



THE
REPRESENTATION
PROJECT

IMPACT REPORT

2011 - 2018

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 America.

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.

The Representation Project builds on the groundbreaking work of these two films by continuing to challenge limiting gender stereotypes in media and society. As with any cultural shift, change around gender norms begins with education. For the better part of a decade, we have hosted film screenings and offered curricula to educators, students, corporations, and other audiences around the globe. We have also planned annual youth leadership summits and launched national hashtag campaigns that have gone viral. Our social media presence alone has reached 1.2 billion impressions worldwide.

This impact study-- the first we have produced-- documents the impact of the organization since 2011. It was made possible through generous funding from the Annenberg Foundation. 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. *Miss Representation* and *The Mask You Live In* have reached millions of people worldwide. These films 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



The image shows two computer monitors. The top monitor displays a close-up of a woman's face with blue eyes and red lips. The bottom monitor displays a close-up of a woman's face with blue eyes and blue lips. The background is a bright yellow rectangle containing text.

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.

The Representation Project's two films, *Miss Representation* (2011) and *The Mask You Live In* (2015), have been viewed by over 28 million people worldwide.

Our film curricula has been used by over 2.4 million students.

Over 500 young people have received hands-on training through our Youth Summit. 100% of Summit participants say they plan to promote gender justice in their communities.

The Representation Project has achieved over 1.2 billion impressions through our social media channels.

Our social media hashtag campaigns have reached 657 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. But while they are speechless, the thoughts and connections that are made are too numerous to mention. After some time processing, the speechless have often become the advocates for change in our community.”

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 and CEO Jennifer Siebel Newsom. The organization envisions a world free of limiting gender stereotypes and norms. We pursue this vision through our films— *Miss Representation* and *The Mask You Live In*— as well as film curricula, youth outreach, and social media campaigns.

Jennifer Siebel Newsom'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 under-representation 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, Newsom founded the organization that became The Representation Project in April of 2011. This organization inspires individuals and communities to take action to create a world free of limiting gender stereotypes and norms.

While traveling the world with *Miss Representation*, Newsom 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.

The work of The Representation Project extends beyond the films. First, 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. We have also built a community of experts who are recruited and employed to speak at screening events and guide audience discussions. This community of affiliated experts has allowed The Representation Project to make high-quality screenings with meaningful audience engagement possible across the country. Additionally, The Representation Project has hosted an annual Youth Leadership Summit for three consecutive years. Our youth summits give young people an opportunity to hear from gender justice experts, learn hands-on media production skills, and become inspired to take action. The Representation Project also runs intensive social media outreach and hashtag campaigns to raise public awareness of gender issues and encourage consumer activism.

With the upcoming release of our third film, *The Great American Lie*, The Representation Project steps into a bolder agenda, one that requires all of us working together to ensure equality and justice. The organization is dedicated to eradicating gender injustice with the understanding that this injustice is shaped by social class, race, ability, and sexuality. As Audre Lorde so poignantly stated, "I am not free while any woman is unfree, even when her shackles are very different from my own."

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

The purpose of this report is to measure the individual and societal impact of the work of The Representation Project. Here, we analyze the reach and impact of the two films, the film curricula, the annual youth leadership summit, social media, hashtag campaigns, and partnerships.

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 fifty states and across the globe in more than seventy 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%).

Many viewers also reported personal, life-changing impacts from viewing *Miss Representation*:

“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.”

78.8%

increased their knowledge
of gender issues



82.9%

felt empowered
by the film



83.8%

recommended the film to
family and friends



MISS REPRESENTATION

"I've never been so grateful to be so completely enraged and inspired by a film that shines an unforgiving light on our culture, the media and advertisers."

"The screening of *Miss Representation* in Karachi recently got audience members talking and thinking about women in the media in a country where feminism is held with some suspicion as a 'Western' concept, but by the end of the film and discussion, everyone understood that this is not a 'Western' or 'American' issue but a global one that affects women and girls as much in Pakistan as it does in Pennsylvania, Panama, or the Philippines."

