



FEMINIST FREQUENCY ANNUAL REPORT **2017**

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MISSION STATEMENT

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 original programming for the web, media reviews and series that engagingly critique pop culture from a feminist perspective, and numerous talks given at conferences and universities. Feminist Frequency currently has a following of nearly three quarters of a million people on Twitter and our videos have amassed more than 24 million views on YouTube. 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, to name a few.



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,

Feminist Frequency is closing out another busy and productive year, and we're eagerly looking ahead to 2018. This past spring, we released the final episode of our landmark, hugely influential *Tropes vs. Women in Video Games* series, completing 21 videos and providing nearly 5 hours of intersectional feminist analysis on representations in games. I am so thankful to every single person who contributed to help us make . Concluding this era was bittersweet; while we closed the door on a remarkable two-season series this year, we were thrilled to launch *The FREQ Show*, our brand-new video series, and *Feminist Frequency Radio*, our new flagship podcast.



Of course, I can't talk about the work we did in 2017 without talking about the social and political context in which that work was done. To say that 2017 was difficult for many of us across the US and abroad would be an understatement. Yet amidst the extreme challenges, the year also brought moments of intense hope. I was inspired by the incredible turnout at women's marches around the world back in January. Ongoing protests and rallies over the past 12 months in support of Muslims, trans communities and immigrants, and against racism, have demonstrated that so many people are committed to fighting bigotry and hatred. We launched *The FREQ Show* in May to provide intersectional feminist analyses of the links between popular culture and the current political climate. *The FREQ Show* allowed us to nimbly respond to social issues, and our episodes connected representations in media to the way we perceive and interact with others in our daily lives. With 12 episodes and one full season behind us, we're looking forward to producing more videos in 2018 that delve even deeper into compelling issues of identity, politics, and representation.

This year also marks our successful foray into the world of podcasting. In November, we released our first episode of *Feminist Frequency Radio (FFR)*, which allows us to converse weekly with our fans and supporters about the media that excites us and the issues they want to hear our thoughts on. It's a chance for us to share our personal insights and perspectives, and for us to hear yours as well. Because of our long history of toxic online harassment, I've been hesitant in the past to publicly express my

enthusiasm or my sense of humor, to be a human being as well as a critic. But using *FFR* as a platform to begin doing this has been incredibly encouraging. I'm thrilled by the wonderful feedback we've gotten, and by the engagement of our listeners. With two months now behind us, we're eager to continue growing the *FFR* community in the upcoming year.

Finally, this year has taught us the importance of standing up and speaking out together. Social media campaigns like #MeToo demonstrated how powerful it is when women, feminists, and allies bravely challenge the status quo and speak out against a culture that for far too long has protected abusers and silenced the abused. Much of the momentum of this movement has emerged from Hollywood, and that's a good thing; actors and other entertainment industry figures must be a part of this fight. After all, our culture takes so many cues about what romance and sexual relationships should look like from pop culture. How can Hollywood start giving us more positive models if the culture that produces those representations remains so hostile to women?

In just the past few months, we've witnessed hundreds of courageous people coming forward to identify their abusers and to condemn this vicious and harmful behavior that for far too long has been normalized in the entertainment industry, political spheres, and really, throughout our entire culture. And thankfully, people are not just listening – they're acting. We're seeing actual repercussions for predators, which gives me some hope that lasting, systemic change may take place in our culture.

We enter 2018 lifted up by these amazing examples of strength and responsiveness. We're eager to continue building our community by voicing feminist perspectives on the media representations that help shape our culture and by advocating for efforts to challenge online harassment and other tools used to marginalize, silence and exclude women. We're excited for you to join us.

In gratitude,

A handwritten signature in black ink that reads "Anita Sarkeesian". The signature is fluid and cursive, with the first name "Anita" being larger and more prominent than the last name "Sarkeesian".

