THE MASK YOU LIVE IN

SCREENING GUIDE
ABOUT THIS GUIDE

Thank you for bringing The Mask You Live In to your community. This guide is designed to ensure your event is high impact and rewarding. We welcome your feedback—please feel free to email us at distribution@therepresentationproject.org or provide feedback in the post-screening survey we’ll email you after your screening.

FILM SYNOPSIS [PAGE 3]
TEAM BIOS [PAGE 4]
SCREENING CHECKLIST [PAGE 5]
INTRODUCTION [PAGE 10]
DISCUSSION GUIDELINES [PAGE 11]
DISCUSSION QUESTIONS [PAGE 13]
TAKE ACTION/NEXT STEPS [PAGE 15]
KEY FILM STATS [PAGE 16]
FILM SYNOPSIS

THE MASK YOU LIVE IN
FOLLOWS BOYS AND YOUNG MEN AS THEY STRUGGLE TO STAY TRUE TO THEMSELVES WHILE NEGOTIATING AMERICA’S NARROW DEFINITION OF MASCULINITY.

Pressured by the media, their peer groups, and even the adults in their lives, our protagonists confront messages encouraging them to disconnect from their emotions, devalue authentic friendships, objectify women, and resolve conflicts through violence. These gender stereotypes interconnect with race, class, and circumstance, creating a maze of identity issues boys and young men must navigate to become “real” men.

Experts in neuroscience, psychology, sociology, sports, education, and media also weigh in, offering empirical evidence of the “boy crisis” and tactics to combat it.

The Mask You Live In ultimately illustrates how we, as a society, can do better to raise a healthier generation of boys and young men.
JENNIFER SIEBEL NEWSOM
{ Director/Producer/Writer }

Jennifer Siebel Newsom is a filmmaker, CEO, advocate, and thought leader. After graduating with honors from Stanford University and Stanford’s Graduate School of Business, she wrote, directed, and produced the 2011 award-winning documentary Miss Representation. As a result of Miss Representation’s powerful impact, she launched The Representation Project, a non-profit organization that uses film and media as a catalyst for cultural transformation. Her second film, The Mask You Live In, had its world premiere at the 2015 Sundance Film Festival and explores how America’s narrow definition of masculinity is harming boys, men, and society at large. She also executive produced the Emmy Award-Winning and Academy Award-Nominated documentary The Invisible War and is an executive producer on the documentary The Hunting Ground. She is currently in production on her third film, The Great American Lie. When she is not running The Representation Project and making documentaries, she serves as a Global Advisory Board member of the Dove Self Esteem Project, co-chair of We Day California, and a commissioner on the Girl Scouts’ Healthy Media Commission. She resides in the San Francisco Bay Area with her husband, California Lieutenant Governor Gavin Newsom, and their three young children.

JESSICA CONGDON
{ Writer/Editor/Producer }

Jessica Congdon co-wrote and edited Miss Representation. She co-directed and edited Race to Nowhere by Vicki Abeles. She edited Speed & Angels directed by Peyton Wilson, Motherland directed by Jennifer Steinman, the 2003 award-winning Sundance film Dopamine directed by Mark Decena, and the Columbia Tri-Star feature film Big Girls Don’t Cry directed by Maria von Heland. She is a founding editor of Umlaut Films. She received her BA from UC Berkeley and studied film at the School of the Art Institute of Chicago. She lives in the San Francisco Bay Area with her husband and two young children.

JESSICA ANTHONY
{ Producer }

Jessica Anthony is a San Francisco-based producer with a broad background spanning live action, animation, and visual effects for both short and long form projects. With 20 years of experience, she has produced award-winning content for clients such as Nickelodeon, CTW, Universal, BBC, MTV, and Warner Brothers. In addition to producing, she also managed San Francisco Film Society’s FilmHouse, a widely renowned, innovative residency program that provides professional development opportunities to filmmakers at various stages in their career. She studied literature and film at Boston University and the University of Oregon and lives in the Bay Area with her husband and two kids.

