

WOMEN IN

WAR
SPACE
COMEDY
BUSINESS
HOLLYWOOD
POLITICS

MAKERS

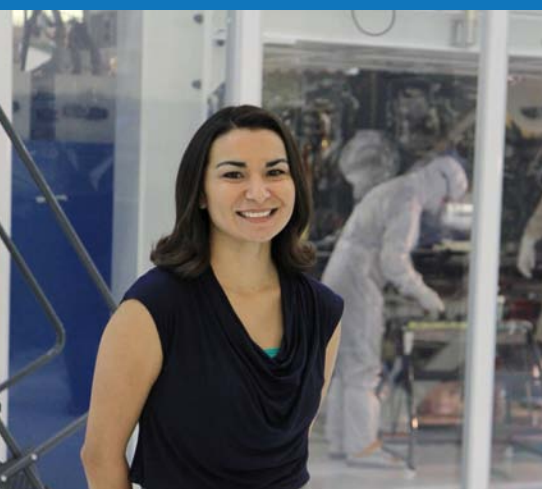


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MAKERS

Executive Produced by Dyllan McGee and Peter Kunhardt

This fall, **MAKERS** launches a six-part PBS series profiling the impact women have had over the past 50 years in six industries – comedy, politics, space, war, business, and Hollywood. **MAKERS** is a landmark television and digital-video initiative founded by Emmy award-winning producer Dyllan McGee in collaboration with AOL. **MAKERS** aims to be the largest and most dynamic collection of women's stories ever assembled. The series includes: PBS national broadcast in September 2014, national outreach, ITVS Community Cinema screenings in 100 cities, a new storytelling app, major publicity, and extensive social media/web outreach. Senior Producer for the series is Rachel Dretzin and filmmakers include: Jamila Wignot, Rory Kennedy, Rachel Grady, Heidi Ewing, Michael Epstein, Grace Lee, and Linda Knowlton.

Use OVEE to Celebrate the Accomplishments of Women and Girls

Join Community Cinema and Women and Girls Lead in using OVEE to showcase women's achievements in business, comedy, Hollywood, politics, space, and war. Starting October 1st, all six **MAKERS** episodes will be available to screen on OVEE. We invite you to use the OVEE platform to host online screenings and discussions about women who have shaken up the course of history and continue to inspire progress today.

ONLINE VIDEO ENGAGEMENT EXPERIENCE

(OVEE) is a social screening platform that connects and engages viewers through a shared interest in film content. For more information, visit <https://ovee.itvs.org>.

Get started! Find out how to be an OVEE partner and expert user: https://ovee.itvs.org/pages/get_started.

WOMEN & GIRLS LEAD

WOMEN AND GIRLS LEAD is an innovative public media campaign designed to celebrate, educate, and activate women, girls, and their allies across the globe to address the challenges of the 21st century. Women and girls everywhere are becoming leaders in business, the arts, science, and politics – yet they lack equal opportunities worldwide. Women and Girls Lead responds to this gap with a campaign that uses documentary films to showcase extraordinary women and girls who are changing the world. In collaboration with NGOs, public television, and media partners, we seek to engage audiences and spark activities that promote leadership development, violence prevention, and economic empowerment. For more information, visit <http://womenandgirlslead.org>.

[C] COMMUNITY CINEMA

COMMUNITY CINEMA is a groundbreaking public education and civic engagement initiative featuring free monthly screenings of films from the Emmy Award-winning series Independent Lens and other PBS presentations. Community Cinema is on location in more than 95 cities nationally, bringing together leading organizations, community members, and public television stations to learn, discuss, and get involved in key social issues of our time. For more information, visit <http://communitycinema.org/>.



MAKERS: Women in Comedy

Produced and Directed by Heidi Ewing and Rachel Grady

MAKERS: Women in Comedy tracks the rise of women in the world of comedy, from the “dangerous” comedy of ‘70s sitcoms like *Maude* to the groundbreaking women of the 1980s American comedy club boom and building to today’s multifaceted landscape. Contemporary comics talk about where women started in this competitive, male-dominated profession and where they are determined to go.

Preview the series: <http://video.pbs.org/video/2365285743/>

Watch Women in Comedy: <http://to.pbs.org/1xsYE6>

Dates available online: October 1, 2014 through 2024

Resources:

Film Webpages:

<http://www.makers.com/documentary/womenincomedy>
<http://www.pbs.org/makers/home>

Engagement Strategies, Discussion Guides, Images:

<http://itvs.org/women-and-girls-lead/station-toolkit>

Social Media Posts:

Twitter Post

Are women funny? Yes! Watch #MAKERSfilms “Women in Comedy” and chat live [insert date, time, link]
@WomenGirlsLead

Facebook Post

MAKERS: Women in Comedy celebrates women in the comedy industry. Through the voices of our most relevant comics, including Lily Tomlin, Kathy Griffin, and Chelsea Handler, hear the story of where women started in this highly competitive, male-dominated profession, and where they are still determined to go.

