

**VERIZON  
180163 DYLLAN MCGEE PODCAST  
MARCH 23, 2018**

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>> Welcome back to Up to Speed a Verizon podcast where we share stories about technology and the media. In today's episode Katie Regner sat down with Dyllan McGee the creator of MAKERS a documentary series and media platform that focuses on ground-breaking women. Dyllan talked about the evolution of MAKERS and how it all started out as a pitch rejected by Gloria Steinem and has grown today into a brand that's helping women break every ceiling.

>> Hey, everyone, Katie here with Dyllan McGee and Oath's offices in New York City. Dyllan is the founder of MAKERS, which is a media platform that tells the stories of ground-breaking women. Dyllan thanks so much for being here today.

>> Thanks for including me and having me I'm so happy to be here.

>> Let's start at the beginning. Tell us about yourself. Where you grew up. How you got into the media industry in general.

>> Great. I grew up in Manhattan I'm a city kid through and through it's funny I actually live now on a farm outside of the city everyone laughs like Dyllan you're living in the country we have chickens I know it's a real farm.

>> Chickens.

>> It's a real farm for a city girl so I went to a school in the city called The Day School people would say I know it's a day school but what it's called it's like called The Day School it's like the one and only and it's a really liberal school I have memories of sitting in the lunchroom and crossing arms and singing we shall overcome. Our Christmas -- it wasn't a holiday Christmas thing. It was a Gospel festival. So I think civil rights was always something that was ingrained in me.

I had -- my father -- my mother and my father were divorced and happily always friends. And I lived with my mom who was my -- my dad was in the advertising industry so he always used me as his little test market I remember going in and singing jingles for him as he was pitching commercial ideas so that was probably some early exposure

to media. And my mom was, again, civil rights is kind of a theme in our house. For her it was gay rights. She became best friends with actually my art teacher in school which I always thought was so weird like Mom why are you inviting our art teacher over and he was this amazing gay man and she was like because we need to fight for gay rights

So anyways activism probably first hit me before media did. I went away to boarding school in Connecticut and I got exposed to -- I became the editor of the video yearbook which at the time this was the '80s. And you know, people were like a video yearbook. What's that? I loved it. I loved the camera. I loved capturing peoples' stories. And you know, thinking -- going beyond the page.

Then I went from high school I went off to college at Trinity College in Hartford, Connecticut and I was a theater major So I was -- and acting had actually been something that had been a part of my life growing up. And it was there that I was like, well, I liked being an actress but I watched every morning Katie Couric on the Today Show thinking she is transforming morning television she's smart and has all of this energy I was like that's what I'm going to be.

So I started having friends take their video cameras and hi it's Dyllan McGee live from Trinity College I was terrible at it. Terrible like I'm not going to go on the camera maybe I can go on the Today Show and work behind the camera so I found my way into the Today Show my senior year I got an interview and they had this page program I'll never forget I sat down with the woman who ran the page program she said, you know you're welcome to come we will give you a page job but if you really want to get into media, you should go work for a small company where you can do everything, you can be a Jack of all trades.

I was like really?

>> This is the Today Show.

>> This is the Today Show I want to work for the Today Show

>> She said, well, you know, amazingly on a parallel track I got a job at a very small documentary production company. They offered me an internship it was a guy named Peter Coonhart he was doing something on America's greatest interviews he said be a summer intern so I actually took the Today Show's woman's advice dug deep inside said I'm not going for my big dreams let me see if she was right and that was really the beginning of my love for documentary filmmaking. I worked my way all the way up. Actually ended up becoming a partner with Peter Coonhart and broke out on my own.

>> It's a great story.

>> There you go. Dyllan McGee 101

>> Tell us a little bit about where the idea for MAKERS came from. There's a Gloria Steinem story.

>> There is.

>> In there.

>> Gloria seems to lurk in everything. You know we love her so much at MAKERS. So I had done a lot of documentaries with Peter Coonhart on the Kennedy brothers. We had done a lot on African American history. With Henry Lewis Gates Jr. from Harvard. Amazing content but I was like we should really do something on women

And so we do -- we had done a lot of stuff with HBO. I went to Sheila Nevins who used to run HBO documentaries I said to her what if we did something on Gloria Steinem. You know, one stop shopping if you want to do something on women go straight to the source. And Sheila said yes. So I went and I went to Gloria. And amazingly I got a meeting with her I said, we are going to do a film on your life for HBO. Like thinking I was giving her the greatest offer of all times and she said, no.

