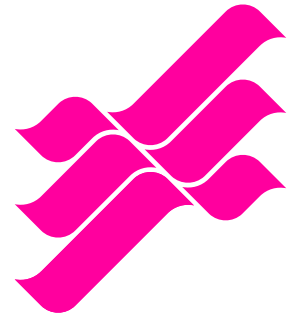


Feminist Frequency



ANNUAL
REPORT

2018



Educate. Empower. Engage.



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Mission

Media critic Anita Sarkeesian launched Feminist Frequency in 2009 with the goal of bringing feminist theory to a wider audience by way of pop culture. What began with Anita making videos in her living room has grown to become an award-winning, internationally recognized nonprofit media organization. Today, Feminist Frequency produces a slate of pop culture-focused podcasts; original programming for the web; expansive online safety resources; engaging curricula; and thought-provoking media reviews – all of which activates pop culture from a feminist perspective. The entire Feminist Frequency team spends time on the road each year, delivering talks at conferences and universities, consulting with industry experts, and connecting with students. Over the years, our audience has exploded in size and breadth: our global reach encompasses over one million combined followers; and our videos have amassed more than 24 million views across video sharing sites. Anita and Feminist Frequency have been featured in the New York Times, The Guardian, Rolling Stone, The LA Times, WIRED, The Colbert Report, CBS This Morning, Mother Jones, Time, and NPR's All Things Considered, among other high-profile media outlets.



MISSION

Feminist Frequency advocates for an inclusive and representative media landscape and the eradication of online harassment.



VISION

A media landscape that fosters a just and equitable world for all people.



VALUES

Justice. Intersectionality. Accessibility. Advocacy. Activism.

Letter from Anita

Dear Friends,

As 2019 unfurls before us, full of possibility, let's take a moment to breathe and to reflect on the year we leave behind. For us here at Feminist Frequency, as for so many others, 2018 was a challenging year, a year of struggle amidst constant reminders that our current government here in the United States is deeply invested in the continued marginalization and oppression of women, people of color, trans people, disabled people, and other marginalized groups. But in the midst of that struggle, there was hope and inspiration, because we saw so many people come together in so many different ways to challenge the cruelty of the current administration and remind us all that a better world is possible. Through it all, we continued our efforts to cultivate a more equitable media landscape and a more critically engaged populace.



Photo by Jonathan Ferreira

We wrapped season two of *The FREQ Show* in December, tackling topics such as privilege, intersectionality, white supremacy, and the basics of media literacy along the way, applying our signature accessible-yet-entertaining style to the work of making these vital concepts that shape our lives every day clear and approachable to everyone. We also continued our weekly podcast, *Feminist Frequency Radio*, throughout the year. *FFR* gives us the fun opportunity to bring our intersectional feminist perspectives, as well as our personal tastes, to bear on the hottest media of the moment. In 2019, we had episodes dedicated to *Black Panther*, *Crazy Rich Asians*, the new *She-Ra* reboot, and *Spider-Man: Into the Spider-Verse*, just to name a few. It was a thrilling year for media, and we enjoyed being there to talk about all of it, week after week. Ebony and I also have a *Star Trek: Discovery* recap podcast where we share our thoughts about everything from the show's politics to the star's hairstyles, and that'll return along with *Discovery* itself. Additionally, Ebony and Carolyn turned their mutual love of movies into a wonderfully absurd game in their own podcast, *Cinemaball*.

We also took *FFR* on the road this year, recording live episodes at exciting events including the XOXO Festival in Portland, Oregon, and GeekGirlCon in Seattle, Washington. And Feminist Frequency traveled all over the world to continue our work focusing on video games, offering workshops at the Nordic Games Conference and talks at the Clash of Realities conference in Cologne, Germany, and Playtopia in Cape Town, South Africa.

And our work with games doesn't stop there. In fact, 2018 saw us writing and filming a brand new miniseries focusing on queer tropes in video games. Created in partnership with the LGBTQ Gaming Archive and the Schwules Museum in Berlin, the series will be released in early 2019. We can't wait to share it with you.

Thank you so much for your continued support. We look forward to continuing our vital work throughout 2019, and we hope you'll join us.

With solidarity and hope,

A handwritten signature in black ink that reads "Anita Sarkeesian". The signature is written in a cursive, flowing style.

