

10x10

EDUCATE GIRLS, CHANGE THE WORLD

CHANGE
THIS GIRL'S LIFE
and you begin to
CHANGE
THE WORLD



a girl... a family... a village... a country... a continent...

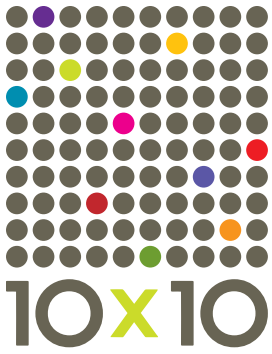




A FILM LIKE NO OTHER.
A TESTAMENT TO HOPE.
A CALL TO ACTION.

GIRLS CAN CHANGE THE WORLD.

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PROJECT OVERVIEW

10x10 THE FILM

WILL INSPIRE MILLIONS ACROSS THE GLOBE;

10x10 THE ACTION CAMPAIGN

WILL PRODUCE RESULTS.

10x10: THE GIRLS' EDUCATION PROJECT is a worldwide media event that will accelerate and amplify a movement that is already underway. Combining the power of a groundbreaking, broadly distributed film and a dynamic social action campaign, 10x10 will galvanize international audiences, motivate change and transform lives.

THE FILM

10x10 will be a feature-length film like no other. Conceived and directed by Richard E. Robbins, whose most recent documentary was nominated for an Academy Award, it will focus on the lives of ten girls living in extreme poverty in ten communities around the world – transforming a subject that is vast, complicated and daunting into one that is intimate, personal and accessible. It will capture the urgency... and celebrate the potential.

THE ACTION CAMPAIGN

10x10, the campaign, will channel the energy and goodwill created by the film into concrete actions that will affect meaningful change. The campaign will be comprehensive. Partnerships with non-profits, corporations and media organizations will give audiences the knowledge and means to actively support the education and empowerment of girls. 10x10 intends to do substantially more than simply raise awareness, or even raise money and inspire action – though it will do all of that. The ultimate goal of 10x10 is to change policy and ensure that the widespread education and empowerment of girls – and women – becomes not merely an international ideal, but a fact.



WHY EDUCATING GIRLS WORKS

The evidence is overwhelming that educating girls dramatically improves the lives of poor people worldwide. Women who are educated are less likely to contract HIV/AIDS or be victims of domestic violence. On average, they earn more money, are more likely to participate in politics, and have fewer and healthier children.

But the payoff is even more dramatic.

Regions in the developing world that have made the greatest advances educating girls – Eastern Asia, Southeastern Asia and Latin America – have achieved the greatest economic and social progress. Regions that have invested least in educating girls – Southern Asia, the Middle East and sub-Saharan Africa – have experienced the least economic growth. This is not a coincidence. Study after study demonstrates that money spent educating girls is an investment that pays off, leading to the alleviation of poverty and spurring development. No other single intervention produces such sweeping results.

Today 43 million school-age girls are not in the classroom – enormous potential that is being squandered. When an educated girl becomes a highly productive woman the benefits extend to her family, community, country and, ultimately, to all of us.

PROVEN BENEFITS

- Of the 776 million illiterate adults, two thirds are women.¹
- A global analysis, which included 93% of the population in the developing world, showed that doubling the proportion of women with a secondary education would reduce average fertility rates from 5.3 to 3.9 children per woman.²
- A multiple country study demonstrated that educated mothers are about 50% more likely to immunize their children than uneducated mothers, even when income levels were comparable.³
- In Bangladesh, women with secondary educations are three times more likely to participate in a political meeting than are women with no education. The same study found that while uneducated women might also attend meetings, educated women were much more likely to contribute.
- A single year of primary education increases a woman's wages later in life by 10-15%. A year of secondary education raises a woman's wages 15-25%.⁴
- In Kenya, it is estimated that if all female farmers had even a year of primary school, maize yields would be boosted by 24%.⁵
- In Uganda, the HIV rate for girls with primary education was less than half that of girls with no education. Girls with secondary education were infected at only one-quarter the rate of those without schooling.⁶
- Various studies in India, even when controlled for other variables, have shown that women with some formal schooling are less likely to experience domestic violence.⁷

1. UNESCO, "Education for All: EFA Global Monitoring Report," 2009; 2. Subbarao, K., and Laura Raney, "Social Gains from Female Education," *Economic Development and Cultural Change*, 1995: 44: 105-28; 3. Gene Sperling, "The Case for Universal Basic Education for the World's Poorest Boys and Girls," Council on Foreign Relations, 2005; 4. Herz, Barbara and Gene Sperling, "What Works in Girls' Education: Evidence and Policies from the Developing World," Council on Foreign Relations, 2004; 5. A. Quisumbing, "Male-Female Differences in Agricultural Productivity," *World Development* 24, 1996: 1579-1595; and C. Udry, J. Hoddinott, H. Alderman, and L. Haddad, "Gender Differentials in Farm Productivity: Implications for Household Efficiency and Agricultural Policy," *Food Policy* 20, 1995: 407-423; 6. De Walque and J Whitworth, *Medical Research Center Uganda*, 2002; 7. "Domestic Violence in India: A Summary Report of Three Studies," International Center for Research on Women, 1999.





THE FILM

10x10 is a feature-length film comprised of 10 segments, each narrated by an internationally acclaimed actress and each telling a dramatic personal story of a girl coming of age in the developing world, confronting challenges, overcoming barriers, dreaming big dreams. Taken together, the shorter films become a single story of Every Girl, crafting a film that is epic in its sweep but still intensely personal and human.

Ten girls, ages 8-17, living in 10 countries in the developing world; 10 acclaimed women writers, who share roots in those countries. Each writer will spend time with one girl, meeting her family, absorbing her environment, learning about her challenges and ambitions. And then each writer will produce a piece of writing – a poem, a letter, a short story, an essay – inspired by “her” girl and giving a metaphoric voice to the girl’s experience. These writings, narrated by actresses, become the foundation on which the film is built.