>> Yeah.

>> And she said, you know, you can't tell the story of the Women's Movement through the story of one person. And it was really this incredible moment. And really you know the catalyst for creating MAKERS.

She said, we've got to tell all women's stories before they are lost to history I was like gosh someone has done the feminist movement someone has told the story and I actually went and researched and no one had done the story of the modern American Women's Movement even more than that it's right around the time I think this was probably around 2005 and YouTube was just taking off

>> Right.

>> And as a filmmaker you're always thinking, what's next? What should I be doing? So I had an a parallel path to this thinking we've got to get into short form video we have to start thinking about this new platform.

And so it was like when Gloria said no, you know, I stepped back And said, well, what if we brought Gloria's idea of telling all women's stories together with this short form YouTube concept. And maybe there's something that we could create that's new and different so we went back to Gloria and said, well, why don't we create a video archive in essence.

Let's start with 100 stories of ground-breaking women from all walks of life Let's do short four to five-minute videos. And then maybe out of that, we can launch that first. As a platform.

And then we'll create a documentary out of that. Kind of the definitive film on the modern American Women's Movement that will come out of all -- we called it a documentary in reverse.

>> Right. And you could include all of those voices and tell that story.

>> You could include it in a different way rather than so many times as a filmmaker you start with your narrative and then you fill that narrative but this was, let's have the narrative come out of these 100 stories

So we called it at the time it was Web 2.0 and it was -- so we were like let's call it women 2.0 which in hindsight is the worst name ever.

And we started pitching it. We said, you know, Women 2.0. 100 stories. And a woman named Jennifer Buffet just started an incredible foundation called the Nova foundation all around women's empowerment. She gave us our first seed money. Which allowed us to keep going. But we went -- we really needed millions of dollars.

>> Sure.

>> So we went knocking on corporation's doors and so many people are like women's stories? Who cares about that. I mean fast forward to today. You know --

>> Right. It wouldn't be as tough to sell.

>> It wouldn't be as tough although it would be the opposite there are so many women's stories so at the time nobody was doing this.

And -- but then I had this amazing moment where Gloria and I did an event in New York City. Hosted I remember by Sharon Rockefeller and Marnie Pillsbury these amazing powerhouse women in New York and Nancy Armstrong, Tim Armstrong's wife came. He was then the CEO of AOL and is now obviously the CEO of Oath and we pitched Women 2.0. And Nancy immediately got it. She ran home. She said, Tim, there's this incredible project. Women 2.0 you have to meet Dyllan and it was one of these literally 24 hours I think.

>> Wow

>> Sitting at Tim and Nancy's house in their kitchen at their table. There's technological kind of a funny -- actually kind of a funny YouTube a little video a comedy video on me and the creation of MAKERS.

>> I've seen it.

>> Tim calls me a chihuahua that wouldn't get out of his leg.

>> To get you out of the kitchen.

>> It's true I was like we've got to do this but thinking they are going to come on -- Tim would come on as a little sponsor. And no, he was like let's do the whole thing you know Tim Armstrong he's so big and revolutionary and he just got it when so many mean quite honestly were like is this going to be too feminist, I don't know. Tim was like -- and immediately I remember that night he went to his computer and he was even thinking about -- we knew at that point Women 2.0 was maybe not the best name and he was like -- he was sketching on his computer and picturing the Web site. Anyway so that was the beginning of it all.

>> So you kind of broke the mold in doing that digital first approach to the documentary screening. Is that how you have continued to think about MAKERS is that digital first approach? And how has your position on it changed as the years have gone by now that we're out of Web 2.0.

>> Yeah now that we're finally out of Web 2.0. You know innovation is the heart always of MAKERS we're always trying to be ahead of the curve as we were with the documentary in reverse.

I mean, even the idea -- I remember literally the days after Tim was like we're going

to make this an amazing women's brand and I was like brand.

>> Brand, yeah.

>> Like no, no, no, we're not going to make this a brand. This is a film project I was very pure in saying that's too commercial but even that, that concept in the documentary world of a brand being a mission driven thing the two didn't connect.