JOHN BEHRENS
{ Cinematographer }

John Behrens is an Oakland, CA-based cinematographer. He has a multi-disciplinary background in narrative feature, live music, commercials, TV documentary, corporate film, and documentary feature films. He uses various techniques to bring a richer visual style to the documentary form of filmmaking. His recent documentary features include: Watershed: Exploring a New Water Ethic for the New West, Spark: A Burning Man Story, Frontline: Death by Fire, and Miss Representation. Along with The Mask You Live In, he photographed portions of Racing Extinction.

ERIC HOLLAND
{ Composer }

Eric Holland has been working with music and sound for over 20 years. Past projects include the documentaries Miss Representation, Desert Runners, Speed & Angels, Motherland, and Rabbit Fever; the PBS/Sundance Channel series e2 – The Economies of Being Environmentally Conscious narrated by Brad Pitt; and commercial campaigns for Nokia and Blue Cross. He lives with his wife and two daughters in the Bay Area.
SCREENING CHECKLIST

CONTACT US FOR A SCREENING LICENSE

In order to host a screening of *The Mask You Live In*, you will need to pay for a public screening license. For pricing details or to request a screening license, please fill out the “Host a Screening” form on our website: themaskyoulivein.org

For public events, we will prepare your screening license when your screening date and venue are confirmed. For school screenings using an educational license, your license is confirmed when your purchase is complete and is not based on a specific date.

ESTABLISH A GOAL FOR YOUR EVENT

Clarify your objectives for screening the film:

+ Are you part of an organization that wants to generate awareness of your work?
+ Do you want to use the film as a point of departure for a particular initiative?
+ Do you simply want to share the film and begin a dialogue about the issue in your community?
+ Do you want to build connections with others concerned about the same issues?

Be sure that everyone understands the goal up front. If the discussion strays too far off topic, get things back on track by validating the importance of other concerns and then gently reminding speakers of the purpose of the event.

DETERMINE YOUR TARGET AUDIENCE

Once you have determined your objectives, identify who you want to attend your screening. This will inform how you publicize your event and what strategies you will use to reach your target audience. Examples include:

+ Educators
+ Parents
+ Coaches
+ Leaders from government, religious, or other community organizations
+ Particular constituents from your organization, like program participants
FIND PARTNERS

Passionate community partners will strengthen your marketing and outreach capabilities and create a more powerful screening. The Mask You Live In covers issues that touch nearly everyone, which means there are rich opportunities for partnership.

Consider organizations that work with people who are influential in the lives of boys and men: educators, parents, coaches, mentors, etc. Some groups to consider are local chapters of organizations like the YMCA or Big Brothers Big Sisters; groups in the areas of scouting, mentoring and youth sports; faith-based organizations, schools, public health organizations, social justice organizations, and civic and fraternal organizations.

You may also consider writing a grant or finding a local company to help underwrite the event costs.

DETERMINE YOUR EVENT LENGTH

The film is about 90 minutes long, and you’ll want to leave plenty of time (20-45 minutes) for a post-screening discussion or Q&A with a panel or individual discussant. You’ll also want to reserve time to talk about ways in which your community can take action.

SECURE A LOCATION

When choosing a venue, consider:

Accessibility: Make sure the venue is accessible to people with disabilities, and that the location is accessible by public transportation or within walking distance for your intended audience.

Size: The screening room should fit everyone comfortably without being so large that it inhibits interaction.

Neutrality: Choose a venue that is welcoming. For example, houses of worship might be comfortable for congregants, but not for people of other faiths. A university campus might feel right for students, but not all community members. Examples of neutral spaces might include a public library, community center, or high school auditorium. You can even rent out a movie theatre—many independent cinemas will have this option and might even consider donating the space for a social cause.

Auxiliary Spaces: If you plan to break your audience into smaller groups after the screening, be sure the facility can accommodate this. If you plan to provide childcare, be sure the site includes safe space for children where they can make noise without disturbing the screening or discussion.

