



2024

THE REPRESENTATION PROJECT

# IMPACT REPORT

# A LETTER FROM OUR EXECUTIVE DIRECTOR

Rolling back women's rights of bodily autonomy, massive setbacks of Diversity, Equity, and Inclusion (DEI) initiatives in the workplace and schools, and the unmatched levels of technology dispensing harmful stereotypes and tropes have created an extreme era of backlash against women and girls' rights and progress and a rise of dangerous misogynistic extremism influencing boys and young men. With this unleashed wave of toxicity threatening all marginalized and vulnerable communities, we must remain steadfast in our commitment to upending this urgent crisis. Perseverance and change are possible only when we find strength in community and connection to others through our shared humanity. This is the heart of our work at The Representation Project (TRP).

**We are a social impact organization harnessing the power of storytelling to challenge harmful gender stereotypes and build a culture of equality, safety, and well-being through film, programs, and advocacy.**

We believe long-term culture change is essential for improving mental health and reducing all forms of gender-based violence against women and girls. Through film, programs and advocacy, we empower young people and the adults in their lives to achieve gender equality and embrace their full humanity.

**Our award-winning films awaken the conscience and inspire action toward gender equality.** Viewed nearly 30 million times in over 90 countries, 88% of viewers reported taking meaningful steps, such as speaking out against sexism, advocating for women leaders, or choosing more inclusive media.

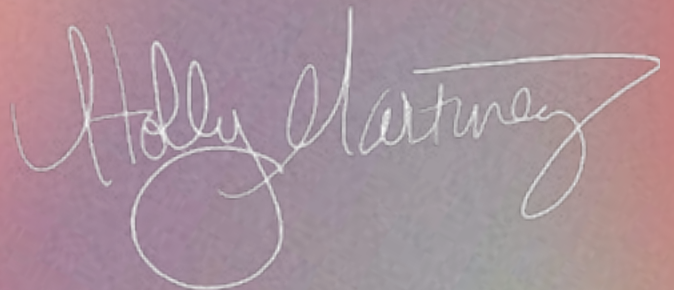
**Our impactful programs create spaces for critical conversations and connections among youth, their peers, teachers, parents, and mentors.** These initiatives, reaching nearly 2 million students, deepen understanding of gender justice issues and help participants recognize and address them in their communities.

**Our influential campaigns engage a global community of advocates for gender justice.** Since 2011, we have garnered 1.92 billion social media impressions and have built a community of advocates among educators, students, parents, philanthropists, media, and thought partners to influence perspectives and change narratives.

The new year promises to be an exciting one as we prepare to release *Miss Representation: The Revolution*, a powerful follow-up to the first documentary film, *Miss Representation*. The film looks at how technology raises the stakes with women and girls' safety and lives on the line, and calls for a more united wave of intersectional feminism anchored in partnership.

I look forward to all we will do together in 2025!

**IN COMMUNITY & SOLIDARITY,**  
**HOLLY MARTINEZ**



# EXECUTIVE SUMMARY

This report analyzes the cultural impact and reach of The Representation Project. The organization has had a significant impact through our films, programs and advocacy, empowering young people and the adults in their lives to achieve gender equality and realize their full humanity.

## FILMS

- Our films have been viewed 28.8 million times in over 90 countries, and our film curricula have reached nearly 2 million students.
- The latest film, *Miss Representation: The Revolution*, is a powerful follow-up to the acclaimed original film, *Miss Representation*, and will be released in 2025. *Miss Representation: The Revolution* exposes tech-facilitated gender-based violence and addresses the growing backlash against women's progress, mental health, and agency.

## 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.
- Launched in the fall of 2024, GET: The Project is the latest initiative that provides comprehensive tools to tackle the roots of intersectional gender injustice and the youth mental crisis, and was featured in *Teen Health Today*.

## RESEARCH

- We published two research reports (The 2024 Oscar Report and The Maxine Shaw Effect Report) in 2024 that measured representations of diversity in media and the positive impact diverse media can have on girls and women.
- We partnered with Nielsen to publish two fact sheets that shed light on intersectional gender representations in media (Queer Women in Media and Black Women in Media).
- Our #AllBodies research was featured in *Womanly Magazine Issue No. 8: The Future is Fat*.

