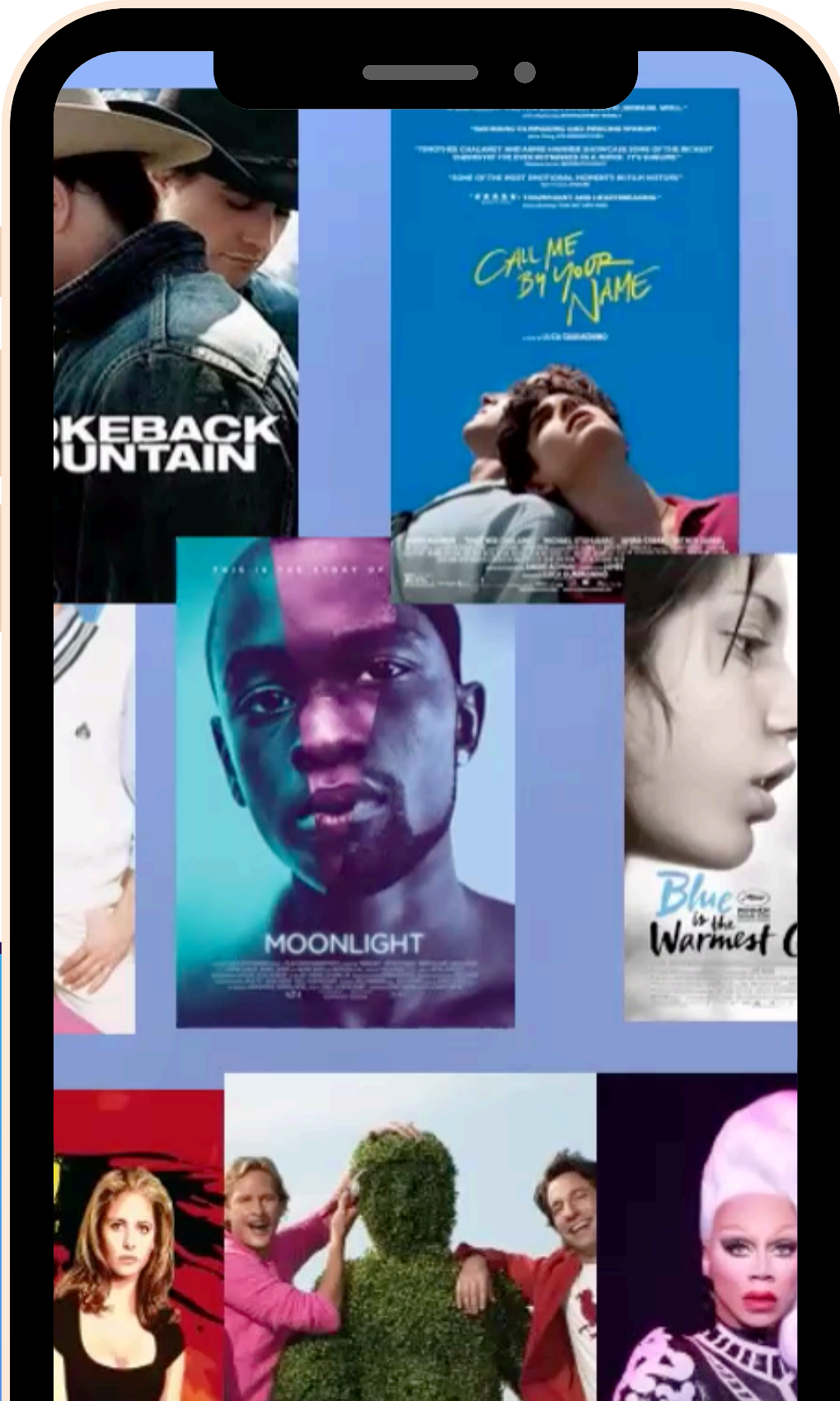
LGBTQ-inclusive movies earn a staggering **29% more revenue** at the box office than movies with no LGBTQ+ content (Monash University)

62%

Over 60 percent of LGBTQ+ adults identify as bisexual, or bi.

13%

The future is bi. More than 1 in 10 Gen-Z identify as bisexual.



