

**Sent:** Tue, 13 Dec 2016 15:13:14 -0500  
**From:** "Vignarajah, Krishanti EOP/WHO" <krishanti\_vignarajah@who.eop.gov>  
**To:** Cheri Kaufman [REDACTED] - - - - -  
**Subject:** FW: Hello there! [REDACTED]  
[GIRLY Refinery29 FICTIONLESS 2016-2-3.pdf](#)

This is a slide deck the 2 filmmakers who came to meet with me produced... thought I'd share it in case you want to connect w/ them.

# GIRLY



REFINERY29

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**GUTS.**



**GRIT.**



**PURPOSE.**





**GIRLY IS A MULTI-PLATFORM  
MOVEMENT CELEBRATING  
GAME-CHANGING WOMEN**







**BY TELLING THESE STORIES, WE  
IMPACT A GENERATION OF YOUNG  
PEOPLE AROUND THE GLOBE.**

In areas of the world with long-serving female  
leaders, the gender gap diminished. Girls simply set  
higher goals for themselves, and achieved them.

It's time to reclaim what it means to be Girly.





# **GIRLY**

## **THE THREE PILLARS**





# GIRLY

The Series



# GETGIRLY

Social Impact Campaign



# GIRLY 360

URL & IRL







# GIRLY

## THE SERIES

Girly is an immersive, cinematic and deeply personal series following the world's most exceptional change agents as they work on our most pressing issues, refusing to stand on the sidelines.

**These mavericks are redefining what it means to be Girly.**



A woman with dark hair, wearing a dark jacket, is holding a professional video camera with a large microphone. She is filming a group of people in a village setting. In the foreground, there are several people, including a young girl looking towards the camera. In the background, there are simple houses with corrugated metal roofs and a white van. The scene is outdoors, with trees visible in the distance.

## OVERVIEW

# EVERY EPISODE IS AN ADVENTURE

We follow the lives of two radically different women, juxtaposing one story from the US and one across the globe. Whether they're protesting rape culture through provocative street plays, directing a film about racial injustice, fighting for endangered marine life or hustling to build their start-up for social good, Girly Girls are unstoppable.

