

Netflix Headquarters  
100 Winchester Cir Los  
Gatos, CA 95032  
1-408-540-3700.

Mme Cerqueira Clélia

November 3rd, 2020

Dear Sir or Madam,

I am writing to you in order to highlight the steps your company has taken and the messages conveyed in your various series and films that change the stereotypical view of our society towards minorities. Today, you are a multinational platform that is an integral part of our daily lives that many teenagers watch. The media has always broadcast pictures of who we should be or do, by representing mostly white women, with standardized thin bodies or perfect wife lives and hetero relationships but the media should represent everyone on the same scale, all genders or gender identities. So, I want to thank you about how diverse gender sexuality representations help reduce bias in series/media. For example, Orange is the New Black is a reference in terms of diversity of social, economic, sexual, ethnic identities and allows the people who watch it to identify them and perhaps discover or better understand sexuality in its entirety. We can see behind the scenes different behaviors like abuse, racism or homophobia. Each character is multidimensional and has its own story. Your company worked effectively to normalize alternative sexualities and gender identities and Orange Is the New Black allows young people to change their vision of heteronormativity, gender norms and understand the metaphor of the spectrum with regard to sexuality. I think OITNB makes the difference in the media sphere because it's only women at the head of the show, written by women for women. By being a woman myself, I found it very interesting and felt proud to see women that really tell us about our condition in our time. Women and girls are disproportionately affected by media representation inequality but Netflix is promoting women's talent in directing movies with series like Sense 8, letting them work to ameliorate the low representation of LGBTQIA + communities and women in general. Because we know it is partly the media's fault that we have low self-esteem and this leads to the fact that we don't like ourselves and are vulnerable to the media. We should tackle the problem by asking the media to change their way of doing things and to show more of the diversity of our society. That they give women more access to complex trades led by men. Broadcast more diversity with all profiles of human beings and go against the standards. Indeed, in all areas, things change, new voices are heard and support strong messages, a will for equality and trust. Allowing everyone to share their experience and true identity should no longer be a struggle but normality and Netflix is a leader in this process.

Please accept, Madam, Sir, the expression of my deep respect.

Clélia CERQUEIRA.