## CAMPAIGNS

- The Representation Project has achieved over 1.92 billion impressions through our social media channels and our social media hashtag campaigns have reached over 945 million people, building community activism to transform culture.
- Our latest campaigns, #EndRape and #BoysWillBeBoys, have garnered 1.7 million and 1.4 million impressions, respectively.

*Our Overall Impact at a Glance*

**OUR YOUTH PROGRAMS HAVE SERVED**

*2000+ people*

**WE HAVE PUBLISHED**

*15 reports*

**OUR FILMS HAVE BEEN VIEWED**

*28.8M times*

**OUR FILM CURRICULA HAS REACHED OVER**

*2M students*

**OUR CAMPAIGNS HAVE ACHIEVED OVER**

*1.92B impressions*

# TABLE OF CONTENTS

<b>OUR HISTORY</b>	<b>5</b>
<b>FILMS</b>	<b>6</b>
<b>YOUTH PROGRAMS</b>	<b>9</b>
<b>RESEARCH</b>	<b>13</b>
<b>CAMPAIGNS</b>	<b>15</b>
<b>2024 FINANCIALS</b>	<b>18</b>
<b>MEET THE TEAM</b>	<b>19</b>



## INTRODUCTION

This report examines the impact of The Representation Project in 2024. We use multiple approaches to assess the reach and effect of our work, including survey data analysis, social media statistics, and testimonials. 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 social impact organization harnessing the power of storytelling to challenge harmful gender stereotypes and build a culture of equality, safety, and well-being.

By depicting the real impact of sexism and misogyny through lived experiences, our films awaken the conscience and inspire movement. With an impressive catalog of films illuminating the important aspects of intersectional gender justice, they have been viewed nearly 30 million times in over 90 countries. When *Miss Representation* premiered at the 2011 Sundance Film Festival, it ignited a national conversation about how sexist media diminishes girls' self-confidence, safety, and leadership ambitions. 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*, many parents and educators asked, "What about our boys?" which led to the second film, *The Mask You Live In*. The film follows boys and young men as they struggle to stay true to themselves while negotiating America's narrow definition of masculinity. With America facing widening economic inequality and stagnant social mobility, *The Great American Lie* was released in 2019. The film provides the most comprehensive intersectional assessment of the causes of economic immobility— racism, corporate exploitation, and gendered societal values. Released in 2022, *Fair Play* tackles the pressing issue of gender inequality at home, which was further exacerbated even further when 2 million women left the workforce during the pandemic. 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.

While our films ignite awareness across all audiences, our programs are designed to connect young people to the mission of the organization and open pathways to critical conversations and connections. 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. The timeline showcases a history of milestones from over the years, including film premieres, notable campaigns, and impactful youth programs. In 2024, we launched GET: The Project, a bold, new strategic initiative that provides comprehensive tools to tackle the roots of intersectional gender injustice and the youth mental crisis.

**2007**  
JENNIFER SIEBEL NEWSOM STARTS WORK ON MISS REPRESENTATION

**2011**  
MISS REPRESENTATION PREMIERES AT SUNDANCE

**2015**  
THE MASK YOU LIVE IN PREMIERES AT SUNDANCE

**2017**  
THE REP PROJECT LAUNCHES YOUTH PROGRAMS

**2018**  
THE REP PROJECT LAUNCHES MEDIA RESEARCH INITIATIVE

**2019**  
THE GREAT AMERICAN LIE PREMIERES AT THE SF FILM FESTIVAL

**2021**  
THE REP PROJECT DEBUTS THE #RESPECTHERGAME CAMPAIGN, THE POWER HOUR, & MISS REP'S BOOK CLUB

**2022**  
FAIR PLAY PREMIERES AT SONOMA INTERNATIONAL FILM FESTIVAL (SIFF)

**2023**  
THE REP PROJECT LAUNCHES THE #ENDRAPE CAMPAIGN

**2024**  
THE REP PROJECT LAUNCHES GET: THE PROGRAM CURRICULUM, ONLINE HUB, AND YOUTH CLUBS

# 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 youth programs, research, campaigns, and partnerships.

## 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 90 countries.

*Miss Representation* has also had a measurable impact on millions of viewers.<sup>1</sup> 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%).



“What an amazing movie! I was stunned by how much we, as women living in the US, learn to live with and tune out in our everyday lives. This film should be mandatory screening for all young girls AND boys across the nation.” - Meegan, DEG



**78.8%**  
INCREASED  
THEIR KNOWLEDGE  
OF GENDER  
ISSUES



**82.9%**  
FELT  
EMPOWERED  
BY THE  
FILM

## The Mask You Live In

The *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,<sup>2</sup> *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* changed my life. [It] is the first documentary I’ve seen that is not only for me, but about me.”

