

the WOMEN'S
FOUNDATION
of CALIFORNIA

youth initiative

creating change through media, culture
and dialogue

PUSSYCAT

PUSSYCAT DOLLS PRESENT
THE SEARCH
FOR THE NEXT DOLL

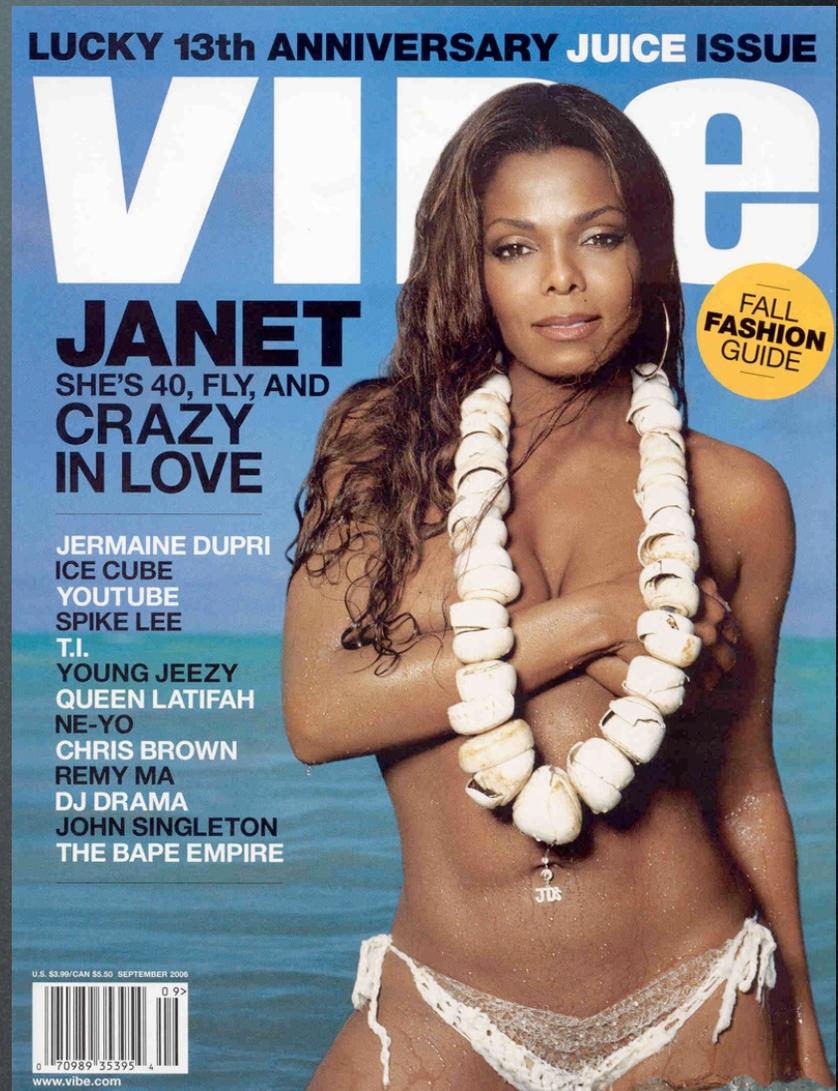
▶▶ **APPLY NOW FOR SEASON 2 OF**
THE PUSSYCAT DOLLS PRESENT!





rollingstone.com
Rolling Stone

Housewife
of the
Year
Jessica
Simpson



LUCKY 13th ANNIVERSARY JUICE ISSUE

VIBE

JANET
SHE'S 40, FLY, AND
**CRAZY
IN LOVE**

FALL
FASHION
GUIDE

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[Video](#) | [Casting Call](#) | [Soundboard](#) | [Photos](#) | [Cast Members](#) | [Message Board](#) | [Celebrity](#)