Anita Sarkeesian
EXECUTIVE DIRECTOR

THE YEAR IN REVIEW

WATCH

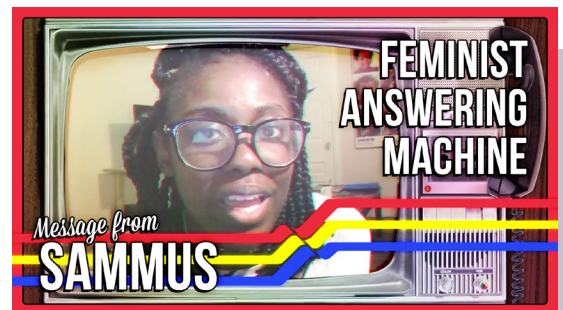
THE FREQ SHOW

In 2017, Feminist Frequency debuted a new web series with the intention of answering the question: What do representations of gender, race and sexuality in pop culture have to do with current social and political climate? *The FREQ Show* looks at today's most pressing social issues to consider how the things that we watch, listen to, and play actively influence our daily interactions. New episodes were released biweekly, and allowed Feminist Frequency to create the kind of vital, thought-provoking, intersectional feminist media analysis that our supporters crave.



FEMINIST ANSWERING MACHINE

Spontaneous. Angry. Hilarious. Topical. Random. Activists, writers, and comics have been calling and leaving short video messages on our *Feminist Answering Machine*, and their thoughts will surprise, move, and (maybe) educate you!



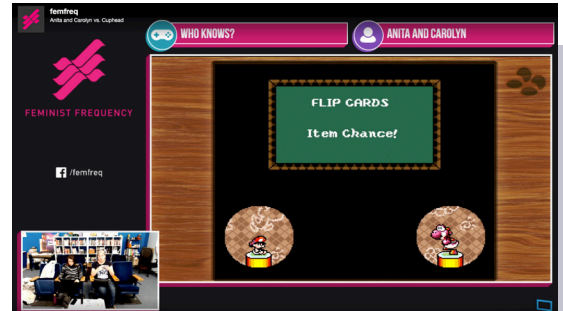
TROPES VS. WOMEN IN VIDEO GAMES

Sixteen full-length episodes. Five bonus videos. After two seasons, we wrapped the critically-acclaimed *Tropes vs. Women in Video Games* series. Over the past few years, we've delivered in-depth, detailed feminist gaming analysis that has had tangible effects on the gaming industry at large, helping us change the conversation around games forever.



LIVE STREAMING

Every week, the FemFreq team (and the occasional special guest!) 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

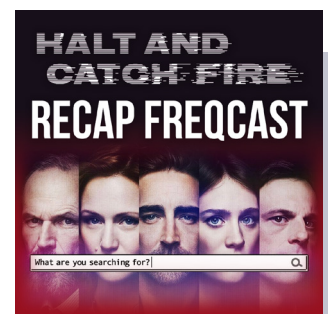
FEMINIST FREQUENCY RADIO

Launched in 2017, *Feminist Frequency Radio* aims to teach listeners to be critical of the media they love - or alternatively, to be the feminist killjoys who come for your media. Each week, Anita Sarkeesian, Carolyn Petit, and Ebony Aster broadcast dispatches from the pop culture wars and invite listeners to tune in to their entertaining, take-no-prisoners conversations about the latest films, games, and tv. With special guests from all over the feminist media sphere, an assortment of great bonus segments, and listener questions keeping them on their toes, *Feminist Frequency Radio* is there to teach people to dig deeper into the things they love.



HALT AND CATCH FIRE RECAP FREQCAST

Anita and Carolyn took to the airwaves each week to rhapsodize about the fourth and final season of *Halt and Catch Fire*, AMC's underappreciated drama about a group of brilliant, ambitious people in the early days of the PC revolution, the birth of online gaming, and the explosion of the world wide web.



