



**the project girl workbook a guide to un-mediafying your life**



**what you hold in your hands...** is not just an art catalog, although it does provide valuable insights into the creative process, reveals the intention behind the artwork, and serves as a substitute docent for self-guided tours of the Project Girl Art Exhibition. ■ It's also not just an interactive workbook, although it does impart important information regarding media literacy, suggest some fun experiments and engaging exercises, and challenges readers to think deeper about the effects of media on the lives of adolescent girls. ■ What you hold in your hands is more than what immediately meets the eye or comes to mind when attending an art exhibition. It is an example of the intentional use of art as an agent of social change. In Project Girl we have used art as a means to educate, inspire, reflect, and transform. Our hope as artists and activists is that through contact with the art and imagery, the sounds and stories, and the ideas and information making up the Project Girl Art Exhibition and what you hold in your hands, that you will take away something of enduring value. ■ This is art for art's sake. This is art for girls' sake. This is art for all our sakes.

COVER IMAGE  
Kelly Parks Snider  
Respect Me  
2007  
Mixed media  
28" x 28"







the project girl workbook  
a guide to un-mediafying your life

Raison dé Etre (Reason For Being)

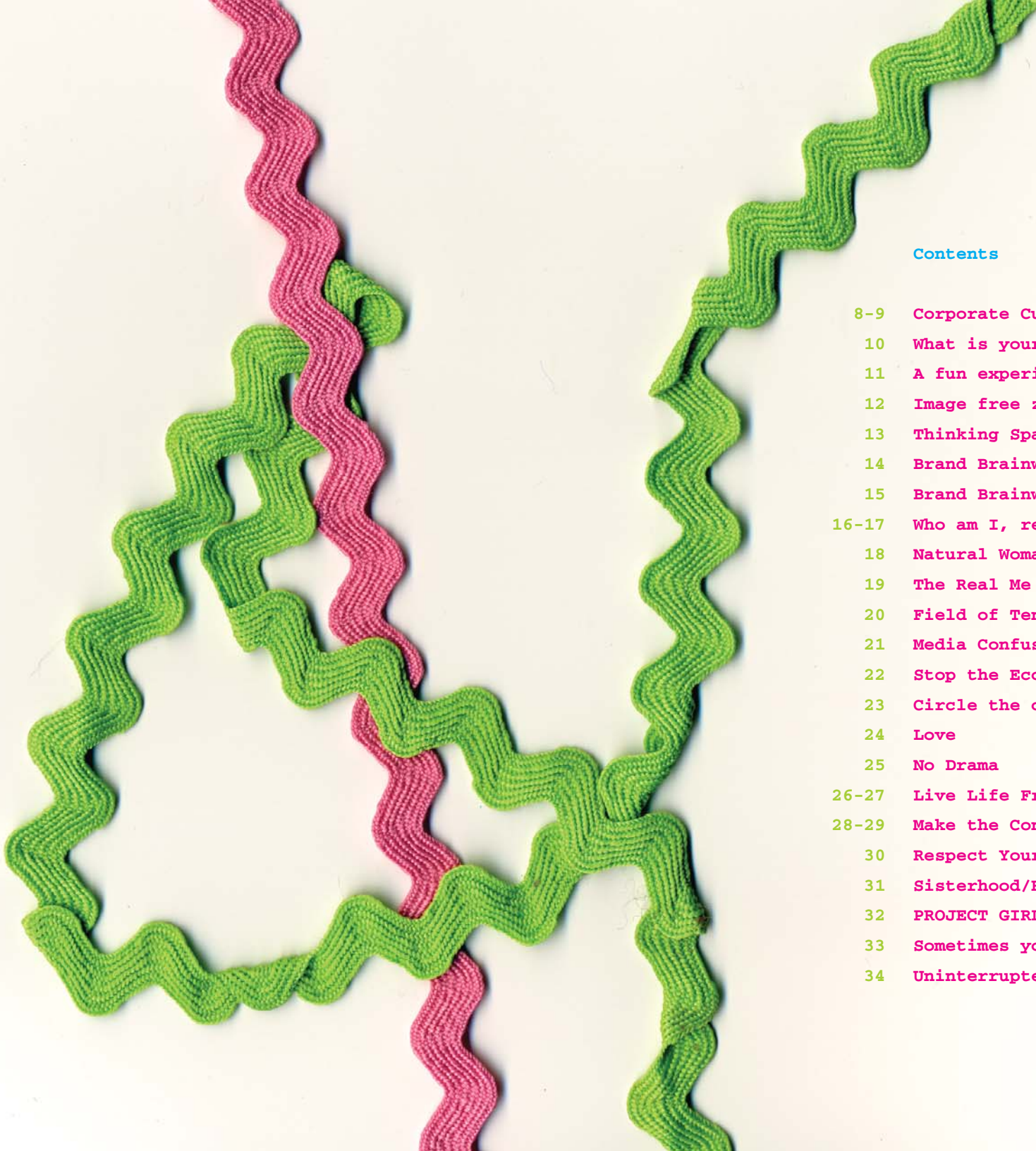
**project girl** is Wisconsin's first girl-led arts-based initiative created to take action toward becoming better informed critical consumers of mass media advertising and entertainment. In other words, to become more media literate.

