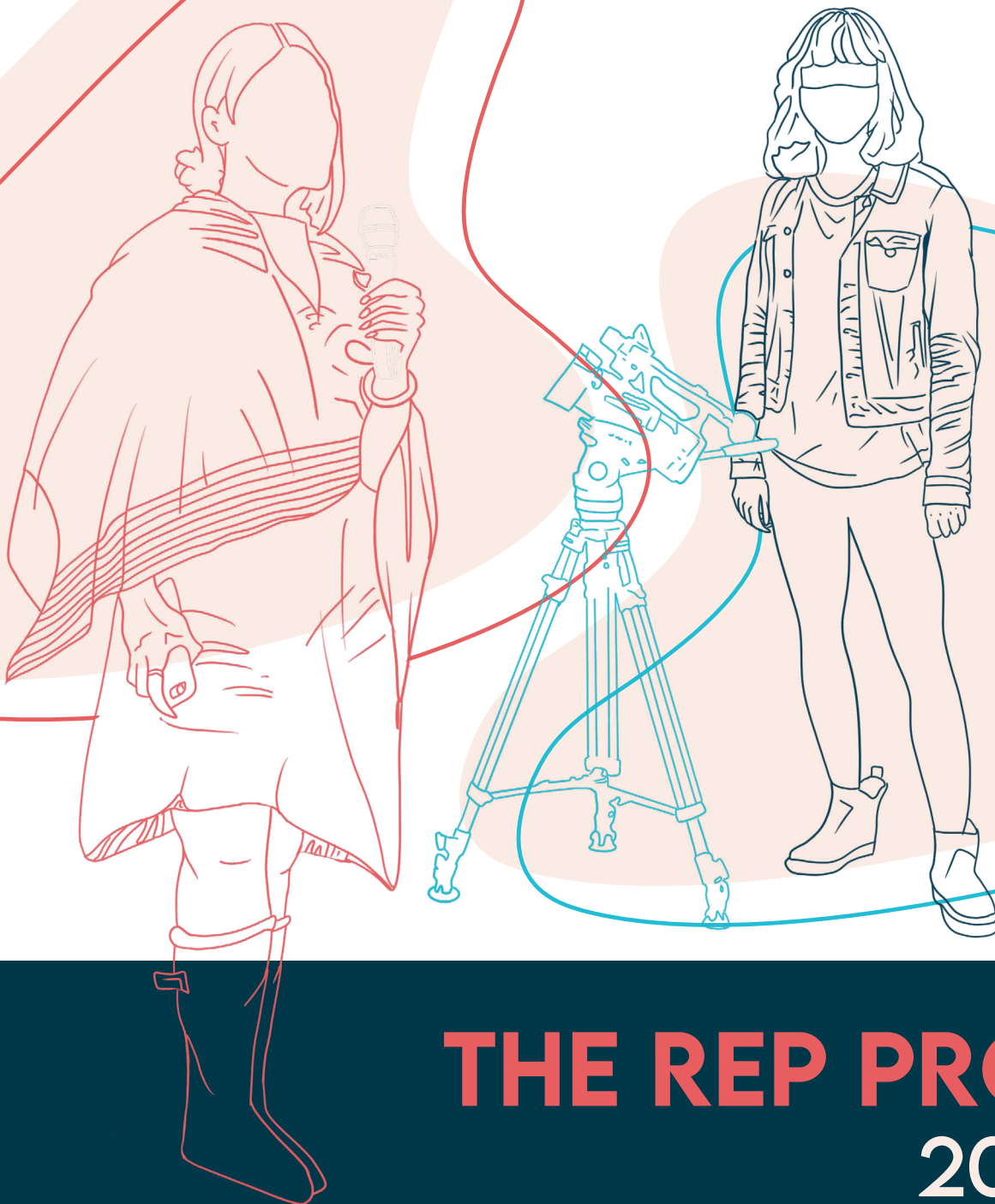


A DECADE OF IMPACT



THE REP PROJECT
2011-2021

A LETTER FROM OUR FOUNDER



A decade ago, I released my first film, *Miss Representation*, in order 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. *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. Media sexism also contributes to women’s oppression in society, especially women of color.

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, *The Great American Lie*, examines the profound impact of prioritizing “masculine” values over “feminine” values on producing economic inequality. My fourth film, *Fair Play* (2022), brings the analysis to the household, where I examine the profoundly negative effects of gender inequalities in care and domestic work.

The Representation Project builds on the groundbreaking work of these four 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 1.8 billion impressions worldwide, and our youth programs have trained over 2,000 young content creators to shift culture by producing socially just media content.

This study documents the impact of the organization in the past decade. 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, and gender non-conforming youth and adults. Our film impact is growing through my youth filmmaker programs.

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,

A handwritten signature in black ink that reads "Jennifer D. Neuman". The signature is written in a cursive, flowing style. The background is a solid blue color with a diagonal rainbow stripe running from the top right corner.