So that was really innovative at the time. And then I would say what's obviously happened video has become so ubiquitous.

>> Right.

>> So at the beginning where our four-minute videos were so innovative and we -- people wanted more, now it's like how do we -- with so much video out there how do we slice and dice it it's almost like four minutes is an eternity how do we turn the videos and slice and dice it into 15 second nuggets which is where we are right now which is so fun.

>> As you found that first 100 women to include as part of the series, what surprised you when you started interviewing them and talking to them? Like was there a common theme that kind of ran through? Or you know what was -- I guess something that surprised you about someone you spoke to?

>> You know, I was surprised at how many women agreed to sit down. I mean, literally the early days it was -- I mean the funny thing where it all comes full circle is Katie Couric has become a friend and she was one of the first interviews. And Sheryl Sandberg. You know, she was disclosure MAKERS came out in 2012 I think Lean In came out a year later so she was really at the beginning of formulating her platform and her position which is just obviously so incredible.

And she jumped on board when she was saying no to so many things, she jumped on board. Ruth Bader Ginsburg so it was more just the excitement that there were women who believed that our stories were not being told. And just jumped on that mission. Really not knowing what this was going to be.

I think, you know, you do find -- we interviewed over 400 women now. And you do find these common goals. You know, at one point, we created this funny video. At one point in our journey, we wanted -- was there some common trait amongst all of these women, was there a DNA of what it takes to be a MAKER so we put together all of these questions. I think it's like 15 questions. To see -- they are yes or no questions. Or it was like domestically skilled, domestically challenged. Higher verbal, higher math scores. Just trying to see is there any data.

>> Sure. Right.

>> And I had this vision we were going to come up with this big article that says all of our MAKERS are early birds. You know

>> Yeah.

>> And it came back amazingly that in every category, it was 50/50.

>> Wow.

>> And I was like God that's so depressing like where is my headline.  
(Chuckles).

>> God. But the headline is that there is no DNA to what it takes to be a MAKER and that has become the power of MAKERS is that being able to see yourself in various different people that there's not one mold.

>> Sure. Yep.

So as we see kind of the change in the way media is consumed, you mentioned a five-minute video is now a lengthy production. You know, as we look at producing shorter content, how do you maintain the integrity of makers and what you set out to produce and the stories you wanted to tell?

>> It's a great question. And my -- in my heart of hearts, I'm a long form producer always. But I love a challenge. And we have this incredible social team now. Led by Michele Tan who is the former editor-in-chief at Seventeen magazine and we're so lucky to have her and she works with a mom named Kathleen Cary and the two of them I hold onto this long form and they have been so great to me in terms of showing how literally in one year, since we've had this team in place, our traffic has gone, you know -- they send these reports of like 800, 1000 increase. Which at first I was like -- 1000% increase I was like does that mean that no one will ever watch the full MAKERS pieces again and you realize they are but they are going to watch them in chapters. So the way that I think about this is it's 30 seconds is Chapter 1. And that's going to lead you to want to watch 30 seconds of Chapter 2

>> Yeah.

>> So I think it's just more accepting that there's a different way of consuming and that ultimately they are going to get to the long form. And maybe they are going to create their own long form. Right? It's sort of make your own documentary. I always love that MAKERS you can make your own. So we say you come in the door through Ellen DeGeneres but you leave through someone you have never heard of. Through Violent Palmer the first referee in the NBA because we spring this together and you choose your own.

>> That's one of my things we do with the MAKERS series at Verizon we look for some of those common themes we can put together a whole segment on female firsts where we talk about Little League's first girl to Madelyn Albright and it's awesome.

>> Both MAKERS by the way.

>> Exactly we're looking at those videos and you do you go down the bunny trail and learn about people like Maria Pepe that you may have would have known or heard about because you -- but you started down that path so that's cool.

You talk about Tim having the vision MAKERS would be more than a long term video but an entire brand let's talk about the MAKERS conference what was your biggest takeaways from this year's conference notable guests Hillary Clinton doing the message. What did you hear from this year's MAKERS conference?

>> Oh, gosh. Just talking about the conference puts a big smile on my face. It's such a -- it's such an integral part of being a media brand today. And taking MAKERS beyond just the consumer piece of it and really into the talking about themes and using these stories in different -- new and different ways.

