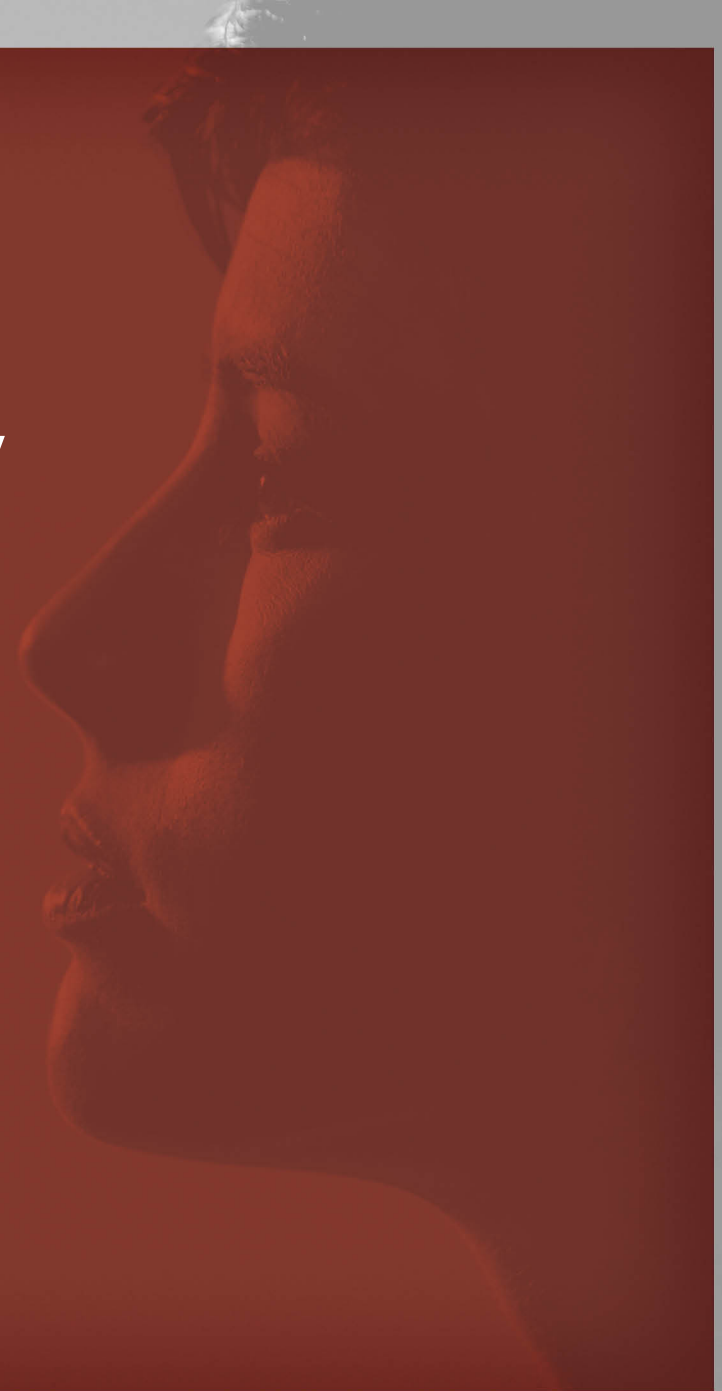




# **WOMEN AND HOLLYWOOD**

**Consulting Services**

Over the last decade  
Women and Hollywood  
has **created a community**  
dedicated to supporting  
content **created by**  
**and about women.** The  
community includes press,  
influencers, activists,  
filmmakers and  
many others.





A close-up photograph of a woman's face as she looks through the viewfinder of a camera. The camera lens is prominent in the foreground, and the background is a warm, golden-yellow color. The woman's expression is focused and professional.

Our consultancy goal is to **activate** our community to **support** and **spread the word** about content that is in keeping with the values of **Women and Hollywood**.

**WOMEN AND  
HOLLYWOOD**

## Our Capabilities Include:



- **Screenings** and/or events for TV, films, and theatre in NY, LA and London.
- Amplify **outreach** efforts in other media markets.
- **Social media outreach** using: W&H website; weekly newsletter; Twitter; Facebook; and Instagram.
- Working with client's social media team when appropriate
- Sponsored Ads
- Awards and strategic consulting

# Women and Hollywood's Reach

**WOMEN AND  
HOLLYWOOD**

## Website

redesigned  
and relaunched  
in May 2018.

