



THE REPRESENTATION PROJECT



IMPACT REPORT

2011 - 2019

A LETTER FROM OUR FOUNDER

In my first film, *Miss Representation*, I wanted 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. Released in 2011, *Miss Representation* exposed how mainstream media and culture contribute to the under-representation of women in positions of power and influence in the U.S.

While traveling the world with this film, I encountered many parents and educators who thanked me for making *Miss Representation*, but also asked, "What about our boys? Stereotypes hurt everyone, don't they?" I studied the research and my second documentary was born. *The Mask You Live In* premiered in 2015 and explored how boys and young men struggle to navigate America's narrow definition of masculinity.

As I made *The Mask You Live In*, I realized that I needed to make another film about the harms of masculine values at a societal level. My third film in the trilogy, *The Great American Lie*, examines the profound impact at a societal level of prioritizing "masculine" values over "feminine" values on producing economic inequality.

The Representation Project builds on the groundbreaking work of these three films by continuing to challenge limiting gender stereotypes in media and society. As with any cultural shift, change around gender norms begins with education. Our social media presence alone has reached 1.4 billion impressions worldwide, and our youth programs have trained thousands of young content creators to shift culture by producing socially just media content.

This impact study documents the impact of the organization since its start in 2011. In this study, we assess the reach of our work and its impact on attitudes and the broader culture. With your help, our effect has been profound. Our films have launched national conversations about the harmful effects of media stereotypes on boys and girls, men and women.

The continuing popularity of our films and curricula speak to the fact that much work remains to be done. I hope you will join me in pushing back against gender stereotypes in an effort to create a more balanced and equitable future for all.

WARMEST,

Jennifer D. Neuman



EXECUTIVE SUMMARY

This report, analyzes the cultural impact and reach of The Representation Project. The organization has had a significant impact on individuals and society more broadly through its films, curricula, youth outreach, and social media campaigns. Our major findings are presented below. Additional findings are included in the full report.

YOUTH PROGRAMS

- We trained over 1,000 young content creators in our Youth Media Lab in 2019.
- Girls in our Youth Media Academy express greater interest in working in media, engaging in activism, and aspiring to leadership positions.
- Over 600 young people have received hands-on training through our annual Youth Summits. They report a substantial increase in their knowledge of the power of storytelling, racial justice issues, and using their creative voice for social change.

FILMS/CURRICULA

- The Representation Project's three films, *Miss Representation* (2011), *The Mask You Live In* (2015), and *The Great American Lie* (2019) have been viewed by over 28 million people worldwide.
- Our film curricula has been used by over 2.5 million students.

SOCIAL MEDIA CAMPAIGNS

- The Representation Project has achieved over 1.4 billion impressions through our social media channels.
- Our social media hashtag campaigns have reached 834 million people. #NotBuyingIt changed the sexism of Super Bowl ads, and #AskHerMore transformed red carpet interviews so that female celebrities are seen as more than their youth, beauty, and designer dresses.

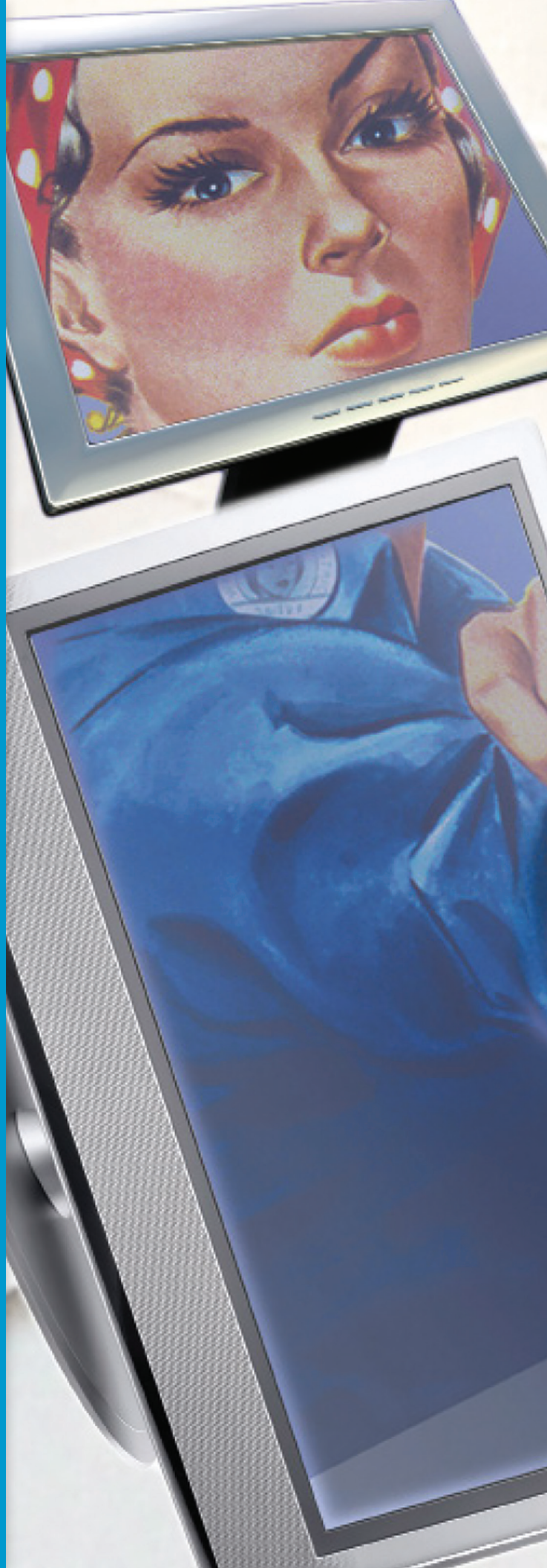




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“Miss Representation awakens the conscience and inspires movement.”

“The Mask You Live In is a transformational film that often leaves male audience members speechless. After some time processing, the speechless have often become the advocates for change in our community.”

“The Great American Lie is a cinematic tour de force that gets to the core of questions which haunt all Americans.”

INTRODUCTION

This report analyzes the cultural impact of The Representation Project since its founding in 2011.