**project girl** believes that media literacy is smart!

**project girl** believes that if we can look more critically at media messages, they won't control us.

**project girl** believes that it's important to think for ourselves and ask the right questions.





## Contents

- 8-9 Corporate Curriculum
- 10 What is your mental environment?
- 11 A fun experiment
- 12 Image free zone
- 13 Thinking Space
- 14 Brand Brainwashing
- 15 Brand Brainwashing Cartoon
- 16-17 Who am I, really?
- 18 Natural Woman
- 19 The Real Me
- 20 Field of Tension
- 21 Media Confusion
- 22 Stop the Ecocide
- 23 Circle the object that doesn't belong
- 24 Love
- 25 No Drama
- 26-27 Live Life Freely
- 28-29 Make the Connections
- 30 Respect Yourself
- 31 Sisterhood/Resources
- 32 PROJECT GIRL advice to the world
- 33 Sometimes you have to cross the line
- 34 Uninterrupted creation space

**I never grew discouraged because I knew that my cause was just, and I was always in good company.—Susan B. Anthony**

**PROJECT GIRL wishes to thank:**

**Workshop Facilitators**

Anne-Marie Cusac, *poet*  
Christine “Coco” McAtee, *MSW, social worker*  
Shelly Grabe, *Ph.D, educator*  
Martha Dettman-Kruse, *educator*  
Janice Havlena, *art therapist*  
Miriam Hall, *poet*  
Jessica Lanius, *Theatre Lila*  
Andy Arden Reese, *Theatre Lila*  
Judith Strasser, *poet*  
Hailey Neises, *ceramic artist*  
Diane Farsetta, *Ph.D, Center for Media & Democracy*

**Professional Advisors**

Jacquelyn L. Boggess, *Wisconsin Council on Children and Families*  
Lyn Mikel Brown, *Ed.D., co-author with Sharon Lamb “Girlfighting: Betrayal and Rejection among Girls” and “Packaging Girlhood: Rescuing Our Daughters from Marketers Schemes”*  
Diane Farsetta, *Ph.D, Center for Media & Democracy*  
Martha Glowacki, *Wisconsin Academy of Sciences Arts & Letters*  
Susan Linn, *Ed.D. Media Center, Judge Baker Children’s Center, Harvard Medical School, author of “Consuming Kids: The Hostile Takeover”*  
Christine McAtee, *MSW*  
Martin Scanlan, *Ph.D., Assistant Professor, Educational and Policy Leadership, Marquette University*  
Inger L. Stole, *Associate Professor at the University of Illinois and author of “Advertising on Trial: Consumer Activism and Corporate Public Relations in the 1930s.”*

**Peer Advisors**

Amy Van Abel  
Jasmine Bauer  
Karen Bauer  
Tasha Bogovich  
Alexis Davis  
Aaliyah Davis  
Alexandra Endres  
Clare Everts  
Jazzmin Franks  
Sophia Halstead  
Barbie Hongmanivanh  
Malinda Hongmanivanh  
Ya’Shimah Johnson  
Jenna Landry  
Kaitlyn Landry  
Ana Lynn  
Kelly Noltner  
Dyiamond Overstreet  
Jazmine Overstreet  
Rachel Roseneck  
Glen Sherman  
Carly Snider  
Ellie Snider  
Madison Snider  
Kia Thao  
Zari Weaver  
Sheari Williams  
Molly Winding  
Jespur Winslow  
Megan Wright  
See Yang

**Enablers**

Sue Bakke  
Dean Bakopoulos, *Wisconsin Humanities Council*  
Jane Boutelle  
David DeAngeles, *MD*  
Mary Dickey, *River Arts, Inc.*  
Joan Fischer, *Wisconsin Academy of Sciences Arts & Letters*  
Sarah Groesil, *MD*  
John Harmelink, *East Madison Community Center*  
Melanie Herzog, *Edgewood College*  
Teri Hill-Gentilli  
Vicki Hudson  
Anne Katz, *Arts Wisconsin*  
Meme Kintner, *Girls Incorporated /Neighborhood Girl Power*  
Doug Kjellstrom, *Wisco Industries, Inc, Oregon Wisconsin*  
Shawn Krueger  
Mary Landry, *MD*  
Linda Leighton, *Higher Fire Clay Studio*  
Ellen Lewis, *East Madison Community Center*  
Shana Lewis, *Lathrop & Clark*  
Lindemeyer/Monroe  
Lussier Family Heritage Center  
Tracy Madison  
Jeffrey Masciopinto, *MD*  
Linda Mitnacht, *Lussier Family Heritage Center*  
Linda Monk  
William F. Nimmow  
Maureen Olsen  
Park Printing House  
John Peck, *Family Farm Defenders*  
Courtney Reed Jenkins, *J.D.*  
Bridget Rogers, *East Madison Community Center*  
Richard & Jodi Ross  
Amy Schiebel, *Edgewood College*  
Kate Schmitz  
Emily Sienkiewicz, *Kenney Heights Community Center*  
Rose Snider  
Carrie Sullivan  
Susan Troller  
George Tzougros, *Wisconsin Arts Board*  
Martha Vukelich-Austin  
Jennifer & Bob Winding  
& many generous individuals

**Special thanks to**

Lieutenant Governor  
Barbara Lawton and  
her staff for their  
valuable guidance and  
exceptional support.

**Endless gratitude**

to family members  
Mitch, Ellie, Carly,  
Madison & John Snider,  
Mary Kay Parks, and  
Joseph and Joe Corazzi.



### Ways to use this book

- draw in it
- scribble in it
- don't care about spelling
- read while eating ice cream
- bring back to the exhibit along with your mom or dad
- share with your friends and family
- don't share with your friends and family
- try to sell on eBay for a million dollars
- keep forever
- take to class and talk about it

This is your guide to the Project Girl exhibition. It will tell you the stories behind the artwork and give you some fun experiments to do.

It will also share some important trade secrets advertisers don't want you to know.