**June 2018:**

**40,000**  
uniques

**60,000**  
page views



**4,015,626**  
impressions

**3,250**  
weekly  
newsletter



**40,500,000**  
impressions

( @melsil +  
@womenahollywood )

**58,500**  
total followers



**1,400**  
total followers

**43,000**  
impressions

Time Period: January 2018-June 2018



# The Influence of Women and Hollywood

**"Writer and activist MELISSA SILVERSTEIN is arguably the most influential critic of gender issues in contemporary cinema."**  
- Andrew Pulver



theguardian

 **Full Frontal** ✓  
@FullFrontalSamB Follow ▾

Correspondent [@AllanaHarkin](#) thinks you should follow [@melsil](#) because "she calls out all the bullshit in the film and TV industry and praises all those who lift up women and their projects."  
[#InternationalWomensDay](#)

12:48 PM - 8 Mar 2018

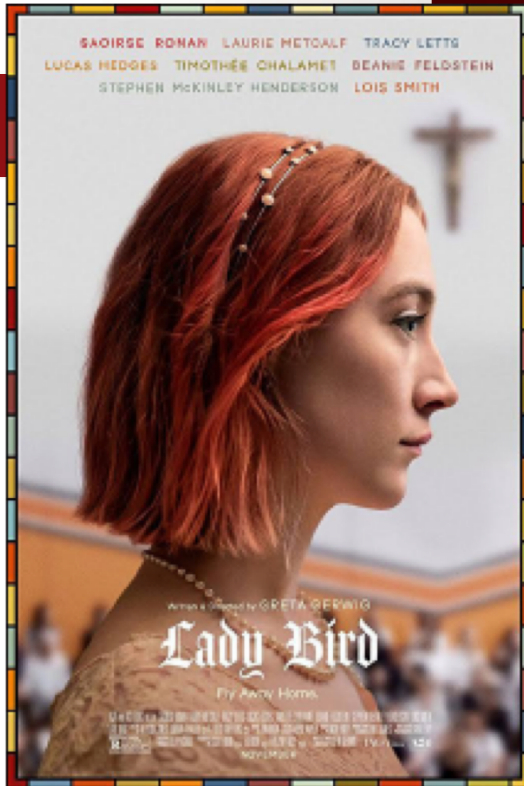
19 Retweets 157 Likes 

 **Jessica Chastain** ✓  
@jes\_chastain Following ▾

[@WomenaHollywood](#) Im always thankful for [@melsil](#) 🙌

 **Lesli Linka Glatter** ✓  
@LesliLinkaG Follow ▾

Thanks so very much [@melsil](#) I so admire the important work that you do, and I thank you for fighting the good fight



## Case Study:

# Lady Bird (A24)

- Created outreach campaign using social platforms to amplify word of mouth
- Created an outreach list including a variety of women's organizations in select cities
- Screenings in NY and LA focused on influencers and people affiliated with women's issues.
- Q&A with Greta Gerwig following NY screening

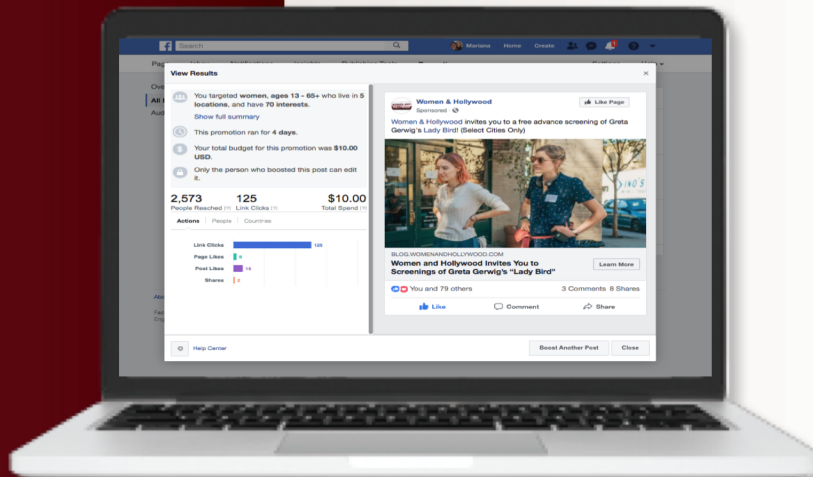
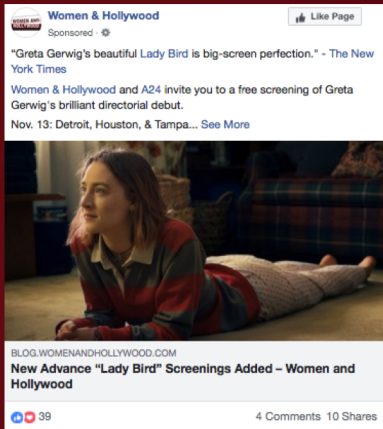