STAR TREK DISCOVERY RECAP FREQCAST

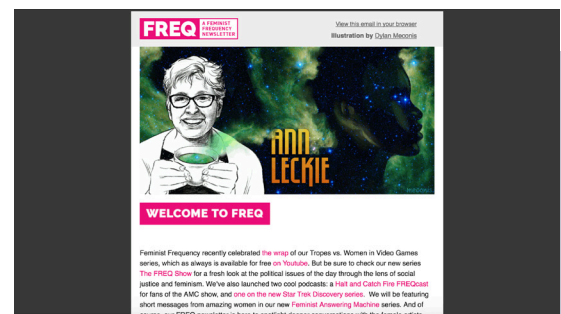
Upon the arrival of *Star Trek Discovery* in 2017, Feminist Frequency began to sound off in a weekly exploration into the highs and lows of the franchise-exploding CBS show. From their admiration for the show's first female woman of color in a lead (not supporting) role to their suspicion of the show's overly jingoistic messaging, Star Trek superfans Anita and Ebony delved deeply into the technology, characters, and writing on *Discovery* and waited eagerly each week to connect with other viewers on social media.



READ

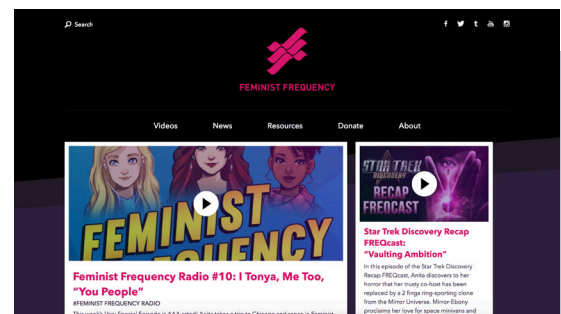
FREQ NEWSLETTER

At 17 issues and counting, Feminist Frequency's newsletter, *FREQ* continues to feature interviews with fascinating women in media like comics powerhouse G. Willow Wilson, actor and activist Teal Sherer, sci-fi darling Ann Leckie, and feminist writer Jessica Valenti. Each quarterly issue is packed with information that our supporters love. But it's not just *FREQ*'s written content that makes the newsletter a must-read; every month we also featured the work of cool independent women artists.



FEMINISTFREQUENCY.COM

The Feminist Frequency website is a hub for trenchant and provocative writing on a multitude of subjects, from American masculinity in film to living a feminist life. From pieces like "Masculinity, Rage, and Racism: Some Thoughts on War for the Planet of the Apes," to video game reviews like "Ignorance and Love in Nier: Automata and The Witcher 3," our website writing in 2017 sparked conversations and continued to solidify Feminist Frequency's role as a vital source of media analysis and cultural criticism.



ENGAGE

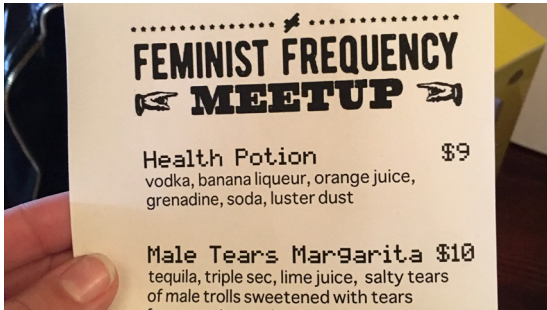


In 2017, Feminist Frequency continued to get out and engage with audiences! Anita made dynamic appearances throughout Europe at events like the the PLAY Festival, the Nordic Games Conference, GeekGirlMeet Up, The Women in Games Conference, The European Commission's Annual Colloquium on Fundamental Rights, and the Friends of Europe Young Leaders Conference. She was also honored to speak to and build bridges with visionary thinkers statewide, from the Conference on World Affairs in Boulder, CO to the Women's Empowerment Forum in Santa Monica, CA; to the Game Developers Conference in San Francisco.



The year started with a bang at the 2017 Women's March in Washington D.C. after Anita had the opportunity to connect with the fantastic Woman's National Democratic Club at their Power of a Woman symposium. But it didn't stop there: Feminist Frequency was also thrilled to partner with Engadget in Las Vegas at CES and the Geena Davis Institute for their Women in Gaming Salon in San Francisco.

Feminist Frequency's very own Managing Editor, Carolyn Petit, was a highly-sought after guest on various gaming podcasts throughout the year, and even collaborated with London's Royal Court Theatre on a piece being developed about women in video games!



