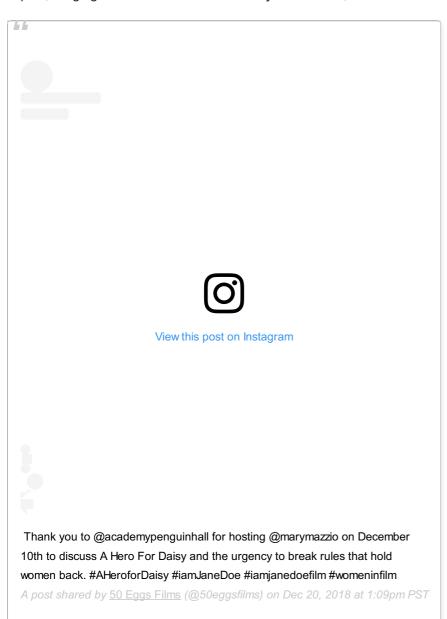


## Mary Mazzio on making films that move the needle on social issues



15 Mar 2019

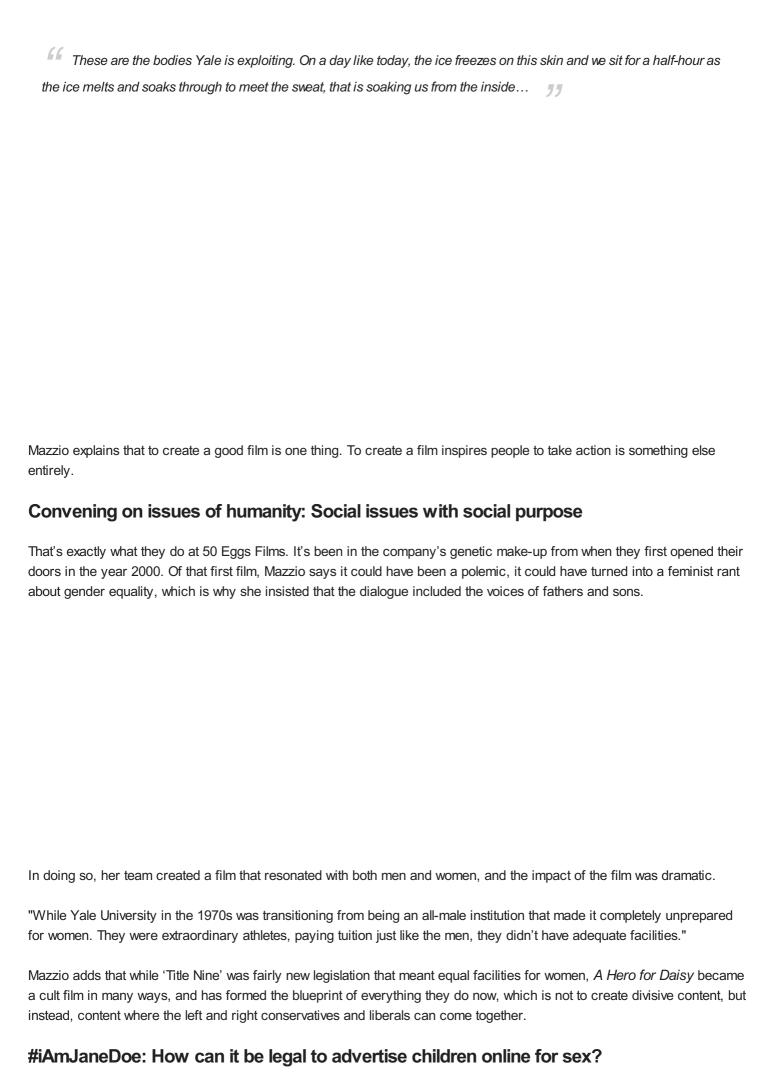
I spoke to Mary Mazzio, former Olympic rower and lawyer, now independent documentary filmmaker and CEO of 50 Eggs Films at YPO Edge, about the power of a socially sawy millennial audience and her dedication to making films with social impact, ranging from 1999's *A Hero for Daisy* to the latest, #iAmJaneDoe.



decades ago, but it's fast proving a favourite with

a new audience, in the form of socially minded millennials, for whom it's become a worthy gender equity war-cry, still relevant today.

On a rainy day in 1976, Yale's female rowing team protested the substandard conditions facing female athletes by stripping in the female athletic director's office, baring their bodies emblazoned with the phrase 'Title IX' in blue marker as she read their now iconic statement:



Fast-forward to where 50 Egg Films is today, where their most recent film #iAmJaneDoe catalysed federal legislation in the US. They have increasingly polarised nationalised politics, and yet, here was a piece of legislation where the left and right could get together and say, "We have the most disenfranchised children being sex-trafficked. They need a route to justice, how do we provide that in the context of the online world?"

Mazzio says amazingly, the legislation moved forward in spite of heavy opposition from the tech lobby led by Google. It's extraordinary for a piece of media to have that much impact.

But as proof, Mazzio says just consider *A Hero for Daisy* again – a parent group in Michigan told her they had watched it and were going to file a lawsuit as their daughters were playing sport on landfills among shards of glass, while their sons played on manicured lawns. The girls' games were in the afternoon when the parents couldn't attend as they were working, while their sons' games were at night, under strong lights.

Mazzio got a call in 2012 – 12 years after the movie came out, to say the lawsuit had gone all the way up to the US Supreme Court and was finally ruled in their favour.

It makes me sweat that you can create an opportunity for people of different minds to come together on a very simple, focused social issue.

Mazzio believes we are more alike than we are different, so we all need to spend more time convening on issues of humanity, on social issues with social purpose.

## Socially savvy millennial consumers will speak out

I asked Mazzio for her views on media and advertising that's still heavily reliant on social stereotypes, and she said that many ads rely on skewing the opposite way. They're either "very testosterone-y," or catering to the notion that women ought to be valued on what they look like, as opposed to what they can do and achieve.

However, as the younger generation of millennials comes into positions of power, Mazzio says this will be an extraordinary time as the generation is focused on purpose, values and who you are as a company. That means they purchase products on the value of what the brand stands for as opposed to the benefits of the product itself.

Thank you <a href="mailto:oglamourmag@GlamourMagUK">oglamourmag@GlamourMagUK</a> for naming <a href="mailto:#lamJaneDoe">#lamJaneDoe</a> as one of the best true crime documentaries to watch: <a href="https://t.co/vIX8CEdGWK">https://t.co/vIX8CEdGWK</a> (although there are no re-enactments or actors)...— Mary Mazzio (@marymazzio)

## March 8, 2019

It's already proven a huge shift over a six- or eight-year period, set to be more so as this generation will speak up and say business needs to be more open and transparent, and focused on issues and values.

We all need to take a step back a guestion whether the media we put out there is reflective of who we are as a brand. What is our value proposition, what do we care about and what do we want our public value system to look and feel like?

Mazzio calls this an extraordinary change.

You sawall kinds of ads ten years ago based on howstrong your product is. That's increasingly irrelevant to the next generation. They're much more tolerant of differences and spectrums, whether that's gender or race or identity, certainly more so than previous generations, so the next generation will likely be the one to solve these problems.

Standing together to share knowledge and work to solve these problems is what YPO is all about.



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Leigh Andrews 8 Mar 2019



Click here for more on Mazzio's tweets and be sure to follow YPO's YPO Edge on Twitter and the hashtag for further insights from the global gathering.

## **ABOUT LEIGH ANDREWS**

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