



THE
REPRESENTATION
PROJECT

MISS REPRESENTATION

PRESS KIT

A FILM BY JENNIFER SIEBEL NEWSOM

Written and directed by Jennifer Siebel Newsom, *Miss Representation* exposes how mainstream media and culture contribute to the under-representation of women in positions of power and influence in America.

The film draws back a curtain to reveal a glaring reality we live with every day but fail to see – how the media's limited and often disparaging portrayals of women and girls makes it difficult for women to feel powerful and achieve leadership positions.

In a society where media is the most persuasive force shaping cultural norms, the collective message we receive is that a woman's value and power lie in her youth, beauty, and sexuality, and not in her capacity as a leader. While women have made great strides in leadership over the past few decades, the United States is still 33rd out of the 49 highest income countries when it comes to women in the national legislature. And it's not better outside of government. Women make up only 4.6% of S&P 500 CEOs and 17% of directors, executive producers, writers, cinematographers, and editors working on the top 250 domestic grossing films.

Stories from teenage girls and provocative interviews with politicians, journalists, entertainers, activists, and academics, like Katie Couric, Rosario Dawson, Gloria Steinem, Margaret Cho, Condoleezza Rice, Rachel Maddow, and Nancy Pelosi, build momentum as *Miss Representation* accumulates startling facts and statistics that will leave the audience shaken, but armed with a new perspective.



DIRECTOR'S STATEMENT

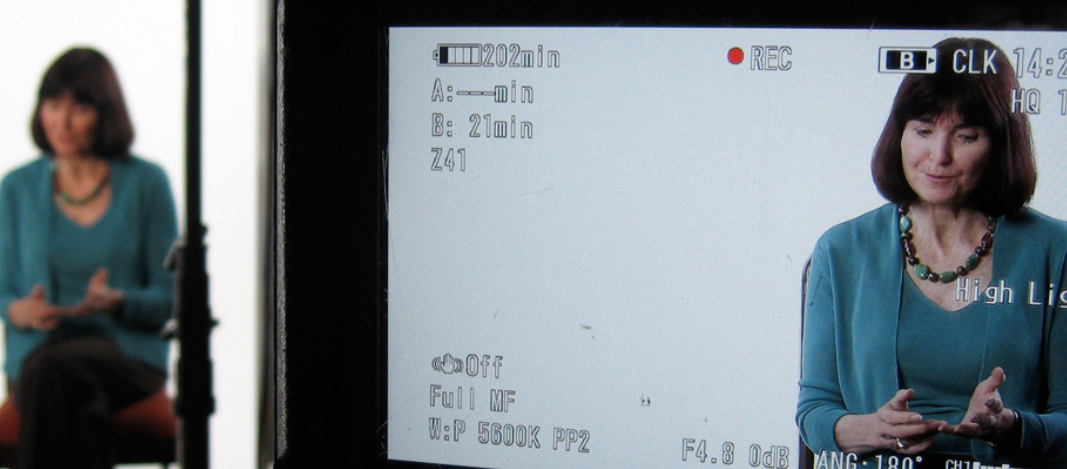
I remember when I found out I was pregnant with my first child, Montana – a girl – and everything came into focus. I looked around me and I was really frightened for her. At the time, I was working as an actor in Hollywood, in an entertainment industry where Britney Spears, Paris Hilton, and Lindsay Lohan were all tabloid fodder. I couldn't imagine that my daughter could grow up to be emotionally healthy and fulfilled given our modern culture's disregard, disrespect, and extreme sexualization of girls and women. I was compelled to make sense of all this for her and so *Miss Representation* was born.

In making the film, I found that today's media is sending a very dangerous message that women's value and power lie in their youth, beauty, and sexuality and not in their capacity to lead. These misrepresentations of women have worsened with the rise of the 24-7 news cycle, infotainment, and reality television. And, because American teenagers, on average, spend 10 hours and 45 minutes every day consuming media, children learn from these images. And as parents, it's become increasingly difficult – if not impossible – to monitor and shelter our children from such limiting and destructive messages that disempower women and girls and lead boys and men to think women are weak, subordinate, and inferior. *Miss Representation* is my attempt to awaken people's consciousness, to right this wrong, and to put our culture on a path that recognizes, values, and empowers women and girls.

When *Miss Representation* premiered in 2011 at the Sundance Film Festival, I was humbled by how hungry people were to discuss the ways that media and culture discourage women and girls from pursuing and achieving leadership. More than five years later, I continue to be regularly approached by folks of all backgrounds and walks of life, who tell me *Miss Representation* changed their lives. To-date, **millions of people have seen the film** across the globe, and it continues to screen two or three times per week somewhere in the world. We've created education curriculum on gender and media literacy to accompany *Miss Representation*, bringing the film and its themes to thousands of schools around the globe. *Miss Representation* has had a remarkable evergreen effect – one that continues to grow thanks to our incredible base of supporters.

To continue the change that *Miss Representation* started, it is imperative that we champion good media and challenge the bad. Millions have already done so by engaging with The Representation Project's social action campaigns, such as **#NotBuyingIt**, **#MediaWeLike**, **#AskHerMore**, and **#BeAModelMan**. We hope that you will join us in holding companies, marketers, media makers, and influencers of all kinds accountable. After all, women hold more than 85 percent of America's purchasing power, so we have the power to create the marketplace we want to see. We must stop consuming media that degrades, devalues, and demeans any group of people and celebrate those that **defy limiting stereotypes**.





