

A photograph of a woman with blonde hair looking upwards. In the background, another person is operating a camera on a tripod. The image is partially covered by a white rectangular overlay in the top left corner.

2023

THE REPRESENTATION PROJECT

IMPACT REPORT

A LETTER FROM OUR EXECUTIVE DIRECTOR

No matter who you are or where you live, intersectional gender stereotypes are hurting you and those you love. The Representation Project works tirelessly to expose the cost of these norms so we can build a better world. Jennifer Siebel Newsom launched The Representation Project in 2011, and since that time, the organization has shifted hearts and minds toward gender justice. With your help, our effect has been profound. We harness the power of storytelling through films and social impact campaigns.

Our first film, *Miss Representation* (2011) exposed how sexual objectification in media diminishes the value, ambition, and leadership potential of girls and women in the US. *The Mask You Live In* (2015) unpacked the harms of restrictive masculine norms for boys and men. *The Great American Lie* (2019) reveals how the intersections of race, gender, and class bias exclude so many from the “American Dream.” A society that prioritizes “masculine” values over “feminine” values harms everyone. *Fair Play* (2022) turns the focus to gender inequality at home with a human interest and data-driven look at the gender gap in domestic and caregiving work. Each of our films illuminates another important aspect of intersectional gender injustice in the US. These films have been seen 30 million times in almost every country around the globe, and our educational curricula have reached over 2 million students.

We build on the themes of our films with impactful social media campaigns. **#NotBuyingIt** asks people to tag sexist content to ignite consumers to demand better content. **#AskHerMore** compels interviewers on the red carpet to ask women about their work and not just which designer they’re wearing. **#AskMoreOfHim** compels men to join the fight for gender equality. **#EqualityAtHome** provides the latest data on the sexist division of labor to equip people with tools to change the world, one household at a time. **#EndRape** features research on rape myths, expert interviews, PSAs, and other content aimed at eliminating sexual violence. **#AllBodies** raises awareness about the anti-fat bias that drives disordered eating and body hatred and shame. **#BoysWillBeBoys** calls for more inclusive, healthy masculinity for the sake of boys and men. **#RespectHerGame** calls for equal and non-sexist media coverage of women athletes. Our **#ChangeIcons** campaign spotlights under-recognized women historical figures in history. **#MediaWeLike** calls attention to content creators who are doing it right. We consistently publish intensive, data-driven content that makes use of effective storytelling to raise awareness and inspire action. To date, our social media impressions have reached 1.91 billion.

I am so proud of the work that our team has accomplished in the first decade. As we face the backlash against gender justice work, we are emboldened by your support in this shared fight. We could not do it without you!

YOURS TRULY,

DR. CAROLINE HELDMAN



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

PARTNERSHIPS

- In 2023, we partnered with Voices in Action on our End Rape campaign to raise awareness about epidemic levels of sexual violence in the US. To date, this campaign has achieved 1.4 million social media impressions.

YOUTH PROGRAMS

- We started our youth programs seven years ago to expand the impact of our organization. Our Youth Media Lab, filmmaker programs, and youth summits have directly served over 2,000 teens.
- In 2023, we launched our peer-to-peer Gender Equity Training program to address the teen mental health crisis.

RESEARCH

- We published four research reports in 2023 that shed light on intersectional gender representations in media.
- Our annual Oscar and State of Media reports serve as benchmarks to measure progress when it comes to intersectional gender representations over time. We also conducted a ten-year study of gender and race representations in Super Bowl ads and the first quantitative study of rape myths in popular film and TV.

FILMS

- Our four films, *Miss Representation* (2011), *The Mask You Live In* (2015), *The Great American Lie* (2019), and *Fair Play* (2022), have been viewed 28.8 million times worldwide and our film curricula have reached over 2 million students.

CAMPAIGNS

- The Representation Project has achieved over 1.91 billion impressions through our social media channels and our social media hashtag campaigns have reached over 945 million people.
- Our latest campaigns, #EqualityAtHome and #EndRape, have garnered 6.2 and 1.7 million impressions, respectively.