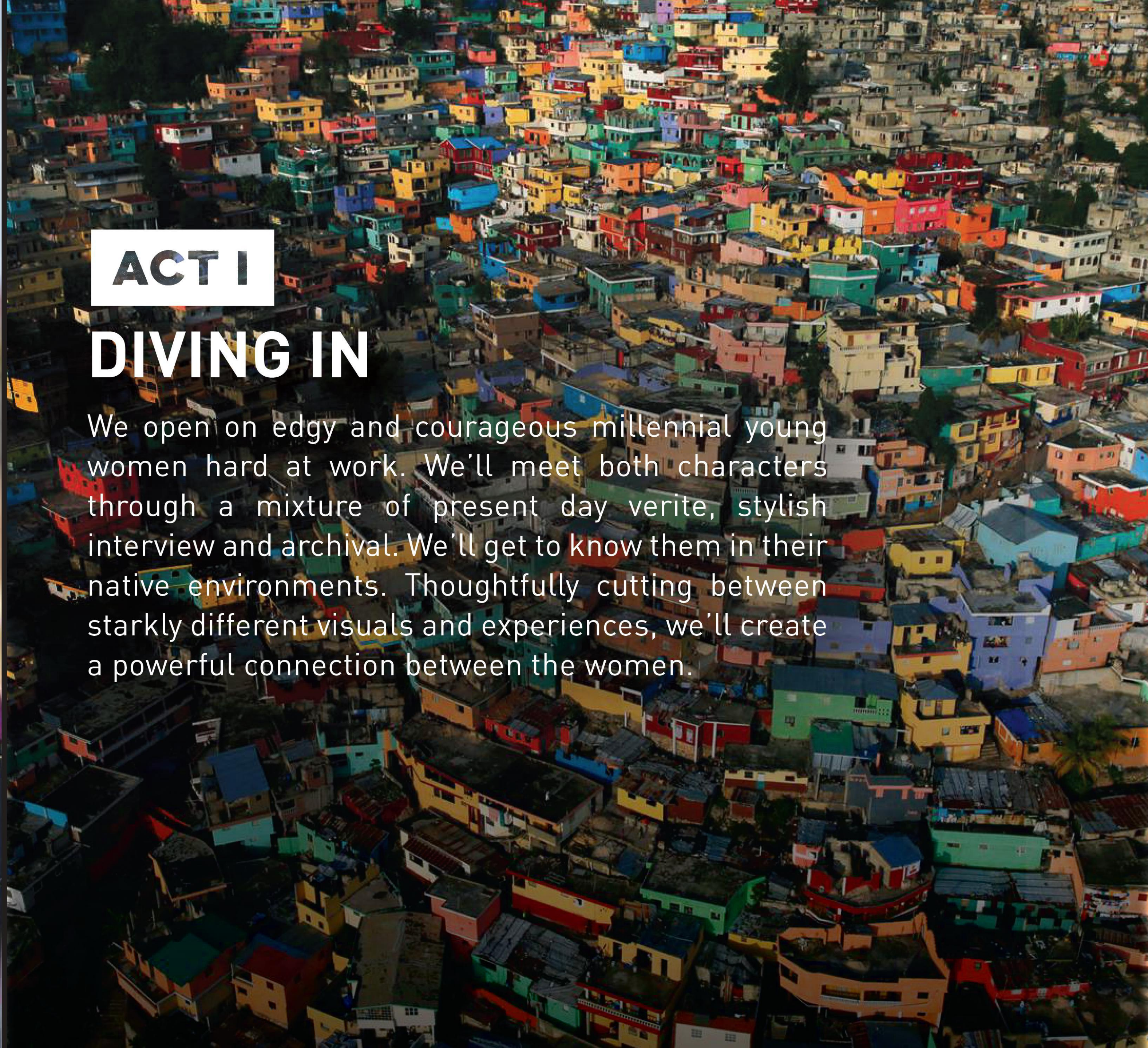




**ACT I**

## DIVING IN

We open on edgy and courageous millennial young women hard at work. We'll meet both characters through a mixture of present day verite, stylish interview and archival. We'll get to know them in their native environments. Thoughtfully cutting between starkly different visuals and experiences, we'll create a powerful connection between the women.





## ACT 2

# THE CHALLENGE

Through interviews and montage, we'll dive into the issues our characters are striving to impact, creating context and laying out the stakes. Each Girly Girl is on a mission to jump her next hurdle and we'll follow her as she sets the groundwork for an upcoming milestone. If she's engaged with the environment, she might be preparing for a televised debate with climate change naysayers in Russia. If she's a tech founder she might be preparing for a high stakes pitch in Silicon Valley. We'll follow the action every step of the way leaving viewers in suspense for an outcome.





