

IndieFlix Presents

the Empowerment Project

What would you do if you
knew you would succeed?



INDIEFLIX PRESENTS A HEARTFELT PRODUCTIONS FILM
"THE EMPOWERMENT PROJECT" MUSIC BY JILLIAN ABOOD
DIRECTOR OF PHOTOGRAPHY ALANA FICKES EDITED MARGO ROMERO EXECUTIVE PRODUCER LYNN WEBB
PRODUCED BY SARAH MOSHMAN AND DANA MICHELLE COOK
CO-PRODUCER ASHLEY HAMMEN DOCUMENTARY SHOOTER VANESSA CROCINI
DIRECTED BY SARAH MOSHMAN

www.empowermentproject.com

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Note from the Filmmakers:



Women are the most powerful untapped resource on the planet.

We created The Empowerment Project to explore positive content in the media for girls to feel uplifted and inspired to be their best selves. We found there was a staggering lack of female role models across all mediums (TV, film, music, magazines, etc), so we decided to change that. Our plan of action was to drive across the U.S. in one month with a team of five female filmmakers, and cover over 7,000 miles to interview strong, powerful women in a wide variety of industries. We wanted to start conversations about leadership, success, feminism, strength, and so much more. As filmmakers, we were transformed with every interaction, and documented our own personal journey of empowerment as we met each one of these amazing women. We learned we must see it to be it.

Now we want to extend the movement to your community. We're asking you to continue the conversation after the film and participate in the Empowerment Project. Nominate women leaders in YOUR community and honor them for the work they do. Help us create a movement across the country and around the world! We are strong and we must shine a bright light of recognition on the incredible women within our own communities.

There is something in this film for everyone. We are excited to share our journey of empowerment with you and keep this very important conversation going. Let's make an impact across the world.

Sarah Moshman
Director / Producer

Dana Michelle Cook
Producer

Film Overview



Film Length: 50 mins

Fits within a class period. Appropriate for all ages and all genders.

Follow the filmmakers as they journey across America and interview 8 inspirational women in a variety of industries. The careers represented in this version of the film are as follows:

- Mathematician
- Astronaut
- Four Star Admiral in the US Navy
- Founder of Girls on the Run
- Pilot
- Professional Athlete
- Chef
- Architect

Empowerment Project Assembly Includes:

- Screening
- How to Honor a community member
- How to host a Panel
- Curriculum
- DVD

The Empowerment Project



*What would you do if you **knew** you would succeed?*

The Empowerment Project is a movement – with a powerful documentary film at its core. The goal is to honor the women in our lives, to cultivate a generation of strong and compassionate young women and inspire future leaders. The Empowerment Project is a global campaign that is powered by local communities coming together to honor their own by promising to be the best role model and to lift others up.

The film, created by Emmy-Award winning filmmakers Sarah Moshman and Dana Michelle Cook, inspires an important conversation about women's empowerment and female leadership by following the lives of 8 successful women in historically male-dominated industries. With a special focus on women in STEM, these women will inspire the next generation of leaders and dreamers to pursue their career ambitions. We ask a simple question - What would you do if you knew you would succeed?

The Empowerment Project is a way to celebrate strong, inspiring women in leadership roles all across the world. By telling their stories, we can start to redefine women's roles in the media, the workplace, and in the home.

By hosting/attending this screening of The Empowerment Project you are committing to:

- Call out and honor a woman who has had an impact on her community.
- Promise to be the best role model for others.
- Inspire and empower the next generation of strong women.
- Help shift the media landscape towards celebrating strong female role models.
- Ignite an important conversation about gender roles and gender equality.
- Encourage people to dream big and to be leaders of their lives.

Who do we nominate



You can nominate a group of women or one individual. Here are some ideas of places to look to find your honoree: community member, troop leader, lunchroom staff, counselor, secretary, teacher, mom, coach or crossing guard, etc.

How do we nominate



There are many ways to nominate your honoree. You can create a ballot, select a nominating committee, use an online survey (i.e. Survey Monkey), or student government.

