

[Please standby for realtime captions] >>

Hello everyone.

Good afternoon .

Good afternoon and good morning . On behalf of of a [Indiscernable-unrecognizable terminology/word] and the office of against violence against women I welcome you to the keynote webinar. I am happy to welcome participants from classes at -- F, G, & H . A special welcome to all of you. The keynote webinar holds a special place in ALC and the curriculum. It offers the opportunity to stretch your imagination and expand your knowledge and exercise analytical muscles. It keeps featuring renowned colors and partition errors and human rights advocacy and issues of social justice . They share their experience and work with us to enlighten and challenge our thinking. They are invited to talk about their work here and how they organize social change. They bring us the opportunity to learn from their diverse experiences and respect is and each keynote perspective informs social advocacy from a new perspective.

Today's keynote speaker is Dr. [Indiscernable-unrecognizable name] . She is a medical doctor but she has a Masters degree in public health . She is a professional or -- and advocates the for patient rights , a mother and an author. Should focuses on women's narratives and through their stories she teaches of care workers , doctors, and graduate students how to partner and heal their bodies.

She is written three books that are amazing to hear. They are regarding folktales , which is known as -- demon slayers and other stories and two other books on the medical histories and narratives . Welcome .

Inc. you very much, I am honored to be here today.

Before we move on let me welcome all of the other ALC faculty. >> Is Sandy here ? Do want to say hello? >> This is Sandy, hello, I am glad you made on the call. I was trying to be a quiet mouse in the corner but I am happy to welcome everyone .

We have [Indiscernable-unrecognizable name] , do you want to say hello?
[Silence]

I think it was muted . Then we have had -- Beth .

Hello everyone , I am positive [Indiscernable-unrecognizable name] is not shy.

Hello, I am not shy .

Tilia are you here? >> I think she is muted.

Before we begin is can you take us to the technical aspects of the call?

Just to review the webinar tips, I think a number of you have participated in ALC webinars previously in case there is anyone who is not participating in the actual webinar and is just listening by telephone we want to incorporate your comments and questions. Know that you can send an e-mail at any time to liz@praxisinternational.org. The phones are muted so you cannot communicate directly but by e-mail we can communicate. I would like to call to your attention the lower left-hand portion of your screen and the chat box -- chat box, that is how we will communicate with you. If you will look in the rectangular box there is a blinking cursor and that is your place to send us your commentary and thoughts at any time during our session. Let's try that right now, anyone who is on and willing to send a quick hello or tell us how your whether it is or where you're calling from today, it is nice to see that chat role along. Go ahead and do that right now.

Very good. Terrific. Feel free to use the chat at any time they will monitor your comments and questions and integrate them into the session.

Next to that public tab where you are chatting in your hello I would like to call to your attention the click -- link that says private. If you double-click on any of those in that list you will be able to send a note privately to those individuals, if you have a specific question or technical problem just click on there and correspond that way. Anyone who gets to connect it during the webinar session you will be able to get connected back pretty seamlessly if you prefer to the original e-mail with the join link. If you click on it it will get you back to the session. We always make sure to let you know that the session is being recorded and you will be able to refer to it from the ALC archive class page in a few days. Look for it there if you would like to share with coworkers and colleagues. That is all I have as far as webinar tips. I am going to move us ahead a bit and ask if you would, we like to get oriented with who is participating in our session. Again in the left column of your screen you should see a feed box with choices and a pie chart, if you would make your selection about who you are relative to the program that you work with and that will give us a little idea of the mix of advocates and programs that are on the call today. >> Perhaps you are a recipient of a grant to a tribal government or the other option would be to chat in another choice. You will see the colorful pie chart and it looks as if the vast majority of the participants are calling from it you will advocacy program. That is fantastic, welcome to all of you.

Liz, can we go to the next light as well, it is interactive and I would really like to find out what today's participants think about something that is everywhere in our life, advertisements. Yes, indeed. If you would fill in your choices and let us know what you think about media at, they don't have much to do and you do not have a strong opinion one way or another, that you think they have a big impact on work or another choice that you might like to chat in and share with the group. If you will do that now. You will see the pie chart is filling in and getting more and more colorful. It is good to know anyone who's pie chart or feedback, is not working you can chat that in. >> Thank you everyone and I will turn it back to you.

