

THE BRO CODE: How Contemporary Culture Creates Sexist Men

[TRANSCRIPT]

FILM CLIP: *Rebel Without A Cause*

-What kind of a person do you think a girl wants?

-A man.

-Yes, but a man who can be gentle and is sweet...

-Yeah.

-Like you are.

(Music)

THOMAS KEITH: I grew up in bro culture. Sports and music; both having one thing in common...treating woman like sexual objects. When I was young, I never thought about it as being anything other than normal. You know, women were here for our sexual enjoyment. Almost every guy I knew thought like that. And really has anything changed today? We churn out the same sexist male stereotypes that have been around forever. In this film I'm going to examine some of the contributing factors that keep bro culture sexist, and often dangerously sexist. And end by taking a look at things we can do to turn this destructive trend around.

(Music)

VOICE OF PETER FROM FAMILY GUY: *Everybody is getting laid but me.*

KEITH: Tony Stark may be the most famous womanizer of our day, right up there with James Bond. He has all the ingredients, anyway: rich, charming, powerful. Men want to be him.

FILM CLIP: *Iron Man*

-You ever lose an hour of sleep your whole life?

-I'm prepared to lose a few with you.

(Music)

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. For those of you who come

from working class families I'm sure you've felt this entitlement come from some wealthy people who treated you as being beneath them.

For those of you who are non-white, there's a possibility you have felt this sense of entitlement aimed at you from a white person.

FILM CLIP: *Crash*

-Are these clean or dirty?

-All clean, señora.

-You know Maria, just once I would like to wake up and find these dishes in the cabinet!

(Slam)

-Ay, si señora, no problem.

KEITH: And for women in the audience, you've probably felt this entitlement come from some men.

FILM CLIP: *Unknown*

-Ah, a thousand divorces can't change anything. You are mine.

KEITH: But stripped of any romantic charm, the central core of womanizing is power and entitlement. In this seminal scene from P.T. Anderson's award winning film *Magnolia*, Tom Cruise as Frank Mackey captures the essence of this idea that masculine power comes about by controlling woman.

FILM CLIP: *Magnolia*

-Respect the cock.

(clapping & cheering)

-You're embedding this thought; I am the one who's in charge. I am the one who says yes! No! Now! Here! 'Cause it's universal man, it is evolutionary, it is anthropological, it is... biological. It is animal. We... are... MEN!

KEITH: And so, other than taking a Frank Mackey seminar, how are young men learning to follow the womanizing traditions of the past? MTV is a good place to start.

TV CLIP: *MTV Battle of the Videos*

-Welcome to the MTV's Battles of Videos. Presented by Saturn.

Years ago, MTV use to be about music, at least that's what the 'M' stands for. Today, MTV is about getting ratings by creating pseudo reality shows that appeal to teens. And the most highly rated of these reality shows is the

testosterone driven homage to drunkenness, brawling, and random sex... known as Jersey Shore.

TV CLIP: Jersey Shore

Ronnie: *I got three words: beers, bitches, and the beach. That's all you need to know about the Jersey Shore...I mean, I don't really know what love means. The whole thing about this is pretty much getting laid. You just take your shirt off and they come to you. It's like a fly comes to shit.*

KEITH: Jersey Shore has been a huge hit with teens, surpassing anything MTV could possibly have imagined. Yet the values of the characters on Jersey Shore reflect the most traditional old fashion sexist values imaginable, that the goal of men is to get sex with as many women as possible.

TV CLIP: Red Carpet interview

-What is going on with the ladies?

-You know what, The Situation has always been good with the ladies but I mean right now its like, it's not even multiplication or adding, it's like exponential these days.

TV CLIP: Interview

Snookie: *But the boys, they bring home like four girls at a time to where they switch and...*

Host: *Yeah.*

KEITH: And that the goal for women is to compete with other women for the coveted prize of who can be the hottest, the sexiest, the naughtiest.

(Music)

KEITH: Jersey Shore and MTV did not invent these values; they merely reinforced the sexist values that have been around forever. But millions of kids are tuning in, almost religiously, with what results?

DOUGLAS RUSHKOFF: Kids watch those shows and do what they see on TV because they're going to imitate the characters they're aspiring to be on Real World and Spring Break and the other MTV shows.

From the time they're 11, 12 years old, you know, kids looking at what's on the screen imitating, you know, Britney or who ever the latest Britney clone is. So what you end up with is a feedback loop where kids are copying what they see

on television and television makers are copying what they see kids doing, and nobody is actually creating anything.

KEITH: From Emo to Hip-Hop, you see kids imitating the styles and attitudes in music videos and TV shows, even if that means adopting behaviors that are destructive to themselves and others.

GILBERT PETE: When I'm talking about Hip-Hop culture, it's the music, but it's how do you interpret this music. When you're talking about the different classes and different cultures, they're listening to the music, but there's also a parent that says, "enough is enough". But for some of our young people this is all they have. This is their parent. When they are watching television, reality television, they have television shows now where everyone's competing, like you have a group of women or a group of men competing for one person. This is how I'm supposed to be. In their mind, we're supposed to compete. Some middle-class children may be affected, but when you hit the lower income children, where there's no parent, there's no one coming in with the voice of reason, saying, "You know this is only television". "No, no this is the way they do it. I watched it last night." And so they're now interpreting that as, "This is the way we should be".