"Several 12-year-old participants shared stories about boys in school and on the playground who engaged in derogatory actions toward them that they now realized were sexist-- they vowed to put an end to this and let those boys know this was unacceptable behavior, that it was not 'humor,' but sexist. We see a bright future for these young feminists, and a better world because of them! This film changed their lives."

"*Miss Representation* opens the eyes of women on the reality of our society. It's so easy to become numb to the injustices that we face because 'it's always been that way.' It's time to move forward, for ourselves, our daughters and all future generations of women."

"This was an unbelievably enlightening, shocking, informative, disturbing, motivating film."

"It is such a powerful film that everyone-- not just women should see. Grown men told me afterwards, 'Thank you- that movie changed the way I'm going to parent our two daughters'....Basically, this film is a game changer and highlights the enormous bias that the male-dominated media creates and is perpetuated by both women and men and affects all of society."

"Most rewarding for me was the reaction of my seventeen-year-old son. He said that he had always felt that men and women were equal, but did not see the issue as one that was as important as other social justice issues. Having watched the film, he said his eyes were opened. Changing the mind of this seventeen year old is a pretty big deal. Good work!"

"Your film, quite frankly did exactly what you intended....changed minds. The males in my class were confronted and more importantly the females deeply challenged by their gender/social norms. The perpetual abandon of equality is profoundly illustrated in *Miss Representation*."

"This film is long overdue in the revolution to bring back a strong feminist movement to contend with the mass 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.

Some viewers provided details about how the film affected their attitudes and actions:

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

“The film definitely helped me talk about masculinity to my classes, particularly my male students.”

“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



89.6%

felt empowered
by the film



93.1%

recommended the film to
family and friends



THE MASK YOU LIVE IN

"The conversations are still flowing and incredible actions are being taken already throughout our community and country."

"One of the attendees of the film used to come in every day alone, and he would wave and say 'hi,' but after seeing the film, I see him there every night with his son. They bring games to play with each other, and coloring stuff. He said the film made a huge impact on him, and that he remembered going through what most of the men in the film talked about."

"My students were blown away by the truth revealed in this film. It was a catalyst for lively discussion that lasted the entire class period. They were so mesmerized by this video and gave overwhelmingly positive feedback."

"I have worked in the field of violence against women for over 10 years and searched for ways to engage males in discussions about their role in ending gender-based violence. This film provided the answers on how that can be accomplished. As a result of showing this film, our male engagement committee grew, the number of males seeking counseling for sexual abuse issues grew, and the overall understanding of the issues surrounding [violence against women] increased after showing this film. *The Mask You Live In* is a transformational film that often leaves male audience members speechless. But while they are speechless, the thoughts and connections that are made are too numerous to mention. After some time processing the speechless have often become the advocates for change in our community."

"Now that I'm willing to feel my emotions, I feel 10 feet tall. I feel better than I ever have."

"The impact of our alumni screening was beyond what we anticipated. *The Mask You Live In* appealed to the diverse demographics of our alumni population. Attendees of the screening were intellectually and emotionally moved by the topic."

"*The Mask You Live In* and the amazing resources that accompany it have been monumental in helping to change the culture of my school, a K-12 all-boys international school. The film really resonated with my high school students, giving them an awareness to identify and speak about the harmful pressures that society puts on them as young men. The film has also inspired my fellow teachers to reflect on their own beliefs and practices, and many have begun to incorporate social-emotional learning into their curriculum."

"There was a senior clinician in the audience who works with kids in one of the state's highest-risk schools who has seen the film several times. She said the film has been so groundbreaking for her work and that she has actually changed the way her team of therapists diagnose and work with the boys they see."

"There were many individuals in tears during our discussion. Three young men who attended and are currently in treatment for their addiction literally sobbed through the entire discussion. It was a powerful and moving experience."

"After the screening had finished, I was closing up the auditorium with the AV technician, and he remarked to me that he'd really been touched by the documentary. He said that now that he thought about it, his father had never told him that he loved him, and he had never told his son that either. 'The first thing I'm going to do when I get home,' he said to me, 'is give my son a hug and tell him I love him.'"