Thank you so much Liz, this is fabulous we know what we think about advertisements and I would like to row through the presentation where we focus on media representation. Welcome to you and I am sorry that I could not find the books that you named, I should mention them now, these books are the demons live and others stories, her own medicine, and award-winning book on the stories of healing. My apologies for not finding them in time.

Thank you so much, no apologies necessary.

I want to thank you for the wonderful introduction and I soared in and sunny Hawaii. Welcome to all of you today. I thought I would start this talk on advocacy and literacy on a personal note because while we will be critiquing images in the media will go from pharmaceutical to fashion billboards. I want to start with why I became interested in media literacy. I became interested because despite all of my academics and activism and all of my gendered understanding, I am endlessly drawn to media images. Let me know if you do not see my slides advance. I am attracted to billboards and magazines and TV and movies. I naturally gravitate to the colors and shapes and images of handbags and beautiful people doing made-up things like drinking fake drinks or laughing at silent jokes. I am attracted to unrealistic situations like word cages as hats or pretty people in a bathtub, or walking at Desert.

I am drawn to these images but I also know that they are bad for me and bad for all of us. Ads sell more than products, they sell values and images and perhaps most importantly of normalcy they tell us who we are and what we should be. As a professor at the health advocacy program and the narrative program at Columbia University I often explore images with my students to unpack these messages of health and power and normalcy. As a pediatrician and parent I am deeply concerned with the impact of messages on young man -- men and women. I write through a lot of online progressive site and in all this work what centers me is that media helps locate and divine -- define social power. Media reinforces oppression and inequality. Media tells us what social power looks like. In this historic Lucky strike add, what else is going on is the selling of cigarettes and we are being told what power and authority is supposed to look like. In this case a white doctor that looks like FDR. They also tell us about our relationships and gender roles. This is a very heterosexual gendered relationship. They also tell us how to parent and reach the next generation and we are supposed to feed them: -- cola earlier in life. These may seem outrageous and they are, but present-day ads are not any less so. I am not blaming images alone but clearly it is both the message and the messenger. The media does not invent the ease of Prussians, but what it does do is participate in perpetuating them.

That's look at race. I think we know that despite the prevalence of more people of color in popular images today, the hegemony of Rasul presentation remains. Consider whitewashing on books, the character on the book was described like the woman on the right and it was not until the author on the left protested the change that it was different. We see a on album colors it is almost unrecognizable Beyoncé, we see it on magazine covers. You can see how she really looks on the right and then how she whispered trade on the magazine. Rumor has it she is actually

suings the magazine as lighter skinned and haired than she actually is. A recent bizarre counterpoint is why -- white models being made to look black, brown, Native American, in jesters of cultural appropriation, not representation. To be darker skinned is less desirable unless you can wash it off. Why don't we consider size. There are 3 billion women in the world that do not look like super models, but despite movements toward health at every size or the that studies and activism movements, and some attempts by the modeling world to represent different body types, the truth remains that media represents unrealistic ideals of thinness which contributes to body shame and disordered eating among men and women. Jessica out but even must be airbrushed to look thinner. We can see with the Tierney of sizes am -- sizism is. Here is a model who is actually a size for but she has been Photoshop to look very thin, this is inconsistent with life. We all somehow feel like we must aspire to these younger, thinner, taller, ideals. I am not understanding but I am saying the anxiety is intentional, they are designed to make us feel anxious because it drives product sales. Skin whitening cream is popular in much of the world and there is the juggernaut of the diet industry and increasingly it is going throughout the world.

Recently they created a good piety in these ads and this particular one says Doug presents the latest thing to wear, but it thank you -- but thank you for asking. This ad is not selling a deodorant, it is selling consumption it is selling marriage, it is selling a certain type of beauty and presentation. They say one of the secret of sales is fulfilling the public need, another is inventing many -- that needs. I heard of shame over nation, their arm care products have cornered the market by making them feel insecure. >> Thank you, I am already overwhelmed. Susan will you take us through this.

