

THE REP PROJECT IMPACT REPORT

2022



THE
REPRESENTATION
PROJECT

A LETTER FROM OUR FOUNDER

When I launched The Representation Project in 2011, I could not have imagined the impact this organization would have on shifting hearts and minds toward gender justice. 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, and we are just getting started.

A decade ago, I released my first film, *Miss Representation*, to reveal how the media's limited and often disparaging portrayals of women and girls make it difficult for women to feel powerful and achieve leadership positions. In 2015, I directed *The Mask You Live In*, a film that explores how boys and young men struggle to navigate America's narrow definition of masculinity. My third film, *The Great American Lie*, examines the negative impacts of prioritizing "masculine" values over "feminine" values at a societal level.

This year, I released my fourth film, *Fair Play*. This film tackles gender inequality at home with a look at how the gender gap in care and domestic work harms couples, children, families, and society.

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 films and curricula have been used by nearly 30 million people worldwide, and our social media impressions have reached 1.86 billion.

But 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. Neeson

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 our films, research, and social media campaigns. Our major impact findings are presented below, with additional findings in the full report.

FILMS/CURRICULA

- Our films— *Miss Representation* (2011), *The Mask You Live In* (2015), *The Great American Lie* (2019), and *Fair Play* (2022)— have been viewed 28.6 million times worldwide.

RESEARCH

- We published five research reports and seven fact sheets in 2022 that shed light on intersectional gender representations in media.
- Our fact sheets documented the under-representation and misrepresentation of AAPI, Latine, MENA, and South Asian women in films and television.