FILM TEAM

JENNIFER SIEBEL NEWSOM

Director, Writer, and Producer

Jennifer Siebel Newsom is a filmmaker, CEO, advocate, and thought leader. After graduating with honors from Stanford University and Stanford's Graduate School of Business, she wrote, directed, and produced the 2011 award-winning documentary *Miss Representation*. As a result of *Miss Representation*'s powerful impact, she launched The Representation Project, a nonprofit organization that uses film and media as a catalyst for cultural transformation. Her second film as a director, *The Mask You Live In*, had its world premiere at the 2015 Sundance Film Festival and explores how America's narrow definition of masculinity is harming boys, men, and society at large. She also executive produced the Emmy Award-Winning and Academy Award-Nominated documentary *The Invisible War* and is an executive producer on the documentary *The Hunting Ground*. She is currently in production on her third film, *The Great American Dream*. When she is not running The Representation Project and making documentaries, she serves as a Global Advisory Board member of the Dove Self Esteem Project, co-chair of We Day California, a commissioner on the Girl Scouts' Healthy Media Commission, and on the Advisory Council for the Imagine Kids Bus Project. She resides in the San Francisco Bay Area with her husband, California Lieutenant Governor Gavin Newsom, and their four young children.

JESSICA CONGDON

Co-Writer/Editor

Jessica Congdon was a co-writer and editor for *The Mask You Live In*. She co-directed and edited *Race to Nowhere* by Vicki Abeles. She edited *Speed & Angels* directed by Peyton Wilson, *Motherland* directed by Jennifer Steinman, the 2003 award-winning Sundance film *Dopamine* directed by Mark Decena, and the Columbia Tri-Star feature film *Big Girls Don't Cry* directed by Maria von Heland. She is a founding editor of Umlaut Films. She received her BA from UC Berkeley and studied film at the School of the Art Institute of Chicago. She lives in the San Francisco Bay Area with her husband and two young children.

JULIE COSTANZO

Co-Producer

Julie Costanzo is a producer of film, television, documentaries, commercials, and web content. Her work has included *The Virgin Suicides*, written and directed by Sofia Coppola, the PBS documentary series *Adventure Divas*, and upcoming feature films *The Girls' Guide to Hunting and Fishing*, based on the New York Times Best Seller, as well as *The Last Man Standing*, based on the life and times of Geronimo Pratt.

ERIC HOLLAND

Original Music/Sound Supervisor

Eric Holland is a composer who has been working with music and sound for over 20 years. Past projects include the documentaries *The Mask You Live In*, *Desert Runners*, *Speed & Angels*, *Motherland*, and *Rabbit Fever*; the PBS/Sundance Channel series *e2 – The Economies of Being Environmentally Conscious* narrated by Brad Pitt; and commercial campaigns for Nokia and Blue Cross. He lives with his wife and two daughters in the Bay Area.





REGINA K. SCULLY

Executive Producer

Regina K. Scully is the Founder/CEO of Artemis Rising Foundation, a nonprofit committed to projects in media, education, the arts and spirit. She is executive producer of the Emmy, Peabody and Academy Award-nominated film *The Invisible War*. She is also executive producer of more than 40 socially and culturally transformative films such as: *Fed Up*, *The Mask You Live In*, *Alive Inside*, *Anita: Speaking Truth to Power*, *Brave Miss World*, and *The Hunting Ground*. She is the founding sponsor of both the Robin Morgan Radio Show and The Athena Film Festival, NYC – created to promote leadership and talent among female artists. A national speaker, former journalist, and communications veteran, she is also founder/CEO of Rpr Marketing Communications, a premier marketing and brand PR agency in NYC, representing clients such as Johnson & Johnson, LVMH, and a variety of top consumer brands. She recently created and co-produced segments on PBS TV show *Healing Quest* about the transformational and healing power of trauma. She serves on the boards of Stanford Philanthropy and Civil Society; Harvard Women's Leadership; the Representation Project; Project ALS, the Women's Media Center, and VDay.org.

SARAH E. JOHNSON

Executive Producer

Sarah E. Johnson is a philanthropist, conservationist, and an environmental and education activist. A former portfolio and operations manager for Franklin Templeton, she is active on the boards of St. Lawrence University, The Aspen Science Center, and Conservation International. Her philanthropy has financed the Law Students for Reproductive Justice and charities throughout Africa and India. Her social issue documentaries include *Living in Emergency: Stories of Doctors without Borders* and *The Last Mountain*. She is also a producer of the Academy Award-winning film *Birdman*. She founded the children's clothing business, Spike & Annie.

GERALYN DREYFOUS

Executive Producer

Geralyn Dreyfous is an executive producer of the film who has a wide, distinguished background in the arts, has extensive experience in consulting in the philanthropic sector, and participates on numerous boards and initiatives. She is the founder of the Utah Film Center, a non-profit that curates free screenings and outreach programs for communities throughout Utah. In 2007, she co-founded Impact Partners Film Fund with Dan Cogan, bringing together financiers and filmmakers so that they can create great films that entertain audiences, enrich lives, and ignite social change. In 2013, she co-founded Gamechanger Films, the first for-profit film fund dedicated exclusively to financing narrative features directed by women. Her independent producing credits include the Academy Award winning *Born Into Brothels*, Emmy-nominated *The Day My God Died*, Academy Award-nominated and Emmy Award-winning *The Square*, Academy Award-nominated and Emmy Award-winning *The Invisible War*, and multiple film festival winners such as *Kick Like a Girl*, *In A Dream*, *Dhamma Brothers*, *Project Kashmir*, *Miss Representation*, *Connected*, *Anita*, *The Hunting Ground*, and *The Crash Reel*. She was honored with the International Documentary Association's Amicus Award in 2013 for her significant contribution to documentary filmmaking. Variety recognized her in their 2014 Women's Impact Report, highlighting her work in the entertainment industry.





