



*The*

# MAXINE SHAW EFFECT

**INSPIRING GENERATIONS OF BLACK WOMEN**



**THE  
REPRESENTATION  
PROJECT**

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A letter from

# YVETTE LEE BOWSER

## I am Maxine Shaw... It's true.

The complex, bold, intelligent, unapologetically Black, Maxine Shaw, Attorney at Law – portrayed by the incomparable Erika Alexander on the groundbreaking series *Living Single* – is an idealized version of me. Not only does her presence, and decidedly feminist perspective, challenge the status quo, Maxine Shaw provides a layer of armor for me as a storyteller. Essentially, she is the **VERY NECESSARY ALTER EGO** of a girl who grew up feeling “less than.”

In real life, I'm an introvert frequently masquerading as an extrovert. I'm most content behind the scenes. Aspects of my childhood made me very comfortable “playing small.” I didn't come from means and I was often housing insecure. In high school, I felt unseen. I was a nerd who loved to pore over the dictionary and dive deep into the etymology of words. Not an asset in a neighborhood where being book smart was decidedly uncool. I was usually the only Black student in my AP classes. I was an outsider in a group of outsiders. Then there was society-at-large. Not a source of comfort or inclusion. Only a handful of TV shows and films dared to depict us, let alone celebrate us. The message was loud and clear: The world simply did not see me. It's difficult to find your identity inside a culture that has limited depictions of you in its history books and media.

I was in college when I realized my past didn't have to dictate my future. I didn't have to limit my dreams to what society, my neighborhood, or my own doubts told me. College encouraged me to **QUESTION AUTHORITY...** to question everything around me – again and again. I saw clearly how my people's contributions were intentionally diminished and erased because of some patriarchal concept of who leaders, entrepreneurs, and gamechangers in the world should be. This revelation fueled me. Where I previously found the lack of life resembling mine in the media to be a disappointment, I took

it as a challenge – as something I could use my gifts to change. I could literally take control of the narrative **BY WRITING IT**. While my journey began very privately and quietly in my journals, by telling **OUR STORY** on television, I found a way to make a loud and lasting impact.

I was twenty-seven years old when I created *Living Single*. (I'm convinced my youthful naiveté helped me ignore the glass ceiling I was determined to crash through.) As a Black female writer in Hollywood, navigating an industry dominated by white men, it was obvious the dearth of Black images on TV was the direct result of our absence from writers' rooms and executive ranks. Our absence was, in part, the result of us not knowing or believing we could be there. And why would we?

We never saw ourselves in those spaces. You don't have to “see it to be it.” But it sure does help. To that end, I molded Maxine Shaw, a Black woman who owned every space she occupied and who created a seat for herself at the table. And where there wasn't room at the table, she'd make her own table... and invite others to join.

When the network first read my pilot script for *Living Single*, they asked me to remove Maxine from the show. While all the women in the ensemble were smart and self-possessed – Khadijah was a self-made business owner, Regine never settled for less, and Synclaire clung fast to her lofty dreams – Max was the boldest. She wasn't arrogant, just beautifully confident... and apparently the most intimidating **ON PAPER**. I denied the request – making it clear taking Maxine out of the show was taking me out of the show, and I'd rather not make the show at all. That was a quintessential Maxine Shaw move. I was 27– and the opportunity to have my own TV series was on the line, but I was willing to risk it.

I was literally becoming Maxine Shaw while



in the process of creating her. Maxine Shaw was always inside of me. Now she lives deep within so many others as well. As a television writer, I use my art as a form of activism. I believe impact, both small and large, is as important as entertainment. There's tremendous power and responsibility in the medium.

Representation matters, in front of the camera, behind the scenes, and in myriad spaces and facets of life. It particularly matters in terms of how we move and evolve as women and people of color. The "Maxine Shaw Effect" has put data-driven, scientific research behind this powerful phenomenon. I knew we were doing meaningful work while we were producing *Living Single*, but I never imagined it would be just as relevant and powerful in terms of representation three decades later. However, the show's impact is measurable and profound.