Each segment will examine one of the obstacles that prevents tens of millions of girls from getting an education, such as child marriage, the prevalence of HIV/AIDS, limited access to water, school fees, cultural or religious issues, or lack of quality teachers and/or facilities. The segments will be connected by interviews with the writers, the girls, and others who will shed light on the issues at hand.

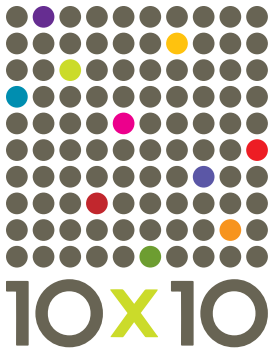
In the end, the ten separate stories tell one story, creating a narrative arc that follows the course of a girl’s life from girlhood through adolescence, complete with all the poignancy, passion and hope that comes with growing up and striving for something more.

10x10 Countries

Potential locations include Bangladesh, Brazil, Cambodia, Chile, China, The Dominican Republic, Egypt, Guatemala, Haiti, Honduras, India, Iran, Kosovo, Lebanon, Liberia, Malawi, Mexico, Morocco, Nicaragua, Tanzania, Turkey and Yemen. The final choice of countries will depend on a number of factors, including the issues faced by girls in country, partner NGO activity in country, author and actor connection to country, and project partner support.

10x10 Writers & Actors

Producers are actively engaged in conversations with actors and writers at the highest level of their craft. Those discussions are ongoing and more specific information is available upon request.



THE ACTION CAMPAIGN

The Documentary Group will manage a multi-pronged advocacy, action and awareness campaign aimed at supporting the message of the 10x10 film, raising significant money to fund projects focused directly on educating and empowering girls in the developing world, and influencing the officials who make policy. Toward that end, we will create meaningful partnerships with existing NGOs that are already working to improve the lives of girls and alleviate extreme poverty. In addition, we will collaborate with corporate brands committed to global investment in women and girls.

International Action

At the heart of the 10x10 campaign are carefully selected partnerships with international non-profit organizations which have established programs that support girls in the developing world. In partnership with 10x10, each non-profit will agree to raise substantial funding earmarked for specific girls-focused programs. Examples might include new school construction, scholarships, vocational instruction, teacher training, the building of separate sanitary facilities, and provision of school supplies and uniforms.

Each non-profit will also commit to engage its membership and harness the energies of its support base to promote the 10x10 message through special screenings, philanthropic efforts and awareness-building events.

Domestic Action

10x10 will partner with a limited number of domestic non-profit organizations to create special programs and community awareness-building events – small and large – aimed at fostering domestic volunteerism and promoting cross-cultural connections.

Events might include: packing basic hygiene and school supplies to send abroad, leadership and diversity training for girls, book drives, building pen-pal relationships, and establishing classroom connections between domestic and international schools by using specially created lesson plans.

As with international NGO partners, each domestic partner will commit to leveraging its base to support and spread the 10x10 message in its community and beyond.



BARRIERS TO EDUCATION FOR GIRLS

SCHOOL FEES

Many countries charge fees for public schools, making them unaffordable for many people who live in extreme poverty.

BOYS FIRST

If parents have to choose which children they can afford to educate, boys are typically chosen over girls.

POOR SANITATION

Many schools have poor sanitation facilities or lack gender separated bathrooms, which can discourage girls from attending.

SEXUAL DANGER

In some regions, girls are vulnerable to sexual and physical abuse from teachers and classmates, which can cause them to drop out.

CARETAKERS

Girls are seen as family caretakers, which can mean they spend their days caring for sick relatives or out-of-school siblings. Often household chores take priority over school.

ACCESS TO WATER

When there is limited access to water, it is often the girls in a family who must fetch water from sites which can be hours away.

CHILD LABOR

Many parents require their children work during school hours because they need the extra income in order to meet the family's basic needs.

GEOGRAPHIC ISOLATION

Children living in extremely impoverished and isolated areas may not have access to a local school, and parents often fear sending their daughters on a long and sometimes dangerous commute to another community.

CONFLICT ZONES

Attending school during a war, when daily life is disrupted, is almost impossible. Schools are destroyed and teachers and families often flee the region.

INADEQUATE CLASSROOMS

When girls do arrive at school, they are often met with poorly trained teachers, limited school supplies and are frequently not treated as equals by their male peers.





WHY SUPPORT 10x10?

AN EXTRAORDINARY PHILANTHROPIC OPPORTUNITY

Evidence shows that bolstering a girl's health, education and prosperity not only improves prospects for her entire family, but also increases her country's GDP. Tap her potential and the world benefits. 10x10 offers an extraordinary opportunity to lead on one of the paramount global issues of our age.

PERFECT TIMING

The moment is right and the message is powerful. A movement to empower women is already on the rise. Bill Gates, Cherie Blair, Queen Rania, Lloyd Blankfein, Kofi Annan, Barack Obama are among the global leaders calling for immediate investments in girls. A recent Oprah Winfrey Show dedicated to women and girls, attracted six million US viewers. *The New York Times* columnist Nicholas Kristof and Sheryl WuDunn's book, *Half the Sky*, is in multiple printings and was on *The New York Times* best-seller list. Nike, Goldman Sachs, Ernst and Young, Exxon-Mobil and Coca-Cola are among the global multinational corporations who have put women and girls at the forefront of their philanthropic initiatives.

CAN'T-MISS DISTRIBUTION

By combining the best of theatrical distribution with the power of deep, contractual 10x10 partnerships, funded on-the-ground activation, and extraordinary media relationships, 10x10 has the power to put eyeballs in front of the film and the message before the broadest audience.

BRANDING

By coordinating NGOs, corporations and like-minded women/girl-focused organizations around a shared message and brand, 10x10 ensures a broad reach and powerful grassroots network for awareness and activation.

