



AAUW PROGRAM IN A BOX

SCREEN ***MISS REPRESENTATION***

AT A GLANCE

SCREEN *MISS REPRESENTATION*

PROGRAM OVERVIEW

Use this Program in a Box to host a *Miss Representation* film screening to educate community members, provide strategies to end sexism in the media, and promote more women into leadership roles.

INTENDED AUDIENCE

Community members, youth organizations, nonprofits, colleges, and universities

PROGRAM FORMAT

A film screening and follow-up discussion

TIME CONSIDERATIONS

Time frame: Ticket reservations are accepted up to two weeks before the program for \$10–15 or sold for \$20 the day of the event.

Estimated planning time: Five to eight hours across four to five weeks

Estimated presentation time: Three hours

Estimated follow-up time: Half an hour

RESOURCES NEEDED

Staff: At least one AAUW member to coordinate with MissRepresentation.org, handle on-site logistics and ticket sales, and manage follow-up

Advertising: In branch newsletters, in local newspapers, on college campuses, and in the community — *Miss Representation* will provide a sample press release and an e-postcard for you to use to recruit participants.

Venue: Secure a space that can seat at least 100 people and is appropriate for a film screening. Many local movie theaters may be willing to donate space on a weeknight.

Equipment: A projector or other audio-visual setup that is capable of playing a DVD

Handouts: MissRepresentation.org will provide a comprehensive screening guide that includes a synopsis of the film, a press release, a sample script for the introduction, and discussion questions. You will also want to have AAUW membership brochures, *Miss Representation* postcards, and a MissRepresentation.org sign-up sheet on hand.

Budget considerations: In lieu of the regular \$500 licensing fee, AAUW branches have access to a special fundraising model. AAUW branches will work with MissRepresentation.org to waive the fee and split proceeds from ticket sales 50-50. Branches will secure an appropriate screening venue and have access to all marketing materials available through MissRepresentation.org. Tickets should be priced at \$10–15 in advance and \$20 at the door. MissRepresentation.org will manage the ticketing system through Eventbrite.com and send a check to the AAUW branch for 50 percent of gross receipts after the final tallying of proceeds.

BENEFITS TO YOUR STATE, BRANCH, OR COMMUNITY

- A unique fundraiser and tool for member recruitment
- Fosters connection with the community and local schools
- Offers an opportunity to come together for a conversation about the problems with the media's representation of women
- Spurs discussion about the ways everyone can work to oppose stereotypes and demeaning portrayals of women

PROGRAM DETAILS

SCREEN *MISS REPRESENTATION*

Screening the documentary *Miss Representation* is an inspirational way to engage members of any community with the media's representation of women. The film provides a fresh and innovative perspective on the subtleties of sexism and highlights the ways we can level the playing field to bring more women into leadership. *Miss Representation* exposes how mainstream U.S. media contribute to the underrepresentation 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 features provocative interviews with politicians, journalists, entertainers, activists, and academics, including Condoleezza Rice, Lisa Ling, Nancy Pelosi, Katie Couric, Rachel Maddow, Rosario Dawson, Paul Haggis, and Gloria Steinem. *Miss Representation* presents startling facts and statistics that will leave audiences shaken and armed with a new perspective. *Miss Representation* premiered in the documentary competition at the 2011 Sundance Film Festival. The film was shown twice at the 2011 AAUW National Convention, where members praised it for its relevant message and lively tone. A showing of the film offers AAUW branches the opportunity to connect with members of their community while sending an empowering message. The event can simultaneously serve as a venue for fundraising, recruiting, and even teaching. Watch the [film's trailer](#) and e-mail christine@missrepresentation.org to find out more.

HOW TO PREPARE

1. Plan a date and venue for the showing. Make sure it has adequate audio-visual capabilities to play the DVD.
2. Arrange for volunteers from your branch to advertise ticket sales.
3. If the event is taking place at or near a college or university, contact sororities or other women's organizations that might be interested in assisting with or attending the event.
4. Organize a discussion immediately following the movie showing. MissRepresentation.org will provide a comprehensive screening guide with discussion questions.

We hope that each event will engage, at minimum, 75 people. Remember, the standard licensing fee is \$500, but AAUW branches can screen it for free if they split ticket sales with MissRepresentation.org 50-50. Please e-mail christine@missrepresentation.org to organize a screening. This program is a great chance to raise money and recruit members at little or no cost to your branch!

HOW TO FOLLOW UP

1. Join MissRepresentation.org's social action campaign by engaging with their [website](#), [Facebook](#), and [Twitter](#). The campaign provides fun and easy ways to challenge stereotypes and promote women's leadership.
2. Champion good media and challenge bad media. Women hold more than 86 percent of America's purchasing power. It's time to use it to make change:
 - Stop reading magazines and watching movies and TV shows that objectify and degrade women.
 - Go see movies that are written and directed by women.
 - Write to media and advertisement executives and tell them what you think. Congratulate them when they highlight positive images of women and girls. Call them out when they negatively depict women and girls.

3. Don't be afraid to challenge your friends if you hear them saying derogatory things about women and girls. Start a conversation about this issue. Awareness is the first step to making change.
4. Find healthy role models and be a mentor to others.
5. Encourage women to become leaders and support them in the process.
6. Use your voice! Write your own stories and create your own films that highlight powerful women and girls in nontraditional ways. Turn media upside down and use social media strategies to spread new messages about women and girls. Post a link of the [Miss Representation film trailer](#) to your Facebook page and share it with your Twitter followers.

INCORPORATE MEMBERSHIP RECRUITMENT

Membership matters! Help grow the AAUW community by inviting prospective members to your event and encouraging them to join AAUW. Visit the membership campaign website to learn more. If your event involves college and university faculty or students or is held on a campus, invite schools that are not yet AAUW college/university partner members to join AAUW and offer their students the benefits that go with AAUW membership. All students attending a C/U partner member institution are eligible to join AAUW for free as e-students. For more information, visit the AAUW college/university partner recruitment web page.

TOOLS

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MISS REPRESENTATION TOOLS

- [Miss Representation trailer](#)
- [MissRepresentation.org](#)
- [Social action ideas](#)

PROGRAMS-IN-A-BOX TOOL KIT

The tool kit includes forms, checklists, and templates that you can modify and adapt for your program or event. The following might be useful for this program:

- Attendee sign-in form
- Event evaluation form
- Event planning checklist
- Event registration form
- Photograph release form
- Press release template
- Sample time line

MEMBERSHIP RECRUITMENT TOOLS

- [Individual members](#)
- [AAUW college/university partner members](#)

CONTACTS

- For questions or information about this Program in a Box, e-mail galligan@aauw.org or christine@missrepresentation.org.