CURRICULA

The Representation Project provides screening exercises and curricula to accompany *Miss Representation* and *The Mask You Live In*. 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 Representation Project furnishes age-appropriate curricula for 1) kindergarten - 2nd grade, 2) 3rd grade - 5th grade, 3) middle school, 4) high school, and 5) college that was developed by sociology and child psychology experts to account for differences in comprehension level and learning styles at different ages.

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.

To date, the film curricula are being used in over 5,000 schools in fifty U.S. states. Over 11,000 curricula for *Miss Representation* and *The Mask You Live In* have been distributed, and have reached over 2.4 million students.

YOUTH OUTREACH

Since 2016, The Representation Project has hosted an annual Youth Leadership Summit in San Francisco that seeks to inspire young people and empower them to create a world free of gender stereotypes and norms. Overall, the Youth Leadership Summit has provided hands-on training to over 500 youth leaders ages 14 - 24.

2016 Youth Leadership Summit

The theme of the inaugural Youth Leadership Summit was #DisruptTheNarrative. This day-long event featured inspirational talks from experts and workshops on gender stereotypes and strategies for addressing social injustice. Over 150 youth leaders attended the summit and were impacted by the experience, and many reported that they were deeply impacted by the experience.

"I learned that I can lead the change I want to see in my school."

"I was excited and inspired to be around kids who want a better world for our generation."

2017 Youth Leadership Summit

The theme of the 2017 Summit was also #DisruptTheNarrative. To this end, participants were asked to create their own stories, organize for social change, and take a leadership role in their communities. Approximately 125 young people ages 16 - 24 attended this summit.

Many 2017 Summit participants said that the experience brought about a significant change in their way of thinking and being in the world:

“I will speak loudly and be me proudly.”

“The message of inclusivity really struck me most strongly because it demonstrated that the definition of a feminist encompasses much more than women’s rights. It also includes the disruption of gender stereotypes that continue to perpetuate within American society.”

“I learned that anyone can make an impact, and all you need to do it is a drive and a support system. If you work together, you can do whatever you put your mind to. The women on the panel were so inspiring, and they definitely showed me that there are ways to get your voice heard in whatever medium you choose as long as you have the drive and passion to get it done.”

Participants also planned to take concrete action in their communities after attending the Summit:

“I [will] start a youth advocacy group at my school that focuses on a social justice issue we are passionate about, research our issue, expand to other groups and people, host and attend social justice events, and be active on social media to get out our word and invite people to follow and support us.”

“Some steps I will take to bring these lessons back to my community is to discuss these issues with friends and my school administration who recommended this event to me. One action I will take back to my community is the ability to lead discussions over issues we need to address as well as new ideas surrounding how to discuss issues I hadn’t been able to appropriately before.”



2018 Youth Leadership Summit

The 2018 Youth Leadership Summit provided interactive workshops, inspiring conversations, and hands-on media training to 105 diverse attendees ages 18 - 24. This Summit unveiled Media Lab, a virtual community for young adults across the globe who are passionate about creating a world free of gender stereotypes and norms. To date, over 500 young content creators are participating in trainings in Media Lab.

After attending this event, 100% of participants say they are committed to taking actions in their personal lives to promote gender justice. The vast majority of participants (93.1%) indicated that the Summit increased their knowledge about gender issues, and 79.3% felt very empowered as a result of participating.

Summit participants were especially empowered by their interactions with other young activists:

“I’ve never been in an environment surrounded by so many others my age who share passions like this. It’s inspiring.”

“It was so wonderful to be reminded of how important it is to work on fairer representation and a more compassionate, ethical world.”

When asked what actions they plan to take as a result of attending the Summit, participants shared the following:

“Motivate my peers at my high school to join Media Lab, and create a TEDEd Club for my high school.”

“I’m going to stop saying ‘guys.’”

“Continue sharing my narrative with the world.”

100%

plan to promote gender justice in their communities



93.1%

increased their knowledge of gender issues



79.3%

left the summit feeling empowered



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 120,000 people have signed up to receive a Weekly Action Alert.

Social Media

The Representation Project has social media handles for each film (*Miss Representation* and *The Mask You Live In*) in addition to a namesake page (The Representation Project) on Facebook, Twitter, and Instagram. Since forming in 2011, the organizational content has received 588,017,899 impressions on social media. The Representation Project closed 2017 with over 585,348 followers across all accounts and platforms, an increase of 8.2% over 2016.