EXECUTIVE SUMMARY

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

FILMS/CURRICULA

- The Rep Project's three films, *Miss Representation* (2011), *The Mask You Live In* (2015), and *The Great American Lie* (2019), have been viewed by over 28.2 million people worldwide.
- Our film curricula have been used by over 2.6 million students.

YOUTH PROGRAMS

Our youth programs have trained over 2,000 young people on media content creation.

- We have trained over 1,300 young content creators in our Youth Media Lab.
- We have trained 178 youth filmmakers in our Youth Media Academy from 22 states and six countries.
- 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 and using their creative voice for social change.

RESEARCH

The Rep Project has produced proprietary and public-facing sponsored research, as well as our own studies of representation in entertainment media.

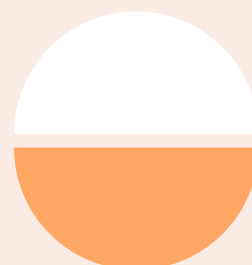
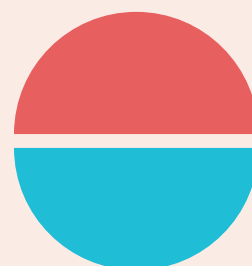
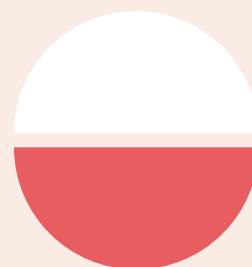
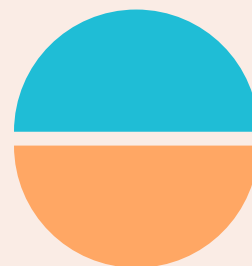
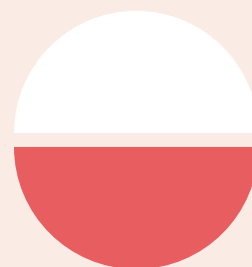
- Our annual Oscar Report analyzing representation of gender, race, disability, LGBTQ+ status, age, and body size among every Best Picture winner was featured in *Vogue's* 2021 Oscar coverage.
- Our *#RespectHerGame* Report examining representations of gender in primetime media coverage of the 202 Olympic Games was featured in *Power Plays* and *USA Today*.

SOCIAL MEDIA CAMPAIGNS

- The Rep Project has achieved over 1.8 billion impressions through our social media channels.
- Our social media hashtag campaigns have reached over 888 million people:
 - *#NotBuyingIt* changed the sexism of Super Bowl ads.
 - *#AskHerMore* transformed red carpet interviews, so that female celebrities are seen as more than their youth, beauty, and designer dresses.
 - *#AskMoreOfHim* called upon men to step up to fight sexism.
 - *#RespectHerGame* exposed sexism in media coverage of women athletes during the Olympics.

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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 one decade ago (in 2011). We use multiple approaches 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 Rep Project has had a significant effect on launching national conversations and shifting U.S. culture.

OUR HISTORY

The Rep Project is a 501(c)(3) non-profit organization founded by filmmaker Jennifer Siebel Newsom. The organization fights intersectional sexism using media. We envision a world free of limiting gender stereotypes and norms through our films— *Miss Representation*, *The Mask You Live In*, *The Great American Lie*, and *Fair Play*— as well as youth programs, research, and 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 Rep 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 harms boys, men, and society at large.

Newsom's 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

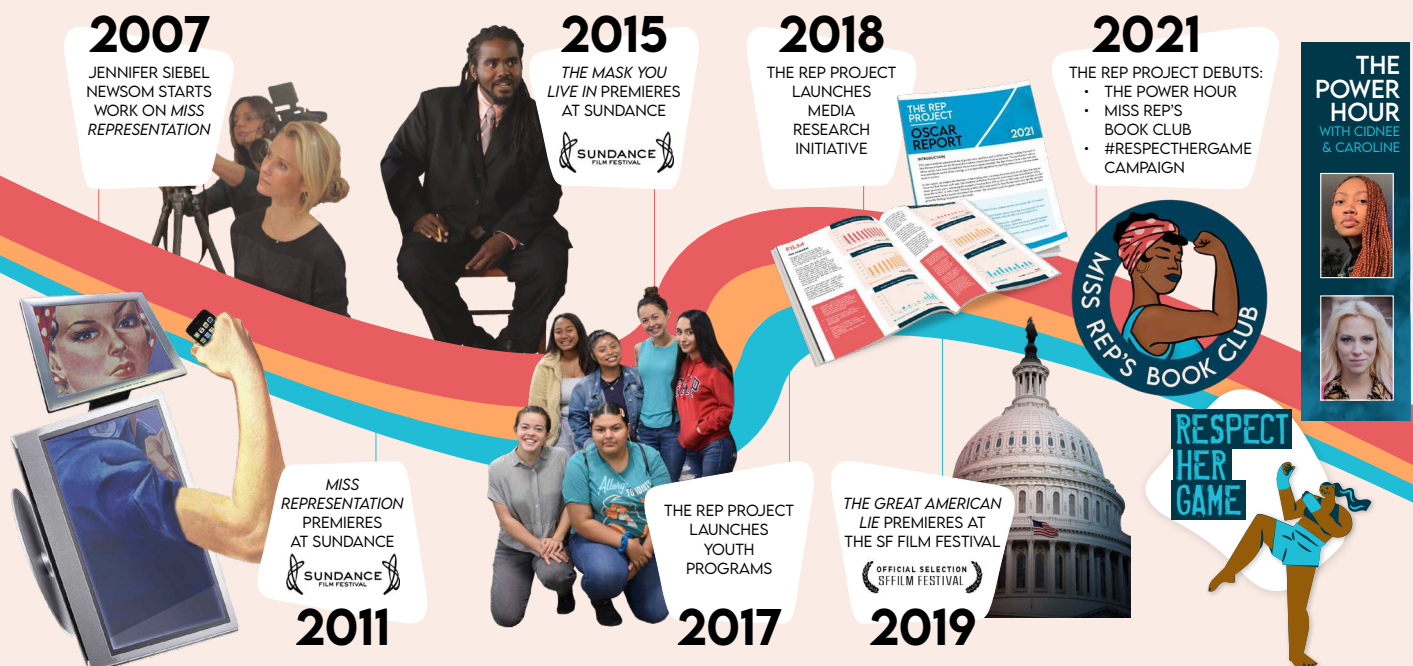
brings her unique lens to bear on the subject, revealing how inequality is rooted in "masculine" cultural values (e.g., individualism, power, money) at the expense of things we consider "feminine" (e.g., empathy, care, collaboration).