MEASURABLE RETURN ON PHILANTHROPIC INVESTMENT

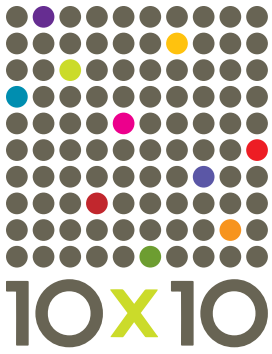
By requiring each partner NGO to make a substantial dollar commitment to fund girls programs, 10x10 ensures a significant and measurable philanthropic return on the initial investment in the film.

EXCEPTIONAL CORPORATE MARKETING POTENTIAL

Opportunities for early collaboration (18 month timeline for film production), global reach, celebrity involvement, influencer support, and timely messaging around girls' empowerment make 10x10 an exceptionally attractive corporate marketing opportunity.

HIGH PROFILE CELEBRITY ENGAGEMENT

By working with acclaimed international actors and literary talents who are committed to girls' empowerment, 10x10 ensures media attention and visibility for premieres, screenings, panels and other special events.



DISTRIBUTION

10x10's distribution strategy will utilize every possible distribution platform currently available and will be segmented into twelve different stages. It is designed to maximize 10x10's audience and impact.

Stage 1 FILM FESTIVALS

Like *An Inconvenient Truth*, 10x10 will screen first at influential festivals. This will create initial momentum and garner press attention essential for raising 10x10 brand awareness.

Stage 2 DOMESTIC PREMIERE EVENT

Like *A Powerful Noise*, 10x10 will have a grand "one night only" premiere event in a select group of theaters across the United States. In each venue, three or four of the film's segments will be screened in combination with a wraparound live event featuring filmmakers, activists and celebrities. These premieres will be co-sponsored by non-profit and corporate partners, who will drive audiences to each venue.

Stage 3 INTERNATIONAL PREMIERE EVENT

Like *The Age of Stupid*, 10x10 will follow its US premiere event with similar "one night only" events in theaters around the world.

Stage 4 DOMESTIC THEATRICAL RELEASE

Like *Fahrenheit 9/11*, 10x10 will be released in theaters across the US. Unlike the one night domestic premiere event, these bookings will be regular theatrical runs of one week or more. The release will be done as a service deal supported by substantial publicity, promotion and advertising.

Stage 5 DOMESTIC SEMI-THEATRICAL DISTRIBUTION

Like *Pray the Devil Back to Hell*, 10x10 will be shown on campuses, in churches and temples, at museums, in schools and at other venues across the nation. Each screening will be designed as a special event that will be mounted by a local organization and sponsored by non-profit and corporate partners. Following each screening, there will be a focused discussion featuring a mix of filmmakers, activists and celebrities.

Stage 6 EDUCATIONAL DISTRIBUTION

Different versions of the film will be created for universities, high schools and grammar schools. For each, special educational features will be included and a sophisticated lesson plan devised. The educational versions of 10x10 will also be made available to public libraries.



DISTRIBUTION *continued*

Stage 7 VIDEO ON DEMAND

Like *Made in America*, 10x10 will be in television homes across America. Viewers will be able to pay to watch the film during the limited VOD window, which will last 90-120 days.

Stage 8 DVD DISTRIBUTION

The retail distribution of 10x10 on DVD will coincide with its release on VOD. DVDs, which will include additional material not in the film, will be sold at Best Buy, Target, Wal-Mart, as well as video stores. This enhanced version will also be for sale on Amazon and from other online merchants. (NOTE: Prior to the retail release, a limited edition DVD of the film – with no extras – will be exclusively available from the film’s website and at public screenings.)

Stage 9 HOUSE PARTIES

Like *Wal-Mart: The High Cost of Low Price*, 10x10 will be screened on DVD in living rooms around the country as part of a series of national events. These “house parties” will be co-sponsored by local chapters of national organizations, which will invite their members to host or attend local screenings. Following these screenings, the filmmakers and an invited group of activists will address all of the house parties simultaneously through an internet connection.

Stage 10 TELEVISION

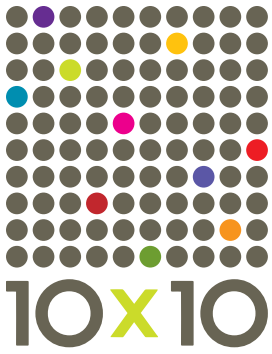
Like *King Corn*, 10x10 will have a national television premiere. This will create an opportunity for a new round of publicity and press coverage.

Stage 11 ONLINE DISTRIBUTION

10x10 will be made available for digital streaming and downloading. Individual sections as well as the entire film will be easily accessible from iTunes, Amazon and the film’s website.

Stage 12 INTERNATIONAL DISTRIBUTION

10x10 will be distributed worldwide theatrically, on television, online and on DVD. The international strategy will selectively utilize all the stages of the domestic strategy, customized to each territory.



MARKETING

10x10 will be supported by a robust, strategic marketing plan that reflects the core message of the project. It will both leverage the assets and resources of our partners, and build on the inherent strengths of the 10x10 project, the film and the action campaign.

A select group of agencies will be invited to develop a comprehensive marketing strategy for 10x10, including messaging that resonates across television, radio, print, digital, mobile, fashion and social media.