Miss Representation has the largest reach of all accounts, with 479,084 followers across all platforms. Its largest following is on Facebook (343,546), followed by Twitter (97,538), and Instagram (38,000). In 2017, social media pages for *Miss Representation* garnered a total of 201,107,095 impressions.

The Mask You Live In has the second largest reach, with 53,156 followers across all platforms. As with *Miss Representation*, its largest following is on Facebook (41,164), followed by Twitter (9,083), and Instagram (2,909). By the end of 2017, the social media pages for *The Mask You Live In* garnered 13,477,106 impressions, an increase of 115.3% over 2016.

By the end of 2017, The Representation Project social media pages had 53,108 followers. Most of these followers came from Facebook (35,632) followed by Twitter (12,205) and Instagram (5,271). Social media impressions for The Representation Project handle totaled 10,992,399 in 2017.

The social media engagement rates for The Representation Project averages 5.1%, which is many times higher than the average for non-profit pages. For comparison, a 2018 report of social media engagement finds that non-profits average 0.1% engagement on Twitter, 0.2% engagement on Facebook, and 2.1% on Instagram.




The Representation Project
has achieved

588,017,899




social media impressions

FOLLOWERS:






	343,546
	97,538
	38,000



	41,164
	9,083
	2,909

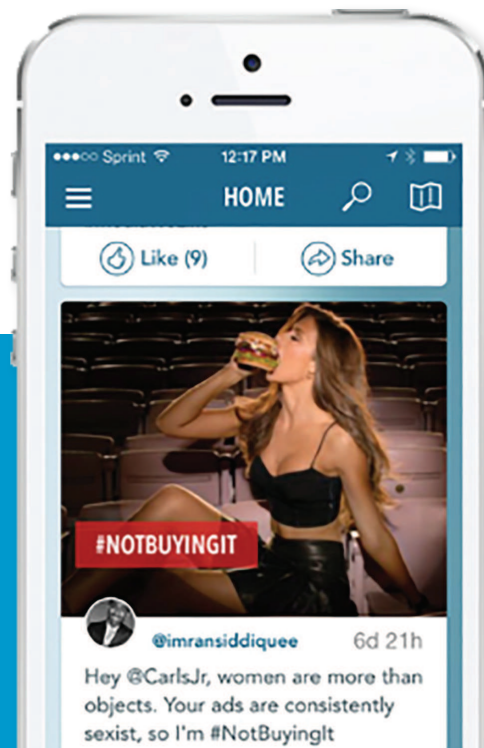


	35,632
	12,205
	5,271

Hashtag Campaigns

The Representation Project has launched eight major hashtag campaigns, which have received over 657 million social media impressions. In this section, we provide data showing the impact of each hashtag campaign.

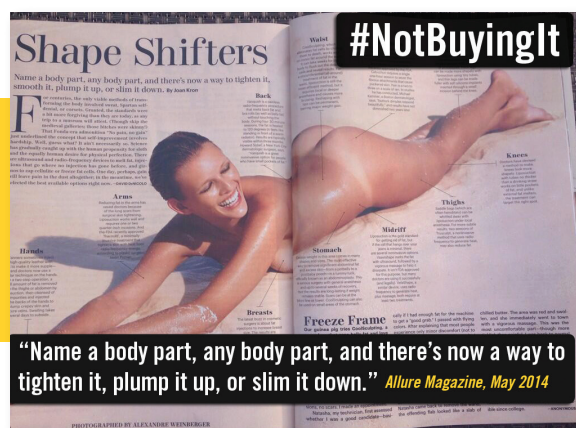
1. **#NotBuyingIt**
2. **#MediaWeLike**
3. **#RepresentHer**
4. **#AskHerMore**
5. **#AskMoreofHim**
6. **#BeAModelMan**
7. **#ManEnough**
8. **#DisruptTheNarrative**



The Representation Project's hashtag campaigns have received
657,759,903 impressions