In 2022, Jennifer will be releasing her fourth film, *Fair Play*. Based on Eve Rodsky's best selling book of the same name, this film investigates gender divisions in the home when it comes to domestic labor and caretaking. We anticipate that this film will launch a national conversation about equality at home.

The work of The Rep Project extends beyond the films. We offer youth programs that include 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 also offer intensive training on media content creation for young people through our Youth Media Lab, Youth Media Academy, and annual Youth Film Festival.

The Rep Project is also the nation's premier media research company, producing an annual State of Media Report and Summit that serves as a barometer for progress in media representation.

The Rep 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.



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 examination of the impact of our films/curricula, followed by an assessment of our youth programs, research, and social media campaigns.

Films

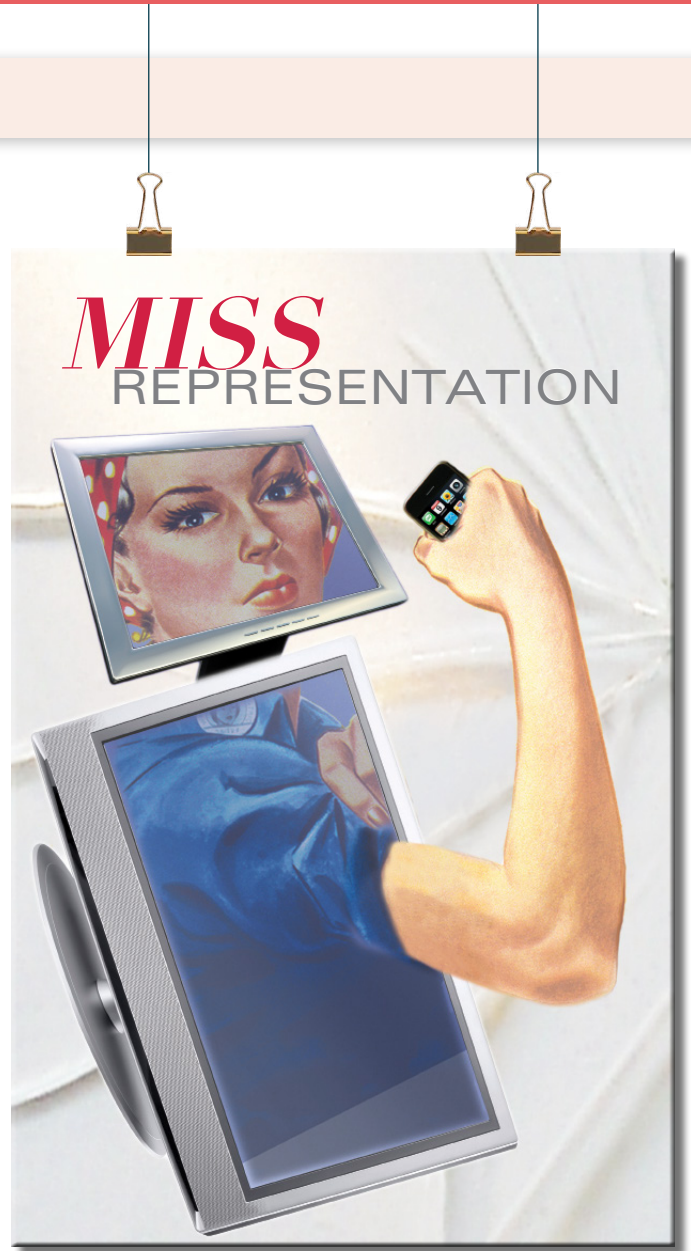
MISS REPRESENTATION

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 Rep 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%).