We use multiple methodologies to assess the reach and impact of our organization, including survey data analysis, social media statistics, testimonials, and news coverage analysis. We find that The Representation Project has had a significant effect on shifting U.S. culture.

OUR HISTORY

The Representation Project is a 501(c)(3) non-profit organization founded by filmmaker Jennifer Siebel Newsom. The organization envisions a world free of limiting gender stereotypes and norms. We pursue this vision through our films— *Miss Representation*, *The Mask You Live In*, and *The Great American Lie*—as well as film curricula, youth programs, and social media campaigns.

Jennifer's first film, *Miss Representation*, premiered at the 2011 Sundance Film Festival. It exposed the ways in which mainstream media representations of girls and women contribute to the underrepresentation of women in positions of power and influence. In response to overwhelming public demand for ongoing education and social action in support of the film's message, Jennifer founded the organization that became The Representation Project in April of 2011.

While traveling the world with *Miss Representation*, Jennifer encountered many parents and educators who thanked her for making *Miss Representation*, but asked, "What about our boys?" Pregnant with her first son and wanting to draw boys and men into the conversation, she began research and production on her second film, *The Mask You Live In*, which premiered at Sundance in 2015. *The Mask You Live In* explores how America's narrow definition of masculinity is harming our boys, men, and society at large.

Newsom third film in the trilogy, *The Great American Lie*, was released in 2019. It is the most

comprehensive intersectional assessment of the causes of economic immobility— racism, corporate exploitation, and gendered societal values. She brings her unique lens to bear on the subject, revealing how inequality is rooted in "masculine" cultural values (e.g., individualism, power, money) at the expense of things we consider "feminine" (e.g., empathy, care, collaboration).

The work of The Representation Project extends beyond the films. We offer age-appropriate curricula that provides youth with the opportunity to explore and apply the concepts presented in the films. Our tailored curricula are designed to engage youth at different stages of development through hands-on activities and guided discussions.

The Representation Project has also become the nation's leading gender watchdog organization through active social media campaigns that hold corporations, content creators, political leaders, and others accountable.

The organization also runs youth programs to train the next generation of content creators. We host an annual Youth Leadership Summit where young people have an opportunity to hear from gender justice experts, learn hands-on media production skills, and are inspired to take action. Our Youth Media Lab has trained over 1,000 content creators, and our Youth Media Academies provide intensive instruction to under-represented youth on filmmaking for social justice.

OUR MISSION

Using film and media as catalysts for cultural transformation, The Representation Project inspires individuals and communities to challenge and overcome limiting gender stereotypes and norms.

OUR IMPACT

In this section, we report the impact of our work using quantitative data, qualitative reports, and other metrics that capture reach and outcomes. We begin with an assessment of our youth programs, followed by an examination of the impact of our films/curricula and social media campaigns.

YOUTH PROGRAMS

In 2019, we expanded existing youth programs to more actively train and inspire the next generation of content creators. This report measures the impact of our three youth programs:

- **THE YOUTH MEDIA LAB** is an online space where 1,000 young people ages 14 – 24 learn how to create different types of media (e.g., films, podcasts, blogs, etc.) and share their work with other young content creators for feedback.
- **THE YOUTH MEDIA ACADEMIES** are month-long summer programs to train high schoolers in filmmaking. Participants make a short film-- from concept to storyboarding, filming, and editing— while learning about gender justice issues.
- **THE YOUTH MEDIA SUMMIT** is an annual gathering for young people to interact with filmmakers and activists who speak about the power of media to shape and shift culture.

Members of The Lab say they are inspired to find their voice and use media to bring about social change in their communities. Academy participants report significant improvements in filmmaking skills, personal empowerment, and well-being. Participants also express greater interest in working in media, engaging in activism, and aspiring to leadership positions. Summit participants reported a substantial increase in their knowledge of the power of storytelling, racial justice issues, and using their creative voice for social change. The Summit also inspires participants to take action in their community.



THE LAB

OVERVIEW

The Youth Media Lab currently hosts 1,000 members—up from 300 members at the start of 2019. Members of The Lab have access to free courses and modules that teach them how to create different types of media. They also have access to a series of learning modules on social justice issues, such as domestic violence, dress codes, activism burnout, healthy masculinity, and feminism 101. New learning modules are added each month. Discussions in The Lab are led by seventeen youth ambassadors who provide feedback, ideation, and constructive criticism to members.

IMPACT

Members of The Lab say that this space is invaluable in finding and elevating their voices!

“I joined the YML because I am tired of young people being robbed of a platform due to their perceived ‘inexperience’ or ‘incapability.’ I believe in the power of youth, and I love that YML focuses on uplifting our voices.”

- Sierra S. / San Francisco, CA

“I use the YML because it keeps me updated and challenges me to think further about current topics about gender equality (and others).”

- Gabby H. / Peru

“The Youth Media Lab gives people something to connect to online that’s healthier than what the typical media platforms pose.”

- Rachel L. / Merced, CA

“I love being reminded that I’m not alone. The YML is a reminder that there are other youth across the globe with similar concerns and who are just as passionate about social justice.”

- Lindsay K. / Canada

YOUTH MEDIA ACADEMY

OVERVIEW

We launched our first Youth Media Academy, a free four-week intensive filmmaking course, in Oakland in the summer of 2019. This section reports the results of pre- and post-surveys. Twelve girls participated in the 2019 Oakland program. They ranged in age from 14 to 17-years-old. Eighty percent of the girls identify as Latinx, while the remaining participants identify as Asian-American.

