

FAIR PLAY



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DIRECTOR'S BIOGRAPHY



JENNIFER SIEBEL NEWSOM is a filmmaker, advocate, thought leader, and the First Partner of California. After graduating with honors from Stanford University and Stanford's Graduate School of Business, she wrote, directed, and produced the 2011 award-winning documentary *Miss Representation*. Since then, she has made the celebrated films *The Mask You Live In*, *The Great American Lie*, and *Fair Play*. Jennifer's films have been seen by over 28 million people worldwide, and her work is responsible for single-handedly shifting the norm of sexist Super Bowl ads with the #NotBuyingIt campaign. Since becoming First Partner of California, Jennifer has championed various issues related to gender equity and raising healthy, whole children including the launch of her first initiative, #EqualPayCA.

FILM SYNOPSIS

Fair Play tackles the pressing issue of gender inequality at home, which saw 2 million women leave the workforce during the pandemic. Women have historically shouldered domestic and care work in the home, even though children, families, and society benefits from equality at home. *Fair Play* follows four different families on their journey to balance care work at home, revealing how the struggle over dishes in the sink is actually about a much deeper struggle for gender justice. It features interviews with Melinda Gates, U.S. Representative Katie Porter, and other experts who bring this topic to life in a profound and compelling way.

Inspired by the New York Times bestselling author Eve Rodsky's book *Fair Play: A Game-Changing Solution for When You Have Too Much to Do (And More Life to Live)*, *Fair Play* was produced by Hello Sunshine, in association with The Representation Project and P&G Studios.



FILM SUBJECTS

Aside from Eve's journey, we center three couples at different stages of achieving balance at home:



LEEANAH & KRISTIAN

LeeAnah and Kristian have five kids. LeeAnah and Kristian are both stay-at-home parents, and they run the organization Conquering Life Together.

LeeAnah and Kristian are an entrepreneurial couple who almost divorced over the imbalance and load LeeAnah was carrying at home. LeeAnah describes that she had a hard time letting go of her control over the house, while Kristian found it difficult to live up to her standards. Once they sat down and reflected on their relationship, they were able to establish tools to communicate with each other and found a healthier way of expressing their feelings.

They now have a much more equitable division of labor, which they believe saved their marriage.



EMILY & NIALL

Emily and Niall live in Detroit, Michigan and have two daughters. Emily works as a social media consultant, and Niall works at an automotive company.

Emily and Niall are in the middle of their *Fair Play* journey. They have never learned to communicate about shared childcare and domestic responsibilities at home. Niall works overtime at his job most nights and wants to relax when he gets home, so Emily defaults to doing everything herself. She feels that Niall views his contributions to their children and house as a “favor” to her. With the help of Eve and *Fair Play* methods, they are finding the tools to communicate with each other and are slowly making strides towards change.



JOSE & LIZBETH

Lizbeth and Jose live in Sacramento, California, and have two children. Lizbeth is a farmworker, and Jose is a mechanic.

Lizbeth and Jose split domestic work equally at home. However, Lizbeth's job as a farmworker means that she must leave for work before the sun rises, and Jose's job also requires long hours away from home. They struggle with finding childcare for their two children and worry about leaving their kids home alone for too long—these worries only grew stronger during the pandemic, as they were both essential workers. Lizbeth and Jose's story demonstrates the need for federal policies that support working families.

FILM EXPERTS

DARBY SAXBE

Clinical Psychology Professor, University of Southern California

MARIA PRADOS

Associate Economist, Center for Economic and Social Research, University Southern California

CAITLYN COLLINS

Author and Assistant Professor of Sociology, Washington University

MICHAEL KAUFMAN

Author, Advocate and United Nations Advisor

POOJA LAKSHMIN

Author and Assistant Professor of Psychiatry, George Washington University School of Medicine

C. NICOLE MASON

President and CEO, Institute for Women's Policy Research

FATIMA GOSS GRAVES

President and CEO, National Women's Law Center

PAMELA STONE

Author and Professor of Sociology, Hunter College

JOAN WILLIAMS

Director, Center for WorkLife Law, University of California, Hastings College of Law

DEANNA BASS

Former Vice President Global Equality and Inclusion at Procter & Gamble

MATTHEW FRAY

Author and Relationship Coach

KATIE PORTER

U.S. Representative, California's 45th District

MELINDA GATES

Founder, Bill & Melinda Gates Foundation and Pivotal Ventures

ANNE-MARIE SLAUGHTER

Author, CEO of New America and Professor, Princeton University

ANDREW MORAVCSIK

Author and Professor, Princeton University

STEWART FRIEDMAN

Founder Work/Life Integration Project and Professor, Wharton School of Business

TONY PORTER

Author, CEO, A Call to Men

AI-JEN POO

Executive Director, National Domestic Workers Alliance

PRODUCTION STILLS

Each image links to a high quality and downloadable file.

KEY FACTS

- Experts estimate the wage a mom should earn for the 18 or so jobs she must tackle throughout the day is \$116,000 a year.
- If American women earned minimum wage for the unpaid work they do around the house and caring for relatives, they would have made \$1.5 trillion in 2019.
- American mothers spend more time today on childcare and domestic work than moms in the 1960s, despite being more likely to be in the labor force.
- The majority of women nationwide are breadwinners for their families:
 - 84% of Black mothers
 - 67% of Native American mothers
 - 62% of White mothers
 - 60% of Latina mothers
 - 44% of Asian/Pacific Islander mothers



FILM TRAILER



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