However you decide to use your The Project Girl Workbook **A Guide to Un-Mediafying your Life**, we hope you enjoy the exhibit and remember when you're watching TV or videos, viewing movies, shopping at the mall, surfing the net, reading books, checking out billboards or looking through magazines, always watch for rats.

"I SMELL A RAT."

...be suspicious watch for rats

...he's your reminder to always ask questions about media messages you're exposed to.





**Open yourself.**

**Allow some part, some word, a memory, an image to embrace you!**

**Corporate Curriculum** is a triptych. The three panels act as a monologue telling a story of Commercial Land, a world in which nothing is true...nothing is real. The story is told through my younger eyes, remembering my early thoughts and impressions. The three panels progressively reveal the corporate influences in this world. These influences shout, scream and overwhelm us with false claims and promises. Mass media can trick our consciousness into detaching from what is real and true. Our society chooses Commercial Land, a land where nothing is true or real. Hence, Disneyland, plastic Christmas trees, corporately-conceived neon-bright drinks like "Blue Zest" and young digitally enhanced models with looks far more unreal than real. The landscape of today's popular culture appears unbalanced and cluttered telling us all to follow one path—a path to riches, honors and comforts. By examining my own observations of our current media-based culture, I've come to realize that the reality girls live in today is far more polluted than the reality of my youth.

**While the media is intensely engaging for all of us—ultimately it can be toxic.**

**Corporate Curriculum**

Kelly Parks Snider

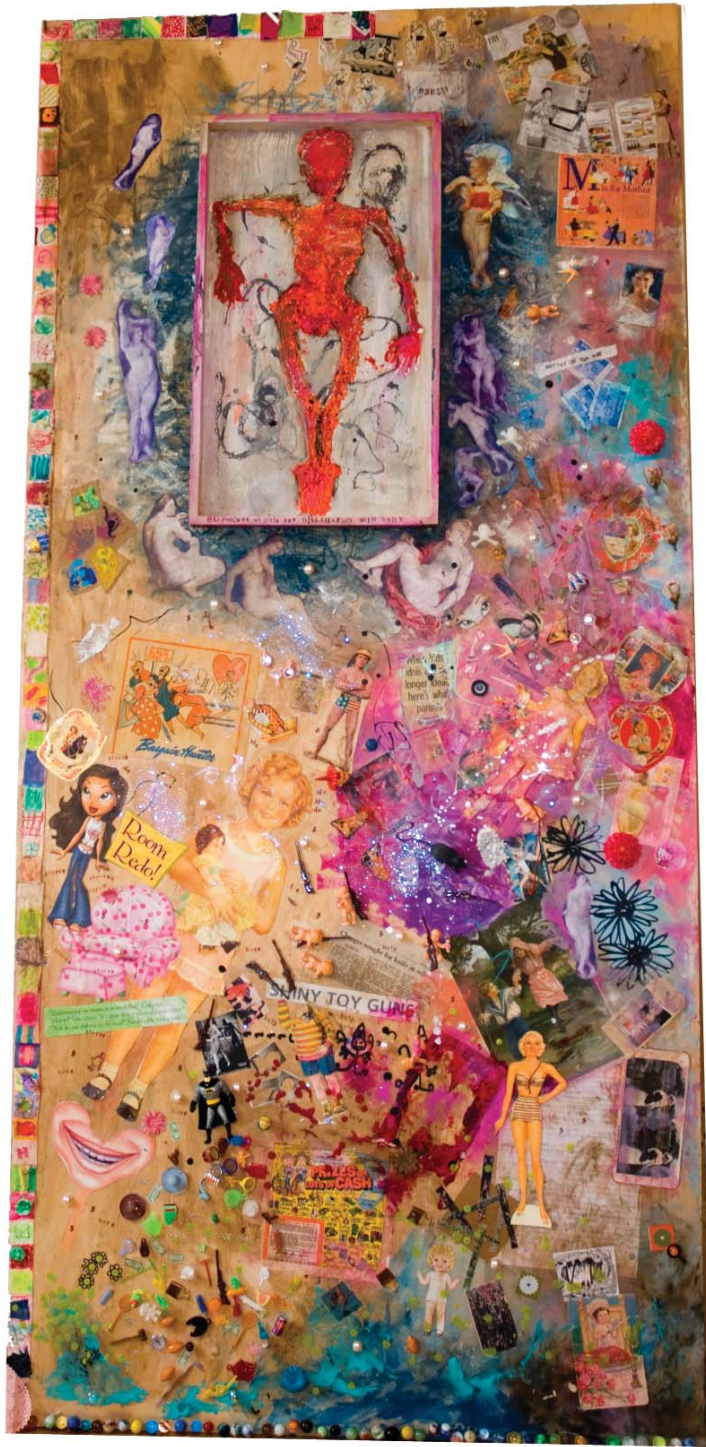
2006

Triptych, mixed media, acrylic, collage with objects on three wood panels

Panel measurements: 36"x 77"









## Welcome to Commercial Land!

What is your mental environment like?

Mental environment is made up of the images, phrases, advertisements, music and stuff in our head.

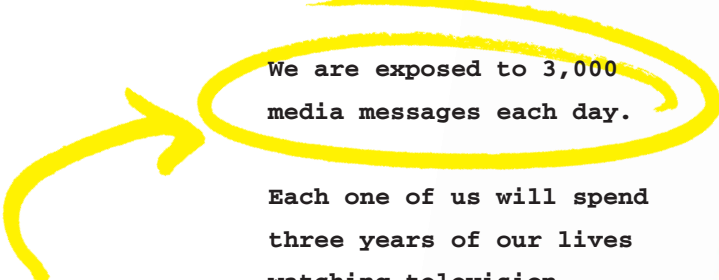
Do you feel cluttered?