KEITH: In the music video world, men and women inhabit very different roles. Women are taught to be submissive and sexual, while men are shown to be in control, physically powerful and having as many sex partners as possible.

(Music)

KEITH: And so for many kids, these stars are role models who tell boys how to be men. And 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. But it is important to note, this womanizing attitude is not a black thing or a Latino 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 "Bro's before hoes" permeates college parties across the nation.

NEAL KING: A fraternity on campus, as sort of a joke came up with one that they thought was particularly funny for Thanksgiving, "Settler bros and Nava-hoes". Which had the advantage of being racist as well as sexist. You know, it's a joke, and it's meant as a joke. But they do intend that the women come to

these parties looking very, very hot. I mean that's the part that's not a joke. I mean, this is all about having sex and they're deadly serious about that.

KEITH: Just how serious they are about sex came under examination in March of 2011 when an email, from a purported Kappa Sigma bro from USC, went viral.

TV CLIP: KTLA

FEMALE NEWSCASTER: *A person claiming to be from Kappa Sigma asks all members of the fraternity to detail their sexual encounters saying, quote, "I will refer to females as targets. They aren't actually people like us men. Consequently giving them a certain name or distinction is pointless". While no law may be broken here, there's an investigation into who's behind it.*

KEITH: After a vulgar sexist rant about women and sex, the author ends by threatening anyone who transmits the email outside of the brotherhood.

TEXT ON SCREEN: USC Frat House Kappa Sigma Send Out Email That Paints Sorority Women as Prostitutes, 'Targets.' USC's Kappa Sigma Under Fire for E-mail Calling Women "Targets." Kappa Sigma Nationals investigating viral e-mail.

KEITH: Whatever the truth may be about whomever wrote the email, almost immediately the blogosphere of bro culture lit up like a Christmas tree defending the author.

(Music)

TEXT ON SCREEN

-“you fuckwads who are complaining...why don't you make t-shirts proclaiming the Pussification of America.”

-“...feminist cunts will be cunts...of course they take offense.”

-“I thought the email was fuckin' hilarious.”

-“fuck, I've sent out much dirtier misogynistic shit than this...”

-“Frat bro's are misogynistic, misogyny is funny, deal with it...”

-“Got yo back bro', fuck these whining bitches”

KEITH: Not to be outdone, the Delta Kappa Epsilon bros, at prestigious Yale University, in an attempt at humor, were captured on tape marching around campus shouting the following mantra.

CLIP: Yale brothers shouting.

Delta Kappa Epsilon: *“No means yes, yes means anal, no mean yes, yes means anal, no means yes, yes means anal, no means yes, louder, yes means anal, no means yes, yes means anal...”*

TEXT ON SCREEN: *“no means yes, yes means anal” Delta Kappa Epsilon, Yale University*

KEITH: So where do guys get the idea that women are playthings, eye candy, and sexual objects for our enjoyment?

FILM CLIP: *I Now Pronounce You Chuck and Larry*
-Larry, Larry watch this...Hey girls, actually it's down low.

KEITH: The answer is, quite honestly, everywhere.

TV COMMERCIAL

-Women, sports, beer, gadgets, clothes; Maxim. The best thing to happen to men since women. Introducing Maxim, the new magazine for men who aren't afraid to be men, and are proud of it. If you like to talk about sports, drink beer, and love beautiful women... If you're not looking to find your inner child or touch your feminine side, then Maxim is the men's magazine for you.

KEITH: The Maxim model of manhood is the model of choice for most men. Since in part the Maxim model has a built in judgment against any other form of masculinity, if you don't measure up to the sport, beer, womanizing archetype, then the Maxim man is ready to put you in your place.

Part of the alpha male model is to announce his supremacy by belittling and bullying any male that does not fit into the narrowly defined Maxim fraternity.

FILM CLIP: *College*

(Splat)

-Welcome to college boys. Enjoy!

-Yeah, it was just a joke.

KEITH: And so you have your Maxim guys and your non-Maxim guys and the difference is made perfectly clear. In addition to putting down non-Maxim men, the other targets of insult for the Maxim bro are gay men and any male thought to be remotely feminine.

TV COMMERCIAL

-Men at the square table: when toasting, do we cling top or bottoms?

-Lets just take a look

(clink)

-If the tops touch then our saliva is touching.

-Well then technically that would qualify as a kiss.

-Why don't we just touch bottoms?

-No thanks Hollywood. I ain't into that.

ANGEL ACOSTA: To a certain degree our fear is really being ousted as gay. I mean, I would rather be called a woman than gay. Back when I was entrenched in like really, really, really, you know, sexist views, because being gay was just the worst, the worst.

KEITH: But that's the thing about the bro code; you're supposed to ridicule the guys that don't adhere to it.

CLIP

-And how about this?

(laughter)

-Really gay, right?

ERIC ANDERSON: Although I knew I was gay when I was six or seven years old, my formative years, my teenage years were in the mid nineteen-eighties, an incredible homophobic period of American history. So I just believed that I was going to have to stay closeted. I knew I couldn't come out because homosexuality was the most stigmatized thing around. I mean everybody hated gays.

They say in comedy, nothing is sacred. As long as you get laughs, that's all that matters. And comedy can be great, but notice how comedy can be used effectively to marginalize certain groups. And one of the most joked about groups in America continues to be gay men.