How to honor them



There are many ways that the individual can be honored. Below are some ideas:

1) Present the honoree with a certificate (template included). You can ask the honoree a few questions:

- What advice would you give to your younger self?
- What do you enjoy most about what you do?
- Who was the first person that encouraged you to dream big?

2) Set up a scholarship or make a donation in their name.

3) Host an Assembly to honor them and invite students to stand up and share a few words about why they voted for this person and ask them the questions from above.

4) Create a short video with your phone of the honoree and send it to us via dropbox or YouTube and alert ann@indieflix.com so we can post it on The Empowerment Project website.

Questions to ask the honoree on camera: (if using a cell phone please use horizontally and not vertically and please make sure sound and lighting are optimal).

- What gets you through tough times or struggles?
- What advice would you give to the next generation of girls and boys?
- Who or what inspires you?

How to host a panel



A panel is not required but can be a great way to take the conversation to the community level and increase your audience attendance. For panel members look for local leaders, restaurant/business owners, or volunteers. Your moderator can ask questions of the panel about what they took away from the film, what they identified with, what they are most proud of in their career, or biggest challenge, etc.

Outreach Calendar



Things to do now:

- Gather nominations of women in your community to be honored.
- Facilitator: Read this entire screening packet to prepare for your event.
- Reach out to local press contacts in the area to get people excited about it!
- Post your event on your website, Facebook page, Twitter feed, and local media.
- Send an email out to all contacts at your school or organization describing the film with a save the date.
- Organize volunteers to help with outreach and logistics before the event and for the night of the event.
- Select panel members to participate in discussion post film.

Three weeks before your event:

- Notify the honoree to make sure they are able to attend the event.
- Send out notifications about your event to school and/or community via email and social media.
- Send out postcards, put them in your kids' backpacks, put them in local cafes, libraries, and public venues. Present it at any local community events to increase interest. Include it in school newsletter.

One – Two weeks before your event

- Work with students to prepare a statement about the honoree.
- Send a reminder email out to your school or organization.
- Test the DVD on the projection system/DVD player you will use at the event.
- Test any microphones or additional equipment needed for the event.
- Reconfirm panel members and/or honoree about attending event to confirm day and time.
- Confirm there is a microphone available for the Q&A.
- Find volunteers to answer questions, walk the microphone around the room for questions after the film, take pictures and video during the Q&A. Please send photos and video to us for sharing on the website and Facebook page.
- Use the hashtag #empowermentproject and find us @EmpowermentDocu so we can see them and help you promote!

Outreach Calendar



The day before your event:

- Send a reminder email to those who are attending.
- Touch base with the honoree to answer any questions they may have
- Test the DVD player and microphones again.
- Make sure to have this packet printed so you can lead your screening Q&A.

After the event:

- If anyone in your audience would like to purchase the film please refer them to empowermentproject.com
- Connect with us online to keep the conversation of empowerment going!
Twitter/Instagram: @EmpowermentDocu
Facebook: facebook.com/EmpowermentDocu
www.empowermentproject.com
#empowermentproject

Local Press

Try to reach out specifically to reporters in your community covering women, empowerment, objectification of women in the media, the lack of women in leadership roles, etc.

- | | |
|------------------------------|------------------------|
| • Influential Bloggers | • Local Radio and TV |
| • Local Newspapers | • School Newspapers or |
| • Women's Empowerment Groups | facebook pages |
| with Newsletters, Websites | |

Outreach Calendar



Social Networking Sites

Templates to use to publicize your event:

Help us celebrate amazing women today and every day by joining us for our screening of @EmpowermentDocu at _____!

Join us in shining light on female leaders by attending our screening of @EmpowermentDocu and being a part of a global movement!

Bring the inspiring women in your life together to watch @Empowermentdocu!

So excited for @EmpowermentDocu screening in _____ at _____ "What would you do if you knew you would succeed?"

@EmpowermentDocu is a film about gender equality and not being afraid to fail - join us at _____ for an empowering evening!

Join us for an empowering evening to watch the award-winning @EmpowermentDocu on the big screen! Details: _____

It's Women's History Month! What better way to celebrate than watching the inspiring @EmpowermentDocu, join us!