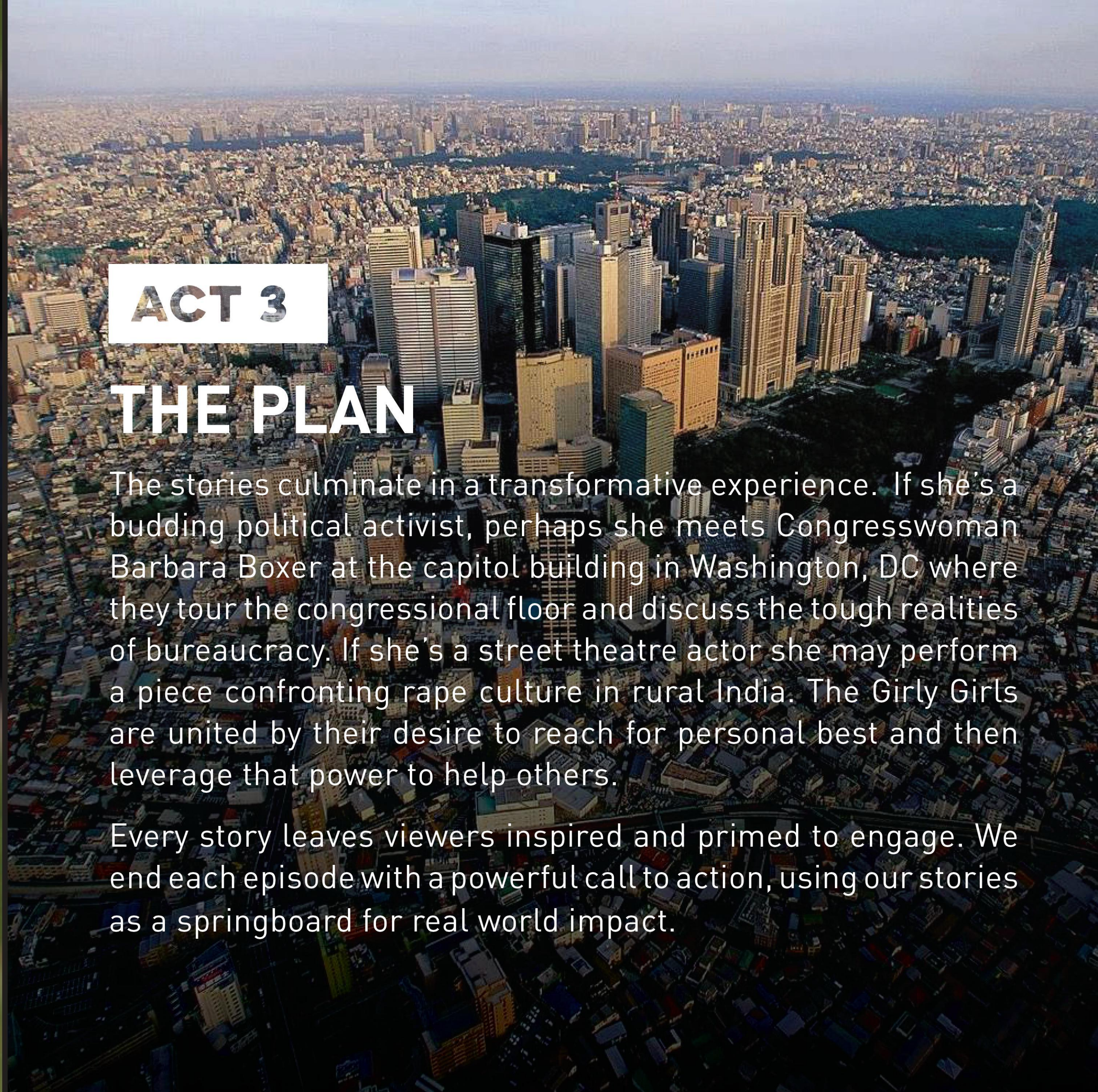


## ACT 3

# THE PLAN

The stories culminate in a transformative experience. If she's a budding political activist, perhaps she meets Congresswoman Barbara Boxer at the capitol building in Washington, DC where they tour the congressional floor and discuss the tough realities of bureaucracy. If she's a street theatre actor she may perform a piece confronting rape culture in rural India. The Girly Girls are united by their desire to reach for personal best and then leverage that power to help others.

Every story leaves viewers inspired and primed to engage. We end each episode with a powerful call to action, using our stories as a springboard for real world impact.







