

WOMEN & GIRLS LEAD

50
FILMS

42
million
VIEWERS

2
million
FOLLOWERS


3,000
LOCAL &
NATIONAL
PARTNERS

2,000
COMMUNITY
EVENTS

Women and Girls Lead

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

Featuring *Awakening*, *MAKERS* and *A Path Appears*, Part Two of the Half the Sky Movement

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.

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.

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 a leadership council chaired by **CPB President and CEO Patricia Harrison**. Members include:

- **Noor Al-Hussein**, Chair, King Hussein Foundation International
- **Loreen Arbus**, President, Loreen Arbus Foundation
- **Lidia Bastianich**, Author, TV Host & Restaurateur
- **Nancy G. Brinker**, Founder & CEO, Susan G. Komen for the Cure
- **Christy Turlington Burns**, Global Maternal Health Advocate and Founder, Every Mother Counts
- **Geena Davis**, Actor & Activist
- **Rohit Deshpande**, Professor, Harvard Business School
- **Abigail Disney**, Filmmaker & Philanthropist
- **Rebecca Eaton**, Executive Producer, *Masterpiece Theatre*
- **Marian Wright Edelman**, President & Founder, Children's Defense Fund
- **America Ferrera**, Actor & Activist
- **Eileen Fisher**, Clothing Designer & Founder, Eileen Fisher Community Foundation
- **Nikki Giovanni**, Writer & Professor
- **Christine Hakim**, UNESCO Goodwill Ambassador
- **Maria Hinojosa**, Journalist & Founder, Futuro Media Group
- **Bianca Jagger**, Founder & Chair, Bianca Jagger Human Rights Foundation
- **Paula Kerger**, President & CEO, PBS
- **Peggy Kerry**, NGO Liaison at the US Mission to the UN
- **Shelby Knox**, Author, Public Speaker
- **Nicholas Kristof**, Journalist & Author, *Half the Sky*
- **Maria Teresa Kumar**, Founding President & CEO, Voto Latino
- **Susan Lacy**, Creator, *American Masters*
- **Pat Mitchell**, President & CEO, Paley Center for Media
- **Georgette Mosbacher**, President & CEO, Borghese, Inc.
- **Jennifer Siebel Newsom**, Documentary Filmmaker
- **Norah O'Donnell**, Journalist & Co-Author, CBS' *This Morning*
- **Farah Pandith**, Former Special Representative to Muslim Communities for the US State Department
- **Doris Roberts**, Actor
- **Sharon Percy Rockefeller**, CEO, WETA
- **Zainab Salbi**, Founder, Women for Women International
- **Amartya Sen**, Professor of Economics, Harvard University
- **Anne-Marie Slaughter**, President & CEO, New America Foundation & Professor, Princeton University
- **Tara Sonenshine**, Former Under Secretary for Public Diplomacy & Public Affairs
- **Stanley Tucci**, Actor
- **Melanne Vermeer**, Executive Director, Georgetown Institute for Women, Peace and Security
- **Mary Wilson**, Singer, Founding Member of The Supremes
- **Sheryl WuDunn**, Business Executive & Co-Author, *Half the Sky*



Major Media Events

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

- **Awakening** (working title) is a groundbreaking multimedia initiative anchored by a documentary film—created by Abigail Disney and Gini Reticker, Executive Producers of the PBS series *Women, War & Peace*; and Zainab Salbi, Founder of Women for Women International and author—featuring stories of women on the frontlines of the continuing quest to realize the goals of the 2011 revolutions that swept the Middle East and North Africa (MENA) region. Includes: Public television broadcast (spring 2015), original multimedia content, robust website, digital partners, domestic and MENA region outreach, NGO partners, community screening partners, major publicity, educational campaign, and more.
- **A Path Appears, Part Two of the Half the Sky Movement trans-media special** executive-produced by Show of Force based on the new book by Pulitzer Prize winners Nicholas Kristof and Sheryl WuDunn to be released January 2015. Includes: two-part four-hour *Independent Lens* special broadcast, 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.
- **MAKERS**, a six-part series, executive-produced by Dyllan McGee and Peter Kunhardt and digital platform developed in partnership with AOL, profiles the impact women have had over the past 50 years in six different industries—comedy, politics, space, war, business, and Hollywood. Includes: PBS national broadcast (June/July/Aug/Sept), local station grants in partnership with WETA Washington, national outreach, community screening partners, a new storytelling app, major publicity, and extensive social media/web outreach.

International NGO Partners

Non-governmental organizations stand at the forefront of the movement to ensure that women and girls everywhere have access to health, education, economic opportunity, and freedom. Join our partners in their commitment to putting the power of media to work for women and girls in the U.S. and around the world. Partners include:



and more!