Year after year, our commitment to building community and meeting our supporters is a highlight of our work. Feminist Frequency kicked off the year with a comedy night in Chicago hosted by Cards Against Humanity. In the spring, we stopped at Vancouver's Storm Crow Tavern before heading south to Glowforge in Seattle. In each city, at every location, we're consistently inspired by the folks we meet.

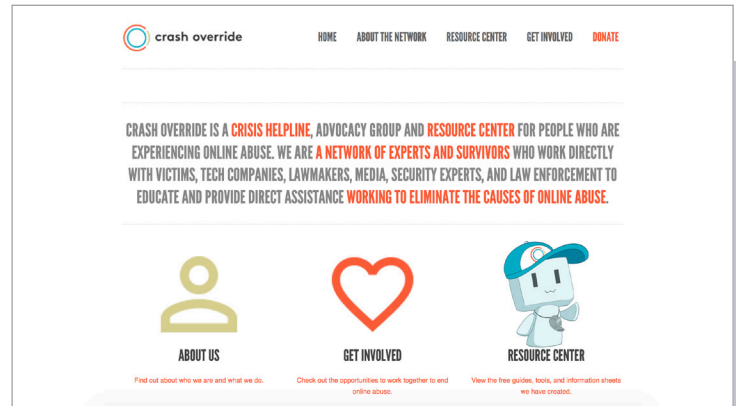


Nowhere was this more evident than our *Tropes vs. Women in Video Games* Wrap Party in June. After 5 years and 21 videos, we said goodbye to our foundational series with a nod to old school arcade nostalgia at Google San Francisco. Thanks to our sponsors, Google Cloud Platform, Dice, Dice LA, Telltale Games and Splitmedia Labs, we celebrated an incredible night with a classic 80s setlist and a room full of Feminist Frequency fans. It was an amazing send-off, and one that wouldn't have been possible without the support of our loyal backers through the years.

CRASH OVERRIDE

Feminist Frequency was proud to continue its role as fiscal sponsor to Crash Override Network in 2017. Now in its third year of operation, Crash Override continues to offer free crisis helpline assistance, victim advocacy, and online security resources for anyone who is experiencing or concerned about online abuse. Crash Override is a grassroots, volunteer-run organization of experts and survivors. They are committed to working with and on behalf of people experiencing harassment; and they leverage their considerable knowledge to intervene with tech companies, lawmakers, security experts, and law enforcement to eradicate online abuse.

Crash Override's work is sustained by generous donations from individuals, foundations, and companies who support its mission to acknowledge its clients' intersectional axes of identities and provide client-focused assistance. Crash maintains the anonymity of the clients that it serves, and offers its services to all, regardless of racial, ethnic, religious, or gender identity.



Donations and grants are used for the following key purposes:

- Research and training
- Security and privacy tools
- Sensitivity coaching
- External consulting with subject matter experts, particularly in security and counseling
- Administrative costs (website maintenance)

Crash Override Network experts also advise tech companies, governing bodies, and industry leaders on matters of policy; Terms of Service and implementation; and third party tools.



WHAT PEOPLE ARE SAYING

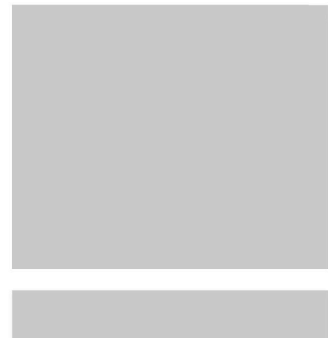
Check out a short selection of our mentions in the press this year!