CLIP: Gotham Comedy Club

-Yo I think I got a lawsuit against the movie Brokeback Mountain. There should be a fucking warning on the DVD. "Thirty-two minutes in, two dudes fuck".

KEITH: So you want to neutralize a group of people? Turn them into a joke.

TV CLIP: Family Guy

(singing) "Well there once were two cowboys all alone out on the trail, and they discovered they could sleep with another male. Now they're having gay sex."

KEITH: I bet if you're watching my film in a classroom full of students, there's a good chance some guys just broke out in laughter. Now Seth McFarlane, creator and head writer of Family Guy, defends this gag by saying that we are suppose to be laughing at the lead character's stupidity. But do you think his fifteen-year-old male audience knows at whom they are supposed to be laughing?

Brokeback Mountain garnered an awards and accolades for Ang Lee's film interpretation of Annie Proulx's 1997 short story. But it became fodder for many comedians and sports casters who viewed it as an easy target to a mainly male, homophobic audience.

Here's a stat for you: gay teens are three times more likely to attempt suicide than their heterosexual counterparts.

TEXT ON SCREEN: Gay teens are 3 times more likely to attempt suicide. Dr. Robert Garafalo, Harvard Medical School.

KEITH: Maybe some comedians can find a way to turn that into a comedy bit.

It's true that public perception of homosexuality is changing in the direction of tolerance and acceptance. But gay men and women still have to deal with a media system that rewards nullifying homosexuals through comedy.

SHIRA TARRANT: When gay men are portrayed as comedic figures the way that they're portrayed as funny, is by feminizing them. And then so that speaks to womanhood and authority and who has power, because it gets coded as female.

KEITH: The real starting point for the unapologetic womanizer has to be Playboy's Hugh Hefner, who recently stated, "Women are sex objects, that's why they wear lipstick and short skirts." Hefner has raised a few generations of boys and men to believe that manhood is defined by virility.

Many men learn that masculinity is about scoring, and so you want to score as much as you can because it's a way to prove your masculinity.

CLIP: Young men

-Yeah, great women, great women.

-You know what I mean, is scoring like, you know, a plus or is it like a must?

-I don't know. Scoring is must if you have the game but if not then your shits out of luck.

-Yeah (laughter)

*-Hey, don't hate the player; hate the game.
(laughter)*

KEITH: Notice also, how the womanizing man has been trained to place women into two categories; dumb equals sexy, smart equals unsexy.

CLIP: AMOUR commercial

-Shall I compare thee to a summer's day?

-Okay.

-Thou art more love...

-Okay. Next!

-Shall I compare thee to a summer's day?

-My goodness, wow. That was great, really good.

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. Interestingly you can find some women today taking on traditional masculine roles to regain control.

TV CLIP: Jersey Shore

J-Woww: *If you don't know me, then you hate me, and you wish you were me. I am like a praying mantis, after I have sex with a guy I will rip their heads off. Let the party begin bitch. Because I have a bad habit of playing little emotional games with men. When they date me, it's cool in the beginning, we do our thing in the first month, and then I send them on a rollercoaster ride to hell.*

KEITH: The queen of raunch today is probably recording artist, Kesha, whose lyrics mirror traditional male posturing. The get drunk, have sex, and then kick 'em to the curb ethos has gone unisex.

(Music)

TEXT ON SCREEN: Comin' out your mouth with your blah blah blah, Zip your lips like a padlock, and meet me in the back with the jack and the jukebox. I don't really care where you live at, Just turn around boy and let me hit that, Don't be a little bitch with your chit chat, Just show me where

your dick's at.

KEITH: This “If you can’t beat ‘em, join ‘em” mentality is an interesting development. As some women seem to say, “Okay, guys are pigs, but rather than hope to change men, we will compete with them to show that we can hold our own.” So is the new gender equality to give up on changing men, and to instead adopt all of the negative traits typically associated with men? Rule one of the bro code is to build men who feel the need to control and dominate women. Do you know anyone like this?

(Music)

FILM CLIP: *Boogie Nights*

-I think that you have the job, but why don't I make sure of something? This is a giant cock.

KEITH: In the 1970’s, just the cheesy music alone was enough to know that pornography was on the screen. Corresponding to the sexual revolution of this era, hardcore pornography flourished, spawning the first of many porn stars.

(Music)

This may not be surprising, but the porn industry makes more profit than Microsoft, Google, Amazon, Ebay, Yahoo, Apple, and Netflix combined. Today, the internet has taken over as pornography’s main distributor, which has allowed porn to stream into the lives of middle school, high school, and college age males as never before.

MICHAEL LEAHY: Well, 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.

KEITH: Like Jersey Shore and music videos, values offered in pornography merge together as some of the early influences in a boy’s life. The common ground, the view that women are sexual things for male use.

(Music)

KEITH: In today's culture, it's difficult for boys to avoid the message that women are pornographic playthings. Everywhere they look, boys are hit with this concept.

TV CLIP: *Accidentally on Purpose*

-So, do you guys want to do a three way?

(Laughter)

-Whoa! Oh. Now are you talking about you having sex with the both of us at the same time?

-Yes.

KEITH: The images feed the male libido, with the idea that women constantly crave sex, whether they seem like it or not.