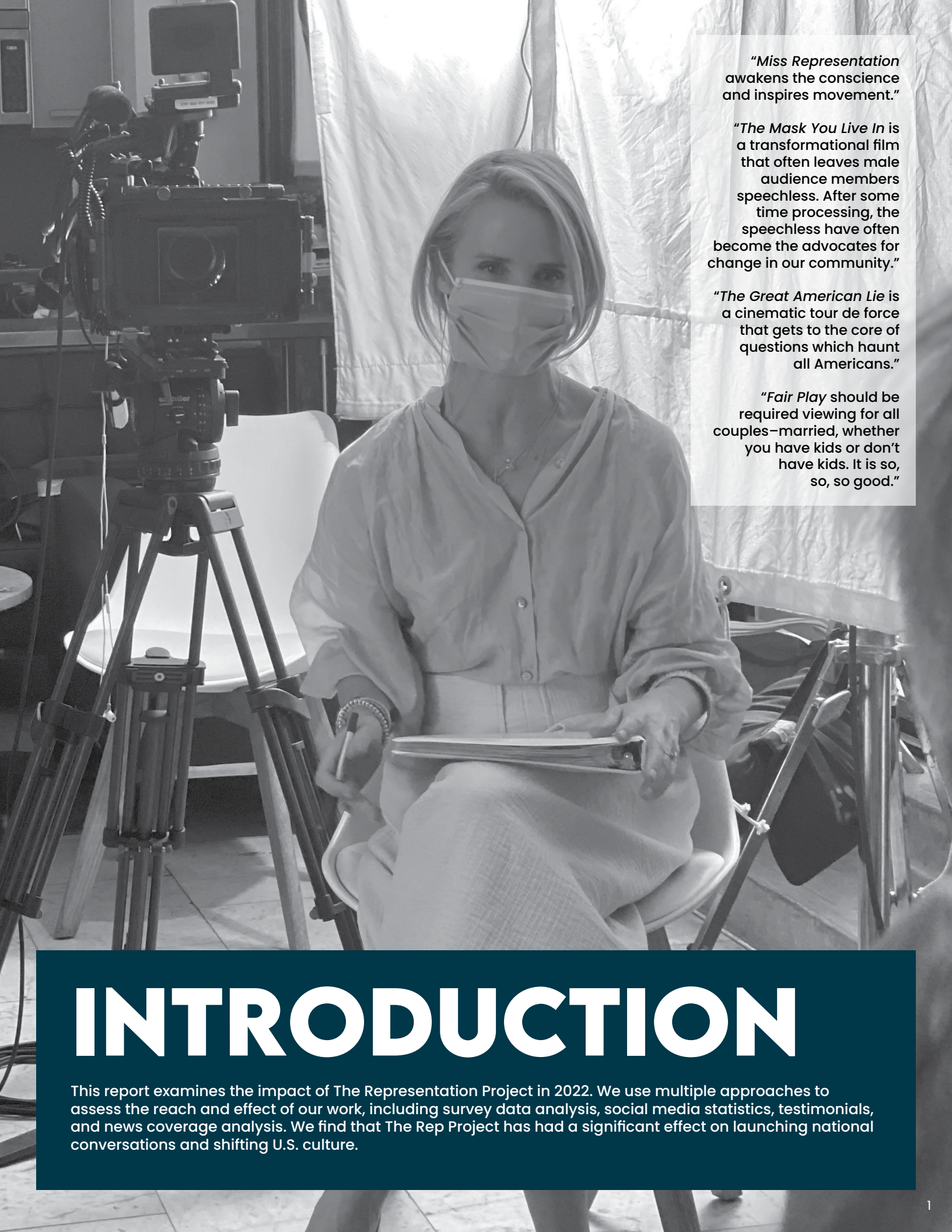
SOCIAL MEDIA CAMPAIGNS

- The Rep Project has achieved over 1.86 billion impressions through our social media channels.
- Our social media hashtag campaigns have reached over 945 million people. We launched three new hashtags in 2022:
 - #RespectHerGame exposed sexism in media coverage of women athletes during the Winter Olympics.
 - #Changelcons spotlighted largely unknown or under-recognized women historical figures, with special attention to those of intersectionality marginalized identities.
 - #AllBodies busted sizeist myths and raised awareness about the social injustice of fatphobia.

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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."

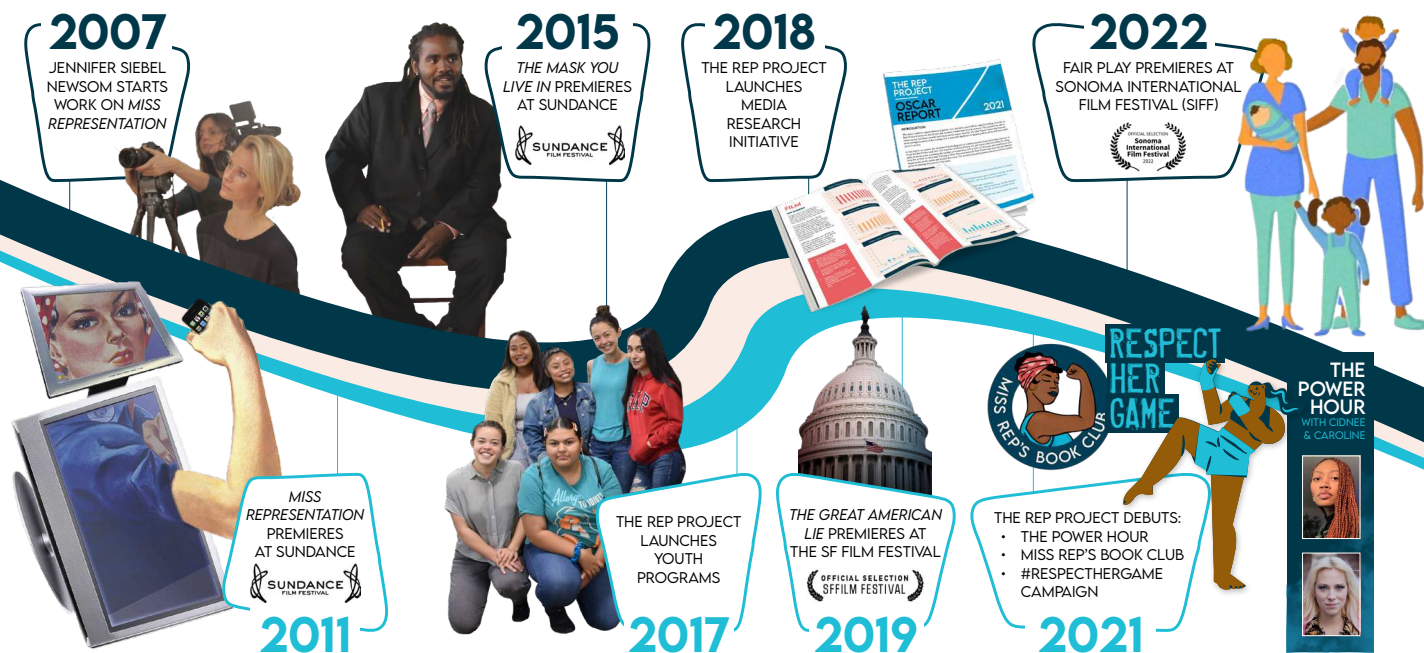
"The Great American Lie is a cinematic tour de force that gets to the core of questions which haunt all Americans."

"Fair Play should be required viewing for all couples—married, whether you have kids or don't have kids. It is so, so, so good."

INTRODUCTION

This report examines the impact of The Representation Project in 2022. We use multiple approaches to assess the reach and effect of our work, 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 social media campaigns.

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

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

Newsom's third film, *The Great American Lie*, was released in 2019. It provides 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 released 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. *Fair Play* premiered at the Sonoma International Film Festival and won Best Documentary at the Bergen International Film Festival.

