

The Representation Project and Abramorama present
A Jennifer Siebel Newsom film



MISS REPRESENTATION RISE UP

Featuring

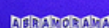
Hillary Rodham Clinton Jameela Jamil Nancy Pelosi Frances Haugen
Safiya Noble Nina Jankowicz Jim Steyer Lisa Ling Gretchen Carlson



ABRAMORAMA AND THE REPRESENTATION PROJECT PRESENT "MISS REPRESENTATION: RISE UP"
EXECUTIVE PRODUCERS MELINDA FRENCH GATES & PIVOTAL MELOWY & ADAM LEWIS AILEEN GETTY FOUNDATION SOSIE TOMPKINS BUELL HARNISCH FOUNDATION
MINDEROD PICTURES JACKIE ZEHNER MAUREEN PELTON & CHARLIE HARTWELL PATRICIA ARQUETTE HADLEY MULLIN EMILY LIU FOY BRENDA ROBINSON BARBARA BRIDGES
ASSOCIATE PRODUCER HANNAH CHATALAS ORIGINAL MUSIC BY LAURA KARPMAN CINEMATOGRAPHY BY MARIO FURLONI EDITED BY JESSICA CONGDON JENNIFER STEINMAN STERNIN
WRITTEN AND PRODUCED BY CAMILLE SERVAN-SCHREIBER P.G.A. GRETCHEN MILLER P.G.A. JENNIFER SIEBEL NEWSOM P.G.A.
DIRECTED BY JENNIFER SIEBEL NEWSOM



riseupfilm.org





THE
REPRESENTATION
PROJECT



Synopsis

15 years after **Miss Representation** exposed the media's contribution to the under-representation of women in leadership, **Miss Representation: Rise Up** dives deep into the cultural backlash against women's safety and power.

Alongside the proliferation of AI and deepfakes, this new era of tech-facilitated violence is harming girls, women, and is a defining threat of our generation.

With inspiring young women at its core, *Miss Representation: Rise Up* interweaves diverse young women's personal journeys alongside powerful voices in media, culture, leadership, and academia to **reimagine a future that finally uplifts women and girls.**

Film Details

Genre	Documentary
Country	United States
Length	87 Minutes
Year	2026
Themes	Gender Equality, Gender Based Violence, Women's Rights, Social Media & Technology, Mental Health

Director's Statement

When I premiered my first documentary, *Miss Representation*, 15 years ago, I had just given birth to my first child, a daughter. *Miss Representation* was inspired by my desire for young girls to grow up using their voices, realizing their power, and becoming leaders who could create necessary change in the world.

With the global success of *Miss Representation* and the immense impact of The Representation Project, I was optimistic about the progress we were collectively making. In fact, we were seeing so much progress, I hoped The Representation Project wouldn't need to exist 15 years later and that a sequel to *Miss Representation* wouldn't be necessary.

Unfortunately, amidst progress comes backlash. And, in this case, it is extreme. We are witnessing a new cultural backslide to women's voices and power. With the online manosphere and the rollback of *Roe v. Wade* limiting women's basic rights over their own bodies, the online backlash to women's progress is occurring at an unprecedented rate and at scale. As the largest cultural communicator of our time, there is no doubt technology is being weaponized to silence women. We're watching in real time as online harassment, cyberbullying, stalking, and threats of violence against women and girls bleed into grave consequences offline.

Enter AI. AI learns from the internet and social media — technology largely created by men — so it mirrors the most extreme and sexist parts of our culture. Is it any wonder 99% of AI deepfakes target women and girls and 96% of them are non-consensual pornography? The result is a downturn in women's and girls' mental health, safety, and leadership aspirations.

This should be considered a very real public health crisis.

I made *Miss Representation* and *Miss Representation: Rise Up* as a concerned parent who wants more for our world's children. As a mother of four children — two daughters and two sons, I've seen this all firsthand. My eldest daughter is now almost an adult, and I've even seen her peers alter their bodies, succumb to eating disorders, and die by suicide because of these critically harmful aspects of technology.

But I've also experienced the harms of technology myself, as someone who uses my voice online and off. Whether via bots, political adversaries, or foreign governments committed to seeing our country struggle, I am one of many women who receive vile social media comments - some of which hope I get sexually assaulted, others which threaten my life and that of my family's.

For me, documentaries are a narrative art form that entertains, educates, and inspires cultural and political change for the betterment of our children and future generations.