TV COMMERCIAL

-Dentyne, get fresh. (Music)

KEITH: In the porno-fied world, which is the world we are in, boys and men learn that women love to be sexually objectified. This is a world where we are taught that a woman saying no means she is flirting with you, teasing you. She wants it. Now adolescent boys have been curious about and attracted to pornography since its inception. But the emergence of Internet porn has allowed it to stream into the lives of boys like never before. Many kids have personal computers that allow porn delivery right into their bedrooms, unseen by Mom and Dad. And with Internet access comes increased usage—and increased problems.

(Music)

TEXT ON SCREEN

-70% of men surveyed admit to viewing much more porn since the emergence of Internet pornography. Men's Health.

-Half of them admit that it has become a problem. Men's Health.

INTERVIEW

Dominic: My masturbation was as frequent as six or seven times a day, everyday, consistently. Over, over time, I've, I've grown to, you know, just relish the experience of, of having something more meaningful than...

Interviewer: Is it getting better?

Dominic: It is. It is, but, it's not easy.

RORY REID: We see some individuals who, because of their consumption of pornography, actually start to get to a place where they cannot get sexually aroused by a real life partner and pornography becomes the only source for sexual arousal and orgasm. And in these cases, these individuals in some cases will actually develop erectile dysfunction or impotence.

KEITH: In addition to the potential harm to men's sexuality, there are numerous problems that commonly arise for women who are in relationships with men who are chronic porn users.

ROBERT JENSEN: We know that in everyday relationships, heterosexual relationships, women report that their male partners who are habitual users of pornography will sometimes demand sexual activity of them that the men have seen in pornographic films, but that may be degrading, painful, or uncomfortable to the women. The reverse of that is that there's a lot of evidence that men who habitually use pornography can also withdraw from sexual intimacy and sexuality because so much of their sexual energy is directed toward masturbating to pornography.

KEITH: Increasingly, and again, thanks to Internet access, the kind of porn men use today has become extreme in nature. The days of pornography as having any sense of egalitarian content are long gone. The most common type of pornography and pornographic website today is a version of what is called Gonzo porn. Known for its more humiliating and violent form of pornography, Gonzo has become a sort of sexual jackass, for a generation of boys who are attracted to seeing women degraded and abused. Take one part hardcore sex, one part abuse to women, and you have Gonzo porn. In some regions of the United States, Gonzo has taken over as the most downloaded form of pornography on the Internet. One thing this tells us is that degrading women is incredibly attractive to many men. Even anime has gotten in on the act. But once again, all this begs the question, concerning how the immersion by boys and men into the world of pornography affects them in their real life relationships.

In his important book, *Getting off: Pornography and the End of Masculinity*, Robert Jensen introduces us to the self-proclaimed father of Gonzo porn, John "Buttman" Stagliano, who states, "Some people like to abuse other people, and I worry that we are creating art that feeds on that, that reinforces that and says it's a good thing."

TEXT ON SCREEN: ...some people like to abuse other people...and I worry that we're creating art that feeds on that, that reinforces that and says it's a good thing.

KEITH: Notice how Stagliano de genders the language of this sentence to cast blame away from the male perpetrator, as though this may be a problem between people instead of, overwhelmingly, men victimizing women. But when even the founder of Gonzo porn is concerned about how his product influences the people who watch it, you can clearly see that in this business, profit is more important than people and in their more candid moments, they admit it.

A typical example of the degradation found in mainstream Gonzo porn comes from JM Productions, makers of racist hate porn, where a man has sex with a woman, and then pushes her head into a toilet and flushes. The production company states, and these are their very words, "Every whore gets the swirlies treatment. Fuck her, then flush her."

TEXT ON SCREEN: "every whore gets the swirlies treatment, fuck her then flush her."

KEITH: Hate porn is as mainstream as any form of pornography today. Thousands of Internet sites are devoted to it with memberships in the multi-millions. You have to wonder what's worse, men who think this is funny, or men who are turned on by it. Then again, how many women have men in their lives who are watching this stuff while the women are totally oblivious to it? How do these forms of porn condition men to think about sex and women?

TARRANT: The fact that we have the term "hate fuck" in our vernacular that comes out of Gonzo porn, like, "Oh yeah, I want to, you know, hate fuck her," that's – that is really concerning. It's so dehumanizing to men's sexuality and to masculinity and certainly dangerous for women. Just because we're seeing more porn doesn't mean that we have more sexiness. It's less sexy.

KEITH: The most common excuse I hear from those who defend pornography is that it is simply a matter of choice that people are making. If women want to be degraded, urinated upon, slapped around, and gagged until they vomit, those are choices they are making. Yes, women have agency and are able to make choices, but the entire idea of free will is far more complicated than critics make it out to be. Take these people, you could say that they are making choices too, but you have to admit, that these are not the sorts of choices they would make if they believed they had better options out there.

(Music)

KEITH: So there's a big difference between making a choice and doing what one actually wants to do.

TARRANT: Groups of men urinating on a woman, or groups of men ejaculating on a woman's face, and that's called sexy. She's pretending she's liking it, she's getting paid. She's getting paid money. We have to remember that.