People often approach me or reach out via social media to tell me how *Living Single*, and Maxine Shaw in particular, "inspired them," "changed their lives," "saved them," or spurred them "through the dark days" because they "found themselves in Maxine." Again, representation matters. I also love how wonderfully humor can confirm our humanity.

It's mind-blowing and extremely validating to have people reaffirm the reach of our work. It serves as a beautiful testament to our interconnectivity and our ability to inspire and elevate others. While some TV portrayals gave young women and girls



some super cool hairstyles and fashion – which is awesome – Maxine Shaw gave us world-changers like Stacey Abrams, Ayanna Pressley, and many more who claim Maxine, a.k.a. "The Maverick," as their impetus for choosing public service. I'm proud I fought for this character that means so much to so many and that we were blessed to have the talented, exquisitely ebony Erika Alexander breathe life into this dynamic persona and make her fully human. Without our joint efforts, Maxine Shaw doesn't exist and become greater than the sum of her parts.

Leveraging research, Color Farm Media, The Butterfly Foundation, and The Representation Project are officially launching the "I AM Maxine Shaw" campaign to uplift everyone who strives to be a world changer or simply be their authentic selves. This initiative aims to shine a light on Maxine Shaw– and other deeply layered and positive depictions and representations of us– that continue to move the culture forward, reconstructing the narrative while emphasizing the importance of feminism, intersectionality, and inclusivity. We intend to address the pervasive erasure of Black women and our contributions to society. We want to amplify the influence of Black women over the ages and serve as proof we exist in varied and rarefied spaces... on our terms. We are all Maxine Shaw. We are phenomenal. Our ultimate goal is to amplify female voices of color further, faster and guide future programming and policy decisions with the experiences of diverse women in mind.

Growing up, I couldn't fathom that a girl from my background could one day tell stories that would not only entertain people around the globe, but also shape and shift culture. The primary aspiration is to keep the movement moving. It's not enough to make content. I am determined to make a contribution. It's not only my passion. It's my purpose. I hope you'll join me and my partners in this effort to change the way we see ourselves.

— YVETTE  
LEE BOWSER  
CREATOR OF  
LIVING SINGLE

A letter from

# ERIKA ALEXANDER

I am not Maxine Shaw...  
but I act like her and she sure looks a lot like me.

My name is Erika Alexander. I'm an actress, and in the '90s I played the character of attorney Maxine Shaw for five years on the hit FOX series, *Living Single*. And though I'm proud of the work we did and my contribution to the character's fictional life and persona, I did not know that the series would become an American treasure and its character, Maxine Shaw, would become a cultural icon. I didn't know that somewhere, hidden inside her zany, boss lady, charisma, mixed with my dark skin, loc'd bob and quirky performance, fate and the character's creator Yvette Lee Bowser, had planted an enduring vision of the future. Somehow her unique combination found a home in the hearts, minds and professional ambitions of many of America's finest young, Black female leaders to come. I didn't see it, but they did. And although it would take years before we would all see it manifest in living color, inside the lives and careers of real Black women who had the power to change America, it was indeed coming and it had a helluva army. It was a phenomenon called The Maxine Shaw Effect.

Like I said, I am not Maxine Shaw, but we are bound to each other, so I guess that makes me bound to her maker, Yvette Lee Bower. Yvette really is Maxine Shaw. My artist's interpretation stands as a proxy to her written depiction of a strong, complex, Black woman. A woman whose career as a lawyer made her adversaries tremble, her allies happy, made her mother worry, and drove men crazy. In fact, Yvette was so successful at creating this multidimensional Black woman, that studio executives suggested she cut Maxine out of the sitcom entirely. Too Black, too strong, you're gone.

Luckily for Max, and me, Yvette fought hard to keep her, she also countered and created a home for her across the street, where Max could "drop in" on her friends and not

cause the perceived havoc the execs imagined. Which led me to ask, what in the world were they so afraid of? What, within their fragile- white-sensibilities, experienced Maxine Shaw as such a threat that she needed to be contained? Marginalized?