Anita Sarkeesian
Executive Director

The Year in Review

WATCH



The FREQ Show

In 2018, Feminist Frequency continued to define, deconstruct, and contextualize key ideas necessary for living a critically and politically engaged life in season two of *The FREQ Show*. This season, we tackled big concepts like intersectionality, white supremacy, and misogyny, in addition to delivering a two-part primer on media literacy. Over the past two seasons and 16 engrossing episodes, *The FREQ Show* has helped viewers find an answer to the question: What do representations of gender, race, and sexuality in pop culture have to do with current social and political climate?



Queer Tropes

Coming in early 2019, Feminist Frequency brings its critical eye back to video games with our new miniseries, *Queer Tropes*. Join us as we look at some of the false, harmful stereotypes about queer and trans people that games have so often perpetuated, and at how games can (and occasionally do) offer depictions of queer identity that work to humanize rather than to demonize and ridicule.



Live Streaming

Every week, the FemFreq team gathers to play hot new releases, provocative indie games, or retro classics, while viewers watch and participate in a lively chat simultaneously. We've been delighted to witness the growth of a streaming community that is committed to sharing game recommendations and thoughtful opinions while enjoying some of the best and most cutting-edge games of the year.

LISTEN



Feminist Frequency Radio

Feminist Frequency's flagship podcast, *Feminist Frequency Radio*, stormed into its 2nd season in 2018, and continues to teach listeners how to be critical of the media they love. Each week, Anita Sarkeesian, Carolyn Petit, and Ebony Adams proudly don the mantle of the feminist killjoys who come for your media, and invite listeners to tune in to their entertaining, take-no-prisoners conversations about the latest films, games, and tv. With dynamic special guests from a variety of fields, lively bonus segments, and the occasional live show keeping them on their toes, *Feminist Frequency Radio* is there to teach people to dig deeper into the things they love.



CinemaBall

What's the shortest distance between two movies? In Feminist Frequency's latest limited run podcast, intrepid cinephiles Carolyn Petit and Ebony Adams are determined to find out! The two hosts compete to form a chain of ostensibly-unrelated films, in an attempt to discover just how many movies they have to watch to connect one terrible movie to another. Each season of the show equals one round. What started as a one-off treat has garnered a small but intensely devoted fanbase.



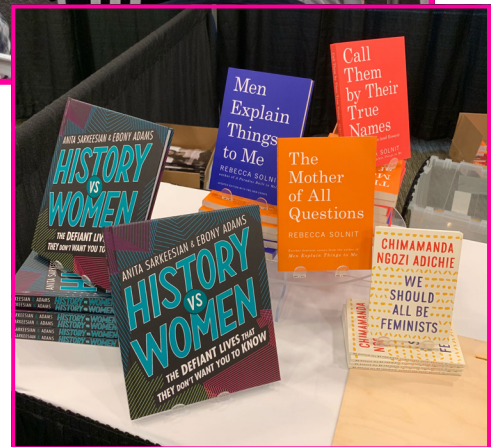
Star Trek Discovery Recap FREQcast

One of the highlights of 2018 was our weekly dive into the latest space adventure to grace tv screens on the *Star Trek Discovery Recap FREQcast*. Over the course of our first season, we tackled it all: mushroom science, military fantasies, and the show's depiction of PTSD. The fans who joined us each week took to social media in droves to keep the conversation going, and anticipation for the release of season 2 in 2019 is high.

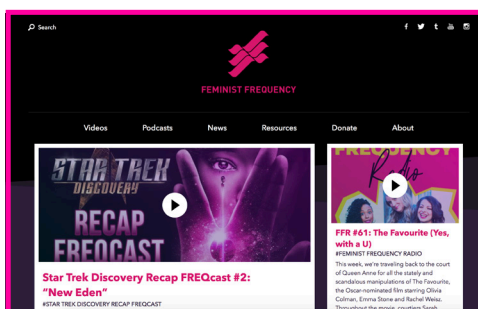
READ

History vs. Women

In October, Ebony and Anita released their first book (of many, we hope!): *History vs. Women: The Defiant Lives They Don't Want You to Know*. The book is a captivating collection of stories about the lives of 25 extraordinary women whose tales have rarely been told. These true stories of innovation, heroism, brilliance, and sometimes villainy, will take readers around the world and across the centuries, reminding us that women have been accomplishing incredible things and living extraordinary lives for as long as human beings have existed.

