

WOMEN & GIRLS LEAD



3+

YEARS

50

FILMS

100+

million
VIEWERS

1 million

EVENT
PARTICIPANTS

100+

NGO
PARTNERS

1,000

EVENT
PARTNERS

Women and Girls Lead

A MAJOR PUBLIC MEDIA INITIATIVE TO FOCUS, EDUCATE, AND
CONNECT CITIZENS WORLDWIDE

Featuring *Women, War & Peace*; *Half the Sky*; and *Kind-Hearted Woman*

Women and girls everywhere are stepping into leadership roles, working to improve their communities, and innovating in science, the arts, business, and governance. Yet there is still much to do to deliver on the promise of equal access and opportunity for women and girls worldwide. Women and Girls Lead is a media initiative to support and sustain a growing movement to empower them, their communities, and future generations.

The Stories

Starting with more than 50 documentary films by the world's best independent filmmakers—and adding content from media makers and new partners along the way—Women and Girls Lead brings to life extraordinary leaders and citizens on the front lines of economic development, violence prevention, business and governance, education, and health.

On Television

PBS will serve as primary television partner in the U.S., offering programs on *Independent Lens*, *FRONTLINE*, *POV*, and other strands alongside television partners in Africa, Asia, and Latin America. Estimated viewership: more than 100 million viewers worldwide.

Online

The Women and Girls Lead website will connect audiences and aggregate video, games, social media, and engagement

tools from public television and radio, NGO and government partners, and other resources.

In Communities

Women and Girls Lead will support diverse global, national, and local partners working to help women and girls thrive through ITVS's Community Cinema program and its partnerships with public television stations and local organizations in more than 100 cities.





Leadership

Women and Girls Lead is spearheaded by ITVS, the largest provider of independent content to public television. The initiative brings together independent filmmakers, public media, NGOs, government, business, academia, and Hollywood – with support from an advisory board chaired by **CPB President and CEO Patricia Harrison**. Members include:

- **Lidia Bastianich**, chef and president, Tavolo Productions
- **Nancy G. Brinker**, founder and CEO, Susan G. Komen for the Cure
- **Geena Davis**, actor and founder of Geena Davis Institute on Gender in Media
- **Abigail Disney**, filmmaker and philanthropist
- **Marian Wright Edelman**, founder and president, Children's Defense Fund
- **America Ferrera**, actor
- **Eileen Fisher**, fashion designer and CEO, Eileen Fisher, Inc.
- **Christine Hakim**, UNESCO Goodwill Ambassador
- **Maria Hinojosa**, host, *Latino USA*
- **Paula Kerger**, president and CEO, PBS
- **Nicholas Kristof**, *New York Times* columnist and co-author of *Half the Sky*
- **Georgette Mosbacher**, CEO and president, Borghese, Inc.
- **Queen Noor**, chair of King Hussein Foundation International
- **Norah O'Donnell**, CBS News Chief White House Correspondent
- **Doris Roberts**, actor
- **Sharon Rockefeller**, president and CEO, WETA
- **Amartya Sen**, professor of economics, Harvard University
- **Mary Wilson**, singer, co-founder of The Supremes
- **Sheryl WuDunn**, investment banker and co-author of *Half the Sky*

How It Works

Women and Girls Lead selects and supports powerful independent documentaries and other content on women and girl leaders.

- **Media empowers new voices.** Production funding for independent producers and services amplify the voices of women, transforming their lives, communities, and the world.
- **Media events attract attention.** A stream of broadcasts, online and live screenings, publicity, public affairs events, and celebrity participation keep women's and girls' issues and efforts in the public square.
- **Broad audiences engage and strengthen support for partners.** Short-form video, gaming experiences, standards-based curriculum, and other educational tools increase partner impact on the ground.
- **Partnerships expand network.** Partners include independent filmmakers, public television stations, diverse organizations, and leaders committed to putting the power of media to work for women and girls around the world.

Women and Girls Lead seeks new partners at every level.
Contact womenandgirlslead@itvs.org.

Major Media Events

Women and Girls Lead offers a stream of more than 50 independent documentary programs, including three pop-out series:

- ***Women, War & Peace*, the five-part series** executive-produced by Abigail Disney, Pamela Hogan, and Gini Reticker, profiling women's changing role in conflict resolution and featuring the PBS premiere of *Pray the Devil Back to Hell*. Includes: PBS national broadcast (Oct./Nov. 2011), local station and NGO grants, curriculum, screening kits, community screening partners, and more.
- ***Half the Sky*, the transmedia special** executive-produced by Show of Force based on the bestselling book by Pulitzer Prize winners Nicholas Kristof and Sheryl WuDunn. Includes: two-part four-hour *Independent Lens* special broadcast (2012), celebrity partners, Facebook game, educational film modules, domestic and international outreach, major publicity, Africa/Asia-targeted mobile games, NGO partnerships, curriculum, public affairs events, and more.
- **The *FRONTLINE* presentation of David Sutherland's *Kind-Hearted Woman***, a profile of a Native American woman fighting domestic violence in her community. Includes: PBS national broadcast (2013), local station and NGO grants, curriculum, screening kits, community screening partners, and more.

About ITVS

Founded by Congress in 1988 and funded by the Corporation for Public Broadcasting, the Independent Television Service (ITVS) has brought 1,000 programs to date to American audiences. The Corporation for Public Broadcasting is a private corporation funded by the American people.

ITVS's Global Perspectives Project receives funding from the Ford Foundation, the John D. and Catherine T. MacArthur Foundation, and the Wyncote Foundation.