

WOMEN & GIRLS LEAD GLOBAL



Women and Girls Lead Global

**A public-private partnership
between ITVS, USAID and the
Ford Foundation**

A 21st century media strategy to promote gender equality and women's empowerment worldwide, Women and Girls Lead Global (www.wglg.org) combines world-class documentary films, television partners, and local engagement campaigns to impact communities around the world by supporting ongoing NGO efforts to lift up women and girls.

Media That Changes The Conversation

- **A Global Series.** *Women of the World*, a 10-episode anthology series of documentary films, brings compelling stories to millions of television viewers in nine countries.
- **Five Local Campaigns.** Engagement aligns series films with the ongoing work of CARE and local partners, uniting forces to work towards specific gender-equality goals.
- **Innovative Strategies.** Local "call to action" content, live events and social media combine to connect individuals, mobilize communities, and multiply NGO impact.

On Television

Each season of *Women of the World* brings together ten acclaimed documentary films that zoom in on key issues through the lens of inspiring characters in representative communities worldwide.

- *Pray the Devil Back to Hell*
- *The Revolutionary Optimists*
- *I Was Worth 50 Sheep*
- *I Came to Testify*
- *She Matters*
- *Wonder Women!*
- *Taking Root*
- *Pushing the Elephant*
- *Invoking Justice*
- *Motherland Afghanistan*

The Broadcasters

KBC-Channel One (Kenya)
Malawi TV
Ro'ya TV (Jordan)
BTV (Bangladesh)
TVES Canal 10 (El Salvador)
IRTP (Peru)
Señal Colombia
Doordarshan (India)
ERTU (Egypt)

The Campaigns



Kenya

Our “Women in the Red” campaign boosts efforts to realize the promise of the 2010 constitution, which mandated a larger role for women in civil society. The campaign provides the inspiration, conversations and calls-to-action to empower the next generation of Kenyan leaders.

- Impact partnerships with leadership incubators and other NGOs
- Events educate influencers, celebrate female leadership, and inspire civic action.
- **Key goals:** educate public, promote training, improve media coverage

[facebook.com/WGLGKenya](https://www.facebook.com/WGLGKenya)



Peru

Our “Now is the Time!” campaign focuses on adolescent access to reproductive health information, working to reduce teen pregnancy and increase school enrollment. The campaign combines policy advocacy, grassroots community engagement, and partnerships with local schools and health centers.

- Call-to-action events for marginalized populations in the Amazon and Andes
- PSAs and other local media to connect global documentaries to local stories
- **Key goals:** raise awareness, improve adolescent health and education outcomes

[facebook.com/WGLGPeru](https://www.facebook.com/WGLGPeru)



India

Our “Hero Project” campaign supports the movement growing against gender-based violence in the wake of the 2012 Delhi gang rape. The campaign challenges damaging conceptions of masculinity, helping youth organizations use media to redefine gender roles and champion safer public spaces for girls and women.

- Media training equips youth organizations and social justice NGOs for impact
- Content alliances with partners like CNN-IBN and others
- **Key goals:** catalyze male action, build NGO media capacity, spark public dialogue

[facebook.com/WGLGIndia](https://www.facebook.com/WGLGIndia)



Jordan

Launching in 2014, the “I Have a Story” campaign uses media to facilitate conversations about gender-based violence. By gathering youth and women together at film clubs we create safe spaces where sensitive issues can be discussed and solutions proposed. The campaign is also partnering with national councils and academics to develop an advocacy strategy around gender-based violence.

- Film clubs to build support and trust within the community of viewers
- Media partnerships to change the public conversation about GBV
- **Key goals:** reduce incidence of GBV and strengthen support systems for survivors, raise awareness



Bangladesh

Our “Best Schools for Girls” campaign promotes girl-friendly educational environments in communities with high child marriage rates. The campaign targets students, parents, educators and government officials, creating a growing network of partner schools competing for “Best Schools for Girls” certification.

- Thousands reached at screenings, with public pledges against child marriage
- Strong public-private coalition of partners from NGOs to government ministries
- **Key goals:** educate public, build media capacity, boost anti-dropout efforts

[facebook.com/WGLGBangladesh](https://www.facebook.com/WGLGBangladesh)



About ITVS

Independent Television Service funds, presents and promotes award-winning documentaries and dramas on public television, innovative new media projects on the Web, and the Emmy Award-winning weekly series, *Independent Lens* on Monday nights at 10 p.m. on PBS. A global leader in documentary film production, distribution and engagement, ITVS works closely with public television and civil society partners to champion independent voices. For more information about ITVS, visit www.itvs.org.