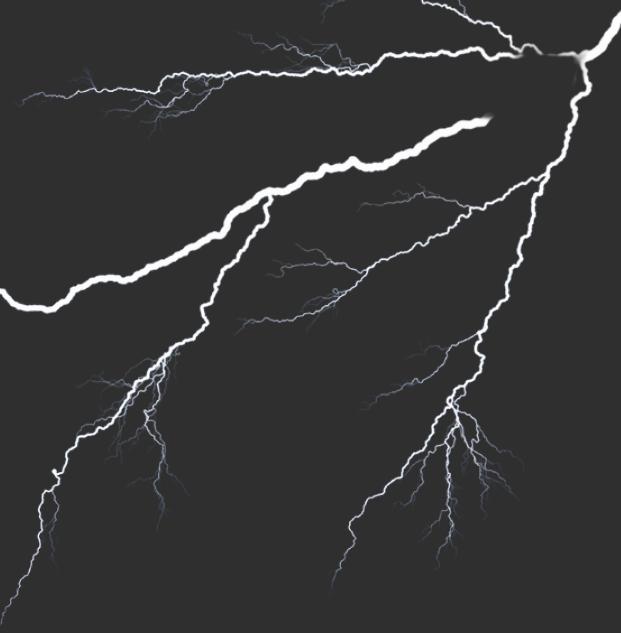


BRAIN STORM



A Story of the Impact and Devastating
Aftermath of a Concussion



INTRODUCTION

Brain Storm is a long form narrative podcast about the destructive, insidious, and still all too little understood and appreciated impact of concussion—even in its mildest forms—on the human brain and the life of the human it commands. The show follows 7-time World Champion adventure athlete Rebecca Rusch after a violent solo bike wreck leaves her with a “mild” concussion that turns her world upside down. Each episode weaves together Rebecca’s story of battling through her Brain Storm, searching for answers, or even just hope, with the science of brain injury, recovery, and lasting impacts. Each episode has a story arc with moments of discovery, insight, and revelation, which will be at once engaging and educational for audience members, whether or not they have personally experienced a brain injury. It’s a much-needed narrative about a hidden injury that affects nearly one quarter of people, who are often told they’ll be just fine in four weeks time, while in reality millions will suffer for years...or even for life.

THE PODCAST

Host: Selene Yeager

Main Character: Rebecca Rusch

Style: Longform Narrative

Format: Limited Series

Episodes: ~Eight

Episode duration: ~45 minutes each



My head is still tired and fuzzy. I'm lacking motivation even to journal. If I didn't have dogs to walk, I wouldn't be doing anything. Accept, forgive, just be. Go inward.

I am not who I was before. My brain has shifted. My perspective has changed. I am clear and foggy at the same time. I feel creative and exhausted all at once. My handwriting is messy. My eyes get blurry and tired. I need my glasses more often. I am fragile emotionally. In a fog. Exercise feels good but motivation is lacking. I don't want to be around people and have no tolerance for bullshit and negativity. My emotions are raw and I cry a lot.

Who the fuck am I?

Rebecca Rusch has always had a crystal clear vision of herself: a woman driven by passion and purpose, whether striving for podiums or clearing unexploded ordnance from the Vietnam war, where her dad lost his life. Now, though her literal vision remains fuzzy, her internal compass is clear: She wants others to know the gravity of brain injury—even “mild concussion”—and how they can get the help they need to find their way back to themselves.

SAMPLE EPISODES



THE CRASH

The instant Rebecca Rusch clipped her handlebar and catapulted 10 feet off an embankment, cracking her Red Bull helmet, as well as some ribs, she entered the eye of a storm that would upend her life as a professional athlete. We share real-time audio from Rebecca's crash and how she weeps, laughs, and literally talks herself back to safety as she self-rescues. Concussion researchers will provide scientific moment-by-moment analysis on what happens to the brain and central nervous system as a brain injury occurs. On a practical level, the audience will learn how to recognize concussion in themselves and what to do in the immediate aftermath. That's essential because more than 80 percent of adults cannot identify the most common signs and symptoms of concussion, and by some estimates 5 in 10 concussions go unreported or undetected.



Though the podcast is audio focused, we will also be using real-time GoPro and other video footage to help promote the show and emphasize the most salient points from the series.

SAMPLE EPISODES



The Road to Recovery: Distance Unknown

Despite the fact that up to 5 million concussions occur annually, there's no single established path to recovery. Some doctors will send you for extended rest in the "concussion dark room," others will press you to be active in 72 hours time. As a trained EMT, Rebecca had the tools to self rescue from the trail, but was literally in the dark once she got home. We delve into the mixed messages she receives and her desperate search for solutions as she struggles with brain fog, sensory overload, the inability to multitask, and depression, anger and agitation months after she "should" have been feeling better. Scientists and practitioners will provide insight into the murky world of concussion treatment and prognosis, including the use of antidepressants, acupuncture, and more. On a practical level, the audience will learn how to create their own path to recovery by learning about the most effective concussion therapies.



Back to normal?

Eleven months after the crash, Rebecca has been forced to "get back to normal" but her life is still anything but. She enjoys a span of training consistency and motivation only to backslide into an abyss of overwhelm with even the simplest things like buying groceries. We follow her as she pursues innovative and integrative solutions, including Rev6, a form of neuro-kinesthetic programming that works on the brain, fascia, and nervous system. By increasing her movement, Rebecca is hopeful she has put herself on an upward spiral. Despite what many believe, there is no "cure" for concussion, and 20 percent of people end up with post-concussion syndrome, which can include headaches, dizziness, problems with concentration and memory, and even personality changes. On a practical level, the audience will discover new, cutting edge therapies that are making a difference.

THE TEAM



Host: [Selene Yeager](#) is a veteran journalist, content creator, podcast host, and best-selling author. She is also the co-author of Rebecca Rusch's memoir, *Rusch to Glory*. She specializes in turning scientific material into engaging and entertaining content, and compelling, empathetic storytelling.



Starring: [Rebecca Rusch](#), a 7x world champion, best selling author, activist, and Emmy award winner. Rebecca Rusch is an adventure athlete using her platform to inspire others to be good to themselves, the environment, and most importantly to others. With her life grounded in continual personal growth through the pursuit of new challenges, Rebecca has made it her mission to help others to do the same. The journey through her concussion as told in *Brain Storm* may be her most challenging quest to date.

The Cast of Characters: We will include the insights and expertise from top researchers, scientists, and practitioners who we have reached out to and are in the process of securing, including Louisa Nicola, Director of Neuro Athletics, Rebecca's coach Tim Cusick, Dr. Michael Jaffee, the inaugural medical director of the Brain Injury and Sports Concussion Institute, Dr. Moran Cerf, author of *Brain Imaging*, Dr. David Putrino, PT, Director of Rehabilitation Innovation for the Mount Sinai Health System, experts Rebecca sought treatment from at The Kutcher Clinic, WaveNeuro and Rev6, and many more.

OUR REACH

Rebecca Rusch and Selene Yeager have a strong platform from which *Brain Storm* can be promoted. Our social media following across all platforms is approximately 170K. Rebecca's total reach on her social platforms since January 2022 is 5.6 million, and her total impressions over that same period is 14 million. Her newsletter open rate is 51%.



Seeking collaborative
partners to share this
essential story.

Contact Us

Aerah Hardin
COO, Rusch Ventures

aerah@rebeccarusch.com