This would be the time for your feedback with making your feedback with the interactive slide.

You will see the choices corresponding on your slide and for those of us that are participating by webinar that pie chart is filling in and getting more colorful it looks like our choices are split between feeling overwhelmed and wondering how we can make a difference and recognizing the numbing of fact in the volume and frequency of messages. Anyone who has another thing to set in or another response feel free to use the chop box
-- chat box.

I see a question wondering how to make this with women. Because I work in public health advocacy I will tell you about my own work first and then we will have another break and then the last bit of our presentation we will really look at representations of women and their connections to anti-violence work. That is what is coming soon. >> I am going to tell you now about my own work which is in healthcare. I want to share with you the notion that a consumer driven culture is consistent with what I in my medical humanities work call the promise of restitution. The idea is this, before I was ill and abnormal, lesser, flawed, then I took a pill, I got an operation, and now, I am better. Fully restored and idealized. I will take you quickly through

an industry where we clearly see the restitution narrative, it is an industry that I have my health advocacy students examine. Just a heads up, only the US and New Zealand to direct to New Zealand -- direct pharmaceutical ads. How do they restore the body through consumption? Let's look at this one. I don't know how many have seen the Viagra ad but use this and have erectile function and better -- heterosexual attractiveness. This is interesting when we talk about rape culture and anti-violence work. It is important to look at the messages around masculinity that are in all sorts of arenas.

Here you take the messages and you become half of a person and then you become a person who is in isolation in just one pill. Here we see this often in advertising and it gives us a signal about being singled out. Treat your unsightly plaque psoriasis and you go from being naked and isolated and miserable, we suddenly know that this woman is miserable and put trade him -- show them in isolation and then they go to happiness. I am clearly not trying to suggest that Burma toward -- rheumatoid arthritis is not a real issue, it is not important, but I am trying to ask, what else are these images telling us about? They are clearly telling us about relationships, about our bodies. They are telling us it is not normal to have skin that is different. It is not normal to age and have a normal man's body. We end up medicalizing everything. Sometimes things that may not be owned this conditions because we have a pill to treat them. We call shyness social anxiety. I am not saying that does not exist but it becomes brought in such that it is not okay to be a loner or introvert. You must be the life of the party and if you cannot be then there is a pill for that. So far we have talked about consumer culture, ads, functioning in the same way as -- in a wonderful film called

misrepresentation, Katie Couric has an interesting quote. This is it is -- this is a good film to show about women in media, media can be the instrument of change, it can maintain status quo and reflect the views of society or it can awaken people and change minds. It depends on who is piloting the plane. What happens when not pharmaceutical corporations are piloting the plane? What happens when people that are supposed to be in charge of our health are piloting the plane? Sadly, not very different things. I will talk about public health, but I want you to keep in mind some of these things that we are talking about because when we talk about anti-violence campaigns I want you to think about whether or not these lessons overlay. Let's look at how public health campaigns are historically situated.

Here is a 1950 poster and it says it's important to take penicillin if you had syphilis, this is just about it being historically located. This is saying pull yourself up by the bootstraps. This image is as much about servicemen protecting themselves during World War II as it is about the overall mood

and threat that the national body presents. She may look innocent, but she is not. Here masculinity is associated with not just health, but patriotism. This message becomes conflated with social anxieties about on standard female sexuality. How about associating TV with overcrowded urban communities. There are many similar posters in the US. Here the poor and disabled become associated with the specter of death and disease, there is the grim reaper, there is anxiety about

immigrant bodies and the encroaching working-class . We see immigrants become conflated with fear of the disease and epidemic . It is not so much of a stretch , I just shown you three images and you could argue that current day images also tell us about our coach Earl volume was , particularly those that are coded in the language of epidemic . I don't know how many of you are from the East Coast, but these ads are all over New York City. Obviously these ads tap into the notion of the epidemic of teen pregnancy . These controversial ads used children to blame their mothers. And these ads came out at a time when teen pregnancy rates were down nationally and in New York City. So why the ads? To me such ads