- Facebook
- Twitter
- Instagram
- Blogs
- Email Blasts

Possible Discussion Questions

Post-Film



For Middle School Students:

- Who are your female role models and why?
- What was your favorite part of the documentary?
- Which woman interviewed did you relate to most and why?
- How do you think the media portrays women today?
- What do you think the word objectified means?
- Give an example of a time when the media (music, magazines, television, film, etc) made you feel objectified. How did it make you feel? Why?
- Was there any one message from the film that left a lasting impression, what was it?

For High School/College Students and Up:

- Do you think that men and women have the same career opportunities?
- Do you think that men and women are capable of the same things?
- Do you think that feminism or female empowerment are issues that still need to be addressed and talked about today?
- Who are your female role models and why?
- Which woman interviewed did you relate most to and why?
- When you see statistics about the lack of women in leadership how does that make you feel? What are some ways we can start to change that?
- How do you think the media portrays women today?
- Give an example of a time when the media (music, magazines, television, film, etc) made you feel objectified? How did it make you feel?
- Have you ever experienced sexual harassment in the workplace?
- Describe a time when you stood up for yourself....
- What was your favorite part of the documentary?
- Was there any one message from the film that left a lasting impression?

Filmmakers



Sarah Moshman

(Director/Producer) grew up in Evanston, IL and loved using the camera as a way to find her voice. Sarah made her first documentary in high school and was hooked. With a career-driven Mom as a role model and a TV producer/documentary filmmaker Dad as a mentor and inspiration, Sarah always knew that working in television and film would be her path. She attended the University of Miami for Video-Film and then moved out to Los Angeles to pursue her goals. She began working in reality TV and worked her way up to field producer on Dancing with the Stars as well as other shows for the Food Network, Bravo, NBC, ABC and MTV. In 2009 she teamed up with Dana to produce two short documentaries Girls Rock! Chicago and Growing up Strong: Girls on the Run before creating The Empowerment Project. Sarah continues to shine light on stories that uplift and inspire, and she recently completed another feature-length documentary about four women who set out to row across the Pacific Ocean called Losing Sight of Shore.

Dana Michelle Cook

(Producer) grew up in Los Angeles, CA, near the heart of Hollywood and filmmaking capital of the world. Surrounded by the influence of the industry, Dana had always loved the art of storytelling, and knew that she'd one day combine her love for telling a good story with her passion for filmmaking. She graduated from the University of California, Santa Barbara with a degree in Communications, working as an intern for Fox News, Fox Sports, MTV, and Montecito Picture Company and Director Ivan Reitman. After college she joined Creative Entertainment Services, a boutique product placement agency, managing branded content for network shows and films for Warner Brothers, Disney, and Paramount studios. Since 2004, Dana has been working as a freelance Field Producer and Writer on shows like Design on A Dime for HGTV and Dancing With the Stars on ABC. She has also produced original content for NBC, TLC, DIY, The Food Network, Biography, Investigation Discovery, and more. Dana founded Heartfelt Productions in 2009 with Sarah with the vision of telling stories with heart, and creating positive, uplifting content to inspire women everywhere. The Empowerment Project marks the pursuit of her and Sarah's dream in keeping with their commitment to showcase strong females on film.

Our Favorite Quotes

"What does an architect look like? What does a Congresswoman look like? An astronaut? A chef? They are questions The Empowerment Project set out to answer when they realized the stories of influential & strong career women were not being told in the media."
— Maria Shriver

'The Empowerment Project's theme may be "Ordinary Women Doing Extraordinary Things," but after watching the movie, you will know these women are truly anything but ordinary.'
— Huffington Post

"A new documentary on women with inspiring careers is a must-see."
— Marie Claire

"A woman can do anything a man can do, they're just going to do a little bit differently."
— Teri Fahrendorf, Brewmaster

"You are a leader of your life."
— Sandra Clifford, Pilot

"Be bold and naive."
— Katherine Darnstadt, Architect

"When women run, women win in the same percentages that men do. We need you. Don't be afraid."
— Jan Schakowsky, Congresswoman

"If an idea does not at first seem insane, there is no hope."
— Albert Einstein/Mina Bissell, Distinguished Scientist

