CODE: *Debugging the Gender Gap*
USA – 78 Minutes – Color

Director / Producer: Robin Hauser Reynolds
Producer: Staci Hartman
Editor / Producer: Christie Herring
Executive Producers: Helen Bradley & Steve Kleiman, Bradley Feld & Amy Batchelor, Hitz Family
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Press Materials: http://codedoc.co/press/

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PRESS NOTES
VERSION as of 8/17/2015

CODE Tagline

CODE: Debugging the Gender Gap

CODE Logline (3 sentences)

CODE documentary exposes the dearth of American female and minority software engineers and explores the reasons for this gender gap and digital divide. The film highlights breakthrough efforts that are producing more diverse programmers and shows how this critical gap can be closed. *CODE* asks: what would society gain from having more women and minorities code and how do we get there?

CODE Short Synopsis (138 Words)

Tech jobs are growing three times faster than our colleges are producing computer science graduates. By 2020, there will be one million unfilled software engineering jobs in the USA. Through compelling interviews, artistic animation and clever flashpoints in popular culture, *CODE* documentary examines the reasons why more girls and people of color are not seeking opportunities in computer science and explores how cultural mindsets, stereotypes, educational hurdles and sexism all play roles in this national crisis. Expert voices from the worlds of tech, psychology, science, and education are intercut with inspiring stories of women who are engaged in the fight to challenge complacency in the tech industry and have their voices heard. *CODE* aims to inspire change in mindsets, in the educational system, in startup culture and in the way women see themselves in the field of coding.

CODE Long Synopsis (444 Words)

CODE: DEBUGGING THE GENDER GAP exposes the dearth of American female and minority software engineers and explores the reasons for this gender gap and digital divide.

Tech jobs are growing three times faster than our colleges are producing computer science graduates. By 2020, there will be one million unfilled software engineering jobs in the USA. Through compelling interviews, artistic animation and clever flashpoints in popular culture, *CODE* examines the reasons why more girls and people of color are not seeking out opportunities in computer science and explores how cultural mindsets, stereotypes, educational hurdles, and sexism all play roles in this national crisis. Expert voices from the worlds of tech, psychology, science, and education are intercut with personal stories of women who are engaged in the fight to challenge complacency in the tech industry and have their voices heard. *CODE* aims to inspire change in mindsets, in the educational system, in startup culture and in the way women see themselves in the field of coding.

@CodeFilm   www.codedoc.co   / CODEdocumentary

Computer code forms the foundation of modern society. Cell phones, apps, navigation systems, medical equipment, banking, movie animation… are all driven by code. The more diverse a team of coders is, the broader their perspective of society's needs, which can ultimately result in products that serve a greater breadth of humanity.

CODE takes a hard look at the pipeline question in technology: why aren't there more women and minority graduates in computer science? What is stopping them from getting to the threshold? *CODE* follows the various challenges faced by a new generation of women programmers and the ingenious ways they are using their skills, drive, intellect and vision to disrupt the traditional, male-dominated tech world.

CODE looks to the past, delving into the history of computing to highlight women like Ada Lovelace and Grace Hopper who set the stage for today's technology. *CODE* acknowledges that women have been an important part of computing since the genesis of computers, but have since been written out of this history.
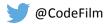
CODE is not afraid to ask the hard questions and does so with intelligence and a sense of humor, examining our culture from high (the views of former Harvard President Larry Summers on innate ability) to low (an app called "Titstare" presented to a room of tech heavyweights).

A blend of personal stories, expert voices, innovative animation, historic discoveries, and moments from popular culture are complemented with a cutting edge musical score and bolstered by a strong sense of purpose. *CODE* reflects, at its heart, the interconnectedness of the stories, the web, and by proxy, the shared vision of a new, more democratic community made possible by the inclusion of more women in code.

DIRECTOR'S STATEMENT

Early one morning in the spring of 2013, my daughter called home from college announcing she intended to drop her computer science major. "I'm really bad at it," she says. "I'm the worst in the class; I don't fit in." Her confidence was shaken by being one of just two women in a class of 25, and by not having the resources to support her. After taking 3 computer science classes, she drops the CS major. Turns out she was earning a B.