IMPACT

Increased Knowledge

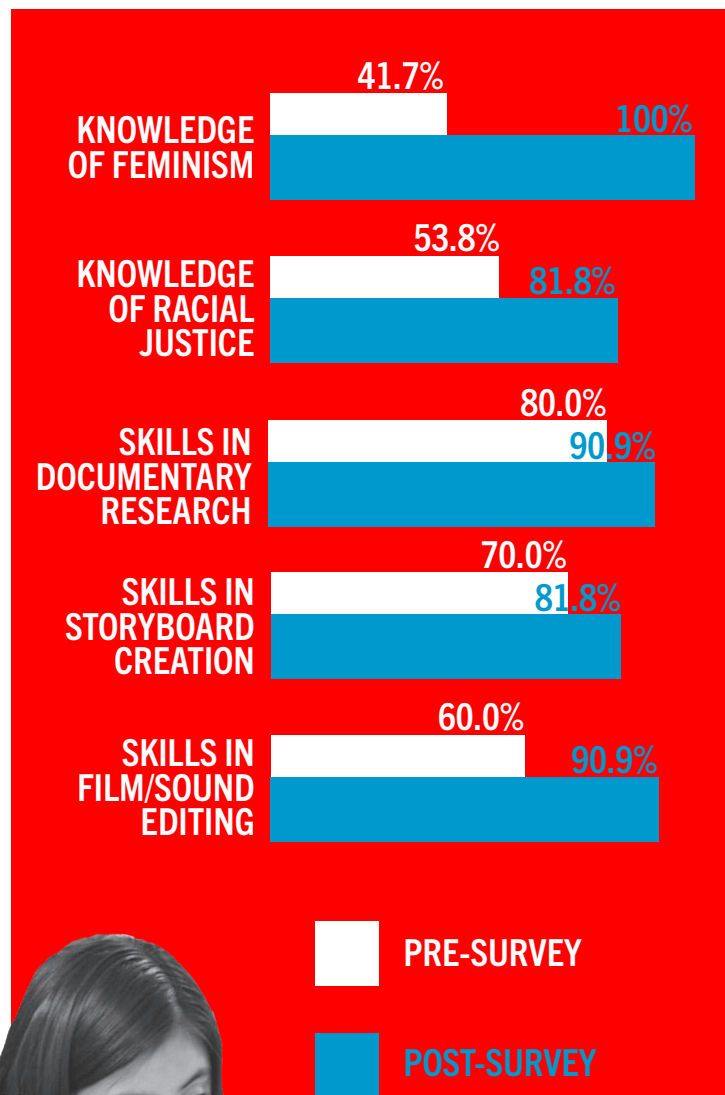
We asked participants to tell us how knowledgeable they are about different subjects addressed in the Youth Media Academy. From the pre- to post-survey, girls' knowledge of feminism, storytelling, racial justice, and gender justice significantly improved.

Filmmaking Skills

We also asked Academy participants about their skill development in the pre- and post-surveys. Girls in the Youth Media Academy report significant improvement in their ability to conduct documentary research, create storyboards, conduct sound/audio recording, film editing, and using their creative voice.

Improved Self-Efficacy

Participants were also asked to complete the General Self-Efficacy Scale, a validated measure of an individual's belief in their power to control one's behavior, social environment, and goal attainment. People with higher self-efficacy are more optimistic and report more life satisfaction. People with lower self-efficacy are more likely to be stressed,



depressed, have anxiety, and suffer burnout. The girls in the academy saw a significant improvement on seven out of ten measures of self-efficacy.

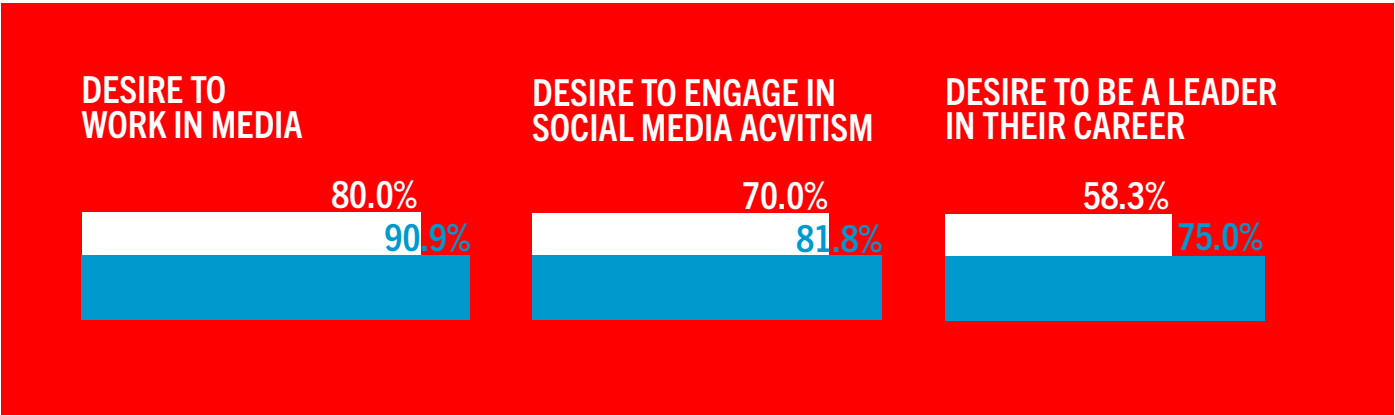
Improved Well-Being

We also asked participants a series of questions about their well-being that are related to mental health. Respondents completed the Warwick–Edinburgh Mental Well-being Scale (WEMWBS), a well-respected measure that assesses self-reported individual well-being at a particular point in time.

Scores on this scale range from 7 (low well-being) to 35 (high well-being). On the pre-survey, girls scored an average of 16, indicating that participants are on the low end of well-being. By the end of the program, participants reported an average well-being score of 24—a statistically significant improvement over the course of the Academy.

Life Plans and Leadership

Participants were asked a series of questions about future plans for their life, as well as a set of questions about their leadership aspirations. All of the girls in the Youth Media Academy entered and departed the program with the intention of going to college. After completing the Academy, the girls expressed a greater interest in working in media in some capacity and engaging in social media activism. The percentage of girls who want to be leaders in the career, community, and country increased over the course of the program.



Biggest Impact

We asked Youth Media Academy participants to tell us what they liked best about the program, what they learned, and what impacted them the most.

“I loved viewing short films and learning about the technical terms like “b-roll,” “depth of field” etc. I loved the guest speakers. They gave me a new perspective on life and filmmaking.”

“I learned about what I would like to do in the future and get more comfortable to share things about myself.”

YOUTH MEDIA SUMMIT

OVERVIEW

The Representation Project has hosted four youth summits in the Bay Area to inspire young people and empower them to create a world free of gender stereotypes and norms. These summits have provided hands-on training to over 600 young people ages 14 to 24.

Our 2019 Youth Media Summit brought together nearly 100 young content creators to the Summit's panels and interactive sessions that afforded participants the opportunity to explore diversity behind the lens, the strength of embracing failure, and the power of telling one's own story.

