

Abramorama Acquires North American American Rights to Jennifer Siebel Newsom's Documentary MISS REPRESENTATION: RISE UP

NEW YORK, NY, UNITED STATES, August 31, 2026

/EINPresswire.com/ -- ABRAMORAMA announced today the acquisition of North American distribution rights to Miss Representation: Rise Up, the highly anticipated follow-up to the groundbreaking 2011 documentary Miss Representation. Directed by two-time Emmy Award winner Jennifer Siebel Newsom (The Hunting Ground, The Invisible War), the new film revisits the global backlash against women 15 years later, examining how modern technologies and social media algorithms continue to silence, harass, and push women out of public life. Abramorama will premiere the film in New York City at the IFC Center on Thursday, October 22nd, before rolling it out to theaters across North America and qualifying it for the Best Feature Documentary Academy Award.

"Jennifer Siebel Newsom has spent over a decade holding up a mirror to how our culture treats women," said Karol Martesko-Fenster, CEO of AB2 Media Group and Abramorama, and Damon G. Smith, SVP of Creative Strategy and Business Growth. "This timely and incisive film documents a troubling crisis that no one – women, parents, educators, policy makers – can afford to ignore, and introduces us to the young women meeting it head-on. We're proud to bring this vital, galvanizing work to theaters across North America."

Premiering at the 2026 Tribeca Festival, Miss Representation: Rise Up dives deep into the alarming mental health crisis affecting women's agency and power. With the proliferation of AI deepfakes and the online "manosphere," this new era of tech-facilitated violence is exacerbating sexism and misogyny towards women and girls in an attempt to objectify, control, and silence them. Highlighting a new generation of inspiring young women who are actively pushing back, Miss Representation: Rise Up interweaves women's personal journeys with insights from influential voices across politics, media, technology, advocacy, and academia, including Hillary Rodham Clinton, Nancy Pelosi, Amy Klobuchar, Safiya Noble, Frances Haugen, Reshma Saujani,



Jameela Jamil, Gretchen Carlson, and Jim Steyer, to reimagine a future that finally uplifts women and girls.

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“When I made my first documentary Miss Representation 15 years ago, I wanted my daughter and girls in her generation to use their voices and stand in their power as rightful leaders,” said Jennifer Siebel Newsom. “Unfortunately, amidst progress for women and girls came extreme backlash. Technology is the newest and most powerful cultural communicator of our time - and it is being weaponized at an unprecedented scale to silence women and girls. I hope Miss Representation: Rise Up continues to inspire women and girls to use their voice and stand in their power, just as I hope the film encourages boys and men to value women and girls and ensure we all have seats at decision-making tables. Abramorama understands the urgency of getting this story in front of as many people as possible. We are honored to partner with them.”

Upcoming films for AB2 Media Groups ABRAMORAMA include Alex Gibney’s Knife: The Attempted Murder of Salman Rushdie and Cindy Kleine and André Gregory’s One More Time. ABRAMORAMA has continued its streak of successful releases, with titles including the Dolby Vison/Dolby Atmos Never Stop Chasing, a profile of celebrity storm chaser Reed Timmer that landed a coveted release in AMC theaters nationwide during the summer blockbuster season; award winning filmmaker Ivy Meeropol’s Ask E. Jean, held over at the IFC Center for 5 weeks; Billy Preston: That’s The Way God Planned It, which opened at Film Forum in February 2026 with the #1 per-screen average for the weekend; and the Robert Reich docu-portrait The Last Class, the #5 highest-grossing documentary of 2025, held over 12 weeks at the Quad in NYC due to popular demand, selling out screenings nationwide. Earlier this year the company partnered with Sobey Road Entertainment, National Geographic and Disney+ on the theatrical release of Werner Herzog’s Ghost Elephants, which launched with a coast-to-coast screening event and live Q&A simulcast to more than 115 theaters before streaming on Disney+ and Hulu. Other notable releases include 2DIE4, the company’s first IMAX exclusive feature, as well as Benjamin Flaherty’s Shuffle and Alexis Lloyd’s Group – both New York Times Critics’ Picks – and Steve Schapiro: Being Everywhere, the documentary on the legendary photojournalist executive produced by Michael Rosenberg, Sid Ganis, and Rob Friedman.

MISS REPRESENTATION: RISE UP United States, 87 minutes – English). ABRAMORAMA and The Representation Project present “Miss Representation: Rise Up.” Executive Producers Melinda French Gates & Pivotal, Melony & Adam Lewis, Aileen Getty Foundation, Susie Thompkins Buell, Harnisch Foundation, Minderoo Pictures, Jackie Zehner, Maureen Pelton & Charlie Hartwell, Patricia Arquette, Hadley Mullin, Emily Liu Foy, Brenda Robinson, Barbara Bridges. Associate Producer Hannah Chatalas. Original Music by Laura Karpman. Cinematography by Mario Furloni. Edited by Jessica Congdon Jennifer Steinman Sternin. Written and Produced by Camille Servan-Schreiber p.g.a., Gretchen Miller p.g.a. Jennifer Siebel Newsom p.g.a. Directed by Jennifer Siebel Newsom. www.riseupfilm.org

About Jennifer Siebel Newsom

Jennifer Siebel Newsom is an award-winning filmmaker, influential thought leader on gender equality, and the First Partner of California. After graduating with honors from Stanford University and Stanford's Graduate School of Business, she wrote, directed, and produced the award-winning documentary *Miss Representation* (2011), which explores the media's misrepresentation of women and girls and the resulting underrepresentation of women in positions of power and influence in America.