I believe that inside of Maxine's DNA was "something" the wider world feared, but had yet to create a definition for. But in 2013 a young Black woman, CaShawn Thompson, began to define this certain "something" with her declaration that, "Black Girls Are Magic." #BlackGirlMagic. Her bold statement acknowledged an emerging movement. A movement that would create an army of Black women who, like Max, would demand their place and more, inside the monocultural hierarchy in the political and corporate power structure of America. A power shift that provoked new leadership.

For centuries, homogeneous gargoyles created barriers, real and psychological, to contain a life force like Maxine Shaw, especially in storytelling. For centuries, actors like me had to camouflage their inner "Max" inside of maids, prostitutes, slaves and obedient, authority figures. Hidden in plain sight, but locked inside a space where we could do the most good for others, but very little for ourselves, and that did no harm to the mainstream narrative. But now here she was, Maxine Shaw, unleashed and that must have seemed more than a little magical, it was down right radical.

In truth, Max was the culmination of a series of hard core, Black Girl troublemakers, systematically destroying the boundaries that had held us at bay. Yvette was in the driver's seat, but within my own experience and makeup I knew the ingredients for The Maxine Shaw Effect had powerful foundations. I was only 23 when I began to play her, but I had already had

the benefit of being mentored and raised by a killer combo of iconic women with their own gravitational pull seeded within me. I had Cicely Tyson's strength, Whoopi's subversive humor and wooly hairdo, Clair Huxtable's regal confidence, Marla Gibbs razor sharp wit, and all the Different World girls' beautiful youth and unbridled sensuality. And I loved men. Max did too, but she, unlike me, wasn't afraid to love them or leave them. She knew she had options and the means to achieve, by any means necessary - thanks Spike. And thanks Mom, because she also had my Arizona meets Philly, self described maverick spirit of rebelliousness and unpredictability. And that made her just odd enough to seem brand new, but she was not so much new, as redesigned. Powerful, smart, crazy-sexy-cool, unapologetically Black and hella funny.

Look, I know I'm bragging here, but I know a little something about all this. Hell, I live it. For me, life before and after Max is real. I experienced scores of women running me down, telling me how the character changed their lives and encouraged them to move into politics, corporate and leadership positions. I'm honored to hear their stories, but I was also a little overwhelmed to receive the flood of praise.



You see, previously, most dark-skinned, Black performers like me had been banished to a two-dimensional life on screen. We were perpetual flat earthers, stuck in the cultural ghetto of political respectability and a confusing, vaginaless celibacy. In storytelling we'd been red-lined, blocked from participating as full-blooded creators in the art of "human-being." We'd hit the glass ceiling, hard. But me, as Max, didn't have to recognize those barriers. Miraculously, together, we defied gravity. Our dark skin, hour-glass figure, and intelligence rejected being stereotyped and her straight-no-chaser, mischievous attitude matched with my quirky delivery, challenged the status quo and shattered that ceiling to pieces.

And remember all those young women who were watching? They recognized her significance, replicated and reinterpreted a version for themselves and now, all grown up, many had become icons themselves. Women like Stacey Abrams, Ayanna Pressley, the Harris County Texas Black Magic Judges and scores of educators, C-Suite Chiefs and entrepreneurs were stopping me, hugging me, crying and telling me their stories. Giving me love and thanks for being an inspiration to that part of their lives. And though I wanted to take all the credit, I knew better. Maxine Shaw was a conduit for an idea whose time had come. And they were part of a "truth-force" whose energy could never be marginalized again. They, like me, like Yvette, were part of an event bigger than each of us could have produced alone. We were all in it together. We had arrived and were the architects to a phenomenon that no longer had my face or needed Maxine Shaw's name. We had Ketanji Brown Jackson. Our success, and the success of thousands of other women like us, was proof that representation matters and the reverberations of creating characters like Maxine Shaw would continue to change our world, tell a bigger story and become all of our wildest dreams.