pro-moral code on race gender and class panic . Maybe it stems from the same excitement about unfettered female sexuality or some of the same fears of the working class and the poor. They call this phenomenon a moral panic where baseline things are transformed into hostility and urgency. Obesity is another current moral panic. It was all over New York City and this image tells us to exercise but also tells us how to think about other bodies . This man is not only disabled, but his leg was Photoshopped out of the image to imply that it was amputated from diabetes . This was a stock photo and the guy came out and said I am actually not disabled. Not only was his leg Photoshopped out, but he was cut off at the face so he is essentially headless and slumped over. How different from all of these ideals that we have been seeing previously of American masculinity about control and able-bodied mobility.

How about a different anti-obesity ad. This was from Georgia and came out in 2000 This was from Georgia and came out in 2011 . They are looking directly at the camera and not being cut off, but what is the ad doing? Chubby kids cannot outlive their parents. What is happening here? And to what end? Are these images empowering or shaming ? To me, these images don't not only encourage bullying -- bullying but it forces the fact that they should shame the child and parents . We know shame is a really ineffective motivator in behavior change but we still persist in doing it in so many advertisements and public health ads . You don't even need to be an anti-obesity poster to get in on this. I could give a whole presentation on these problematic gender representations, but here they tell us that beating your children is a keen -- I can't do child abuse -- akin to child abuse. It uses the same shaming and blaming tactic and showcases the cultural pressures of parents to produce desirable and perfect ideal children . In creating these images, public health campaigns in my mind and this is my work, they are creating not solving public health problems -- problems .

What they don't do it is give us any sort of structural analysis about the availability of non-processed foods in urban areas. They don't shame and blame the companies that modified foods. Instead we shame and blame -- blame individuals rather than suggesting collective action . What if we were to highlight critical campaigns . I did not see this highlighted anywhere Alice , but we slap warning labels on magazines do not read or open because it will lower your self-esteem and raise unknown insecurities, open at your own risk, collective action.

What about instead of shaming and blaming individuals we highlighted collective solutions . What about highlighting wellness over the periods

or body pride and acceptance over body shaming and stigma . I think what I will do is and this particular segment where I am talking about my work before we move on to the anti-violence work . I will end this segment with the words of the most that -- fabulous comedian Margaret Cho, she sums up this about consumption, power, representation and media, there is a couple of 90 words -- 90 words -- dad words, she says, when you look in the mirror and think I am so old, and that, and ugly, that is not your authentic self but billions and billions of dollars of advertising in magazines and billboards all geared to make you feel like shipped about yourself -- shit about yourself so you take your hard-earned Monday -- money and spend at the mall on turnaround cream that does not turn around shit . You will hesitate to go for the job that you want to go for you do not help self-esteem, you will hesitate to ask for a raise, you will hesitate to call yourself an American and hesitate to report a rape and hesitate to defend yourself for your race , sexuality, size, or gender. You will hesitate to vote and hesitate to dream. For us to have self-esteem is truly a revolution and our revolution is long overdue .

That is the end of this particular section, why don't we go ahead and do a quick check in .

I am totally overwhelmed and this is making everybody a degree. Let's have Liz talk about the check in and how we are feeling at this point . Please share your choices with us if you are feeling surprised by the history of media messages

or recognizing the impact of media in our lives and the way her and overwhelms with the intersection of media methods and messages and the impact they have on culture. Maybe you will share with all of us and chat in . Share your responses now if you would .

I want to ask you one question . When you are talking about this and saying we hesitate to report rape, that brought everything home to us because we work in the anti-violence department against women in one of the pieces that has been a very large part is to bring the private to the public and all of what we're seeing today on what you are talking about is putting it back into private again and pushing it somewhere where we are ashamed because we are raped or battered or something else has happened . It is amazing to me how all of these connections make sense and while we are working so hard, everything else is working against us. I wonder if you can say anything about this?