That same spring, weekly headlines in national newspapers declared the importance of attaining some level of computer science knowledge in college. Want a job out of college? Study computer science. A White House study stated that by 2020 there would be 1 million unfilled computer science jobs in the USA. What is going on here? With tech jobs plentiful and lucrative, why is the supply / demand ratio so skewed? Well, the tech industry is missing half the population.

Together with Producer Staci Hartman, I set out to debug the reasons behind the gender gap and digital divide. For the most part, Silicon Valley availed itself to our inquisition, and with each interview - whether at Yelp, Facebook, Google, Twitter, Pinterest, Strava, Pandora, GitHub or Pivotal - we learned that the underlying currents which dissuaded women and people of color from pursuing coding jobs and resulted in the dearth of minorities in tech, were systemic, pervasive, and complex. Mindsets, stereotypes, clogs in the educational pipeline, startup culture, lack of role models and sexism all play important roles in this mounting gender, ethnicity and economic issue.

Professor Claude Steele says it takes about a generation to change a stereotype. As director of *CODE: Debugging the Gender Gap*, I hope to inspire our audience to begin that change. Change in the way our school system values computer science education; change in the way we think of a programmer; change in the way women and people of color view themselves in the tech field.

I am honored to have directed *CODE: Debugging the Gender Gap*. I am grateful to the many tech companies who opened their doors to me and the *CODE* crew, and to the inspiring women and men in tech who availed themselves to our cameras and questions. I am forever changed by meeting women in tech who have overcome myriad obstacles in order to pursue their passion for coding. I am proud to be able to share some of these stories with the world, and I remain hopeful that through *CODE* documentary I will encourage more people in tech to join the movement to make the industry more inclusive and thus more efficient for all.

CAST BIOS

Evelyn Cordner is a 26-year-old Software Engineer at Strava with a Computer Engineering degree from MIT. She previously worked as an Equity Derivatives Analyst at J.P. Morgan Chase and as a Software Engineer at the Hollard Foundation. At Strava, she has been able to thrive, though she is the only female coder at her company. Her sense of belonging is based on a common bond among all employees at Strava - athletics.

Tracy Chou is a software engineer and tech lead at Pinterest, currently on the monetization team; she was previously at Quora, also as an early engineer there. Tracy graduated from Stanford with an M.S. in Computer Science and a B.S. in Electrical Engineering, where she was a Terman Scholar and Mayfield Fellow. With initiatives in the workplace and the community, Tracy works actively to promote diversity in the tech industry and has pushed for greater transparency and discussion on the topic with a Github project crowdsourcing data on women in software engineering. She was named Forbes Tech 30 under 30 in 2014 and recently profiled in *Vogue* for her work.

Danielle Feinberg is Director of Photography for Lighting at Pixar where she has worked creatively with code for 17 years. She uses coding to design light and movement in the blockbuster animated films *Wall•E, Brave, Finding Nemo, A Bug's Life, Toy Story 2, The Incredibles,* and *Monster's Inc*. Danielle has a computer science degree from Harvard and volunteers her time encouraging young women to pursue computer programming and coding as a career path. Danielle's deeply artistic work at Pixar defies the stereotype of a programmer, and she serves as a rare role model for women in tech.

Julie Ann Horvath is a Senior Designer and Web Developer at &yet, the energetic founder of Passion Projects, and an accomplished programmer. She was the first female programmer hired at GitHub, the largest open-source platform. After raising concerns about misogynistic workplace culture, Julie was victimized by social media "flaming" and publicly targeted by anonymous internet users, who published her home address with threats of violence.

Walter Isaacson is the president and CEO of the Aspen Institute, a nonpartisan educational and policy studies institute based in Washington, DC. He has been the chairman and CEO of CNN and the editor of TIME magazine. His most recent book, *The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution* (2014) is a biographical tale of the people who invented the computer, Internet and the other great innovations of our time. He is the author of *Steve Jobs* (2011), *Einstein: His Life and Universe* (2007), *Benjamin Franklin: An American Life* (2003), and *Kissinger: A Biography* (1992), and coauthor of *The Wise Men: Six Friends and the World They Made* (1986).