— ERIKA  
ALEXANDER  
PLAYED MAXINE SHAW  
ON LIVING SINGLE



# EXECUTIVE SUMMARY

Maxine Shaw is an iconic Black woman lawyer from the popular sitcom *Living Single* that initially aired in the 1990s. Maxine garnered attention when she appeared on screen as a highly successful, independent, feminist with a trademark style. This is the first study to examine the influence of Maxine Shaw on Black girls and women. Most specifically, we assess the ways in which this fictional character inspired Black women in their careers and personal empowerment. We find strong empirical evidence to support The Maxine Shaw Effect. Here are our major findings:

**1-IN-3**

BLACK WOMEN LAWYERS SAY  
MAXINE SHAW DIRECTLY  
INFLUENCED THEIR CHOICE TO  
GO TO LAW SCHOOL (33%)

**8-IN-10**

BLACK WOMEN PROFESSIONALS SAY  
MAXINE SHAW INSPIRED  
THEM TO BE LEADERS IN  
A MALE-DOMINATED  
PROFESSION (79%)

**90%**

OF BLACK WOMEN  
PROFESSIONALS SAY

MAXINE SHAW  
INSPIRED THEM  
TO BE CONFIDENT  
AND UNAFRAID  
TO SPEAK  
THEIR MINDS

**TWO-  
THIRDS**

OF BLACK WOMEN  
PROFESSIONALS SAY

MAXINE SHAW  
SHOWED THEM  
THEY COULD HAVE  
A SUCCESSFUL  
CAREER AND A  
FULFILLING  
PERSONAL  
LIFE (65%)

**58%**

OF BLACK WOMEN  
PROFESSIONALS SAY

MAXINE  
SHAW IS  
A CAREER  
ROLE MODEL  
FOR THEM

The full report includes many additional insights that confirm Maxine Shaw has significantly influenced several generations of Black girls and women in the U.S.

# FULL REPORT

## INTRODUCTION

What do Congresswoman Ayanna Pressley, Stacey Abrams, and former New York City Mayor Bill de Blasio have in common? Maxine Shaw inspired them to pursue a legal career. Maxine Shaw, played by actor Erika Alexander, is an iconic Black woman lawyer from the popular Fox network sitcom, *Living Single*, which originally aired from 1993-1998. Erika Alexander won numerous awards for playing Maxine Shaw, including the NAACP Image Award for Outstanding Actress in a Comedy Series. Maxine was known for her sharp wit, uncompromising feminism, professional success, and style. Commentators have long assumed there is a Maxine Shaw Effect given the popularity of this show and the strength of Maxine as a role model, but this is the first study to provide data-driven evidence that seeing a high-achieving professional Black woman on TV inspires Black girls and women in the real world. Despite the impact of this character, Black women are still underrepresented in the legal profession. Black women are 6.5% of the US population, but only 1.7% of attorneys.<sup>1</sup>

## FINDINGS

In this section, we present our major findings from a national survey of Black women. In short, we find that Maxine Shaw had a profound effect on shaping the career aspirations, ambitions, and confidence of Black girls and women who are moderate/heavy viewers of the show. We begin with a look at how viewers describe Maxine Shaw, followed by an analysis of her impact on career perceptions, career choices, and personal empowerment. We close this section with an extended look at what Black women have to say about Maxine Shaw's influence in their lives, in their own words.

### DESCRIBING MAXINE SHAW

Maxine Shaw stands out as a strong female character and role model to Black women viewers. As shown in the word cloud below, Black women who have watched *Living Single* see Maxine Shaw as a funny, strong, and smart woman. Her career as a lawyer, and being successful at it, is a big part of her character. She is also seen as someone who speaks her mind and is independent, strong-minded, and confident.





## IMPACT ON CAREER PERCEPTIONS

Maxine Shaw's character has influenced Black women in a number of important ways, starting with shaping their career perceptions. Black women who are heavy viewers (11+ episodes) of *Living Single* hold more positive views of law and professional careers than light viewers (0-10 episodes) of the show.

- Heavy viewers are more likely than light viewers to strongly agree that young girls should be encouraged to get a degree that will help them get a professional or law career (67% compared to 55%).
- Heavy viewers are also significantly more likely than light viewers to strongly agree women are just as capable of working in a professional or law career as men (88% compared to 72%).