# Six posts to Women & Hollywood's Facebook page

Two paid posts, four organic posts

14,500 reach

805 link clicks







# Instagram

## Nine posts on Instagram Stories

**1,200**  
impressions

## Two posts on Instagram Feed

**1,600**  
impressions

**1,200**  
reach

**105**  
engagements

**10**  
comments

**84**  
link clicks





**melanieannbk** • Follow  
Dolby Screening Room

melanieannbk Had the pleasure of finally catching @ladybirdmovie and meeting the queen that is Greta Gerwig. Thank you @womenandhollywood and @melsil for the invite and for all the great work you do to empower women! 🙌🏻👏🏻 #dolby #film #screening #ladybird #a24 #gretagerwig #actors #saoirseronan #timotheéchalamet #laurimetcalf #lucashedges #tracyletts #johnkarna #beaniefeldstein #womeninfilmm #writers #directors #support #independent #cinema #sacramento #newyork #indie #production #filmindie #losangeles #spiritawards #ifp #nyc #gothamawards jensenhigley 🙌🏻!!



72 likes

NOVEMBER 22, 2017

Add a comment...



**alisongilbert** • Follow  
Dolby Screening Room

alisongilbert Seeing @ladybirdmovie last night followed by Q&A with #gretagerwig, was magic. Thank you Greta for this truly beautiful piece of art. Thank you @melsil and @womenandhollywood for all that you do educate, advocate and agitate for gender diversity in Hollywood. I'm lucky and grateful to have the opportunity to work with women like you building incredible organizations like yours. swaywithsway Lovely!



103 views

NOVEMBER 22, 2017

Add a comment...



**juliescelfo** • Follow  
Midtown Manhattan

juliescelfo I just left a screening of a Lady Bird and have three things to tell you:  
1. Greta Gerwig kicks ass.  
2. She is one of the #womenwhomakeny.  
3. Go see this movie.

Thank you @womenandhollywood for giving Gerwig a mic, and thanks Greta for being such a thoughtful ambassador for réalisatrice.

#ladybird #femaledirector #gretagerwig #changetheratio #womeninhollywood #womenandhollywood #barnard #boss #mothersanddaughters

jensenhigley 🙌🏻!!

sara\_huxley 🙌🏻

unleashed\_world Any story behind this photo? :) We'd love to hear it - share how you celebrate life with the tag #UnleashedWorld and follow us



72 likes

NOVEMBER 21, 2017

Add a comment...



twitter

# Melissa Silverstein

(35k followers)

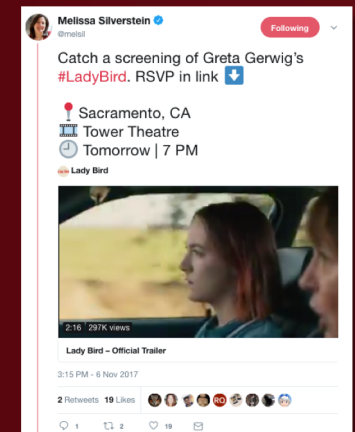
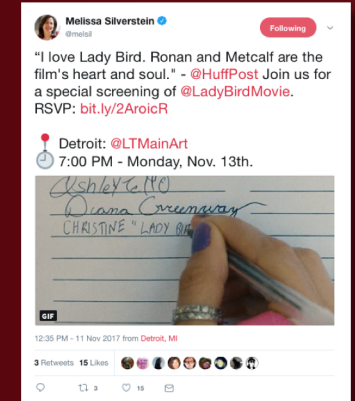
# Women and Hollywood