Please enjoy the young women in *Miss Representation: Rise Up* who are extraordinarily inspirational and the sage adults whose wisdom and expertise ground us in our reality and what is possible when we come together to alter the status quo. May this film inspire us all to use our voices, stand in our power, create meaningful change in tech, and turn the cultural tide towards gender equity for ALL.

And, may we ALL Rise Up together.

- Jennifer Siebel Newsom,
Director of *Miss Representation: Rise Up*



Jennifer Siebel Newsom

Director, Producer, and Writer of Miss Representation: Rise Up

Jennifer Siebel Newsom is an award-winning filmmaker, influential thought leader on gender equality, and the First Partner of California.

After graduating with honors from Stanford University and Stanford's Graduate School of Business, she wrote, directed, and produced the award-winning documentary Miss Representation (2011) which explores the media's misrepresentation of women and girls and the resulting underrepresentation of women in positions of power and influence in America.

As a result of Miss Representation's impact, she launched The Representation Project, a nonprofit organization that uses film, media, and education as catalysts for cultural transformation.

Her second film as a director, The Mask You Live In (2015), explores the boy crises in America and how America's narrow definition of masculinity is harming boys, men, and society at large.

Her third film, *The Great American Lie* (2019), unveils how the US value system of money, power and control has glorified individualism, institutionalized inequality, and undermined the ability of most Americans to achieve the American Dream.

Jennifer's fourth film as a director, *Fair Play* (2022), takes a deep look at domestic inequity, making visible the invisible care work historically held by women and illuminating the benefits to men and the family when they lean into more care at home.

Jennifer's latest film, *Miss Representation: Rise Up* exposes how technology is the newest backlash against girls and women's mental health, agency, and political efficacy with misogyny and sexism on steroids. The film premiered at the 2026 Tribeca Festival to sold-out audiences. Jennifer also executive produced the Emmy Award-winning and Academy Award-nominated Kirby Dick and Amy Ziering's documentary *The Invisible War* (2012) and was an executive producer on the Emmy Award-winning documentary *The Hunting Ground* (2015) as well as *On the Record* (2020).

Jennifer's films have been seen by tens of millions of people worldwide, and The Representation Project's social action hashtag campaigns have reached nearly one billion people. The Representation Project is responsible for single-handedly shifting the norm of sexist Super Bowl ads with the #NotBuyingIt campaign. Similarly, their #AskHerMore campaign transformed sexist reporting on the red carpet, and empowered women in Hollywood to address inequalities in the industry, giving early momentum to the #MeToo and #TimesUp movements.

Since becoming First Partner of California, Jennifer has championed various issues related to gender equity and raising healthy, whole children, launching the initiatives #EqualPayCA, California For All Kids, California for All Women, and California for All Communities. Jennifer lives in California with her husband, California Governor Gavin Newsom, and their four young children.

Camille Servan-Schreiber, Producer and Writer

Camille Servan-Schreiber is an award-winning documentary filmmaker known for producing compelling, thought-provoking films. Her work includes the Peabody Award-winning *Eames: The Architect and the Painter*, as well as *37 Words*, a four-part series on Title IX produced for ESPN/Disney+/Hulu, and *Land of Gold*, which broadcast on PBS. Among her producing credits are: *Modernism, Inc.*, a film about architect and designer Eliot Noyes who built the design programs for some of America's most powerful postwar corporations; *The First Angry Man*, a documentary exploring the origins of the Tax Revolt in



America; *Worlds of Ursula K. Le Guin*, a deep dive into the life and legacy of the acclaimed science fiction writer, and *American Jerusalem: Jews and the Making of San Francisco*.

In addition to her feature-length work, Camille has directed and produced numerous short films. Her contributions to documentary filmmaking have earned her many honors, including the Golden Spire Award from the San Francisco Film Festival, a national Emmy nomination, and the National Education Writers Association First Prize for Broadcast Journalism. She was also named Chevalier des Arts et des Lettres in France.

Camille is the co-founder of Bread and Butter Films, which she runs with her husband, Jason. They have two children.

Gretchen Miller, Producer and Writer

Gretchen Miller is a documentary film producer at The Representation Project. In partnership with Hello Sunshine, she produced *Fair Play* (2022), a documentary that highlights the invisible labor women historically shoulder, and champions a future where equality begins at home. *Miss Representation: Rise Up* is her second producer credit. She graduated from University of California, Davis.

Jessica Congdon, Editor

Jessica Congdon is an award-winning documentary film editor. Her work includes HBO's *Eyes on the Prize*, Amazon Prime's *Power of a Dream*, ESPN's *37 Words*, *The Me You Can't See* featuring Oprah Winfrey & Prince Harry for Apple TV+, *The Way I See It*, and *John Lewis: Good Trouble*, all by Dawn Porter. She co-wrote and edited Peabody and Emmy winner *Dolores*, which premiered at Sundance. She lives and works in Berlin, Germany.