"I SMELL A RAT."

Corporations spend millions of dollars each year on media advertising that tries to control our thoughts, our behavior, our shopping habits, the food we eat, how we look, how we define ourselves, and our relationships with others.

We are exposed to 3,000 media messages each day.

Each one of us will spend three years of our lives watching television commercials...just commercials!







**An Experiment**

Read a newspaper or magazine for half an hour.

Surf the internet for half an hour.

Listen to the radio for 30 minutes.

Spend 15 minutes walking around school.

Spend an hour walking around a mall.



Write down how many ads you were exposed to. Be careful...advertisements can be tricky!

What makes advertisements remain in your memory?





**The soul should always stand ajar,  
ready to welcome the ecstatic  
experience. —Emily Dickenson**

**Live your life more open-ended—  
trusting that something will  
happen that is far beyond your  
own imagining.** In today's world,  
open-endedness is an enormously  
radical attitude toward life. Art can  
open your thoughts and attitudes.  
Art is joy, an opening reaction to  
instinct with little self regulation.  
I do not believe that there really are  
image free zones. Our fading memories,  
the past slogans and our stained  
impressions will always remain in  
our awareness.

**Image Free Zone**

Kelly Parks Snider

2006

Mixed media, acrylic, collages  
on three wood panels

Panel measurements: 36" x 77"







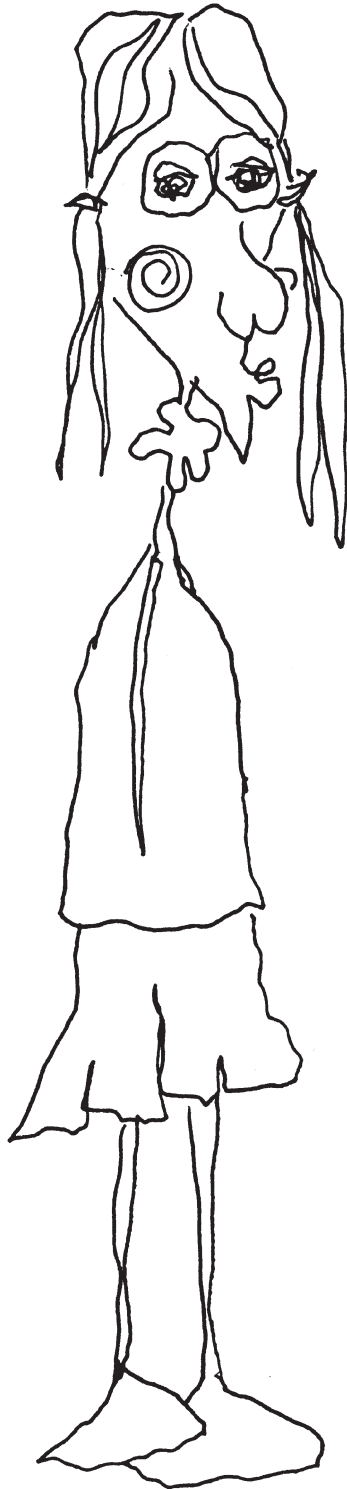
How is a "Thinking Space" different from Commercial Land?



Is there any thinking space left? Where do you do your best thinking?



ARTIST'S INSIGHT



**Be you, your true self with no explanation.**

**We are all betrayed by the beauty industry.** The beauty industry perpetuates an illusion. False images and non realities fill magazine pages... featuring models that don't exist and products that don't work. I have a deep suspicion of the beauty industry and its deceptions. The tactics it uses pierce the self esteem of women and encourages them to mask their true selves.

**THE BRAND BRAINWASHING CARTOON TELLS THE STORY OF A YOUNG GIRL'S SEARCH FOR HER IDENTITY. SHE ATTEMPTS TO SOLVE HER PERSONAL PROBLEMS BY CONFORMING TO A DECEPTIVE BEAUTY MOLD PERPETUATED THROUGH THE MEDIA. THIS ARTIFICIAL BEAUTY MOLD MAKES MANY FALSE CLAIMS AND PROMISES. AS IT DOES FOR MANY OF US, THIS PROCESS OF STRIVING TO FIT THE MOLD LEAVES THE YOUNG GIRL FEELING THAT SHE ISN'T WORTHY ENOUGH...NOT TO MENTION HER POCKETS EMPTY.**

**Our culture seems blinded by false truths.** If we awaken ourselves to the media's untruths, learn what false marketing claims sound like, and understand the motives behind them, then they will have no control over us. **By letting go of our negative illusions and distortions,** we allow ourselves to look closer and recognize our true self. Hidden beneath the mask is a unique self, complete with beauty, talents, skills and power... a power to make our own decisions and control our own lives.

**Be the hero of your own story.**

**Brand Brainwashing**

Kelly Parks Snider  
2006  
ink drawing  
8" x 11"



...in Commercial Land, advertisers try to make us believe that we need to buy stuff to make us happy and to solve our problems.

But does going to the mall and buying, and buying, and buying really change anything about who we really are... or just how we look on the outside? Who really wins when we buy-in to buying to make us happy?

### MEDIA IS PRETEND!

It's not real! Real life is messy. In real life problems aren't all resolved in an hour, and eternal happiness isn't found in an expensive pair of "just-like-the-stars-wear" jeans or a jar of "amazing results" face cream.

At times our lives may not seem as interesting as the lives of the characters and personalities we see in the movies or on TV, but that's because our lives are real!

