

# 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.



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## 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 leading group of Ambassadors 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*
- **Loreen Arbus**, president, Loreen Arbus Foundation
- **Rebecca Eaton**, executive producer, *Masterpiece Theatre*
- **Susan Lacy**, creator and executive producer, *American Masters*
- **Melanne Verveer**, executive director, Institute for Women, Peace and Security



## 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](mailto: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.

# 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 peace-building 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](http://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

- Website expansion
- 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
- Curricular materials, discussion, and activity guides
- Branded informational and promotional materials

# Engagement

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



## 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 TED-Women, 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