I like this quote because in simple terms she ties together pieces that feel separate . How can this advertisement about beautiful armpits be connected to anti-violence works, she makes a connection between this cultural onslaught on women's bodies and women's agency and self-worth and self esteem and makes the connection between the cultural media onslaught and the ability or inability to act and do things like ask for a raise or votes . I also like that she connects . None of us are one identity . She draws together the emigrant reality of failure to call yourself an American right next to failure to report a rape. She draws together issues of labor with issues of anti-violence work . To me it is a nice pulling together and not that I cannot speak and pull the sides together and chat, but afterwards in the QA I would love to respond, I

know people were chatting about a very recent viral Dove beauty ad that people were talking about and there was a great analysis of it and maybe we can talk about it or I can provide the link for the critique of the ad which has been going viral in the last couple of days.

That is perfect and wonderful .

Perhaps you can respond to some of the questions that have come up to be drawn on also . Let's move on to the next part of the presentation .

I'm going to ask everyone because the PowerPoint is split into two since it was bulky, if on your screen the PowerPoint which you should be able to see , if that is non-your screen, bring your cursor over and put it your tab on top . We should all be on the screen that says media and gender violence . >> Here is where I try to make the links between my work and public health and media images and issues of gender violence. This is where I need your help , this is a connection piece . There is a recognition that with increasing amounts of media and TV and billboards we are having things come through our phones and iPads in media everything is assaulting our senses. Although there is room for better images of women to be coming out, I think that the images we see of women are becoming more problematic instead of less . Body image and pro-body image websites like audio start be -- audios -- adios Barbie are paying attention to perfectionist culture and we know that other organizations like Jane Kilborn are paying attention to things like gender violence in the media for years. The killing us softly series on images of women is another fantastic resource that I will draw on heavily .

She is been looking on advertisements with women for decades . One thing we can ask when doing this work is about the locus representational power . In other words, who gets to tell the story when we think about women in the media . Who looks and who gets look that in popular media? The answers that I am going to share with you are not nice ones . I will put up with trigger warning because a lot of these triggers are deeply disturbing and I want to put that out there for everyone on the call.

How woman being prepaid -- per trade? -- Portrayed? They are quite literally being served up for someone else's viewing . Not as agents but objects for someone else's gaze. These similar passive positions can be seen in a John or a of images where women are consistently fantasized and sexualized. Before I go on there are links to this video series that I can share at the end and you can watch them stream online .

They are sexualized and fantasized . We see images where girls are per trade as women and increasingly women are the trade as girls .

I think in this one, I do not need to explain , there is a cutesy finger on the mouth sexualized position, but we see it in all sorts of ways . We see this all over the place. They are also placed in positions of Reddy's sexual vulnerability for the viewer. This is an underwear advertisement, do we need this? >> We see images where they are per trade almost akin to blowup dolls, this is Burger King . We see how this

pornographic Haitian has trickled down to something as ubiquitous as the fast food industry -- food industry . A part of the way that women are portrayed in the mainstream media is they are presented as parts of bodies or products . They strip women of their humanity and this is the first step in facilitating violence against them. Stripping someone of their humanity is the first step in facilitating violence against them. We know that in the Rwandan genocide communities started calling another neighbor cockroach, we are dehumanizing and facilitating violence against them .

These images again and again reinforce the notion that women are not full-fledged human beings to be valued and respected .

Rather these images represent and reinforce a culture where women are understood as things to be hot or used and manipulated . >> I don't know if you can see the last image on the right,

it is the ultimate attraction and this is not the methodology as well . In some senses we can understand the pushback to public power even Hillary Clinton and her hairstyles . It reinforces the notion that women are valued for their bodies and not their actions .

This is an even bigger trigger warning, we see that normalizing this and whether or not it is a historic image or she might follow you anywhere, this is a historic image that the trays a brand of coffee. If they find out that these are historic images you can see that it is an image that was out last year . Women's bodies are posed again and again in ways that suggest not just active violence but the aftermath and that becomes sexualized and that is biased -- fetish .

This is something that models watch and they were being posed as beautiful or corpses . There are makeup marks painted on to look like strangulation . I was so bothered by these next images that I had to make them small these are current day fashion ads the reenact dismemberment of women . This was so bothersome I almost have to flip past the image . I want to have a quick check-in and then we will switch and look at some anti-violence campaigns and see what we think of them and whether or not they pilot affectively or they could do something different.

