



The Media Education Foundation Presents

## THE BYSTANDER MOMENT

Transforming Rape Culture at Its Roots

**A Documentary Featuring Jackson Katz**

**RT:** 50 min

**Website:** [BystanderMoment.org](http://BystanderMoment.org)

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**Logline:** *The Bystander Moment* explores the role of bystanders—especially friends, teammates, classmates, and co-workers—in perpetuating sexual harassment, sexual assault, and other forms of gender violence.

## SYNOPSIS

The #MeToo movement has shined much-needed light on the pervasiveness of sexual harassment and abuse, creating unprecedented demand for gender violence prevention models that actually work. *The Bystander Moment* tells the story of one of the most prominent and proven of these models – the innovative bystander approach developed by pioneering activist and writer Jackson Katz and his colleagues.

In a riveting analysis illustrated with archival footage and clips from news, sports, and entertainment media, Katz explores the role played by bystanders—especially friends, teammates, classmates, and co-workers—in perpetuating sexual harassment, sexual assault, and other forms of gender violence. Katz also gives special attention to peer culture dynamics—especially *male* peer culture dynamics across race and ethnicity—that help to normalize sexism and misogyny while silencing other men in the face of abuse.

Along the way, *The Bystander Moment* stresses the crucial importance of appealing to people not as potential perpetrators or passive spectators, but as active bystanders and potential leaders who have a positive role to play in challenging and changing the sexist cultural norms that too often lead to gender violence.

## ABOUT THE FILMMAKERS

**THE MEDIA EDUCATION FOUNDATION (MEF)** produces and distributes documentaries about the social, political, and cultural impact of American mass media. Since its founding by Sut Jhally in 1991, MEF has produced and distributed scores of documentary videos on a range of subjects, from media coverage of the Iraq war and the Israeli-Palestinian conflict to the cultural influence of advertising and the public relations industry to the way commercial media narratives shape public attitudes about race, class, gender, and sexuality. Over the years, MEF has been privileged to collaborate with Jackson Katz on a number of videos, including *Tough Guise: Violence, Media & the Crisis in Masculinity* (1999), *Wrestling with Manhood: Boys, Bullying & Battering* (2003), and *Tough Guise 2: Violence, Manhood & American Culture* (2013).

**JACKSON KATZ, Ph.D.**, is internationally renowned for his pioneering scholarship and activism on issues of gender, race and violence. He has long been a major figure and thought leader in the growing global movement of men working to promote gender equality and prevent gender violence. He is co-founder of Mentors in Violence Prevention (MVP), one of the longest-running and most widely influential gender violence prevention programs in North America, and the first major program of its kind in the sports culture and the military. Katz was one of the key architects of the now broadly popular "bystander" approach that MVP introduced to the sexual assault and relationship abuse fields. Since 1997 he has run MVP Strategies, which provides sexual harassment and gender violence prevention/leadership training to institutions in the public and private sectors in the U.S. and around the world.

**JEREMY EARP** (director, editor) has directed, co-directed, and/or co-written several documentaries for the Media Education Foundation, including *Hijacking Catastrophe: 9/11*,

*Fear & the Selling of American Empire* (2004); *War Made Easy: How Presidents & Pundits Keep Spinning Us to Death* (2007); *Blood & Oil* (2008); *Consuming Kids: The Commercialization of Childhood* (2008); *The Mean World Syndrome: Media, Violence & the Cultivation of Fear* (2010); *Not Just a Game: Power, Politics & American Sports* (2010); *This Land is Our Land: The Fight to Reclaim the Commons* (2010); *The Purity Myth: The Virginity Movement's War on Women* (2011); *Tough Guise 2: Violence, Manhood & American Culture* (2013); *The Occupation of the American Mind: Israel's PR War in the United States* (2016); *The Great White Hoax: Donald Trump and the Politics of Race & Class in America* (2017); *Advertising at the Edge of the Apocalypse* (2017), and *Digital Disconnect: How Capitalism is Turning the Internet Against Democracy* (2018). Prior to joining MEF, he taught at New School University and Parsons School of Design in New York City, at the Art Institute of Boston and Northeastern University in Massachusetts, and worked as a news and sports reporter for a daily newspaper outside of Boston.

**SUT JHALLY** (executive producer) is the founder and Executive Director of the Media Education Foundation (MEF). He is the producer, director, or executive producer of dozens of MEF films, including *Dreamworlds: Desire/Sex/Power in Rock Video* (1990); *Advertising & the End of the World* (1997); *Tough Guise: Violence, Media & the Crisis in Masculinity* (1999); *Killing Us Softly 3* (1999); *Wrestling with Manhood: Boys, Bullying & Battering* (2003); *Peace, Propaganda & the Promised Land: U.S. Media & the Israeli-Palestinian Conflict* (2004); *Hijacking Catastrophe: 9/11, Fear & the Selling of American Empire* (2004); *Reel Bad Arabs: How Hollywood Vilifies a People* (2006); *Dreamworlds 3: Desire, Sex & Power in Music Video* (2007); *The Codes of Gender: Identity & Performance in Popular Culture* (2009), *The Occupation of the American Mind: Israel's PR War in the United States* (2016), and *Advertising at the Edge of the Apocalypse* (2017), *The Great White Hoax: Donald Trump and the Politics of Race & Class in America* (2017), and *Digital Disconnect: How Capitalism is Turning the Internet Against Democracy* (2018). He is also professor of Communication at the University of Massachusetts, a leading scholar on advertising, public relations, and political propaganda, and the author of several books, including *The Codes of Advertising*, *Enlightened Racism*, and *The Spectacle of Accumulation*.

**LORETTA ALPER** (producer) has produced and/or co-directed several documentaries for the Media Education Foundation, including *No Logo: Brands, Globalization, Resistance* (2003); *Captive Audience: Advertising Invades the Classroom* (2003); *Class Dismissed: How TV Frames the Working Class* (2005), *War Made Easy: How Presidents & Pundits Keep Spinning Us to Death* (2007); *The Occupation of the American Mind: Israel's PR War in the United States* (2016), *Advertising at the Edge of the Apocalypse* (2017), *The Great White Hoax: Donald Trump and the Politics of Race & Class in America* (2017), and *Digital Disconnect: How Capitalism is Turning the Internet Against Democracy* (2018). In addition, she heads up MEF's media research team. Prior to joining MEF in 2000, she was a high school English teacher in Amherst, Mass., worked for a number of independent print and radio outlets, curated an independent film series, and was a 35-mm film projectionist.

**JASON YOUNG** (co-producer, co-editor) has edited and/or co-produced several documentaries for the Media Education Foundation, including *Consuming Kids: The Commercialization of Childhood* (2008); *Not Just a Game: Power, Politics & American Sports* (2010); *Tough Guise 2:*

*Violence, Manhood & American Culture* (2013); *White Like Me: Race, Racism, and White Privilege in America* (2013); *Guyland: Where Boys Become Men* (2015); *The Occupation of the American Mind: Israel's PR War in the United States* (2016); *Constructing the Terrorist Threat: Islamophobia, the Media & the War on Terror* (2017), *The Great White Hoax: Donald Trump and the Politics of Race & Class in America* (2017), and *Digital Disconnect: How Capitalism is Turning the Internet Against Democracy* (2018). He is a graduate of Westfield State University, and interned with MEF before joining the staff full-time in 2006.

## CREDITS

A Media Education Foundation Production

Featuring Jackson Katz

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Sut Jhally

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Music  
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For more information about Jackson Katz and MVP, visit  
[MVPSTRAT.COM](http://MVPSTRAT.COM)