The work of The Rep Project goes beyond our films. Over the past decade we have offered youth programs based on age-appropriate curricula to provide youth with the opportunity to explore and apply the concepts presented in our films. Our tailored curricula engage youth at different stages of development through hands-on activities and guided discussions. We have also offered intensive training on media content creation for young people through our Youth Media Lab, Youth Media Academy, and annual youth summits.

The Rep Project is also the nation's premier media research company, producing an annual State of Media Report that serves as a barometer for progress in media representation. We also produce high quality media research reports on intersectional gender representations in film, television, video games, advertising, awards shows, and other media.

OUR IMPACT

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

Films

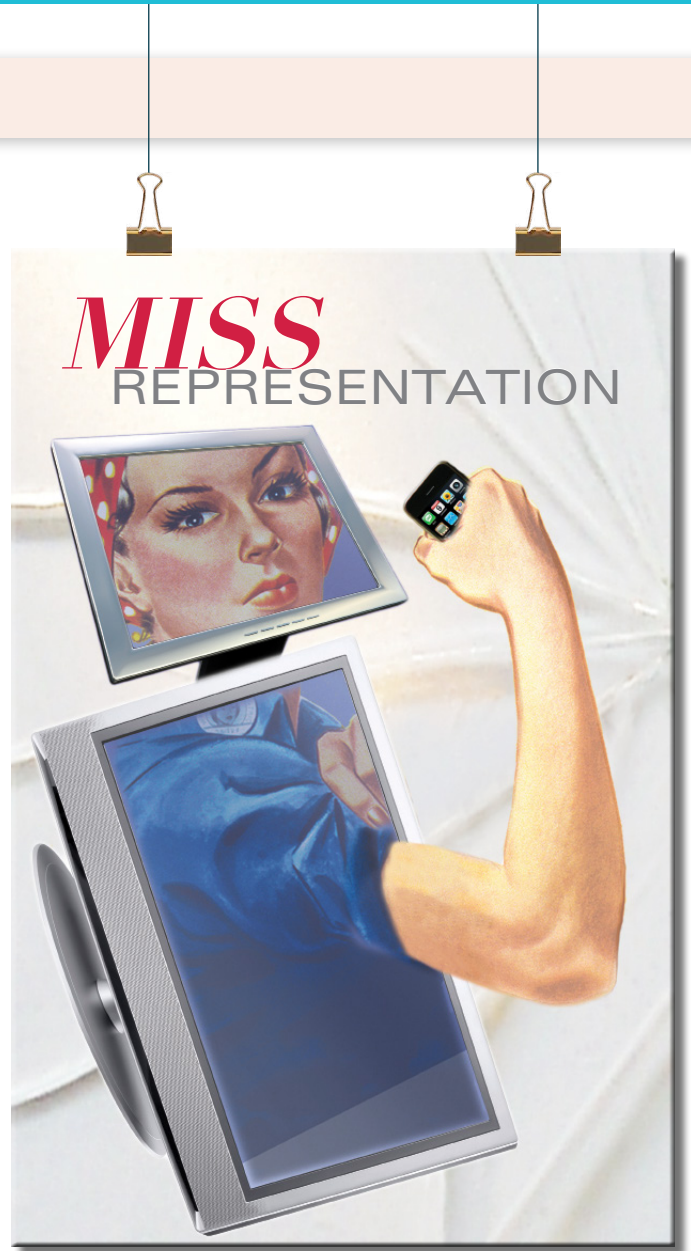
MISS REPRESENTATION

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 around 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

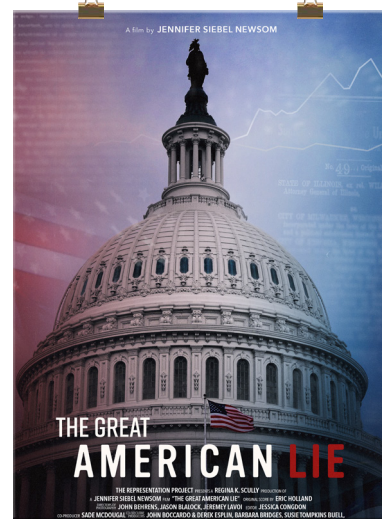


93.1%
RECOMMENDED
THE FILM
TO FAMILY
OR FRIENDS

THE GREAT AMERICAN LIE

The Great American Lie, 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 premiered at the San Francisco Film Festival and screened at DOC NYC, the Denver Film Festival, the Scottsdale Film Festival, DocUtah, and the Alexander Valley Film Festival.



FAIR PLAY

In 2022, Jennifer Siebel Newsom released her fourth film, *Fair Play*, in partnership with *Hello Sunshine*. This film unpacks how gender inequality in household labor harms everyone, and experts provide concrete actions for addressing the problem. *Fair Play* follows four different families on their journey to achieve equality at home, and features experts including Melinda French Gates and U.S. Representative Katie Porter.