Internet Access: If you want to Skype in a speaker or enable your audience to send tweets or Facebook updates about the film, be sure your venue has an open Wi-Fi network. You might also need Internet access if you are checking people in with an on-line registration system.

Live Streaming: You are welcome to live-stream your discussion, but it is a violation of the license agreement to live-stream or post online any of the film itself.
SCREENING CHECKLIST [CONT.]

PICK YOUR DATE AND TIME

Check Venues: Be sure that potential venues are available on the day and time you are considering.

Avoid Conflicts: Check community and religious holiday calendars to ensure that your selected date doesn’t conflict with another event.

Ask Your Partners: Consider the days and times that partners have successfully drawn an audience in the past.

GET PUBLICITY

Social Media: Use every social media outlet available to you. Create a Facebook event page and use platforms such as Twitter, Instagram, Tumblr, Pinterest, YouTube, and Vine to spread the word. We encourage you to use our branded Eventbrite page option to track RSVPs and ensure your screening shows up on our website calendar. Somake sure every post points to the Eventbrite link!

Public Event: Keep the event public and encourage your friends and supporters to invite their network. Use our branded Eventbrite page to manage RSVPs and ticket sales. Note: In general, there is a 50% drop-off rate with free events. If you have 100 seats, you should accept 200 reservations.

Partner Promotion: After sending out information about the screening to your own email list, ask your partners to help spread the word through their newsletters, bulletin boards, websites, blogs, and social media platforms.

Press Release: Use the press release template provided to issue a press advisory to your local news outlets and community calendars to spread the word to a broader audience. To increase chances of the story being picked up, offer the media interviews with speakers from your event, local experts or activists, and/or partner representatives. Be sure to reach out at least a week or more in advance.

Local Radio Station(s): Offer to give an interview or free tickets in a giveaway to local radio station(s) in return for promotion.

Local Signs: Print flyers to hang in and around the venue, and give stacks of flyers and postcards to your partners and local businesses.

Personal Networks: Don’t forget to tell people in your personal networks why these issues are important to you and why they should attend.

Reminders: Email a reminder about the screening to your RSVP’d guests several days before the event and the morning of your event.

Share the Links to Film: To create buzz!
+ Website: themaskyoulivein.org
+ Facebook: /TheMaskYouLiveIn
+ Twitter: @maskyoulivein
+ Instagram: @maskyoulivein
SCREENING CHECKLIST [CONT.]

SETUP

**Projection Equipment:** If you are not screening in a movie theater, you will need to secure a fully equipped venue with a DVD or Blu-Ray player, a projector, a screen, and a sound system. Projecting the film on a large screen with a DVD is our preferred format. Be sure to check the volume levels.

**Equipment for Discussion:** Depending on the size of your venue and your plans for discussion, you may need microphone(s), batteries, cables, flip charts and markers, HDMI adapters to connect your laptop, and sign-up sheets to capture contact information.

**Room Arrangement:** If seats are movable, place them in a configuration that will both facilitate conversation and ensure that everyone can see the screen.

**Flyers:** Print/prepare *The Mask You Live In* postcards or your own flyers, bringing enough for every attendee to receive one.

HOSTING THE EVENT

**Refreshments:** Everybody likes free food! Including “free food” on your invitation can improve turnout. If your event is hosted by a nonprofit, local grocery stores or restaurants are often happy to donate refreshments.

**Testing the Tech:** Test the film on the system you will use for your event a few days beforehand. Play the film all the way through. The day of, arrive early to give yourself ample time to test the DVD player, projector, and sound equipment. Have back-ups for everything: copies of the film, batteries, cables, etc.

**Signage:** Post signs in and around the venue so people know they are in the right place and can easily find the room you are using.

**Registration:** Set up a registration desk by the door so attendees can easily sign in. Invite guests to provide their email addresses so they can be notified of follow-up events, actions, or online evaluations of your event. We so appreciate when you encourage attendees to take The Pledge on our website to join the movement and to receive concrete ways to take action every week. Make sure to hand out the flyers/postcards you brought/prepared.