Thank you . Liz if you will take us through this, and while you are going through this I want to ask a question. Is this image of child abuse where the child is being fed meat and it is called child abuse -- being fed meat and it is called child abuse, that bothered me, I am thinking how many people are unable to feed their children and that itself is a minimization of child abuse . This is really bothersome . >> They consistently

actually uses horrible campaigns where they use naked women in cages and in large plastic containers and Opera Liz Haitian allies -- Opera liberation eyes -- [Indiscernable-unrecognizable terminology/word] to call attention to the ethical treatment of animals. Women's bodies are used in really bothersome ways to sell these agendas here she is saying they have used actual naked women to protest going around downtown. That can be a hold other thread about the fact that this is not just a

cigarette industry using images in ways. This is a supposedly aggressive organization doing stuff to women's and children's bodies.

Let's talk about it . >> You can see by the pie chart that really they are appalled and frustrated by the images and how media is using them to convey messages and sell products . We wanted to pause for a moment and recognize the difficulty of the images you have just seen and take that moment to reflect and shift gears .

Thank you, let's proceed .

I also wanted to take a break so we can shake off those images in some senses and ask ourselves what can we do ? This is where I need all of you because I do not have an answer . How do we pilot the plane how do we fight against images of Oprah show in and violence? One thing we can do is do what we're doing now and become a media literate and join media watchdog groups . They have a campaign that uses the hash tag not buying it to call out sexism in the media , so why you can be media literate and keep the eye out, I would like to ask this question and I am not sure that I have an answer, but how can we use media to our advantage? How can we actually create anti-violence campaigns that send the message we want to send and not send extra messages that are unintentional and feed into the broader conventional notions because we live in this culture and work in culture. How do we do this from within . I did a quick survey of anti-violence campaigns and this is not scientific, I just went around and tried to remember campaigns that I had seen and tried to pick up his that were readily available to me on the web . I came up with some types that I see . One type of anti-violence campaign that I saw is the sheer information awareness billboard type images . Like this one. This is an organization that put the billboard on the side of the highway . My question is it not to shame or blame any organization but to sincerely ask if they are doing what they intend to do . I imagine the goal of the billboard is to communicate this number . Driving by on a highway, would I remember this number ? >> I think I would see something else before I saw the number . What does it mean to me? This is certainly sparkly or , but I am not 100% sure what it is trying to show , New York State shines the light on domestic violence . This is the purple ribbon colter, well I think it is useful in some ways to draw together community . But it is also a parcel of rested Duchenne and we put on a ribbon to magically solve problems , I am not so sure that this image, which is very thoughtful, I am not sure what it is actually doing and if it is doing what they wanted it to do. I really like this on the anti-violence poster, but visually there is so much text that I am not exactly sure that someone could stop and read and really and just what is going on here. The words layer on top of each other . What is the intention and is it being met will someone stop and read the colter and poster and will they stop and affect change . These are the broad poster type images that I saw. These were images that did not include people's bodies . The reason I am signing right now is that most of the images I saw included peoples bodies. The other images I saw were deeply disturbing , they reenact violence.

This made me deeply wonder if women will be empowered to act or have women upon them . This is kind of voyeuristic but some notion of a

broader public that affects sexual violence . It really troubles me when images like this put this boy arrested gays -- gays -- put this voyeuristic gaze upon women . These are celebrities that were made up to look like they had experienced violence so may it has -- so maybe it has shock but will it get women to ask? It is so small that it will probably not get peoples attention is a reinforcing a culture ? I worry about this. I also tried to block at this and it won a lot of advertising awards because I think it's troubling . I think they need to think deeply about this . Are they portraying them as monsters or are we really saying this is how you picture me? This is a poster that empowers young women to speak but shows her in a position of other disempowerment . Are these images doing their job ? And are they any better than what we used to see? Another trend I would see as a targeting men approach . I thought they were terrifying . This image is terrifying and I am not sure what it is doing . Do your children respect you or fear you? I am really not sure if this encourages violence rather than trying to stop you . This is unclear, what are we supposed to do, finish her homework and respect women . A lot of the problems with these images is that the message becomes muddled . What does this guy do?