IN THE MEDIA

RollingStone

Changing the Game: What's Next for Anita Sarkeesian

As her YouTube series 'Tropes vs. Women in Video Games' wraps, we talk past, present and a bright future with the founder of Feminist Frequency



BUSTLE

"Feminist Frequency" Founder Anita Sarkeesian's New Book Is All About The Relentless Women Left Out Of The History Books



Anita Sarkeesian: 'It's frustrating to be known as the woman who survived #Gamergate'



FROM OUR SUPPORTERS

Thank you so very much for all you do. The podcast is an absolute must. (Yes, donating now.) — Mike

Just a quick message to the FF team and to the bravest woman on the internet: please don't stop the important work you're doing. Peace and good vibes from a Freq in New Zealand. — Lee

I just really wanted to thank Anita for providing such wonderful content on her feministfrequency YouTube channel. I subscribed to it this year but I stumbled across her work perhaps 1 or 2 years ago, and I was so very impressed with her ability to explain so well the damaging about women/female characters in games, movies, shows etc. Anita I cannot properly describe in words how much you and your channel means to me; you are articulate and intelligent, your comments are extremely well thought out and balanced and with a touch of humor! Frankly the world needs your content, it needs women like you to speak up in such a clear, open way. You are simply amazing and you should feel so proud of your hard work. I hope you continue to speak up and create wonderful content for future generations to watch. It expands minds. Please never give up, we need you. — Selena

Keep up the good work! Feminist Frequency is the only thing keeping me from crying on a dark a room during my free time. — Ted

I'm writing to tell you that I greatly admire your work and how you're representing and standing up for women in and around games. The good news is Games Studies as an academic pursuit is finally maturing and paying attention to identity, sexuality, gender, race and related issues. A lot of this is because of you and your work - we actually talk about you and your work quite often at the yearly Queer Games Conference!

Anyway, just wanted to reach out to say thank you and keep up the great work. The struggle continues! — Derek

I just wanted to send a quick note to say how thrilled I was to see y'all at Geek Girl Con this year! I really enjoyed your panel and I hope I'll get an opportunity to see you again at GGC18. :)

I'm a literary theory and museum geek, with a love of pop culture, so I'm always excited to see people taking a critical approach to modern media. Feminist Frequency is definitely one of my favorite non profits and I think your work is so meaningful!

I especially loved the Ordinary Women series, but I'm also really enjoying the new FREQ Show. In particular, The Unmanning of Trump was really illuminating for me and helped me pin down what was bothering me about forms of protest or criticism that focused on emasculating Trump. Now I have the tools to better frame my own criticism and respond to others.

Thank you for all the great work Feminist Frequency does! — Halee

Hi guys! I just want to say thank you so much for your hard work, dedication, and passion for the "Tropes" series — I've been glued to it since the beginning, and I can't wait to see what you come up with next!

You've done amazing work, and I look forward to seeing what you do next! Thank you so much you guys rock!! —Michelle



LOOKING TOWARD 2018

QUEER TROPES

Tropes vs. Women in Video Games, Feminist Frequency's long-running flagship program, came to close in 2017. But there's still so much to explore in the world of gaming, so we can't wait to show you what the new iteration of the series has in store! In 2018, we'll be turning our critical lens to the range of queer representations in games, and look forward to including analysis and commentary from key thinkers, artists, and gamers in this new series.

PODCASTS

We're talking, and the people are listening! Throughout 2018, we'll continue to check in on the week's hot button pop culture news and political chatter in our flagship podcast, *Feminist Frequency Radio*. We're so excited to continue to grow our listenership through our Drip community, a crowdfunding platform from Kickstarter that allows our fans to directly support the show the love through monthly subscriptions! We're also excited to introduce our listeners to a range of topic-specific shows, like our *Star Trek Discovery Recap FREQcast*, a gaming 'cast, and a limited-run series on cinema!

THE FREQ SHOW

The return of *The FREQ Show* is eagerly anticipated by our many supporters, and we can't wait to debut the latest season! Our regular exploration of media trends and social movements will return in 2018 to tackle topics as widespread as "how to be a male ally," toxic fandoms, and representations of disability throughout history.

STREAMING

The response to our weekly live streams on Twitch has been wonderful, and we plan to continue offering viewers the opportunity to play along as the FemFreq team and special guests gather to try out new AAA game releases, old favorites, and cool indie offerings.

FREQ NEWSLETTER

Each quarter, we'll continue to offer our supporters a captivating peek into the work and mind of a dynamic woman in media or activism, like ASL interpreter Amber Galloway Gallego, escape room visionary Laura Hall or game designer and professor, Colleen Macklin. Allowing them to share their thoughts and stories gives us an opportunity to amplify the voices of more women making a difference in the world.