*Our impact
at a glance*

OUR YOUTH PROGRAMS HAVE SERVED

*2000+
people*

WE HAVE PUBLISHED

*13
reports*

OUR FILMS HAVE BEEN VIEWED

*28.8M
times*

OUR FILM CURRICULA HAS REACHED OVER

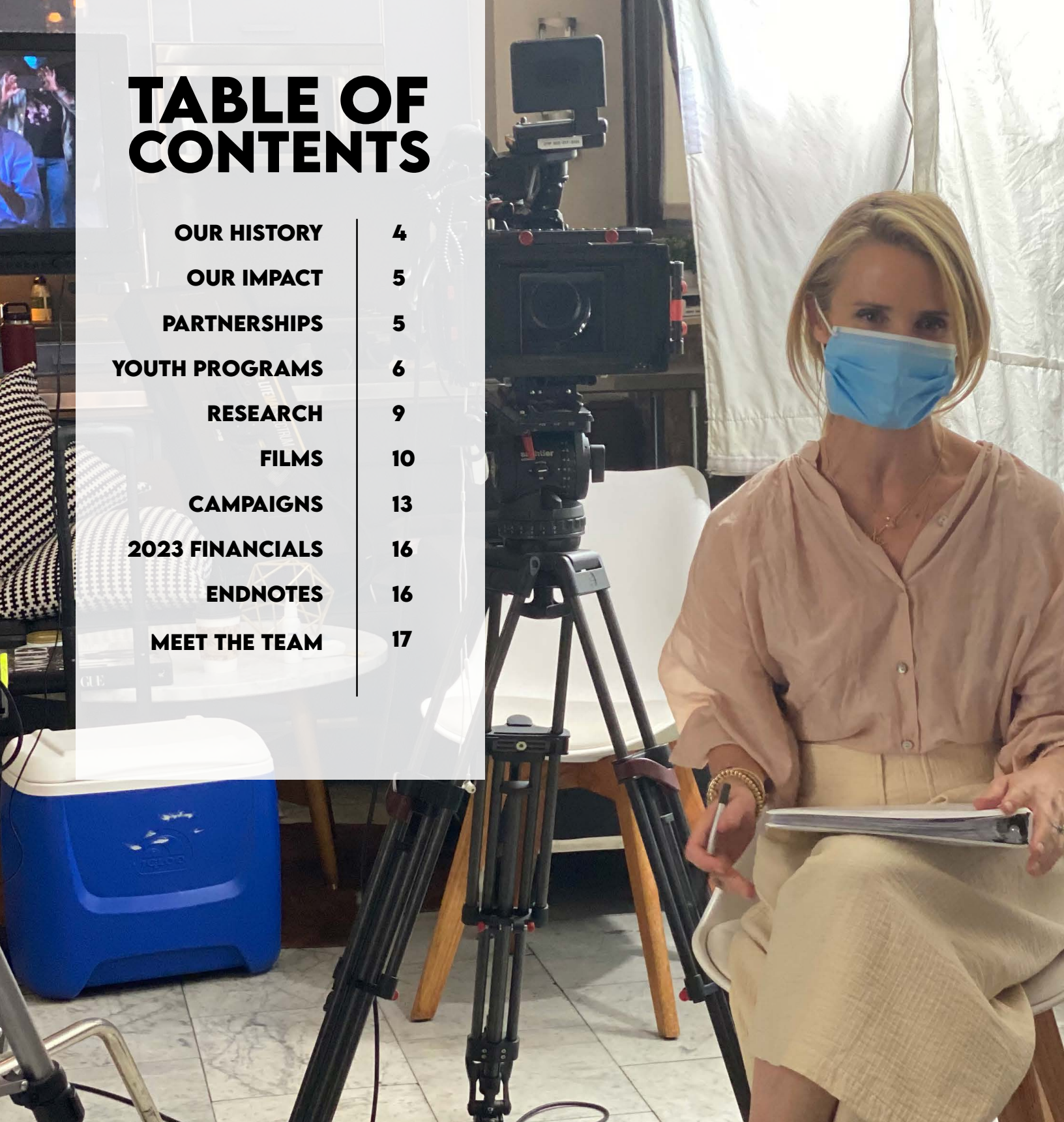
*2M
students*

OUR CAMPAIGNS HAVE ACHIEVED OVER

*1.91B
impressions*

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INTRODUCTION

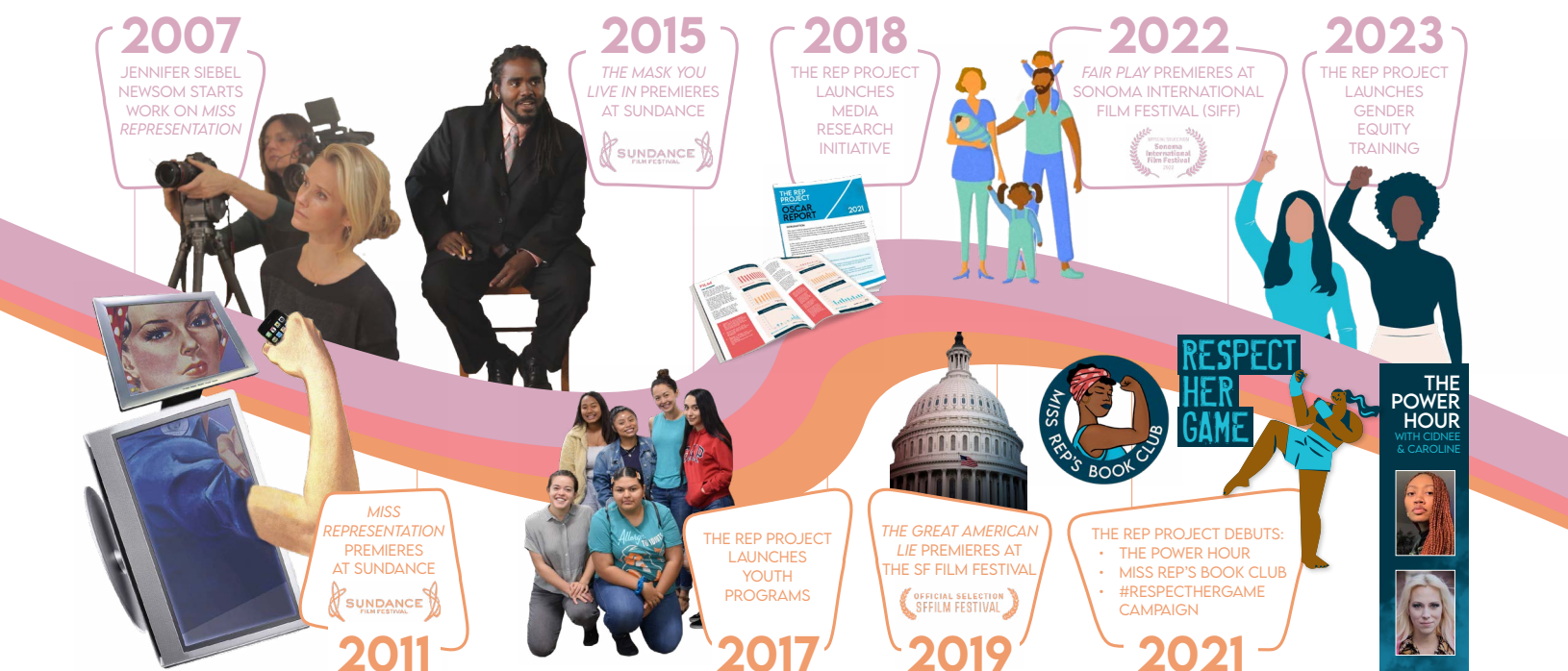
This report examines the impact of The Representation Project in 2023. We use multiple approaches to assess the reach and effect of our work, including survey data analysis, social media statistics, testimonials, and news coverage analysis. We find that The Representation Project has had a significant effect on launching national conversations and shifting U.S. culture.



OUR HISTORY

The Representation Project is a 501(c)(3) non-profit organization founded by filmmaker Jennifer Siebel Newsom. The organization fights intersectional sexism using media. 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. With the success of *Miss Representation*, Jennifer encountered many parents and educators who asked, "What about our boys?" Her second film, *The Mask You Live In*, premiered at Sundance in 2015. Newsom's third film, *The Great American Lie* (2019) provides the most comprehensive intersectional assessment of the causes of economic immobility— racism, corporate exploitation, and gendered societal values. In 2022, Newsom 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.

In 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 also host annual Youth Summits and launched our peer-to-peer Gender Equity Training (GET) program in high schools in the Fall of 2023.



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 partnerships, followed by an assessment of our youth programs, research, films, and campaigns.