(11k followers)

Twitter  
campaign  
resulted in

# 140,000

impressions







**Cindy Gallop** [@cindygallop](#)

Following

Amazing [@melsil](#) [@WomensHollywood](#) predominantly-female-audience screening of [@ladybirdmovie](#) followed by Q&A with writer/director Greta Gerwig. EVERYBODY GO SEE THIS MOVIE NOW ESPECIALLY IF YOU'RE A MAN OR A TEENAGE BOY WHO WOULDN'T DREAM OF IT



**Lady Bird | Official Trailer HD | A24**  
SUBSCRIBE: <http://bit.ly/A24subscribe> From writer/director Greta Gerwig and starring Saoirse Ronan, Laurie Metcalf, Tracy Letts, Lucas Hedges, Timothée Chalamet...  
youtube.com

9:45 PM - 21 Nov 2017

3 Retweets 9 Likes



**Tara Tomicevic** [@TaraTomicevic](#)

Follow

A treat to see a stubborn, authentic, flawed woman come of age in my hometown of [#Sacramento](#) in [@LadyBirdMovie](#)! That mother/daughter relationship hit hard. Congrats [#GretaGerwig](#) and [#SaoirseRonan](#)! Thank you [@melsil](#)! [#WomenInHollywood](#) [#MakeYourOwnLane](#) [#IndyFilm](#) [#LadyBird](#)

1:46 PM - 15 Nov 2017



**Katrina Morris** [@irexkat](#)

Follow

[@LadyBirdMovie](#) I was so excited to see this movie that I drove for an hour in rush hour traffic for the [@WomensHollywood](#) screening in Aventura, FL. Starts in 2! [#LadyBird](#) [#GretaGerwig](#) [#IndieFilm](#)



**Lady Bird** [@LadyBirdMovie](#)  
A24 presents [#LadyBird](#), from writer/director Greta Gerwig and starring Saoirse Ronan...

7:30 PM - 14 Nov 2017



**wendy wasserman** [@wendywas](#)

Follow

If there's one lesson from [@ladybirdmovie](#) for teenage girls & their mums, it's that moments matter. Thx [#gretagerwig](#) for this pic. It's a moment to share w my 15 y/o daughter. It will matter. [#loveladybird](#) [@WomensHollywood](#)



10:31 AM - 22 Nov 2017

2 Retweets 7 Likes



**Danielle** [@Danielle\\_eee](#)

Follow

Everyone back home should go see this I'm hoping i can see out here but nothing beats watching a movie set in sac in sac



**Melissa Silverstein** [@melsil](#)  
Catch a screening of Greta Gerwig's [#LadyBird](#). RSVP in link  
Sacramento, CA

3:27 PM - 6 Nov 2017



**Stephanie Heeg** [@40wattbulb](#)

Follow

[@WomensHollywood](#) Just got home from [#LadyBird](#) Thank you. It's brilliant and I loved it. The audience seemed to enjoy it, too. Go see it!

11:56 PM - 6 Nov 2017

1 Like



**Elisabeth Rosario** [@emrosario](#)

Follow

GO WATCH [@LadyBirdMovie](#)! Great Q&A with Greta Gerwig tonight, hearing how she developed the characters and how she got where she is today is so inspiring. Thx for the moment [@WomensHollywood](#) [@alisongilbert](#)



12:33 AM - 22 Nov 2017

1 Retweet 4 Likes



**Danae Johnson** [@Danae\\_Johnson](#) · Nov 8  
Thanks to [@WomensHollywood](#) for the tickets to the screening of [@LadyBirdMovie](#) in Austin. [#loveladybird](#)

1 Reply 1 Retweet 4 Likes



**Women and Hollywood** [@WomensHollywood](#) · Nov 8  
We are glad you could join us for the screening!

1 Reply 1 Retweet 1 Like



**Danae Johnson** [@Danae\\_Johnson](#)

Follow

Replying to [@WomensHollywood](#) [@LadyBirdMovie](#)  
Thanks again! Such a great film, hope many more women see it.

5:46 PM - 8 Nov 2017

1 Like



**Estelle Tang** [@wauwauwauw](#)

Follow

DO IT THIS MOVIE MADE ME SMILE LIKE A FOOL

**Melissa Silverstein** [@melsil](#)  
Any ladies interested in attending a screening of [@LadyBirdMovie](#) on Nov 8 in Boston, Chicago, Philly, or Seattle?  
[blog.womensandhollywood.com/women-and-holl...](http://blog.womensandhollywood.com/women-and-holl...)