About ITVS

Founded by Congress in 1988 and funded by the Corporation for Public Broadcasting, 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.



U.S. Broadcast

Independent documentaries, short-form videos, campaign promos, and interstitials

HIGHLIGHTS

2011

- ***Pushing the Elephant***. U.N. Humanitarian of the Year winner Rose Mapendo survives a Congolese death camp to champion refugees worldwide.
- ***Me Facing Life: Cyntoia's Story***. An American teenager grapples with her role in the cycle of violence.
- ***Bhutto***. The first woman to lead a Muslim nation embodies a breakthrough for global gender equity.
- ***Women, War & Peace***. A five-part series zooming in on violence and peacebuilding in Liberia, Afghanistan, Colombia, and Bosnia.

2012

- ***Half the Sky***. The bestselling book by Pulitzer Prize winners comes to life as a four-hour PBS series about the movement to transform the status of women and girls worldwide.
- ***Daisy Bates***. An African American writer and civil rights advocate leads the 1957 integration movement.
- ***The Interrupters***. A Chicago woman helps protect her community from gang violence.
- ***Strong!*** A U.S. championship weightlifter helps raise the status of women and girls in sports.

2013

- ***Kind Hearted Woman***. A four-hour series follows a 31-year-old Oglala Sioux woman risking everything to help her community grapple with domestic violence.
- ***I Was Worth 50 Sheep***. An Afghan woman stands up for autonomy and marriage rights.
- ***The Revolutionary Optimists***. Girls spearhead a successful grassroots movement to transform health and education in Kolkata communities.
- ***Solar Mamas***. Barefoot College in India teaches women around the world to become solar engineers to serve their communities.
- ***The Graduates***. An examination of the fault lines in education told through the lives of three Latinas.



Online

Educational modules, games, social networks, and aggregated video content

2011

- Website launch: itvs.org/women-and-girls-lead
- Monthly online chat series
- Global health game launch for *Revolutionary Optimists*
- Recurring post on *Beyond the Box* public media blog
- Online screenings and webcasts
- Facebook profile with 5,000 fans and growing

2012 & beyond

- Multimedia website expansion womenandgirlslead.org
- Partnerships for direct civic participation
- Global equity game launch on Facebook for *Half the Sky*
- Mobile game launch for Asia and Africa markets for *Half the Sky*
- Interactive video player launch for customizable online engagement screenings

Resources

HIGHLIGHTS

- Campaign promos and interstitials
- Educational film modules
- Clips and short content
- Curricula, discussion and activity guides
- Branded informational and promotional materials

Engagement

Live screenings, outreach events, public affairs events, live chats, educational modules

HIGHLIGHTS

Prelaunch

- National NGO and public television station planning summits with Girl Scouts, Women for Women International, UN Millennium Campaign, and others
- *Bhutto* screening event with Nancy Pelosi and Pakistan Ambassador to the U.S., Husain Haqqani, in Washington D.C.
- Congressional Caucus for Women's Issues event for *Pushing the Elephant* with Futures Without Violence, Women Thrive Worldwide, and others
- Screening series in 11 U.S. markets and at the Geneva Forum on Social Change
- *Half the Sky* nationwide theatrical events with CARE
- Volume I Women's Empowerment Community Classroom collection distributed to more than 50,000 teachers in 100 U.S. cities

2011

- Launch events in New York City, Washington D.C., and Los Angeles
- 300 Community Cinema events in more than 90 cities on women and leadership (*Bhutto*) and on women and violence in the Congo (*Pushing the Elephant*) and in the U.S. (*Me Facing Life: Cyntoia's Story*)
- Events with Washington D.C. partners as well as participation in events such as TEDWomen, Mom 2.0, and others
- Volume II Women and Girls Lead Community Classroom collection distributed to more than 100,000 teachers in 200 U.S. cities
- Online screenings and live chats for select Women and Girls Lead films in collaboration with NGO and station partners

2012 & beyond

- Participation in dozens of conferences and convenings, including the CARE Conference & International Women's Day Celebration, the National Conference on Volunteering and Service, and the Geneva Forum on Social Change
- Live screenings and other events tied to *Half the Sky* launch
- 800 Community Cinema events in more than 100 cities on the impact of war on women (*Women, War & Peace*); women in the civil rights movement (*Daisy Bates: First Lady of Little Rock*); and gender issues in competitive sports (*Strong!*)
- Online screenings and live chats for select Women and Girls Lead films in collaboration with NGO and station partners
- Volume III Women and Girls Lead Community Classroom collection distributed to more than 200,000 teachers in 300 U.S. cities
- Annual #SheDocs Online Film Festival offering free streaming of full-length documentaries in celebration of International Women's Day and Women's History Month