Partnerships

Over the years, The Representation 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 many men face to meet social standards of manhood. In 2022, we partnered 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 2023, The Representation Project partnered with Voices in Action on our End Rape campaign. Voices in Action is a non-profit that provides modern and accessible solutions to create safety and gender equity in the film, television, music, and creative arts industries. They do this through a unique system that combines innovative technology and effective education, trainings, and empowerment courses, along with holistic support services for survivors of all forms of power imbalance and sexual or gender-based assault.

The aim of our End Rape campaign campaign was to raise awareness about the prevalence of sexual violence in the US and the barriers to survivors receiving justice. The campaign featured a Celebrity PSA exposing victim-blaming and shaming comments made by judges, attorneys, and other prominent people to and about survivors.

Our End Rape campaign also included the first quantitative study of rape myths in entertainment media. Our Executive Director interviewed leading experts in sexual violence prevention and advocates who are working to eliminate gender-based violence. These videos have been viewed 31,249 times. The campaign also included infographics to raise awareness about the causes and consequences of sexual violence, and resources for survivors of sexual assault.

CLICK HERE

TO WATCH OUR CELEBRITY PSA!



OUR RESEARCH FINDS:

one-in-four

FILMS DEPICT FALSE RAPE ACCUSATIONS, DESPITE THE FACT THAT ONLY

2.5%

OF RAPE REPORTS ARE FALSE.

THE MAJORITY (57.5%) OF FILM/TV ASSAULTS ARE

"Stranger Rapes"

EVEN THOUGH 75% OF RAPES ARE ACTUALLY COMMITTED BY SOMEONE THE SURVIVOR KNOWS.

