

Miss REPRESENTATION



HOUSE PARTY KIT



Plan a House Party

Follow these steps when planning your party!

Invite your friends.

- Go through your contacts and invite all your friends, neighbors, co-workers, team-mates, etc. If you want, encourage each guest to bring someone along. Make it a party!
- Make sure people RSVP. Use Evite or Facebook events to keep track of who is coming. Let people know that you will be hosting a discussion following the film, so the event will be about two hours.

Plan for snacks. Feeding

- Feeding people is always a good idea! But that doesn't mean you have to shell out a lot of money or slave in the kitchen. Consider having a potluck or making popcorn and other light snacks. Make sure you have enough plates, cups, and/or napkins for the people you invite. And don't forget the drinks (BYOB is completely acceptable!).

Enjoy your friends!

- Don't stress – it's just a get-together among friends and family. All you're doing is bringing a bunch of like-minded people together to relax and learn.

Share your thoughts with us!

- Everyone should share thoughts about the film via Twitter. Use [@representpledge](#) and [#MissRep](#). Encourage people to update their Facebook status to say they are watching *Miss Representation*. Also, take pictures and share quotes on Facebook or Twitter. Email us and let us know how people participated! (info@missrepresentation.org)



Introduction

Feel free to use this script when introducing your guests to your screening party!

Thanks for joining me for a home screening of *Miss Representation*. 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.

As we will see, *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.

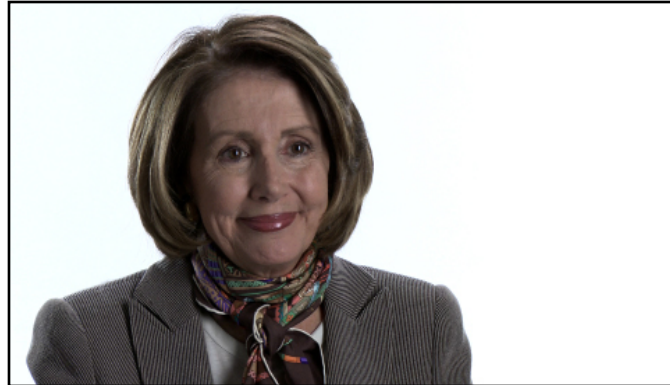
In response to the growing interest in the film, Ms. Siebel Newsom launched MissRepresentation.org to drive an innovative social action campaign that empowers women and girls to challenge media's limiting labels so they can fully realize their potential and ultimately transform our culture for the betterment of all. Check out more about the campaign at www.missrepresentation.org.

Miss Representation is so much more than a film—it's a full fledged movement to awaken people's consciousness to recognize the true value of women, change the way women and girls are represented in the media, interrupt and stop patterns of sexism, and ensure a tipping point that will lead to gender parity in leadership throughout the United States.

While we are here, let's use our smart phones to tweet and update our facebook status. Let others know that we are watching *Miss Representation* tonight. Use the Twitter hashtag [#MissRep](https://twitter.com/missrep).

Key Take Aways

Use these to spark discussion after the film



- The media is selling young people the idea that women and girls' value lies in their youth, beauty, and sexuality and not in their capacity as a leader. Boys learn that their success is connected to violent and domineering acts.
- **Women make up 51% of the U.S. population, yet comprise only 17% of Congress.** The 2010 mid-term election is the first time women have not made gains in Congress since 1979. At this rate, women may not achieve parity for 500 years. **Only 34 women have ever served as governors, compared to 2319 men.**
- A core message of the film is the importance of diversity! The media sends us a dangerous message that there is only one version of a woman. We must shift this perception by celebrating and championing a variety of women, so that those around us see that there is more than one definition of beauty. This starts by identifying a wide variety of role models and giving women opportunities to tell their stories.
- We must hold media accountable. **Women hold 86% of consumer power in America.** We could put an offensive product out of business over night!
- Specifically for parents: We must recognize that in many situations the TV and media are the "other parent." It's important to be sensitive to the power media has over our children.
- "The average child develops over eighteen to twenty-four years and full brain development doesn't really occur until you're into your early twenties, so the idea that kids at eight or ten or fifteen have the same level of intellectual and emotional maturity as an adult is nuts. They have different interpretive abilities. They have different emotional abilities and they're a much more vulnerable class in society." - Jim Steyer, Common Sense Media



Discussion Questions

Feel free to ask all of these questions or just a few. It's completely up to you!

- What new things did you learn from what you watched? What stood out to you?
- What most surprised you by the film?
- Did the film make you think about the TV or film you watch any differently?
- What about the mean girl effect? Did the film make you think differently about how we treat other women/girls?
- What is one step you can take to change the way media portrays women and girls?
- What are some ways that you'd like to see the media can better represent you?
- How much media do you (and your family) consume in a day and what is this media telling you about what it means to be a boy (man) or girl (woman)?
- 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?
- How can we change our cultural mindset to be more accepting of women in leadership?



WEEKLY ACTION ALERTS

Each week we email thousands of supporters one, easy way of getting involved and making a difference

TAKE ACTION NOW



BE A REP

Ready to do more? Become an official advocate for MissRep through our virtual internship program.

BE A REP



RESOURCES & TOOLS FOR ACTION

Get the facts, download guides and learn more about how you can utilize your passion for change.

GET THE FACTS

Take Action

Take The Pledge


- Visit www.missrepresentation.org and take the pledge. [“I pledge to use my voice to spread the message of *Miss Representation* and challenge the media’s limiting portrayal of women and girls.”] By taking the pledge you will receive weekly actions items that include simple ways you can make a difference personally and professionally in less than 5 minutes a week.