Kiara is a high school freshman who taught herself Ruby, a sophisticated programming language, in 8th grade. She is undaunted by the male-dominated landscape and is determined to pursue her interest in coding despite limited access to computer programming courses in high school.

Maria Klawe is the President of Harvey Mudd College. Prior to joining Harvey Mudd College, she served as dean of engineering and professor of computer science at Princeton University. A renowned mathematician, computer scientist and scholar, President Klawe is passionate about making science, technology, engineering and math (STEM) education more accessible to diverse groups. Klawe has made significant research contributions in several areas of mathematics and computer science, including functional analysis, discrete mathematics, theoretical computer science, human-computer interaction, gender issues in information technology and interactive-multimedia for mathematics education.

Courtney Nash is a Mills College graduate student and a Gates Millennium Scholar who is learning computer science, after years in education with no one else who "looks like me." Courtney received her BA from Loyola Marymount University. As a child she spent 17 years "in the system" in Compton, CA and today volunteers as a Foster Care Advocate. Her story explores what it is like to be a minority within a minority in the world of computer science, and the hurdles she must overcome to forge a career for herself in computer programming.

Aliya Rahman is a social activist, a DJ, a pilot, and an accomplished coder who studied rocket propulsion in college. She is the Program Director at Code for Progress, a program that brings individuals from communities historically excluded from technology development into computer programming. Aliya strives to empower minority communities by preparing her students with the skills and tools they need to break through the digital divide.

Megan Smith is the United States Chief Technology Officer (CTO) in the Office of Science and Technology Policy. In this role, she serves as an Assistant to the President and focuses on how technology policy, data and innovation can advance the future of our nation. She most recently served as a Vice President at Google, first leading New Business Development and later serving as a VP in the leadership team at Google[x]. Megan previously served as CEO of PlanetOut, a leading LGBT online community in the early days of the web. Megan was part of designing early smartphone technologies at General Magic and worked on multimedia products at Apple Japan.

Claude Steele is currently the Executive Vice Chancellor and Provost at UC Berkeley and recently the Dean for the School of Education at Stanford University and Provost at Columbia University. He is recognized as a leader in the field of social psychology and for his commitment to the systematic application of social science to problems of major societal significance. He further developed the theory of stereotype threat, designating a common process through which people from different groups, being threatened by different stereotypes, can have quite different experiences in the same situation. The theory has also been used to understand group differences in performance ranging from the intellectual to the athletic.

CREW BIOS

Robin Hauser Reynolds, Director / Producer
Robin is the director and producer of cause-based documentary films at Finish Line Features, LLC. As both a business woman and a longtime professional photographer, Robin brings her creative eye and leadership skills to her documentary film projects. Her years in fine art photography give her a keen vision for the artistic design of her films; her experience in the business world affords her a unique perspective on what it takes to motivate an audience. Robin's most recent film, *CODE: Debugging the Gender Gap*, premiered at Tribeca Film Festival 2015, and has caught the attention of the international tech industry and of policy makers in Washington, DC and abroad. Previously, Robin co-directed and produced the documentary feature, *Running for Jim*, which won 14 awards at 20 film festivals. She has spoken about the importance of increased diversity in computer programming and on behalf of women's rights at the Mobile World Congress, SXSW Interactive Conference, InspireFest, AT&T Foundry FutureCast, Dell Women Entrepreneur Network. As Director of *CODE* documentary, Robin has been featured in national publications: *USA Today, Wired, Forbes, Fortune, The New Yorker, The Atlantic, Fast Company, Cosmopolitan, Glamour, Marie Claire, San Francisco Business Times.*
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Staci Hartman, Producer
Tapping on a rich background of over 15 years in various marketing roles for high-technology companies including Apple, HP and Tektronix, Staci brings a wealth of innovative thinking and resourcefulness to the development, production and distribution of *CODE* documentary. In keeping with her interest in social entrepreneurship, Staci continues to focus on building partnerships to serve the greater good. A graduate of UC Berkeley, Staci was Producer and Outreach Coordinator on the *Running for Jim* documentary.