82.9%

FELT
EMPOWERED
BY THE
FILM



78.8%

INCREASED
THEIR KNOWLEDGE
OF GENDER
ISSUES

"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 You Live In* 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.



89.6%
INCREASED
THEIR KNOWLEDGE
OF GENDER
ISSUES



93.1%
RECOMMENDED
THE FILM
TO FAMILY
OR FRIENDS

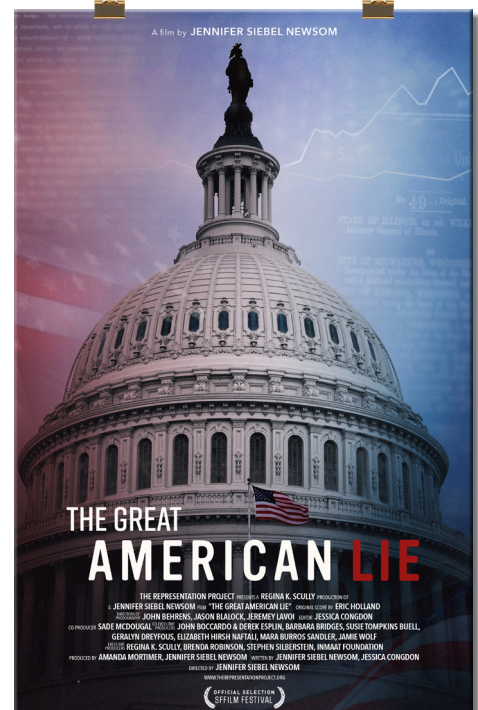
"It was validating being able to see toxic masculinity defined in such an accessible way. It felt relatable to everyone on the gender spectrum."

"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."

THE GREAT AMERICAN LIE

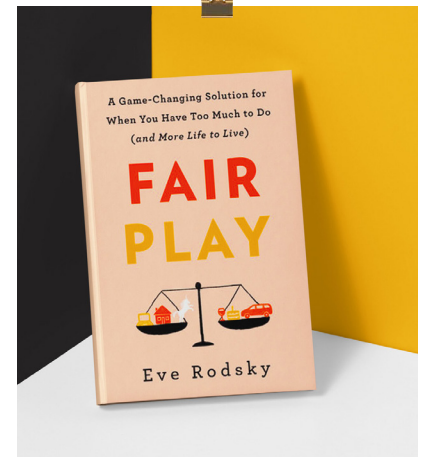
The Great American Lie, the latest film from The Rep Project, was released in 2019. It addresses a simple question— what drives economic inequality in the U.S.? The film's answer is threefold: racism, corporate exploitation, and gendered values. Jennifer Siebel Newsom analyzes the legacy of slavery and 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 at the end of 2019.



FAIR PLAY

In 2022, we anticipate the release of Jennifer Siebel Newsom's fourth film, *Fair Play* in partnership with The Rep Project and Reese Witherspoon's company, Hello Sunshine. Based on Eve Rodsky's bestselling book, *Fair Play: A Game-Changing Solution for When You Have Too Much to Do (And More Life to Live)*, the book and film unpack how gender inequality in household labor harms everyone, and provides concrete actions for addressing the problem.



Curricula

The Rep Project provides screening exercises and curricula to accompany *Miss Representation*, *The Mask You Live In*, *The Great American Lie*, and soon for our fourth film, *Fair Play*. 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 Rep Project furnishes age-appropriate curricula for middle school, high school, and 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 students.

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 2.6 million students.



Youth Programs

We launched our youth programs in 2017 to train and inspire the next generation of content creators. Here we report on the impact of our three youth programs:

- The **YOUTH MEDIA LAB** is an online space where 1,300 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 ACADEMY** is a month-long summer program 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 FILM 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.



THE LAB

The Youth Media Lab currently hosts 1,300 members. Students in 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 a team of youth ambassadors who provide feedback, ideation, and constructive feedback to members.

IMPACT

Members of The Youth Media Lab say 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

We launched our first Youth Media Academy in 2019 and expanded it dramatically to include in-person and online instruction during the Covid19 pandemic. The pandemic required us to pivot to a hybrid in-person/virtual model, and we will continue to employ this model moving forward given its greater reach. This section reports the results of pre- and post-surveys from 121 YMA students from our 2019, 2020, and 2021 programs who completed a survey.

- Three-in-four students (74.2%) identify as girls/women.
- When it comes to race, a vast majority of our students are Black, Indigenous, and other People of Color (BIPOC). One-in-three students (30.7%) are white, while 20.8% are Asian/Asian-American, 14.2% are Native American/Indigenous, 8.7% are Black, 1% are Native Hawaiian/Pacific Islander, and 24.2% identify as another race/ethnicity.
- A majority of participants (54.8%) come from families with a household income under \$40,000.

