

MISS
REPRESENTATION.ORG



Jennifer Siebel Newsom's *MissRepresentation.org* and ro*co films Announce CA Public Schools Campaign

Gifting 1000 Educational DVDs of doc film
MISS REPRESENTATION to Interested Public Schools

September 10, 2012 – San Francisco, CA -- One thousand copies of the documentary film **MISS REPRESENTATION** will be donated to interested public middle schools and high schools across California beginning this Fall, thanks to a campaign started with funds raised by concerned Marin County parents and matched with contributions made by **ro*co films** and **MissRepresentation.org**.

Annie Roney, founder of California-based documentary film distribution company **ro*co films**, is the brainchild behind the newly created California Public Schools Campaign. The ambitious fundraising effort will make the acclaimed doc film **MISS REPRESENTATION** and accompanying grade-specific educational modules and curriculum available to public schools in the state at no charge.

MISS REPRESENTATION, written, directed, and produced by Jennifer Siebel Newsom, which premiered to sold out crowds at the 2011 Sundance Film Festival, explores how increasingly sexualized portrayals of women and girls in popular culture and news media contribute to the under-representation of women in influential positions in America. Through interviews with politicians, journalists, entertainers, activists, academics, and youth, the film challenges the media's limiting and often disparaging portrayals of women, which make it difficult for the average girl to feel powerful herself and aspire towards leadership.

"It's critical that students understand how the media can sway their perceptions," says Roney. "We've had record-breaking numbers of schools nationwide using the Miss Rep educational DVD in the classroom and in assemblies, but ironically in California – where the majority of the media we consume is produced – most students don't receive media literacy education, and the budget crisis isn't helping. Given that the California students of today will create the content our nation will watch tomorrow, we need to reach these kids."

The school curriculum developed around **MISS REPRESENTATION** gives a gender focus to media literacy. It asks boys and girls alike to think about how they are affected by the images and messages they consume during the average 10 hours of media they are exposed to everyday.

"We have an opportunity, by using this film, its education modules and curriculum, to help girls and young women think differently about themselves and their value in the world; simultaneously, we have this opportunity to help boys and young men avoid becoming part of the problem by buying into limiting notions of what it is to be a man in our society," says Jennifer Siebel Newsom. "Parents understand the relevance of the film's messaging right away."

The campaign welcomes donors interested in supporting the efforts of the California Public School Campaign to visit *MissRepresentation.org*: <http://www.missrepresentation.org/donate/>

All California public middle schools and high schools can obtain their free copy by visiting <http://www.rocoeducational.com/film.php?filmID=MSR>. The DVD will be shipped and the written curriculum will be emailed to each educator within a week of their order. For questions, comments, or for further information please contact ro*co films' Kristin Cooney at kristin@rocofilms.com.

About ro*co films

A leader in documentary distribution worldwide, ro*co films was founded by Annie Roney in 2000 with the belief that a well-told, well-researched documentary can challenge the way people think about issues in every corner of the globe. After nine years working in documentary distribution, Annie began ro*co with a single Oscar® nominated film, *Regret to Inform*. ro*co has since compiled two growing, but highly selective catalogs of feature documentaries. Internationally, ro*co's catalog includes ten Oscar® nominated or Oscar® winning feature documentaries including **BORN INTO BROTHELS, THE GARDEN, JESUS CAMP, NO END IN SIGHT, PROMISES, REGRET TO INFORM, STREET FIGHT, THE WEATHER UNDERGROUND, HELL AND BACK AGAIN** and **SAVING FACE**.
rocofilms.com

ro*co's North American educational catalog includes Sundance Film Festival favorites such as **THE INVISIBLE WAR, THE BIG PICTURE: RETHINKING DYSLEXIA**, and **MISS REPRESENTATION**.
rocoeducational.com

About *MissRepresentation.org*-

Miss Representation is the award-winning documentary film that exposes how mainstream media contributes to the underrepresentation of women in positions of power and influence in America. The film challenges the media's limited and often disparaging portrayals of women and girls, which make it difficult for women to achieve leadership positions and for the average woman or girl to feel powerful herself.

MissRepresentation.org is a non-profit entity that manages the social action campaigns of the documentary film. Its mission is to shift people's consciousness, inspire individual and community action, and ultimately, transform culture. Join the campaign and take action at www.missrepresentation.org.

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