Highlighted speakers included Anna Nti-Asare-Tubbs, the first partner of Stockton, award-winning documentary filmmakers, and a keynote address delivered by Farhoud Meybodi, the Executive Vice President of Creative at Wayfarer Entertainment. The daylong event culminated in our Inaugural Student Film Premiere. Jennifer Siebel Newsom opened the evening's premiere.

Summit participants were diverse in terms of age, race, and gender. They ranged in age from 12 to 26, with an average age of 19. Two-thirds of participants were in high school. Nearly half of the participants (46.7%) identified as Latinx, followed by white (33.3%), Asian/Asian-American (10.0%), Native American/Pacific Islander (6.7%), and Black (3.3%) participants. When it comes to gender, two-thirds (66.7%) of participants were femme-identifying, while the remaining participants identify as male.

IMPACT

Increased Knowledge

A vast majority of Summit participants reported that their knowledge of different issues increased as a result of attending the Summit. Participants reported the largest increases in their knowledge of storytelling, racial justice issues, and using their creative voice for social change. Youth participants also reported significant knowledge gains in social justice issues more broadly, and in their ability to deconstruct media content.



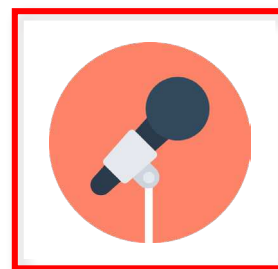
81.8%

**INCREASED THEIR KNOWLEDGE OF
DECONSTRUCTING MEDIA CONTENT**



90.9%

**INCREASED THEIR KNOWLEDGE OF
RACIAL JUSTICE ISSUES**



90.9%

**INCREASED THEIR KNOWLEDGE OF
USING CREATIVE VOICE**

Taking Action

One prominent theme of the Youth Media Summit was the importance of turning learning into action. Panelists and keynote speakers emphasized the importance of taking action in one's community through media and other means as a way of addressing social injustices.

We asked participants what actions they plan to take to enact social change in their communities as a result of attending the Youth Media Summit. Over half of participants say they plan to use media and social media for social change, while one-third say they plan to organize a group or a protest to address issues they are passionate about. One-in-four participants say they plan to start a petition to address social injustice in their community.



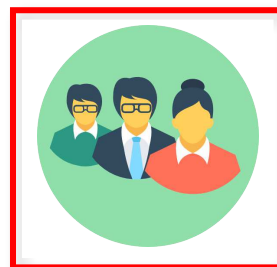
33.3%

**PLAN TO ORGANIZE A PROTEST
FOR SOCIAL CHANGE**



60.0%

**PLAN TO USE SOCIAL MEDIA
FOR SOCIAL CHANGE**



36.7%

**PLAN TO ORGANIZE A CLUB
FOR SOCIAL CHANGE**

Favorite Part of the Summit

We asked youth participants what they enjoyed the most about the Youth Media Summit, and several themes emerged. Many participants appreciated hearing such a diversity of voices:

“I enjoyed listening to all the speakers and hearing all the different matters at hand. There was so much positivity and overall an amazing event.”

“I really enjoyed the safe space that was created and the interactive speakers that made it all the more comfortable to be around new people.”



FILMS

MISS REPRESENTATION

Miss Representation premiered at the Sundance Film Festival to rave reviews in 2011. A powerful film featuring prominent women such as Gloria Steinem, Dr. Condoleezza Rice, Rachel Maddow, and Nancy Pelosi, *Miss Representation* tackles the sexual objectification of women on-screen and its cultural implications. *Seattle Times* cultural critic Moira MacDonald wrote, “This film needs to be watched by teenage girls, for whom it may well serve as both a wake-up call and a course called Women’s Images in Media 101.” Jeffrey Anderson of *Combustible Celluloid* wrote that “*Miss Representation* is exciting and empowering, yet simple and entertaining. It’s a must-see.”

Following its Sundance premiere, *Miss Representation* played at film festivals across the nation that year, and won audience awards from the Palo Alto International Film Festival and the Sonoma Film Festival. It also won the Movies Matter Award at the 2011 Maui Film Festival and the Gracie Allen Award for outstanding documentary in 2012. Jennifer Siebel Newsom received the “Emerging Artist Award” from the White House Project and was named one of “150 Women Who Shake Up the World” by *Newsweek* based on the societal impact of *Miss Representation*.

Inspired by the message of *Miss Representation*, Oprah Winfrey obtained broadcast rights. On October 22, 2011, *Miss Representation* premiered on the Oprah Winfrey Network as part of their documentary film club to an audience of over 1.4 million viewers. In 2014, *Miss Representation* became available on Netflix.

Since its release, *Miss Representation* has been viewed over nineteen million times. In its inaugural year, The Representation Project hosted 1,240 screenings of *Miss Representation* in fifteen countries across North America, Europe, and Africa. In the following year, annual screenings doubled, with 679 screenings in thirty countries, including countries in South America and Asia. To date, *Miss Representation* has been screened in all 50 states and across the globe in more than 70 countries.



VIEWER SURVEY

Beyond its reach, *Miss Representation* has also had a measurable impact on millions of viewers. In a recent survey of viewers,¹ 78.8% indicated that the film had increased their knowledge of gender issues, and 83.8% said they recommended the film to friends or family.

The vast majority of viewers (82.9%) said they felt empowered after watching *Miss Representation*, with 87.9% reporting that they took some form of action. The most commonly reported actions were speaking out when they heard others make sexist comments (58.6%), advocating for women in leadership (57.5%), following *Miss Representation* on social media (56.3%), taking steps to learn more about gender justice issues (52.9%), and changing the type of media they consume (47.1%).



78.8%
INCREASED THEIR
KNOWLEDGE OF GENDER ISSUES



82.9%
FELT EMPOWERED
BY THE FILM

“It truly opened my eyes and made me the feminist I am today.”

“I think it helped me see that what I knew or felt was real-- not just me overreacting. It was a very important film for me.”

“It was my introduction to feminism. It gave me my first vocabulary for discussing the objectification of women. It was the first secular source to teach me to be a critical consumer of media.”