# GIRLY: SEASON 1

**VOL 01: RESILIENCE** - Jamira Burley (**ANTI-GUN VIOLENCE**)

+ Shilpi Marwaha (**ANTI-SEXUAL VIOLENCE**) India

**VOL 02: EDGE** - Leila Janah (**SOCIAL ENTREPRENEURSHIP**)

+ Geena Rocero (**TRANSGENDER RIGHTS**) Philippines

**VOL 03: VELOCITY** - Debbie Sterling (**GIRLS IN STEM**)

+ Noora Naraghi (**EXTREME SPORTS**) Iran

**VOL 04: DIGNITY** - Blair Imani (**EQUAL/REPRODUCTIVE RIGHTS**)

+ Zaina Aram (**POLITICAL DISSENT**) Syria

**VOL 05: GRACE** - Jude Schimmel (**INDIGENOUS RIGHTS**)

+ Yegna (**REBEL MUSIC**) Ethiopia

**VOL 06: GRIT** - Abbi and Ilana (**FILM AND TELEVISION**)

Jenna Wirch (**SEX TRAFFICKING**) Canada


**VOL 07: FIREBRAND** - Sofia Campos (**IMMIGRATION REFORM**)

+ Wei Ting Ting (**HUMAN RIGHTS**) China

**VOL 08: RISING** - Leslie Dewan (**CLIMATE CHANGE**)

+ Panmela Castro (**POVERTY + EDUCATION**) Brazil





# RESILIENCE

**Jamira Burley**  
**Gun Violence Activist**

Jamira travels with Amnesty International to document human rights violations at the Baltimore riots in April 2015. We return with her to Philadelphia where her brother was murdered to meet with family and re-engage with the community she wants to help most, her home.

**Shilpi Marwaha (India)**  
**Anti-Sexual Violence Street Theatre Actor**

Shilpi's story is one of strength and courage. She has committed her life to provocative socio-political theater. She leads us through the streets of India at the helm of her acting troupe which brings awareness to violence against women. The crowds, mostly male, are struck by what they witness.





EDGE



**Geena Rocero** (Philippines)  
**Model + Transgender Rights Activist**

Geena Rocero, an activist and proud transwoman, confronts hate on a daily basis. After years of hiding her transgender identity, she finally shared her truth with the world. She continues to model in the face of skepticism and fear and now tours the world meeting with LGBTQ groups and in efforts to empower growing global movements.

**Leila Janah**  
**Social Entrepreneur Working to End Poverty**

Tireless social entrepreneur Leila's SamaSource aims to end global poverty by providing work opportunities to marginalized people in East Africa, India and Haiti. We follow her through her many worlds, from the buzz of Silicon Valley to a visit with a community in Haiti where a group of women, empowered by SamaSource, are ready to start machine learning work.





# VELOCITY

**Noora Naraghi (Iran)**  
**Motocross Racer**

Noora is on the track at all hours, training with the support of her unconventional motocross family. As the first female Iranian motocross champion, and pioneer in the Middle East, she is both lauded and shamed. On her last stretch of preparation for the national championship, the stakes are high and she is determined to secure a victory.

**Debbie Sterling**  
**Engineer + Entrepreneur Encouraging Girls in STEM**

Working night and day to test prototypes for a new set of Goldieblox construction toys, Debbie is leading her team of engineers and designers to get every detail right. She's preparing for a bold yet risky rollout in stores across America and blazing a path to engage young girls with science and engineering.





# GRIT



## Ilana Glazer & Abbi Jacobson

### Showrunners

Ilana and Abbi are facing public scrutiny for a racy scene they wrote into their show, *Broad City*. They shrug off the naysayers and dive back into the writers room only to take the edge a step further. We track their process, everything from production hurdles to writer's block. For a boost of inspiration they make a surprise visit to their roots, an improv theatre, lighting up the show.

## Jenna Wirch (Canada)

### Aboriginal Youth Coordinator

As a former trafficked youth, Jenna is seeking to channel her pain and experience. As head of the Aboriginal Youth Movement (AYM) in Winnipeg, Canada she begins to mentor girls trying to restart their lives after trafficking. This leads her to sharing her own story more widely while planning a fundraiser for an AYM home where she can provide at-risk women a safe space.





# FIREBRAND



**Wei Tingting** (China)  
Human Rights Activist

Despite serving time in Chinese jails, Wei is steadfast in her fight for women’s rights. We follow her through the planning and staging of public protest flash mobs in train stations all over Beijing. Drawing the attention of the political establishment, she is again faced with the threat of being jailed for her activism.