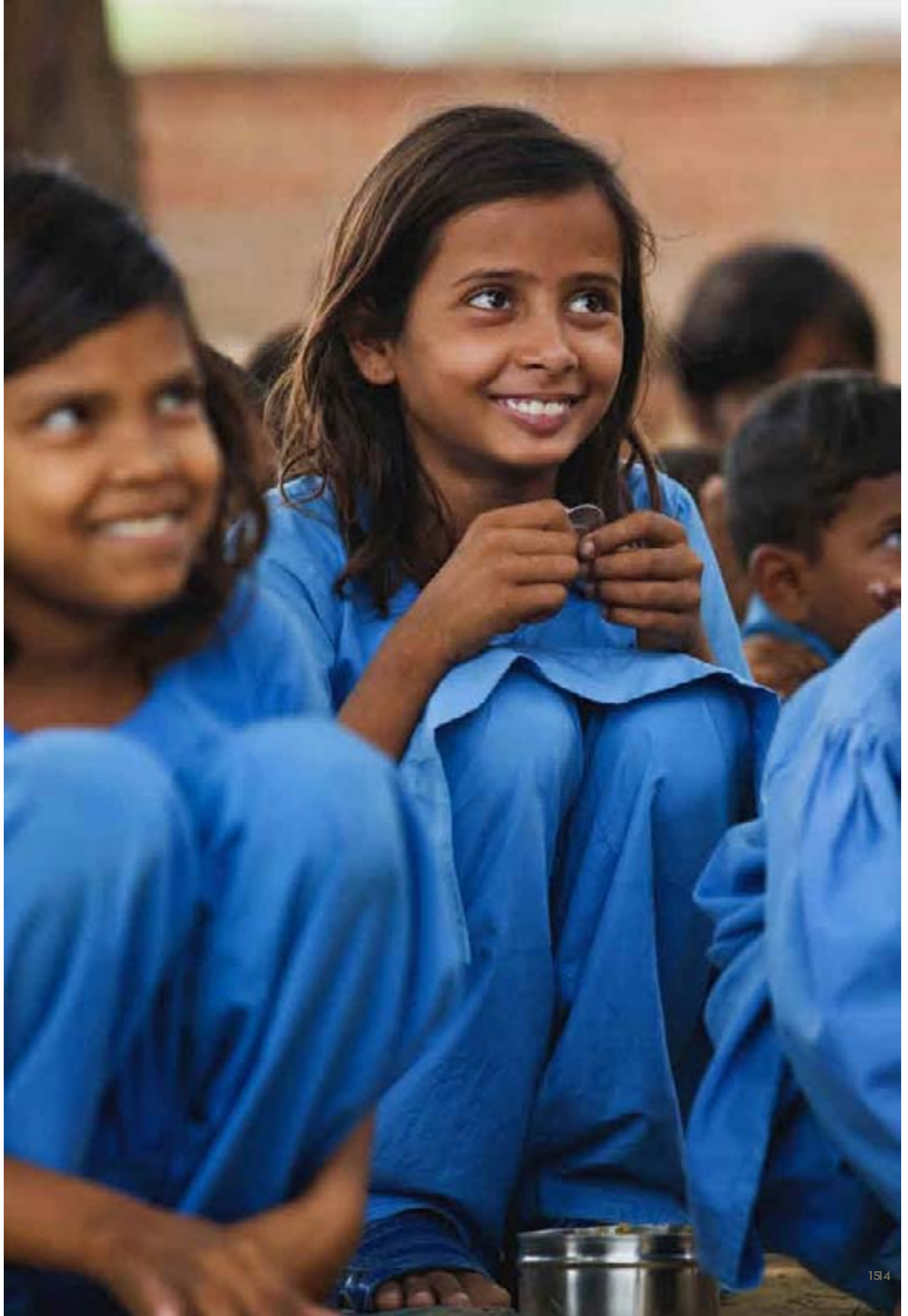
There is a unique opportunity to turn 10x10 from a project into a ubiquitous brand, with an iconic and internationally recognized representation. The marketing plan will be designed to exploit all opportunities, including publishing, music, and merchandising.

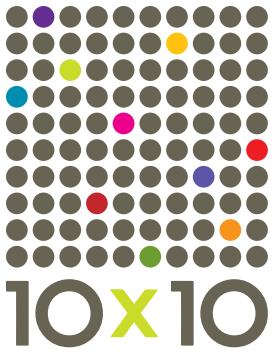
PR

10x10 will be supported by a comprehensive public relations strategy designed to take advantage of the scale, ambitions, star-power and relevance of the project.

A select group of agencies will be invited to develop a PR strategy for 10x10, which takes advantage of the project's twelve stages of distribution and the inherent star-power of the project itself. The strategy will include traditional press coverage and free media, as well as alternative, innovative approaches for creating buzz and energy around the 10x10 message.

The 10x10 PR campaign will benefit from The Documentary Group's connections and contacts at the highest levels of film and broadcasting. These relationships, built over 35 years in the business, extend through television and radio, consumer magazine publishing, newspapers, and high-profile blogs.





PROJECT TEAM

The Documentary Group has years of experience producing long-form, non-fiction programming for television and theatrical release. With prestigious awards, including Emmys, Peabodys, duPonts and Oscar nominations, TDG has a proven track record in creating an award-winning, critically acclaimed, commercially viable, feature documentary film. TDG executives have deep and enduring relationships with television and print media executives at the highest level.

Richard E. Robbins is an award-winning writer, producer and director whose career spans news, documentary, and fiction. His 2007 film, *Operation Homecoming: Writing the Wartime Experience*, was nominated for an Academy Award for best documentary. The television version of the film received two Emmy Awards. Richard spent years collaborating with Peter Jennings beginning with the critically acclaimed ABC News series *The Century*, which Richard helped develop and produce. His documentary work for Jennings took him from the mountains of Kashmir interviewing Al Qaeda militants, to the press plane of the 2000 Bush campaign. In addition to his work with The Documentary Group, Robbins has been working in scripted television. In 2009, he wrote and produced a dramatic pilot for ABC, and is at work on a new program for AMC entitled *Rubicon* that will premiere in the summer of 2010. His work has been honored by the National Academy of Television Arts and Sciences, The Academy of Motion Pictures, The International Documentary Association, the Directors Guild, and many others.

Tom Yellin is co-founder and president of The Documentary Group, which was created in 2006. Prior to that he was president and executive producer of PJ Productions, which he created with Peter and Kayce Jennings in 2003. Tom spent many years as an executive producer at ABC News. In 1989, he created the award-winning Peter Jennings Reporting series for ABC News. He was executive producer of *ABC 2000*, a 23-hour long live millennium broadcast, the 12-hour series *The Century*, the multi-part *In Search of America*, among many other programs and broadcasts. He created and was executive producer of *Day One*, a primetime ABC News magazine. His programs have won numerous broadcast and journalism awards, including five Alfred I. duPont-Columbia University Awards, four George Foster Peabody Awards, more than two dozen News Emmy Awards and multiple Polk Awards.