Christie Herring, Editor / Producer
Christie is an award-winning editor, producer, and director who has worked in documentary filmmaking for over 20 years. Her ITVS-funded film *The Campaign*, aired on public television in 2014 and screened at numerous film festivals. Her short films have shown at dozens of festivals around the world and have been featured on public television and widely viewed online. Christie's editing and producing credits include work with PBS, National Geographic, A&E, MBC1, the History Channel, and many nonprofit and corporate clients. She received her MA in Documentary Filmmaking from Stanford University, was selected for the 2011 CPB Producer's Academy, and was a 2013 San Francisco Film Society Film House Fellow.

Jon Blomgren, Director of Photography
Jon's cinematography turns ordinary scenes into visual artistry. His footage has appeared on ESPN E:60, Sports Center, network television and in the documentary film, *Running for Jim*. Jon's corporate clients include United Nations Foundation, Draft FCB, BSSP, Voxer, and Applied Fusion. He graduated from Chapman University, Dodge College of Film and Media Arts.

Jack Youngelson, Story Consultant
Jack is an Emmy award winning writer, producer, and director of documentary films. His projects have been shown by numerous broadcasters around the world, including PBS, HBO, BBC, and Channel Four. Recent credits include *Cancer: The Emperor of All Maladies (*PBS*); Mission Blue (*Netflix*); Ghosts of Abu Ghraib (*Sundance*, HBO), Ethel* (Sundance, HBO), and *Tierney Gearon: The Mother Project (*Sundance Channel*).* Other recent PBS credits include *Electric Nation*, *Rethinking Happiness*, *African American Lives II*, and *Finding Your Roots*. Jack lives in Brooklyn, New York with his family.

Cassandra Jabola, Co-Producer
Cassandra, a graduate of New York University, is a documentary film and television producer with a background in broadcast journalism. She's collaborated with HBO, PBS, National Geographic Channel, NBC, The Weather Channel, TLC, The Science Channel, The Travel Channel, A&E, Investigation Discovery, and several non-profits. Her work spans across science and health, politics and law enforcement, and music. Her passion lies in devoting herself to cause-based, social justice projects. She believes that audiovisual storytelling is a powerful tool for

effecting change because it gives a voice to those who would otherwise not be heard. Documentary film credits include *All Eyes and Ears* (CAAMFest, Tribeca), *Heaven Adores You* (AFI DOCS, IDFA), *Toxic Hot Seat* (HBO), and *The Overnighters* (Sundance).

Molly Schwartz, Design and Animation

Molly animates, designs, composites, codes, and creates special effects for work ranging from documentary film titles, film poster design, motion graphics, animation, compositing and special effects, installation design and site-specific projection mapping. Her team (she was lead animator and designer) won a Sundance Special Jury Award for Animation January 2014 for the documentary film *Watchers of the Sky*. Recent film projects include *Black Panthers: Vanguard of the Revolution*, *A Good Job: Stories from the FDNY*, *Back on Board*, *The Abominable Crime* and *CANCER: Emperor of All Maladies*. Schwartz is an adjunct professor teaching at NYU's Interactive Telecommunications Program. She also shows her animated videos, drawings, interactive artworks in public art commissions, installations, exhibitions and festivals worldwide.

Laura Karpman, Composer

With four Emmys, a GANG award and numerous nominations, Karpman's credits include video games like Everquest 2, Kung Fu Panda 2: The Kaboom of Doom, Untold Legends: Dark Kingdom, Field Commander, additional music for Halo 3 and Jericho, film scores such as Steven Spielberg's 20-hour miniseries *Taken*, *Odyssey 5*, *Masters of Science Fiction*, *The Tournament*, *Craft in America*, *Man in the Chair*, *The Annihilation of Fish*, and *The Living Edens*, among others. Commissioned by Carnegie Hall, her multimedia opera ASK YOUR MAMA premiered to critical acclaim. Karpman was named one of the most important women in Hollywood by *Variety* Magazine. She received her doctorate from The Juilliard School and is currently a professor at UCLA in the School of Theater, Film and Television.