Our Impact in News Media

01

We researched and published the **first-ever report** exploring the visibility of bi+ people and bi+ issues over the **last three decades** in print news, the way bi+ people have been depicted, and to what extent bi+ people have been given a platform to tell their own stories.

02

We are **piloting a column** with *Los Angeles Progressive & Hollywood Progressive* to publish emerging and established bi+ writers. We are **generating immediate impact:**

- 16 articles, reaching over 100K readers! Given that there were only 654 articles over the last decade in print news where bisexuality was the main subject, this is a significant contribution to advancing the voices of bi+ leaders.

Media Campaign Spotlight

Rewrite the BiLine launched a campaign calling on the most widely syndicated columnist in the world, Dear Abby, to retract her biphobic advice to a mother of a bi woman. And we succeeded!



A mother wrote into Dear Abby after her daughter's fiancé broke off their wedding because she is bi. Dear Abby wrote, "**Has it occurred to you that your daughter may be a lesbian who tried to appease you and her father by claiming to be bisexual?**" We told @dearabby that she must #dobetter and many of our followers wrote letters to her.

Well, she heard us! Dear Abby apologized, "I heard from members of the LGBTQ+ community – in particular, bisexual people – saying I 'could have done better' with my response." She issued a correction, explaining, "I regret that I didn't point out to the parents that their unsupportive response may be a reason their daughter had not come out to them as bisexual earlier."



Our Impact in Film & TV

01

We published a report that provides the **first qualitative assessment** of top narrative feature-length films and TV shows with bi+ characters. The report was released in partnership with Aaron Hammersley, a producer & filmmaker currently at Walt Disney Studios.

02

We released an **industry guide** for creating authentic and accurate bi+ characters, showcased on Sundance Collab.

03

We conducted a **training for 60 writers** and creators in the industry, including a writer currently developing an animated comedy series for Mattel, a post production manager with Walt Disney Studios, and an award-winning writer with Warner Bros. Studio.