Youth Programs

We launched our youth programs in 2017 to broaden the impact of our work in the lives of young people.

Youth Media Lab

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



"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 Filmmaker Academies

We ran filmmaker academies for teens from 2018 - 2022. These month-long summer programs trained high schoolers in filmmaking. Participants made a short film— from storyboarding, filming, and editing—while learning about gender justice issues.

Increased Knowledge & Skills

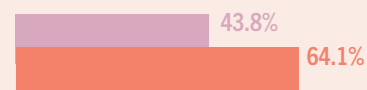
We asked participants to tell us how knowledgeable they are about different subjects addressed in the Youth Media Academy. From the pre- to post-survey, students' knowledge of feminism and racial justice significantly improved. Students also reported significant skill improvement in conducting documentary research, storyboard creation, and film/sound editing.¹

Improved Well-Being

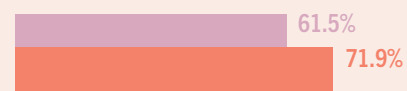
We also asked participants a series of questions about their well-being that are related to mental health. Respondents completed the Warwick-Edinburgh Mental Well-being Scale (WEMWBS), a well-respected measure that assesses self-reported individual well-being at a particular point in time.

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 are 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

KNOWLEDGE OF FEMINISM



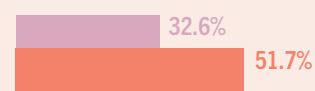
KNOWLEDGE OF RACIAL JUSTICE



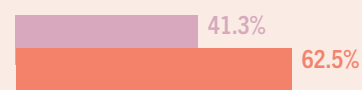
SKILLS IN DOCUMENTARY RESEARCH



SKILLS IN STORYBOARD CREATION



SKILLS IN FILM/SOUND EDITING



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 lives, 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 their career, community, and country increased over the course of the program.

Youth Summits

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

Increased Knowledge & Skills

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.

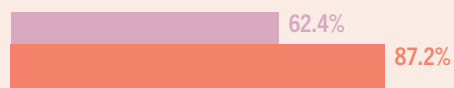
We asked participants what actions they plan to take to enact social change in their communities as a result of attending the Youth Media Summit. Over half of participants say they plan to use media and social media for social change, while one-third say they plan to organize a group or a protest to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

Peer-To-Peer Gender Equity Training

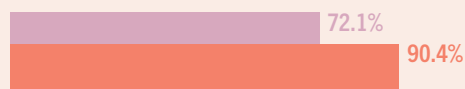
In 2023, we launched a bold new curriculum to advance gender justice for young people. Our peer-to-peer Gender Equity Training (GET) is an eight-module training that addresses the gendered aspects of the teen mental health crisis in the US. It is free and available to students, educators, and parents.

Teens in the U.S. are in crisis. Research shows that high rates of social media use are negatively affecting teen mental health through social isolation and a reduction in average sleep hours. Research also shows that social media content promotes unhealthy body image and damaging gender norms that are linked to declining well-being. A recent study by the Centers for Disease Control and Prevention found that 60% of teen girls are feeling persistent sadness or hopelessness, and a spike in suicidal behavior (CDC, 2022). Girls experience body hatred, eating disorders,

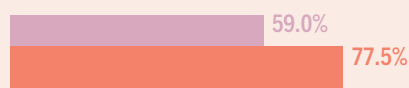
DESIRE TO WORK IN MEDIA



DESIRE TO ENGAGE IN ACTIVISM



DESIRE TO BE A LEADER IN CAREER



81.8%

INCREASED THEIR
KNOWLEDGE OF
DECONSTRUCTING
MEDIA CONTENT



60.0%

PLAN TO USE
SOCIAL MEDIA
FOR SOCIAL
CHANGE



90.9%

INCREASED THEIR
KNOWLEDGE OF
RACIAL JUSTICE
ISSUES



33.3%

PLAN TO ORGANIZE
A PROTEST
FOR SOCIAL
CHANGE



90.9%

INCREASED THEIR
KNOWLEDGE OF
USING CREATIVE
VOICE



36.7%

PLAN TO ORGANIZE
A CLUB
FOR SOCIAL
CHANGE

depression, low self-esteem, and reduced leadership ambition due to rigid gender norms. Teen boys face depression, risky behaviors, substance abuse, suicide, and violence driven by gender role expectations. Gender non-conforming youth, who are excluded and dehumanized by societal norms, are more than twice as likely to experience psychological distress than their gender-conforming peers (UCLA Williams Institute, 2020).

We launched our free gender justice education curriculum that tackles the youth mental health crisis head-on. The curriculum includes modules on healthy social media use, media literacy, recognizing and challenging limiting gender norms, dating violence and healthy relationships, and leadership development.