KEITH: We also have to remember that pickle guy, and others who are doing jobs they don't enjoy, are not being filmed so that millions of men can watch them and masturbate. They are not contributing to sexual inequality, nor shaping men's views about women. To reinforce the fact that authentic choice is problematic, especially for women in the porn industry, a recent interview between porn legend Jenna Jameson and Anderson Cooper serves as a good illustration. As with most women who work in the porn industry, Jameson was sexually abused as a child, yet continues to defend her choice to be in porn.

Cooper asked Jameson what she would do if she had a daughter who wanted to get into the porn industry, to which Jameson replied, "I'd tie her in the closet, because this is such a hard industry for a woman to get ahead and get the respect that she deserves."

TEXT ON SCREEN: I'd tie her in the closet, because this is such a hard industry for a woman to get ahead and get the respect that she deserves. CNN Anderson Cooper 360, August 2004.

REID: A number of the women that I've worked with that have tried to get out of the industry and are then trying to live normal lives will talk about how traumatic the experience was, and how there was so much abuse in the industry towards them, and how many of the experiences were for them anything but a form of liberating or empowering types of experiences.

KEITH: It is common for some to hear "anti-porn" and jump to the conclusion that the message of this film is anti-sex. This is a big mistake. The message of this film is not anti-sex, it is anti-sexist. Big difference.

JENSEN: The feminist anti-pornography movement is often routinely vilified as being anti-sex, which is an absurd claim. The movement is rooted in an attempt to free up both men and women from the patriarchal sexual morays that have so constrained and narrowed our sexuality. Pornography often suggests that it liberates the sexual imagination when, in fact, it constrains it with very, very

formulaic scripts. The feminist anti-pornography movement has always been interested in a more liberatory and egalitarian conception of sexuality, and pornography is an impediment to that.

KEITH: The critics often say, “It’s just fantasy. You shouldn’t take it seriously.” Is this the case? Is pornography harmless fantasy?

MICHAEL KIMMEL: Fantasy is like a mini-vacation. It’s like, you know, the TV show *Fantasy Island*. You go away, you have your fantasy, you come home to real life. What I, the problem that I have, is when *Fantasy Island* becomes *Gilligan’s Island*. When you go, and you can’t get back. When your real life, when you want your real life to begin to resemble your fantasy life. That becomes problematic in your real negotiations with real people.

KEITH: So how many men are living in a pornographic *Gilligan’s Island*? Where porn defines their views about sex and women, where fantasy and reality blur. Where men see women as naturally subordinate, and as things placed here for our sexual enjoyment. This is why this chapter is called, “Immersion in Porn.” So many college-aged men are immersed in porn. It’s a way of life for them.

KIMMEL: Once upon a time, it was, you know, you could be politically incorrect with your guy friends. But you’d be a little sheepish about it. You’d be a little anxious about it. But now these guys are quite unapologetic about it, you know? You walk into guys’ dorm rooms and there’s pornography as their screen saver.

INTERVIEW

Man: It’s like, I remember the first time I watched a porn video, dude. I was so young, I was, like, maybe like in third grade or something, and I remember, like, we snuck, yeah, like, we snuck into, you know my cousin? We snuck into my uncle’s room, and we found, like, this fuckin’ porn stash. And we fuckin’ put a video on, and we were just like, “What the fuck is this?” Like, it was so trippy dude. Like, I had never seen that before, and I was like, in third grade, dude. And I was just like, “Holy shit, this is the best thing ever.” That’s what I said to myself. I was like, “I want to do that.”

KEITH: You know, my background is in philosophy. And so, to quote the ancient Greek philosopher, Aristotle, “We are what we repeatedly do. Not an action, but a habit.”

TEXT ON SCREEN: We are what we repeatedly do, not an action, but a habit. Aristotle, *Nicomachean Ethics*.

KEITH: Question: what are you repeatedly doing?

TV CLIP: ESPN

(Cheering)

Bob Knight: *When my time on Earth is gone, and my activities here are past, I want they bury me upside down and my critics can kiss my (loud beep)*

(Cheering)

CLIP

(Jingling keys, female screams)

MALE: *I got a knife, I'll cut you, bitch.*

FEMALE: *(Screaming) No!*

MALE: *I'm gonna fuck you, bitch.*

FEMALE: *Let go! (Screaming, crying)*

RICHARD TAKLENDER: That's a terribly insensitive thing to say. Rape is a very serious crime, and especially the way it impacts a victim. You know, his, his problem is that he's not seeing it from the victim's eyes. It's not just sex; it's violence. It's violence against women; it is terribly traumatic. I've seen it over and over. Years later, because we get cold cases here, six years later, 15 years later, they come in, and they're still traumatized. So I think if he saw that he would probably not have said what he said.

KEITH: Sexual assault has been, and continues to be, a major problem on college campuses. With freshman females making up the majority of cases, contributing factors no doubt include the fact that many freshmen are experiencing their first excursion away from the watchful eyes of Mom and Dad. The introduction of binge drinking and drugs, and the fact that many men view college parties as an opportunity to score.

KING: So, you tend to get high rates of whatever those guys want to see happen. And you know what they want to see happen, because look at the themes of their parties. It's so many different plays on bro and ho. Well, guess what happens to the hoes, right? I mean, this is what the parties are for. They're, if you want to think like an anthropologist, they're mating rituals, right? When, suppose some young girl goes and doesn't really feel like mating. Well, the guys may not necessarily care what she came for. They're going to do what they can to see that she mates anyway. And so a lot of alcohol goes in, if they can get her upstairs, or in the back of the house, into an isolated area from which she doesn't know how to get out, great! If they can keep her there long enough until she becomes incoherent or falls asleep, so much the better. (Music) And pretty soon you have the felony date rape.