**Sofia Campos**  
Immigration Reform Activist

Undocumented activist, Sofia rallies Boston’s university landscape to demonstrate for immigrant student education equity. Sleepless nights, relentless campaigning, message clarification, press coordination all leads up to the big day. Sofia galvanizes thousands of young people to raise their voice, leading a cross campus frenzy that has impact.





# DIGNITY



## Blair Imani

**Reproductive Rights Activist**


Blair Imani (she/her) engages with a variety of issues affecting Black, Muslim, and femme communities. Imani is the Executive Director of Equality for HER, a nonprofit organization that raises awareness for issues affecting the global femme community. She is also Press Officer at Planned Parenthood Federation of America

## Zaina Erhaim (Syria)

**Dissenting Journalist**

Zaina is determined to tell the world about life in Syria even in the face of a government crackdown and censorship. We follow her through citizen-journalist safety training, which she attends against her family's wishes. She investigates rebel groups descending on her town and releases the story to a major outlet, all while doing her best to protect her family and stay safe.





# **#GETGIRLY**

## **SOCIAL IMPACT CAMPAIGN**

Each episode tackles pressing issues that deserve amplification and a clear call to action. We will build a social impact campaign, activate a hashtag and spark meaningful dialogue with live feed-first programming.



# CONTENT TEASERS



Instagram assets that promote real stories & inspire us in our feeds. Instagram images will be designed with GIRLY quotes to spread knowledge & drive tune-in.



Live #GetGirly Twitter Party with Q&A featuring our global Girly community



**REFINERY29**

Exclusive BTS/Teaser content on R29.com & R29 O&O social channels to drive viewership & tune-in per episode




Snapchat stories about our Girly Girls



Facebook Live Chats with Girly Girls around the globe



The background of the slide features a silhouette of a woman looking out of a window. The wall is a textured, reddish-brown color, and the window has dark shutters. The overall mood is contemplative and artistic.

# **GIRLY 360**

## **SPONSORSHIP EXTENSIONS**

Leveraging the R29 platform and 100mm monthly video views, Girly can extend beyond the TV series into a bespoke digital destination for advertising partners that want to align with mission driven content.



# URL AND IRL TEASERS



- **THE GIRLY CONFERENCE** An annual gathering, featuring thought leaders and Girly Girls featured on our show
- **Film Festival Activations:** Sponsored screenings & events at film festivals
- **Dinner Series:** Bringing together GIRLY thought leaders in localized markets, we host dinners that connect badass women around the dinner table.



- **www.R29.com/GIRLY:** GIRLY destination hub with ancillary GIRLY editorial content including photo features, BTS videos, and additional content.
- Brand sponsored live **Facebook GIRLY** panel
- **VR & 360** content celebrating GIRLY themes
- **Media Sponsorship** of Girly Hub w/  
Presented by Logo

**LET THE SHARING BEGIN!!**





# SPARKING THE GIRLY MOVEMENT



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# REFINERY29 IS A MULTIPLATFORM MEDIA BRAND



R29.COM + NEWSLETTER

**25MM**

SOCIAL FOOTPRINT

**130MM**

INFLUENCER NETWORK

**125MM**

R29 SYNDICATION  
PARTNERS & EMERGING  
PLATFORMS

**30MM**

A storytelling model that reaches  
her wherever she is amplifying  
your brand reach to

**310M USERS GLOBALLY**



# THE LARGEST AND MOST-ENGAGED AUDIENCE





# CASE STUDY: THE SKINNY

Implementing our cross-channel marketing and distribution strategy,  
The Skinny has generated 4M+ total campaign views and 557M+ impressions.