This was run in a fashion magazine, I am not sure what it is doing or what this man is saying . Real men don't hit women . I have less harsh feelings towards this image that was in New York , my strength is not for hurting . On the one hand it shows choices being taken in and empowering way . But I don't know what you make of this image. What troubles me is the woman is looking off in the distance and she is not a partner in a process . She becomes the object of his protection visually , that is a problematic narrative. That reinforces the power dynamic that we are seeking to undermine in the first place. >> Absolutely these are focusing on violence and that may be a factor of the images that I found . This one I think is related to the previous one, it is a reddish series called it is not sex . The previous series is the what to do image, this is the what not to do image and I am just never a big fan of this approach and am not sure that it is accomplishing what it seeks to accomplish. It seeks to educate what is sex and what is not , but what else is going on ? >> Finally I saw some images that fit into the patterns. We have a woman who is not looking battered and abused and disempowered. She is looking directly to camera and she seems empowered and in control, her handlers up saying stop and there is information on that. But I am not exactly sure who the target of the images and what the intended goal is . I am not 100% sure if the image is under minding the message of empowerment I am not coming to you with answers but coming to you with questions and image possibilities . This is another one, let me just say something . Susan who I teach with a lot talked about him -- how images of suffering bodies my undermanned -- might undermine people taking action . What do they want people to do? >> This image which shows a woman and a child not in distress , but someone effectively protecting her child, yet again, what are the unintended messages and the problematics of the poster? Are you a bad mom if you do not protect your children or what has happened up till now makes you a bad mother , this can only feed disempowerment . On the one hand, back in the public health part of the talk, what if we move towards collectivize the -- collective things ? This shows two women in community .

This is not actually against her, the image tells us to speak but why is she whispering and why is she looking so shocked? When we look at an image and the image of what are the intended goals and are we meeting them? What are the unintended messages? And what can we counter and seek, do anti-violence campaigns create a voyeuristic gaze that disempowers women and girls in the process. Those are my questions for these anti-violence campaigns, another quick check in and then I will have a couple of sides to conclude and we can talk more deeply about some solutions moving forward. >>

Thank you, as we move towards this let's go through this particular slide. You are doing what needs to be done with your feedback right now, please lock in your response. Please chat the response if your feedback choices are not working. This is very helpful most of you are feeling a combination of inspired and grateful. You are all here to get this information and energy from the presentation.

Just a couple of quick ideas. >> The questions we need to ask ourselves are target and goal. If we are going to reclaim the space and media and simultaneously reclaim and pilot the claim that we want to send out, we need to ask results who is the audience, one of the goals, is the image the campaign, is it achieving the goal? And really importantly, to make sure that the image that we use is not running counter to the work we are trying to do. This is around social justice and empowerment. The images we use should not shame women and children and violence and oppression. Finally, the next step is yours. What happens next is up to you. I am really charged up by the energy and links that I saw happen in the chap ox. I think the next step is yours and what happens next is up to you. I would rather raise hell and change the world. I will leave it there and thank you deeply and humbly for inviting me today and turn it back over to Liz for the QA and discussion. >> Thank you so much, this is absolutely fabulous and I really liked the last slide. One of the things that I am thinking is because we are so bombarded with images of advertising, many of us just ignore, I know I do, sometimes I look at something really bad and I am never looking for it again. One of the things that she said in a writing that Jean Kilbourne did is say that advertisers spend a lot of money, resources and thoughts to develop and create their images and they are there for a particular purpose. They are doing it to sell an idea, product, or space where it can get in. With your presentation if you like we cannot do that anymore. We just cannot get so busy in daily work and advocacy and jumping from one crisis to another. While we are doing this work we are also thinking that we are working so hard, but when does this end, when does the violence against women and -- and -- stop.