**FREQ Newsletter**

Over the past 19 issues, Feminist Frequency's newsletter, *FREQ*, has featured interviews with critics, artists, academics, and industry leaders like actor Tatiana Maslany, writers Franchesca Ramsey and Ijeoma Oluo, and interdisciplinary performance studies scholar Dr. Jessica Pabon-Colon. Each interview is a conversation, and a way for us to amplify the work and voice of these phenomenal women.

**FeministFrequency.com**

Visitors to feministfrequency.com can count on finding thoughtful analysis on a multitude of issues, from the latest Hollywood blockbusters to innovative video games. Media criticism like "The Twisted Knots of Power and Control in Phantom Thread," "A Splash of Color: The Quietly Feminist Love Story of Florence," and the moving "In Remembrance of Allan G. Johnson, 1946-2017" are all examples of the kind of writing we delivered in 2018 to an eager audience.

ENGAGE

Feminist Frequency went globetrotting in 2018! From Sweden to South Korea, New York to South Africa, the Feminist Frequency team stays on the move.

We make sure to attend key gaming conferences and events each year, and 2018 was no different. [Check out Carolyn's reflections on this past year's Game Developer's Conference](#) and our [annual gender breakdown in games at E3](#) to see why it's so important that we stay up-to-date and informed on key trends in the industry.

But it's not all facts and figures: sometimes, it's about getting out in front of an audience and cutting up! That was the case for Anita's adventure on the high seas on the annual JoCo Cruise; and at all our live podcast



Feminist Frequency at GeekGirlCon.



Feminist Frequency Radio *live* at XOXO.

shows, including a hilarious (and Burt Reynolds-filled) edition at XOXO Fest in Portland; a packed and proud crowd of geeks at GeekGirlCon in Seattle; and a dynamite time at Kickstarter HQ in New York with special guest, Jay Smooth.

Anita and Carolyn continued to share their expertise and experience at conferences, game studios, and conventions far and wide. In November, Carolyn delivered the opening keynote at the Clash of Realities video game conference in Cologne, Germany, offering attendees her insights into the current state of games and why continuing to advocate for a more inclusive and equitable video game culture is so essential.

Over the course of the year, Anita visited the Bioware studios in Edmonton,



Canada; appeared at tabletop gaming convention GenCon in Indianapolis; discussed feminist strategies against cyber-mobs in Vienna; and was part of the 2018 Axworthy Distinguished Lecture Series in Winnipeg, Canada.

Our educational mission is something we take very seriously, so we relish the opportunity to talk to students. Ebony and Carolyn were honored to speak about combining a career with activism with the young

women of the Perfect Ten after school program in New York; and Anita spoke to groups at Moore College and Nassau Community College, among others. But equally exciting for us is the opportunity to finally share the eagerly-anticipated curriculum we developed with our academic partners at York University for the *Tropes vs. Women in Video Games* series. But that's not all! Throughout the year, we heard from educators who teach middle grades, secondary school, and university courses to let us know that they're using our videos and podcasts in their courses to spark conversations and explain difficult concepts.

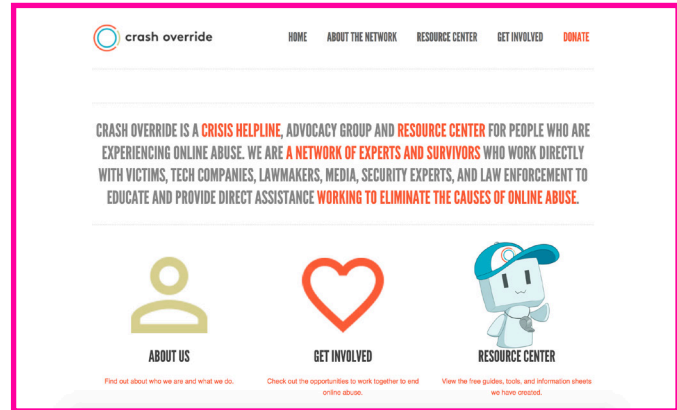
Finally, 2018 saw the release of the new Cynthia Lowen documentary, *Netizens*, in which Anita features prominently. *Netizens* "exposes the proliferation of cyber harassment faced by women, spreading from the web to the most intimate corners of their lives. As the internet becomes the next frontier of civil rights, this feature documentary follows three women who are targets of harassment, along with advocates, legal experts and others, as they confront digital abuse and strive for equality and justice online." Critical buzz around the film has been superb and it's been a hot ticket at numerous film festivals.