## KEY PERFORMANCE FACTORS

- Active A-list talent: Jill Soloway
- Sundance Film Festival Premiere
- Press seeding and media pick-up
- Synchronized cross-platform efforts merging site, social, and traditional media
- Created social optimized content driving pre-buzz awareness
- Visual roadblocks: cover photo takeovers, homepage placement, email signatures
- Cause-related partnership with the national eating disorder association
- Live engagement talent stunts via snapchat, twitter, and periscope





# R29 IMPACT



**REACH**

**#1**

reach within the fashion & lifestyle vertical

**VIDEO**

**#1**

highest video reach and engagement in our competitive set

**ENGAGEMENT**

**2x**

more time spent a month on site than competitive set

**SOCIAL  
INFLUENCE**

**277%**

more social shares than competitive benchmarks

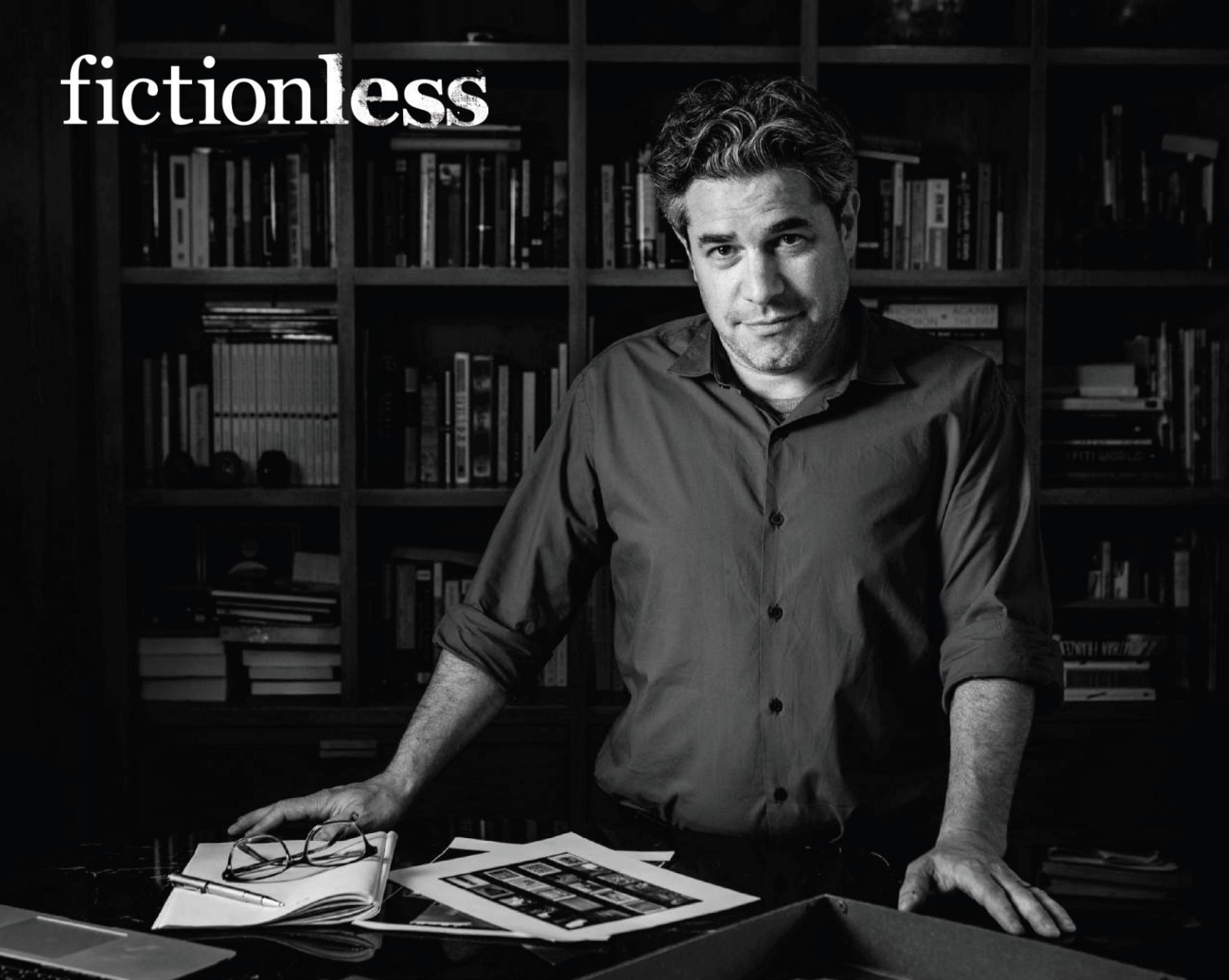
**POWER**

**\$105B**

annual spending power of the R29 audience



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## ROSS KAUFFMAN

is the Academy Award®-winning filmmaker of the documentary BORN INTO BROTHELS. The film was shown in over sixty film festivals worldwide and received the 2005 Emmy Award for Best Documentary, National Board of Review Best Documentary 2004, LA Film Critics Best Documentary 2004, and the 2004 Sundance Film Festival Audience Award. Ross (with Katy Chevigny) directed E-TEAM, a Netflix Original documentary about four intrepid human rights investigators.

He served as Executive Producer on the documentary feature IN A DREAM, short-listed for the Academy Awards, He also worked as Consulting Producer on POSTERGIRL, a documentary short nominated for the Academy Award in 2011.

Ross was part of the lensing team on HALF THE SKY and A PATH APPEARS, two landmark transmedia projects inspired by Nicholas Kristof and Sheryl WuDunn's best-selling book of the same name.

Ross served on the board of Kids With Cameras, a non-profit organization that aims to better the lives of children from the red light district of Kolkata. He is currently an adjunct professor at The School of Visual Arts Social Documentary Masters Program Ross is Co-Founder and Creative Director of Fictionless.

