

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 CAMPAIGN TO FOCUS, EDUCATE, AND CONNECT CITIZENS WORLDWIDE

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 public media 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.

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 leadership development, violence prevention, and economic empowerment.

On Television

PBS serves 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 connects audiences and aggregates video, games, social media, and engage-

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

In Communities

Women and Girls Lead supports 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.





Campaign Partners

- CARE
- CEDPA
- Futures Without Violence
- The Geena Davis Institute on Gender in Media
- Girl Scouts of the USA
- Half the Sky Movement
- International Rescue Committee
- Points of Light Institute
- Women for Women International
- Women's World Banking
- World Vision

Leadership

Women and Girls Lead is spearheaded by ITVS, the largest provider of independent content to public television. The campaign joins filmmakers, public media, NGOs, government, business, academia, and Hollywood—with support from a group led by CPB President and CEO Patricia Harrison. Members include:

- Loreen Arbus
- Lidia Bastianich
- Nancy G. Brinker
- Geena Davis
- Abigail Disney
- Marian Wright Edelman
- America Ferrera
- Eileen Fisher
- Christine Hakim
- Maria Hinojosa
- Paula Kerger
- Nicholas Kristof
- Pat Mitchell
- Georgette Mosbacher
- Queen Noor
- Norah O'Donnell
- Doris Roberts
- Sharon Rockefeller
- Amartya Sen
- Mary Wilson
- Sheryl WuDunn

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.** Independent documentary producers amplify the voices of women who are transforming their lives, communities, and the world.
- **Events attract attention.** A stream of broadcasts on PBS, online and live screenings, publicity, public affairs events, and celebrity participation keep women's and girls' issues and efforts in the public forum.
- **Broad audiences strengthen the campaign.** Short videos, games, standards-based curriculum, and other educational tools increase 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.

For more information or to get involved, please visit our website at WomenandGirlsLead.org.

Major Media Events

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

- **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 (Oct. 2012), celebrity partners, Facebook game, educational film modules, domestic and international outreach, major publicity, Africa/Asia-targeted mobile games, international 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.
- **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. 2011), 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, the Wyncote Foundation, and the Doris Duke Foundation for Islamic Art.