- Sundance Film Festival Viewer



**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* adds new layers to the inequality discussion, new layers about gender, and about kids who grow up seeing so much pain and poverty. The film ends on a positive message that encourages engagement—just right.” - Senator Elizabeth Warren

## 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 available on multiple streaming platforms.



“It’s really hard to raise a family and have a career and take care of yourself. It’s almost impossible to do it without a support system. [*Fair Play*]... looks at how families divide care work and imagines a better way.”  
- Melinda Gates

## Coming up in 2025!

### ***Miss Representation: The Revolution***

We are well into the production of *Miss Representation: The Revolution*, a film poised to be a cultural game-changer and a powerful companion to the groundbreaking gender justice documentary, *Miss Representation*.

*Miss Representation: The Revolution* looks at how technology raises the stakes and exacerbates sexism and misogyny towards women and girls, and calls for a more united wave of intersectional feminism anchored in partnership to right the ship.





# 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!



“One of my favorite parts of the Media Lab is how it brings people from all over the world together to talk about our common experiences and how to work to create change.”  
- Chloe, YML Editor

“I love the Media Lab because it is an excellent creative space in which likeminded individuals can come together to learn and grow!”  
- Sydney, YML Editor

“I love how there are always various questions and articles pertaining to differing subject matters floating around the Lab at one time, making it a constructive environment with diverse ideas.”  
- Kamini, YML Editor

## 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

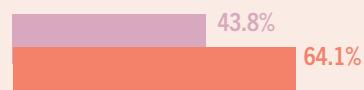
We asked participants to tell us how knowledgeable they are about different subjects addressed in the Youth Media Academy. From the pre- to post-survey, students’ knowledge of feminism and racial justice significantly improved. Students also reported significant skill improvement in conducting documentary research, storyboard creation, and film/sound editing.<sup>4</sup>

### Improved Well-Being

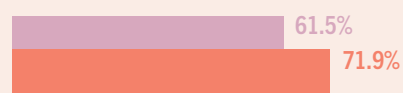
We also asked participants a series of questions about their well-being that are related to mental health. Respondents completed the Warwick–Edinburgh Mental Well-being Scale (WEMWBS), a well-respected measure that assesses self-reported individual well-being at a particular point in time.

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



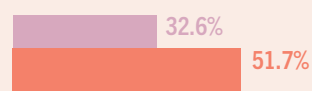
### KNOWLEDGE OF RACIAL JUSTICE



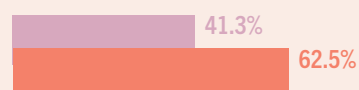
### SKILLS IN DOCUMENTARY RESEARCH



### 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.

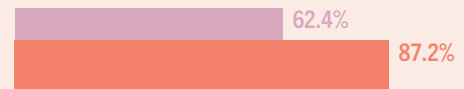
### Taking Action

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.

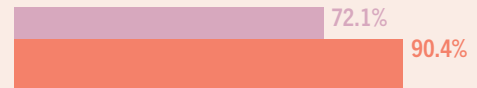
We asked participants what actions they plan to take to enact social change in their communities as a result of attending the Youth Media Summit. Over half of participants say they plan to use media and social media for social change, while one-third say they plan to organize a group or a protest to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



### 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

## GET: The Project

In 2024, we launched GET: The Project, a strategic initiative providing comprehensive tools to empower youth, educators, counselors, coaches, and parents to build a more equitable future.

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, 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).

GET: The Project, developed in collaboration with experts in curriculum design, gender justice, education, mental health, and youth advocacy, and with insightful input from our Youth Advisory Council consists of an 8-module curriculum, an online hub, and youth clubs. It is free and available to students, educators, and parents.

### The Curriculum

The Gender Equality Training (GET) program is a bold eight-module curriculum for high school and college students that encourages unflinching conversations about the most pressing problems they face today. GET reflects the needs of Generation Z, weaving together leadership development, mental health interventions, media literacy, social-emotional learning, and gender-based violence prevention. Each module takes about one hour to facilitate, and students will receive a Certification of GET Program Completion when they complete all modules. Since launching in August of 2024, the free curriculum has been downloaded over 200 times and was featured in *Teen Health Today*. Our findings confirm that the Gender Equity Program is a powerful tool in addressing the drivers of the youth mental health crisis and the rising misogyny of Gen Z boys/young men.