You know, there were some themes -- you mentioned Gitanjali. The power of the girl. We had three girls. Gitanjali, the 2017 amazing young scientist of the year. We had a young singer Zoe Novak who just got out there and just sang her heart out and she was -- and every girl.

And then we had the girls from the step team, you know the documentary that just came out. And -- the Baltimore leadership school for girls and it's just incredible what they are doing. So it was the -- the audience went crazy over these girls

And just seeing the hope in this post Me Too world and wanting to empower these young girls we're actually this fall on International Day of the Girl we're launching something called Girl Power Live. And it's all going to be -- you know, it's kind of a conference but it's really just a live performance celebrating girls.

>> That's exciting.

>> Which is exciting. And I think -- and that, you know, we had been thinking about it before. But the conference really showed us that girls want to be empowered.

And we had these surprise moments where Gitanjali was so amazing the next session that came up they stood up and said all right who is going to fund Gitanjali's innovation? And in five minutes -- not even. One minute they got \$25,000.

>> Yeah.

>> So it's -- people want to invest in girls. So girls was definitely one theme. Hidden Figures. Betty Reid Soskin was handsdown most when we did our survey people loved that story more than anyone. And that's the magic of MAKERS. We tell the story of 96-year-old Betty who is this -- she's the oldest park ranger. An amazing African American civil rights activist we also told the story on MAKERS which was part of the inspiration of the Hidden Figures movie of Katherine Johnson MAKERS was there so anyway Hidden Figures is always something that's inspiring but this year we did something different that is part of how I see MAKERS evolving. Which was our theme was raise your voice. And we had close to 50 leaders at Fortune 500 companies stand up and make pledges of how they were going to make change in the world. Very concrete -- they just went one after the other.

And so much has been inspired by Ali Klein the CMO of Oath MAKERS reports to Ali and she's been an incredible leader in making sure we always think about the action piece of what we are doing.

>> To that you have these organizations standing up and making these commitments and what role does MAKERS play in making sure that they are following through on these public commitments that they have made?

>> Well, one of the things -- so MAKERS, there are a lot of women's conferences

out there.

>> Sure.

>> As a common theme we always want to be innovative at MAKERS we don't want to do what everyone else is doing so at the heart of MAKERS we created this new program called MAKERS At. So it's the MAKERS at Verizon It's the MAKERS at GE, the MAKERS at Facebook. And we have 60 MAKERS At partners.

So the women who stood up there actually each company gets a Board Member. So it was the members of the Board who spoke up. Those Board Members are you know Sheryl Sandberg is on our board Linda the CEO of GE. The CRO of Univision Tonya Operational Excellence Connor so it's a powerhouse Board.

>> Sure.

>> So when they are making these statements, they are not taking it lightly. And -- but part of MAKERS At is it's not just a conference. So when you agree to partner with MAKERS, it's a year-long program. So we do quarterly calls with -- I should explain every company gets to bring three awardees which changes every year. So they are the MAKERS of GE for 2018. And then a MAKERS man, which we'll get into. This year every company got a man pass.

(Chuckles).

>> Which we should definitely talk about.

So then what happens throughout the year is these MAKERS had awardees We have quarterly calls where we have a speaker from each one of the companies. And we're talking about how do we make change? Like how is equal pay working for you? How are you handling paid leave? Because sometimes these companies work in these silos and if we can just share best practices, you know, a rising tide lifts all boats so this is getting back to your question of how will we make these women accountable we have these quarterly calls where we are having them talk about their pledge and where they are on their pledges a year from now they will have to get back on that stage and say where they are. We're doing Facebook Live interviews with all of them.

So we're really keeping that drum beat going. It's not just a conference. It's MAKERS At is a year-long program

>> So let's get to that next point where you mentioned.

>> The men.

>> The man pass so this year was the first year that men were invited to attend the MAKERS conference so tell us about that decision and why it was important for you and the team to have men as part of it this year.

>> It was a -- we thought about it over the years. I would say in an audience of 500 not obviously counting livestream and all of that but in the room we probably had 10 maybe men there.

And look, the reality is is progress is happening really slowly. It may feel like in the zeitgeist there's a lot of talk about women but when you look at the data it's just not



changing and until we get women to the top, I think there's something like 24, 25 female CEOs It's just pathetic.