Kayce Freed Jennings is co-founder and executive vice president of The Documentary Group and has been senior producer on a number of the company's films. Before that she helped found PJ Productions with Peter Jennings and Tom Yellin and was senior producer of the Peabody Award-winning *Out of Control: AIDS in Black America*. Kayce spent 20 years at ABC News as a producer for the primetime news magazines *20/20* and *Day One*; *World News Tonight With Peter Jennings*, where she helped pioneer the acclaimed American Agenda series; and *Nightline*, based in London, covering Europe, the Middle East and Africa. She works closely with a number of non-profit organizations, including Concern Worldwide and Teach for America. She is on the board of Women In Need, a non-profit agency that serves homeless families.



PROJECT TEAM *continued*

Holly Gordon is the vice president of project development for The Documentary Group. Prior to joining TDG, she spent two seasons at the Tribeca Film Festival where she was the director of content and the executive producer of *Tribeca Presents: The Best of the Festival*, a television special highlighting award-winning Tribeca films. From 1994-2006, Holly was a producer and booker for all the major ABC News broadcasts: *World News Tonight with Peter Jennings*, *Good Morning America*, *20/20* and *Primetime*. During her tenure, she was an integral part of ABC's breaking-news coverage team and managed the team responsible for identifying and booking competitive national and international stories.

Kimi Culp is part of The Documentary Group project development team and is based in Los Angeles. She has been a producer and story developer for *NBC Nightly News with Tom Brokaw*, *ABC Good Morning America*, *20/20* and *The Oprah Winfrey Show*. She has conceived and produced hundreds of stories around the world and negotiated exclusive interviews and access for Diane Sawyer, Barbara Walters and Elizabeth Vargas. At *The Oprah Winfrey Show*, she was responsible for coordinating and generating future ideas. She went on to negotiate and manage all celebrity appearances for Oprah Winfrey's first ever primetime series, *The Big Give*. Kimi is executive director of The Davidson Family Foundation.

Gia de Picciotto is part of The Documentary Group project development team and is based in London. Previously she was the head of communications for Warner Music International, acting as strategic advisor to the chairman and CEO and oversaw internal and external communications outside the US. Gia expatriated to the UK in 2001 to develop the communication strategy for DoubleClick Inc (now Google) throughout Europe, the Middle East, Africa and Asia Pacific regions. Before that, Gia spent several years in New York working at ABC News and HBO, both in production and corporate affairs.

Talleah Bridges McMahon is a field producer who has been with The Documentary Group since its inception. She was an associate producer on *Operation Homecoming: Writing the Wartime Experience*, which was nominated for a 2008 Academy Award. Previously, she worked on *Peter Jennings Reporting: LAPD* and *Peter Jennings Reporting: I Have a Dream*. Talleah has also worked on programs for KCET, PBS, NPR and The Discovery Channel. She spent the summer of 2001 reporting for SABC in Cape Town, South Africa.

Susanne Mei is working with The Documentary Group on corporate strategy and business development. Prior to joining the team, Susanne spent several years at Showtime Networks, first as a director in the business development group working primarily on opportunities in new media and then as the vice president of digital media for Smithsonian Channel HD, a new cable channel that is a joint venture of Showtime and the Smithsonian Institution. Before that Susanne spent several years at ABC News, where she was part of the team that launched the original abcnews.com.



ADVISORY BOARD

10x10's Board of Advisors offered the insight and wisdom that helped to shape the project from its inception. They continue to generously share their extraordinary expertise.

Dr. Isobel Coleman is senior fellow for US foreign policy at the Council on Foreign Relations (CFR) and director of CFR's women and foreign policy program. Her areas of expertise include economic and political development in the Middle East, regional gender issues, girls' education, educational reform, and microfinance. Her writings have appeared in publications such as *Foreign Affairs* and *Foreign Policy*. Most recently, she is the author of *Paradise Beneath Her Feet: How Women are Transforming the Middle East* which examines how women are bringing about reform in the Middle East within an Islamic framework. Prior to joining CFR, Dr. Coleman was CEO of a health-care services company and a partner with McKinsey & Co. in New York. A Marshall Scholar, she holds a DPhil and MPhil in international relations from Oxford University and a BA in public policy and East Asian studies from Princeton University.

Helene D. Gayle, MD, MPH, became the president and CEO of CARE in April 2006. CARE is a non-governmental organization that tackles underlying causes of poverty so that people can become self-sufficient. Recognizing that women and children suffer disproportionately from poverty, CARE places special emphasis on working with women to create permanent social change. Before joining CARE, Dr. Gayle was director of HIV, TB & Reproductive Health within the Global Health Program at the Bill & Melinda Gates Foundation. Dr. Gayle received her BA from Barnard, her MD from the University of Pennsylvania, and her MPH from Johns Hopkins University. She was director of the National Center for HIV, STD and TB Prevention with the Centers for Disease Control and Prevention (CDC). She served in the US Public Health Service for 20 years, retiring as a Rear Admiral. Dr. Gayle also worked for USAID and been a consultant to WHO, UNAIDS, UNICEF and the World Bank.

Cynthia B. Lloyd is a consulting senior associate with the Poverty, Gender, and Youth program at the Population Council. At her retirement from the Council in May 2009 she was a senior associate and served on the National Research Council's Committee on Population. The Population Council is an international, nonprofit, nongovernmental organization that conducts biomedical, social science, and public health research. Her fields of expertise include transitions to adulthood, children's schooling, gender and population issues and household and family demography in developing countries. Lloyd has worked on these issues extensively in Ghana, Egypt, Kenya, Pakistan, and other developing countries as well as comparatively. Her recent research has concentrated on school quality in developing countries and the relationship between school quality, school attendance, and transitions to adulthood. She has MA and PhD degrees in economics from Columbia University.