IMPACT

Increased Knowledge & Skills

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, students' knowledge of feminism and racial justice significantly improved. Students also reported significant skill improvement in conducting documentary research, storyboard creation, and film/sound editing.

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, students scored an average of 14, indicating that participants were on the low end of well-being. By the end of the program, participants reported an average well-being score of 27—a statistically significant improvement over the course of the Academy. This improvement is particularly notable given the toll of the pandemic on the mental health and well-being of young people.

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 students in the Youth Media Academy entered and departed the program with the intention of going to college. After completing the Academy, the students expressed a greater interest in working in media in some capacity and engaging in social media activism. The percentage of students who want to be leaders in the career, community, and country increased over the course of the program.

Biggest Impact

We asked participants to tell us what they liked best about the program, what they learned, and what impacted them the most:

- "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."

KNOWLEDGE OF FEMINISM



KNOWLEDGE OF RACIAL JUSTICE



SKILLS IN DOCUMENTARY RESEARCH



SKILLS IN STORYBOARD CREATION



SKILLS IN FILM/SOUND EDITING



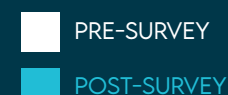
DESIRE TO WORK IN MEDIA



DESIRE TO ENGAGE IN ACTIVISM



DESIRE TO BE A LEADER IN CAREER



YOUTH MEDIA SUMMIT

The Rep 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.

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.

In 2020, The Rep Project was not able to host a youth summit because of the global pandemic. We hosted online events to celebrate youth filmmakers, and we look forward to hosting our fifth youth festival in person in 2022.

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.

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.

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."



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



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

Research

We launched a professional media research initiative in 2018 to enable content creators to produce more inclusive and diverse worlds on big and little screens. The Rep Project combines automated coding with human coding to analyze gender representations in media with an intersectional focus on race, disability, age, body size, sexuality, and social class.

Led by Rebecca Cooper and Dr. Caroline Heldman, the team includes expert researchers with over two decades of experience in professional and academic research. Our team designs, implements, analyzes, and creates custom reports on representations in advertising, film, television, online content, internal corporate content, aware shows, video games, and other forms of media. We produce proprietary and public-facing sponsored research that has an impact on driving casting and content decisions.



FEATURED RESEARCH

STATE OF MEDIA REPORT

The State of Media Report is the most comprehensive analysis of the current state of representation in film, television, advertising, video games, and music. It includes a decade of data on representations of gender, race, age, disability, body size, and sexuality. This report serves as a benchmark to measure progress and to promote collaboration in the media research space. This report was produced for the fifth annual State of Media Summit, co-sponsored by the Provincetown Film Society, The Representation Project, and the Center for Intersectional Media and Entertainment (CIME).

RESPECT HER GAME REPORT

This report was produced as part of the Rep Project's #RespectHerGame campaign, which encourages people to call out sexist sports coverage and demand better for women athletes everywhere. This report examines representations of gender in primetime media coverage of the first week of the 2020 Olympic Games held in Tokyo, Japan. It combined automated machine learning analysis as well as content analysis. Our findings were featured in *Power Plays* and *USA Today* and highlighted in the popular Burn It All Down weekly feminist sports podcast.

OSCAR REPORT

Our annual Oscar Report analyzes representations of gender, race, disability, LGBTQ+ status, age, and body size for leading characters in Best Picture winners for the 92 years the Academy Awards have been in existence. This study establishes benchmarks to measure progress when it comes to film awards. Our inaugural Oscar Report was featured in *Vogue's* 2021 Oscar coverage and inspired a public conversation about representation and award shows on social media.

EMMY REPORT

Our annual Emmy Report analyzes representations of gender, race, disability, LGBTQ+ status, age, and body size for leading characters in Outstanding Drama and Outstanding Comedy series winners for as long as the Primetime Emmy Awards have been in existence. This study establishes benchmarks to measure progress when it comes to television awards, and tells us whose stories the Academy of Television Arts & Sciences (ATAS) has historically elevated, and whose stories remain invisible.

Campaigns

The Rep Project runs both film campaigns and stand-alone campaigns that profoundly shift the broader culture. Since the release of *Miss Representation* in 2011, the US has undergone a radical change in the way Americans think about gender. 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 Rep Project contributed to this shift by launching a national conversation about gender roles and the social construction of gender.

One measure of cultural impact is to assess the extent to which The Rep Project and its films have entered public discourse (as measured by mentions in major news outlets).⁴ As Chart 1 shows, The Rep Project entered public discussion in 2013. The organization and our leading films continue to attract attention in major media outlets, with *The Mask You Live In* receiving the most sustained attention.

Beyond running campaigns with our films, we also run stand-alone campaigns that advance our mission. In the last decade, we have run four popular hashtag campaigns that have shifted US culture: #NotBuyingIt, #AskMoreOfHim, #AskHerMore, and #RespectHerGame.