THE MASK YOU LIVE IN

A natural sequel to *Miss Representation*, *The Mask You Live In* explores American norms around masculinity and the struggles that accompany attempts to achieve such a narrow definition of manhood. In making this film, Jennifer Siebel Newsom was responding to requests from parents around the globe, but she was also personally inspired. “It was really important to me that I could nurture a son who could be true to his authentic self, who wouldn’t always feel like he had to prove his masculinity. There’s so much loneliness, pain, and suffering when one is pretending to be someone that they’re not.”

After raising more than \$100,000 on Kickstarter for production costs, and releasing a trailer that was viewed an unprecedented 3.4 million times on YouTube, *The Mask You Live In* premiered at the Sundance Film Festival in 2015. *The Mask* continued to play at film festivals across the country, subsequently winning the Visionary Award at the Las Vegas Film Festival, and the Audience and Jury Press awards at the Side By Side LGBT Film Festival. Since its release, *The Mask* has been viewed over nine million times. In 2015, the film made its Netflix debut.

VIEWER SURVEY

According to a recent survey,² *The Mask You Live In* has significantly affected viewers, especially boys, men, and fathers. Many viewers (89.6%) say that the film increased their knowledge of gender issues. After watching the film, 89.6% of viewers say they felt empowered, and 93.1% recommended the film to friends or family.

Of those who reported taking some form of action after watching *The Mask You Live In*, 52.0% said they started speaking out more when they heard others make sexist comments, and 50.0% took steps to learn more about gender justice issues. Other actions included following *The Mask You Live In* on social media, posting about gender justice issues on social media, engaging in a political activity related to gender justice issues, and changing the types of media they consumed.

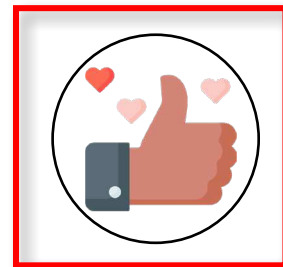
“It was validating being able to see toxic masculinity defined in such an accessible way. It felt relatable to everyone on the gender spectrum.”

“I required my son’s dad to watch the movie and we discussed it. He also joined a men’s group. I talk to my son about his feelings every night at bedtime.”



89.6%

INCREASED THEIR
KNOWLEDGE OF
GENDER ISSUES



93.1%

RECOMMENDED THE
FILM TO FAMILY
OR FRIENDS

THE GREAT AMERICAN LIE

The Great American Lie, the latest film from The Representation Project, was released in 2019. It addresses a simple question—what drives economic inequality in the U.S.? The film’s answer is threefold: racism, corporate exploitation, and gendered values. Jennifer Siebel Newsom analyzes the legacy of slavery and contemporary racism in holding some Americans back. She also examines the role of corporate exploitation in producing low wages and a lack of economic mobility for many Americans. Lastly, she applies a unique gender lens to the problem and finds that economic inequality is deeply rooted in “masculine” cultural values (e.g., individualism, power, money) at the expense of things we consider “feminine” (e.g., empathy, care, collaboration). The film calls for a move to a care economy that embraces universal human values.

The Great American Lie appeared in 6 film festivals in 2019—premiering at the San Francisco Film Festival and screening at DOC NYC, the Denver Film Festival, the Scottsdale Film Festival, DocUtah, and the Alexander Valley Film Festival. It was released for community and educational screenings only at the end of 2019.

CURRICULA



The Representation Project provides screening exercises and curricula to accompany *Miss Representation*, *The Mask You Live In*, and *The Great American Lie*. Exercises are used to shape the conversation after film screenings, and to encourage viewers to apply film content to their own lives. The curricula is used by teachers and professors to guide more in-depth student learning on the concepts presented in the films.

The goal of the *Miss Representation* curricula is to develop students’ media literacy skills. To this end, the curricula teach students about different types of media, how media communicates ideas and shapes viewers, and introduces students to media concepts such as social construction, sexual objectification, stereotypes, and gender roles. Students also learn about the importance of diversity in media representations and how to recognize empowering messages for boys and girls.

The Mask curricula aims to develop social-emotional understanding. Students gain greater self-awareness about how their lives are shaped by expectations of masculinity, and they acquire skills to develop healthy emotions, thoughts, behaviors, decision-making, and relationships.

Curriculum for *The Great American Lie* was developed by a team of professors and teachers, with extensive input from film experts, including Dr. Riane Eisler, Dr. Caroline Heldman, Dr. Patricia Esparza, and decorated high school teacher, Annie Delgado. This curriculum looks at the causes and consequences of economic inequality in a way that is accessible to students in high school and college.

To date, the film curricula are being used in over 5,000 schools in fifty U.S. states. Over 11,200 curricula for *Miss Representation*, *The Mask You Live In*, and *The Great American Lie* have been distributed, and have reached over 2.5 million students.

ONLINE OUTREACH

The Representation Project has engaged in active online outreach to shift the broader culture. In this section, we present data on the reach and impact of our weekly action alert emails, social media channels, and hashtag campaigns.

WEEKLY ACTION ALERTS

The Representation Project launched Weekly Action Alerts in 2013, a short message from the organization about issues pertaining to the mission. Currently, over 100,000 people have signed up to receive a Weekly Action Alert that features the latest research on intersectional gender issues, recommendations for positive media, book reviews, film reviews, and compelling analyses of current policy topics related to gender justice.

In 2019, The Representation Project published 72 original blog posts on a wide range of topics related to our mission. Original content was effective in driving high open rates on our weekly emails and an 855% increase in traffic to our website over 2018. We published all original content to social media as well, which also helped to drive new traffic to our website where readers were able to learn more about our films and youth programs.

SOCIAL MEDIA

The Representation Project has social media handles for each film in addition to a namesake page (The Representation Project) on Facebook, Twitter, and Instagram. Since forming in 2011, the organizational content has received 746,335,706 impressions on social media. The Representation Project closed 2019 with over 652,060 followers across all accounts and platforms, an increase of 11.4% over 2018.




Miss Representation has the largest reach of all accounts, with 531,175 followers across all platforms. Its largest following is on Facebook (346,102), then Twitter (95,000), and Instagram (90,073). In 2019, social media pages for *Miss Representation* garnered a total of 151,048,047 impressions.