Join our Be A Rep Program

- *Miss Representation* is recruiting leaders in every community across the world to be a part of our Social Action Team. These Reps receive special Action Alerts from our team every month with specific instructions on how to further the cause of gender equity. Sample actions include: organizing meetings in your town, writing letters to your local papers, and activating communities online. Every Rep will receive a Social Action Kit – an in-depth guide with even more ways of getting involved with *Miss Representation*.

Use your Consumer Power

- People worldwide are using hashtag [#notbuyingit](https://twitter.com/hashtag/notbuyingit) on Twitter to call-out products and ads that misrepresent or degrade women. Have you recently seen a piece of media that missed the boat in terms of portraying women and girls accurately? An advertisement, television show, film, news or magazine story, video game, or song that objectifies women and girls, and is downright offensive? **Call it out** and let the company know you aren’t buying it!
- Have you recently seen a piece of media that you believe is inspiring to women and girls? An advertisement, television show, film, newspaper or magazine that you identified with and think accurately represents women in girls in all their diversity, experience, and perspective? Share this piece of media with the *MissRepresentation.org* community and tell us why you find it inspiring! Support companies that get it! Check out our staff picks on Pinterest and create your own [#MediaWeLike](https://www.pinterest.com/missrepresentation/boards/media-welike/) board.



REPRESENT US

Create a YouTube clip telling the media how you want to be represented and post it to our wall!

REPRESENT NOW



#NOTBUYINGIT

Call out sexist and offensive media you see with #NotBuyingIt on Twitter. Click here to see a list of the products spotlighted by users thus far and for more information on how you can get involved.



EDUCATE. ENGAGE. EMPOWER

How the media defines sexy doesn't always line-up with how women or men actually feel. It's time to change the conversation.

JOIN THE CAMPAIGN

Take Action

Continue the Conversation: Talk with Children, Youth and Your Peers

- Consider gathering your friends and family for regular kitchen table conversations. These types of conversations create a sense of community and encourage dialogue and action. You can use any of the stats or talking points from this guide to start conversations. Our weekly actions are also great resource for conversation starters.
- Visit www.missrepresentation.org for peer and family discussion guides.

Bring *Miss Representation* to a School Near You

- Work with schools in your community to ensure that they are teaching media literacy with a gender focus. *Miss Representation* includes a comprehensive age appropriate curriculum with modules for K-3 grade, 4-5 grade, middle school, high school and Universities. To purchase and curriculum visit our educational distributor, [ro*co films educational](#). Schools can purchase the curriculum or individuals can purchase it and donate it directly to a school. Please note that the curriculum is only available for educational institutions in the US and Canada.

Additional Statistics and Facts

For fact sources, check out our [website!](#)



- The United States is **90th in the world** in terms of women in national legislatures.
- There are 33 countries that have had a female president. As of 2012, **there are 20 female world leaders currently in power**. There are 196 countries in the world.
- Women **hold 17% of the seats in the House of Representatives** (the equivalent body in Rwanda is 56.3% female).
- Women are merely **3% of Fortune 500 CEOs**.
- In 2011, **women comprised 18% of all directors**, executive producers, producers, writers, cinematographers, and editors working on the top 250 domestic grossing films.
- Women hold **83% of consumer purchasing power**.
- **53% of 13 year old girls are unhappy with their bodies**. That number increases to 78% by age 17.
- About **25% of girls will experience teen dating violence**.
- Studies estimate that 13% to 25% of youth have some history of **self-injury**, such as cutting, and most studies show that cutting is more common with girls.
- Rates of depression among women and young girls have **doubled in the past ten years**.
- The number of **cosmetic surgical procedures** performed on youth 18 or younger more than tripled from 1997 to 2007.

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unhappy with their bodies.
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Rates of depression
among girls and women
have doubled between
2000 and 2010.

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American teenagers spend
31 hours a week **watching TV**,
17 hours a week **listening to music**,
3 hours a week **watching movies**,
4 hours a week **reading magazines**,
10 hours a week **online**.

**That's 10 hours and 45 minutes
of media consumption a day.**

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67 countries in the world
have had **female presidents
or prime ministers**. The
U.S. is not one of them.

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Women hold only **3%**
of clout positions in
the **mainstream media.**

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17% of teens engage
in **cutting and self-**
injurious behavior.

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Miss REPRESENTATION

The Representation Project is a call-to-action campaign to stop sexism and create lasting cultural and sociological change. With your support we will:

- Give young people access to the Miss Representation curriculum.
- Screen the film and host call-to-action forums in communities and with businesses around the country.
- Provide people with the tools to champion good media and call out bad media.
- Work with industry executives to explore concrete steps to create change.

Click here to donate online!

Or fill out this form and mail it in:

Name _____

Address _____

City _____ State _____ Zip _____

Phone (cell) _____ (w) _____

E-mail _____

Subscribe to e-mail newsletter? Yes No

___ \$500 ___ \$1,000 ___ \$2,500 ___ \$5,000 ___ \$10,000 ___ \$25,000 \$_____ Other

I want to make my donation in honor of _____

Donate today by credit card Visa Mastercard

Name on card _____

Credit Card # _____ Exp date ____/____

Signature _____

Donations can also be made by mailing a check (made out to *The Representation Project*)

The Representation Project
PO Box 437
30 Sir Francis Drake Blvd.
Ross, CA 94957

The Representation Project is a 501(c)(3) tax exempt organization (Tax ID: 45-161066)