In every space that we live in there is so much push back towards us, we are told that be in our place and that the violence is all around us and being reinforced over and over again. This really brings us to that kind of recognition and I would love to hear from people what can we do. How do we take collective action? >> It clearly do not have answers this is a two-pronged approach about increasing media literacy in order that we can be media watchdogs and use the misrepresentation to create communities of our own with physical bodies and cyberspace where increasingly this is where our media information comes from. This really

excites me with the notion that highlighting the plane -- highlighting --

-- piloting the plane we can use it for our own terms . We just had someone in the chap ox where a child abuse poster had a child holding a flower and that attracted a large discussion . They queue for sharing and it really is about rewriting the narrative and not playing in to the self images that Oprah has were disempower us -- oh press -- opress were disempower us . >> That is exciting and it is on the ground work that is happening right now and we can participate in right now. I am not sure where it will go but some of it really excites me and moves me. In the watchdog arena we can put our money where our mouth is and not buy the products that are being sold to us in those ways and not purchase magazines that promote those ideas of voyeurism or violence against women. >> I would love to hear more from people in the chap ox how owls we can get some of these questions answered on where to go from here . >> I am wondering why we're creating these positive images and how we can put off these negative images and we have a duty and obligation . I don't know if they will hear us that they claim to be a very progressive group and to tell them this might actually do some good . I don't know if they are recognizing it and I am kind of a cynic and I feel like nobody does this without recognize -- recognition, so they may be recognizing it . There have been things where we critique all of these horrific images and promote a culture of violence , it is troubling to me how online with great culture these PETA images are.

PETA has gone slack about their use of degrading images. And that is absolutely true, collective action against the tearing me -- Tierney -- to you any tyranny of these images Erie it

This is -- >> This is part of the same conversation . Having that intersection and recognizing what is part of antibiotics work -- anti-violins -- violence work .

The intersection now the of various oppression is what we talk about a lot at the ALC and this is something that you bring up at the same time and that is really important . I see that Liz is talking about this other movement and she did a keynote last year sometime and she talked about sexualization of women and empowering young women to go to store two stores and -- two stores -- to stores and put stickers on images that are degrading saying these images are degrading to women . It is changing the ideas and women and girls are piloting this project and it is a really interesting comments and perspective .

Julie L Bloom is a 14 -year-old who started a petition asking 17 magazine not to Photoshop images of models saying that they were really horrible for women to look at . She galvanized a national campaign and they had a demonstration in front of 17 magazine which is geared towards young women . She was mentioned by the editor and chief and said there would be one image that was not airbrushed .

I don't think the magazine adequately responded but what it did was create a model of resistance within the the young women's community and the conversation about them nationally. That to me is exciting . The fact that young women are doing things like thinking they can stop

eyeing or influence -- stop by eating -- buying and actually influence a magazine.

She is part of the spark movement and that is exciting to hear.

We are coming to the end of the presentation and I saw someone say we could do this all day, I truly feel that at this time. This is fantastic.

Thank you so much , your presentation has really made me think about what images and what institutions are doing to us in teaching us, girls and women. What they do to us through the images openly and directly. And how we can in terms of our work and advocacy examine and understand and can act -- contact -- connect to bring about social change.

This gives us a huge scope and die up in thinking about the brochures that we create and the posters and different images that we used to think about how can we do it while making sure they are empowering ? I am so appreciative of you ringing a different perspective and making us think about and examine the world outside and how we contribute to it .

Thank you so much.

Thank you so much for having me.

Thank you. For all of you , there will be another keynote coming up, that will be four July 18, excuse me, July 17 , there will be another exciting speaker with us and just to end the session, would you have a 32nd wrapup for the group?

Goodness gracious , I think the notion of piloting the plane is a good way to end, to reiterate the notion that the media can be an instrument of change, it can maintain status quo and were liked the use of society or it can awaken people and change minds . It depends on who is piloting the plane, I encourage us to keep doing that and awaken people and change their minds . Thank you all for having me here today.

Thank you so much, and thank you all of you for joining today's webinar , I hope to see you again on July 17. Thank you to the staff of ALC joining us . Remember that the staff members are always available to you for questions or support that you might need. They are great. Thank you to our speaker and participant. Goodbye for today and enjoy the warming weather that is coming everywhere .

Thank you all so much for having me.

That concludes today's all, you may now disconnect . >> [Event Concluded]