Fair Play premiered at the 2022 Sonoma International Film Festival and was an official selection at the International Documentary Film Festival, Woods Hole Film Festival, Las Vegas Independent Film Festival, and the Women's Film Festival. The film also won Best Documentary at the Bergen International Film Festival. In 2023, *Fair Play* will be featured at the Sundance Film Festival as part of the brand storytelling program. *Fair Play* is streaming on Hulu.



Research

In 2018, The Representation Project launched a professional media research initiative 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 Research Director Rebecca Cooper and Dr. Caroline Heldman, the team includes experts with over two decades of experience in professional and academic research. Our team designs research and creates custom reports on representations in advertising, film, television, online content, internal corporate content, award shows, video games, and other forms of media. We produce media research that has an impact in driving casting and content decisions.



FEATURED RESEARCH

STATE OF MEDIA REPORT

The annual *State of Media Report* is the most comprehensive analysis of the current state of diverse 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.

RESPECT HER GAME REPORT

This report examines representations of gender in primetime media coverage of the 2022 Winter Olympic Games held in Beijing, China. It combines automated machine learning analysis with content analysis. Findings from the report 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 and directors of Best Picture winners for the 93 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* Oscar coverage and inspired a public conversation about representation and award shows on social media.

ALL BODIES REPORT

This report was produced as part of the Rep Project's #AllBodies campaign, which aims to bust fat myths and raise awareness about the social injustice of fatphobia (especially for women) and the fat tax on retail clothing. The All Bodies Report is a scientific assessment of the erasure and misrepresentation of fat³ women characters. It examines the presence of leading, supporting, and minor fat women characters, and the quality of those representations in the most popular films and television shows of the last decade.

REP PROJECT FACT SHEETS

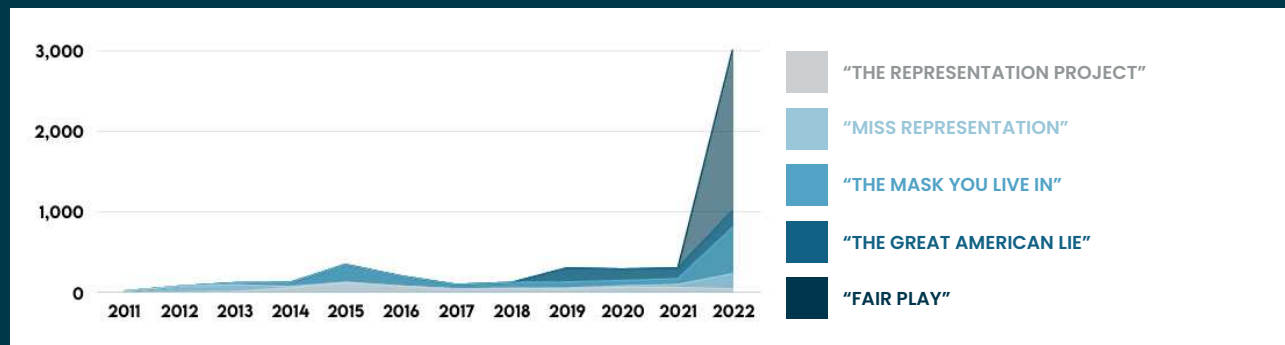
In 2022, The Rep Project produced seven fact sheets featuring new and existing research on various topics pertaining to intersectional gender justice. We published four fact sheets diving deeper into representations of BIPOC women in media: South Asian Women in Media, Middle Eastern/North African (MENA) Women in Media, Latine Women in Media, and Asian American/Pacific Islander (AAPI) Women in Media. We also published an #AskHerMore fact sheet which takes a closer look at the questions asked on the 2022 Academy Awards red carpet, as well as a fact sheet presenting data on representation in 2022 Super Bowl advertisements.

Campaigns

The Rep Project runs campaigns to raise awareness and shift the culture. Since the organization was founded a decade ago, the U.S. has seen major changes 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 (Generation Z was born between the mid-1990s and the early 2000s).⁴ 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).⁵ As Chart 1 shows, The Representation Project has been a part of public discussion since 2013. The organization and our films continue to attract attention in major media outlets, with *The Mask You Live In* receiving the most sustained attention.

CHART 1: ORGANIZATIONAL/FILM MENTIONS IN MEDIA



We also run hashtag campaigns to raise awareness and shift consciousness and culture. Here is a summary timeline of our most popular hashtags.

#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, David Schwimmer, and other celebrities, and it garnered a significant amount of press coverage.



#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 #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 coincided with the summer Olympics, and it sparked public discourse on the topic. This past year, we conducted research on media coverage of women in the 2022 Winter Olympics in Beijing, China, and found similar sexist trends when it comes to coverage of women Olympians.