# You Were Never Really Here (Amazon)

Case Study:

Created a campaign targeted towards Women and Hollywood's community for a pre – release New York screening.

## Results

- **Full screening-** 115 seats.
- **Engaged and interested** audience.
- Use of social channels: **Instagram, Facebook, and Twitter.**

amazonstudios

WOMEN AND  
HOLLYWOOD

Present a special screening for the Women and Hollywood community of visionary filmmaker Lynne Ramsay's thriller:



Please join us for the following screening:

Thursday, April 5th at 7:00 PM

Angelika New York  
18 W. Houston St.  
New York, NY, 10012

RSVP to Melissa Silverstein: [melissa@womenandhollywood.com](mailto:melissa@womenandhollywood.com)

**Synopsis:** A traumatized veteran, unafraid of violence, tracks down missing girls for a living. When a job spins out of control, Joe's nightmares overtake him as a conspiracy is uncovered leading to what may be his death trip or his awakening.



Trailer Watch: Joaquin Phoenix is a Vigilante in Lynne Ramsay's "You Were Never Really Here"

**N**ew York is a town where the English language is the province of Lynne Ramsay's Cannes award-winning "You Were Never Really Here." The word's meaning when used in the film is a momentary suspension of time by which the film's story is told. The only thing the audience can be sure of is that the film is beautiful—the quality is undeniable.

That's why Ramsay's film "You Were Never Really Here" is so powerful. It's a film that is not only a masterpiece of filmmaking, but also a masterpiece of storytelling. It's a film that is not only a masterpiece of filmmaking, but also a masterpiece of storytelling.

Trailer Watch: Joaquin Phoenix is Brutal in Lynne Ramsay's "You Were Never Really Here"

**A** film that has been called the most powerful and brutal of any made in the 21st century is Lynne Ramsay's "You Were Never Really Here." The film's director, Lynne Ramsay, is a woman who is not only a filmmaker, but also a storyteller. Her work is not only a masterpiece of filmmaking, but also a masterpiece of storytelling.

Ramsay and her team have created a masterpiece of filmmaking. The film's director, Lynne Ramsay, is a woman who is not only a filmmaker, but also a storyteller. Her work is not only a masterpiece of filmmaking, but also a masterpiece of storytelling.

# You Were Never Really Here

# Coverage from Women and Hollywood

Join Women and Hollywood for a Special Screening of Lynne Ramsay's "You Were Never Really Here"

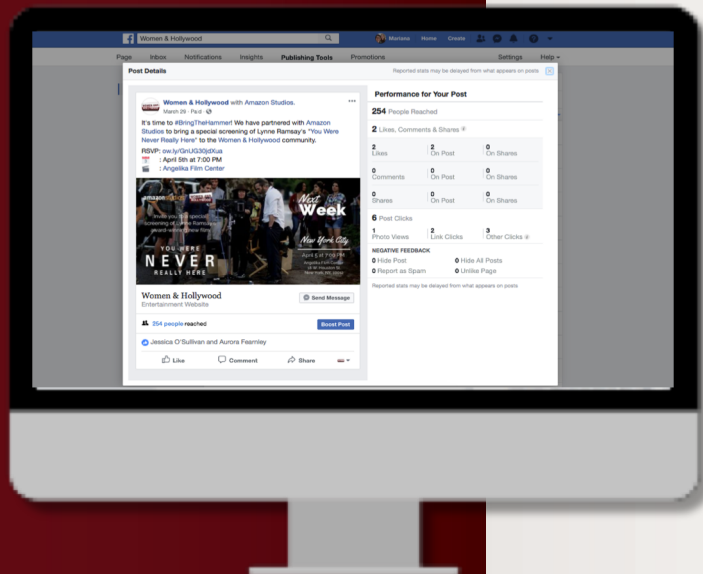
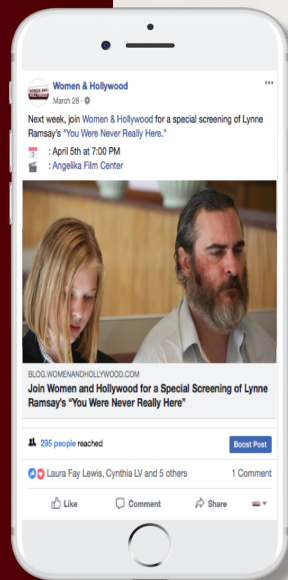
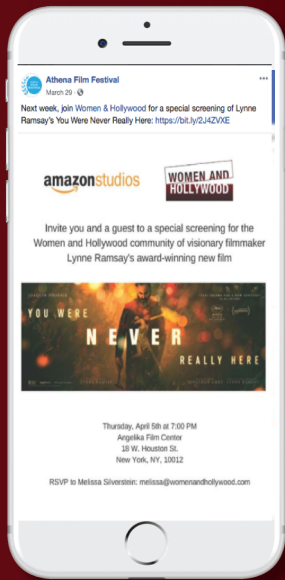
**W**omen and Hollywood are working together to bring you a special screening of Lynne Ramsay's "You Were Never Really Here." This is a film that is not only a masterpiece of filmmaking, but also a masterpiece of storytelling.