THE YEAR IN DATA

 **YOUTUBE SUBSCRIBERS:** 227, 405

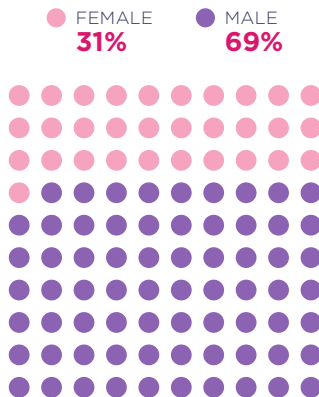
 **TWITTER FOLLOWERS:** 741, 000

 **FACEBOOK SUBSCRIBERS:** 107,000

 **INSTAGRAM FOLLOWERS:** 4,672

YOUTUBE

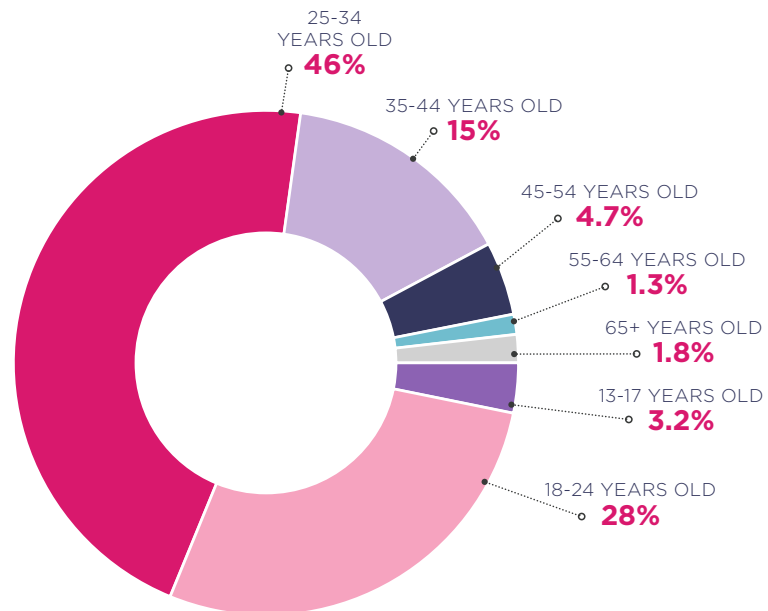
GENDER



 **2,454,987**
VIEWS

 **11,212,670**
MINUTES WATCHED

AUDIENCE AGE



In 2017, we bid a bittersweet farewell to our signature video series, *Tropes vs. Women in Video Games*. Even though the show has ended, it continues to be incredibly popular, especially with educators!