Chloe O'Gara is the director of education at Save the Children Federation US. She has field experience in over 50 countries in Africa, Central and Southern Asia, and Latin America. At Save the Children, she is responsible for programming to support children's education in over 30 countries. Program activities target marginalized children - girls, ethnic minorities, and children affected by HIV/AIDS, wars and other catastrophes, and are designed in active collaboration with communities. Dr. O'Gara has published widely on issues including gender in the classroom; gender, education, and HIV/AIDS; and early childhood education and development. Save the Children's 2005 report, *The State of the World's Mothers*, focused on girls' education. Previously, while at the Academy for Educational Development, O'Gara led an evaluation of USAID's girls' education programs and designed the Speak for the Child program to organize (*continued*)



ADVISORY BOARD *continued*

community support for women who care for young children affected by AIDS. Dr. O’Gara worked as director of Wellstart International; at the USAID in the Offices of Education, Population, and Women in Development (as deputy and acting director); and at University of Michigan, Stanford University, Michigan State University, and Universidad del Valle de Guatemala.

Geeta Rao Gupta is president of the International Center for Research on Women (ICRW). An internationally renowned expert on gender and development, Rao Gupta has more than 20 years of experience in women’s health and is a leading global authority on women’s role in development programs. Rao Gupta is frequently recognized for her commitment to quality research and dedication to the protection and fulfillment of women’s human rights. She is the recipient of numerous awards, including Harvard University’s 2006 Anne Roe Award and the 2007 *Washington Business Journal’s* “Women Who Mean Business” Award. Rao Gupta is regularly sought out by the development community and media, and has been quoted by *The Washington Post*, *The New York Times* and *USA Today*, as well as other national and international news sources.

May A. Rihani is senior vice president of the Academy for Educational Development (AED) and the Director of the AED Global Learning Group and the Center for Gender Equity. She is responsible for ensuring gender equity in AED’s educational projects as well as in other social development programs. Ms. Rihani is also presently the co chair of the United Nations Girls’ Education Initiative (UNGEI). Ms. Rihani’s extensive work in girls’ education and women’s leadership includes, policy assessments, innovative designs, systems analysis, research work, and management of country programs. Ms. Rihani is a leading voice on the relationship between girls’ education and health nutrition, reproductive health, HIV/AIDS, and economic productivity. In addition, Ms. Rihani’s innovative work is centered on the intersection of gender equity, education, and youth employability.

Gene B. Sperling is counselor to the Secretary of the Treasury. Before joining the Obama administration he was director of the Center for Universal Education at the Council on Foreign Relations. He is one of the most widely recognized experts in the field of girls’ education. Sperling previously served as national economic adviser to President Bill Clinton from 1996-2000, and represented the Clinton administration at the 2000 UN World Education Forum in Dakar, Senegal, where he delivered one of the keynote addresses. Mr. Sperling is a member of the UN Millennium Task Force on Gender Equality and Education, and served on the Education Expert Group of the World Economic Forum’s Global Governance Initiative. Mr. Sperling also serves as U.S. chair of the Global Campaign for Education. He graduated from Yale Law School and holds a BA from the University of Minnesota. He is the co-author of *What Works in Girls Education*.

Cream Wright is the former associate director and global chief of education in the Programme Division at the United Nations Children’s Fund (UNICEF). Dr. Wright has also acted as Director of the Human Resource Development Division (Education and Health Departments) of the Commonwealth Secretariat, London and Director of the Centre for Research in the Education of Secondary Teachers at Milton Margai Teachers College in Sierra Leone, where he managed the teacher education programme and the development of research proposals for international funding. Dr. Wright received his PhD in Education in Developing Countries from the University of London Institute of Education.



LEADERSHIP COMMITTEE

From its inception, 10x10 has benefited from the wisdom and guidance of extraordinary leaders across the spectrum of entertainment, industry, international development, and media. The success of this project is due to these helping hands.

Tara Abrahams is director of the Maverick Capital Foundation. She previously was a consultant with the Bridgespan Group, a nonprofit strategy consulting firm, and managing director at Acelero Learning, an education company supporting high-quality Head Start programs. Tara currently serves on the board of directors of Project HEALTH, Green City Force, and the Lincoln Center Institute charter school initiative.

Diana Barrett is president and founder of The Fledgling Fund, a New York based foundation that seeks to improve the lives of vulnerable individuals, families, and communities and focuses on innovative approaches to complex social issues, including the use of media to ignite social change.

Cathy de Silva is president at CDSF Consulting in New York, and vice president of strategic development at The Entertainment Industry Foundation, which harnesses the collective power of the entertainment industry and uses its unique assets to raise awareness and funds for critical health, educational and social issues.

Nadine B. Hack is President of beCause Global Consulting. She is recognized internationally for her expertise in strategic planning, creative problem solving, insightful policy analysis, and politically sensitive negotiations for well over three decades. She has provided innovative guidance to and created crucial partnerships for institutions from multiple sectors and has imparted tactical direction for their campaigns and initiatives throughout the world.

Kathy Hubbard is co-founder at E&A Industries, Inc., a privately held corporation that has been successfully acquiring and growing companies throughout North America and Europe since 1977.

Richard Hutton is vice president of Media Development at Vulcan Productions where he oversees feature film and documentary units, and directs all of Vulcan Inc.'s media development projects, including initiatives in the education, museum and entertainment sectors.

Tamara Kreinin is the executive director of Women and Population at the United Nations Foundation. Her experience in health and human services spans more than 25 years. She speaks nationally and internationally on numerous topics related to social justice, including sexual and reproductive health and rights; adolescent pregnancy, STD, HIV/AIDs and sexual abuse prevention; sexuality education; children in poverty; and advocacy.



LEADERSHIP COMMITTEE, *continued*

Gayle Tzemach Lemmon is a women's rights and economic development expert and served as a journalist for nearly ten years, covering presidential politics as a producer with the ABC News Political Unit and *This Week with George Stephanopoulos*. Since 2005, she has been researching women entrepreneurs starting small and medium-sized businesses in post-conflict economies such as Afghanistan, Bosnia and Rwanda.

Jaqui Lividini is a partner at Lividini Weisenfeld Partners; she's the former senior vice-president of fashion and merchandising for Saks Fifth Avenue.