(Music)

TEXT ON SCREEN

- College age women are 4 times more likely to be sexually assaulted than any other age group. Rape, Abuse, and Incest National Network
- The majority of sexual assaults on college women occur in dance clubs, dorms, and college parties. National Institute of Justice
- 56% of college males surveyed reported that they would rape a woman if they were certain they would get away with it. Mary P. Koss, University of Arizona
- 75% of male students are 55% of female students involved in date rape had been drinking or using drugs. Dr. C. Tavis and Dr. C. Wade, American Psychological Association
- 84% of women who are raped know their assailant. National Victims Center

(People chattering inaudibly)

KEITH I'm not sure what's funny about rape, yet if you see some comedians or watch certain TV shows, you'll find rape jokes served up as regular fare. Take FOX TV mega hit, Family Guy, where rape jokes play well to their largely teen male audience.

(Family Guy Intro Music)

TV CLIP: Family Guy

Reporter: *Grim news from Daytona, Florida where the remains of three female college students were found near a local nightclub. Reports suggest all three were violated sexually before being brutally murdered.*

Peter: *Aw, man. See that? Everybody's gettin' laid but me.*

KEITH: I'm sure if McFarlane had experienced the rape and murder of his mother, or wife, or daughter he would never had written a joke like this. The thing is, McFarlane is talented and funny but he's also smart enough to know that rape jokes sell, especially to young male audiences. Who cares if young men continue to see sexual assault as a joke? It makes money, doesn't it?

(Strings Music)

TEXT ON SCREEN: Richmond, California, 2009. 10 teen boys and men raped a 15-year-old-girl while dozens watched for over 2 ½ hours. No one called the police.

KEITH: This is the actual spot where the rape took place; on school grounds during a homecoming dance. Richmond is a city in Northern California, a suburb of Oakland, a place that struggles with poverty, joblessness, and gang violence. But the gang rape in October of 2009 shocked even the most street hardened in the community.

The girl was flown by helicopter to the hospital in critical condition. Among the many questions in this horrific case, one particular question lingers and haunts us. Richmond Police Lieutenant Mark Gagan stated that as word spread of this rape being committed many came to watch, and some actually participated. No one called the police. We went to Richmond to ask some questions and hopefully get some answers.

Gonzalo Rucobo, an ex-gang member himself, founded the Bay Area Peacekeepers, which is an organization that works in Richmond and tries to direct young men away from gang violence.

RUCOBO: This is actually my stomp—We're actually on my stomping grounds, right here. The gang that I ran with, we kicked back on these stumps right here. This was our street, 23rd and Bonfare. Back then it was convenient. We used to hang out right there at that- at the store right there. It's like—degrading women, I mean you got this, this stuff “MOB”—Money Over Bitches. Money over B's, you know? It's a mentality. The kids are sayin' it, you know, “Money over B's! Money over B's!”

Try to teach the kids, you know, you get conditioned if you keep hearing something over and over. You begin to believe what you're hearing. Then you'll be able to take that role on, yourself, and you don't even know you're doin' it. Unconsciously, you're takin' that role on. The way you walk changes, the way you talk changes, the way you look at women changes.

PETE: That the most important thing in life is that I get what I want by any means necessary.

(Beamer, Benz, or Bentley by Lloyd Banks ft. Juelz Santana)

KEITH: Now let's connect the dots. Starting with Gilbert's point that the attitude that many men hold is to take whatever you want by any means necessary. And that the things men want are all things that give them status, such as expensive cars, money, jewelry, and women. All considered to be objects to possess and flaunt. Then add the point Gonzalo makes about there being a profound disrespect toward women today, rape fits in perfectly with this model. Now add

one more ingredient and you have a perfect storm of conditions that led to the horrible actions at Richmond High School.

PETE: That, if I see an incident that happens I need to keep my mouth closed. Because no one wants to be labeled a snitch.

KEITH: Don't snitch, don't tell, don't act, is part of a pervasive male code. Think about how many lives would be improved or saved if men had the courage to say something or do something in the face of an assault, bullying, or rape.

J.W. WILEY: I remember one day when this guy had a knife and he was jabbin', you know, on a bus on our way to practice. He was jabbin' a lot of people on the bus and I could've made a difference. I was cool, I was captain of the team, I was a whole lot of other things, but I was a chump. I was a little scared, cuz I didn't want him to take the knife and start jabbin' me with it. So instead of steppin' up and challenging him to stop – and he might have stopped, because I had it like that with him – I didn't have enough intestinal fortitude and courage. I was down with being a bystander and I didn't try to affect the change. And there's not a day when I think about that, that I don't get choked up and bothered, because I now know the scars that visit people for the rest of their lives from moments like that. And if I had - If I could go back, I would've stopped that right away. But I didn't understand the ramifications, but I tell people, you know what? You don't wanna be me, still suffering from those memories because you could've taken action to affect a change.

KEITH: Shortly after the rape, the San Francisco Chronicle ran a piece in which they stated, "Take the poverty-driven frustration of Inner City Richmond, a youth street culture that glorifies thugs and applauds the degradation of women, and you have a template for trouble."