## IMPACT ON CAREER CHOICES

Perhaps the most significant impact of Maxine Shaw's character is that she inspired a sizeable number of women to pursue a legal career and has served as a role model for many more:

- One-in-three (33%) Black women lawyers say Maxine Shaw directly influenced their choice to go to law school.
- 58% of Black women in a legal/professional career say that Maxine Shaw is a career role model for them.
- Over half (52%) of Black women lawyers/professionals say Maxine Shaw has motivated them to be more ambitious in their professional career.
- About half (49%) of Black women in a legal/professional career say Maxine Shaw is a style role model to them.
- 45% of Black women in a legal/professional career say that Maxine Shaw is a feminist role model for them.

## IMPACT ON PERSONAL EMPOWERMENT

Black women in our study also report that Maxine Shaw has had a significant impact on their personal empowerment. Maxine shows women they can be outspoken, confident, and driven. Regardless of the field, Maxine demonstrated that they could be lawyers, professionals, and leaders in male-dominated professions. More specifically, for Black women in legal/professional careers, Maxine Shaw showed them that women could be:

- Confident (90%)
- Unafraid to speak their mind (90%)
- Driven (87%)
- Powerful (83%)
- Leaders in a male-dominated profession (79%)
- Unapologetic (76%)
- Sexually confident (76%)
- Free from gendered societal expectations (69%)
- Feminist (58%)

Two-thirds (65%) of Black women lawyers/professionals say Maxine Shaw's character showed them they could have a successful career and a fulfilling personal life.

# 1-IN-3

BLACK WOMEN  
LAWYERS SAY

MAXINE SHAW  
DIRECTLY  
INFLUENCED  
THEIR  
CHOICE TO GO  
TO LAW  
SCHOOL (33%)



OF BLACK WOMEN  
PROFESSIONALS SAY

MAXINE SHAW INSPIRED  
THEM TO BE CONFIDENT  
AND UNAFRAID TO  
SPEAK THEIR MINDS

# TWO-THIRDS

OF BLACK WOMEN  
PROFESSIONALS SAY

MAXINE SHAW  
SHOWED THEM  
THEY COULD  
HAVE A  
SUCCESSFUL  
CAREER AND  
A FULFILLING  
PERSONAL  
LIFE (65%)



## IN THEIR OWN WORDS

We asked Black women to share their thoughts about Maxine Shaw's influence on their careers and lives. Many survey respondents say Maxine Shaw inspired them to overcome professional barriers and to be ambitious about their careers:

- "She inspired me to study law and to unapologetically enter spaces that were deemed unavailable or unattainable to me."
- "I was proud to be a Black American woman because she was in a professional career dominated by men, and she was successful."
- "Maxine showed how African Americans can be lawyers and successful in a law career while still having friends and living their lives. We could be ourselves, wear braids and still be professional."
- "I appreciated her ability to always persevere. She was strong and smart. I wanted to be a powerhouse like her and rise to the top of my career."
- "Maxine taught me that it's ok to be a female and have a career. She taught me that women can have fulfilling lives outside of the kitchen."
- "She inspired me to always speak my mind and go for what I wanted in a career when I go back to school."

Many Black women in the survey noted that Maxine Shaw inspired them to stay true to themselves in professional spaces:

- "She helped me believe you can be a professional Black woman and stay true to yourself."
- "Maxine inspired me to take no crap from people and to have a career you're passionate about."
- "Although law wasn't my top career of choice, it showed me as a teen that Black women can be professional, funny and stylish all at the same time."
- "She showed that women can have a career and they don't have to conform to society's views of how women should be."
- "She carries herself very wholesome and brutally honest and speaks up for herself. She is courageous and self-confident in her profession and does it well."
- "Maxine was inspiring due to the fact that you can have a professional career, but also have a normal life. Growing up, I looked at women with professional careers as having to portray a certain image in order to maintain their integrity in the community. She took out the norm of you having to always carry that professional demeanor all the time."
- "Maxine inspired me to be unapologetically myself, she showed that it was okay to be strong yet vulnerable. I definitely learned a lesson or two from her character."