>> It's not there.

>> It's not there. And the only way to do it is to get men committed. And being part of this journey with us.

So we actually got a lot of -- it was controversial. Some people were like can't we just have -- there are so few opportunities for only women to be together. But most people embraced it. And the companies got really excited. And the men who came I think were surprised at how transformative it was. For them. And it just felt like no other women's conference is focusing on bringing the men into the conversation.

And we have really done MAKERS Men we have a whole video series where we profile men now. And you know now we actually have men who are like can I be a MAKERS Man, well you have to do X, Y and Z but it's amazing to have John legend and Joe Biden and Common as our MAKERS Men because their examples and we have to shed the light.

>> So the MAKERS oath is break every ceiling how does including men in the conference and in the MAKERS family help do that? And what does it mean to you? Break every ceiling.

>> Again progress is happening slowly. And so we have to accelerate the pace And the only way to do that is to break every ceiling.

My personal oath is reinvent the wheel.

>> Okay.

>> There's comfort in doing things the same way.

>> Sure.

>> And Gloria Steinem has this quote where she says, you know, change -- real change takes 100 years. And so if we don't start breaking every ceiling that's around us, you know, we're never going to get there.

>> Let's talk a little bit about mentorship So throughout your career, how -- who has been a mentor to you as you've gone down your career path? And you now -- how are you mentoring women coming up here in the industry and at MAKERS

>> Yeah. It's amazing. Mentorship is so important And it evolves so much.

I think in my early career, I mentioned I worked for a filmmaker named Peter Coonhart. So he was my sole mentor. It was a small company And he wasn't, you know, kind of warm and fuzzy, didn't want to throw holiday parties. But was the most sort of career committed. He was throwing me in when I was just out of college the next year I was an associate producer and then the next year I was a producer. You know probably before I was 30 I was an executive producer. So that sort of belief in me and just pushing me into these uncharted territories was a form of mentorship that I think I have -- has become my way of mentoring. Although I do throw a holiday party. (Chuckles).

>> And then there were mentors for me like Sheila Nevins at HBO another not warm and fuzzy necessarily but the kind of soul and she was role modelling you're just watching someone in our industry who is running and has basically created this documentary genre and has made it popular. So I just saw that in terms of mentor but more a role model.

And then now I would say my mentors are -- you know there's this great concept of you create your own Board of Advisors and there's this group of, I don't know, five or six women. And we all help and connect one another. And share what's going on in our lives. And how should we ask for this raise? And so for me mentorship now is peers.

And then there's that next generation, the COO of MAKERS is a woman named Lauren Goulston who is this feisty millennial funny. And I learn so much from her. Even though I'm almost 20 years older, she is my mentor in terms of kind of a new form of leadership and what Millennials want and what they want that workforce to look like.

And you know your mentors don't always have to be older.

>> Right.

>> The younger generation can mentor us, as well. And she has been extraordinary.

>> So going back to the start of your career when you were with Peter and taking on the positions of increasing responsibility was there an intimidation factor for you when he was like you're an associate producer now, now you're -- like talk about kind of how that style of mentoring helped you grow in your career and what challenges maybe it presented for you

>> Turning Gloria's no into a yes, you know, I've -- I kind of have a reputation for being -- even Katie Couric called me relentless McGee that fuels me nos I want to turn into a yes. Something that's too challenging -- I think there's this common theme of women like that classic story when a woman and a man both interview for a job, if the woman is -- they both have the same qualifications which is probably 50% of what the job really is. And the woman is like maybe I shouldn't take it. And like I'm not sure if I'm qualified or not and the guy goes in and he's like oh, yeah, bring it on, I'm kind of more in that camp. I thrive on the unknown.

>> You've previously mentioned the stigma around feminism frustrates you. What do you mean when you say that stigma?

>> The stigma around feminism is pretty predictable. It's that feminists are angry. There's a MAKER the very first MAKERS interview we ever did was with a woman named Katherine Switzer and she was the first woman to officially enter the Boston Marathon and it's an extraordinary story of triumphant her getting out there and the head of the marathon pushing her off the course and then her boyfriend pushes him off the course, Big Tom.

>> Right in front of the media truck.