TOP 5 MOST WATCHED TROPES VS. WOMEN IN VIDEO GAMES VIDEOS

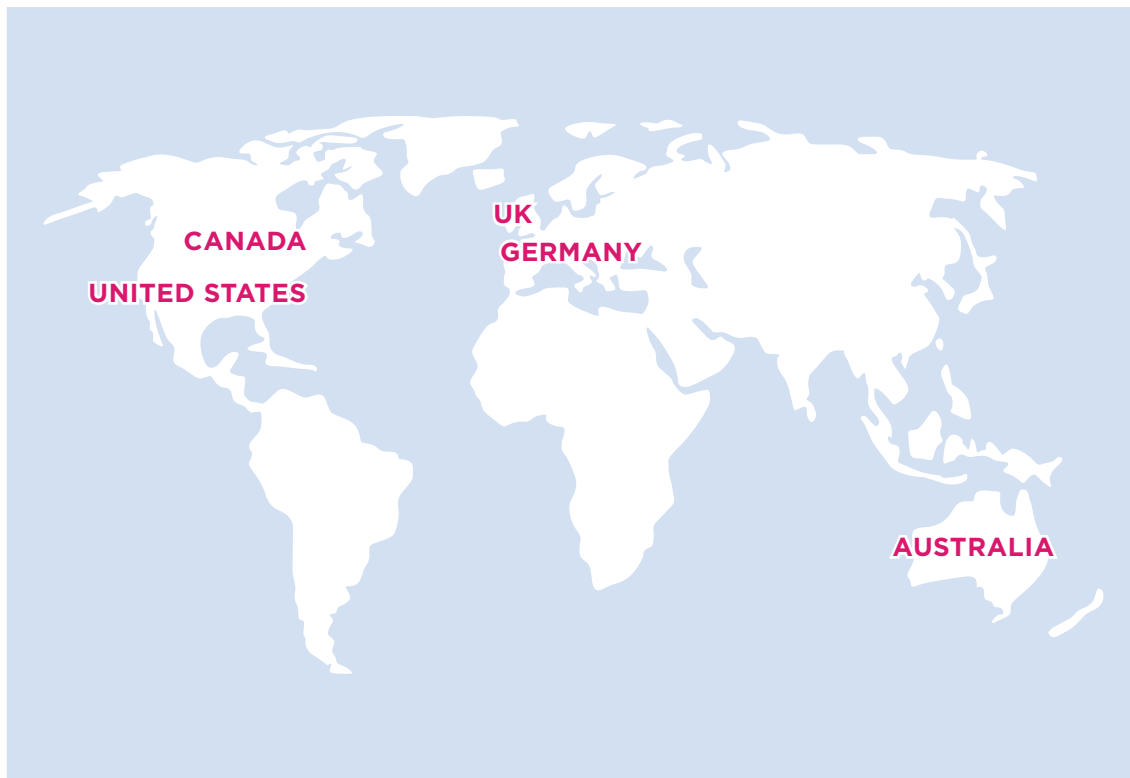
- 1** Damsel in Distress Part 1
- 2** Damsel in Distress Part 2
- 3** Women as Background Decoration Part 2
- 4** Ms. Male Character
- 5** Women as Background Decoration Part 1

TOP 5 MOST WATCHED VIDEOS OF 2017

- 1 **Not Your Exotic Fantasy**
- 2 **Lady Sidekick**
- 3 **Damsel in Distress Part 1**
- 4 ***The FREQ Show - Whitewashing***
- 5 ***The FREQ Show - Manufacturing A Muslim Menace***

FACEBOOK

TOP 5 VIEWING REGIONS



TOP POSTS ON TWITTER & FB



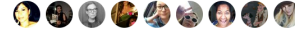
Feminist Frequency

@femfreq

Casey Affleck should not have won. People who commit sexual harassment should lose their jobs, not be celebrated with honor and prestige.

8:52 PM - 26 Feb 2017

4,378 Retweets 6,166 Likes



225 4.4K 6.2K



Feminist Frequency

@femfreq

If you don't fight for all women, you fight for no women. 🖐️🖐️🖐️🖐️🖐️ (📷: Kennedy Dickerson)

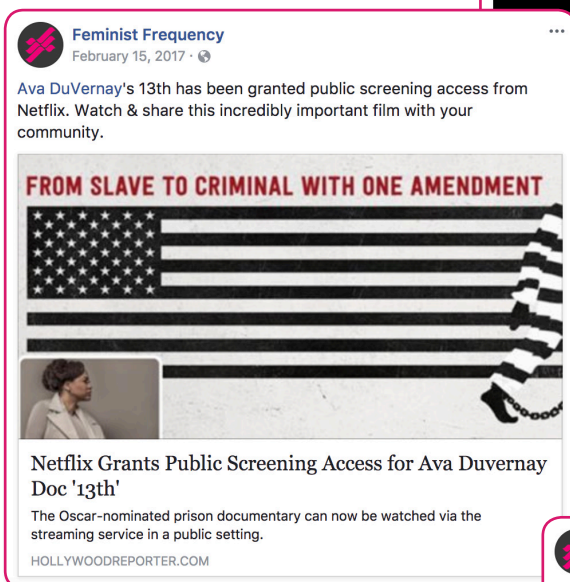
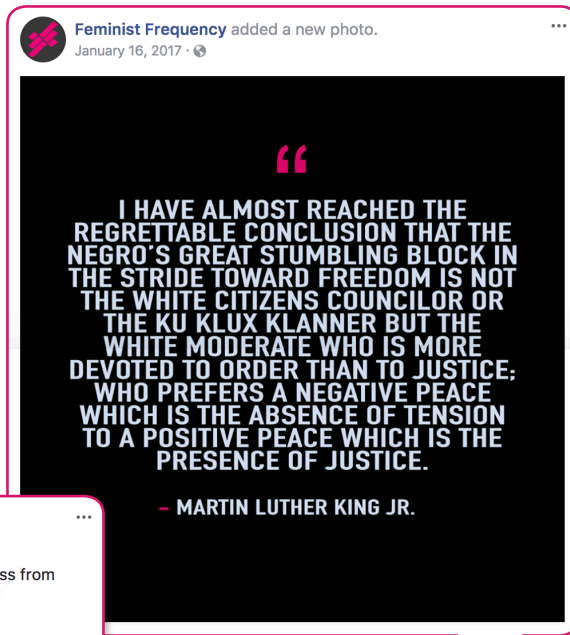