Presented by @WomenAndGirlsLead, watch and chat live with special guests and fans of women in comedy [insert date, time] [insert link]

Partners:

Consider partnering with: **Geena Davis Institute on Gender in Media** (www.thegeenadavisinstitute.org), **local comedy clubs and festivals** (www.comedyrocks.com), **local comedy- and improv-focused troupes** (<http://meetup.com/>)

Sample Discussion Questions:

1. Who are your favorite women comics?
2. In the past, women comics needed to change themselves in order to appeal to mainstream audiences. Is this true in other professions? Please explain.
3. What expectations does society have over how women should act today? How have women comics changed these ideas?
4. What lessons have you learned from women comics that you can apply to your own life?

Sample Polls:

In the film we hear Joan Rivers exclaim, “There is no such thing as women’s comedy! ... Funny is funny.” Do you agree?

- Yes
- No
- Partially agree

Jane Lynch says, “I don’t know if it ever occurred to them [Tina Fey and Amy Poehler] that they don’t deserve a seat at the table.” Are women’s views on what they deserve changing?

- Yes
- No
- Partially agree

Sarah Silverman says women run comedy today. Do you agree?

- Yes
- No
- Partially agree



MAKERS: Women in Hollywood

Produced and Directed by Linda Goldstein Knowlton, Produced by Rory Kennedy

MAKERS: Women in Hollywood showcases the women of showbiz, from the earliest pioneers to present-day power players, as they influence the creation of one of the country's biggest commodities: entertainment.

Preview the series: <http://video.pbs.org/video/2365285743/>

Watch *Women in Hollywood*: <http://to.pbs.org/1xsYE6>

Dates available online: October 8, 2014 through 2024

Resources:

Film Webpages:

<http://www.makers.com/documentary/womeninhollywood>
<http://www.pbs.org/makers/home>

Engagement Strategies, Discussion Guides, Images:

<http://itvs.org/women-and-girls-lead/station-toolkit>

Social Media Posts:

Twitter Post

Watch #MAKERSfilms "Women in Hollywood" & chat live with other fans this [Insert day, time, link] @WomenGirlsLead

Facebook Post

MAKERS: Women in Hollywood showcases the women of showbiz, from the earliest pioneers to present-day power players. Geena Davis, Lena Dunham, and Ava DuVernay are among the legendary women sharing their experiences breaking ground in the entertainment industry.

Presented by @WomenAndGirlsLead, watch and chat live with special guests and fans of women in film & tv [insert date, time] [insert link].

Partners:

Consider partnering with: **Geena Davis Institute on Gender in Media** (www.thegeenadavisinstitute.org), **Women In Film (WIF)** (www.wif.org), **Women's Media Center** (www.womensmedia-

center.com), **Alliance of Women Film Journalists, Inc. (AWFJ)** (<http://awfj.org/>)

Sample Discussion Questions:

1. What are some of your favorite moments of empowered women in film?
2. Jane Fonda said that *9 to 5* reflected the women's labor movement and ultimately helped bolster that same movement. What other films helped bring light to issues affecting women?
3. What types of roles do you typically see women and girls play in film and TV? What type of representation is missing?
4. What can be done to make the field more inclusive of women?

Sample Polls:

Were you aware that during the silent film era, women were just as successful as men in various roles behind the scenes and on screen?

- Yes
- No

Lena Dunham's female characters have been challenged for not being great role models, but there haven't been the same expectations for male characters. Should we have different expectations for women?

- Yes - All female characters should be great role models.
- No - We should not have different expectations for women. The female characters, like the male characters, should not be expected to be great role models.



MAKERS: Women in Space

Produced by Michael Epstein and Sara Wolitzky, Directed by Michael Epstein

MAKERS: Women in Space traces the history of women pioneers in the U.S. space program. The hour also features the next generation of women engineers, mathematicians and astronauts – the new group of pioneers who continue to make small but significant steps forward.

Preview the series: <http://video.pbs.org/video/2365285743/>

Watch *Women in Space*: <http://to.pbs.org/1xsYE6>

Dates available online: October 15, 2014 through 2024

Resources:

Film Webpages:

<http://www.makers.com/documentary/womeninspace>

<http://www.pbs.org/makers/home>

Engagement Strategies, Discussion Guides, Images:

<http://itvs.org/women-and-girls-lead/station-toolkit>

Social Media Posts:

Twitter Post

Explorers. Scientists. Women. Watch #MAKERSfilms Women in Space & chat live [insert date, time, link] @WomenGirlsLead

Facebook Post

You're invited to a live online screening of *MAKERS: Women in Space*. The documentary traces the history of women pioneers in the U.S. space program, as well as features the next generation of women engineers, mathematicians, and astronauts who continue to make small but significant steps forward.