INTERVIEWEES

BARBARA J. BERG

Barbara J. Berg holds a doctorate in American history and is the author of numerous books, including *Sexism in America: Alive, Well, and Ruining Our Future*. As a writer, activist, teacher, and lecturer, she has devoted much of her professional life to issues concerning women's education and role in America. She has participated in nationwide speaking tours and extensive television appearances throughout the United States and Canada on the *CBS Morning Show*, *The Donahue Show*, *CNN*, and *Oprah*. More than forty of her articles have appeared in both scholarly and popular magazines, including *Parents*, *Ms.*, *Working Woman*, and *Ladies' Home Journal*. She was the recipient of the Distinguished Teacher Award presented by President Bill Clinton, a finalist for a Woodrow Wilson Fellowship, and recipient of the Colonial Dames of America Dissertation Fellowship. She is a consultant to PBS, the National Endowment for Humanities, The Mayor's Commission on the Status of Women, and The Rockefeller Foundation.

CORY BOOKER

Cory Booker is a U.S. Senator from New Jersey, in office since 2013. Previously he served as Mayor of Newark, New Jersey from 2006 to 2013. During his tenure as mayor, his priorities were reducing crime and encouraging economic development projects. He gained a national reputation for his personal involvement in public service, particularly through his use of social media tools such as Twitter to connect with constituents. Considered one of the most prominent Democrats in New Jersey, he became a candidate for the United States Senate in the 2013 special election to succeed Frank Lautenberg, becoming the first black U.S. Senator from New Jersey. He subsequently won the next regular election for the Senate seat in 2014. He received a Bachelor of Arts in political science and a Master of Arts in sociology from Stanford University, before earning a Rhodes Scholarship to attend the University of Oxford. Upon returning home, he received his Juris Doctor from Yale Law School.

MARGARET CHO

Margaret Cho is a comedian, actor, and activist. After a successful beginning as a stand-up comedian, in 1994 Cho starred in and executive produced the groundbreaking, controversial, and short-lived ABC sitcom, *All-American Girl*, which was whitewashed "for fear of being too 'ethnic,'" and ultimately canceled. In 1999, her off-Broadway one-woman show, *I'm The One That I Want*, toured the country to national acclaim and was made into a best-selling book and feature film of the same name. After the success of her first tour, she launched two more sold-out national tours, *Notorious C.H.O.* and *Revolution*. She has appeared in many television programs, including *The Cho Show*, *Drop Dead Diva*, *Dancing with the Stars*, and *30 Rock*, for which she won a Primetime Emmy for Outstanding Guest Actress in a Comedy Series. She has won numerous awards for her anti-racism, anti-bullying, and gay-rights activism, including the First Amendment Award from the ACLU of Southern California and the Intrepid Award from the National Organization for Women (NOW), as well as honors from GLAAD, American Women in Radio and Television, and PFLAG for making a significant difference in promoting equal rights for all.



KATIE COURIC

Katie Couric is an award winning journalist and TV personality, well-known cancer activist, and *New York Times* best-selling author. As Yahoo Global News Anchor, she anchors live events and conducts groundbreaking interviews with major newsmakers and global game changers. She also hosts the popular weekly explainer series *Now I Get It*. In 2014, she executive produced and narrated *Fed Up*, a documentary about the alarming spread of childhood obesity. Prior to joining Yahoo, she served as the host of her eponymous syndicated daytime talk show, *Katie*, during which time she was also a special correspondent for ABC News, contributing to *ABC World News*, *Nightline*, *20/20*, *Good Morning America*, *This Week*, and primetime news specials from August 2011 to December 2013. In 2006, after a 15-year run as co-anchor of NBC's *Today Show*, she made history at CBS News where she became the first female solo anchor of an evening news broadcast. She is a co-founder of Stand Up To Cancer, co-founder of the National Colorectal Cancer Research Alliance, and co-founder of the Jay Monahan Center for Gastrointestinal Health.

MALKIA CYRIL

Malkia Cyril is the founder and executive director of the Center for Media Justice and co-founder of the Media Action Grassroots Network, a national network of 175 organizations working to ensure media access, rights, and representation for marginalized communities. A prolific writer and public speaker, her articles and quotes – on issues from Net Neutrality, to the communication rights of prisoners, to new strategic communications approaches – have appeared in Politico, The Huffington Post, Essence Magazine, and dozens more, including documentaries such as *Outfoxed* and *Broadcast Blues*. She is a Prime Movers fellow and in 2012 received the prestigious Donald H. McGannon Award for work to advance the roles of women and people of color in the media reform movement.

GEENA DAVIS

Geena Davis is an Academy Award-winning actor and founder of the Geena Davis Institute on Gender in Media. She made her feature film debut starring opposite Dustin Hoffman in *Tootsie* and went on to star in such films as *The Fly*, *Beetlejuice*, *Angie*, *The Long Kiss Goodnight*, and *Stuart Little*. In 1989, Davis received the Academy Award for Best Supporting Actress for her role in *The Accidental Tourist*. She was again nominated for an Academy Award and Golden Globe for her performance in *Thelma & Louise* and went on to receive a Golden Globe nomination for Best Actress for her portrayal of baseball phenomenon Dottie Hinson in *A League of Their Own*. She also earned the 2006 Golden Globe Award for Best Performance by an Actress in a Television Series – Drama, breaking ground in her portrayal of the first female President of the United States in ABC's hit show *Commander in Chief*. She is the founder of the non-profit Geena Davis Institute on Gender in Media, which engages film and television creators to dramatically increase the percentages of female characters – and reduce gender stereotyping – in media made for children eleven years old and under.