>> Right in front of the media truck you just couldn't get a better story so we're

always grateful to Katherine. But she says in it, she's like, you know, she didn't think she could run the marathon because it was going to ruin her uterus and they said well if you are running the marathon does that mean you're doing some sort of feminist act and she's like that means you're going to grow hair on your chest and you're really angry it's just an image of feminism that is angry that a lot of men and women have sort of -- I remember being in college and I would say, yeah, I believe in women's rights but I'm not a feminist. I said that.

>> Right.

>> So anyway, so I get it Does it irritate me? Yes. But it fuels me. I think, you know, we've gone out and we now call MAKERS a feminist media brand. We were a storytelling platform we're now a feminist media brand because we want to make feminism fun and engaging and almost something that's like a habit that you have to fuel and work on and become.

>> So as the mom of I believe two boys, how do you kind of explain to them the work you're doing and kind of bring them along on this journey?

>> Well speaking of feminist of course you would think I would have these two perfect feminist sons and they really are at heart but they love nothing better than a feminist joke. You know, if I'm in there cooking they are like oh, really, Mom, you know, you're cooking? Like do feminists really cook?

(Chuckles).

>> You know --

>> If they want to eat tonight.

>> Exactly. It's like -- actually my husband is amazing and cooks more than I do.

But yeah, you know, the beauty of MAKERS is it's just grown up in our household, they have watched these stories. They know the MAKERS stories. They know what's right and wrong. And they have actually loved the MAKERS Men piece of it.

>> Yeah, I'm sure.

>> They think those videos are something they can aspire to. My little son actually, I have this funny story where my older son is an actor. And he was in Hello, Dolly!

>> One of my favorites

>> There's this song it's about -- there's a song the woman's place is in the kitchen.

>> It takes a woman.

>> There you go Henry my little one sat there and said, Mom, Gloria Steinem would not like this play so it's there even though they like to make feminist jokes.

>> Thornton wilder 100 years old he has catching up to do.

>> Exactly.

>> One of the things coming out of MAKERS is MAKERS Money with Sallie. Storied financial career with Sallie. Prior to that. What was the reason for launching MAKERS Money. Kind of what gap are you looking to fill with that program?

>> It's a great example of where MAKERS is headed. I think if you looked at

MAKERS in the early years, we were all about documenting as many stories as we can. And that will always be the core of what we do. But now we try to think about how are we making impact how are we taking those stories and making impact and this is an initiative that's been led by Nancy Armstrong who you know she's been a part of MAKERS from the beginning and is an executive producer of this along with a woman named Katherine Newman and Nancy interviewed Sallie Krawcheck and I think when we watched that piece, there was something so unapologetic about her. And let's face it, women are great at a lot of things. But data shows that women, when it comes to their own personal finances, it's not something we like to talk about.

So when we try to identify ways to help and empower women, financial ownership and understanding is a key part of that.

>> Absolutely.

>> And we like to do things in fun ways. And Sallie is funny.

>> Yeah I've had the chance to see her live once or twice.

>> I mean she's just hilarious and so accessible. And when she was creating (inaudible) Nancy and I looked at each other and we were like this would be great and Nancy was like MAKERS Money and I said yes that's it. So it's a new chapter for MAKERS in terms of it not just thinking of it as taking our MAKERS and turning it into helpful advice.

>> This year the Oscars celebrated it's 90th anniversary with the largest number of female nominees including Rachel Morrison the first female cinematographer to be nominated why do you think it's taken so long to nominate female talent?

>> You know I hate to quote Gloria Steinem again. But I will, she says the truth will set you free but at first it will piss you off.

>> Okay.

>> You know.

>> Yeah.

>> It's maddening where we are. The system has been built and when I say the system, I mean kind of businesses and corporations have been built on a model that advances men. Men are running these companies. We hire who we know, who we see ourselves in And it just perpetuates itself.

>> Right.

>> It goes back to how are we going to break every ceiling. Right? We have to break down the system.

Even ourselves. We have this incredibly embarrassing but I feel like I've got to be honest story where we interviewed last year Jill Soloway the show runner and creator of Transparent. I could not love her more.

And Jill, we got a call from her team right after the shoot. Saying, your entire crew was men. And you are a MAKERS a feminist media brand.