This @WomenAndGirlsLead presented event is happening this [insert day and time]. [Insert link]

Partners:

Consider partnering with: **The American Association of University Women (AAUW)** (www.aauw.org), **Girls Inc.** (www.girlsinc.org), **Girl Scouts of the USA** (www.girlscouts.org),

National Girls Collaborative Project (www.ngcproject.org), **Million Women Mentors** (www.millionwomenmentors.org/)

Sample Discussion Questions:

1. After struggling to recruit minorities in the 1970s, NASA asked Nichelle Nichols of *Star Trek* to become a recruiter. Do you think this was an effective approach?
2. Historian Amy Foster notes, "there were very valid reasons for putting women into space – most notably they tended to weigh less." What other factors and qualities make women suitable astronauts?
3. Many of the women featured in this episode had dreams of becoming astronauts. What are your dreams and aspirations?
4. How can you support the women and girls in your life who are interested in entering space-related professions and other STEM fields? What can they do in their own workplace, at school, in the community, or at home?

Sample Polls:

Shannon Lucid remembers being told that "you'll never be able to do anything because you are a girl!" Have you been told you can't do something because of your gender?

- Yes
- No

Do you believe that a woman should have been the first person in space?

- Yes
- No

SpaceX's ultimate goal is to enable people to live on other planets. Would you like to live on another planet?

- Yes - sign me up!
- No - I prefer to live on Earth.
- No - but I wouldn't mind visiting!



MAKERS: Women in War

Produced and Directed by Rachel Grady and Heidi Ewing

MAKERS: Women in War looks at American women's increasing participation in war – from Vietnam to the present – as nurses, soldiers, journalists, diplomats and spies. Viewers hear from war correspondents about life on the battlefield and from military leaders who have broken through gender barriers.

Preview the series: <http://video.pbs.org/video/2365285743/>

Watch *Women in War*: <http://to.pbs.org/1xsYE6>

Dates available online: October 22, 2014 through 2024

Resources:

Film Webpages:

<http://www.makers.com/documentary/womeninwar>
<http://www.pbs.org/makers/home>

Discussion Guides and Images:

<http://itvs.org/women-and-girls-lead/station-toolkit>

Social Media Posts:

Twitter Post

Not just a man's job. Watch #MAKERSfilms *Women in War* & chat live [insert date, time, link] @WomenGirlsLead

Facebook Post

Women warriors - our sisters, mothers, friends, neighbors. *MAKERS: Women in War* looks at American women's increasing participation in war. Watch the @PBS documentary online and chat live this [insert day, time] [insert link].

Partners:

Consider partnering with: **The Invisible War** (www.notinvisible.org/resources), **American Women Veterans** (<http://american-womenveterans.org/home/>), **Center for Women Veterans** (www.va.gov/womenvet/)

Sample Discussion Questions:

1. What can be done to lessen or address sexual assault in the military?
2. What characteristics do women generally have over men that make women more suitable as soldiers? CIA operatives?
3. Why was there so much opposition to women in the military? Which gender stereotypes held true? False?
4. Combat exclusion laws were lifted in January 2013. What else needs to be done to reduce gender-based barriers?

Sample Polls:

In the past, hand-to-hand combat was a necessary part of battle, and men had physical advantages. Do you think men have advantages in today's wars?

- Yes
- Yes, but only sometimes
- No

In the 1950s, women joined the Women's Army Corps (WAC) and received the same pay as men from the start. Would you have joined WAC?

- Yes
- No

When women first joined men in their military training, it was questioned whether women should be trained equally. Do you think women should be trained like men?

- Yes
- No
- Maybe - I'm not sure



MAKERS: Women in Business

Directed by Jamila Wignot, Produced by Leah Williams

MAKERS: Women in Business tells the story of the exceptional women – past and present – who have taken the world of business by storm. It's a candid exploration of what it takes to make it and a celebration of the extraordinary individuals who have proven that a woman's place is wherever she believes it to be.

Preview the series: <http://video.pbs.org/video/2365285743/>

Watch *Women in Business*: <http://to.pbs.org/1lxsYE6>

Dates available online: October 29, 2014 through 2024

Resources:

Film Webpages:

<http://www.makers.com/documentary/womeninbusiness>
<http://www.pbs.org/makers/home>

Engagement Strategies and Images:

<http://itvs.org/women-and-girls-lead/station-toolkit>

Social Media Posts:

Twitter Post

#MakersFilm tells the story of women who have taken the business world by storm. Watch/chat live [insert date, time, link] @WomenGirlsLead

Facebook Post

MAKERS: Women in Business tells the story of the exceptional women – past and present – who have taken the world of business by storm. Explore what it takes to make it and gain insight from extraordinary individuals who have proven that a woman's place is wherever she believes it to be.