Patricia Moccia is a former spokesperson for girls' education for UNICEF's Division of Communication and was editor of *The State of the World's Children* report in 2004.

Lynn Murphy is a senior fellow at the William and Flora Hewlett Foundation, which has partnered with the Bill & Melinda Gates Foundation to improve the quality of primary school education in the developing world. The work of the Gates and Hewlett Foundations is intended to focus new attention on assuring that children learn while in school, and not just attend.

Lynn Povich is an independent media consultant and director of the International Women's Media Foundation. Until recently, she was managing editor/senior executive producer of East Coast programming for MSNBC on the Internet, a joint 24-hour news and information cable network venture between Microsoft and NBC.

Emily Shoop is the founder of Shoop Design, a cutting-edge graphic design, web development and marketing firm based in San Francisco.



SHOOTING BUDGET

THE DOCUMENTARY GROUP
Ten X Ten Film Budget 3.30.10

Acct No	Category Description	Page	Total
1200	Producers Unit	1	0
1400	Talent	1	0
	Total Fringes		0
TOTAL ABOVE -THE -LINE			0
2300	Crew & Gear	2	283.750
2400	Crew Travel and Location Expenses	2	248.150
	Total Fringes		19,600
TOTAL PRODUCTION			551,500
4400	Research Materials	5	0
4500	Edit - Offline	5	0
4600	Music	5	0
4700	Post Production	5	0
4800	Archival Material & Rihts and Clearances	5	0
4900	Post Graphics	5	0
	Total Fringes		0
TOTAL POST PRODUCTION			0
6400	Legal	6	0
6600	Insurance	6	0
6500	Accounting and Auditing	6	0
6800	Administration	6	0
	Total Fringes		0
TOTAL ADMINISTRATION			0
	Production Contingency (10% below the line)		0
	The Documentary Group Production Fee : 0.0%		0
	Grand Total		551,500

Acct No	Description	Amount	Units	X	Unit2	Rate	Unit3	Rate4	Unit4	Subtotal	Total
1200 Producers Unit											
1201	Executive Producer										0
1202	Producer/Writer										0
1203	Co Directors										0
1207	Production Associate										0
1285	Meeting Expenses/Working meals										0
Account Total for 1200											0
1400 Talent											
1403	Narrators										0
1404	Writers										0
Account Total for 1400											0
	Total Fringes										0
											0
TOTAL ABOVE-THE-LINE											0

Acct No	Description	Amount	Units	X	Unit2	Rate	Unit3	Rate4	Unit4	Subtotal	Total
2300 Crew & Gear											
2301	Crew										
	Cameraman	50	Davs	1	Person	900		1		45.000	
	Camera travel davs	40	Davs	1		450		1		18.000	
	Sound	50	Davs	1		500		1		25.000	
	Sound travel davs	40	Davs	1		250		1		10.000	
	Total										98.000
2312	Translator/fixer										
	Translator/fixer	10	ocations	1	Person	200		30	Davs	60.000	
	Total										60.000
2315	HD Camera Pks/Lenses										
	HD Sonv F900 Package	50	Davs	1		1.050		1		52.500	
	Sound pka	50	Davs	1		200		1		10.000	
	Sonv HDR-FX1 HD Cam	1	camera	1		6.000		1		6.000	
	Camcorder	4	cameras	1		500		1		2.000	
	Total										70.500
2318	Add'l Gear/Lights										
	Lights	50	Davs	1	Allow	250		1		12.500	
	Add'l Gear	11	ocations	1	Allow	2.000		1		22.000	
	Total										34,500
2377	Tapestock										
	HD Stock (shoots	400	tapes	1		35.0		1		14.000	
	MP3 recorder	2	Allow	1		300		1		600	
	DV stock for downconverts	400	cass	1		13.0		1		5.200	
	DV stock for digital outputs	50	cass	1		13.0		1		650	
	DVD outputs	100	dvds	1		3.0		1		300	
	Total										20,750
Account Total for 2300											283,750
2400 Crew Travel and Location Expenses											
2401	Crew Airfare										
	Countrv 1&2 - AFRICA	4	People	1	RT	4.000		1		16.000	
	In countrv travel	4	People	2	Trips	250		1		2.000	
	Countrv 3&4- MID E/E ASIA	4	People	1	RT	4.500		1		18.000	
	In countrv travel	4	People	2	Trips	250		1		2.000	
	Countrv 5&6 - ASIA	4	People	1	RT	4.000		1		16.000	
	In countrv travel	4	People	2	Trips	250		1		2.000	
	Countrv 7&8- S. AMERICA/CARIB	4	People	1	RT	2.500		1		10.000	
	In countrv travel	4	People	2	Trips	250		1		2.000	
	Countrv 9&10 - US/C. AMER	4	People	1	RT	1.750		1		7.000	
	In countrv travel	4	People	2	Trips	250		1		2.000	
	Extra trip (1 location)	4	People	1	RT	2.500		1		10.000	
	In countrv travel	4	People	2	Trips	250		1		2.000	
	US trip 1	4	People	1	RT	300		1		1.200	
	US trip 2	4	People	1	RT	500		1		2.000	
	Writers Airfare	1	Person	10	RT	1.500		1		15.000	
	Writers In countrv Travel	1	Per	20	Trips	250		1		5.000	
	Total										112,200
2402	Crew Hotel										
	Countrv 1&2	5	People	7	Niahts	150		1		5.250	
	Countrv 3& 4	5	People	7	Niahts	150		1		5.250	
	Countrv 5&6	5	People	7	Niahts	150		1		5.250	