Nora Kroll-Rosenbaum, Composer

Juilliard-trained composer Nora Kroll-Rosenbaum, born in NYC, collaborates with radical filmmakers and ingenious musicians on scores that include Nikole Beckwith's *Stockolm, Pennsylvania* (Sundance), Nancy Kates' *Regarding Susan Sontag* (HBO, Tribeca), Deepti Kakkar & Fahad Mustafa's *Powerless/Katiyabaaz* (Berlinale, Tribeca), Michael Urie's *What's Your Emergency*, and Thabo Wolfaardt's *Joburg* (Telluride). Her commissions include the London Symphony Chorus, San Francisco Symphony, Seattle Symphony, and fellowships from the Sundance Composers Feature and Doc Labs.

SELECTED FILM CREDITS

CODE: DEBUGGING THE GENDER GAP

A FILM BY ROBIN HAUSER REYNOLDS

A FINISH LINE FEATURES PRODUCTION

PRESENTED BY CITI VENTURES

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ROBIN HAUSER REYNOLDS

Producers
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ROBIN HAUSER REYNOLDS
CHRISTIE HERRING

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JON BLOMGREN

Editor
CHRISTIE HERRING

Story Consultant
JACK YOUNGELSON

Design and Animation
MOLLY SCHWARTZ

Music by
LAURA KARPMAN and NORA KROLL-ROSENBAUM

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BUTTERSCOTCH

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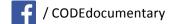|	
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M.B. GORDY - Percussion
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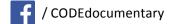JOLT LABS
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{she's} coding
www.shescoding.org

AUDIENCE ENGAGEMENT & OUTREACH

She's Coding is an open-source website project meant to serve as the destination for *anyone* who wants to learn more about the gender gap problem in computer science and become part of the solution. Whether you're a woman currently working in tech, a girl interested in learning to code, a male ally for women in computer science, or a company trying to find ways to increase diversity, *She's Coding* is the right place to begin.

Through *She's Coding* you can find coding classes, become a mentor, find a mentor, read the latest news about diversity in computer programming, and connect to others who also want to make a positive impact. The initial site will launch in mid April 2015 to coincide with the world premiere of the CODE documentary, and will continue to grow and expand in resources and functionality over time.

She's Coding was initiated by the CODE filmmakers in conjunction with a team of engineers, marketers, and designers at JOLT Labs in Seattle, WA.

CODE

SOCIAL MEDIA INFORMATION
CODE: Debugging the Gender Gap

Twitter
Film: @CODEfilm
Director Robin Hauser Reynolds: @rubie226
Producer Staci Hartman: @stacihartman

CODE Interviewees:
    Danielle Feinberg, *Director of Photography for Lighting at Pixar Animation Studios,* @dafeinberg
    Julie Ann Horvath, *former employee Github,* @nrrrdcore
    Kimberly Bryant, *Founder Black Girls Code,* @6Gems
    Megan Smith, *U.S. Chief Technology Officer of the United States,* @USCTO
    Tracy Chou, *Engineer, Pinterest,* @triketora
    Reshma Saujani, *Founder & CEO of Girls Who Code*, @reshmasaujani
Hashtags: #CODEdoc #womenintech #diversityintech #gendergap

Facebook
Film: https://www.facebook.com/CODEdocumentary
Robin Hauser Reynolds: https://www.facebook.com/robin.h.reynolds
Staci Hartman: https://www.facebook.com/staci.hartman

Hashtags: #CODEdoc #womenintech #diversityintech #gendergap

Instagram
Film: @code_documentary
Robin Hauser Reynolds: @rhr226

Hashtags: #CODEdoc #womenintech #diversityintech #gendergap

Pinterest
https://www.pinterest.com/CODEdocumentary/

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