

Miss Representation Screening Proposal

Wednesday, November 9th 2011

Vicky Kinch

About the event

The Film:

Miss Representation is a documentary that was written and directed by Siebel Newsom and exposes how mainstream media contribute to the under-representation of women in positions of power and influence. 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 to feel powerful herself. The film is 90 minutes in length and features interviews with young girls as well as politicians, journalists, entertainers, activists and academics like Condoleezza Rice, Nancy Pelosi, Katie Couric and others.

Why Sauder should host a screening:

Sauder students are the leaders of tomorrow and our generation is more surrounded and influenced by media than ever before. I hope that this film will challenge Sauder students, both male and female, to think about how the media impacts their views on leadership and that the film will stimulate a new awareness in students and get students talking about this issue. I feel confident that there is an audience within the Sauder community that believe this is an important issue and would like to see this documentary.

Where and how it would happen

In order to host this event we would need to purchase a DVD of the film (cost outlined below) and arrange for a venue to play the film. Unfortunately, I don't know all about the various multi-media and rooms available, but ideally Sauder has one of the larger lecture halls with the capacity to play the DVD that we could use. We would have to arrange a way for students to register for the event in order to attend.

Finances

The cost to host a screening would be whatever costs associated with booking a room in Sauder with the capacity to play the film for students, plus the cost to purchase the Miss Representation Educational DVD, which is \$295. This price includes:

1. Unlimited Public Performance Rights (meaning that we can host multiple screenings on campus)
2. Feature-length version of the film
3. Customized footage and curriculums for the following age groups:
 1. High School
 2. Middle School
 3. 4-5th grade
 4. K-3rd grade
 5. Viewer's Guide that contains great ideas for planning discussion, activities, and coursework around showing the film.

*This is also the version to purchase if you wish to use the film in a university classroom setting

Should you decide that this is something that the CUS would support the decision then becomes whether the CUS will completely financially support the event and cover the full \$295 or whether we will be charging students to see the film in order to cover the cost.

As well, when I contacted Kristin Cooney from the film for information on how to host a screening she'd asked if we would like a representative from the film speak at the screening. I'd be happy to find out more about that from Kristin if you do decide to take on this event.