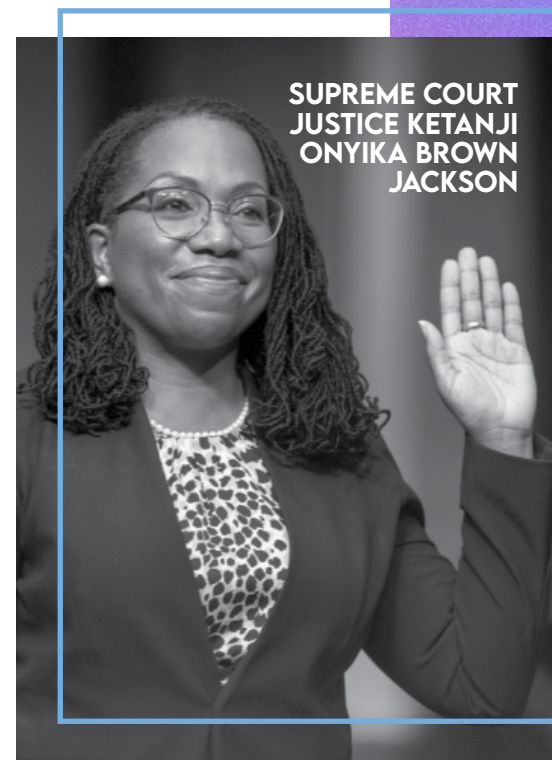
Survey respondents say Maxine Shaw inspired them in many ways that are personally empowering:

- “She provided a true example of fierce confidence that I found inspiring.”
- “I’ve learned from Maxine to stand up for myself, always tell the truth and never back down.”
- “I was inspired to walk, talk, think and speak up confidently going forward in life.”
- “Maxine Shaw influenced me to speak up and defend myself many times throughout my life. I used to imitate her character and the way she dressed, and I used to repeat her jokes to my classmates - they were really funny.”
- “She inspired me to always hold my head high. To walk with confidence.”
- “I feel she represented powerful Black women and encouraged others to be strong.”
- “She inspired me to be a strong, independent Black woman. She knew what she wanted and didn’t mind standing up for what she believed in.”
- “She showed me that Black women can be strong, confident and independent.”
- “Maxine has shown me how to be fierce Black and beautiful. She was confident in her role as a lawyer.”
- “She was a fearless character and always made her presence known. That confidence in another woman of color shows it is okay to be fearlessly me.”

## CONCLUSION

This study confirms that The Maxine Shaw Effect is a fact, and it is powerful. According to our national survey of Black women, one-in-three Black women lawyers say Maxine Shaw influenced them to go to law school. Twice that number (58%) say that Maxine Shaw is their career role model. Nearly all Black women in legal/professional careers say Maxine Shaw inspired them to be confident (90%) and unafraid to speak their minds (90%), and 79% say she influenced them to be leaders in a male-dominated profession.

While Black women remain vastly underrepresented in the legal profession, Maxine Shaw’s character continues to pave the way for important change. Supreme Court Justice Ketanji Onyika Brown Jackson was sworn in on June 30, 2022. As the first Black woman to ever serve on the Supreme Court, her appointment is an inspiration to future generations of Black girls. In their own words, Black women say Maxine Shaw gave them the confidence they needed to pursue a legal/professional career, to be ambitious, and to stay true to themselves in professional settings. She also showed them that women can work hard and play hard, while achieving success. Maxine Shaw inspired women to be independent, confident, and strong, both in their careers and personal lives. As an outspoken, no-nonsense character, Maxine Shaw has a strong influence on Black women to not be afraid to use their voice and to stand up for themselves.





# ACTION STEPS

While many studies document inequalities and bias in media, this study is one of only a few that actually measure media impact. This report is a call to arms and provides us with an impetus to maximize the power of proof. Now that we've identified real impact, what comes next?

