

# Equity 8™

The gender-equity rating for kids' entertainment.

Movie: *Small Foot* (2018)  
Highest rating possible: 8 stars  
Small Foot rating: 1 star

Met criteria = 1

Did not meet criteria = 0

Egregiously did not meet criteria = -1

What to look for in kids' entertainment	Rating	Explanation of rating
<p><b>Throughout story, no gender or biological sex is disrespected.</b></p>	<p><b>-1</b></p>	<p><b>The story guides us to be worried for Migo (the main male character) as he sails through the air during his first attempt at ringing the gong. We are rooting for him and hoping he'll hit the gong successfully. Then he looks down at Meechee (a female character). She is shown in an exaggerated bright light, tossing her hair, and batting her eyes at him. He loses focus and misses the gong. Meechee is positioned as a distraction and the enemy; the one who leads to Migo's failure at hitting the gong. This perpetuates the message that women are the cause of men's downfall, and that we need to sympathize with men. There is a parallel to the Bible's story of Adam and Eve, as Migo had been singing about being in paradise before his attempt at ringing the gong. Also just as Eve is the one to introduce the apple to Adam, leading them to be cast out of God's paradise, Migo misses the gong because of Meechee and flies outside his community.</b></p> <p><b>In a different scene, when the leader of the Smallfoot Evidentiary Society (S.E.S.) is introduced, a voice says, "He's here." Then a female is shown. The scene is set up as a surprise. Our kids are directed to think that most leaders must be male. Instead the</b></p>

		<p>writers could have presented a female leader as a normal (and necessary) occurrence.</p> <p>Two important women are completely omitted from the movie, the Stone Keeper's wife and Dorgle's (the Gong Ringer) wife, a.k.a. Migo's and Meechee's mothers. The story would have been stronger with two more female characters.</p> <p>Early in the movie, we are briefly shown pictures of past Gong Ringers, only two of which were female (a mere 20% even though females are half the population). The writers could have created equity.</p> <p>Meechee shown sitting on a pink mammoth perpetuates the message that being a girl means liking and being surrounded by pink, in other words being one-dimensional.</p>
<p><b>Females are half the characters who drive the plot throughout the entire story.</b></p>	<p><b>0</b></p>	<p>The overall impression from the movie is that males are the ones who run things and lead things. If any females do that, they are unusual. The narrator is male, the lead yeti (bigfoot) is male, his gong-ringing parent is male, and the village leader (Stone Keeper) is male.</p> <p>Brenda, the television show's producer who is a woman of color, is a positive addition. She demonstrates integrity when she refuses to show a fake yeti on the show.</p>
<p><b>Female and male bodies are clothed, filmed and/or drawn with equal respect.</b></p>	<p><b>1</b></p>	<p>The female bigfoots/yetis are not drawn with more skin showing or exaggerated/sexualized curves, which is great to see. Some of the females have particularly goofy hairdos, however, which makes them goofier-looking than the male characters.</p>

<b><i>Female-male relationships demonstrate mutual respect throughout entire story.</i></b>	<b>0</b>	<b><i>Females are secondary or missing in the first part of the movie.</i></b>
<b><i>Female shows physical strength or agility without a male's assistance.</i></b>	<b>0</b>	<b><i>Kolka in a brief moment throws a car against a building. The rest of the movie, females are not shown using physical strength. This brief moment is not enough to override the rest of the movie's lack of it.</i></b>  <b><i>Gwangi (a male yeti) is the only one holding the rope, while the rest of the characters stand by, before Migo goes below the clouds.</i></b>
<b><i>A female's new idea (among a group with males in it) is enthusiastically validated and implemented.</i></b>	<b>0</b>	<b><i>Migo going below the clouds is not presented in the movie as Meechee's idea. Instead it's presented as an idea from the group.</i></b> <b><i>"Do you a plan?" "Of course, we have a plan."</i></b>
<b><i>A male shows fear or sadness without shame.</i></b>	<b>1</b>	<b><i>Multiple times.</i></b>
<b><i>A female shows aggressiveness without shame.</i></b>	<b>0</b>	<b><i>Meechee never shows aggressiveness. She is curious about Smallfoot but only in secret. While she rescues Smallfoot, she is not shown as being aggressive to do so. It's presented as her wanting to help and take care of another being (a stereotypical way to view females).</i></b>