Ramsay's "You Were Never Really Here" is a film that is not only a masterpiece of filmmaking, but also a masterpiece of storytelling.

SAMcIntire Launches Lynne Ramsay Film Series

**B**erlin's film festival has announced the acquisition of Lynne Ramsay's latest offering, "You Were Never Really Here." The film is a masterpiece of filmmaking, and it's a film that is not only a masterpiece of filmmaking, but also a masterpiece of storytelling.

Ramsay's "You Were Never Really Here" is a film that is not only a masterpiece of filmmaking, but also a masterpiece of storytelling.



facebook

Focused solely on organic reach for posts

Posted 3 times about screenings

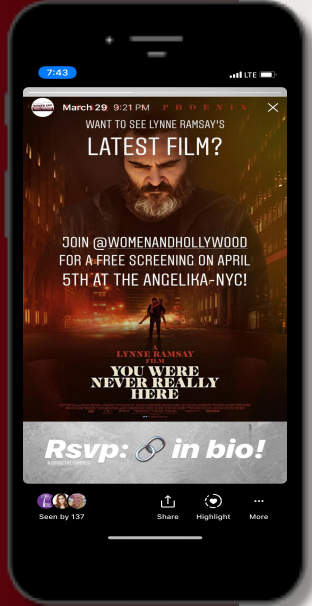
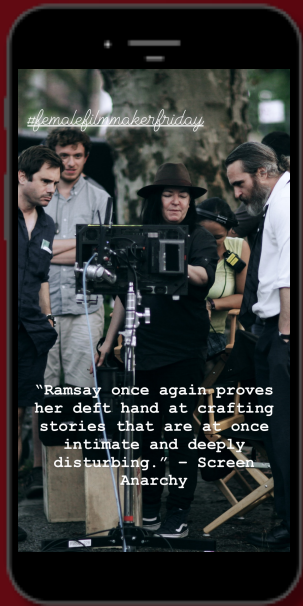
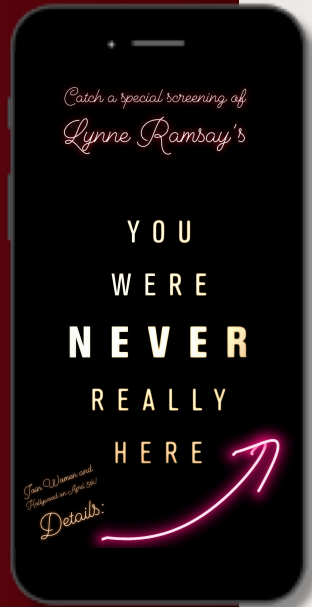
1,400

impressions

180

engagements

Utilized **Athena Film Festival's** account to expand reach for a singular post.



Instagram

## Utilized Instagram Stories

9 Instagram Stories

2,500 Total impressions

1,800 Total reach



twitter

# All organic social posts from Women and Hollywood and Melissa Silverstein's accounts.

**Women and Hollywood** @WomenaHollywood

It's nearly time to #BringTheHammer.

Lynne Ramsay's Cannes award-winning thriller @YouWereNeverMov hits theaters tomorrow!