We will utilize this study to raise awareness regarding the problem of persistent under-representation of Black women in legal professions, as well as awareness about the impact of media in inspiring and shaping life choices. We will amplify the impact of this study through several upcoming initiatives, including:

- The development of a curriculum guide for teachers to use in elementary, middle, and high schools throughout the United States to inspire more Black girls to pursue education and careers in law, politics, corporate careers and leadership positions in order to bring about systemic social change.
- Begin conversations and convening with Black women leaders to connect them with each other, and build a powerful network, across careers, to help shape, create and inform us about best practices for engagement.
- The creation of a national program that addresses the mental health, and nuanced stressors that Black female law students, nascent and veteran lawyers, C-suite execs and community leaders, experience during their journey; especially within fields dominated by white men.
- The construction of programs that further support the need to invest in diversity and inclusion pipeline programs for the legal profession by showing how important exposure and representation is.
- The production of original content – beginning with a podcast series – that magnifies, amplifies and expands the important findings in this research study.

## METHODOLOGY

We conducted a national opt-in-sample of 820 Black women to gauge whether watching Living Single influenced desire to go into a legal or professional career. The survey ran from February 10th to March 2nd, 2022. Our study includes Black women ages 28 to 56 in order to capture all three waves of the show's airing. Living Single has had three waves of viewership: first-run viewers (people who viewed the show on FOX during its first-run airing from 1993-1998), second-run viewers (people who watched the show post-1998 via syndication on several different television channels), and third-run viewers (people who started watching the show on Hulu starting a few years ago). This report compares 409 light viewers (0-10 episodes) of Living Single to 411 heavy viewers (11+ episodes) for each of the analyses.



## ABOUT COLOR FARM MEDIA

Color Farm Media is a 21st century entertainment, innovation, and social impact company. We are the “Motown of film, TV, and tech.” We develop and produce premium-quality scripted and unscripted content for motion picture, television, streaming, and podcast platforms. We produce content featuring multicultural characters and storylines for global multicultural audiences. We bring bold, unique stories to screens of all sizes. Color Farm’s co-founders are actress/writer/producer/activist, Erika Alexander, and media/tech entrepreneur and activist, Ben Arnon.

**FOR MORE, VISIT US AT  
WWW.COLORFARMMEDIA.COM AND FIND  
US ON SOCIAL MEDIA @COLORFARM**



## ABOUT THE BUTTERFLY FOUNDATION

The Butterfly Foundation was created by writer, producer, and philanthropist Yvette Lee Bowser with a simple purpose: to provide educational opportunities and culturally expansive access to underserved communities.

## ABOUT THE REP PROJECT

The Representation Project is a leading global gender justice non-profit organization. We use films, education, research, and activism to challenge harmful gender norms and stereotypes. In 2011, Jennifer Siebel Newsom founded The Rep Project in response to the overwhelming public demand for ongoing education and social action in support of her first film, Miss Representation. Since then, Siebel Newsom has released two more acclaimed films, The Mask You Live In (2015) and The Great American Lie (2019). Her latest film, Fair Play, premiered earlier this year. The organization also runs a global youth filmmaker program to train the next generation of change agents. The Rep Project is also known for its impactful social activism campaigns, including #NotBuyingIt, #AskHerMore, and #RepresentHer.

**FOR MORE, VISIT WWW.THEREPPROJECT.ORG AND  
FIND US ON SOCIAL MEDIA @MISSREPRESENTATION**

### PROJECT SPONSORS

The Butterfly Foundation  
Yvette Lee Bowser  
Color Farm Media  
Suzanne Lerner  
Michael Stars  
Women in Film

### ENDNOTES

1. Tesedale M. Melaku, 2019. Why Women and People of Color in Law Still Hear “You Don’t Look Like a Lawyer.” Harvard Business Review, August 7, <https://hbr.org/2019/08/why-women-and-people-of-color-in-law-still-hear-you-dont-look-like-a-lawyer#:~:text=As%20confirmed%20by%20a%20recent,and%201.73%25%20of%20all%20attorneys>