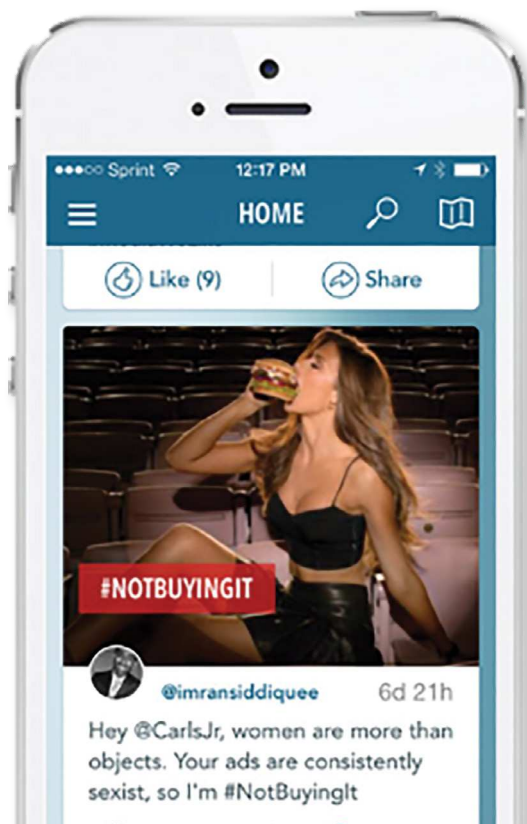


CHART 1

The Representation Project,
Major Publication Mentions

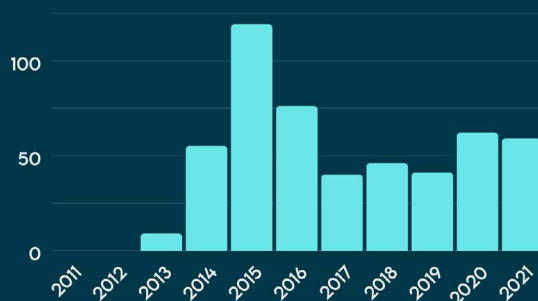


CHART 2

Miss Representation,
Major Publication Mentions

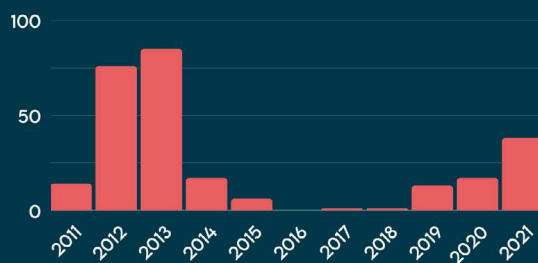
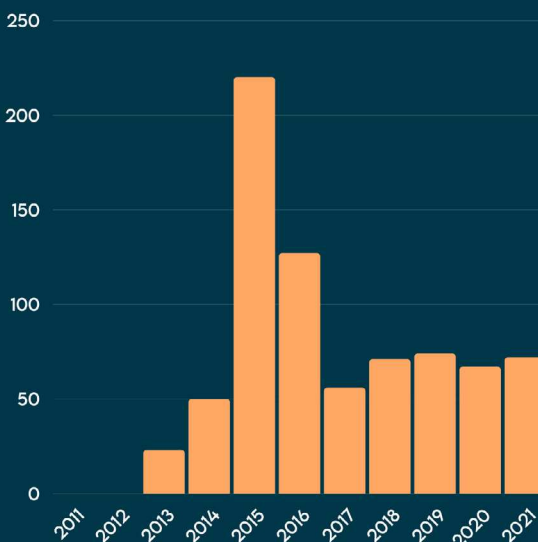


CHART 3

The Mask You Live In,
Major Publication Mentions



#NOTBUYINGIT

The #NotBuyingIt hashtag campaign was launched in 2013 to raise awareness about sexism in advertising and entertainment media content. The Rep Project created an app where users could post offensively sexist content. Gender justice activists were encouraged to call out media content all year round, but with an intense focus during the Super Bowl. Prior to the #NotBuyingIt campaign, Super Bowl ads were known for their sexist depictions of women, including bulging cleavage, “sexy” cat fights, and depictions of naked women athletes. This sexism had persisted for decades, despite the fact that nearly half of Super Bowl viewers are women and this big game is often a family affair. #NotBuyingIt changed that. The public pressure applied during the 2013 Super Bowl led to a sea change in Super Bowl ads the following year and since.

#ASKMOREOFHIM

In 2014, we launched the #AskMoreOfHim campaign to invite men to embrace healthier masculinity and become allies in the fight for gender justice. The pinnacle of this campaign was an open letter from men in Hollywood calling upon men to stand against sexual harassment and violence against women and to share in caregiving and childcare responsibilities. This letter was signed by David Arquette, Justin Baldoni, and David Schwimmer, and it garnered a significant amount of press coverage. We plan to launch another leg of the #AskMoreOfHim campaign in 2022 with the release of Jen’s new film, *Fair Play*, that addresses gender inequalities in domestic work in the home.