Our Gender Equity Training is currently being distributed to educators and peer facilitators, and in the spring of 2024, it will be available through an online portal.



Youth Advisory Council

The Youth Advisory Council is comprised of eleven gender justice advocates ages 14-22 from across the country and Canada who play a vital role in supporting our work and mission of challenging harmful stereotypes and building a more equitable future. They provide valuable guidance and support to our film, education, and activist initiatives. The Youth Advisory Council offers a meaningful opportunity to center youth voices in the fight for gender justice.

Three members spoke at our annual celebration, Flip The Script, sharing their experiences and pathways to finding their voice as gender justice advocates. Council Member Sarah Zhou shared at the event, “I, like many others, feel misunderstood. I want to live in a society where I can be seen for who I am, not just what I am. That’s why for me, I find hope in myself and in others. I believe that as long as there are individuals actively going against damaging societal norms and pressures for women and fem-identifying people, nothing is far-fetched with our combined efforts for an equitable future.”

YOUTH ADVISORY COUNCIL MEMBERS



**BRITTNEY
ACORD**



**LAUREN
BAGGECH**



**GALILEO
GALAVIZ**



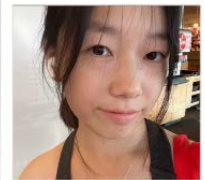
**COLBIE
FREESE**



**REMY
TSUKAHIRA**



**REBEKAH GRACE
DE GUZMAN**



**SARAH
ZHAO**



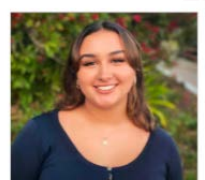
**GRACE
LIANG**



**NINAH
GRANT**



**JAKE
MOONEY**



**AMARIS
ALBINI**

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 Representation Project combines automated 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.

The State of Media Report Card

Our 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.

#NotBuyingIt Report: Representation in Super Bowl Ads from 2012-2022

We conducted a ten year study of Super Bowl ads in terms of representations of women, BIPOC (Black, Indigenous, and people of color), LGBTQ+ individuals, people with disabilities, people ages 50+, and people of size. We find that The Representation Project brought about a significant change in reducing sexism in Super Bowl ads with our #NotBuyingIt campaign.

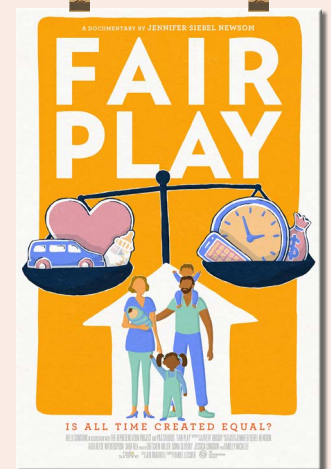
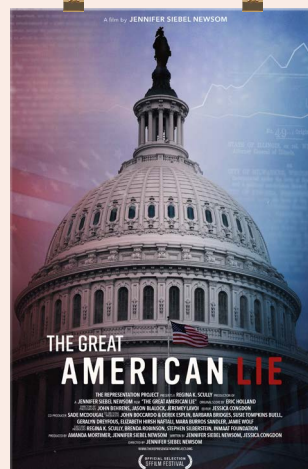
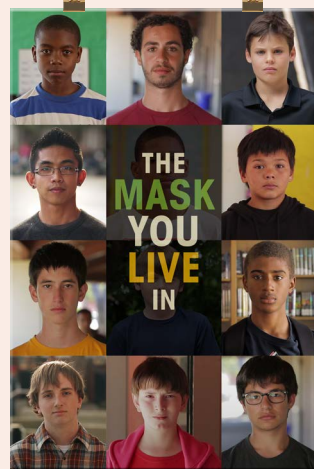
The Oscar Report

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 94 years the Academy Awards have been in existence. This study establishes benchmarks to measure progress when it comes to film awards.

Ten Rape Myths in Media: A Quantitative Study of Sexual Violence in Film & TV

We conducted a quantitative assessment of how popular film and TV depicts sexual violence, and found that entertainment media promotes common rape myths that make it hard for survivors to receive justice.





Films

In 2011, Jennifer Siebel Newsom released her first film and launched The Representation Project. Since that time, she has released three more films and is in production on a new film.

Miss Representation

Since its release, *Miss Representation* has been viewed over nineteen million times. To date, *Miss Representation* has been screened in all 50 states and around the globe in more than 70 countries.

Miss Representation has also had a measurable impact on millions of viewers.² In a recent survey of viewers, 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%).



"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." - Sarah (Age 15)



78.8%
INCREASED
THEIR KNOWLEDGE
OF GENDER
ISSUES



82.9%
FELT
EMPOWERED
BY THE
FILM

The Mask You Live In

The Mask You Live In trailer was viewed an unprecedented 3.4 million times on YouTube and premiered at the Sundance Film Festival in 2015. It has been viewed over nine million times.