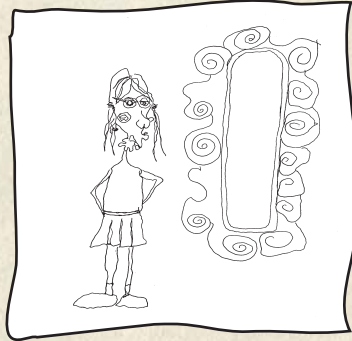
"I SMELL A RAT."

## brand brainwashing and buying-in to buying

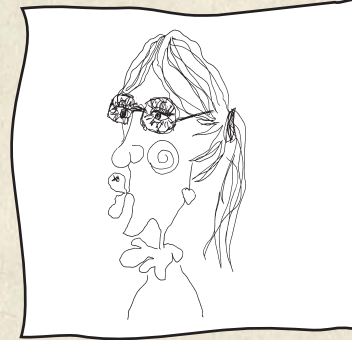
Advertisers want us to feel insecure so they can sell us products and make lots of money. Their commercials use special tricks to persuade us to buy and keep buying. They want us to believe that buying their product is the only way to make our lives perfect, more exciting, more fun, and to attract boys.



ONE DAY AT SCHOOL I FOUND MYSELF IN THE LUNCHROOM EATING ALONE.



I LOOKED IN THE MIRROR AND REALIZED THAT I WASN'T A REAL TREND-SETTER.



MY LASHES DIDN'T FLUTTER AND MY LIPS HAD NO PUCKER SO I STARTED USING REVLON'S BE FABULASH MASCARA AND SALLY HANSEN'S LIP INFLATIONS TINTS



NOW MY EYES AND SMILE ARE SMOKIN'!



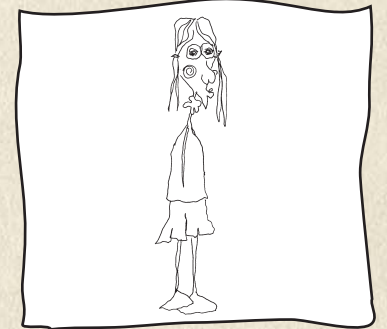
NEXT, I TRANSFORMED MY FIGURE FROM IRREGULAR AND SHAPELESS BY BUYING VICTORIA'S SECRET NEW PATENTED INFINITY EDGE CONVERTIBLE PUSH-UP BRA.



I ALSO BOUGHT A PACSON SWIMSUIT WITH FLIRTY-SKIRT AND A BLINGED-OUT BAG BY JUICY COUTURE TO HANG OUT AT THE BEACH WITH ALL MY NEW FRIENDS



WHEN THEY SEE ME TALKING ON MY MOTOROLA RASOE V3 CELL PHONE WEARING THE LOREAL EYE-COLOR THAT MAKES ME LOOK LIKE A MERMAID EMERGING FROM THE OCEAN, I HAVE A MUCH MORE POSITIVE ATTITUDE ABOUT LIFE.



AND NOW I'M A MUCH HAPPIER PERSON.

Who really wins when we buy-in to buying to make us happy?







**Body Tracing** How much of the “real me” does a girl show to the world? And how does she show it? The way a girl looks and dresses is just one part. Does it really convey all of who she is? What else is there to share? What about a girl’s inner self—her ideas, interests, feelings, dreams, and talents? The life-size body tracings below were created on fabric banners by girl artists during a Project Girl workshop led by art therapist Janice Havlena. The girls were invited to explore their inner lives and values, and appreciate their many attributes extending beyond their physical appearance.



Carly, age 14



Alexandra, age 14



Zari, age 13



Molly, age 13



Take a few minutes and ask yourself "who am I, really?"

Who am I really?

I am \_\_\_\_\_

I am \_\_\_\_\_



I am \_\_\_\_\_

I am \_\_\_\_\_





**Like everyone else, I have been dulled by our world's media distractions. At times, my eyes stop seeing what is truly beautiful.** The media's influence seems inescapable. I painted **The Natural Women** a few years ago. She serves as my protest...my attempt to transcend my own beauty insecurities. The art process gave me clarity and still does. Her expression serves to inspire me to live more freely and virtuously.

**The media propagandists create disastrous illusions of beauty.** These illusions leave women feeling empty, separated and shackled by a beauty industry whose only concern is profit. We rarely see women with beautiful age changing faces.

**We must be awakened...our eyes changed.** The media is everywhere and we must learn to read it, deconstruct it so it doesn't destroy us.

**Live your life freely and love yourself without measure.**

**The Natural Women**

Kelly Park Snider  
2000  
mixed media  
32" x 40"





## The Real Me

**Fact:** The first thing advertisers do is surround us from a very early age with **their** image of ideal female beauty. Advertising propaganda teaches us that we must be beautiful, sexy and popular to be real girls. Advertisers want us to spend as much time, energy, and money as possible trying to look like the perfect images we see in magazines, on TV, and in movies.

**Question:** Can we ever look like the advertising images we see in the media, and should we want to?

**Answer:** We never will look like the girls in the magazines because those images are made perfect by special lighting, professional make-up and hair design, and major computer retouching. What we see in ads is an ideal, totally unrealistic image that advertisers want us to **want** to look like. They also try to make us believe that if we keep buying their products we can look, and live exciting lives like the models in the ads.

**Question:** How much do you buy-in to the Beauty Myth?









# too much media = confusion

Remember, most advertisers are trying to shake our confidence.

Advertisers try to confuse us—try to make us feel that we aren't good enough so that we keep buying their products.

Media Diet Suggestions:

Ditch your TV for a day

Blow off your next mall trip

Buy nothing today

When you buy clothing, buy something that doesn't feature a brand name

Take a hike

Eat something you didn't see advertised



Does Buying things Really Make YOU Happy?



