



Public Media's  
Independent Voice

WOMEN  
& GIRLS  
LEAD



## ***WOMEN AND GIRLS LEAD***

*A public media initiative to focus, educate, and connect audiences worldwide*

### ***FREQUENTLY ASKED QUESTIONS***

#### **What is Women and Girls Lead?**

Women and Girls Lead is a multiyear public media initiative to focus, educate, and connect citizens worldwide in support of women and girls. Combining independent documentary film, television, new media, and global outreach partnerships, the initiative will amplify the voices of women and girl leaders, expand understanding of gender equity, and engage an international network of citizens and organizations to act locally and reach out globally.

As the largest provider of independent content — domestic and international — to U.S. public television, ITVS has witnessed in recent years a groundswell of stories surfacing about women's and girls' leadership. At the same time, public dialogue about the growing fight against global poverty, violence, and extremism has focused increasingly on women and girls. In this convergence of content and conversation, ITVS saw the opportunity to test a strategy to bring together and lift up independent voices, extending their reach in new ways.

By building a pipeline of some 50 documentaries and integrating content from partners across radio, commercial television, and beyond, Women and Girls Lead offers another model for public media to serve its mission in the 21<sup>st</sup> century, connecting key stakeholders to sustain dialogue and participation around the most critical issues facing local communities, the nation, and the world.

The initiative will encompass television broadcasts, online content, publicity, social media, outreach tools, community events, and educational video modules working together on a single issue to connect millions of Americans — along with many more people through international broadcasts and digital platforms.

Within the framing theme of leadership, Women and Girls Lead will focus on business and economic development, including microfinance; violence and trafficking prevention, including conflict resolution; education, including job training; democracy and government, including policy making; and health, including treatment and prevention.

## **Who is ITVS working with on this initiative?**

First and foremost, ITVS is working with ITVS-funded filmmakers who bring to life stories that inspire public dialogue around important issues.

Media partners include PBS, CPB, *Independent Lens*, *FRONTLINE*, and Games for Change, along with public television stations around the country and the National Center for Media Engagement.

NGO and engagement partners include CARE, Girl Scouts of the USA, World Vision, Women for Women International, and Women's World Banking.

Event partners include Congressional Caucus for Women's Issues, the World Bank, and the United States Institute of Peace.

Women and Girls Lead advisory board members include Patricia Harrison, President and CEO of CPB; Paula Kerger, President and CEO of PBS; Geena Davis; Queen Noor; America Ferrera; and Harvard economist Amaryta Sen.

## **What are some of the specific goals of the initiative?**

Women and Girls Lead goals include:

- Inform more than 1 million people with stories and other information about the challenges facing women and girls around the world
- Connect hundreds of communities and tens of thousands of viewers and families with resources and opportunities to get involved
- Empower at least 100,000 women and girls and men and boys to engage and connect with powerful 21<sup>st</sup> century media
- Create a coalition of scores of NGOs, community-based organizations, public media outlets, and others to pool resources and develop a collective voice on behalf of women and girls and their communities
- Produce more than 1,000 community and public affairs events to convene media makers, viewers, families, and partner organizations in service of these goals
- Track outcomes to ensure ITVS continues to refine its strategies to get independent voices seen and heard

## **Why ITVS and public media?**

Independent filmmakers create in-depth, diverse, and nuanced stories that enrich people's understanding of one another and inspire civic discourse. ITVS's job is to not only find those stories *but also* to find, engage, and educate the public through distribution and outreach strategies. Unlike its commercial counterparts, public media is uniquely positioned to leverage a broad set of partnerships, connect with communities, and focus on the starting conversations that bring together citizens to solve common problems.

ITVS has a 20-year history as a leader in community engagement and public media. Our work on health care, youth, democracy, education, family issues, and other topics provides us with a network of relationships and experience to successfully spearhead Women and Girls Lead.

## **What are the key films/programs the initiative will use?**

The initiative will eventually encompass some 50 documentary films, including:

- *Women, War & Peace*, a series of THIRTEEN/WNET including the acclaimed documentary film *Pray the Devil Back to Hell*
- *Half the Sky*, the limited prime-time PBS series based on the bestselling book by Pulitzer Prize winners Nicholas Kristof and Sheryl WuDunn, featuring celebrities like Lucy Liu and Marisa Tomei
- *Kind-Hearted Woman*, a four-hour FRONTLINE/ITVS special presentation from filmmaker David Sutherland (*The Farmer's Wife*, *Country Boys*) chronicling the journey of an Oglala Sioux woman risking it all to help her community and abused women

## **How will ITVS leverage these films to create impact?**

ITVS will draw on its 20-year history of leadership and partnership in community engagement and education. We will work with a broad range of public media and NGO partners, along with government and public sector organizations, to reach specific outcomes. Women and Girls Lead will also leverage ITVS's groundbreaking engagement programs, Community Cinema and Community Classroom, to reach communities and schools around the country.

### **What is the timeframe for this initiative/initiative?**

Women and Girls Lead launched publicly on May 8, 2011. The initiative will unfold over a period of at least three years.

### **If selected, how will my film be used in the campaign?**

Women and Girls Lead programs may be used in one or more the following ways:

- Exclusive content pipeline for public television stations
- Screened (in whole or in part) at conferences, community events, public affairs events, and other forums
- Featured on the Women and Girls Lead website as part of the initiative
- Offered to media outlets covering global women's issues
- Selected for participation in the Community Cinema or Community Classroom programs
- Tracked via Google Analytics and other reach-and-impact measurement tools

### **How will this benefit my film?**

Women and Girls Lead will provide a robust engagement and promotional platform that serves a larger number of projects than ITVS could otherwise support. It will also create opportunities for second-window broadcasts, and extend the life of programs whose broadcast premiere has already come and gone.

By leveraging Community Cinema, Community Classroom, ITVS's extensive social media properties, and other promotional tools, Women and Girls Lead will raise awareness about and extend the life of your film.

### **How can I be a part of this initiative?**

ITVS hopes to invite at least 50 ITVS-funded filmmakers to participate in the initiative over a period of at least three years. The Women and Girls Lead film collection will include programs with content that closely aligns with the initiative's leadership frame and sub-themes. The films will represent both international and domestic productions, and the participating producers will be both women and men.

If you believe your ITVS-funded program is a strong fit for the initiative, please contact Sreedevi Sripathy, director of broadcast and distribution, at [sreedevi\\_sripathy@itvs.org](mailto:sreedevi_sripathy@itvs.org) or 415.356.8383, Ext. 246.

If ITVS has already invited you to participate, please contact Sreedevi with ideas or questions.

**Are non-ITVS funded films and content part of this the initiative?**

The initiative will include some *Independent Lens* acquisitions as well as limited local content from select station partners.

**Is there special funding available to producers as part of this initiative?**

At this time, there is no dedicated production funding for Women and Girls Lead. Please refer to [itvs.org/funding](http://itvs.org/funding) for information about ITVS funding initiatives.