THE "GET LOUD!" PROJECT
By: Shaneez Tyndall
The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to practice leadership through action.

To find out more please visit the Institute for Women’s Leadership’s website at http://iwl.rutgers.edu.
The “GET LOUD!” Project

- Provides an outlet for stories about women and women’s issues
- Gives young women the opportunity to create their own films and tell their own stories
Purpose

Link between art + politics

- Brings the reality of women’s oppression to a broader audience
- Inspires women to translate these images into social action for social change

Showing vs. Telling

- Allows personal connections to be formed
The lack of representation and marginalization of women in film presents a problem because it impacts our norms and expectations about what a woman should look like and how she should behave.
REPRESENTATION: CONTENT

Quantity
- Ratio of Women to Men in USA = 51%
- Ratio of Men to Women in film = 3:1
QUALITY

- Objectification
- Hypersexualization
Figure 10: Gender representation in top-grossing 250 films by occupation

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Directors</td>
<td>9</td>
<td>13</td>
<td>18</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>Writers</td>
<td>6</td>
<td>10</td>
<td>14</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>Executive Producers</td>
<td>7</td>
<td>8</td>
<td>14</td>
<td>22</td>
<td>24</td>
</tr>
<tr>
<td>Producers</td>
<td>7</td>
<td>13</td>
<td>15</td>
<td>23</td>
<td>25</td>
</tr>
<tr>
<td>Editors</td>
<td>5</td>
<td>9</td>
<td>15</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Cinematographers</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>
Representation: Industry

Human Capital Theory
- Self-handicapping and Opting out

Discrimination Theory
- Preference for male employees
SOLUTIONS

- Raising Awareness
- Encourage Women to get involved in filmmaking
- Show people the issues, NOT just tell them
Lessons

- Trusting myself
- Asking for help
- Flexibility