ROSARIO DAWSON

Rosario Dawson is an actor and activist who has appeared in *Rent*, *Sin City*, *He Got Game*, *Men in Black II*, and *Seven Pounds*, among many other films. She co-founded Voto Latino, a nonpartisan organization that empowers Latino Millennials to claim a better future for themselves and their community. She also serves on the board of directors for V-Day and Scenarios USA.



LINDY DEKOVEN

Lindy DeKoven is former television executive at Disney, Warner Bros, and NBC. She served on several boards including the California Commission on the Status of Women and the California Film Commission. She is also the author of *The Secret Life of Wishful Thinking*, a novel about four women who forge an unlikely and supportive bond – and have the audacity to dream the impossible. Her first novel, *Primetime Princess*, was optioned by The Tannenbaum Company for CBS Productions.



MEENAKSHI GIGI DURHAM

Meenakshi Gigi Durham is a distinguished scholar, teacher, and writer whose work centers on media and the politics of the body, emphasizing issues of gender, sexuality, race, youth cultures, and sexual violence. She is the author of *The Lolita Effect*, and her work has earned her widespread public recognition, including media appearances on the BBC, Irish National Television, Iowa Public Radio, Illinois Public Radio, and The Dr. Phil Show. She holds a joint appointment in the Department of Gender, Women's and Sexuality Studies at the School of Journalism and Mass Communication, University of Iowa's College of Liberal Arts and Sciences. Durham has received many distinguished awards, including the 2014 recipient of the International Communication Association's Teresa Award, the Feminist Scholarship Division's highest award for achievement in research. Durham holds a joint appointment in the Department of Gender, Women's and Sexuality Studies at the School of Journalism and Mass Communication, University of Iowa's College of Liberal Arts and Sciences.

ERIKA FALK

Erika Falk, PhD is the executive director of the Executive Education department in the McCourt School of Public Policy at Georgetown University. She previously was director of programs and research for the College Excellence Program at the Aspen Institute and a program director at Johns Hopkins University. She is the author of *Becoming a New Instructor*, a book that guides teachers through planning and executing their first course. She earned her PhD from the University of Pennsylvania.

DIANNE FEINSTEIN

Dianne Feinstein is a U.S. Senator from California since 1982, and her career has been one of firsts. She was the first woman president of the San Francisco Board of Supervisors, the first woman Mayor of San Francisco, the first woman elected Senator of California, the first woman member of the Senate Judiciary Committee, and the first female Chair of the Senate Select Committee on Intelligence, among others. She has received a number of awards for her service, including the Outstanding International Public Service Award from the World Affairs Council in 2012, the Outstanding Member of the U.S. Senate Award by the National Narcotic Officers Associations Coalition in 2005, and the Funding Hero Award from the Breast Cancer Research Foundation in 2004, among many others.

JANE FONDA

Jane Fonda is an Academy-award and Tony-nominated actress, author, and activist. She has appeared in *Barbarella*; *They Shoot Horses, Don't They?*; *On Golden Pond*; and the Netflix Originals series *Grace and Frankie*, among many others. She also created a number of popular exercise videos, including the *Original Jane Fonda Workout*, which is the best selling home video of all time. She also penned the New York Times bestselling book *Being a Teen: Everything Teen Girls & Boys Should Know About Relationships, Sex, Love, Health, Identity & More*. She has advocated tirelessly for civil rights, women's rights, and political causes.



JEHMU GREENE

Jehmu Greene is an evangelist for social good, Fox News Political Analyst, and President of WakaWaka, a company that makes the world's most efficient solar flashlights and phone chargers. Throughout her career, she has worked to build high impact social justice movements. A widely sought-after speaker, her commentary has been featured on *The Daily Show*, *CBS News*, *NBC News*, *ABC News*, *The New York Times*, *Washington Post*, *USA Today*, *Rolling Stone*, *Essence Magazine*, and others. She has worked on more than twenty political campaigns at the local, state and national level, and served as an advisor and national surrogate for Hillary Clinton's presidential campaign.



PAUL HAGGIS

Paul Haggis is an Academy award-winning filmmaker and social justice activist. In 2006, he became the first screenwriter to write two Best Film Oscar winners back-to-back: *Million Dollar Baby* (2003), directed by Clint Eastwood, and *Crash* (2004), which he himself directed. For *Crash*, he won Academy Awards for Best Picture and Best Original Screenplay. His other films include *Letters from Iwo Jima* (2006), *Casino Royale* (2006), and *In the Valley of Elah* (2007). He is equally committed to his private and social concerns. He is the founder of Artists for Peace and Justice, and under this umbrella, many of his friends in the film business have come forward to build schools and medical clinics serving the children of the slums of Haiti.

CATHERINE HARDWICKE

Catherine Hardwicke is an award-winning director, screenwriter, and production designer and has been powerfully outspoken against sexism in Hollywood. She started as a production designer and art director in Hollywood in the 1980s on films such as *Three Kings*, *Vanilla Sky*, *Tapeheads*, and *Tank Girl*. Catherine's directorial debut was the coming-of-age drama *Thirteen*, which premiered at the 2003 Sundance Film Festival, and won the Director's Award, followed by *Lords of Dogtown* in 2005. In 2008, Hardwicke directed the first installment of *The Twilight Saga*. In 2011, she directed *Red Riding Hood*.