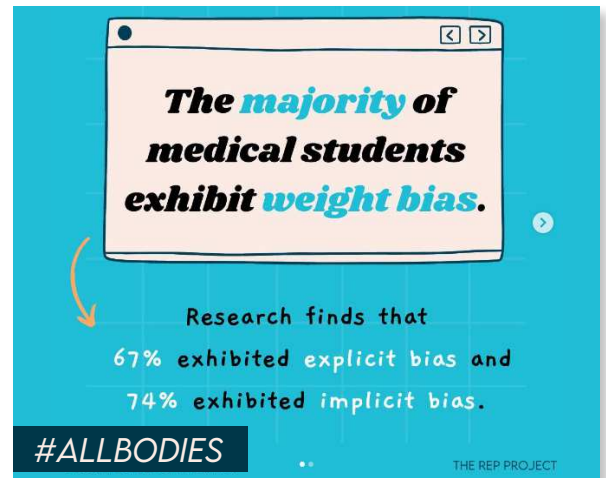
#CHANGEICONS

In 2022, we created the #Changelcons campaign to shine a bright spotlight on largely unknown or under-recognized women historical figures, with special attention to those of intersectionality marginalized identities (e.g., women of color, queer women, women with disabilities, fat women, poor women, older women). #Changelcons was launched at the start of Women's History Month and celebrated the contributions of often overlooked women through educational media content featuring photos, videos, and facts distributed on social media and other communication channels.