Jessica Steinman Sternin, Editor

Jennifer Steinman Sternin is an accomplished film editor and director with over 25 years of experience in television and filmmaking. Her films have been accepted into many major film festivals including Tribeca, Toronto and Sundance. Most recently she edited the feature films "Second Nature" from Executive Producer Elliot Page. Jennifer also directed and edited "Grama & Ginga: The Movie" (Peacock), and directed and co-edited "Desert Runners" (DirecTV & Netflix) and "Motherland" (SXSW Audience Award Winner). Her television credits include content for ABC, MTV, PBS, Discovery, Nat Geo and HBO. She won a Telly Award and has been nominated for an Emmy® Award for Outstanding Achievement in Editing.

Mario Furloni, Cinematographer

Mario Furloni is a Brazilian cinematographer and director based in California. His feature debut *Freeland* premiered at SXSW and won several awards in the festival circuit. Furloni's naturalistic camerawork can be seen in recent films such as Tribeca entry *The Return* and the Oscar-nominated *Crip Camp*.

Laura Karpman, Composer

Laura Karpman is a four-time Emmy-winning and one-time Grammy-winning composer. She maintains a vibrant career in film, television, videogame, and concert music. She has been commissioned by Carnegie Hall, the Glimmerglass Festival for *Wilde Tales*, and the Los Angeles Philharmonic, writing *Ask Your Mama*, *Bell*, and *All American* respectively. *Ask Your Mama* sold out its premiere at Carnegie Hall in 2009.

Karpman has received two GANG awards, an additional nomination, and an Annie Feature nomination for her videogame music, which has been performed by orchestras internationally. She currently serves as an advisor for the Sundance Film Scoring Labs and is on the faculty of the USC Film Scoring Program. She is also the founding President of the Alliance for Women Film Composers and a governor of the Academy of Motion Picture Arts and Sciences.

Film Participants & Experts

Maria Teresa Kumar | CEO, Voto Latino

Katie Couric | Broadcast Journalist

Lisa Ling | Broadcast Journalist

Reshma Saujani | Founder, Girls Who Code & Moms First

Nancy Pelosi | Former Speaker of the U.S. House of
Representatives

Dr. Sarah Banet-Weiser | Communications Professor, University
of Pennsylvania

Gary Barker | CEO, Equimundo

Donna Jackson Nakazawa | Science Journalist & Author, “Girls
on the Brink”

Saru Jayaraman | Lawyer & Advocate

Jim Steyer | CEO, Common Sense Media

Frances Haugen | Facebook Whistleblower & Beyond the
Screen Founder

Alyse Nelson | CEO, Vital Voices Global Partnership

Sasha Havlicek | CEO, Institute for Strategic Dialogue

Secretary Hillary Rodham Clinton | Former U.S. Secretary of
State

Soraya Johnson | Youth

Lea Williamson | Youth

Dr. George Slavich | Psychiatry & Biobehavioral Sciences
Professor, UCLA

Film Participants & Experts

Serena Griffin | Youth

Taylor Sky Criswell | Youth

Shirvani Andurlekar | Youth

Julia Rachman | Youth

Siahmo Newsome | Youth

Iman Tahir | Youth

Jameela Jamil | Actor & Activist

Gretchen Carlson | Broadcast Journalist

Victoria Hinks | Mom and Activist

Neil Irvin | Executive Director, Men Can Stop Rape

Dr. Safiya Noble | Gender & African-American Studies Professor,
UCLA

Kimberly Ellis | Activist & Former Executive Director of Emerge
California

Sabrina Javellana | Elected Official

Allie Phillips | Candidate, TN House of Representatives

Dr. Anna Malaika Tubbs | Sociologist & Author, “Erased”

Nina Jankowicz | Online Disinformation Researcher & Author

Jennifer Klein | Former Director, White House Gender Policy
Council

Former U.S. Senator Laphonza Butler | Former President of
Emily’s List & Former U.S.

Eve Rodsky | Author, “Fair Play”

Aftyn Behn | Tennessee House of Representatives

Alison Beale | Tennessee House of Representatives, Candidate

Amy Klobuchar | U.S. Senator





Teenage girls are twice as likely as boys to become depressed from using social media.



80% of women in politics have been targeted with rape, death threats, and harassment.

41% of young women self-censor online to avoid online harassment.





For Press Inquiries
press@therepproject.org

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