"Don't limit yourself, don't underestimate yourself and don't put yourself in a position where you're going to say what if later. You keep those three things in mind and you can conquer everything."
— Dr. Sandy Magnus, Astronaut

"When you're in the middle of creating something, that is the greatest moment."
— Molly Barker, Founder of Girls on the Run



The National Academy of Television Arts and Sciences Chicago/Midwest Chapter EMMY Nominee

Empowerment Project Trivia



1. What percentage of commercial airline pilots in America are women?

- a. 1%
- b. 4%
- c. 10%
- d. 50%

(answer b)

2. What percentage of the United States Congress is made up of women?

- a. 10%
- b. 20%
- c. 28%
- d. 38%

(answer b as of 2015/2016)

3. How many women serve in the United States Navy?

- a. 2%
- b. 11%
- c. 18%
- d. 22%

(answer c)

4. What percentage of women are architecture firm partners?

- a. 9%
- b. 10%
- c. 11%
- d. 12%

(answer d)

5. As of 2016, of the top grossing 250 films, what percentage were directed by women?

- a. 7%
- b. 15%
- c. 20%
- d. 40%

(answer a)

6. What percentages of women hold the Head Chef positions at the top 160 restaurants?

- a. 6.3%
- b. 8.5%
- c. 10.4%
- d. 16.8%

(answer a)

7. Of all the Fortune 500 companies, how many female CEOs run those companies?

- a. 54%
- b. 34%
- c. 14%
- d. 4%

(answer d)

8. Approximately how much of the population of the world is female?

- a. 48.2%
- b. 49.6%
- c. 50.1%
- d. 51.2%

(answer b)

9. As of 2014, of the 534 astronauts who have flown in space, how many have been women?

- a. 42
- b. 48
- c. 57
- d. 65

(answer c)

10. What percentage of mathematicians are women?

- a. 47%
- b. 55%
- c. 63%
- d. 75%

(answer a)

The Empowerment Project

About the Film

The Empowerment Project is the incredible journey of a crew of female filmmakers driving across America to encourage, empower, and inspire the next generation of strong women to go after their career ambitions. Driving over 7,000 miles from Los Angeles to New York over the course of 30 days, the documentary spotlights 8 positive and powerful women leaders across a variety of lifestyles and industries.

In celebration of the all-female focus in front of and behind the camera, the filmmakers turned the cameras on themselves, capturing their transformational journey. The film challenges the audience to ask themselves, “What would you do if you knew you would succeed?”

Pre-Viewing

Before watching The Empowerment Project and using this guide with students, talk with them about “safe spaces”—places where people can express themselves without fear or the feeling of being unwelcome, unsafe or uncomfortable because of their identities. Explain that you want the classroom to be a safe space, where students and teachers show respect and empathy to one another and where everyone feels welcomed.

You should also spend time explaining for students the purpose of their viewing of The Empowerment Project. Those purposes may vary depending on the specific learning goals, student needs and local issues of a diversity of school communities, but should always include these essential goals:

- **Expose students to important social issues.**
- **Engage students to think critically about those issues, form their own opinions and evaluate diverse perspectives.**
- **Inspire students to apply what they know and think in their own lives and communities, through autonomous or social action. The materials that follow are designed to support these goals and to be flexible for educators who may want to adapt or enhance them.**

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Activity: The world according to Google images

The purpose of this activity is to show students that many professions are depicted as male domains, exemplifying why it is still important to work towards parity in the workplace.

- Tell students that researchers at University of Washington and University of Maryland found a noticeable gender bias in the image search results for many jobs.
- Have students Google image search these terms and record the number of male vs. females that are depicted on the first results page

DIRECTOR	ARCHITECT	PILOT
CEO	DOCTOR	MILITARY ADMIRAL
CHEF	PROFESSIONAL ATHLETE	MATH PROFESSOR

Have a discussion on their findings. Use the following priming questions:

PRIMING QUESTIONS

- What was your expectation going into this activity? Did you think you would find a balanced depiction or a biased depiction?
- What did you find most surprising about your findings?
- In the CEO search what did you notice about the race and gender of those depicted?
- What do these findings imply about our cultural norms and stereotypes?
- Were any professional fields shown as being predominantly female? What sorts of professions do you anticipate Google image results would show as predominantly female?