## RAESHAM NIJHON

is a CLIO/Shorty/Webby award winning producer and a United Nations Foundation Global Accelerator Delegate. She is the Co-Founder and Executive Producer of Fictionless. Raeshem has held multiple creative leadership positions including Executive Producer of MTV World where she ran nonfiction series development, Showrunner of MTV's REBEL MUSIC, a series documenting the lives of young people using art for social change in turbulent parts of the world and Executive Producer of Intel's THE MUSIC EXPERIMENT, a multi-platform series featuring artists like Of Monsters and Men, Arcade Fire and Disclosure.

She is a passionate advocate for women and girls and runs a partnership with the NYU Department of Population Health to educate women about their sexual health and safety. She works with the National Institute of Health to produce films that empower under resourced communities. Current projects include documentary features about the UN Sustainable Development Goals, in partnership with the Gates Foundation, and cutting edge cancer research at the University of Pennsylvania. Raeshem sits on Creative Council for Emily's List.

## SHRUTI GANGULY

is a filmmaker and Founding Partner at Fictionless. Prior to Fictionless, she held multiple creative leadership positions at MTV and Conde Nast/Vogue and served as VP of TV & Video at NYLON. She has worked with James Franco on several feature films and other productions including a performance piece at MoMA PS1 featuring Franco and Marina Abramovic. Shruti's films have included talent such as Jessica Chastain, Mila Kunis, Zach Braff, Olivia Wilde, Whoopi Goldberg and Chloe Sevigny and her work has screened at festivals including Sundance, Venice, Berlin, Telluride, and AFI. She is currently producing a feature with Keanu Reeves.

Shruti received her Bachelor's degree from Northwestern University, and was the first graduate of NYU's dual MFA (in Film) at Tisch and MBA at the Stern School of Business. While there, she earned the Kenshin Oshima Scholarship and a Wayfare Fellowship. Shruti is a TED India (INK) Fellow and a Global Economic Symposium Young Fellow. She is a member of the Entertainment Consortium Collaborative Outreach Program (ECCO) for the White House and is on the Creative Council for Emily's List. Shruti hails from India by way of Oman.





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GIRLY SUPPORTS THE