According to a recent survey,³ *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.



"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." -Travis G.



93.1%
RECOMMENDED
THE FILM
TO FAMILY
OR FRIENDS



89.6%
INCREASED
THEIR KNOWLEDGE
OF GENDER
ISSUES

The Great American Lie

The Great American Lie (2019) addresses a simple question: what drives economic inequality in the U.S.? The film's answer is threefold: racism, corporate exploitation, and gendered 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.



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

Fair Play

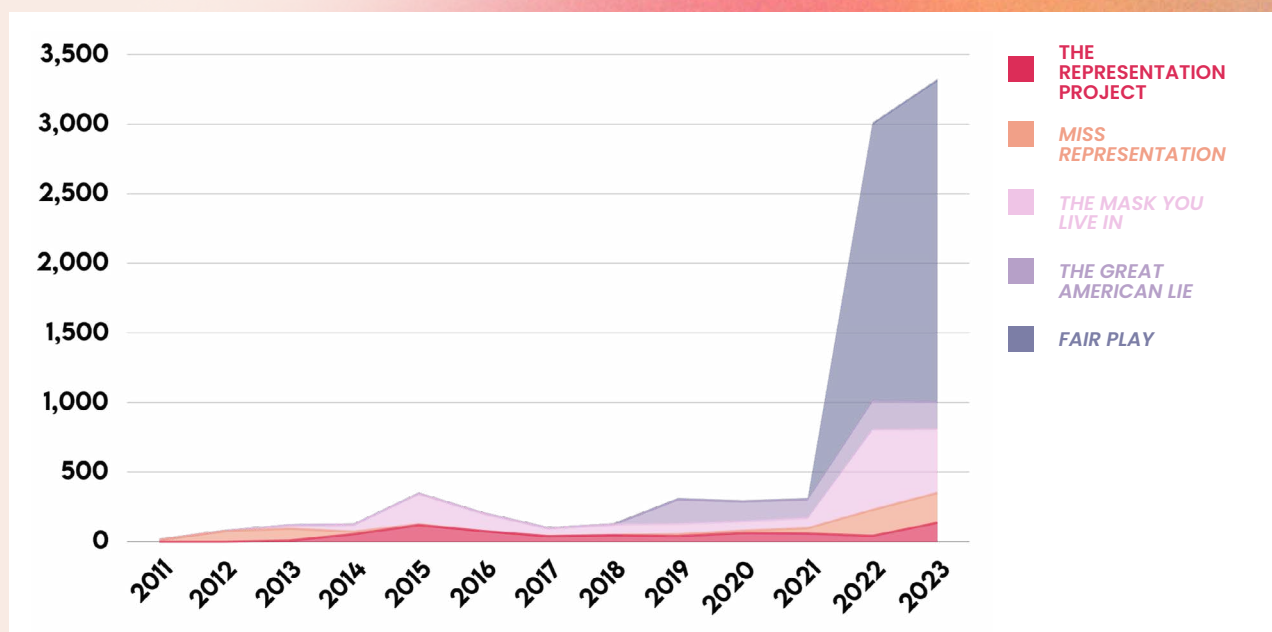
Fair Play focuses on gender inequality at home with a look at how the massive gender gap in domestic and caregiving work harms couples, families, children, and society. The film premiered at the Sonoma International Film Festival and was an official selection at the International Documentary Film Festival, 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. *Fair Play* is currently streaming on Hulu.



"*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."
- Gayle K.

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 has been a part of public discussion since 2013. The organization and our films continue to attract attention in major media outlets, with *Fair Play* receiving the most media attention of any of our impactful films.

CHART 1: ORGANIZATION/FILM MENTIONS IN MEDIA



Campaigns

Our hashtag campaigns drive our impact in the world. The Representation Project has garnered 1.91 billion social media impressions since our founding in 2011. In 2023, we received over 48,878,607 impressions. The Representation Project currently has 669,006 followers across all accounts, with the largest following on Facebook (345,265), followed by Instagram (164,759), and Twitter (81,951). In 2023, the social media engagement rate for The Representation Project averaged 8.2% on Instagram and Facebook. This engagement rate is many times higher than the non-profit average of approximately 1% on social media platforms.

Our Weekly Action Alert is sent to over 78,000 people, and in 2023, we published over 17 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 22.9% rate.

Current Campaigns

In 2023, we continued seven campaigns and launched one new campaign. We report on the reach of each campaign below.