**Agenda:** Make the most of your allotted time. Introduce partners, thank funders, and let people know how the event will proceed, but do it in “headline” format. Nothing brings down the energy level of a room more than a series of introductions that are too long. We encourage you to start the film ASAP.

**Social Media:** Consider incorporating social media into your event with a live tweet chat. Use the hashtags (#MaskYouLiveIn, #BeyondTheMask, #masculinity) and the Twitter handle (@MaskYouLiveIn) to have the audience tweet their reactions throughout the film or send in questions for the panel.

**Discussion:** Project the slide with the film’s social media handles on the screen throughout the discussion. This slide can be found in your screening toolkit.
FOLLOW-UP

**Sign-up Sheets:** We’ve provided a template in your toolkit. If you return sign-in sheets to us with names and email addresses clearly printed, we can add attendees to our mailing list. This is optional.

**Give Thanks:** Send a thank-you email to all your guests. Encourage them to stay informed by including links to local organizations, information about what to do next, links to the film’s website and social media pages, and the link to “Take the Pledge” page on our website.

**Evaluate:** To help us gather feedback on your event and the actions that it inspires, please take 10 minutes to fill out our post-screening survey: www.surveymonkey.com/s/screeningfollowup

**Finish Up:** After the event, mail the DVD or Blu-Ray back to:

**FedEx or UPS**
The Representation Project
30 Sir Francis Drake Blvd.
Ross, CA 94957

**USPS**
The Representation Project
PO Box 437
Ross, CA 94957
INTRODUCTION

A FEW THINGS YOU’LL WANT TO SAY WHEN INTRODUCING THE FILM

+ Introduce yourself
+ Thank everyone for coming
+ Explain why you’re excited to show this particular film, ideally using a personal message to tie to the core message of the film
+ Thank any sponsors or co-sponsors for their help and involvement
+ Mention that there will be a discussion afterwards

BRING A CUE CARD WITH BRIEF 3-5 word REMINDERS FOR WHAT YOU WANT TO SAY

Sample Introduction: Welcome to our screening of The Mask You Live In! My name is [name] and it is with excitement that I welcome you to this screening of The Mask You Live In. It was important to me to bring this film to you because [insert your personal reason for supporting the film or the cause].

If you have seen director Jennifer Siebel Newsom’s prior film, Miss Representation, you will recall the impact of extreme gender stereotypes on women and girls. The Mask You Live In picks up the conversation where Miss Representation left off, and explores how our norms of masculinity impact our men and boys.

The film premiered at the Sundance Film Festival in January of 2015. We chose to bring the film to our community because we feel this is an urgent issue that for too long has gone un-discussed. Please be aware that the film does deal with difficult subjects. We’re going to have a conversation afterwards to tackle what our community can do to take action on this issue.

To give you a sense of what’s to come: the film runs about 90 minutes, after which we will be hosting a discussion to explore the various topics highlighted in the documentary, hear your reactions, and drill down on themes that are relevant for our community. Lastly, I would like to thank [sponsor] for helping make this event possible. Now without further ado, The Mask You Live In!
DISCUSSION GUIDELINES

We encourage you to convene even an informal conversation about the film for at least 20 minutes after the screening. Since the film raises emotional topics, it’s important to give audience members a chance to process and express their reactions, but most importantly, channel that energy into productive next steps to create the change we wish to see.

After the film ends, come back up to the stage quickly and let people know you are going to get a discussion going (some audience members may need a short break after the film, but we encourage you to begin your discussion promptly to minimize loss of momentum). Acknowledge that the film is powerful and evokes various responses and then begin with broad discussion topics highlighted in the next section.

GENERAL TIPS FOR LEADING A DISCUSSION

+ Model the tone for the film screening by inviting people to start from the premise that “we’re all in this together.” Use nonjudgmental language to help steer participants away from posturing or blaming. For example, start questions with, “What did you learn from so and so…” rather than “What did you think of so and so…” Guide participants to focus on things that we can all change going forward.