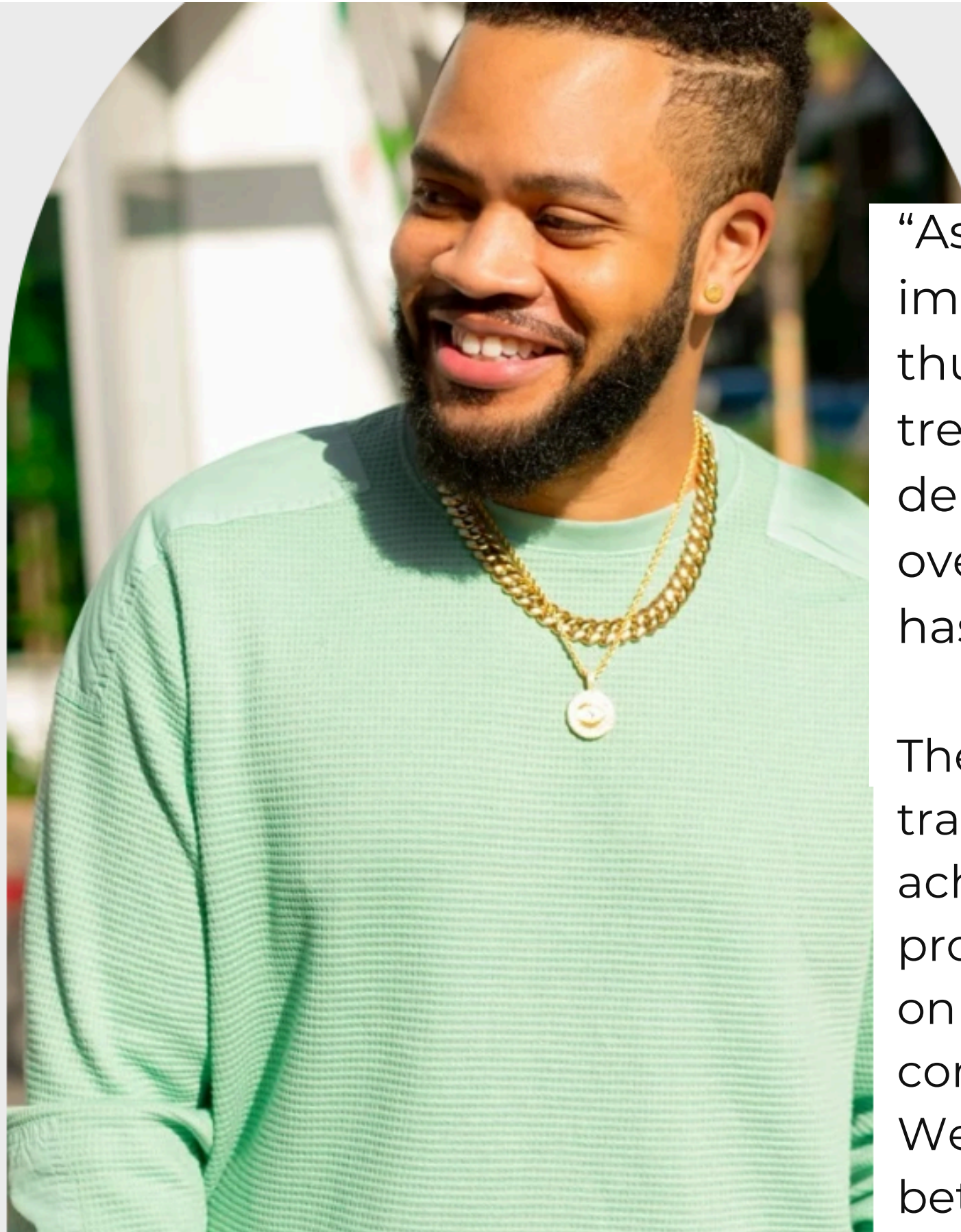
Praise for Our Industry Guide

“This thoughtful and innovative guide has already become an invaluable resource in my own work, as a bi+ screenwriter. The questions and reminders about how bi+ characters and themes are received by a general audience are challenging me to bring greater nuance and clarity to my writing. No one can represent the entire bi+ community with every story -- but with this guide, writers and creators can make sure their stories featuring bi+ characters and themes are created with intention, authenticity, and care.” ~ [Sam Bissonnette](#)



Bi
Rewrite the Industry

Praise for Our Industry Guide



“As a Black man, I am acutely aware of how media portrayals impact real-life treatment. When Black men are depicted as thugs or dangerous for entertainment value, people (police) treat them as such in real life. Similarly, when bi+ people are depicted as oversexed or conniving, those stereotypes spill over into real-life perceptions and treatment. Representation has material outcomes.

The "[Bi+ Narrative Guide](#)" advocates for nuanced portrayals that transcend stereotypes, offering steps and tools for writers to achieve this. At its core, this guide serves as a call to action and a professional demand for filmmakers, studios, and writers to not only do better but to craft narratives that reflect the diverse and complex nature of bisexuality—because real people are affected. We don't need filmmakers to be perfect; we need them to do better.” - **Ross Victory**, Author & LA Bi Task Force Board Member

A Peak Inside our 2025 Strategy

01

We will **scale our pilot project** to elevate the ideas and knowledge of underrepresented bi+ voices in more news outlets, while tracking in real time news articles featuring bi+ issues.

02

We will **improve on-ramps for bi+ creatives** in the entertainment field by launching a **Bi+ Fellowship for TV Writing** to help emerging bi+ screenwriters transform their brilliant premises into page-turning scripts with authentic, nuanced bi+ storylines.

03

We will expand opportunities for **corporate employees to engage in the bi+ equity movement** so they can drive impact in their studios, production companies, and communities. Programming will include a learning series on effective strategies for bi-normative cinema.

A Peak Inside Our 2025 Strategy

In all that we do, we will **prioritize racial equity and intersectionality**. White supremacy works in tandem with biphobia, homophobia, transphobia and fear of polyamorous families; perhaps nowhere is this more apparent than in the media, which remains white-centered and dominated by binary views of gender and sexuality. In order to rewrite the bi+ narrative, bi+ liberation requires an explicit and sustained focus on addressing racial disparities and other identity-based marginalization in film, television, and the media.





JOIN US!