TEXT ON SCREEN: "Take the poverty-driven frustration of Inner City Richmond, a youth street culture that glorifies thugs and applauds the degradation of women, and you have a template for trouble." San Francisco Chronicle.

KEITH: While the content of the piece is largely true, I worry as I did in the first chapter of this film, that crime like this can get coded Black, Latino, and in the Chronicle piece, poor, when in fact rape occurs throughout the country in affluent neighborhoods and on prestigious university campuses. Dorms and college parties are common locations for sexual assault and the "don't snitch" rule applies everywhere. Richmond is not unique.

TEXT ON SCREEN:

- U.S. Department of Justice Statistics on Sex Offenders: 99% of Convicted Rapists are Men
- U.S. Department of Justice: 52% White, 16% Black
- Megan Wright, Gang Raped at Dominican College New Jersey, Committed suicide when she believed the college was doing nothing. Nightline.
- Lizzy Seeberg, Raped at Notre Dame University, Committed suicide, Received text: “Don’t Mess with Notre Dame Football.” ABC News.
- Laura Dunn, Raped by two men at The University of Wisconsin, Today: a leader in helping rape victims to speak out. Joseph Shapiro, NPR.

INTERVIEW: Fraternity Men at a Major University

Male 1: Yeah, I mean definitely there’s, you know, the fraternities out there that, you know, roofie the girls and stuff. Like, I personally know, like, two or three about- no, three girls that, uh, personally have been, like, roofied by the, like, fraternities and stuff like that.

Interviewer: They’ve been what?

Male 1: Like, roofied, like, been like.

Interviewer: Really?

Male 1: Yeah.

Interviewer: By fraternities on this campus?

Male 1: Yeah.

KEITH: This chapter is called, “Make Rape Jokes” because much of male culture is taught that women are disposable, that women “ask for it”, and that getting a woman drunk so that you can take advantage of her is just part of having a good time.

TEXT ON SCREEN: 99% of all convicted rapists are men.

-Roofies: When you need to score and can’t get a date

-Roofies: Ensuring available vaginas since 1975.

KEITH: So part of being a dysfunctional man means trivializing sexual assault and viewing violence against women as a joke. In my first film, Generation M, this image comes across the screen early in the film. I was screening the film at a university campus, when five to six young men in the back of the auditorium burst out laughing as this image appeared on the screen. My son who was with me at the time asked, “Why are they laughing?” Good question.

Ominous Voice: *Ladies and gentlemen, the story you are about to see is true. The names have been changed to protect the innocent.*

KEITH: We have been examining some of the defining traits of dysfunctional men, but how do boys become dysfunctional men? One thing we do is soak up and imitate the influences around us, influences I call The Masculinity Cops. You might say there are no masculinity cops. Actually, there are. Let me introduce you.

FILM CLIP: *American History X*

Male 1: *No, no, it's nigger bullshit. You see that, don't you?*

Male 2: *Yeah.*

Male 1: *You gotta watch out for that.*

Male 2: *Yeah, no I get what you're sayin', I will.*

Male 1: *Good boy.*

FILM CLIP: *Boyz N the Hood*

(shouting)

Male 3: *Yo, what's your problem man? Y'all are brothers! You ain't supposed to be fightin' each other!*

Male 2: *You little punk.*

Male 4: *Jay, hit him back!*

Male 1: *Get off me!*

Male 2: *Mama's boy!*

Male 4: *Get 'im Joe!*

FILM CLIP: *Boyz N the Hood*

Mrs. Baker: *You just like your daddy. You don't do shit, and you never gonna amount to shit. ...And where you goin' anyway you little, fat fuck? You ain't got a job.*

FILM CLIP: *Remember the Titans*

Coach Boone: *What did you say?*

Blue Stanton: *Said, we need a water break.*

Coach Boone: *You need a water break? Water is for cowards. Water makes you weak. Water is for washing blood off that uniform and you don't get no blood on my uniform, boy you must be outside your mind!*

FILM CLIP: *Boys Don't Cry*

Brandon Teena: *I guess I am a pussy compared to you.*

KEITH: But you know, along with dad, brothers, coaches, male friends, and even mom, women can be masculinity cops too.

TV COMMERCIAL

Male: *A light beer, please.*

Female: *Sure, do you care how it tastes?*

Male: *Nah, I don't care how it tastes.*

Female: *OK, well when you start caring, put down your purse and I'll give you a Miller Light.*

KEITH: What all masculinity cops share, is the desire and ability to remind boys and men about the rules of manhood, to give out verbal and behavioral citations when guys break the rules. And so, for instance, a male athlete caught crying might be confronted and judged for acting like a girl. A guy who doesn't like binge drinking at a party when everyone else is, may be labeled a wuss. A guy who doesn't like football and who would rather read or do anything remotely academic may be called a fag. The boy who doesn't feel like doing something dangerous may be called a pussy. These are just a few of the rules of manhood which tell us to hold in our emotions, as expressiveness is branded female – something worthy of insult.

TV COMMERCIAL

Male 1: *And that's why yellow makes me sad, I think.*

Male 2: *That's interesting. You know what makes me sad? YOU do! Maybe we should chug on over to mamby-pamby land where maybe we can find some self-confidence for you, ya jack-wagon!*

KEITH: So how is this approach working out for us?

