MISS REPRESENTATION
a documentary film by Jennifer Siebel Newsom

SCREENING GUIDE

You can’t be what you can’t see.

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Table of Contents

I. Screening Checklist
II. Introduction
III. Post-Screening Discussion
IV. Talking Points
V. How to Take Action
VI. Resources for Action
VII. Sign-Up Sheet

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Please **screen the entire DVD** on your system prior to the screening to ensure that the audio and video are functioning and high quality. Feel free to have your AV team contact us directly with any questions: jessica@missrepresentation.org

Bring along a copy of the enclosed **introduction**, if it’s helpful, to get the screening started.

After the screening, **host a discussion** about the themes raised in the film. Use the attached guide to lead the discussion.

Encourage everyone to do the following things:

1. Go to www.missrepresentation.org and Take the Pledge to join the movement.
2. Visit us on Facebook, Twitter and our blog to join the conversation.
3. Text “represent” to 313131 after the film.
4. Put their name and contact information on a sign-up sheet.

After the event, mail the DVD to:

The Representation Project
3265 Sacramento Street
San Francisco, CA 94115

Once you’re all done, we will e-mail you a brief survey for feedback. We appreciate your response!
Welcome all. We are so excited to have everyone here to screen *Miss Representation*. On behalf of the film’s director Jennifer Siebel (pronounced See-BULL) Newsom, we extend our special thanks for showing your commitment to the empowerment of women and girls.

Jennifer Siebel Newsom made this film to inspire and motivate us all to be agents of change in our culture. American youth are being sold the concept that women and girls’ value lies in their youth, beauty, and sexuality. It’s time to break that cycle of mistruth. *Miss Representation* advocates that all people should be equally represented in our media, that our voices should be heard, and that we should be valued for our talents, capacity as leaders, and ability to contribute to the world at large. In response to the growing interest in the film, Ms. Siebel Newsom launched MissRepresentation.org to drive an innovative social action campaign that empowers women and girls to challenge limiting labels so they can fully realize their potential and ultimately transform our culture for the betterment of all.

*Miss Representation* first premiered in the documentary competition at the Sundance Film Festival where it caught the eye of OWN: Oprah Winfrey Network. It made its television debut as part of the OWN documentary film club in October 2011, with over 1.4 million people tuning in to its multiple airings. Tens of thousands more are seeing the film for the first time in classrooms, at places of worship, businesses, and community events. We average 5 screenings per week all over the world, from Denver to Delhi, in the corporate auditoriums of Fortune 500 companies and the community theaters in small towns. From the board room to the living room, through these types of screenings we are spreading the film’s empowering message to women and girls (as well as men and boys!) everywhere.

We hope that by watching the film, discussing it, and joining the campaign that we are all able to create a healthier and more positive environment.

We encourage you now to take a moment to let your friends and family on Twitter and Facebook know that you are here watching *Miss Representation* with us.

And now, without further ado, we present to you *Miss Representation*. 

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We encourage everyone to have a brief discussion after the film. Depending on your audience, please consider the following questions/ideas to get the conversation started:

- Take a few moments to share your impressions of the film with someone sitting near you.
- What surprised you most about the film?
- What, if anything, did you learn from the film?
- How much media do you (and your family) consume in a day & what is this media telling you about what it means to be a boy (man) or girl (woman)?
- What is one step you can take to change the way media portrays women and girls?
- How can we discuss issues raised in the film with the children in our lives?
- As a community what can we do to change the way women and girls are portrayed throughout our culture?
- What can businesses do to breakdown gender stereotypes in the workplace?
- What type of policy changes should we be encouraging at the state and national level?

If you have a Twitter account, make sure to tweet about your experience tonight and follow the official Miss Representation account: @representpledge.
Talking Points

**Media Consumption**

- Today kids and young adults consume more than 10 hours of media a day.
- In a climate of a 24-hour media cycle and the proliferation of infotainment and reality TV, media has become the predominant communicator of cultural values and gender norms, telling us all who we can and cannot be.
- In the past, stories were passed down to us by family, friends, and religious and community leaders. Now stories are passed down by YouTube, reality TV, gossip magazines, talk shows, sitcoms, and Super Bowl commercials.
- An individual’s brain does not fully develop until the age of 24, which means our children and our young adults are our most vulnerable class of citizens.
- Through the media, young people are being sold the concept that women and girls’ value lies in their youth, beauty, and sexuality and not in their capacity as a leader.