+ The Mask You Live In raises issues that evoke strong emotions for some people. Passionate comments should be welcome, but if the conversation overheats, remind your audience of the difference between debate and dialogue. A debate is about staking out a position and trying to convince everyone else that you are right and they are wrong. A dialogue is about exchanging ideas in order to learn from one another. That means active listening.

+ Structure the discussion so everyone who wants to speak has a chance to be heard. Strategies might include using go-arounds (where each person takes a turn speaking), limiting opportunities to speak for a second or third time until everyone has had a first chance, or dividing the audience into small groups or pairs. You might also consider adding interactive elements by creating a unique hashtag for your event or Google+ Hangout group so side conversations can take place online during and after the event.

+ Encourage people to speak only for themselves and not generalize or presume to know how others feel.

+ Make sure there is plenty of time to brainstorm next steps—share the film’s calls to actions—and if possible, be prepared to help facilitate the step(s) that participants choose. Some groups may be motivated to jump right into planning, while other groups may need more time to process what they’ve just viewed—be flexible but keep the “next steps” in mind.

+ Before recommending an action, know what resources are available locally. You don’t want to reinvent the wheel! Be prepared to partner with local groups and/or recommend participation in existing listservs, social networking sites, or other local conversations.

+ Keep in mind the resources of The Representation Project, like our educational curriculum, which may be useful to share with audience members who want to stay engaged with the film and the conversation. See “Take Action” for more details!
TIPS FOR A PANEL DISCUSSION

+ If you choose to have a post-screening discussion with a panel, instead of one person facilitating a conversation, recruit panelists from diverse perspectives, each of whom can confidently address the subject at hand.

+ Choose a moderator that is comfortable with setting the pace, keeping panelists on track, keeping discussions moving and on topic, and summarizing key points for the audience.

+ Decide ahead of time, with the panelists, how you will manage questions.

  + Options include having participants write out their questions and having a coordinator collect them or having a microphone set up so audience members can ask questions directly.

  + Have some contingency questions prepared for the panel to get the discussion going and encourage audience members to speak up.

  + Encourage audience members to direct their questions to a specific panelist.

  + Have the moderator repeat questions into the microphone to ensure everyone in the audience can hear.

+ Ensure there are comfortable seats that allow panelists to face each other. Avoid having a table set-up as it will only create a barrier to the audience.

+ Prepare a short opening statement from the facilitator to establish the key themes. Keep your opening statement short and focused.

+ Make short and interesting introductions to briefly establish why each panelist is qualified to be there but avoid long opening statements from panelists.

+ Establish expectations with your audience at the outset about what topics will be covered, general guidelines about timing, and how questions will be taken.

+ Begin the discussion with a broad opening question.

+ To build energy and foster learning, try encouraging panelists to ask each other questions.

+ Summarize major points or conclusions as they are made. After a major topic has been covered, sum up what was said in a couple sentences before you move to the next major topic.

+ Thank each panelist by name and ask the audience to join you in expressing appreciation with their applause.
DISCUSSION QUESTIONS

PROCESS QUESTIONS

Take a few minutes to share your impressions of the film with someone sitting near you. Then, share with the group.

+ What resonated with you most in the film?
+ What parts of the film were surprising or made you sit back and say, “Wow, I never thought about that”? 
+ What did you learn from the film?
+ What questions did the film raise for you personally?

Facilitators may wish to use some or all of these questions.

Allow for initial silence (approx. 10-15 seconds) and then if no one responds, you can offer something from your own experience to get the discussion started; your reaction when you first saw the film, reactions other people have shared with you, etc.

EXPAND WHAT IT MEANS TO “BE A MAN”

Joe Ehrmann argues that there are three lies that every boy is taught in American society: that the road to successful masculinity is achieved through athletic ability, economic success, and sexual conquest.

+ Were you taught to believe this is what makes a successful man?
+ How can we set new “rules” about what it means to be a successful man?
+ What qualities or practices come to mind when you think about expanding what it means to be a man in our culture?