CAROLINE HELDMAN

Dr. Caroline Heldman is an Associate Professor of Politics at Occidental College in Los Angeles. Her research specializes in the presidency, systems of power (race, class, gender, and sexuality), and sexual violence. Her work has been featured in the top journals in her field, and she edited *Rethinking Madame President: Are We Ready for a Woman in the White House?* (2007). She has been active in "real world" politics as a professional pollster, campaign manager, and commentator for FOX News, Fox Business News, CNBC, and Al Jazeera America. She splits her time between Los Angeles and New Orleans where she co-founded the New Orleans Women's Shelter and the Lower Ninth Ward Living Museum. She also co-founded End Rape on Campus and Faculty Against Rape.

DOLORES HUERTA

Dolores Huerta is a lifelong and celebrated social justice advocate, particularly for the working poor, women, and children. In 2012, she was awarded the Presidential Medal of Freedom by President Obama, the highest civilian award in the United States. In 1962, she worked with César E. Chávez to launch the National Farm Workers Association. While directing the first national boycott of California table grapes out of New York, she consciously began to challenge gender discrimination within the farm workers' movement, advocating for the entire family's participation in the movement. As founder and president of the Dolores Huerta Foundation, she travels across the country engaging in campaigns and influencing legislation that supports equality and defends civil rights.

CAROL JENKINS

Carol Jenkins is a writer, media analyst, and commentator, as well as an Emmy-award winning journalist and documentary producer. She served as the founding president of the Women's Media Center, currently focusing on the health of women and girls in the U.S. and in developing countries, while serving on the board of The African Medical Research Foundation, the largest health organization on the African continent. She enjoyed a 30-year, award-winning tenure with several New York City news departments, including 23 years at WNBC-TV. She holds honorary doctorates from The College of New Rochelle and Marymount Manhattan College.

JACKSON KATZ

Jackson Katz, Ph.D. is an educator, author, filmmaker, cultural theorist, and world-renowned pioneer in gender violence prevention education and critical media literacy. In 1993, he co-founded Mentors in Violence Prevention (MVP), one of the most widely implemented and influential sexual and relationship abuse prevention programs in schools, colleges, sports culture, and the military in North America and beyond. MVP introduced the "bystander" approach to the gender violence prevention field; he is one of the key architects of this popular approach. He also created the award-winning documentaries *Tough Guise* and *Tough Guise 2* and is the author of *The Macho Paradox: Why Some Men Hurt Women and How All Men Can Help*, and *Leading Men: Presidential Campaigns and the Politics of Manhood*. He lectures extensively in the U.S. and around the world on violence, media, and masculinities.





JEAN KILBOURNE

Jean Kilbourne is internationally recognized for her groundbreaking work on the representation of women in advertising and for her critical studies of alcohol and tobacco advertising. Her work launched a movement to promote media literacy as a way to prevent several public health issues, such as violence against women, eating disorders, and addiction. Her films, lectures, and television appearances have been seen by millions of people throughout the world. She is the creator of the renowned *Killing Us Softly: Advertising's Image of Women* film series and the author of the award-winning books *Can't Buy My Love: How Advertising Changes the Way We Think and Feel*, and *So Sexy So Soon: The New Sexualized Childhood and What Parents Can Do to Protect Their Kids*. She was named by *The New York Times Magazine* as one of the three most popular speakers on college campuses. She has a B.A. in English from Wellesley College and a doctorate in education from Boston University.

MARTHA LAUZEN

Dr. Martha Lauzen serves as the Executive Director of the Center for the Study of Women in Television and Film at San Diego State University. A nationally and internationally recognized expert on the employment of women on screen and behind the scenes, her research has been widely published in scholarly journals, entertainment trade publications, and the mainstream media. Her studies of women working in film (*The Celluloid Ceiling*) and prime-time television (*Boxed In*) serve as the cornerstones for the Center's research agenda.

JENNIFER LAWLESS

Jennifer Lawless is a nationally recognized expert on women and politics and the co-author of *It Still Takes a Candidate: Why Women Don't Run for Office*. Her research focuses on political ambition, and she is the author of *Running from Office: Why Young Americans Are Turned Off to Politics* and *Becoming a Candidate: Political Ambition and the Decision to Run for Office*. Her research, which has been supported by the National Science Foundation, has appeared in numerous academic journals. In addition, she has issued several policy reports on the barriers that impede female candidates. She graduated from Union College in Schenectady, New York, with a B.A. in political science, with an M.A. and Ph.D. in political science from Stanford University.

LISA LING

Lisa Ling has worked in television since age 16, reporting from nearly two-dozen countries. She has been outspoken on wanting to change the way news is portrayed, raising consciousness about issues and stories that don't always make the headlines. Previously a special correspondent for the *Oprah Winfrey Show* and *CNN*, she is currently the Executive Producer and host of *This is Life* on *CNN*. Prior, she was known to millions of Americans as co-host of Barbara Walters' hit daytime talk show, *The View*. She also co-authored a book entitled *Mother, Daughter, Sister, Bride: Rituals of Womanhood*. She is a regular contributor to *ABC's Nightline* and in 2002, joined *National Geographic* as the first woman host of *Explorer*. She also hosted a show on the Oxygen Network called *Who Cares About Girls*, which explores the challenges girls face worldwide.