**Media and Sexualization**

- Only 24% of news articles are about women, and many of these stories are of violence and victimhood.
- Media provides a disproportionate number of images of women as young, white, heterosexual, and underweight.
- Reality TV portrays women as catty, manipulative, vindictive, and on display for male judgment and objectification.
- Through media and advertising, boys get the message that they should be violent, in control, unemotional, and that women should be treated like objects and second class citizens.

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**Self Esteem and Abuse**

- Rates of depression among women and young girls have doubled in the past ten years.
- Rates of depression are the same among boys and girls until puberty, but twice as many women are diagnosed as depressed post-puberty.
- 65% of American women and girls report disordered eating behaviors.
- Studies estimate that 13% to 25% of youth have some history of self-injury
- The number of cosmetic surgery procedures performed on youth 18 or younger more than tripled from 1997-2007.

**Violence**

- One in 4 women have been the victim of severe physical violence by an intimate partner
- Nearly 1 in 5 women (18%) and 1 in 71 men (1%) have been raped in their lifetime.
- 12% of rape survivors are 10 years old or younger.

**Women’s Leadership**

- Women make up 51% of the population but only 18% of Congress.
- The U.S. ranks 90th in the world for women in national legislatures.
- Women are merely 4.2% of Fortune 500 CEOs
- Women hold only 5% of clout positions in the mainstream media (telecommunications, entertainment, publishing, and advertising).
- Women comprise 9% of directors and 15% of film writers in the top 250 grossing films.

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INDIVIDUALS can start making change today:

• Champion good media and challenge bad media. Women hold more than 86% of America’s purchasing power. It’s time to use it to make change:

  1. Stop reading magazines and watching movies and TV shows that objectify and degrade women.

  2. Go see movies that are written and directed by women. Visit womenandhollywood.com for more information on which movies to support.

  3. Call out disturbing media and advertising by posting to Facebook or Twitter with hashtag #NotBuyingIt. Learn more about the #NotBuyingIt campaign here: missrepresentation.org/notbuyingit

• Don’t be afraid to challenge your friends if you hear them saying derogatory things about women and girls. Start a conversation about this issue. Awareness is the first step to making change.

• Find healthy role models and be a mentor to others.

• Encourage women to become leaders and support them in the process.

• Use your voice! 1) Write your own stories and create your own films that highlight powerful women and girls in non-traditional ways. 2) Turn media upside down and use social media strategies to spread new messages about women and girls. Post a link of the Miss Representation film trailer to your Facebook page and share it with your Twitter followers.

• Join the campaign by taking the pledge at www.misspresentation.org or text “represent” to 313131.
COMMUNITIES can work together to promote change:

• Host additional screening events of the film to continue the dialogue and educate others.

• Acquire the Miss Representation educational curriculum for local schools and universities to spark conversations and action among students.

• Create opportunities for mentorship and networking through community events.

• Elect women to public office.

BUSINESSES can endorse best practices:

• Host screening events to educate employees and start a dialogue around the issues.

• Adopt and implement employment policies and practices that eliminate gender discrimination in areas such as recruitment, hiring, pay, and promotion. Use the San Francisco Women’s Commission and Calvert women’s principles as a model: www.genderprinciples.org

• Institute mentorship programs across companies and build the pipeline of female leaders.

• Choose suppliers, distributors, and business partners that promote women as leaders and highlight women and girls in their advertising in positive ways.

POLICY MAKERS can set precedent:

• Introduce and pass legislation that ensures equal opportunities for women and girls.

• Promote gender parity throughout the legislative system.

• Set standards for how women and girls are portrayed in the media and advertising.
Additional resources:

*Institute for Women’s Policy Research* conducts rigorous research and disseminates its findings to address the needs of women, promote public dialog, and strengthen families, communities, and societies. www.iwpr.org

*National Council for Research on Women* is a network of research, policy, and advocacy centers that provide the latest news, analysis, and strategies needed to ensure fully informed debates, effective policies, and inclusive practices. www.ncrw.org

*Gender Equality Principles Initiative* is a groundbreaking program that helps companies around the world achieve greater gender equality and build more productive workplaces through practical implementation of the Gender Equality Principles. www.genderprinciples.org

*Common Sense Media* provide trustworthy information and tools, as well as an independent forum, so that families can have a choice and a voice about the media they consume. www.commonsensemedia.org
**SIGN UP**

Sign up to receive emails or text messages about Miss Representation events, screenings and actions!

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