Presented by @WomenAndGirlsLead, watch and chat live [insert date, time] [insert link].

Partners:

Consider partnering with: **American Association of University Women (AAUW)** (www.aauw.org), **Lean In** (<http://leanin.org>), **American Business Women's Association** (www.abwa.org)

Sample Discussion Questions:

1. Mary Wells felt that success was determined by desire - more so than talent. Do you agree? What other qualities must a successful businesswoman have?
2. If you could be the CEO of any company, which one would it be? Why?
3. In the past, women in business often felt they needed to emulate men in order to succeed. Do you think that was necessary? Is it still true in today's world? Why or why not?
4. Sheryl Sandberg hopes people will: 1) notice we live in an unequal world 2) take action to change our lives. What can you do to encourage the growth of women leadership in the business world?

Sample Polls:

"I am negatively motivated. So when you tell me I can't do something, I am all over it." Are you negatively motivated like Carla Harris says she is?

- Yes
- No
- Sometimes

Have you ever wanted to lead a company?

- Yes, I lead a company now!
- Yes, I'm on my way.
- No, I'd rather be a leader in another field.
- Maybe - it depends on the company.

With more than 50% of college degrees going to women and the current generation of women having a "go getter" mentality, do you think the need to advocate for women leaders in business will be necessary in the future?

- Yes, we will always have to advocate for women - gender biases will always exist.
- No, positions will be based on merit, not gender.
- Maybe - I hope we won't need to!



MAKERS: Women in Politics

Produced and Directed by Grace Lee, Produced by Rory Kennedy

MAKERS: Women in Politics profiles women in public office who were “firsts” in their fields. From the first woman elected to Congress in 1916 to a young woman running for Detroit City Council in 2013, the documentary explores the challenges confronting American women in politics.

Preview the series: <http://video.pbs.org/video/2365285743/>

Watch *Women in Politics*: <http://to.pbs.org/1xsYE6>

Dates available online: November 5, 2014 through 2015

Resources:

Film Webpages:

<http://www.makers.com/documentary/womeninpolitics>

<http://www.pbs.org/makers/home>

Discussion Guides and Images:

<http://itvs.org/women-and-girls-lead/station-toolkit>

Social Media Posts:

Twitter Post

Who speaks for me, my kids, my community? [Day] at [time], watch #MAKERSfilms "Women in Politics" online & chat live. [insert link]

Facebook Post

Trailblazers. Iconoclasts. Rebels. Learn how women are claiming a voice of their own in American politics. Watch *MAKERS: Women in Politics* online and chat live [insert date, time] [insert link]

Partners:

Consider partnering with: **EMILY's List** (www.emilyslist.org/), **Government Agencies and Elected Officials** (www.usa.gov/Agencies.shtml), **Running Start** (<http://runningstartonline.org/>) **VoteRunLead** (<https://voterunlead.org/>)

Sample Discussion Questions:

1. Journalist Gwen Ifill believed that Shirley Chisholm best represented what an elected representative should be. How would you describe your ideal representative?
2. The events surrounding Anita Hill lead to increased political energy from women to elect women. What issues would cause you to become more politically involved?
3. When the percentage of women in the U.S. Senate rose from 2% to 20% -- women broke barriers, like women in space. What barriers would you like to see broken?
4. How might you increase your political involvement?

Sample Polls:

The “new girls network” was credited with ending the government shut down; more and more women are being elected today. Do you think the “boys club” is on its way out?

- Yes
- No - we have a long way to go.

State Representative Rashida Tlaib's friend said, “People like us never think about running for office and that's the problem.” Have you ever considered running for office?

- Yes!
- No - I have and will never run for office.
- No - but after watching this film, maybe I will!

Clinton and Palin's experiences in the 2008 election showed that gender stereotypes still impacted people's views on leadership. Will people move beyond these prejudices and elect a woman president in the next 10 years?

- Yes
- No
- Maybe - I'm not sure

Credits

ITVS Engagement & Education Team

Chi Do

Director of Engagement & Education

Locsi Ferra

Thematic Campaign Manager

Daniel Moretti

National Community Engagement Manager

Kristy Chin

Thematic Campaign & Community Engagement Coordinator

Meredith Anderson-McDonald

Engagement & Education Assistant

Jonathan Remple

Digital Engagement Producer

Elisabeth Copper

Social Media Manager

ITVS Independent Television Service (ITVS) funds, presents, and promotes award-winning documentaries on public television, new media projects on the web, and the Emmy® Award-winning weekly series INDEPENDENT LENS on Monday nights at 10 PM on PBS. Mandated by Congress in 1988 and funded by the Corporation for Public Broadcasting, ITVS has brought more than 1,000 independently produced programs to American audiences to date. For more information about ITVS, visit itvs.org.

This toolkit was last updated in September 2014.