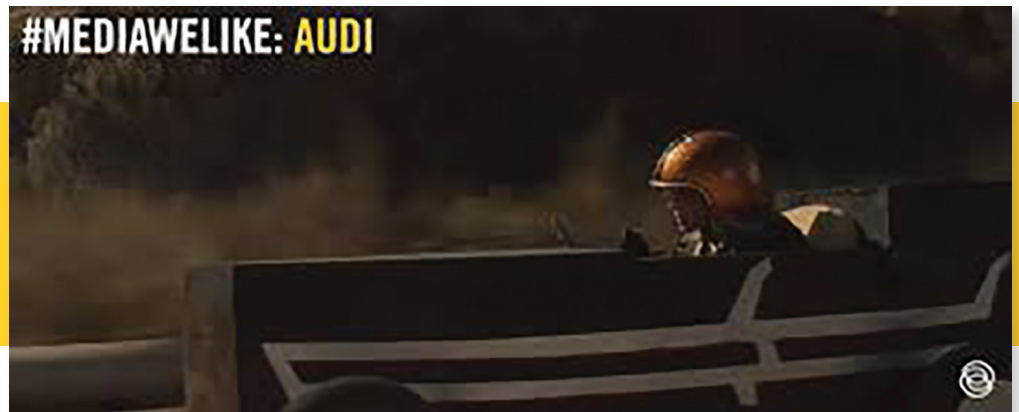
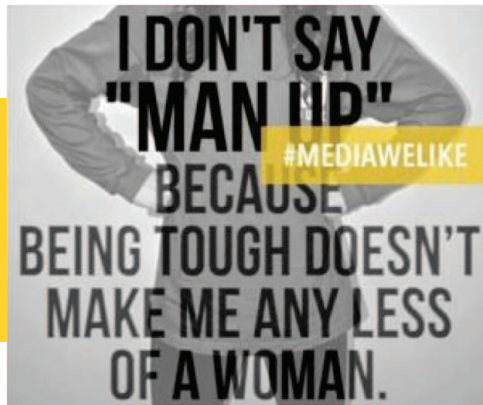
#NotBuying It

The #NotBuyingIt campaign, which The Representation Project launched in 2011, enables social media users to call out media they find offensive in terms of intersectional gender representations. #NotBuyingIt has been one of our most successful campaigns, with 182,022,701 social media impressions from 2015 to 2018. This campaign brought about a shift in content from Amazon, Disney, Spirit Halloween, Whole Foods, Carl's Jr., and Harrods, to name a few. This hashtag campaign is responsible for virtually eliminating the sexism that had become a normal part of Super Bowl ads. This began during the 2012 Super Bowl when viewers used the #NotBuyingIt hashtag to call out GoDaddy.com for sexism in an ad that featured race car driver Danica Patrick and personal trainer Jillian Michaels applying body paint to a naked model. By 2014, GoDaddy.com pledged to stop producing sexist ads in response to consumer pressure from the #NotBuyingIt campaign, and other Super Bowl advertisers followed suit. Major news outlets, including *Forbes* and *The Washington Post*, credited The Representation Project with this monumental media shift.



#MediaWeLike

This hashtag campaign, which also launched in 2011, encourages consumers to “buycott” media that does a good job portraying women and men. #MediaWeLike accumulated 10,750,633 impressions in 2017 and 2018. This hashtag is used to highlight media content that represents men and women in empowering ways. For example, fans of the film *Soul Surfer*, an inspiring true story of a teen surfer who lost her arm in a shark attack, used the #MediaWeLike hashtag to promote the film when it opened. Fans of *Crazy Rich Asians* also used the #MediaWeLike hashtag during that film’s opening to highlight how women of color are rarely featured as protagonists in blockbuster films.



#RepresentHer

The #RepresentHer hashtag campaign launched in 2014, and in the last two years, it has received 84,979,552 social media impressions. The purpose of this hashtag is to raise awareness of women’s underrepresentation in politics and public policy. For example, The Representation Project uses this hashtag to raise awareness of the need for an Equal Rights Amendment to the Constitution, the wage gap, the “pink tax,” and other issues involving gender, politics, and public policy.



