

Equity 8™

The gender-equity rating for kids' entertainment.

Movie: *The Grinch* (2018)
 Highest rating possible: 8 stars
 The Grinch rating: 2 stars

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>Throughout story, no gender or biological sex is disrespected.</p>	<p>0</p>	<p>In Whoville, women are not represented among the many businesspeople or workers, except for one flower shop owner. Women and girls need to make up about half of the background characters, particularly those who are actively running the town.</p> <p>There are also too few women and girls as speaking characters.</p>
<p>Females are half the characters who drive the plot throughout the entire story.</p>	<p>0</p>	<p>Only one girl, Cindy Lou, has a substantial amount of speaking lines. One woman (her mom) and one of Cindy's female friends have some lines. There is also a brief scene of a woman at the microphone for the tree lighting. I had to research that scene to find out that she was the mayor. It was almost impossible to know that from the film itself.</p>
<p>Female and male bodies are clothed, filmed and/or drawn with equal respect.</p>	<p>0</p>	<p>There is too much pink, and bows, on the women and girls. So much use of pink sends the message that girls and women have to like or wear pink, which is another type of "box" for them to stay in. The boys and men are</p>

		<p><i>not wearing pink and are wearing lots of different colors.</i></p> <p><i>Later in the movie, there is a scene created for us to laugh at the Grinch in pink shorts. This sends the message that wearing pink is something to be made fun of, which then means being a girl or woman is something to be made fun of.</i></p>
<p><i>Female-male relationships demonstrate mutual respect throughout entire story.</i></p>	<p>1</p>	<p><i>This is a weak “1,” as there are not a lot of examples. Two are:</i></p> <p><i>Cindy Lou and Groopert are shown as best friends. They are kind to each other and enjoy each other’s company.</i></p> <p><i>Cindy Lou is kind to the Grinch, and he acknowledges Cindy Lou’s kindness in front of everyone.</i></p>
<p><i>Female shows physical strength or agility without a male’s assistance.</i></p>	<p>0</p>	<p><i>Did not happen. Steering an inner-tube toboggan does not qualify.</i></p>
<p><i>A female’s new idea (among a group with males in it) is enthusiastically validated and implemented.</i></p>	<p>0</p>	<p><i>When Cindy Lou shares an idea with a group, they are reluctant to help. She has to convince them.</i></p>
<p><i>A male shows fear or sadness without shame.</i></p>	<p>1</p>	<p><i>Yes, with the Grinch.</i></p>
<p><i>A female shows aggressiveness without shame.</i></p>	<p>0</p>	<p><i>Did not happen.</i></p>