Continuation of Account 2402

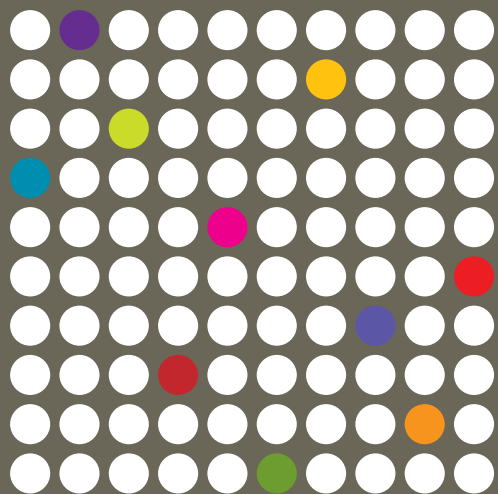
Acct No	Description	Amount	Units	X	Unit2	Rate	Unit3	Rate4	Unit4	Subtotal	Total
	Countrv 7&8	5	People	7	Nights	150		1		5.250	
	Countrv 9&10	5	People	7	Nights	150		1		5.250	
	Extra Trip	5	People	7	Nights	150		1		5.250	
	US 1	4	People	3	nights	250		1		3.000	
	US 2	4	People	3	nights	250		1		3.000	
	Total										37,500
2403	Crew Per Diem										
	Countrv 1&2	5	People	9	Davs	40.0		1		1.800	
	Countrv 3&4	5	People	9	Davs	40.0		1		1.800	
	Countrv 5&6	5	People	9	Davs	40.0		1		1.800	
	Countrv 7&8	5	People	9	Davs	40.0		1		1.800	
	Countrv 9&10	5	People	9	Davs	40.0		1		1.800	
	Extra Trip	5	People	9	Davs	40.0		1		1.800	
	US 1	4	People	4	Davs	50.0		1		800	
	US 2	4	People	4	Davs	50.0		1		800	
	Total										12,400
2405	Visas/Vaccinations										
	Vaccinations	4	People	1		500		1		2.000	
	Visas/Carnets	5	People	1		250		1		1.250	
	Total										3,250
2406	International calls										
	International cell phone bill	6	Months	1		500		1		3.000	
	Total										3,000
2415	Location Expenses										
	Countrv 1&2	1	Allow	1	Trip	1.000		1		1.000	
	Countrv 3&4	1	Allow	1	Trip	1.000		1		1.000	
	Countrv 5&6	1	Allow	1	Trip	1.000		1		1.000	
	Countrv 7&8	1	Allow	1	Trip	1.000		1		1.000	
	Countrv 9&10	1	Allow	1	Trip	1.000		1		1.000	
	US 1	1	Allow	1	Trip	500		1		500	
	US 2	1	Allow	1	Trip	500		1		500	
	Total										6,000
2484	Airport Taxes										
	For Int'l Travel	5	Trips	5	People	50.0		1		1.250	
	US	2	Trips	4	People	50.0		1		400	
	Total										1,650
2485	Excess Baggage										
	Int'l Trips	5	Trips	3	Leas	750		1		11.250	
	In Country Travel	10	ocation:	2	Trips	300		1		6.000	
	US	2	Trips	2	Leas	500		1		2.000	
	Total										19,250
2495	Car/Van Rentals										
	Car rental- US	3	Davs	2	Trips	100.0		1		600	
	Total										600
2496	Driver (car and gas)										
	Driver & Gas	11	ocation:	9	Davs	200		1		19.800	
	Total										19,800
9999	Local Crew/Local Equip										
	Int'l Trips - local Crew	10	ocation:	7	Davs	250		1		17.500	
	Int'l Trips - Local Equip	10	ocation:	1	Allow	1.500		1		15.000	
	Total										32,500
Account Total for 2400											248,150

Acct No	Description	Amount	Units	X	Unit2	Rate	Unit3	Rate4	Unit4	Subtotal	Total
	Total Fringes										
	PAYROLL ALL IN	20%				98.000				19.600	
											19,600
TOTAL PRODUCTION											551,500

Acct No	Description	Amount	Units	X	Unit2	Rate	Unit3	Rate4	Unit4	Subtotal	Total
4400 Research Materials											
4401	Research Materials										0
Account Total for 4400											0
4500 Edit - Offline											
4501	Editor										0
4502	Asst Editor										0
4503	Edit Room										0
4506	Transcription & Translation										0
4507	Down Converts										0
4513	Editing equipment										0
4585	Expendables/Supplies										0
4594	Editing Meals										0
Account Total for 4500											0
4600 Music											
4646	Music										0
4647	Music rights/residuals										0
4648	CDs, tapes, etc to purchase										0
Account Total for 4600											0
4700 Post Production											
4706	Finishing - Sound										0
4517	Finishing - Picture										0
Account Total for 4700											0
4800 Archival Material & Rights and Clearances											
4801	Archival Footage/Clips Clearance Fees										0
4802	Stills										0
Account Total for 4800											0
4900 Post Graphics											
4903	Graphics design consultant										0
4904	After effect/animation										0
4905	Titles										0
Account Total for 4900											0
	Total Fringes										0
TOTAL POST PRODUCTION											0

Acct No	Description	Amount	Units	X	Unit2	Rate	Unit3	Rate4	Unit4	Subtotal	Total
6400 Legal											
6400	Legal Costs										0
Account Total for 6400											0
6600 Insurance											
6601	Prod package premium										0
Account Total for 6600											0
6500 Accounting and Auditing											
6500	Accounting and Auditing										0
Account Total for 6500											0
6800 Administration											
6810	Office Rental										0
6812	Office Equipment										0
6811	Telephone/Internet										0
6812	Office Supplies										0
6808	Postage/Messenger										0
6815	Local Transportation/Late night taxis										0
6806	Craft Services										0
6820	Late & Weekend Meals										0
6829	Utilities										0
6885	Paychex/Bank Charges										0
6899	Miscellaneous										0
Account Total for 6800											0
	Total Fringes										0
											0
TOTAL ADMINISTRATION											0

Acct No	Description	Amount	Units	X	Unit2	Rate	Unit3	Rate4	Unit4	Subtotal	Total
	Production Contingency (10% below the line)										0
	The Documentary Group Production Fee : 0.0%										0
	Grand Total										551,500



10x10

EDUCATE GIRLS, CHANGE THE WORLD