RACHEL MADDOW

Rachel Maddow is host of the Emmy Award-winning *The Rachel Maddow Show* on MSNBC. She is also the author of *DRIFT: The Unmooring of American Military Power*, which debuted at number one on the New York Times bestsellers list in March 2012. She has won numerous awards for her journalism, including Breakout Star of 2008 by The Washington Post, the Best of Television 2008 from the Los Angeles Times, the Interfaith Alliance with the Walter Cronkite Faith and Freedom Award, two Gracie Allen Awards, and a GLAAD award for *The Rachel Maddow Show* in 2010.



MARISSA MAYER

Marissa Mayer is the president and CEO of Yahoo. Before taking the reins at Yahoo, she spent most of her career at Google, joining the fledgling Silicon Valley startup in 1999 as one of the company's first twenty employees and its first female engineer. In her years heading Google's search business, she helped expand usage from a few hundred thousand searches per day to over a billion. A self-described "proud geek," she holds a B.S. in symbolic engineering (studying interactions between human and artificial intelligences) and an M.S. in computer science, both from Stanford.

PAT MITCHELL

Pat Mitchell is a trailblazing journalist who began her media career in print and transitioned to television as opportunities opened up for women in the early 1970s. She was among the first women to anchor the news, host a morning talk show (*Woman 74*), and report from the White House. She was also the first woman to host a daytime talk show, the Emmy-winning *Woman to Woman*. As a producer, her work has garnered 37 Emmy Awards, five Peabodys, and two Academy Award nominations. In 2000, she became the first woman President and CEO of PBS, and from 2006-2013, she was the head of the Paley Center for Media in New York and Los Angeles. She is also integral to TEDWomen, as the co-host of the first TEDWomen in 2010 and curator of TEDxWomen events since 2011.

GAVIN NEWSOM

Gavin Newsom is the 49th Lieutenant Governor of the State of California. Throughout his career, as a member of the San Francisco Board of Supervisors, then as mayor of San Francisco and now as Lieutenant Governor of California, he has been a visionary on issues of equality, the environment, homelessness, and healthcare. During his seven-year tenure as mayor, he led San Francisco to an economic recovery, balancing seven consecutive budgets without laying off a single teacher, police officer, or firefighter. Thirty-six days into his first mayoral term in 2004, he threw himself into one of the most divisive issues in U.S. politics by allowing same-sex couples to marry in violation of state law. His administration also instituted a first-of-its-kind universal health care program without adding new taxes. Shortly after being elected Lieutenant Governor in 2010, he gathered the ideas of key stakeholders around the state to develop an economic growth and job creation strategy. He is the author of *Citizenville*, which explores the intersection of democracy and technology in this ever-connected world.

NANCY PELOSI

Nancy Pelosi is a U.S. Representative from California and was the first woman to serve as Speaker of the House. Nancy has represented California's 12th District in the House of Representatives since 1987. She first made history in November 2002 when House Democrats elected her the first woman to lead a major political party in Congress. Working in partnership with President Obama, she led the House effort to pass the American Recovery and Reinvestment Act in early 2009, as well as leading Congress in passing strong Wall Street reforms. She also led the Congress in passing child nutrition and food safety legislation as well as repealing the discriminatory "Don't Ask, Don't Tell" policy, which prohibited gays and lesbians from serving openly in the military.



JENNIFER L. POZNER

Jennifer L. Pozner is founder and executive director of Women In Media & News (WIMN), a media analysis, education, and advocacy group. She is also managing editor of *WIMN's Voices*, a popular blog on women and the media, and the author of *Reality Bites Back: The Troubling Truth About Guilty Pleasure TV*. A widely published journalist, her work has appeared in media outlets from Newsday to Ms, as well as in numerous anthologies. She has appeared as a media commentator on NBC, CNN, Fox News, MSNBC, *ABC News Now*, GRITtv, *Democracy Now!*, National Public Radio, and *The Daily Show* with Jon Stewart. A noted lecturer, she has spoken at more than eighty colleges across the country on topics ranging from portrayals of women in reality television, to gender and race biases in journalistic coverage of elections to media coverage of war, poverty and natural disasters. She conducts media literacy workshops and media trainings for women's groups, youth, and social justice organizations.

CONDOLEEZZA RICE

Condoleezza Rice, Ph.D. currently serves as the Thomas and Barbara Stephenson Senior Fellow on Public Policy at the Hoover Institution. She is also a professor of political economy in the Stanford Graduate School of Business, and professor of political science at Stanford University. From January 2005 to 2009, she served as the sixty-sixth Secretary of State of the United States, the second woman and first African American woman to hold the esteemed post. Before serving as America's chief diplomat, she served as assistant to the president for national security affairs, the first woman to hold the position. She has authored and co-authored numerous books, including two bestsellers, *No Higher Honor: A Memoir of My Years in Washington* and *Extraordinary, Ordinary People: A Memoir of Family*. In 1991, Rice cofounded the Center for a New Generation, an innovative, after-school academic enrichment program for students in East Palo Alto and East Menlo Park, California, which has since merged with several chapters of the Boys and Girls Clubs of America.



JESSICA SHAMBORA

Jessica Shambora is a marketing communications manager at Facebook. She was previously a reporter for *Fortune* magazine, focusing on Fortune's Most Powerful Women franchise, technology, media, sports, and small business. She began her career at Time Inc. working in sales at Sports Illustrated in San Francisco. Her work has been published in Sports Illustrated, SI Latino, Travel+Leisure Golf, InStyle, Women's Health, and Triathlete. She graduated Phi Beta Kappa from UCLA and currently resides in Manhattan.