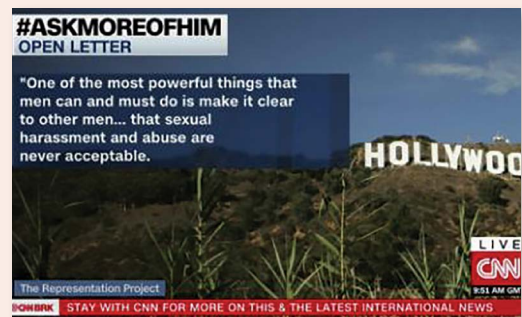
#NOTBUYINGIT

The #NotBuyingIt campaign, launched in 2013, is about raising awareness about sexism in media content. Gender justice activists are 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. #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

#AskMoreOfHim, launched in 2013, invites 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.



IN 2023, WE RECEIVED

over
48.8M

SOCIAL MEDIA
IMPRESSIONS

#ASKHERMORE

#AskHerMore, launched in 2015, urged 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. Red carpet reporters now routinely ask women about more than which designer they're wearing because of the success of this campaign.



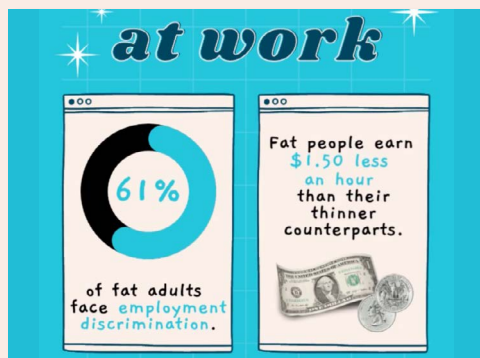
#RESPECTHERGAME

#RespectHerGame, launched in 2021, seeks to improve media coverage of women athletes. Research indicates that women athletes receive less media coverage than male athletes, and coverage too often infantilizes and sexualizes them. #RespectHerGame demands that reporters and sports media outlets do better.



#ALLBODIES

Our #AllBodies campaign, launched in 2022, raises 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 fat⁵ 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.



#CHANGEICONS

The #ChangeIcons campaign, launched in 2022, shines a 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). #ChangeIcons runs each year during Women's History Month.



#EQUALITYATHOME

#EqualityAtHome, launched in 2022, uses data-driven infographics and irreverent video content to reveal the gender gap in domestic and care work. This campaign features content on the burden of emotional labor that is disproportionately carried by women; sexist expectations placed on oldest daughters versus oldest sons; weaponized incompetence in the household; the real cost of women's invisible and uncompensated labor; and related themes.



#ENDRAPE

#EndRape, launched in 2023, seeks to raise awareness about epidemic sexual violence in the US through research, expert interviews, a celebrity PSA, compelling videos, infographics, and actionable steps people can take to reduce sexual violence.

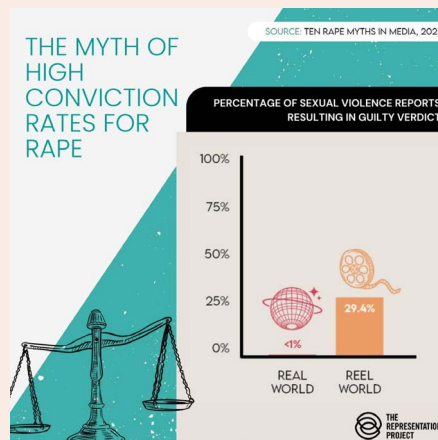
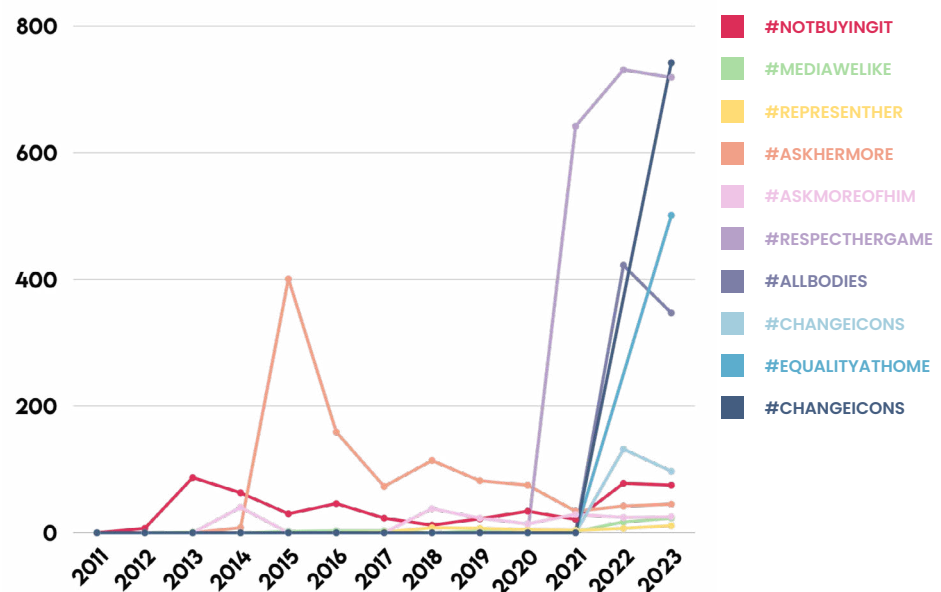