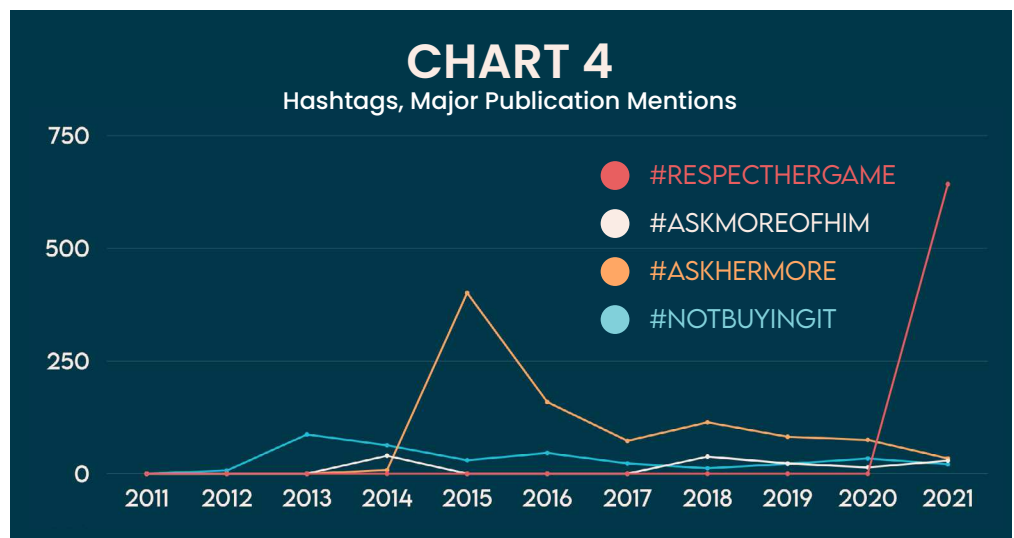
#ASKHERMORE

In 2015, The Rep Project launched our #AskHerMore campaign to urge reporters to ask women in Hollywood about more than just their fashion decision on the red carpet. This campaign was championed by feminist luminaries, including Shonda Rhimes, Reese Witherspoon, Gloria Steinem, and Lisa Ling. The campaign achieved its goal. Red carpet reporters now routinely ask women about more than which designer they’re wearing.

#RESPECTHERGAME

In 2021, we launched our latest campaign, #RespectHerGame, to improve media coverage of women athletes. Research indicates that women athletes receive less media coverage than male athletes, and when they do receive coverage, they are often infantilized and sexualized. #RespectHerGame was launched to coincide with the summer Olympics, and it sparked public discourse on the topic. We plan to conduct research on media coverage of women in the 2022 Winter Olympics to see if this campaign has shifted sexist coverage.

As Chart 4 indicates, our hashtag campaigns have garnered ample media attention. #AskHerMore and #RespectHerGame have been our most successful campaigns, and #NotBuyingIt 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.



Our film and hashtag campaigns have a wide reach because we have built a significant platform to advance our campaigns through our Weekly Action Alerts and social media channels.

WEEKLY ACTION ALERTS

Our Weekly Action Alert is sent to over 71,000 people, and in 2021 we published 18 original blog posts on a wide range of topics related to our mission. Our original content was effective in driving high open rates on our weekly emails—from an 8% to a nearly 10% click-through rate. 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

Since our founding in 2011, the organizational content has received 876,134,561 impressions on social media. The Rep Project closed November 2021 with 661,320 followers across all accounts and platforms. We saw a 2.4% decrease in collective followers, given that we combined our four media channels into one channel for each platform. We anticipate that this decision to streamline our channels will increase our reach moving forward.

Miss Representation has the largest reach of all accounts, with 529,608 followers across all platforms. Its largest following is on Facebook (335,000), then Instagram (104,479), and Twitter (89,839). In 2021, social media pages for *Miss Representation* garnered 56,565,462 impressions.

The Mask You Live In has the second largest reach, with 65,535 followers across all platforms. Our largest following is on Facebook (46,537), then Twitter (9,853), and Instagram (9,145). By November 2021, the social media pages for *The Mask You Live In* garnered 816,402 impressions.

The Rep Project social media pages have 58,171 followers. Most of these followers came from Facebook (38,595), followed by Twitter (13,669), and Instagram (11,330). Social media impressions for The Rep Project handle totaled 494,103 in November, 2021.

The Great American Lie has 2,583 followers across all platforms, with the largest following on Instagram (1,447), then Facebook (932), and Twitter (204). By November, 2021, the social media pages for *The Great American Lie* garnered 290,517 impressions.

The social media engagement rate for The Rep Project averages 7.85% on Instagram and Facebook, which is many times higher than the average for non-profit pages. For comparison, a recent report on social media engagement finds that non-profits average 0.055% engagement on Twitter, 0.13% engagement on Facebook, and 1.41% on Instagram.

FOLLOWERS:



f 335,000

🐦 89,839

📷 104,769



f 46,537

🐦 9,853

📷 9,145



f 38,595

🐦 13,669

📷 11,330



f 932

🐦 204

📷 1,447

Partnerships

Over the years, The Rep 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.