### Online Hub

GET: The Project Hub is an online gender equity platform for passionate youth to learn together, develop skills, and build community. The Hub has over 1,300 members and houses courses and educational offerings, and virtually connects local GET: The Project club leaders and youth program alum to an extended group of like-minded peers.

### Youth Clubs

GET: The Project Clubs will be launching soon with the Youth Advisory Council 2024-2025 cohort. GET clubs are designed to connect young people with the mission of The Representation Project, providing opportunities to develop leadership skills, share the Gender Equity Training curriculum with peers, create community, and take action for gender justice.



After completing the GET curriculum, students reported:



# Youth Advisory Council

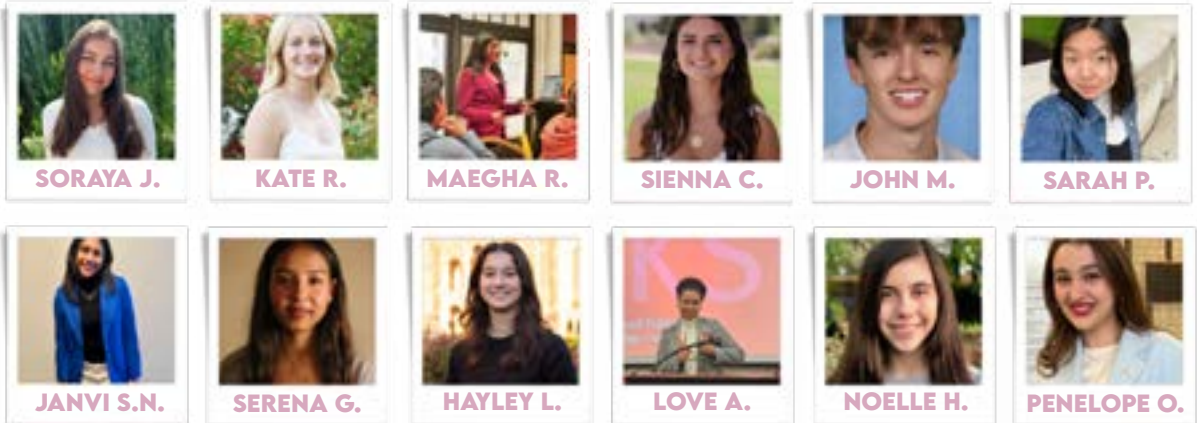
The Youth Advisory Council is comprised of gender justice advocates ages 14-22 from across the country and Canada who play a vital role in supporting our work and mission of challenging harmful stereotypes and building a more equitable future. They provide valuable guidance and support to our film, education,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

In 2024, council meetings covered topics including event planning, resume building, and social media for social change. The council put together and launched *Redesign: An Intersectional Feminist Zine*, a powerful creation that “redesigns” gender norms, expectations, and roles while honoring the change-makers who came before us. The zine amplifies the voices of councilmembers and shares their unique perspectives on gender justice. It covers topics such as masculinity, body image, and misogynistic extremism. Three youth advisory councilmembers also spoke at the Representation Project’s annual celebration, Flip The Script, sharing their experiences and pathways to finding their voice as gender justice advocates.

Thirteen youth activists were selected to be a part of our 2024-2025 Youth Advisory Council, honoring thirteen years of The Representation Project.



## 2024 - 2025 YOUTH ADVISORY COUNCIL



“This has been such an incredible experience... I’ve developed my public speaking and networking skills so much this year. I am excited to stay involved with the organization in the future.”  
- Colbie

“A tremendously rewarding experience... I have learned so much about gender justice advocacy, content creation, organizational skills, and professional development”  
- Grace

“Such an amazing program for youth voices to be heard. I’ve genuinely learned and gained so much from the Youth Advisory Board that I will take with me for the rest of my activist journey.”  
- Remy

# Research

As a core competency of the organization, we develop data-driven programs and campaigns based on the expertise garnered through original research, published reports and findings. 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. 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, ages 50+, and people of size. We find The Representation Project brought about a significant change in reducing sexism in 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 95 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*

In 2023, we conducted a quantitative assessment of how popular film/TV depicts sexual violence, and found entertainment media promotes common rape myths that make it hard for survivors to receive justice.



