

**Energize your employees with a thought provoking film.**

- Spark conversation around several topics: the benefits of mentoring, acknowledging gender stereotypes and cultural mindsets, establishing pipelines to women’s executive leadership and recognizing the portrayal of women in advertising.
- Give employees a fresh perspective on women’s issues and raise consciousness to propel change
- Provide a platform to better promote best practices
- Offer opportunities to share in the documentary experience and become part of a larger campaign for change



**You can't be what you can't see.**

*Miss Representation* exposes how mainstream U.S. media contribute to the under-representation of women in positions of power and influence. Produced and directed by Jennifer Siebel Newsom, the documentary challenges the media’s limited and often disparaging portrayals of women. The film presents startling facts and statistics that leave audiences shaken and armed with a new perspective. *Miss Representation* first premiered in the documentary competition at the 2011 Sundance Film Festival and was immediately picked up by OWN (Oprah Winfrey Network).

In a society where media is the most persuasive force shaping cultural norms, the collective message that young women and men overwhelmingly receive is that a woman’s value and power lie in her youth, beauty, and sexuality - and not in her capacity as a leader. While American women have made strides in leadership over the past few decades, women still comprise only 3% of Fortune 500 CEOs.

Your corporation can be a part of the change we envision by building mentorship programs, adopting best practices and choosing suppliers and business partnerships with like-minded companies.



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