TEXT ON SCREEN: Men Commit Suicide 4 Times more than Women. National Institute of Health

KEITH: Notice, also, that the most common way in our culture to put another guy down is to feminize him in some way.

CLIP

Male 1: *Don't be scared, guys.*

KEITH: This shows us just how much women are devalued in our society.

TEXT ON SCREEN: Wuss, Pussy, Bitch, Fag, Sissy = Female/Gay insult

KEITH: In one class I was teaching, a young man from Iran laughed and said that in his country the worst thing you could call a man is a goat. Everyone laughed, since no one would dream of calling someone a goat in America and

believe they had really put the person down, since here the worst insult aimed at men is anything thought to be female.

CLIP: TED Women Conference

Tony Porter: *I can remember speaking to a twelve-year-old boy, a football player, and I asked him, I said, “How would you feel if in front of all of the players your coach told you, you were playing like a girl?” Now I expected him to say something like, ‘I’d be sad’, ‘I’d be mad’, ‘I’d be angry’ or something like that – no, the boy said to me, the boy said to me, “It would destroy me.” And I said to myself, God if it would destroy him to be called a girl, what are we then teaching him about girls?*

(clapping)

KEITH: What we are teaching boys about girls is captured nicely by AskMen.Com, a sexist website that published the following rant, “Women love bad boys because real men assume they are the catch, not the woman, are untamed and can’t be tied down, don’t have to date to get sex, always control the relationship, never tolerate any female B.S., unabashedly look at women’s bodies, act like men around women not wusses.”

Male supremacy has always been justified on the alleged grounds that men are superior to women by nature. British philosopher John Stuart Mill recognized this and compared the subjection of women to slavery, writing, “As with men’s attempts to control women, all slave owners considered their mastery over slaves to be part of a natural order.”

TEXT ON SCREEN: As with men’s attempts to control women, all slave owners considered their mastery over slaves to be part of a natural order. John Stuart Mill, *The Subjection of Women*

KEITH: And here we are in the 21st century with many men still clinging to the sexist dogma that men are superior to women. This notion of male supremacy is nothing new. That men should control and dominate accompanies the Marlboro Man ethos that men are essentially loners who keep their feelings to themselves, who are more comfortable out on the range, or at a bar. Today, the Marlboro Man has turned into the Suburban Tough Guy, who tries to imitate the Urban Tough Guy. We are all familiar with the modern day badass or rebel. Here it is, take notes guys: place a backward baseball cap or an oversized hoodie on your head, sag your pants, get a few tattoos, for added measure get an oversized four-by-four with a “no fear” decal or a kid peeing on Ford sticker, and then strike the pose as the angry young man who doesn’t care what anybody thinks.

And so the stereotypes continue.

TV COMMERCIAL

KEITH: *Women are supposed to obsess about shopping and their looks.*

(Women screaming)

KEITH: *While men are supposed to obsess about beer, sports, and sex.*

(Men screaming)

KEITH: And so notice how media depictions of masculinity continue to shape cultural norms and do so in dichotomous ways. You can either be a hyper-masculine badass or socially awkward dumbass, in what can be called the McLovin model of masculinity.

TARRANT: So 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, can't quite figure it out.

(Music)

TARRANT: And neither one of those are really true to who men are, or what they can be and 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, and I think people start tapping into that.

KEITH: The McLovin model of masculinity is not a distinct species of the jock, frat boy stereotype, but rather an oafish, awkward, comedic chapter of the dude-bro fraternity. The goal is the same; get sex by any means necessary.

FILM CLIP: *Superbad*

Evan: *Wait, you changed your name to McLovin?*

Fogell: *I am McLovin.*

KEITH: So here's the man box we are in: if you aren't a tough guy, badass, or the brooding, good-looking guy that makes women melt, then the McLovin model of masculinity is the way to go.

(Music)

KEITH: One suggestion I have heard many times is that bros adopt hyper-masculine poses and sexist bravado through their belief that women are sexually attracted to bad guys.

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 friends 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 is something in our culture also that tells them that the bad guy is the sexy guy.

And what women learn is that, I mean I’ve had this conversation with my female students. I, you know, I’ve given them the choice of these two guys and one is, you know, sort of a, you know rascal, completely feckless, never reliable, complete scoundrel, will cheat on you and the other guy is completely loyal, and sweet, and nice, and kind. So, when I ask my students who would you want to be with one woman said, “Well I think I would go with the sexy guy, with the rascal, because when I love him, he’ll change.” Now that I think captured women’s romantic fantasy.

Women’s love, and you don’t have to go very far in the history of literature to find this as the dominant theme for women in European and American literature. Women’s love changes men. Women’s love makes bad men into good men, while retaining all those cool characteristics that made them attractive in the first place. That’s what women are dealing with. You know, it would be crazy for us to posit the idea that men today are completely confused about what it means to be a man, but women have it all together. Of course women are confused also! Women have been smart enough in their confusion to realize they need a social movement that will change the entire world in order to figure out what it means to be a modern woman. We men still think “I’m a cowboy, I can do this myself.”

Narrator: On an optimistic note, many young men who become fathers are embracing a much more nurturing stance toward their children. This should be applauded and encouraged. A real man, and a great father, is not afraid to show kindness, tenderness, and love. Please help us spread this message.