#AskHerMore

The #AskHerMore campaign launched in 2014 with the goal of calling out sexist double standards in red carpet interviews, where women in entertainment are typically asked who and what they are wearing while men in entertainment are asked about their work. Since 2015, #AskHerMore has become The Representation Project's most successful hashtag campaign, totalling 209,650,966 social media impressions. We partnered with Amy Poehler's Smart Girls, *ELLE*, and Upworthy to produce a video promoting the campaign, and this video received over 650,000 views in a matter of days.

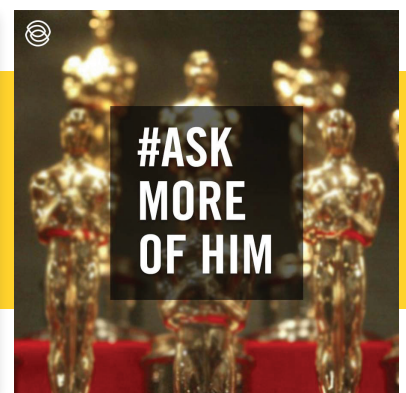
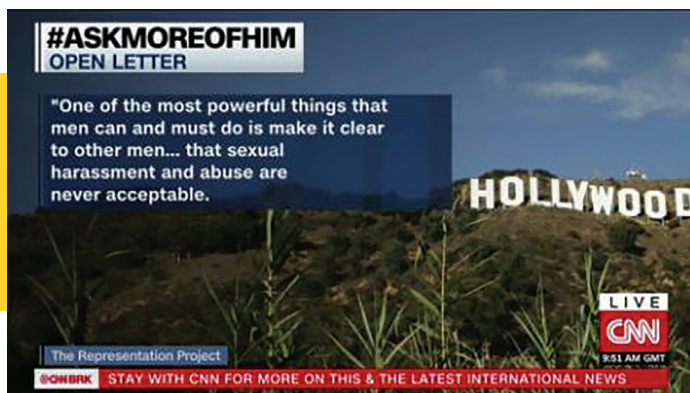
Many luminaries participated in the #AskHerMore campaign, including Reese Witherspoon, Shonda Rhimes, Gloria Steinem, Maria Shriver, Lisa Ling, and Sandra Fluke. For example, Reese encouraged reporters to "ask her more" in an Instagram post: "I love the Oscars AND fashion like many of you - & am excited to share #WhoAmIWearing later tonight. (not yet!!) But I'd also love to answer some of these Qs..." Major publications, including *Entertainment Tonight* and *Variety*, credited The Representation Project with changing the standard for questions asked of women actors on the red carpet.

In 2018, The Representation Project extended the #AskHerMore campaign to sexism in media coverage of men and women athletes during the Olympics in PyeongChang. Social media users have organically expanded this hashtag to include sexist double standards in media coverage more broadly. For example, activists recently called out sexist media coverage of Meghan Markle, which focused on her appearance and her workout routine, contrasting it with more serious policy-oriented coverage of Prince Harry.



#AskMoreOfHim

The #AskMoreOfHim hashtag invites men to become allies in the movement for gender equality. Since launching in early 2018, #AskMoreOfHim has already reached 100,614,047 social media impressions. This hashtag gained momentum when prominent male ambassadors for the campaign penned a powerful open letter to support the #MeToo Movement. David Arquette, Justin Baldoni, David Schwimmer, Matt McGorry, and other actors included a call to action for men in their letter: “As men, we have a special responsibility to prevent abuse from happening in the first place...As advocates, actors, writers, producers, and directors, we hope that our actions will inspire other men to join us. Until now, only a small number of them have been actively engaged in this effort. This must change. It’s time we #AskMoreOfHim.”



#BeAModelMan

In 2016, after a series of high profile domestic and sexual violence issues were exposed in the National Football League, The Representation Project teamed up with Promundo, Futures Without Violence, and Obscura Digital to launch the #BeAModelMan campaign. To date, this hashtag has garnered 4,068,043 social media impressions. This hashtag encourages people to discuss healthy masculinities and explore what it means to be a “model man” in society.