**Hang Outs**  
**The Mall**  
Project Girl artists  
2006  
Mixed media  
18" x 18"



**I love what this painting says.** It focuses us to ask questions of ourselves in relation to each other. Art enables us to express what we feel rather than what we see. Like art, real joy always wants to share and communicate itself to others. This joy isn't a self absorbed joy. This joy glows and radiates toward others and is never misunderstood. It is a great opportunity and privilege to make a difference in someone else's life. **We should no longer have expectations but be expectations.**

**The media sells an attitude to our young by drowning them in "me first" messages promoting the pointlessness of doing something unless it is "for me."** In today's media culture, the absurd has become the living reality for our young girls. **We are meant to be loving.** If our world view is simply based on what I can do for myself, we limit our possibilities.

**Follow joy....it is the light**

#### Love

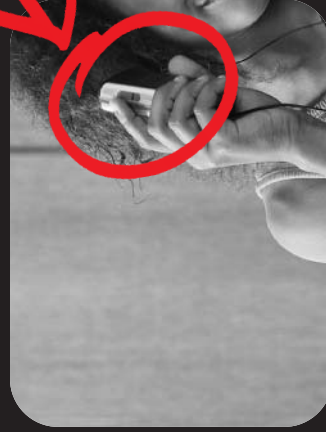
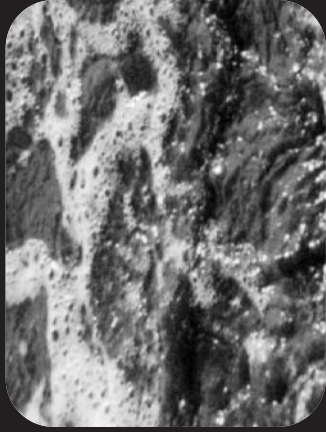
Kelly Parks Snider  
2006  
Mixed media  
32" x 40"





Write down all the brand names that you can think of in Commercial Land.

On your mark, get set, GO!  
(You get one minute).



Remember these exercises? Circle the object that doesn't belong



What do you think? Are we losing touch with our natural world?

Now, write down all the names of plants, flowers and trees that you can think of in our natural world.

Compare your lists.







take risks and your own way

Identify people who are supportive

Write letters to parents of girls that are supportive to girls

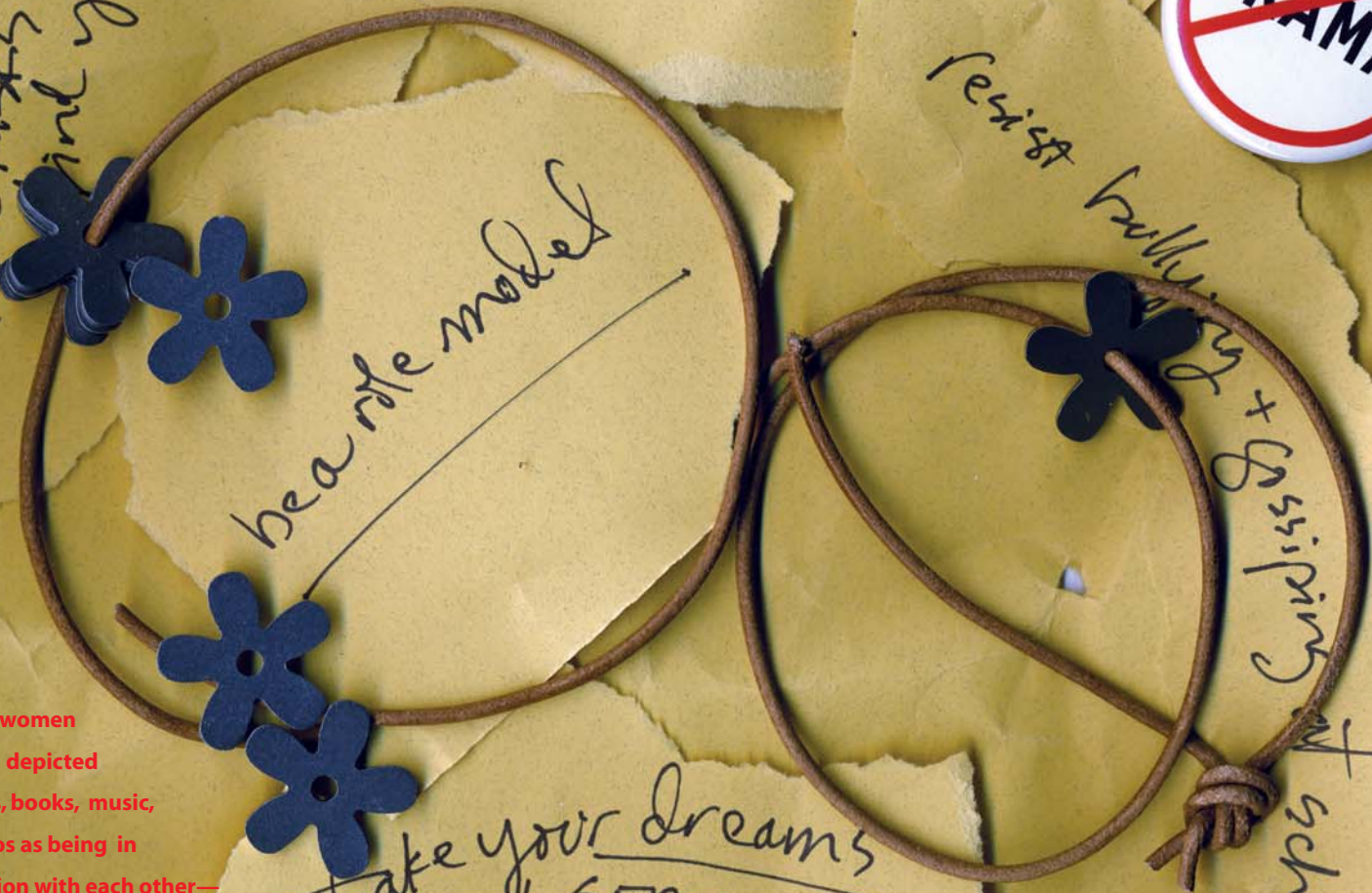


Resist bullying + Gossiping at school

Think out of the box

Girls and women are often depicted in movies, books, music, and videos as being in competition with each other—gossiping and fighting for the guy.