CHART 2: HASHTAGS, MAJOR PUBLICATION MENTIONS

As Chart 2 indicates, our hashtag campaigns have garnered ample media attention. #AskHerMore, #RespectHerGame, and #EndRape have been our most successful campaigns in terms of mentions in major publications, and #NotBuyingIt has also generated regular media attention since its peak in 2013. Our #EqualityAtHome campaign, launched in 2022 in conjunction with the release of *Fair Play*, has also received considerable coverage in popular publications.

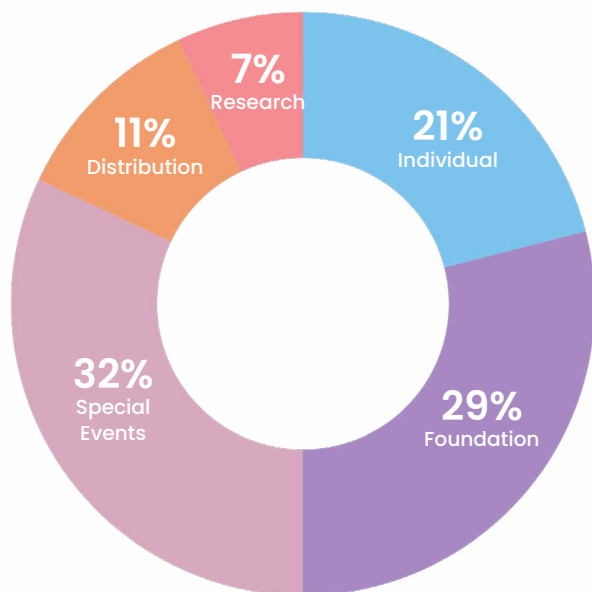


FY 2024 Financials

OUR WORK IS POWERED BY YOU!

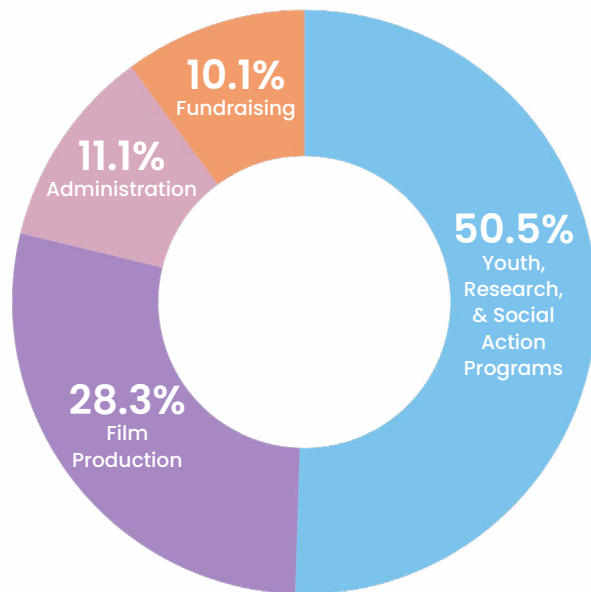
Last fiscal year, your gifts made up 82% of our overall income. Thank you for supporting our important work! We pledge to invest your contributions in ways that maximize cultural impact.

INCOME



TOTAL INCOME:
\$1,192,959

EXPENSE



TOTAL EXPENSE:
\$1,192,343

ENDNOTES

1. These statistics are based on pre- and post-surveys from 121 YMA students from our 2019, 2020, and 2021 programs. 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 youth media participants (54.8%) come from families with a household income under \$40,000.
2. These statistics are based on a survey that was administered via social media from October 23, 2018 - October 28th, 2018.
3. These statistics are based on a survey that was administered via social media from October 23, 2018 - October 28th, 2018.
4. These statistics were generated using Nexis and Westland, news search services that identifies articles from the 50 top circulated newspapers in the U.S. and over 300 magazines and journal articles.
5. 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.

MEET THE TEAM



JENNIFER SIEBEL NEWSOM
Founder & Chief Creative Officer



DR. CAROLINE HELDMAN
Executive Director



DEBRA GARBER
*Chief Operating &
Chief Financial Officer*



CAMILLE SERVAN-SCHREIBER
Film Producer



REBECCA COOPER
*Director of Communications
& Research*



ARIELLA NECKRITZ
Director of Youth Programs



SKYE REED
Social Media Manager



GRETCHEN MILLER
*Executive Assistant
& Film Producer*

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EMILY LIU FOY

KAT GORDON

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.



**THE
REPRESENTATION
PROJECT**