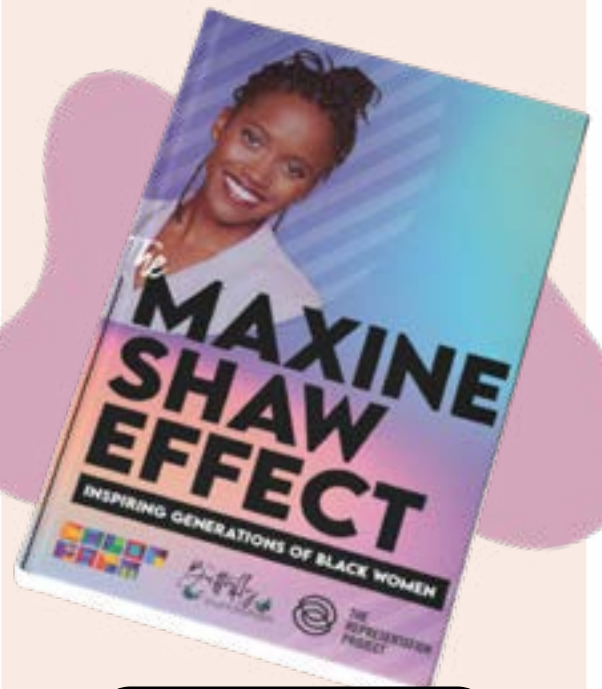
## 2024 Featured Research

In 2024, The Representation Project partnered with Color Farm Media and The Butterfly Foundation to publish the Maxine Shaw Effect report– 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.

Color Farm Media is a 21st century entertainment, innovation, and social impact company that develops and produces premium-quality scripted and unscripted content for motion picture, television, streaming, and podcast platforms. Color Farm’s co-founders are actress/writer/ producer/activist, Erika Alexander, and media/tech entrepreneur and activist, Ben Arnon. 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.

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 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.

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 Shaw inspired them to be confident (90%) and unafraid to speak their minds (90%), and 79% say she influenced them to be leaders in male-dominated professions.



### 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%)



# Campaigns

Our hashtag campaigns drive our impact in the world. The Representation Project has garnered 1.92 billion social media impressions since our founding in 2011. In 2024, we received over 52,138,431 impressions. The Representation Project currently has 538,512 followers across all accounts, with the largest following on Facebook (359,480), followed by Instagram (182,665), Threads (40,931), and TikTok (436). In 2024, the social media engagement rate for The Representation Project averaged 9.1% 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 79,000 people, and in 2023, we published over 23 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 18.9% rate.

## Current Campaigns

In 2023, we continued eight 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” catfights, 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 2024, WE RECEIVED

over  
52.1M

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 fat<sup>4</sup> 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

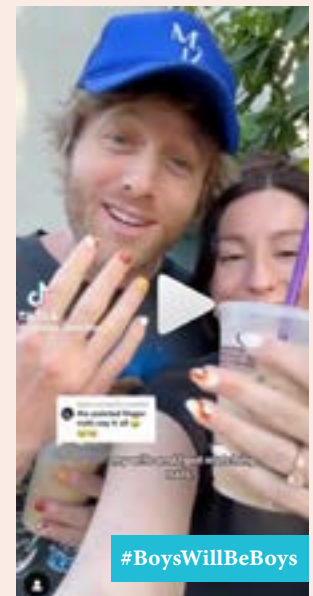
#EndRape, launched in 2023, seeks to raise awareness about epidemic sexual violence in the US through research, expert interviews, a celebrity PSA, compelling videos, infographics, and actionable steps people can take to reduce sexual violence.



## 2024 Featured Campaign

## #BOYSWILLBEBOYS

#BoysWillBeBoys Healthy Masculinities Campaign seeks to create spaces where boys and men can realize their full human potential, unburdened by the constraints of traditional masculinity. The goals of this campaign are to advance the idea that boys/men do not have to be constrained by limiting notions of masculinity; to advance the idea that boys/men can be emotional, caretakers, dancers, singers, passionate, vulnerable; and to highlight the damage of restrictive masculinity for boys and men. Our expert interview series featured leading national experts on healthy masculinity who challenge the harmful gender stereotypes associated with manhood.