● You Were Never Really Here



**amazonstudios**

**YOU WERE NEVER REALLY HERE**

**You Were Never Really Here - Official Trailer**  
Joaquin Phoenix stars. Lynne Ramsay directs. Winner of Best Actor and Best Screenplay at the 2017 Cannes Film Festival. Coming to select theaters April 6.

4:26 PM - 5 Apr 2018

12 Retweets 24 Likes

**Melissa Silverstein** @melsil

.@BAMcinematek's "Tough Love: Cinema by Lynne Ramsay" will include screenings of "Ratcatcher," "We Need to Talk About Kevin," and the NY premiere of @YouWereNeverMov.



**BAMcinematek Launches Lynne Ramsa..**  
womenandhollywood.com

2:00 PM - 24 Mar 2018

2 Retweets 8 Likes

**Melissa Silverstein** @melsil

NY folks: @WomenaHollywood is hosting a community screening of Lynne Ramsay's You Were Never Really Here on April 5. Come join. Details here:



**Join Women and Hollywood for a Specia..**  
womenandhollywood.com

11:33 AM - 28 Mar 2018

14 Retweets 26 Likes

**Melissa Silverstein** @melsil

Lynne Ramsay's brutal and brilliant new thriller @YouWereNeverMov is now in theaters! [fandan.co/2qgOuDN](http://fandan.co/2qgOuDN)



**Women and Hollywood** @WomenaHollywood

It's nearly time to #BringTheHammer.

Lynne Ramsay's Cannes award-winning thriller @YouWereNeverMov hits theaters tomorrow!

2:48 PM - 6 Apr 2018

2 Retweets 6 Likes

**Women and Hollywood** @WomenaHollywood

It's time to #BringTheHammer. Catch our special screening of Lynne Ramsay's powerful new film @YouWereNeverMov. April 5 at the @AngelikaNewYork.

RSVP for tickets: [ow.ly/GnUG30jdXua](http://ow.ly/GnUG30jdXua)



**amazonstudios**

**YOU WERE NEVER REALLY HERE**

**Next Week**

Invites you to a special screening of Lynne Ramsay's award-winning new film.

**New York City**

Apr 4 5:17 7:00 PM

Angelika Film Center  
15 W. Houston St.  
www.angelikafilm.com

9:49 PM - 29 Mar 2018

1 Retweet 3 Likes

**Women and Hollywood** @WomenaHollywood

Next week, join Women and Hollywood for a special screening of Lynne Ramsay's @YouWereNeverMov: [ow.ly/t3Dv30jcOab](http://ow.ly/t3Dv30jcOab)

**April 5th at 7:00 PM**

@AngelikaNewYork

RSVP: [melissa@womenandhollywood.com](mailto:melissa@womenandhollywood.com)



**YOU WERE NEVER REALLY HERE**

2:20 PM - 28 Mar 2018

5 Retweets 7 Likes





twitter

# Reactions

 **Alyssa Klein**   
@dj\_diabeatic Follow


Thank you to [@WomensHollywood](#) for hosting the screening! And thank you to [@ShrutiRya](#) for bringing me! Glad I saw it, but boy was that intense.  
[#YouWereNeverReallyHere](#)

9:28 PM - 5 Apr 2018


 **Emmy Potter**  
@emmylanepotter Follow

[#YouWereNeverReallyHere](#) is tense, heart-pounding, and brutally gorgeous. Joaquin Phoenix is stellar. Another Lynne Ramsey masterpiece. Thank you so much to [@melsil](#) [@WomensHollywood](#) and [@AmazonStudios](#) for hosting us tonight!


9:15 PM - 5 Apr 2018

 **The Playlist**   
@ThePlaylist Following


Lynne Ramsay >>> the rest of cinema. Profoundly visceral, brutal and hypnotic. Breathtaking.  
[#YouWereNeverReallyHere](#)





8:54 PM - 5 Apr 2018


25 Retweets 105 Likes 


🗨️ 2 🔄 25 ❤️ 105 📧

 Tweet your reply



 **The Playlist**   
@ThePlaylist · Apr 5

[.@jessicakiang](#)'s terrific review. Play all they money to see it. This is why movie we go to the movies.



