

A PRESENTATION OF THE MEDIA EDUCATION FOUNDATION

"A CRUCIAL ADDITION TO GENDER STUDIES."

- ATHENA DEVLIN, PH.D., CO-DIRECTOR, THE WOMEN'S CENTER, ST. FRANCIS COLLEGE

A FILM BY THOMAS KEITH

THE BRO CODE

The title 'THE BRO CODE' is rendered in large, 3D block letters. Each letter is filled with a different image: 'T' shows a man in a white tank top; 'H' shows two shirtless men; 'E' shows a man in a hat; 'B' shows a man in a tuxedo; 'R' shows a woman in a red dress; 'O' shows two men in a room; 'C' shows a man's face with a feathered headband; 'O' shows a man's face with text overlays: 'SPORTS PERFORMER', 'RAW, REAL', and 'REAL PHOTOS!'; 'D' shows a man pointing; 'E' shows a man in a suit.

**HOW CONTEMPORARY CULTURE
CREATES SEXIST MEN**

DVD

PRAISE FOR THE BRO CODE

"An excellent tool for classroom discussion about male socialization and the damaging impact of media and pornography on men and the women around them."

- Paul Kivel | Author, *Men's Work*, *Boys Will Be Men*, and the *Young Men's Work* curriculum

"*The Bro Code* is an important and engaging film that exposes how boys think about and react to the gendered, highly sexualized, and radicalized landscapes that they inhabit. The insights the film offers for feminism are truly important. One comes away from *The Bro Code* aware of how important it is to engage boys in anti-sexist education and to help them navigate a consumer society that has mainstreamed pornography and overrun the popular culture with demeaning images of women. This is a crucial addition to Gender Studies and to our understanding of how our culture indoctrinates boys into a sexist and sexually brutal world view. It is certainly a wake up call: we need to pay attention to the private lives of boys."

- Athena Devlin, Ph.D. | Co-Director, The Women's Center | St. Francis College

"Filmmaker Tom Keith's powerful indictment of contemporary culture carries within it an undercurrent of optimism. Despite its horrific portrait of men behaving badly -- and dangerously -- the days of *Jersey Shore* manhood are numbered. When *The Bro Code* is screened on campuses, more male filmgoers than you might imagine will crack the code, reclaiming both healthy masculinity and their full humanity."

- Rob Okun | Editor, *Voice Male Magazine*

"Tom Keith's *The Bro Code* is a vital look at what makes us men tick and how we can find our way through the maze of modern masculinity to an identity which is balanced, healthy, and fulfilling."

- Thomas Matlock | Founder, The Good Men Project

CONTACT INFORMATION

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THOMAS KEITH | Writer & Producer | americanphilos@aol.com

FILM SYNOPSIS

In *The Bro Code*, filmmaker Thomas Keith takes aim at the forces in male culture that condition boys and men to dehumanize and disrespect women. Keith breaks down a range of contemporary media forms that are saturated with sexism -- movies and music videos that glamorize misogyny; pornography that trades in the brutalization of women; comedy routines that make fun of sexual assault; and a slate of men's magazines and cable TV shows whose sole purpose is to revel in reactionary myths of American manhood. The message he uncovers in virtually every corner of our entertainment culture is clear: It's not only normal -- but cool -- for boys and men to control and humiliate women. By showing how there's nothing natural or inevitable about this mentality, and by setting it against the terrible reality of men's violence against women in the real world, *The Bro Code* challenges young people to step up and fight back against the idea that being a real man means disrespecting women.

Featuring interviews with Michael Kimmel, Robert Jensen, Shira Tarrant, J.W. Wiley, Douglas Rushkoff, Eric Anderson, and Neal King.

SECTIONS

Intro (2:15)

Step 1: Train Men to Womanize (18:03)

Step 2: Immerse Men in Porn (13:25)

Step 3: Make Rape Jokes (11:33)

Step 4: Obey the Masculinity Cops (12:22)

CREDITS

Written and produced by Thomas Keith

Director of Photography: Michael Enriquez

Additional Photography: Mitch Lemos

Editing: Thomas Keith

UNITED STATES • 2011 • 58 mins • Shot on Mini-DV • Color • NTSC • BETA/DVD/DVCAM Aspect Ratio 4:3 • Stereo • English/English Subtitles

SELECTED BIOGRAPHIES

Eric Anderson, Ph.D. is Professor of Sports Studies at the University of Winchester (UK). He is an American sociologist known for his research on sport, masculinities, sexualities and homophobia. He shows an increasingly positive relationship between gay male athletes and sport, as well as a growing movement of young heterosexual men's masculinity becoming softer and more inclusive. Professor Anderson also researches matters related to men's monogamy, men's improving recognition of bisexuality, and the increased acceptance of young heterosexual men kissing. He has written eight books, many of them award winners and best sellers. Professor Anderson has previously taught at UC-Irvine, SUNY Stony Brook, and the University of Bath.