CAROL SHEA-PORTER

Carol Shea-Porter is a former Democratic member of the United States House of Representatives from the state of New Hampshire. She was previously the City Chair of the Rochester, New Hampshire Democratic Party. In 2006, she became the first woman ever elected to Congress from New Hampshire. In her first two months as New Hampshire's first female representative, she helped to pass the First 100 Hours legislative package and many other bills.

OLYMPIA SNOWE

Olympia Snowe is the second woman Senator in history to represent Maine. Senator Snowe is only the fourth woman in history to be elected to both houses of Congress and the first woman in American history to serve in both houses of a state legislature and both houses of Congress. When first elected to Congress in 1978, at the age of 31, she was the youngest Republican woman and the first Greek-American woman ever elected to Congress. Her dedicated work in the U.S. Senate has garnered her nationwide recognition as a leading policymaker in Washington. In 2005, she was named the 54th most powerful woman in the world by Forbes magazine. In 2006, Time named her one of the top ten U.S. Senators. She holds a BA from the University of Maine.





GLORIA STEINEM

Gloria Steinem is a writer, lecturer, editor, a frequent media spokeswoman on issues of equality, and an acclaimed trailblazer for women's rights. In 1972, she co-founded *Ms.* magazine, and remained one of its editors for fifteen years. She also helped found Women's Action Alliance, the National Women's Political Caucus, Voters for Choice, and Women's Media Center, which aims to promote positive images of women in the media. She has authored four books, including a biography on Marilyn Monroe, and her writing has been published and reprinted in anthologies and textbooks.

JAMES STEYER

James Steyer is the Founder and Chief Executive Officer of Common Sense Media, the nation's leading non-partisan organization dedicated to improving the world for kids and education. He is also the Co-founder and Chairman of the Center for the Next Generation, as well as the author of *Talking Back to Facebook* and *The Other Parent: The Inside Story of the Media's Effect on our Children*. He is also an award-winning consulting professor at Stanford University, where he has taught popular courses on civil rights, civil liberties, and education for 25 years. He appears regularly on national television and radio programs as an expert commentator and children's advocate. Last, but most importantly, he's a dad of four great kids.

JENNIFER TODD

Jennifer Todd currently serves as President of Pearl Street Films, a production company founded by actors Ben Affleck and Matt Damon. She was previously the president of film at Mark Gordon Co., where she produced the film *Celeste* and *Jesse Forever*. She and her sister Suzanne have produced the films *Alice in Wonderland*, *Across the Universe*, *Memento*, and the *Austin Powers*' trilogy.

DEBBIE WALSH

Debbie Walsh is director of the Center for American Women and Politics, a unit of the Eagleton Institute of Politics at Rutgers University. She frequently speaks to a variety of audiences across the country, including to the media, on topics related to women's political participation. She is a member of the board of the National Council for Research on Women, a member of the Circle of Advisors to Rachel's Network, and serves on the NJ Commission on the Status of Women. She earned her bachelor's degree in political science from SUNY Binghamton and her M.A. in political science from Rutgers, where she was an Eagleton Fellow.

MARIE WILSON

Marie Wilson is founder and president emerita of The White House Project, Co-Creator of Take Our Daughters to Work Day, and author of *Closing the Leadership Gap: Why Women Can and Must Help Run the World*. In 1998, she founded The White House Project to build a truly representative democracy where women lead alongside men in all spheres. She is an honorary founder of the Ms. Foundation For Women where she was president for nearly two decades. She has been profiled in The New York Times "Public Lives" column, as well as O Magazine and has appeared on *The Today Show*, *Good Morning America*, CNN, National Public Radio, and other national programs. She has five children and eleven grandchildren. She resides in New York City.



JAN YANEHIRO

Jan Yanehiro pioneered the magazine format on television as co-host of Evening Magazine, a nightly program in San Francisco that ran for 15 years. Currently she is the Director of the School of MultiMedia Communications at the Academy of Art University, San Francisco. She has hosted six documentaries on the redress and relocation issues of Japanese Americans during World War II, and won multiple awards including an Emmy and the Eleanor Roosevelt Humanitarian Award. She is the mother of six (three of her own and three step-children) and holds seats on several boards including The Representation Project, the Kristi Yamaguchi Always Dream Foundation and The Bank of Marin. Her latest book is titled, *This Is Not The Life I Ordered. . .50 Ways To Keep Your Head Above Water When Life Keeps Dragging You Down*.

DAPHNE ZUNIGA

Daphne Zuniga is a prolific actress and environmentalist. Her film and television appearances include Jo Reynolds on the hit series *Melrose Place*, *The Sure Thing*, *Spaceballs*, and *One Tree Hill*. Devoted to the environment, she was appointed by Los Angeles Mayor Antonio Villaraigosa to the founding Board of the LA River Revitalization Corp. Her documentary of the TED Conference, *The Future We Will Create*, which she produced and directed, is currently available on Netflix, and Amazon. She has won environmental awards from the Children's Nature Institute, California League of Conservation Voters, and the Barcelona International Environmental Film Festival.





KEY FILM STATISTICS

THE PREVALENCE OF MEDIA

Youth ages 8 to 18 consume more than 10 hours and 45 minutes of media per day (on a smart phone, computer, television or other electronic device) ¹

American teenagers spend: thirty one hours a week watching TV,² seventeen hours a week listening to music,³ and ten hours a week online ⁴

WOMEN ARE UNDERREPRESENTED IN LEADERSHIP

The United States ranks **33rd** out of the **49 highest income countries** when it comes to female representation in the national legislature ⁵

Women make up a mere **4.6%** of **S&P 500 CEOs** ⁶

In 2014, women comprised **17%** of all directors, executive producers, producers, writers, cinematographers, and editors working on the top **250** domestic grossing films ⁷

Across the **last 13 years**, women have held **directed only 4%** of the top-grossing feature films ⁸

WHAT DOES THIS MEAN FOR WOMEN?