Anita with *Netizens* director Cynthia Lowen and Roll Red Roll director Nancy Schwartzman at the San Francisco Jewish Film Festival. Photo by Pat Mazzera.

Crash Override

Since 2014, Feminist Frequency has been tremendously proud to support the vital work of Crash Override Network as their non-profit fiscal sponsor. During its tenure, Crash Override's volunteer team of experts and survivors offered free crisis helpline assistance, victim advocacy, and online security resources to anyone who experienced or was concerned about online abuse, regardless of racial, ethnic, religious, or gender identity.



Their model for a grassroots, community-focused organization ensured that they were able to deliver vital support, encouragement, and advice to people experiencing harassment; while leveraging their considerable knowledge to intervene with tech companies, lawmakers, security experts, and law enforcement to eradicate online abuse and advise on matters of policy; Terms of Service and implementation; and third party tools.

Since its inception, Crash Override's work has been sustained by generous donations from individuals, foundations, and companies to provide: 1) research and training; 2) security and privacy tools; 3) sensitivity coaching; 4) external consulting with subject matter experts, particularly in security and counseling; and 5) to underwrite administrative costs (website maintenance).

In 2018, the Crash Override team passed the torch to other groups devoted to supporting survivors of online abuse. It has been our profound honor to partner with this phenomenal organization over the past four years, and we remain committed to the cause of advancing online safety for all.

What People Are Saying

IN THE MEDIA

Check out a short selection of our mentions in the press this year!



Broadly.

SEXISM | By Amanda Knox | May 2 2018, 7:02am

'I'm Choosing to Live Again': Anita Sarkeesian on Surviving Online Abuse

Anita Sarkeesian, who has been the target of vicious and coordinated online attacks since Gamergate, sits down with host Amanda Knox to discuss how she handles harassment today for The Scarlet Letter Reports.



FROM OUR SUPPORTERS

Educators

Thank you for the amazing work that you all do. I cannot emphasize enough how grateful I am as not only a media studies academic and a teacher, but also as a father of 2 boys who I hope will grow to be critical of what they love. – Munib

I am a community college professor and a life-long gamer. Years ago I was inspired by Anita's first *Tropes vs. Women* (Damsel in Distress) to use video games as a starting point for our feminism section (I teach ethics, environmental ethics, and intro to philosophy). EVERY semester since then I have used this (now quite old :) video And it is a VERY effective way into the difficulties of teaching feminism to "Middle America." – Mike

I am a teacher in Ontario, currently teaching Introduction to Psychology, Sociology, and Anthropology.

Firstly, thank you for all the work you do! I regularly use bits of your videos (from YouTube) as part of our class discussions. Our current unit (as part of sociology) is discrimination -> sexism -> feminism -> sexism in video games (today's topic) -> Internet anonymity -> cyberbullying -> sextortion

Phew! We are having great discussions (yes, I do present alternate points of view, often from Christina Hoff Sommers!) and (I hope) my students are more aware and informed citizens.

Please continue with your (collective) good work. My young daughters will appreciate it as they become more influenced by unrealistic and negative gender stereotypes. – Garth

Fans

Just wanted to send you a message to say I love your work, I've watched the *Tropes* series a few times and have made my husband watch them he's an avid gamer and now thanks to you he points out the sexist representations out to me haha.

Anyway I'm appalled by the rubbish being spewed and the amount of people still missing the point entirely of your videos. I think you're so brave and inspiring I hope you and your team continue to put brilliant content out into the world.

Kind regards from a fan! – Amy

I can not tell you how much I love your podcast. It's equal parts thoughtful, hilarious, and revolutionary. – Kristen

Just donated the other day and wanted to follow up with some good will. Wishing you all the best – love everything you've been doing and hope you keep doing it for a long time to come. Really looking forward to the *Queer Tropes* series! I imagine it will be horrifying and validating at the same time - and if it's anything like *Tropes vs. Women*, I know it will be amazing.

Good luck in the new year. – Lee



A Dive Into Data

We've watched our audience grow across social media – especially Instagram, where we've seen a 23% increase in followers!