Resist and challenge stereotypes about girl fighting.



be a role model

take your dreams SERIOUSLY



“Women’s bodies continue to be dismembered in advertising. Over and over again just one part of the body is used to sell products, which is, of course, the most dehumanizing thing you can do to someone. Not only is she a thing, but just one part of that thing is focused on.”

—Jean Kilbourne

Spending just three minutes looking at fashion magazines lowers the self-esteem of 80% of women.

—Dr. Susie Orbach, psychotherapist

Girls compare their own bodies to our cultural ideals and find them wanting. Dieting and dissatisfaction with bodies have become normal reactions to puberty.

—Mary Pipher, *Reviving Ophelia*

The beauty myth is not about women at all. It is about men’s institutions and institutional power.

—Naomi Wolf, *The Beauty Myth*

Every aspect of children’s lives—their physical and mental health, their education, their creativity, and their values—is negatively affected by their involuntary status as consumers in the marketplace.

—Susan Linn, *Consuming Kids Protecting our Children from the Onslaught of Marketing & Advertising*

## Make the connections: advertising that promotes...

- 
- focus on certain body parts (objectification)
  - little girls being made to look sexy
  - consumerism: me, me, me more, more, more
  - girls being made to look powerless
  - girls vs. girls
  - violence against girls
  - obsession with thinness



**In the past, our identities were based on our interests—the music we listened to, the sports we played, what we did with our free time, our families, and our accomplishments.**

Today, advertisers want to create our identities for us based on a label we wear or a store we shop at. Advertisers don't want us to be original. They want us to buy whatever they're selling based on the label. They also encourage us to judge others based on their labels supporting media generated stereotypes, presumptions and assumptions.

### Label Products, Not People!

**Live Life Freely**  
2007  
Mixed media  
44" x 77"

Too this  
Too that  
Too thin  
Too fat  
To Thine Own Self be True  
Too bad So Sad  
Dealing with the media makes me so mad.

Tells me one thing, one way to be  
And over and over, it's not to be me.  
Be her, Be him  
Lose weight, be thin  
Perfect skin, Perfect clothes  
Do you think they really know?  
(whoever "they" are)  
Bull. I'm me. I'm liking me.  
I'm not done, so let me be—free to be just ME.

—Anonymous girl, age 13





### Respect Me

Kelly Parks Snider  
2006  
Mixed media  
28" x 28"

**And I think the world of myself, but the world doesn't think much of me... If you don't like what you see...this means nothing to me.**

**—Brandi Carlile**

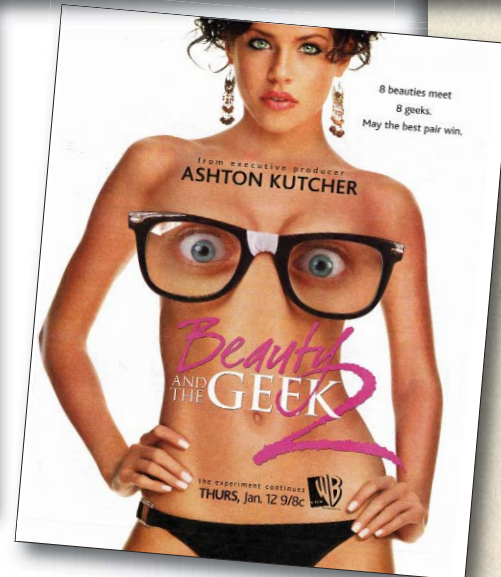
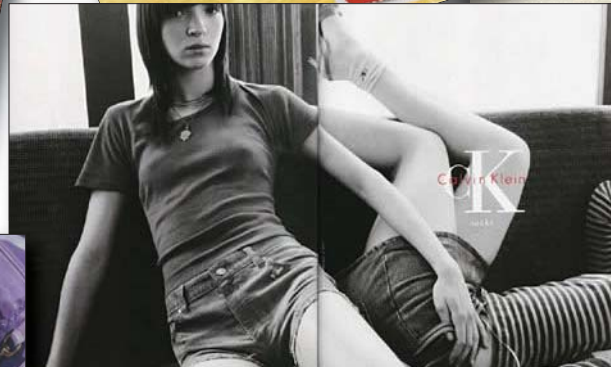
Today's culture is corporate owned and controlled. We are surrounded and dominated by massive corporate interests which use the media to influence our thoughts and exploit us for money. It is increasingly difficult to know what is real and what is true. A healthy democracy depends on informed citizens. Our youth must be considered in this truth. **It is unthinkable that the manipulative and destructive attacks on our youth are created by corporate boards composed largely of members who are themselves parents or grandparents of young children.** Yet, this is a daily occurrence. Our violent imaginations, our passivity, society's selfishness, our negative attitudes, as well as many of our public health and environmental problems are linked directly to endless roads of greed. I sense an urgency unlike that we have ever known before. What is society's responsibility to its children? **As artists, it's our job to connect the dots for our viewers.** We must always make strong and clear statements with our art. The art should focus its viewers to ask questions and self reflect. We must always come back to self. **Examine your own observations. Ask questions ....Do I really make the decisions that control my life? We must look forward with confidence.** We don't need official credentials to do good and mighty deeds in this world. We just need to believe, stand together and remain committed. People say..."You're just spitting in the wind." Yeah.... maybe... but at least.... we're spitting. **I think that it is always important to spit!**