There are **36 countries** that have had a female president and the US is not one of them. As of 2015, there are **22 female world leaders** currently in power among the **196 countries in the world**. ⁹

Women hold **20%** of the seats in the House of Representatives and Senate ¹⁰

Rates of depression among girls and women have **doubled in the past ten years** ¹¹

Globally in 2014, the **number one** cause of death for teen girls (**15-18**) was suicide ¹²

More than **one in seven women** experience sexual dating violence ¹³

More than **1/2 of girls** and **1/3 of boys** as young as six to eight feel that they should be thinner ¹⁴

WE CAN CHANGE THESE STATISTICS

Women make up **50.8%** of the U.S. population ¹⁵

Women make up **58%** of college graduates in the U.S. ¹⁶

Women hold **85%** of consumer purchasing power ¹⁷



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² Hinckley, David. "Americans spend 34 hours a week watching television, according to Nielson numbers." New York Daily News, 2012. <<http://www.nydailynews.com/entertainment/tv-movies/americans-spend-34-hours-week-watching-tv-nielsen-numbers-article-1.1162285>>

³ Parker-Pope, Tara. "Under the Influence of...Music?" The New York Times, 2008. <http://well.blogs.nytimes.com/2008/02/05/under-the-influence-ofmusic/?_r=0>

⁴ Weaver, Jane. "Teens tune out TV, log on instead." NBC News, 2013. <http://www.nbcnews.com/id/3078614/ns/technology_and_science-tech_and_gadgets/t/teens-tune-out-tv-log-instead/#.VeS07rxViko>

⁵ Alter, Charlotte. "U.S. Women Leadership Ranking is Pathetic Compared to Other Countries." Time, 2015. <<http://time.com/3684249/u-s-women-leadership-ranking-is-pathetic-compared-to-other-countries/>>

⁶ Catalyst. "Women CEOs of the S&P 500." Catalyst, 2015. <<http://www.catalyst.org/knowledge/women-ceos-sp-500>>

⁷ Lauzen, Martha M. "The Celluloid Ceiling: Behind-the-Scenes Employment of Women in the Top 250 Films of 2014." Center for the Study of Women in Television and Film, 2015. <<http://womenintvfilm.sdsu.edu/research.html>>

⁸ Smith, Stacy L.; Pieper, Katherine; Choueiti, Mark; et al. "Gender & Short Films: Emerging Female Filmmakers and the Barriers Surrounding their Careers." LUNAFEST and USC Annenberg School of Communication and Journalism, 2015. <<http://annenberg.usc.edu/pages/~media/MDSCI/MDSC%20LUNAFEST%20Report%2010515.ashx>>

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¹⁰ Alter, Charlotte. "U.S. Women Leadership Ranking is Pathetic Compared to Other Countries." Time, 2015. <<http://time.com/3684249/u-s-women-leadership-ranking-is-pathetic-compared-to-other-countries/>>

¹¹ Women and Gender Studies. "Stats and Facts." High Point University, 2015. <<http://www.highpoint.edu/womenandgender/stats-and-facts/>>

¹² World Health Organization. "Health for the World's Adolescents: A Second Chance in a Second Decade." World Health Organization, 2014. <<http://apps.who.int/adolescent/second-decade/>>

¹³ Kann, Laura; Kinchen, Steve; Shanklin, Shari L.; et al. "Youth Risk Behavior Surveillance — United States, 2013." Centers for Disease Control and Prevention, 2013. <http://www.cdc.gov/mmwr/preview/mmwrhtml/ss6304a1.htm?s_cid=ss6304a1_w>

¹⁴ Common Sense Media. "Children, Teens, Media, and Body Image." Common Sense Media, 2015. <<https://www.common Sense Media.org/children-teens-body-image-media-infographic>>

¹⁵ United States Census Bureau. "Quick Facts Beta 2.0." United States Census Bureau, 2015. <<http://quickfacts.census.gov/qfd/states/00000.html>>

¹⁶ U.S. Department of Education, National Center for Education Statistics. "The Condition of Education 2012." NCES, 2012. <<https://nces.ed.gov/fastfacts/display.asp?id=72>>

¹⁷ Holland, Stephanie. "Marketing to Women Quick Facts." She-economy, a guy's guide to marketing to women, 2010. <<http://she-economy.com/report/marketing-to-women-quick-facts>>





THE
REPRESENTATION
PROJECT

WOMEN ARE UNDER-REPRESENTED IN LEADERSHIP

THE UNITED STATES IS

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OUT OF THE 49 HIGHEST INCOME
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IN THE NATIONAL LEGISLATURE

WOMEN MAKE UP ONLY
4.6%
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WOMEN COMPRISED
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EXECUTIVE PRODUCERS, WRITERS,
CINEMATOGRAPHERS, AND
EDITORS WORKING ON THE TOP
250 DOMESTIC GROSSING FILMS

WHAT DOES THIS MEAN FOR WOMEN?

MORE THAN

1/7

WOMEN EXPERIENCE
SEXUAL DATING VIOLENCE

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WAS SUICIDE

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↑ THESE STATISTICS

WOMEN MAKE UP
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