Michael Kimmel argues, “That idea of being seen as weak as a sissy, in the eyes of other guys, starts in our earliest moments of boyhood and it follows us all the way through our lives.”

+ Can you think of a time where you experienced or witnessed this teaching?
+ How can we create a different narrative for our boys?

Terry Kupers describes our culture as promoting “a dominance hierarchy, there are tough guys who are on the top and there are weaklings, girls, who are the bottom.”

+ What are the ways that we might work to eliminate this hierarchy?
+ The work of addressing this issue can seem broad, even abstract. What are some specific actions we can take as an school/community/organization/group to help expand what it means to be a man?
+ What about on the personal level, as parents, teachers, coaches, siblings, partners?
DISCUSSION QUESTIONS (CONT.)

MODEL HEALTHY MASCULINITY

Jackson Katz asks that men rise to the “better angels of our nature.” What aspects of our masculine norms can be harnessed for good?

+ What does it mean to you to model healthy masculinity? For men? For women, how can we support men to remain true to their whole selves?
+ Is there anything specific you learned from some of the men in the film that you wish to apply in your own life?
+ How can we support adult men to embrace being role models?
+ What actions can you take today, this week, this year, to model healthy masculinity?
+ Women have a unique role to play in perpetuating gender norms. For the women here, how can you promote a healthy understanding of masculinity with the boys and men in your life? How will you change the ways that you talk and act towards them?

SUPPORT BOYS IN BEING THEIR WHOLE SELVES

We all have a role to play in supporting boys.

+ How can we all do this in our own lives—support boys in being their whole selves? In not disconnecting from/repressing their emotions?
+ What are actions you take today, this week, this year, to support the boys in your life and their emotional health?

Niobe Way states that boys “really buy into a culture that doesn’t value what we’ve feminized... and so boys begin to devalue their relational parts to themselves, their relational needs, their relational desires."

+ What can we as a society do to place value on these traits?
TAKE ACTION

TAKE THE PLEDGE

Take The Representation Project’s pledge and commit to continuing to use your voice to challenge society’s limiting representations of gender. You’ll receive weekly emails with simple and specific ways to take action. Pledge-takers have lead victories large and small, ranging from the removal of sexists advertisements to increasing individual girls’ self-esteem.

GO SOCIAL

Follow The Mask You Live In, Miss Representation and The Representation Project on Facebook, Twitter, and Instagram. You’ll join a worldwide grassroots network that rallies around timely causes, creating a groundswell of support that leads to real progress. For example, our #AskHerMore initiative at awards ceremonies and #NotBuyingIt / #MediaWeLike campaign around sexist media and advertisements have led to changes everywhere from the red carpet to the Super Bowl.

GET THE CURRICULUM

Bring The Mask You Live In curriculum to your organization or school. Our comprehensive educational curricula feature age-appropriate video modules, interactive discussions and through-provoking activities. With content for kindergarten through post-secondary, the curriculum is the go-to resource for developing media literacy and critically examining the representation of gender.

DONATE TO THE REPRESENTATION PROJECT

You’ll support a movement working to ensure that everyone, regardless of gender, race, class, age, sexual orientation or circumstance can fulfill their human potential.

LEARN MORE

Go to our website for more information, resources, tools and ways to get involved, including content specially tailored for parents and educators. For example, you can find:

- Conversation starters for teens, parents, and others
- Sample lessons from our educational curriculum
- Suggested books, articles, and other resources from our film experts to learn more about this topic
KEY FILM STATS

- Compared to girls, boys are more likely to flunk or drop out or school (1)
- Compared to girls, boys are two times more likely to be in special education (2)
- Compared to girls, boys are four times more likely to be expelled (3)
- Every day three or more boys commit suicide (4)
- Suicide is the third leading cause of death for boys (5)
- 93% of boys are exposed to Internet porn (6)
- 21% of young men use pornography every day (7)
- Only 22 states require public schools teach sex education (8)

CITATIONS