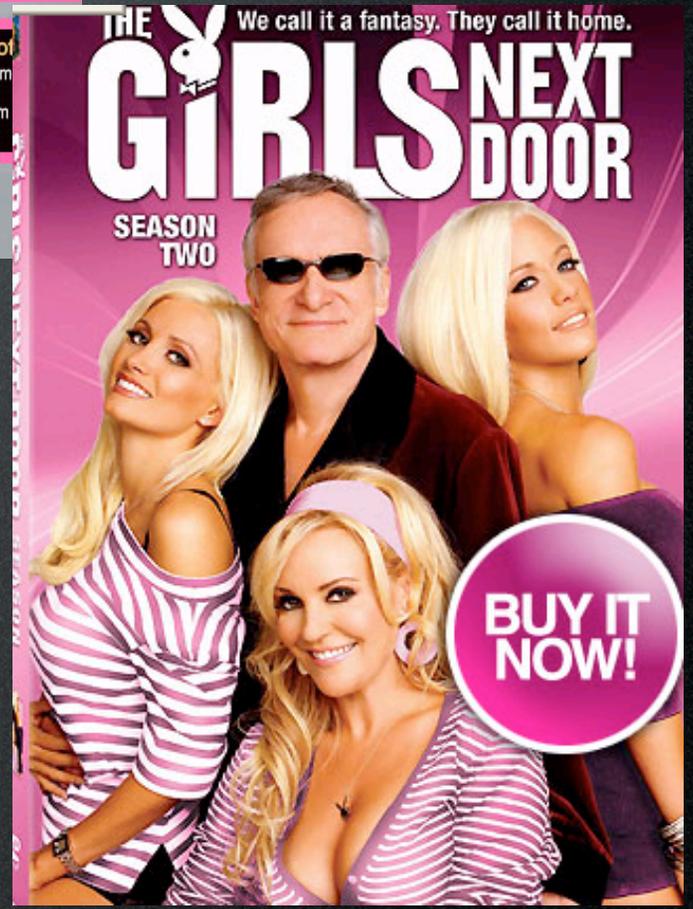
Casting Call
Do you think you have what it takes to win New York's heart? If so, upload your profile and get popular.

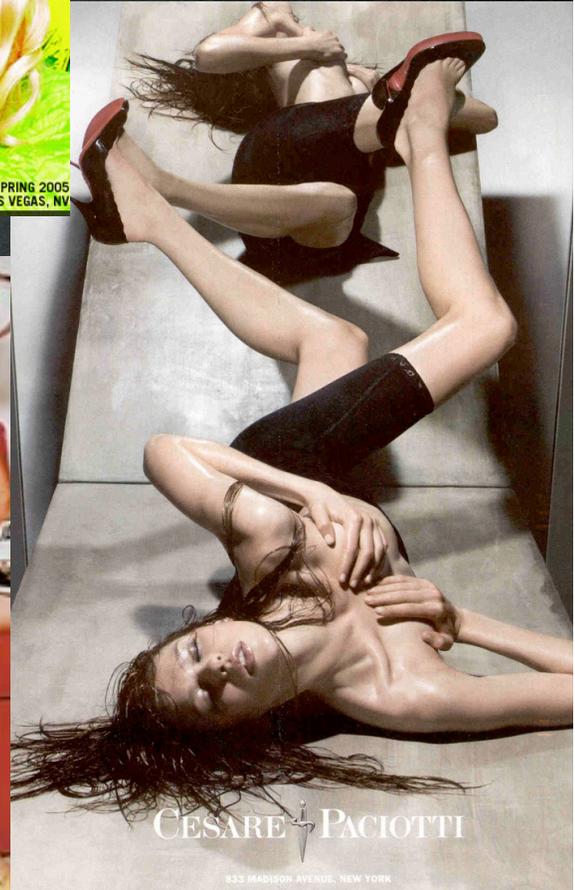
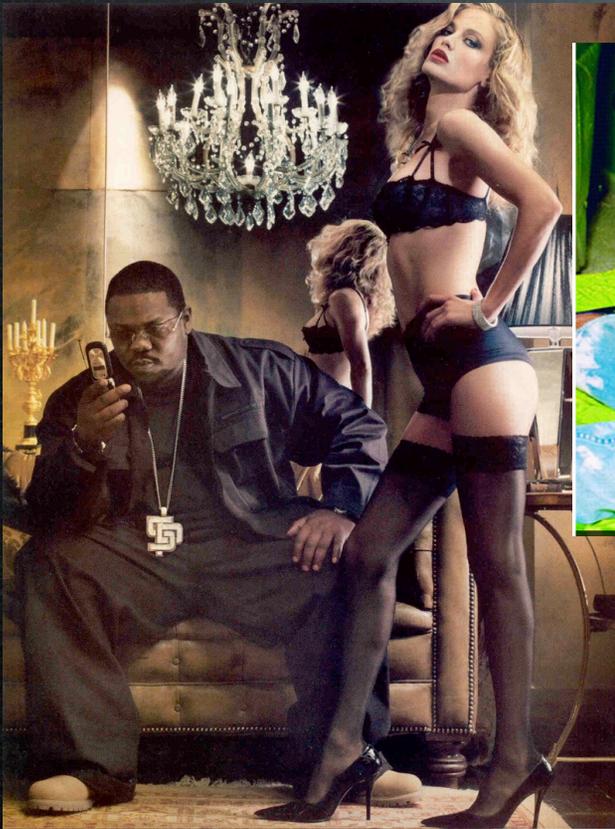


VSPOT Video
Check out the men vying for New York's love on a second season of I Love New York!