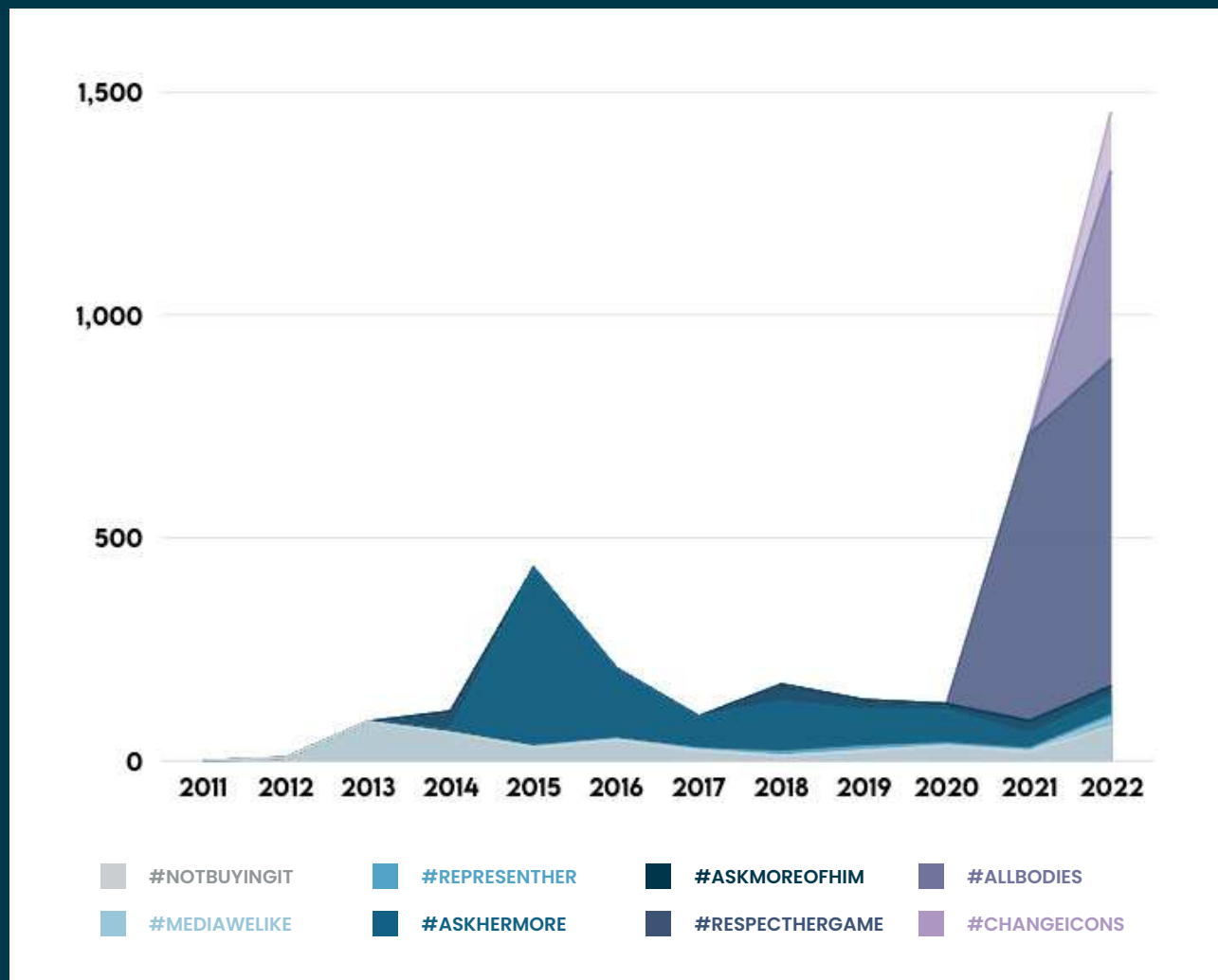
#ALLBODIES

In 2022, we launched our #AllBodies campaign to bust fat myths and raise awareness about the social injustice of fatphobia. The cornerstone of the #AllBodies campaign was a month-long social media blitz during which we disseminated research, educational videos, and social media content to highlight the widespread presence of fatphobia and its many harmful effects. We also conducted research on the erasure and misrepresentation of fat women characters in entertainment media, and hosted a panel event featuring experts and fat activists discussing the harms of fatphobia and effective steps to address it.



As Chart 2 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.

CHART 2: HASHTAGS, MAJOR PUBLICATION MENTIONS



Our 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. We summarize the impact of this work here.

WEEKLY ACTION ALERTS

Our Weekly Action Alert is sent to over 68,000 people, and in 2022, we published 10 original blog posts on a wide range of topics related to our mission. Original content was effective in driving high open rates on our weekly emails— with a 16.3% open rate.

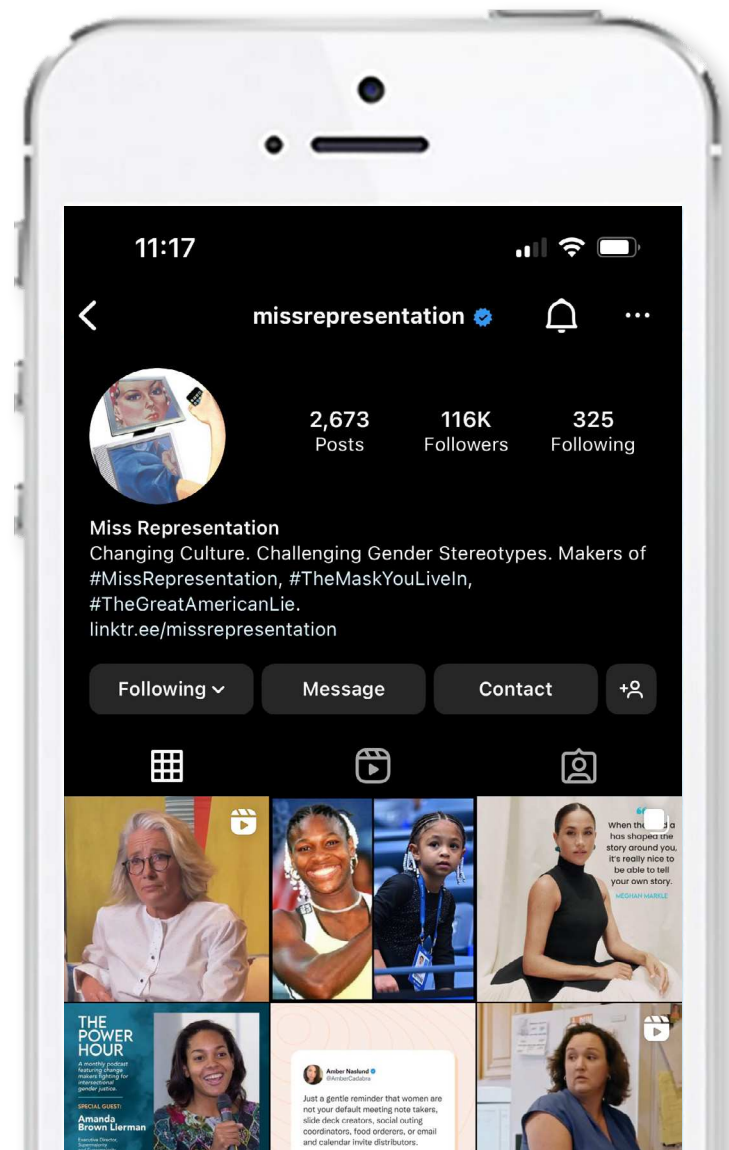
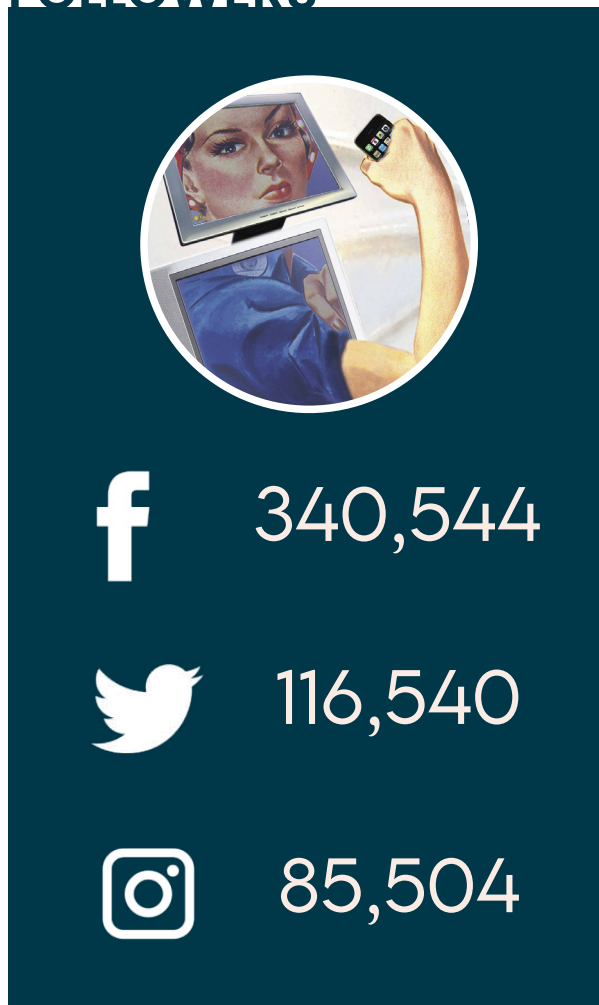
SOCIAL MEDIA

