

MISS REPRESENTATION RISE UP



Directed, Written, and Produced by
Jennifer Siebel Newsom

Produced and Written by
Camille Servan-Schreiber

Produced and Written by
Gretchen Miller



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

As a filmmaker and storyteller, my work is driven by how we create culture, who shapes it, and how social inequities become normalized and accepted as truth because “it’s just the way things are.”

I am most interested in attitudinal and behavioral shifts around limiting gender norms so that all of us can realize our human potential.

There is no doubt that technology is the newest cultural communicator of our time. It has been weaponized to harm women’s mental health, safety and power - and silence their voices.

Since Miss Representation premiered in 2011, we have seen an uptick in girls and women’s mental health challenges. 57% of girls report feeling persistently sad and hopeless, and 1 in 3 girls have seriously considered suicide.

Unlike technology of the past, girls can’t just turn social media off: it’s an integral part of their social networks and connection to the public world, and it is in their hands and pockets 24/7.

Not only are they constantly physically evaluated on social media, filtering themselves to what they have been taught to believe is perfection, but bullying now lives eternally on screens when girls go to sleep and wake up.



60% girls and young women have experienced some form of online harassment

Young girls are increasingly finding themselves targets of AI deepfakes – 96% of which are nonconsensual pornography.

The evidence is clear that technology actively harms girls and women. And yet, time and time again, social media companies and our federal government have failed to protect us online.

X failed to remove 86% of posts with extreme hate speech. Instagram failed to act on 93% of abusive comments -- including rape and death threats -- targeted towards high-profile female politicians in the US.

These companies aren't just passively ignoring online abuse. They are tolerating it; and in some cases, even amplifying it via algorithms that have been designed to shock and engage. As a result, we are seeing a downturn in women entering the public sphere, especially politics.

How are we supposed to encourage girls to use their voices and be leaders, when online harassment and abuse towards women in the public eye is increasingly accepted as normal? When speaking up and standing in your power means death threats, doxxing, and pornographic deepfakes?

In order for our culture to fully represent us, we need to ensure we have seats at the tables of power. We need diversity in leadership, and to ensure that tech products being created are not harming girls and women. We will no longer tolerate violence, harassment, and abuse as a "normal" consequence of being online. Women and girls deserve to be protected and safe.

So let's reclaim our feeds. Let's know our rights online. Let's feel empowered to create change. And let's work together with our allies and lift each other up, and create a better future for our girls -- for all of our kids. We need to 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.





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