**The Playlist**   
@ThePlaylist  
[#JoaquinPhoenix](#) takes [#Cannes70](#) Best Actor award. Our review of Lynne Ramsay's 'You Were Never Really Here' [theplaylist.net/lynne-ramsays-...](#)

🗨️ 1 🔄 3 ❤️ 11 📧

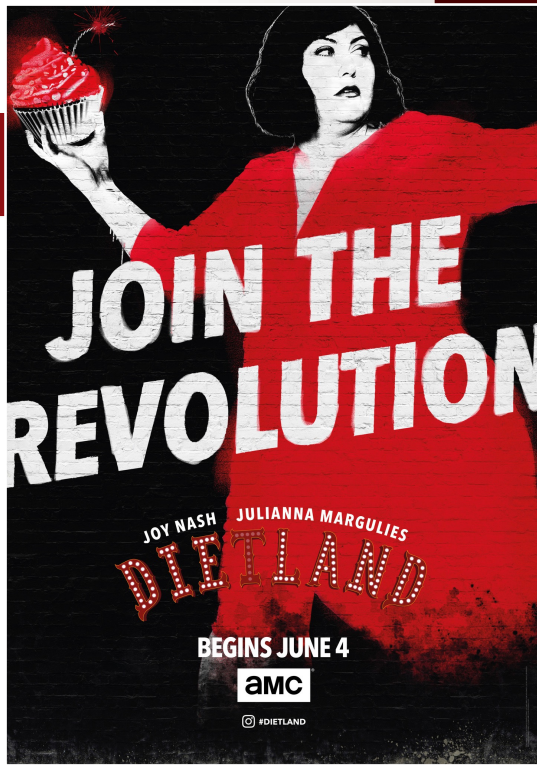
 **The Playlist**   
@ThePlaylist · Apr 5

And thanks to [@melsil](#) and [@WomensHollywood](#) for putting on the screening. [#YouWereNeverReallyHere](#)

🗨️ 0 🔄 2 ❤️ 3 📧

Your support made a great difference. It's the best opening Lynne has had in the U.S. and we're thrilled.

- Bob Berney  
Head of Marketing & Distribution,  
Original Movies | Amazon Studios



Case Study:

## **Dietland** (AMC)

- **Pre-launch screening** of first episode of series in LAQ&A with creator and showrunner Marti Noxon.
- **Twitter chat** with Marti Noxon.



Women and Hollywood and AMC cordially invite you to attend a sneak peek of its new, extraordinarily timed series, "Dietland," from showrunner and executive producer **Marti Noxon** (*Buffy the Vampire Slayer*, *UnREAL*), starring **Joy Nash** and **Julianna Margulies**.

**WEDNESDAY, MAY 30, 2018**

7 PM Premiere Episode Screening followed by a Conversation with Marti Noxon and Women and Hollywood's Melissa Silverstein

**SCREENING ROOM**

5757 Wilshire Boulevard  
Mezzanine Level (M101)  
Los Angeles, CA 90036

**RSVP:**

[melissa@womenandhollywood.com](mailto:melissa@womenandhollywood.com)

**HOSTED PARKING IN THE  
SAG-AFTRA PLAZA PARKING GARAGE**

5757 Wilshire Boulevard Los Angeles, CA 90036

\*The SAG-AFTRA Plaza parking garage is located behind the SAG-AFTRA Plaza building on Curson Avenue (off of Wilshire Boulevard)

\*\*Validations will be distributed at the event

This invitation is non-transferable





JOIN US FOR A CHAT  
WITH "DIETLAND" CREATOR

# MARTI NOXON

JUNE 4, 2018 | 4:00 PM EST

FOLLOW: @MELSIL, @MARTINOXON, & @DIETLANDAMC.  
USE #DIETLANDCHAT TO JOIN IN ON ALL THE FUN.



## CHAT WITH MARTI NOXON

HOSTED ON TWITTER BY @MELSIL  
MONDAY, JUNE 4 | 4:00 PM EST

FOLLOW: @MELSIL, @MARTINOXON & @DIETLANDAMC.  
USE #DIETLAND TO FOLLOW ALONG



We craft custom proposals to meet your campaign needs. **Fees are generated on a case by case basis.**

**Please note that Women and Hollywood will make clear on all of its platforms that it is working on the series in a paid capacity.**

Please contact  
**[Melissa@womenandhollywood.com](mailto:Melissa@womenandhollywood.com)**  
with all questions.