Meet Our Founder

Christina Fialho (she/her), Founder & President



“I came out later in life. I am not an outlier. According to Pew Research, lesbian and gay people are more likely than bi+ people to be out to most of the people important to them. I did not know I was bi growing up because I did not have a word for my feelings. Society and my Catholic upbringing had built a culture that erased that word from vocabulary within my reach as a teenager. Had there been positive bi+ role models on screen, I might have come out earlier to myself. Had there been cultural acceptance of bi+ people, I might have embraced myself completely at a younger age. I do not want any child to grow up without seeing themselves represented in the films they watch and the stories they read.”

Christina Fialho is an award-winning social entrepreneur, attorney, and activist. Her writing and work have appeared in a Grammy-winning artist's music video, an Emmy-winning television series, and many news outlets such as the *New York Times*, *Los Angeles Times*, *Rolling Stone*, *InStyle*, NPR, and MSNBC.

Christina is a recipient of the **John F. Kennedy New Frontier Award**, a **James Irvine Leadership Award**, an **Ashoka Fellowship**, and an **Echoing Green Fellowship**. Previously, Christina was the co-founder/executive director of Freedom for Immigrants for over a decade, where she grew an idea into a multi-million dollar national NGO operating in 26 states to abolish immigration detention. Since then, Christina has trained emerging social entrepreneurs at two leading business schools and consulted for organizations across a range of industries. Christina serves on the board of the nonprofit, Still Bisexual.

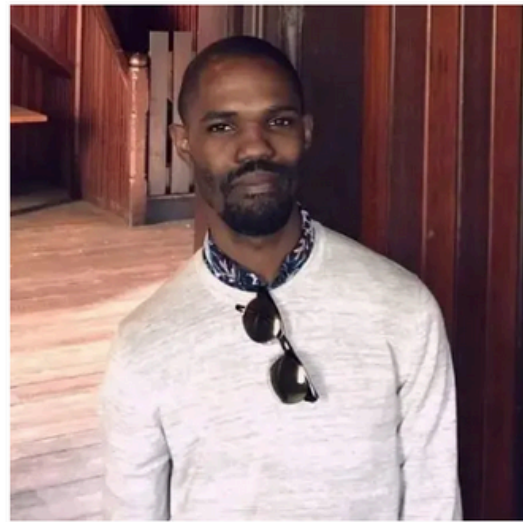


Meet Our Authors

Our extraordinary community of bi+ writers and thinkers are improving the diversity and quality of our local and national conversations one article at a time.



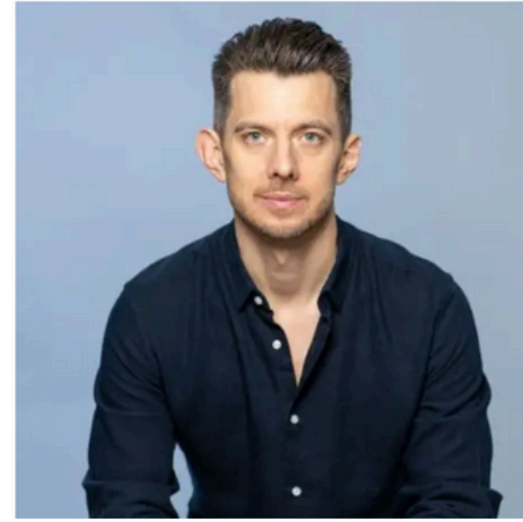
Tori Umebeh (she/they)



Hayden Winston (he/him)



Ana Ortega (she/her/ella)



Joseph Talison (he/him)



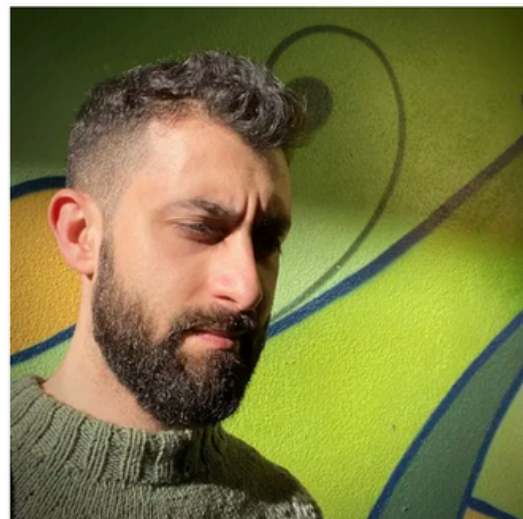
**Crystal Whiteaker
(she/her)**



Tammy Qualls (she/her)