The Representation Project has garnered 1.86 billion social media impressions since our founding in 2011. In 2022, we received 69,073,818 impressions.

The Rep Project currently has 542,588 followers across all accounts, with the largest following on Facebook (340,544), followed by Instagram (116,540), and Twitter (85,504).

In 2022, the social media engagement rate for The Rep Project averaged 8.4% on Instagram and Facebook. This engagement rate is many times higher than the non-profit average of approximately 1% on social media platforms.

FOLLOWERS



Partnerships

Over the years, The Rep Project has built partnerships and launched campaigns with other organizations and companies. We partnered with Deloitte to produce a white paper on masculinity, worked with the Cannes Film Festival to judge the Glass Lion, an award for creative work that addresses gender inequality, and we partnered with the Axe brand to challenge outdated ideas of masculinity and combat the pressure that many men face to meet social standards of manhood. In this section, we highlight our recent partnership with the brand TRESemmé, and its parent company, Unilever, to better understand how and how often women experience “double binds”—the conflicting societal messages, images, and cues that tell women how they are supposed to look, speak, and act.



FEATURED PARTNERSHIP

In 2022, The Rep Project partnered with TRESemmé, multi-platinum artist Normani, and American fashion designer Batsheva Hay, to launch the Power Your Style project. This initiative advocates for every woman's truest expression of personhood by addressing the negative impacts of double binds on women's personal and professional lives. The concept of the double bind was coined in 1956 by British anthropologist Gregory Bateson and his colleagues, defined as a situation where every choice one makes results in being penalized in some way. Women have faced sexist double binds for centuries: in Medieval times, when women were accused of witchcraft and drowned, they could prove their innocence by staying drowned, but were considered guilty if they were able to rescue themselves. Women are damned if they do and damned if they don't when it comes to choices about leadership, professionalism, balancing paid labor in the workforce and unpaid care work at home, the way they speak, the way they act, how they express their personal style, and many other aspects of women's lives.

The Power Your Style project included a research report, social media campaign, and a New York Fashion Week event to release the research. The *My Style Is My Power* report is a first-of-its-kind study on double binds using both qualitative and quantitative methods. The report analyzes women's experiences of double binds through a quantitative survey as well as a content analysis of social media posts about the world's most prominent women. We find that two-thirds of women in North America experience double binds, with Gen Z women and LGBTQ+ women facing the highest rates. We also find that the more prominent a woman is, the more she is held to sexist double binds. The report also provides action steps for corporate leaders, mentors, content creators, social media companies, and for individuals to take in order to address the pressing gender equity problem of sexist double binds.

The #TresemmeMyStyleIsMyPower social movement launched on TikTok during New York Fashion week to encourage women to stand up to the double bind using their social media platforms. To date, the #TresemmeMyStyleIsMyPower campaign has garnered over 83.5 million views on TikTok.

The Rep Project and TRESemmé also co-hosted an event, as part of New York Fashion Week. Our Executive Director, Dr. Caroline Heldman, moderated the panel which featured Normani, Batsheva Hay, and stylist Justine Marjan speaking about their experiences with double binds and the importance of personal style. Over 170 people were in attendance at this innovative and compelling event.