Robert Jensen, Ph.D. Robert Jensen is a professor in the School of Journalism at the University of Texas at Austin. Jensen joined the UT faculty in 1992 after completing his Ph.D. in media ethics and law in the School of Journalism and Mass Communication at the University of Minnesota. He teaches courses in media law, ethics, and politics, and in his research, he draws on a variety of critical approaches to media and power. Much of his work has focused on pornography and the radical feminist critique of sexuality and men's violence, and he also has addressed questions of race through a critique of white privilege and institutionalized racism. In addition to teaching and research, Jensen writes for popular media, both alternative and mainstream. His opinion and analytic pieces on such subjects as foreign policy, politics, and race have appeared in papers and on websites around the world. He contributes to local organizing in Austin, TX, through his work with the Third Coast Activist Resource Center and the progressive community center 5604 Manor. He has written numerous books, the latest of which is *All My Bones Shake: Seeking a Progressive Path to the Prophetic Voice*, published in 2009 by Soft Skull Press. Jensen is the co-producer of the documentary film *Abe Osheroff: One Foot in the Grave, the Other Still Dancing* available from the Media Education Foundation. Jensen also is the co-writer/producer of an educational slide show in PowerPoint about pornography, "Who wants to be a porn star? Sex and violence in today's pornography industry." He was a consultant to the directors of the documentary *The Price of Pleasure: Pornography, Sexuality, and Relationships*, which is distributed by the Media Education Foundation.

Michael Kimmel, Ph.D. is among the leading researchers and writers on men and masculinity in the world today. The author or editor of more than twenty volumes, his books include *Changing Men: New Directions in Research on Men and Masculinity* (1987), *Men Confront Pornography* (1990), *The Politics of Manhood* (1996), *The Gender of Desire* (2005) and *The History of Men* (2005). His documentary history, "Against the Tide: Pro-Feminist Men in the United States, 1776-1990" (Beacon, 1992), chronicled men who supported women's equality since the founding of the country. This "inspiring, pathbreaking collection of remarkable documents" (Dissent) was also called "meticulously researched" (Booklist) and a "pioneering volume" which "will serve as an inspirational sourcebook for both women and men." (Publishers' Weekly). His book, *Manhood in America: A Cultural History* (1996) was hailed as

the definitive work on the subject. He also co-edited *The Encyclopedia on Men and Masculinities* (2 volumes, 2004) and *The Handbook of Studies on Men and Masculinities*. The Encyclopedia was named “best of Reference” by the New York Public Librarians Association in 2004. His newest book is *The Guy’s Guide to Feminism* (2011).

Neal King, Ph.D. is Associate Professor of Interdisciplinary Studies at Virginia Tech. His teaching areas include Popular Culture, Sexual Politics, and Sociology. His research interests include media violence, religious elements of popular culture, social inequality, and violent crime; and he has recently published a theoretical defense of microsociology in the study of social inequality in an anthology on age relations. He has written one book on film violence and co-edited another; and his articles have been published in such journals as *Journal of Film and Video*, *Gender & Society*, and *Teaching Sociology*, as well as in numerous books. In addition, he produced the rape-education video *Mean Women*. He is an active member of the Society for Cinema and Media Studies, Sociologists for Women in Society, and the International Communication Association. He earned his Ph.D. in Sociology at the University of California at Santa Barbara.

Michael Leahy is a nationally recognized author, speaker, recovering sex addict, and expert on the subjects of pornography, sexual addiction, and the sexualization of the culture. He is founder and Executive Director of BraveHearts. Leahy is author of *Porn Nation*, *Porn @ Work*, and *Porn University*. He has appeared on national television programs like ABC’s *20/20*, *The View*, CNN, and Fox News, in major media publications like *USA Today*, the *Chicago Sun Times*, and the *Miami Herald*, and on such diverse nationally syndicated radio programs as *The Michael Reagan Show*, *Dr. Drew Live*, *Janet Parshall’s America*, and Sirius satellite’s *Playboy Radio*.