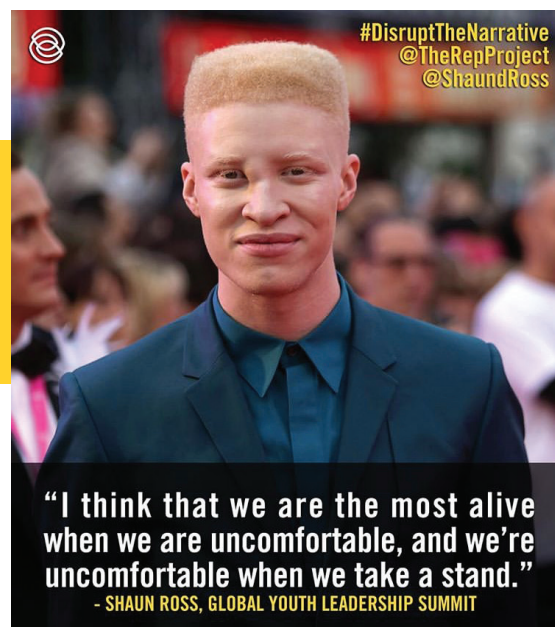
#ManEnough

In late 2017, The Representation Project joined actor Justin Baldoni in his #ManEnough campaign to raise awareness about male privilege, and to redefine traditional masculinity. To date, this hashtag has received 44,398,626 social media impressions. Justin's web series, Man Enough, tackles issues with toxic masculinity and encourages men to find healthier ways of living. His Ted Talk, "Why I'm Done Trying To Be 'Man Enough,'" has been viewed over four million times, and the hashtag has been used on social media to bring the conversation into living rooms across the country.



#DisruptTheNarrative

The purpose of the #DisruptTheNarrative hashtag is to raise awareness of the importance of young people finding their voice and using it to advance gender justice. Since 2016, this hashtag has been used by youth summit participants, and it has received 21,275,335 social media impressions.



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 Film Festival 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 films 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.

Our organization 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

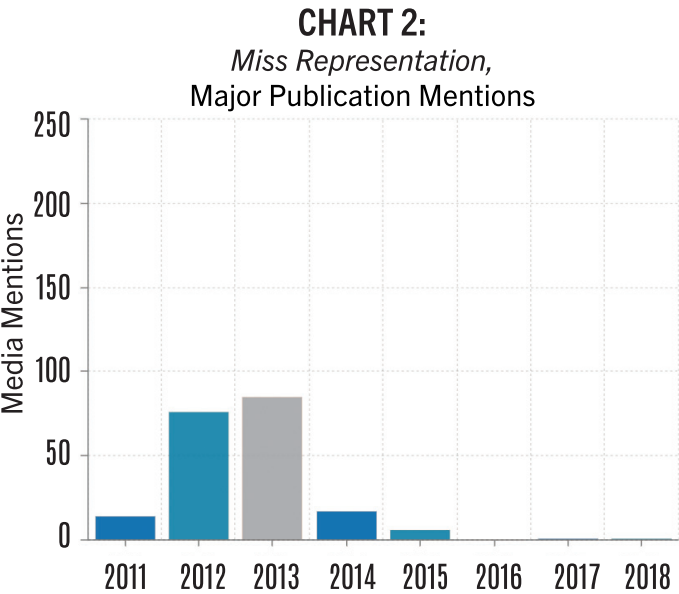
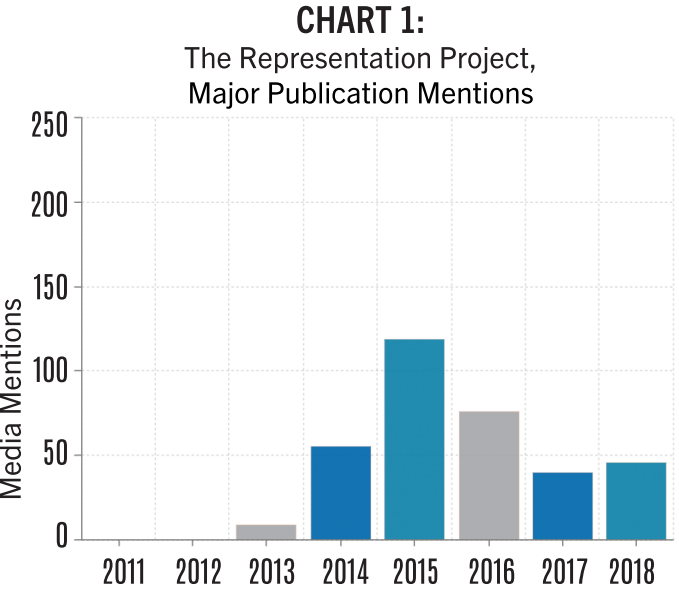
Waterhouse, Alyssa Milano, Justin Baldoni, Gavin Newsom, and Benjamin Bratt. This Facebook live screening was seen by 267,852 unique viewers and reached a total of 700, 929 people. During the 90-minute screening, *The Mask You Live In* received 4,597 reactions, 322 comments, and 1,243 shares.