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 and curricula have reached over 30 million people. We launched two national conversations – one about sexist media representations in 2011 and another about healthy masculinities in 2015. Our online campaigns have garnered 1.86 billion social media impressions and continue to inspire people to take action.

We have also impacted the culture through our scientific research. Our studies have exposed sexist media coverage of women athletes and the erasure and misrepresentations of fat, AAPI, Latine, MENA, and South Asian women in Hollywood. Our annual *State of Media Report* is the most comprehensive analysis of the current state of intersectional gender representations across media platforms.

The Rep Project is also responsible for single-handedly shifting the norm of sexist Super Bowl ads with the #NotBuyingIt campaign empowering women on the red carpet with #AskHerMore. 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 and our #AllBodies campaign underscored the profound negative effects of fatphobia on women and girls.

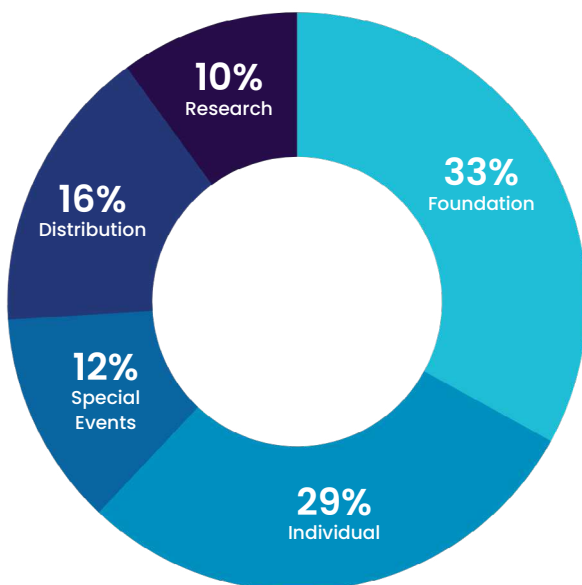
Join us in our ambitious journey to achieve a world that is free of limiting gender stereotypes and norms!

FY 2022 FINANCIALS

OUR WORK IS POWERED BY YOU!

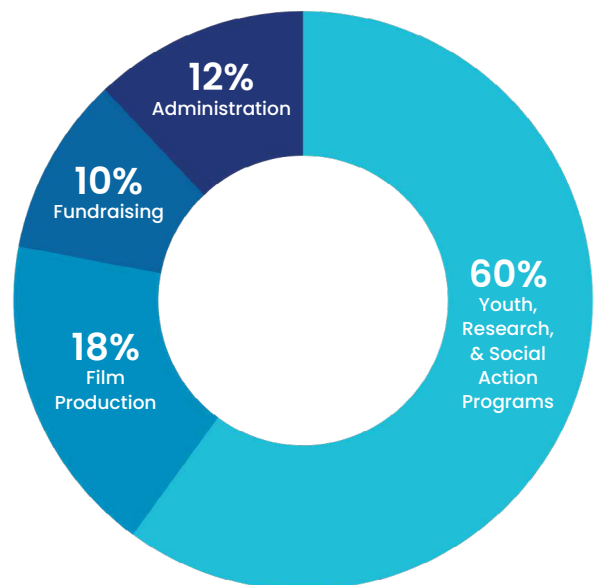
Last fiscal year, your gifts made up 74% of our overall income. Thank you for supporting our important work! We pledge to invest your contributions in ways that maximize cultural impact.

INCOME



TOTAL INCOME:
\$857,833

EXPENSE



TOTAL EXPENSE:
\$1,385,668

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. We are intentionally using the word “fat” because it is not an insult. We are part of a growing number of organizations and individuals reclaiming the word “fat.” We celebrate bodies in whatever form they come, with bumps, stretch marks, and curves.
4. 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/>
5. 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

TEAM:



DR. CAROLINE HELDMAN
Executive Director



REBECCA COOPER
Director of Research



DEBRA GARBER
*Chief Operating Officer
& Chief Financial Officer*



SKYE REED
Social Media Manager



KARA ENDSLEY VINES
Senior Development Director



GRETCHEN MILLER
Film Associate & Executive Assistant

BOARD OF DIRECTORS:

BRENDA ROBINSON
Board Co-Chair

JOANNA REES
Board Co-Chair

BRIAN BROKAW

SUSAN BOSTER

KAT GORDON

MARIA THERESA KUMAR

DR. ANNA MALAIKA TUBBS

MOLLIE RICKER

OUR MISSION

BY FIGHTING SEXISM THROUGH FILMS, EDUCATION, RESEARCH,
AND ACTIVISM, THE REPRESENTATION PROJECT BUILDS A WORLD WHERE
ALL PEOPLE CAN ACHIEVE THEIR FULL HUMAN POTENTIAL.