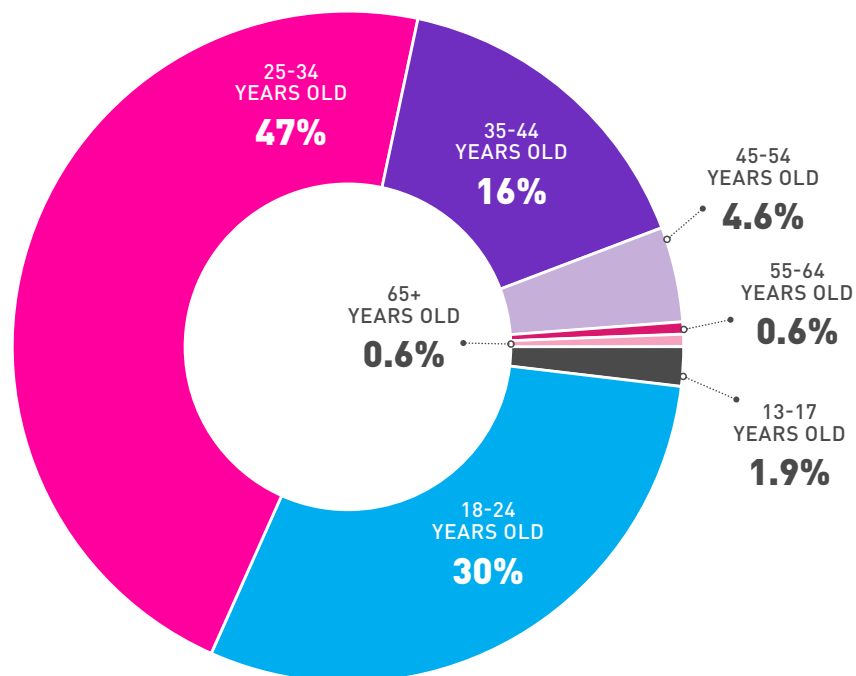
 **YOUTUBE SUBSCRIBERS:** 222,476

 **TWITTER FOLLOWERS:** 727,000

 **FACEBOOK SUBSCRIBERS:** 107,308

 **INSTAGRAM FOLLOWERS:** 6,139

YouTube Breakdown





1,468,022
TOTAL VIEWS




7,708,391
MINUTES WATCHED

Top Feminist Frequency Content By Viewing Time

 **The FREQ Show: Media Literacy II**

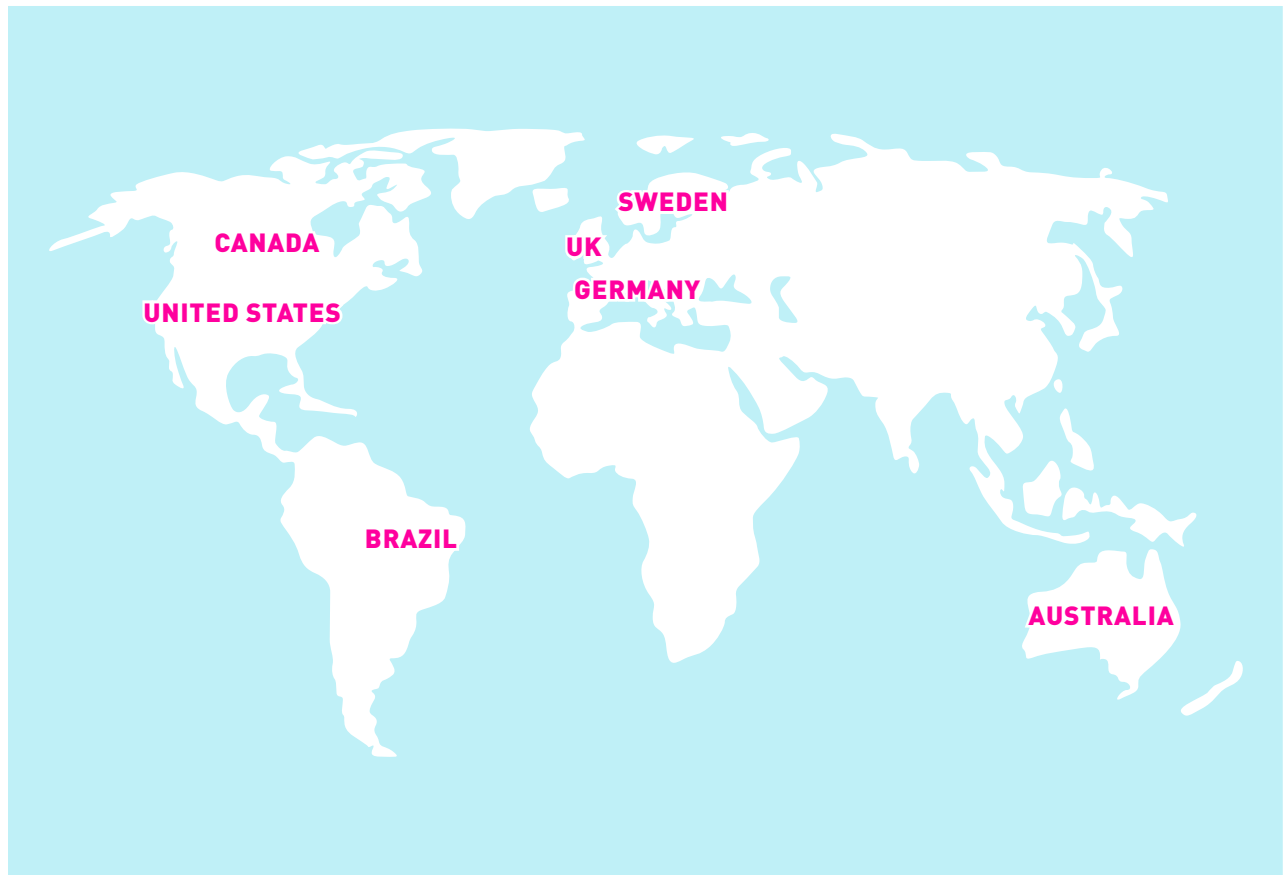
 **The FREQ Show: Media Literacy I**

 **Feminist Frequency Radio 59: *Spiderman: Into the Spiderverse***

 **Feminist Frequency Radio 58: *She-Ra and the Princesses of Power***

 **The FREQ Show: Misogyny Mayhem - How Sexism Works**

Our audience is located around the world (top concentrations in the following countries):



2018 Financial Information

Thanks to the generosity and sustaining vision of individual donors and corporate partners, Feminist Frequency has ended each year of its existence with healthy financial resources, while still producing high-quality, regular programming like *The FREQ Show*, our podcasts, and online media reviews and critiques.

In 2018, our solid financial footing allowed the leadership of the organization, with the backing of the Feminist Frequency Board of Directors, to continue to allow Feminist Frequency to extend its global reach and expand its educational and cultural mission. Our profound thanks to the donors whose support endows us with the resources to dream big and accomplish much – in particular those donors who responded with such incredible generosity to our 2018 Annual Fundraising Appeal.

Cash Flow Report

OPENING BALANCE	\$157,490.62
REVENUE	
Corporate Donations	\$22,649.57
Individual Donations	\$153,043.82
Grant Funding	\$11,170.80
Merchandise Sales	\$3,191.53
Misc. Revenue*	\$6,979.25
Total incoming revenue	\$197,035.07