The Mask You Live In has the second largest reach, with 61,336 followers across all platforms. As with *Miss Representation*, its largest following is on Facebook (44,140), then Twitter (10,000), and Instagram (7,196). By the end of 2019, the social media pages for *The Mask You Live In* garnered 5,473,819 impressions.




By the end of 2019, The Representation Project social media pages had 58,171 followers. Most of these followers came from Facebook (36,750), followed by Twitter (13,700), and Instagram (7,721). Social media impressions for The Representation Project handle totaled 1,153,989 in 2019.

FOLLOWERS






	346,102
	95,000
	90,073





	44,140
	10,000
	7,196



	36,750
	13,700
	7,721

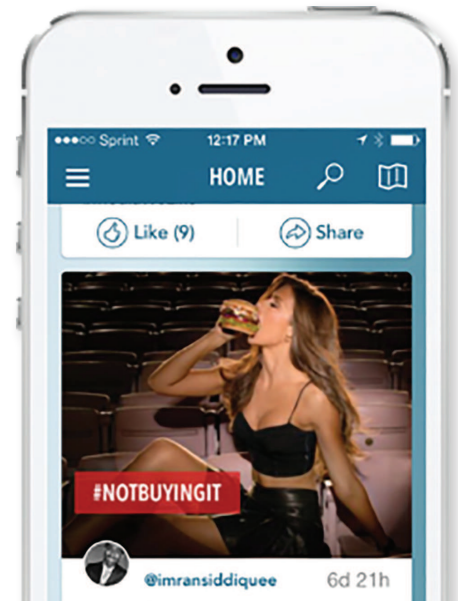


	759
	116
	503

The Great American Lie has 1,378 followers across all platforms, with the largest following on Facebook (759), then Instagram (503), and Twitter (116). By the end of 2019, the social media pages for *The Great American Lie* garnered 647,881 impressions.

The social media engagement rates for The Representation Project averages 9.6%, which is many times higher than the average for non-profit pages. For comparison, a recent report of social media engagement finds that non-profits average 0.06% engagement on Twitter, 0.13% engagement on Facebook, and 2.4% on Instagram.

PARTNERSHIPS



Over the years, The Representation Project has built partnerships and launched campaigns with other organizations and companies. For example, we partnered with Deloitte to produce a white paper on masculinity, and we worked with the Cannes Lions International Festival of Creativity to judge the Glass Lion, an award for creative work that addresses gender inequality. In this section, we highlight our recent partnership with the brand Axe/Lynx and its parent company, Unilever.

In 2016 and 2017, The Representation Project and Axe/Lynx set out to challenge outdated ideas of masculinity and combat the pressure that many men face to meet social standards of manhood. Through film screenings, pro-social messaging, and the power of the Axe brand, our goals were to help boys and men redefine what it means to “Be a Man,” express their authentic selves, and feel liberated from toxic stereotypes. This partnership had a three-pronged approach: 1) a #ManUnlabeled campaign, 2) an #Unmasked campus tour with screenings, and 3) a Facebook live screening of *The Mask You Live In*.

The #ManUnlabeled hashtag drove discussions about healthy masculinity. We recruited social media influencers who model expanded representations of masculinity to serve as “ambassadors.” These influencers invited their audiences to crowdsource memes, gifs, stories, and videos of men bucking stereotypes and labels. The #ManUnlabeled campaign was also supported through the creation of an online resource hub on the The Representation Project website, available in English and Spanish. During this campaign, social media channels for *The Mask You Live In* saw a 264% increase in followers, and 436 discussion guides were downloaded from our resource hub. This hashtag was promoted in conjunction with #Unmasked campus tours and screenings.

The #Unmasked campus tour and signature screenings were part of a direct-to-consumer strategy that sought to bring *The Mask You Live In* to as many people as possible. The goal was to engage campus influencers, build campus-wide audiences in the lead up to the film screenings, and generate enthusiasm among men. Through digital and in-person engagement, The Representation Project built relationships with New York University, Princeton University, Columbia University, and Stony Brook University in the United States. The Representation Project also built relationships with Goldsmiths University, The University of London, The London Metropolitan University, London College, and King’s College. At each campus, The Representation Project collaborated with administrators, educators, and student influencers to encourage students to enroll in the “Rep Program,” where they received weekly action alerts, and community support. Overall, The Representation Project reached 400 student leaders.

The Representation Project and Axe also co-hosted a signature screening of *The Mask You Live In* at the Skirball Center for Performing Arts in New York City. The screening was followed by an all-star roundtable with filmmaker and CEO, Jennifer Siebel Newsom; celebrity and activist, Matt McGorry; President and CEO of

Promundo-US, Gary Barker; and Unilever executive, Carlos J. Gill. Over 450 people attended this screening. After viewing the film, 94.0% agreed that narrow definitions of masculinity can be harmful to men.

The Representation Project also hosted its first Facebook screening of *The Mask You Live In*. To generate interest in the screening, The Representation Project collaborated with Axe and 72andSunny. Axe promoted the hashtag by creating a page on their site focused on the topic of masculinity and launching commercials that challenged stereotypical notions of what it means to be a man. The Representation Project also collaborated with celebrity influencers Matt McGorry, Suki Waterhouse, Alyssa Milano, Justin Baldoni, Gavin Newsom, and Benjamin Bratt. This Facebook live screening was seen by 267,852 unique viewers and reached a total of 700,929 people. During the 90-minute screening, *The Mask You Live In* received 4,597 reactions, 322 comments, and 1,243 shares.

CHANGING CULTURE

In this section, we review data on the broader cultural impact of The Representation Project's work. The U.S. has undergone a radical change in the way Americans think about gender since Jennifer Siebel Newsom created The Representation Project. Today, 78.3% of Generation Z agrees that gender does not define a person as much as it used to.³ (Generation Z was born between the mid-1990s and the early 2000s). It is impossible to isolate the effect of one organization on societal change given that many factors contribute to cultural shifts, but we are confident that the work of The Representation Project contributed to this shift by launching a national conversation about how gender is socially constructed in 2011.