And it was kind of a duh moment. I was like yeah, what are we doing? Ah-ha.

You know.

So we have now -- when we -- the pledge is this year, the MAKERS pledge is to make sure that every shoot that we do is at least 50/50 men and women. Because it's just, again, we ourselves perpetuate it. And until you are intentional, I would say intentionality is one of the most important things we can do.

>> Yeah.

>> You can't make change unless you're intentional about it.

>> So with the Me Too movement that's happening obviously a tremendous amount of media coverage there. But how do you see us moving forward in a way that's not just about covering the next story but ensuring that this movement kind of enacts real change?

>> Yeah. It's been really interesting watching the evolution of Time's Up, which was -- we actually opened the conference this year with of Time's Up and what is exciting about that is again women are taking ownership on accountability. And saying that this is our opportunity.

You know, one could say oh we're victims. Someone else should fix this problem. But women are problem solvers. And you see this great example of women coming together and men and rallying the men. And you know raising the money. So there are legal funds.

Going into all of the different industries and bringing the heads of all of the industries in and saying, how are we going to fix this together?

So you know, look, I think it would be interesting. I would love to come back a year from now and have this conversation and watch it. But I do find that there is something different now. And it does feel like women are really jumping on board and saying, we're not just going to have this be a media moment. We're going to really turn this into change.

>> So Dyllan, you have talked about MAKERS wanting to extend its reach to the next generation. How are you reaching girls today who are fast growing into the women of tomorrow?

>> It's so vital to our next steps for MAKERS. One of the things we have realized is we have amassed this extraordinary group of ground-breaking women. We have interviewed over 400 women. And it's -- there's not a woman in that group who doesn't want to lift up the next generation and create the MAKERS of tomorrow.

And so we decided that we would create much like we do the conference but let's create a live event. Which is going to happen this fall in New York City. We're calling it Girl Power Live. It will be not only live streamed but it will be broadcast on television and what's cool about it is we realized, we don't want to create the content for the girls. We want this to be for girls by girls.

So girls will be behind the stage. There will be -- they will be the ushers.

>> So cool.

>> They will create the artwork, the logo. Everything behind it will be for girls.

And we're really targeting when we say girls, this age that's called -- some people call the confidence gap. It's around, you know, somewhere between 11 and 13 where girls feel before that that they can conquer the world. And then that changes. They lose, you know, self-esteem. And so we want to get right at that critical moment

>> Where do you see the MAKERS brand in the next five or ten years?

>> I think we really want to evolve from a platform where you consume to a platform where you're inspired to act. You know, the conference, again, is a great example of how we want to evolve that into not just a one and done moment. But into a year-long how do we check back in with people and how do we make sure that they are acting and how are they moving things forward and how are we sharing their information?

One of the things that's important to MAKERS is we're not just preaching to the choir. We want to make this content accessible to men, to people in the middle of this country. You know we have a whole concept around MAKERS in the middle and how do we do gatherings and Town Halls across the country.

And girl power. So focusing in on action. Broadening our audience. And really focusing in on underserved areas. You know, whether that's like our tech MAKERS, women in STEM. We're talking about a series around sports. You know, when you look at how many people watch the NBA versus the WNBA, MAKERS wants to change that. And we can play a role in that by raising the profile of we told the story of Tamika Catchings and she's this extraordinary WNBA if we can connect people to those stories more people will want to go to the games so sports is actually an incredible opportunity.

>> Absolutely.

>> Finance women. MAKERS Money. So those -- we really want to kind of hone in on those areas and really give people the opportunity to learn more and become their own little feminists in their own way. However it is defined

>> What's been your proudest moment to date with the development of this brand?

>> Every time I watch a story that nobody -- a person that no one has ever heard of and that someone learns about is probably my most proud moment.

We have a woman named Judaline Cassidy who is an incredible plumber she spoke at the conference last year since then she created an organization called Tools & Tiaras talking about getting women into the trades and watching her success and how she is taken it as her responsibility here is my story how can I affect others I watch that and I just want to hug her so it's those moments that are magical for me.

>> Dyllan thank you so much for being with us today we really appreciate your time it's been a great conversation.

>> Thank you; thank you

>> Thanks for listening. Stay tuned to Up to Speed for more conversations about technology today.

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