Total operating funds 2018**	\$354,525.69
<i>*Miscellaneous revenue includes fiscal sponsor administrative revenue and contributions made through websites offering charitable donation options, such as AmazonSmile and Twitch.</i>	
<i>**Operating funds includes opening balance as of 1/1/18 and incoming revenue for the year.</i>	
EXPENDITURES	
Programming	\$186,370.52
Administrative	\$99,547.10
Development and Community Engagement	\$37,740.35
Total expenditures	\$323,557.97
ENDING BALANCE	\$30,967.72

Who We Are

Staff

Anita Sarkeesian

Executive Director

Carolyn Petit

Managing Editor

Ebony Adams

Operations Director

Rachelle Abellar

Design Coordinator

Board

Anita Sarkeesian

President

Maile Martinez

Treasurer

Ashley Ferrell

Director

Felix Kramer

Secretary

Mitu Khandaker-Kokoris

Director

Acknowledgments

We are tremendously grateful to all the individuals whose generosity made it possible for us to keep doing our award-winning work in 2018. Support from our donors, backers, and monthly sustainers enables us to continue working toward our vision of an equitable and inclusive media landscape that inspires empathy and respect for people of all genders.

We would also like to acknowledge the creativity, diligence, and expertise of contributors like Rachelle Abellar, Olga Nunes, Ryan O'Donnell, Sarah Gulde, Sarah Nairalez, Phil Surkis, Jamie Varon, Taylor Simmons, and Diana Yip. Thank you for being part of the FemFreq team!

We also want to send a big thank you to all of our supporters who repost, retweet, and share our work with your friends, family and extended networks.

None of this would be possible without you!

Thank you from the entire Feminist Frequency Team.



Feminist Frequency

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