One measure of cultural impact is to assess the extent to which The Representation Project and its films have entered public discourse, as measured by mentions in major news outlets.⁴ As Chart 1 shows, The Representation Project entered public discourse in 2013. Mentions of The Representation Project in mainstream media peaked in 2015 with the release of *The Mask You Live In*, but the organization continues to be mentioned in news articles about gender and media.

As Chart 2 shows, *Miss Representation* was heavily featured in major publications from 2011 to 2014.

According to Chart 3, *The Mask You Live In* received the most attention the year it premiered (2015), but continues to receive mentions in major news outlets.

Another way to measure the cultural impact of The Representation Project is to see whether our hashtag

CHART 1

The Representation Project, Major Publication Mentions

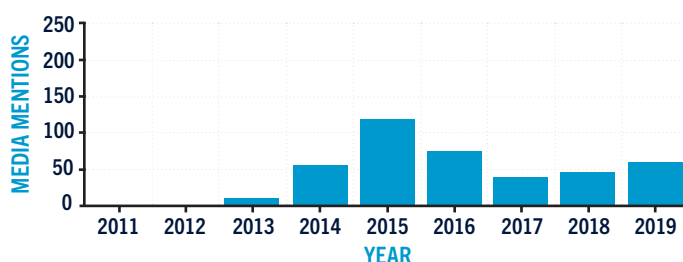


CHART 2

Miss Representation, Major Publication Mentions

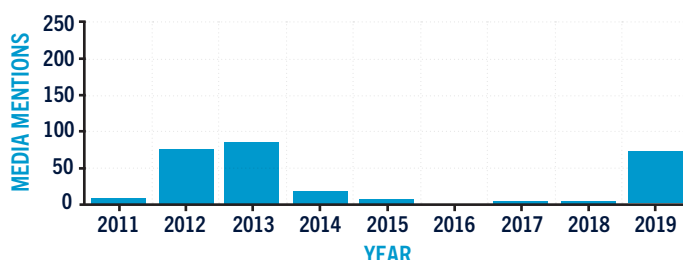
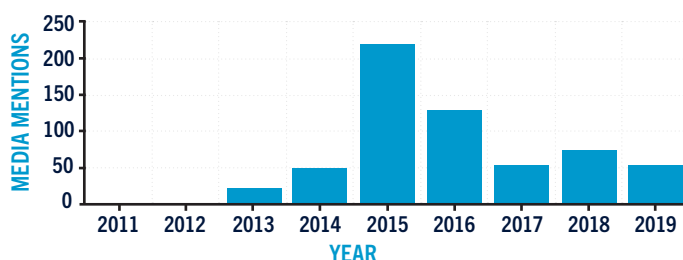
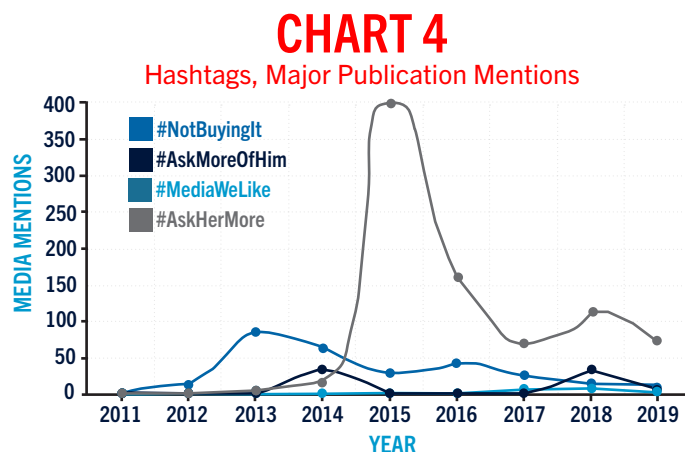


CHART 3

The Mask You Live In, Major Publication Mentions



campaigns generated public discussion, as measured by media attention. As Chart 4 indicates, the #AskHerMore campaign has been the most successful hashtag to date. It garnered a remarkable amount of media attention in 2015 and 2016, and continues to be regularly mentioned in media coverage of women on the red carpet. The #NotBuyingIt campaign has also generated regular media attention since its peak in 2013. #AskMoreOfHim generated media attention in 2014 when it was launched, and again in 2018 with activism around the #MeToo Movement.