Rory Reid, Ph.D., LCSW received his Master’s Degree in Social Work from the University of Utah and his doctorate degree in Clinical Psychology from Brigham Young University. Dr. Reid is the Clinical Director at the Provo Counseling Center and a licensed therapist. Dr. Reid has expertise in treatment for hypersexual behavior, pornography dependence, pathological gambling, adult ADHD, depression, anxiety, and marital distress. He has received specialized training in Emotion Focused Therapy, marriage and family therapy, neuropsychological assessment, and neurofeedback. In addition to clinical work, Dr. Reid is an academic researcher and currently works as a Research Psychologist at the Semel Institute for Neuroscience and Human Behavior in the Department of Psychiatry and Biobehavioral Sciences at the University of California, Los Angeles (UCLA). He has published articles on hypersexual behavior and pathological gambling in several notable journals such as *Clinical Psychology and Psychotherapy*, *Sex and Marital Therapy*, *Journal of Addiction Medicine*, *Couple and Relationship Therapy*, and the *International Journal of Neuroscience*. He is an author or co-author on several books and book chapters on topics related to his specialties including his most recent work, “Confronting Your Spouse’s Pornography Problem.”

Gonzalo Rucobo co-founded Bay Area Peacekeepers (BAP) in 2005. BAP seeks to help save lives by bringing hope and change to those that society has discarded and that have been negatively impacted by gangs and neighborhood violence. BAP aims to bring support and advocacy to

communities, schools, institutions, and families by being intimately involved with these groups and individuals. BAP's goals are to help enable individuals to meet their potential, conform their behavior, to lawful standards and improve the quality of their lives by equipping them with the critical life management skills to confidently and successfully contribute to society.

Douglas Rushkoff is an author, teacher, and documentarian who focuses on the ways people, cultures, and institutions create, share, and influence each other's values. He teaches media studies at NYU and the New School University, serves as technology columnist for *The Daily Beast*, and lectures around the world, and is a PhD candidate at Utrecht University's New Media Program. His new book, *Program or Be Programmed: Ten Commands for a Digital Age*, a follow-up to his Frontline documentary, *Digital Nation*, is just out from OR Books. His last book, an analysis of the corporate spectacle called *Life Inc.*, was also made into a short, award-winning film. His ten best-selling books on new media and popular culture have been translated to over thirty languages. He has written and hosted three award-winning Frontline documentaries - *The Merchants of Cool* looked at the influence of corporations on youth culture, *The Persuaders*, about the cluttered landscape of marketing, and new efforts to overcome consumer resistance, and most recently, *Digital Nation*, about life on the virtual frontier. He serves on the National Advisory Board of the National Association for Media Literacy Education, the Board of Directors of the Media Ecology Association, The Center for Cognitive Liberty and Ethics, and as a founding member of Technorealism. He served as an Advisor to the United Nations Commission on World Culture and regularly appears on TV shows from *NBC Nightly News* to *Larry King* and *Bill Maher*.

Shira Tarrant, Ph.D. Shira Tarrant is a nationally recognized expert on gender politics, feminism, pop culture, and masculinity. She is the author of *Men and Feminism* (Seal Press) and *When Sex Became Gender* (Routledge), and editor of the provocative anthology *Men Speak Out: Views on Gender, Sex and Power* (Routledge). Her co-edited anthology, *Fashion Talks: Undressing the Power of Style*, is forthcoming (SUNY Press). She is currently at work on the book *The Sex Wars: Pole Dancing, Porn and Other Things That Freak People Out* and the anthology, *Pleasure and Peril: True Stories About Sex, Self-Acceptance, and Saying Yes in a World That (Sometimes) Says No*. Shira's articles receive mainstream and academic attention in *Bitch Magazine*, *BUST Magazine*, the Women's Media Center, *Ms. Magazine Blog*, *Huffington Post*, *off our backs*, *The International Encyclopedia of Political Science*, and *The Women's Movement Today: An Encyclopedia of Third-Wave Feminism*. Her essays are featured in anthologies including *Fix Me Up* (McFarland) and *Robot Hearts* (Pinchback Press). A frequent speaker at college campuses and public venues across the country, Shira Tarrant is quoted widely in print, radio and television (including the *Toronto Globe and Mail*, *Baltimore Sun*, *Denver Post*, *Sydney Morning Herald*, WBAI radio, and CBS). She is featured on popular blogs including *Womanist-Musings*, *Feminist Review*, *Girl With Pen*, and *Pandagon*. Shira holds a doctorate in political science from the University of California, Los Angeles. She is an Associate Professor in the Women's, Gender and Sexuality Studies Department at California State University, Long Beach.