FEATURED PARTNERSHIP

In 2016, The Rep 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: The #ManUnlabeled campaign; an #Unmasked campus tour with screenings; and 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 Rep 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 Rep Project built relationships with New York University, Princeton University, Columbia University, and Stony Brook University in the United States. The Rep 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 Rep 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 Rep Project reached 400 student leaders.

The Rep 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 harm men.

The Rep Project also hosted its first Facebook screening of *The Mask You Live In*. To generate interest in the screening, The Rep 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 Rep 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 700,929 people. During the 90-minute screening, *The Mask You Live In* received 4,597 reactions, 322 comments, and 1,243 shares.

CONCLUSION

The Rep 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 2.6 million students have used the films' curricula. The organization has achieved 1.8 billion social media 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 Rep 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 1,300 young people on an ongoing basis, our Youth Media Academy provides hands-on training in content creation, and our annual summit trains 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.

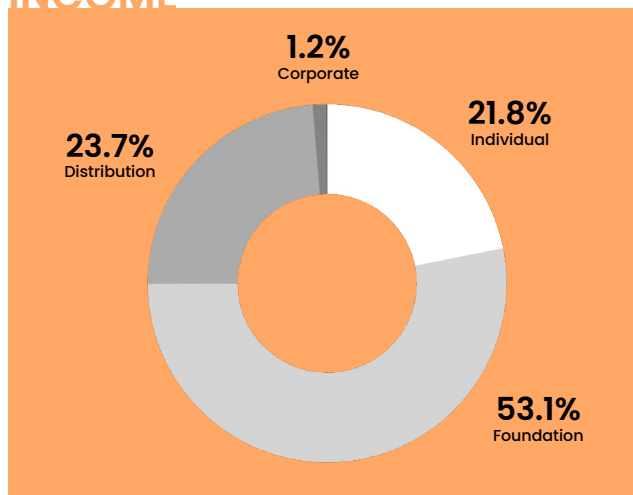
The Rep Project is also responsible for single-handedly shifting the norm of sexist Super Bowl ads with the #NotBuyingIt campaign. Similarly, our #AskHerMore campaign gave women a voice on the red carpet, women whose voices were silenced. This campaign empowered women in Hollywood to address pay inequalities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

FY 2021 FINANCIALS

OUR WORK IS POWERED BY YOU!

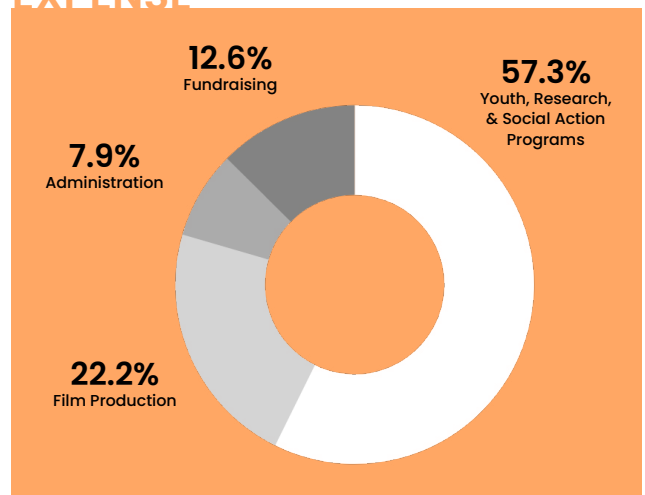
Last fiscal year, your gifts made up more than 80% of our overall income! Your generous contributions help us change culture by challenging limiting gender stereotypes and shifting norms. Thank you for supporting our important work! Our pledge to you is to invest your donations for the most significant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

INCOME



TOTAL INCOME:
\$1,214,484

EXPENSE



TOTAL EXPENSE:
\$1,336,740

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. Laughlin, 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-innovationgroup-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.

Meet The Team

FOUNDER & CHIEF CREATIVE OFFICER:

JENNIFER SIEBEL NEWSOM

BOARD OF DIRECTORS:

JOANNA REES

Board Chair

SUSAN BOSTER

ELIZABETH HIRSH NAFTALI

MOLLIE RICKER

BRENDA ROBINSON

JENNIFER SIEBEL NEWSOM

TEAM:



DR. CAROLINE HELDMAN
Executive Director



DEBRA GARBER
*Chief Operating Officer
& Chief Financial Officer*



ADRIANA LOPEZ
Director of Development



REBECCA COOPER
Director of Research



SHANNON CRIDER
*Director of
Youth Programs*



SKYE REED
*Social Media
Manager*



GRETCHEN MILLER
*Film Associate &
Executive Assistant*



AZAD MOAZZAM-DOULAT
Donor Relations Manager

OUR MISSION

BY FIGHTING SEXISM THROUGH FILMS, EDUCATION, RESEARCH, AND ACTIVISM,
THE REP PROJECT'S MISSION IS HELPING TO BUILD A WORLD WHERE
ALL PEOPLE CAN ACHIEVE THEIR FULL HUMAN POTENTIAL.