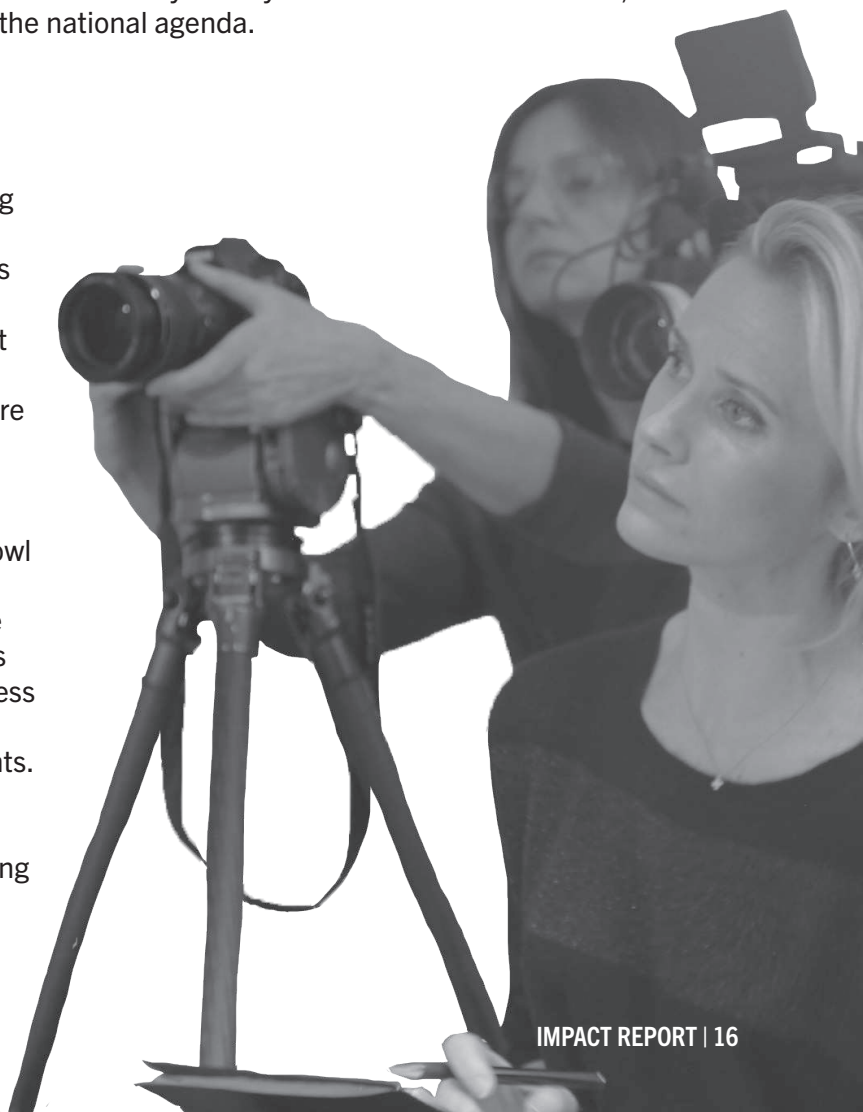


CONCLUSION

The Representation Project has had a profound impact in raising public awareness, improving media content, and shifting culture. Since forming in 2011, the organization's films have been viewed by over 28 million people, and 2.5 million students have used the films' curricula. Since 2015, the organization has achieved more than 746 million impressions through social media channels and over 834 million through hashtag campaigns, for a total of over 1.4 billion impressions. The organization launched two national conversations, one about women's underrepresentation in politics as a result of the media's sexual objectification in 2011, and another involving the harmful effects of traditional masculinity for boys and men in 2015. In short, The Representation Project put gender injustice on the national agenda.

Our youth programs have had a profound impact on shifting the hearts and minds of the next generation of content creators. Our Youth Media Lab provides online training to 1,000 young people on an on-going basis, our Youth Media Academy provides hands-on training in content creation, and our annual summits young content creators to take action using media. Participants in our youth programs report significant improvement in their knowledge of pressing social issues, development of filmmaking skills, and a desire to use media for social change.

The Representation Project is also responsible for single-handedly shifting the norm of sexist Super Bowl ads with the #NotBuyingIt campaign. Similarly, our #AskHerMore campaign gave women a voice on the red carpet, women whose voices were silenced. This campaign empowered women in Hollywood to address pay inequalities in the industry, and gave early momentum to the #MeToo and #TimesUp movements. Industry leaders have credited The Representation Project as the inspiration behind Cannes' launch of the Glass Lion Award for gender conscious advertising work. We hope that you will join us in our ambitious journey to achieve a world that is free of limiting gender stereotypes and norms!

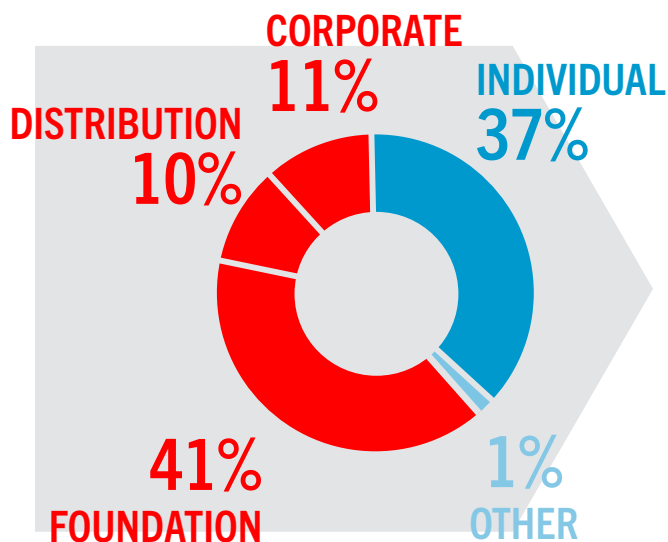


OUR WORK IS POWERED BY YOU - OUR DONORS!

Last fiscal year, your gifts made up more than 80% of our overall income! Your generous contributions help us change culture by challenging limiting gender stereotypes and shifting norms. Thank you for supporting our important work! Our pledge to you is to invest your donations for the most significant possible impact.

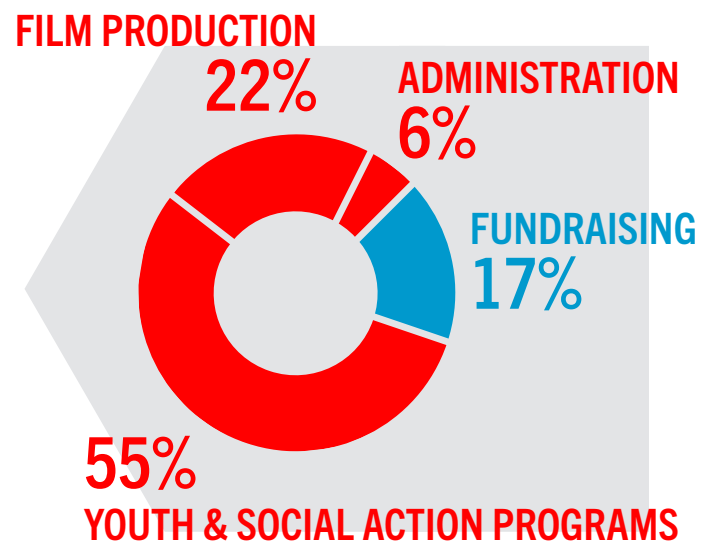
FY 2019 FINANCIALS

INCOME



Total Income:
\$2,128,913

EXPENSES



Total Expenses:
\$2,041,079

ENDNOTES

1. These statistics are based on a survey that was administered via social media from October 23, 2018 - October 28th, 2018.
2. These statistics are based on a survey that was administered via social media from October 23, 2018 - October 28th, 2018.
3. Laughllin, Shepherd, 2016. "Gen Z Goes Beyond Gender Binaries in New Innovation Group Data." J. Walter Thompson Intelligence, March 11, <https://www.jwtintelligence.com/2016/03/gen-z-goes-beyond-gender-binaries-in-new-innovation-group-data/>
4. These statistics were generated using Nexis, a news search service that identifies articles from the 50 top circulated newspapers in the U.S. and over 300 magazines and journal articles.

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