J.W. Wiley, Ph.D. is currently employed as Director of the Center for Diversity, Pluralism, and Inclusion for State University of New York-Plattsburgh and a Lecturer in Philosophy &

Interdisciplinary Studies. He collaboratively develops diversity initiatives and other strategies that result in more diverse classrooms and curriculum. He was previously employed as Assistant Dean of Academic Affairs and Director of the McNair Scholars Program at Claremont Graduate University. Wiley has held adjunct appointments at Cerritos College and Citrus College. Additional professional experiences include consulting to various universities and businesses under the auspices of his private business, Xaming Diversity.

NOTABLE QUOTES FROM *THE BRO CODE*

THOMAS KEITH: “When you think about a guy who womanizes you usually think about a guy who’s constantly on the prowl for women, whose actions are perpetually directed toward getting sex. But there’s more to it than that. Womanizing is about power and privilege, a sense of entitlement.”

MICHAEL LEAHY: “Pornography has become sex education for guys, mainly because they get a taste of it at a very early age. When we did our survey where we surveyed nearly 25,000 university students, one of the questions I asked them was, how old were they when they were first exposed to pornography? I think the average age we came up with was about 12 or 13 years old, compared to the girls, who said that they were over the age of 16 before most of them, the bulk of them, had exposure to pornography. So, even though both men and women are exposed to, and are consumers of porn, I really believe that it forms the basis of sex education for guys.”

SHIRA TARRANT: “We get really limited choices for guys. They can be tough, badasses, they can be portrayed as, you know, hard, not backing down, or as bumbling idiots, perpetual adolescents, who can’t quite figure it out. And neither one of those are really true to who men are, or what they can be. Once we can start talking about how constraining those stereotypes are, guys start going like ‘Hey, yeah, wait a minute. It might be funny on the screen or it might be entertaining in a music video, but it really doesn’t serve us well in the long run.’”

MICHAEL KIMMEL: “That is the question that I am asked the most often on college campuses by guys. Guys will say, ‘You know, women keep saying they want us to be sensitive, and nice, and expressive, so I became sensitive, and nice, and expressive and now all the girls want to be my friend but none of them want to go out with me. What’s going on here, why am I getting mixed messages from girls?’ And the answer to that is that women do want men to be more sensitive and they want them to be more affectionate and expressive and all of that, but there something our culture also that tells them that the bad guy is the sexy guy.”

THOMAS KEITH: “Beyond the lure of drugs, money, and fame, an alpha male – by the measurement of music videos – is a man who possesses and controls women. In this world, men never view women as equals. Rather women are objects to use sexually, to show other men that you have power.”

THOMAS KEITH: “It is important to note, this womanizing attitude is not a black thing or a Latina thing -- this is a man thing. We find it across all cultural backgrounds. An example of this can be seen on university campuses, where the slogan ‘Bros before hoes’ permeates college parties across the nation.”

THOMAS KEITH: “The main attraction of the woman who is perceived to be dumb by the womanizing man is that she is non-threatening to his supremacy, to his alpha male desire to control women. Make no mistake – smart women frighten the womanizer. You have to wonder how many smart young women downplay their intelligence when they are around guys they think will find that to be unattractive.”

FILMMAKER'S BIOGRAPHY

Dr. Thomas Keith received his bachelor of arts in philosophy from California State University, Long Beach and then received both his Masters and Ph.D. in philosophy from Claremont Graduate University, Claremont, California. He specializes in American philosophy and pragmatism with an emphasis on issues of race, class, and gender. He has published several articles in professional journals where Dr. Keith emphasizes inclusiveness and a multidisciplinary approach as the proper direction issues of race and gender studies should take instead of compartmentalizing, and hence, marginalizing these important issues. He has, in the past few years, expanded his area of interest to include media studies in an effort to evaluate the images and values that resonate in popular media and culture today. Fusing philosophy and media studies, Dr. Keith initiated what he calls "Media Ethics" into introductory courses in ethics and value theory at the college and university level, while also becoming a strong voice in the advocacy of media literacy at the earliest ages of primary education. Tom's first film *Generation M: Misogyny in Media and Culture* was released and distributed worldwide by the Media Education Foundation in 2008; it has been viewed by an estimated 75,000 students to date. Currently, he teaches courses in philosophy at California State University-Long Beach and California Polytechnic University-Pomona and is traveling around the country conducting screenings and leading discussions on the issues raised in his film, while writing the manuscript for his soon-to-be-completed book, *Sexploitation*.