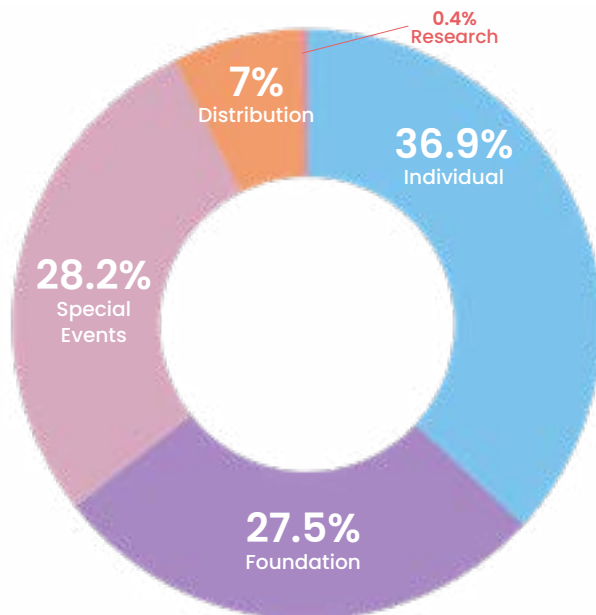


# FY 2024 Financials

## OUR WORK IS POWERED BY YOU!

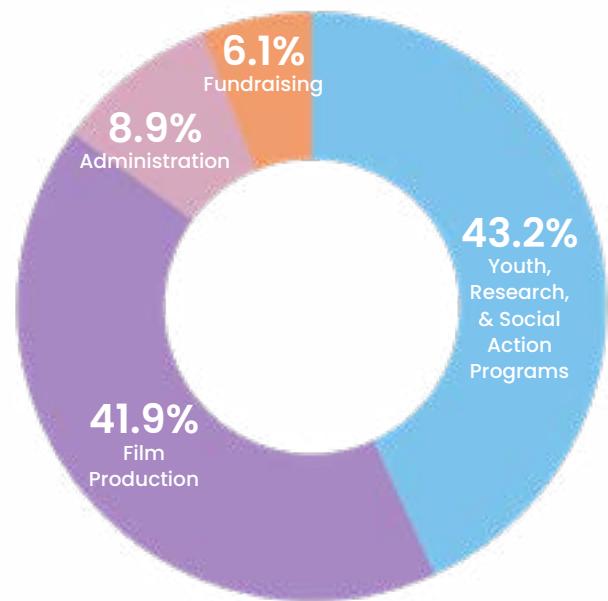
Last fiscal year, your gifts made up 92.6% of our overall income. Thank you for supporting our important work! We pledge to invest your contributions in ways that maximize cultural impact.

### INCOME



TOTAL INCOME:  
**\$1,472,891**

### EXPENSE



TOTAL EXPENSE:  
**\$1,459,740**

## ENDNOTES

1. These statistics are based on a survey that was administered via social media from October 23, 2018 - October 28th, 2018.
2. These statistics are based on a survey that was administered via social media from October 23, 2018 - October 28th, 2018.
3. 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.
4. 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*



**HOLLY MARTINEZ**  
*Executive Director*



**REBECCA BARGIACHI**  
*Director of Communications & Research*



**DEBRA GARBER**  
*Chief Operating & Chief Financial Officer*



**GRETCHEN MILLER**  
*Executive Assistant & Film Producer*



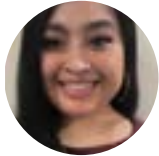
**ARIELLA NECKRITZ**  
*Director of Youth Programs*



**SKYE REED**  
*Social Media Manager*



**CAMILLE SERVAN-SCHREIBER**  
*Film Producer*



**ERIKA VALENCIA-QUIDWAI**  
*Operations Assistant*

## BOARD OF DIRECTORS

**BRENDA ROBINSON**  
Board Co-Chair

**JOANNA REES**  
Board Co-Chair

**JENNIFER SIEBEL NEWSOM**  
**SUSAN BOSTER**  
**BRIAN BROKAW**  
**EMILY LIU FOY**  
**KAT GORDON**  
**DR. ANNA MALAIKA TUBBS**  
**MOLLIE RICKER**

## OUR MISSION

By fighting sexism through films, education, and activism, The Representation Project builds a world where all people can achieve their full human potential.



**THE REPRESENTATION PROJECT**

[www.TheRepProject.org](http://www.TheRepProject.org)