Ross Victory (he/him)



Rio Melchionda (he/him)



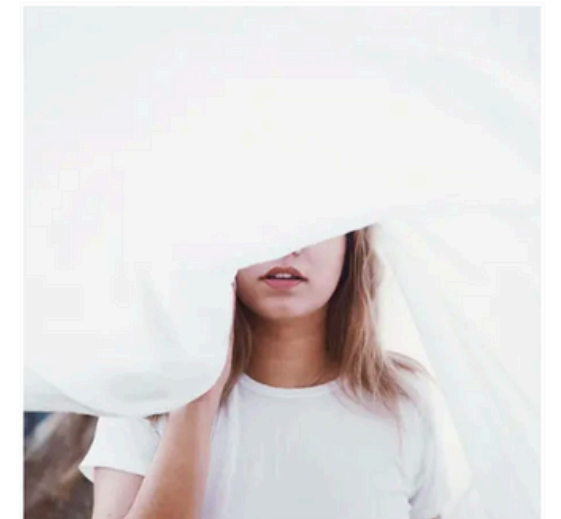
Eric Von Beck (he/him)



Gordon Nore (he/him)



**Alexander Viloría Winnett
(he/him)**



You!
Join Us - Submit Here

Learn more [here](#).

Meet Our Movement Champions

We are grateful to our Movement Champions, who are committed to our mission and are willing to use their power and prestige to sustain and expand our work to build leaders in the industry.



Patrisse Cullors (she/her)
Co-Founder,
Black Lives Matter
TIME100
NAACP History Maker



Aaron Hammersley (any/all)
Producer/Filmmaker
currently at
Walt Disney Studios



Fiona Dawson (she/her)
Emmy-nominated Filmmaker
#Out100 LGBTQ Titan of Media
White House Champion of Change



Mario Novoa (he/him)
Producer, *LA: A Queer History*



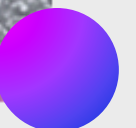
Tamiah Bantum (she/they)
Motion Capture Actor

[Meet more of our champions here.](#)

Rewrite the BiLine is just getting started!

"I've searched my whole life to see myself in a film or TV character. I will not stop fighting for our silent community because everyone deserves to find themselves in the stories we tell."

Aaron Hammersley (any/all)
Producer/Filmmaker
Currently at Walt Disney Studios

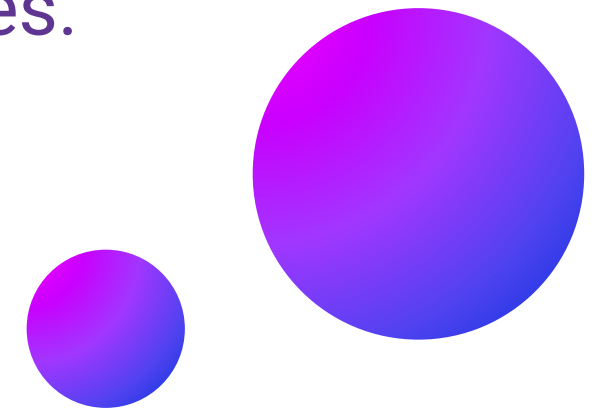


Thank You



As we close out and celebrate our **first year** of operation, we are feeling excited and hopeful about the evolving state of **bi+ representation** in film, TV, and the media.

Thank you to our investors and supporters, particularly **Echoing Green** who provided Rewrite the BiLine with its first seed investment! Rewrite the BiLine received a **2024 Echoing Green Catalytic Grant** to support pilot projects and test bold, new, and unproven ideas that improve racial and other equity outcomes.



Join Us.

www.rewritethebiline.com

Let's Work Together.

 [@rewritethebiline](https://www.instagram.com/rewritethebiline)