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 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.

CHART 3:
The Mask You Live In,
Major Publication Mentions

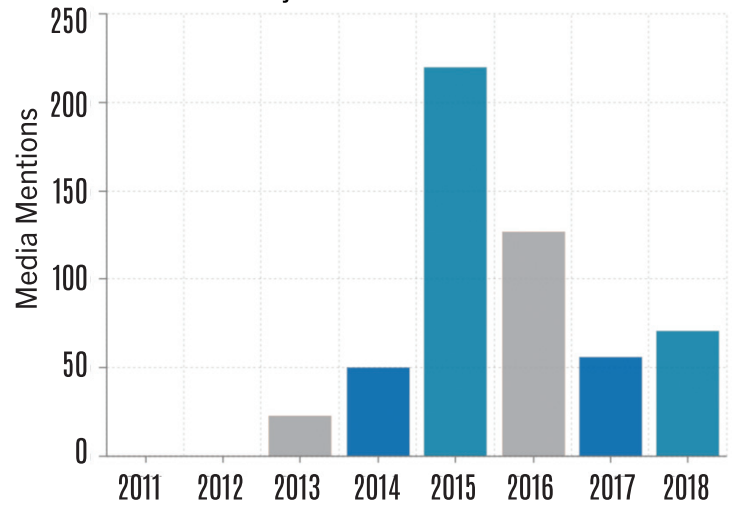
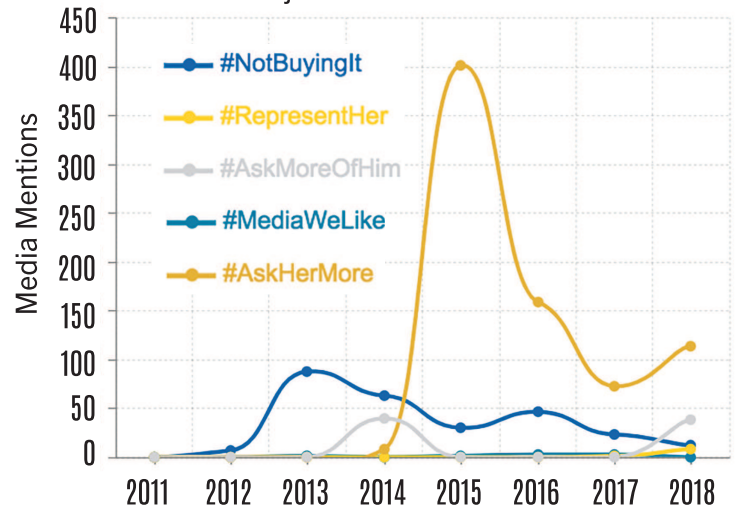


CHART 4:
Hashtags,
Major Publication Mentions



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 2.4 million students have used the films' curricula. Since 2015, the organization has reached more than 588 million people through social media channels and over 657 million people through hashtag campaigns, for a total of over 1.2 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.

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.

After reviewing the tremendous impact of The Representation Project, we have a renewed commitment to measuring our reach and impact in a targeted way moving forward. As part of this commitment, we have created research instruments and processes to measure the impact of the films, curricula, social media, hashtag campaigns, and youth programming. Moving forward, we will publish an annual report on our progress in order to maximize our organizational effectiveness. We hope that you join us in our ambitious journey to achieve a world that is free of limiting gender stereotypes and norms!

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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