1:04 PM - 29 Jan 2017

1,714 Retweets 3,288 Likes



78 1.7K 3.3K





2017 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 2017, 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 2017 Annual Fundraising Appeal.

CASH FLOW REPORT

OPENING BALANCE	\$343,721
REVENUE	
Corporate Donations	\$95,535.46
Individual Donations	\$137,587.17
Grant Funding	\$7,800.00
Misc. Revenue*	\$13,813.70
<hr/>	
Total revenue	\$254,736.33
<i>*Miscellaneous revenue includes contributions made through websites offering charitable donation options, such as AmazonSmile.</i>	
EXPENDITURES*	
Programming	\$195,339.17
Administrative	\$116,382.09
Development and Community Engagement	\$126,471.17
Misc Adjustments**	\$10,553.19
<hr/>	
Total expenditures***	\$438,192.43
<i>**Misc adjustments represent items such as outstanding grant amounts and vendor payments in process at year's end.</i>	
<i>***In 2017, Feminist Frequency invested in long-term institutional infrastructure to ensure the organization's longevity and programming; this investment will continue to benefit Feminist Frequency in upcoming years.</i>	
ENDING BALANCE	\$149,711.71



WHO WE ARE

STAFF

Anita Sarkeesian
Executive Director

Carolyn Petit
Managing Editor

Ebony Aster
Operations Director

Ashley Fellows
Giving Officer

Rachelle Abellar
Design Coordinator

BOARD

Anita Sarkeesian
President

Felix Kramer
Secretary

Maile Martinez
Treasurer



ACKNOWLEDGEMENTS

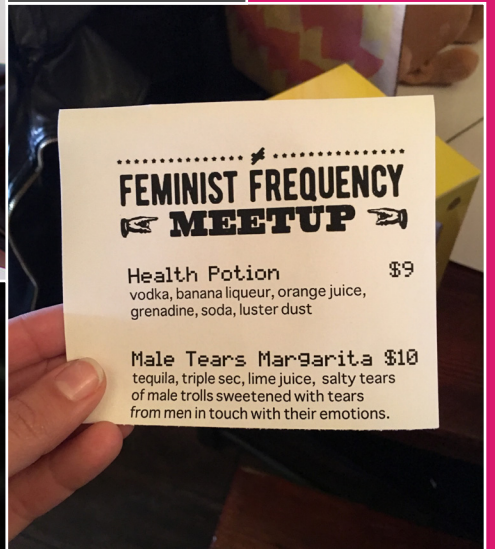
We are tremendously grateful to all the individuals whose generosity made it possible for us to keep doing our award-winning work in 2017. Support from our donors, backers, and monthly sustainers enables us to continue working toward our vision of an equitable and inclusive media landscape that inspires empathy and respect for people of all genders.

We would also like to acknowledge the creativity, diligence, and expertise of contributors like Olga Nunes, Ryan O'Donnell, Sarah Gulde, Jules Retzlaff, and Laura Hudson. 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 ANNUAL REPORT 2017

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