I Love New York Photos
Take a look at some of the most hilarious, outrageous, and unforgettable moments from Season 1!





CESARE PACIOTTI

833 MADISON AVENUE, NEW YORK



Club Libby Lu
retail stores owned
by Saks Fifth Avenue
targeting girls as young as 4 with
makeovers



Bratz Dolls



Youth and Media

- engage with media for 5-6 hours a day
- 14,000 sexual references in media a year. Less than 200 reference contraception, STDs or risk of unwanted pregnancy
- 81 percent of music videos that showed violence also showed sexual imagery.

Youth and Media

- Teens spend \$51 billion annually and influence an additional \$170 billion.
- Age compression - marketers fueling younger kids desires to be older.
- Girls who are high frequency readers of magazines with dieting and weight loss articles - 3X more likely to practice extreme weight-control behaviors.

Research

- 10 focus groups, girls 13-18, Fresno, Oakland/SF, Los Angeles
- Online survey - 1100, boys and girls
- Three community convenings - Fresno, Oakland, Los Angeles
- Secondary research - interviews with issue experts and educators, literature review

Research

Examined three main areas:

- body image and self-esteem
- media and popular culture and impact
- youth programming/youth leadership development

Findings

- media impacts the way girls want to dress, look and how they treat other girls.
- girls and young women still feel they are considered less than boys
- media reinforces stereotypes and gender roles that limit girls and boys healthy identity

Findings

- 87% of young women and girls believe that the media affects how they want to look.
- 72% say the media affects how they want to dress.
- 64% say the media affects how they feel about themselves.
- 56% say the media affects how they see other girls.

Findings

- Only 11% of girls said girls their age feel strong and confident, compared to 40% of boys.
- Girls and young women feel that boys (41% vs. 26%) have considerably more opportunities to be successful in life. A sentiment shared by boys.
- Youth identify low self-esteem (75%) as the primary reason why girls and young women do not feel strong and confident.

Limited Gender Identity and Narrow Gender Roles

Female

Male

sexual objects

hyper-masculine

value = external
beauty

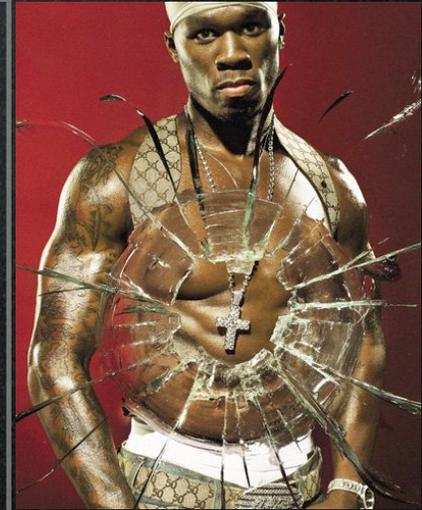
non emotional

stupid/silly

violent (including
objectifying women)
= power

ultra -feminine

sexually insatiable



Solutions: Safe and Supportive Environments

- Focused on interpersonal, academic and vocational skills.
- Promoting self-worth, self-efficacy and character development
- Positive bonds with peers, family and community
- Contribution - leadership and volunteer activities

Solutions - Media Literacy

The ability to access, analyze, evaluate and produce communication in a variety of forms, is a health promotion strategy and a tool for developing both critical thinking and literacy skills.

- help youth develop responsible decision making skills
- reduce harmful effects of media violence
- help youth enhance their self acceptance and empowerment - body image, nutrition and fitness

Initiative Objectives

- Increase the number of young people with leadership and critical thinking skills.
- Increase youth awareness of the personal impact of images and messages in media and pop culture.
- Raise public awareness in CA by engaging a broad audience of advocates and educators.

Initiative Strategies

- **Statewide grantmaking** supporting youth development through youth organizing, media literacy, media production and mentorship.
- **Youth Media and Social Change Institute** to develop leadership and advocacy skills.
- **Public Education Campaign** to provide education, tools, resources and push for systems change.

Next Steps

- Statewide advisory committee
- Identifying public policy and or other systems change vehicles
- Participation in public education campaign

- **Contact:**

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