

WOMEN & GIRLS LEAD



3

YEARS

50

FILMS

Station
Grants

Broadcast
Interactive
Social Media

100+
NGO
PARTNERS

1,000
LIVE
EVENTS

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.

Information for Public Television Stations

Women and Girls Lead

A MAJOR ENGAGEMENT CAMPAIGN AND CONTENT STRATEGY TO CONNECT STATIONS TO COMMUNITIES, NGOs, AND THE NATIONAL AND GLOBAL MOVEMENT TO SUPPORT THE LEADERSHIP OF WOMEN AND GIRLS

Featuring *Women, War & Peace*; *Half the Sky*; and *Kind-Hearted Woman*, along with 50 other independent documentaries

Women and Girls Lead is a multiyear public media initiative to leverage independent documentary film and public service engagement to amplify the voices of women and girls acting as leaders, expand understanding of gender equity, and engage a network of citizens and organizations to tune in and get involved. It also provides a significant opportunity for public television stations to connect with viewers, families, and communities around a universal issue.

On Television

PBS and its primetime series *Independent Lens*, *FRONTLINE*, *P.O.V.* and other strands will serve as primary television platforms, along with additional content available through NETA, APT, and WORLD.

Online

An online hub – itvs.org/women-and-girls-lead – will aggregate video, games, social media, and engagement tools for public television and radio, NGO and government partners, and numerous other resources to localize and leverage this campaign opportunity.

In Communities

Building on ITVS's monthly Community Cinema program with public television stations and local organizations in more than 100 cities, Women and Girls Lead will bring national partners such as CARE, World Vision, and the Girl Scouts of the USA to PTV stations around the country. **Grant opportunities to support station projects will be available beginning in Fall 2011.**



How It Works for Stations

Women and Girls Lead offers a strategic media pipeline designed to provide public television with a platform for sustained engagement with one of its most important constituent groups. Women support public television in large numbers. As mothers, daughters, and increasingly as heads of households and enterprises, women face challenges even as they lead us into an era of gender equity. Women understand the value of public media, whether as a safe learning space for their children or as a trusted source of information and entertainment.

Women and Girls Lead is the first nationwide public media campaign that aims to focus viewers and online participants on the issues and challenges facing women across the country and around the world. Content will flow across PBS series and other outlets, providing stations with long-tail of programming through which they can reach out to leaders and supporters in their communities with a positive message and opportunities for engagement and education.

The Women and Girls Lead multiyear content pipeline will also provide ongoing opportunities for station promotion, community engagement, and interaction through social media, online games, and other turnkey solutions for station participation. Organizations are eager to engage with media and with PTV station partners. The opportunities might include a leadership development program with a local Girl Scouts council, a famine relief program with World Vision, or a savings and financial management program with Women's World Banking, to name a few.

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 Patricia Harrison. Other advisory board members include: PBS President and CEO Paula Kerger, Sharon Rockefeller, Geena Davis, America Ferrera, and *New York Times* columnist Nicholas Kristof.

Station Resources

Through Women and Girls Lead, public media can help move the dial on pressing issues and expand audiences with content that matters to women, their families, and local communities. Each documentary will contribute to a multiyear engagement strategy to connect and sustain audiences across multiple platforms, inspiring them to learn about women's issues globally and to get involved locally in partnerships with their local PTV stations.

Station opportunities include:

- Project grants to support local station activities (beginning Fall 2011)
- Live Community Cinema events for two to four programs each *Independent Lens* season (200-500 events per year nationwide)
- Short-format educational film modules with standards-based lesson plans (available on DVD and streaming online – free of charge to educators and community organizations)
- Station toolkits, action, and discussion guides
- Ready-made opportunities to partner locally with leading organizations like the Girl Scouts of the USA.
- Opportunities for locally produced programming to be presented as part of a national and global initiative

Broadcast Pipeline

Women and Girls Lead presents a pipeline of 50 broadcasts to focus attention, educate audiences, and connect them to the movement for global women's issues. Highlights include:

- ***Women, War & Peace*, the five-part series** executive-produced by Fork Films, Abigail Disney, Pamela Hogan, and Gini Reticker, and Thirteen/WNET, profiling women's changing role in conflict resolution and featuring the PBS premiere of ***Pray the Devil Back to Hell***. Includes: PBS national broadcast (2011/2012), local station and NGO grants, curriculum, screening kits, 700 community screening partners, and more.
- ***Half the Sky*, the multimedia special** executive-produced by Show of Force and based on the bestselling book by Pulitzer Prize winners Nicholas Kristof and Sheryl WuDunn. Includes: four-hour *Independent Lens* special broadcast (2012), celebrity partners, Facebook game, film modules, domestic and international outreach, major publicity, Africa/Asia-targeted mobile games, NGO partnerships, curriculum, and more.
- **The *FRONTLINE* presentation of David Sutherland's *Kind-Hearted Woman*** (2013), a profile of a Native American woman fighting domestic violence in her community, and more than 50 other extraordinary documentaries and related multi-platform engagement.

For more information on how your station or other partners can participate, please contact Duong-Chi Do at chi_do@itvs.org; 415.356.8383 ext. 263, or Dennis Palmieri at 415.356.8383 ext. 256, dennis_palmieri@itvs.org.

itvs.org/women-and-girls-lead