As a result of *Miss Representation's* impact, she launched The Representation Project, a nonprofit organization that uses film, media, and education as catalysts for cultural transformation. Her subsequent films — *The Mask You Live In* (2015), *The Great American Lie* (2019), and *Fair Play* (2022) — further explored masculinity, systemic inequality, and domestic inequity.

Jennifer also executive-produced the Emmy Award-winning and Academy Award-nominated *The Invisible War* (2012), and the Emmy Award-winning documentaries *The Hunting Ground* (2015) and *On the Record* (2020). Her films have been seen by tens of millions of people worldwide, and The Representation Project's social action campaigns — including #NotBuyingIt, #AskHerMore, #MeToo, and #TimesUp — have reached more than 830 million people worldwide.

About The Representation Project

The Representation Project (TRP), founded by Jennifer Siebel Newsom, uses storytelling, film, media, education, and advocacy to expose the injustices created by harmful gender stereotypes and shift people's consciousness toward change. Through award-winning films, youth programs, educational curriculum, interactive campaigns, strategic partnerships, and social impact initiatives, TRP challenges the status quo and works to protect the mental health, safety, and power of women and girls while equipping young people with the knowledge and skills to fight sexism in a digitally shaped world. Ultimately, TRP's work, built on the enduring power of film and continued education, aims to transform culture so that everyone, regardless of gender, race, class, age, sexual orientation, or circumstance, can fulfill their potential.

About AB2 Media Group / ABRAMORAMA

AB2 Media Group (AB2) provides best-in-class strategic advisory and rights management services to intellectual property stakeholders, including acclaimed filmmakers, major networks, premier record labels, digital platforms and high-profile artists. ABRAMORAMA, the theatrical releasing division of AB2, is a preeminent global distribution and marketing partner for nonfiction, narrative, sports/adventure, science, and music films and is recognized for the consistent high quality of its work.

Upcoming films include Alex Gibney's *Knife: The Attempted Murder of Salman Rushdie* and Rory Kennedy's *The Trail of Alec Baldwin*. ABRAMORAMA has continued its streak of successful

releases, with titles including *Never Stop Chasing*, a Dolby Vision / Dolby Atmos profile of celebrity storm chaser Reed Timmer that landed a coveted release in AMC theaters nationwide during the '26 summer blockbuster season; award winning filmmaker Ivy Meeropol's *Ask E. Jean*, held over at the IFC Center for 5 weeks; *Billy Preston: That's The Way God Planned It*, which opened at Film Forum in February 2026 with the #1 per-screen average for the weekend; and the Robert Reich docu-portrait *The Last Class*, the #5 highest-grossing documentary of 2025, held over 12 weeks at the Quad in NYC due to popular demand, selling out screenings nationwide. Earlier this year the company partnered with Sobey Road Entertainment, National Geographic and Disney+ on the theatrical release of Werner Herzog's *Ghost Elephants*, which launched with a coast-to-coast screening event and live Q&A simulcast to more than 115 theaters before streaming on Disney+ and Hulu. Other notable releases include *2DIE4*, the company's first IMAX exclusive feature, as well as Benjamin Flaherty's *Shuffle* and Alexis Lloyd's *Group* – both New York Times Critics' Picks – and Steve Schapiro: *Being Everywhere*, the documentary on the legendary photojournalist executive produced by Michael Rosenberg, Sid Ganis, and Rob Friedman.

Over the course of more than 25 years, Abramorama has successfully distributed and marketed hundreds of films, including the record breaking *Hello, Love, Again* directed by Cathy Garcia-Sampana and Oliver Stone's *Nuclear Now*; Werner Herzog's *Ghost Elephants*, Sam Green's *32 Sounds*, Vanessa & Ted Hope's *Invisible Nation*; Ron Howard's Grammy Award®-winning *The Beatles: Eight Days A Week – The Touring Years*; Stanley Nelson's *Miles Davis: Birth of The Cool*; Atlantic Records and Melanie Martinez' *K-12*; John McDermott's *Jimi Hendrix: Electric Church*; Amir Bar-Lev's *Long Strange Trip – The Untold Story of the Grateful Dead*; Corbett Redford and Green Day's *Turn It Around: The Story of East Bay Punk*; Brett Bern's *BANG! The Bert Berns Story*; Brett Morgen and National Geographic's seminal *Jane*; Asif Kapadia's *Senna*; Neil Young's vast catalog of Bernard Shakey Productions; Cameron Crowe's *Pearl Jam Twenty*; Sacha Gervasi's Spirit Award-winning *Anvil! The Story of Anvil*; Banksy's Academy Award® nominated & Spirit Award-winning *Exit Through the Gift Shop*; and the episodic theatrical series *Deconstructing The Beatles*.

In January of 2019, AB2 launched ABCinemaNOW with a live multicast streaming program from Paris, France for a 55-country release of Roberta Grossman and Nancy Spielberg's *Who Will Write Our History*.

During the height of the COVID-19 pandemic AB2 released 24 feature films as appointment viewing live virtual cinema events simultaneously across multiple digital platforms and launched the first paid feature film to premiere globally on META in 2021. For more information, please visit www.AB2mediagroup.com.

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