The Empowerment Project

Alternative:

This activity can also be done using a hardcopy/online newspaper. Students should skim through each section of the newspaper (sports, business, politics, etc.) and in two columns document how many images and/or stories there are of men and women.

Suggested Reaction Activities (Post-Viewing)

In a day...

Write an essay responding to one of the topics below:

1. What would you do if you knew you would succeed?
 2. What were some of the personality traits that all the women depicted in The Empowerment Project had in common? Choose one of those personality traits (e.g. resilience, passion, confidence) and write an essay elaborating on its importance to a successful, empowered life and career.
 3. Write a letter to one of your female role models explaining how they have impacted you and how their life inspires you. Discuss your own personal and career goals and explain how your ambitions are similar to/different from theirs.
 4. Why is there an under-representation of women in positions of power and influence in America? What impact does that have on you?
 5. Explain how the media shapes or reflects culture. If media is a mirror of culture, in what ways is this mirror distorted?
-

In a week...

Interviewing our powerful women

Ask students to:

- Pick a woman in their life that they look to as a role model or whom they believe is a powerful figure. This can be a teacher, a relative, a mentor, a community member or someone else whom they know and admire.

The Empowerment Project



- Write a list of interview questions to learn about the life and career choices of their chosen subject.
- Interview their subject in a documentary style (mirroring what they saw in The Empowerment Project). They can use their phone, a camera or their laptop for the interview.
- Students can present their videos to the class (if time doesn't permit for all students to exhibit their work, you can have them split into smaller groups so that they exhibit their work to each other, or you can choose 3-4 exemplary pieces to share with the whole class).



HW OR EXTENSION

Students can pair their interview piece with a personal reflection on their project experience using the following guiding questions:

- What did the process reveal about the presence of empowered women all around us? What traits and choices do they hope to emulate in your own lives?
- What did they learn about the process of interviewing and filming?
- What would they do differently if given the opportunity again?

In a month...

Action Projects

Mentorship: Female students can opt to mentor a younger girl at the school or in her community. Students should write a list or create a mind-map of how they plan to make their mentorship healthy and empowering (e.g. encouraging positive self esteem, encouraging younger girls to celebrate their successes and celebrate (rather than feel threatened by) the successes of others. These students should keep a log of their weekly meetings with their mentee and write a culminating reflection on the experience. If male students want to choose this action step they can base their mentorship on healthy masculinity (the elements of healthy masculinity can be defined and mapped as a class before male students undertake this project).

The Empowerment Project

Photo project and social media action campaign: Students can make fill-in-the-blank sheets that reads, “If I knew I would succeed, I would...” They should then print 15-30 copies and gather responses during their recess or after-school. They should take photographs of each respondent and compile the best responses into a photo collage. They should then present their photo-montage to the class or display it (with permission) in school corridors. Students should then post these photos (including one of themselves holding their own slogan) to social media using the tags such as #notafraidtofail #empowermentproject #changingthenarrative etc...

Empowerment Circle: Get a group of no more than 15 students together to talk about their goals in school, and eventually in their career. Everyone goes around the circle introducing themselves and saying what they are interested in pursuing as a career and why, as well as something positive that happened in the last month. Once everyone has shared, a topic is presented to the group to discuss.

- **Possible topics:** what does it mean to be passionate about something? Who is your role model and why? What would you do if you weren't afraid to fail? What does success mean to you?

Once the conversation has subsided everyone goes back around the circle and says one thing they'd like to manifest in the next month. Encourage the students to keep the empowerment circle going monthly on their own.

Empowerment Cards



What would you do if you knew you would succeed?

What would you do if you knew you would succeed?



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@EmpowermentDocu / facebook.com/Empowermentdocu

What would you do if you knew you would succeed?

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Empowerment Cards



Who is your role model?

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The Empowerment Project

what would you do if you knew you would succeed?

CERTIFICATE of Appreciation

is presented to

Thank you for being a positive role model in our community.
You inspire us every day!

Date

Signature