# The Evidence: You are being played

“Advertising at its best is making people feel that without their product, you’re a loser. Kids are very sensitive to that. If you tell them to buy something, they are resistant. But if you tell them they will be a dork if they don’t, you’ve got their attention. You open up emotional vulnerabilities and it’s very easy to do with kids because they’re the most emotionally vulnerable.”—quote from the female president of a large ad agency



Another leading marketing executive is quoted as saying that selling new products is about “the organized creation of dissatisfaction.”



ARTIST'S INSIGHT

...Sometimes you must cross the line.

Be a true original and think for yourself.

It can seem impossible to push back against huge media forces that try to control us. But the fact is

We have the power

We can decide

We can resist

We can cross the line and think for ourselves.

**Steel Flowers**

Kelly Parks Snider

2007

Size varies

THINKING DIFFERENTLY  
IS COOL



**Practice Sisterhood** PROJECT GIRL is a public example of sisterhood—all of us coming together and working toward change. Through PROJECT GIRL we support each other. We widen our definition of who we are, what we really are about, and what it means to be a girl. Together we will become better observers of the media messages and popular culture and its attempts to control the way we feel about ourselves. **Be an activist!** Keep your Project Girl Workbook. Use it for support and inspiration. Share it with your little sister, your grandmother, and read it to your friend up the street. Bring it to school. Talk to your friends about how you can resist negative media messages. Dare to be different. Dare to be the true you. Change your world. Make it better. **Join PROJECT GIRL!**

### What can I do?

1. If you see an ad that offends you, write a letter of protest to the marketing director of the company that created the ad or the magazine editor of the publication that printed it.
  - For instructions on how to write a letter of this type, see [www.fair.org/activism/activismkit.html](http://www.fair.org/activism/activismkit.html)
  - For a sample letter, see [www.about-face.org/yv/action/letters/index](http://www.about-face.org/yv/action/letters/index)
  - For a collection of offensive ads, go to [www.about-face.org/goo/newten/5/](http://www.about-face.org/goo/newten/5/)
  - For a collection of positive ads, go to [www.about-face.org/tow/newten/4/](http://www.about-face.org/tow/newten/4/)
2. Create your own alternative magazine. Write articles that support and demonstrate girl empowerment. Create examples of positive ads. Make thoughtful, conscious choices.
3. Write a song or poem that expresses your views about the media and the cultural pressures.
4. Coordinate an "Inside Out Day" at your school. Ask students to come to school wearing a T-shirt inside out. Encourage them to write aspects of their inner selves on their shirts like "Music Lover," "Reading is My Passion," or "Sports Nut," to symbolize it's what's inside that counts. Cover all of the bathroom mirrors with paper and write inspirational messages and draw pictures all over it.

**For more information, check out [www.projectgirl.org](http://www.projectgirl.org) and these other valuable resources:**

[www.media-awareness.ca](http://www.media-awareness.ca)  
[www.commonsensemedia.org](http://www.commonsensemedia.org)  
[www.mediaandwomen.org](http://www.mediaandwomen.org)  
[www.mediawatch.com](http://www.mediawatch.com)  
[www.allianceforchildren.org](http://www.allianceforchildren.org)  
[www.childrennow.org/issues/media](http://www.childrennow.org/issues/media)  
[www.medialit.org](http://www.medialit.org)  
[www.about-face.org](http://www.about-face.org)  
[www.prwatch.org](http://www.prwatch.org)

**Advocacy for girls & parents around commercialism**

[www.commercialfreechildhood.org](http://www.commercialfreechildhood.org)  
[www.pbskids.org/dontbuyit/](http://www.pbskids.org/dontbuyit/)

**General online communities & resources for girls & their parents**

[www.hardygirlshealthywomen.org](http://www.hardygirlshealthywomen.org) (Lyn Mikel Brown's organization)  
[www.daughters.com](http://www.daughters.com)  
[www.girlsinc.org](http://www.girlsinc.org)  
[www.ywca.org](http://www.ywca.org)  
[www.newmoon.org](http://www.newmoon.org)  
[www.girlscouts.org](http://www.girlscouts.org)  
[www.dadsanddaughters.org](http://www.dadsanddaughters.org)

**Books**

**Consumer Culture & Marketing**

Jean Kilbourne, *Can't Buy My Love*  
 Susan Linn, *Consuming Kids: Protecting our Children from the Onslaught of Marketing & Advertisings*  
 Robert W. McChesney, *The Problem of the Media*  
 Inger L. Stole, "Advertising on Trial: Consumer Activism and Corporate Public Relations in the 1930s"  
 Juliet B. Schor, *Born to Buy*

**Girls**

Lyn Mikel Brown, *Meeting at the Crossroads, Girlfighting, and Raising Their Voices*  
 Sharon Lamb, *Sex, Therapy and Kids and The Secret Lives of Girls*  
 Peggy Orenstein, *Schoolgirls*  
 Sharon Lamb & Lyn Mikel Brown, *Packaging Girlhood: Rescuing Our Daughters from Marketers' Schemes*

**Sexualization of Girls**

Ariel Levy, *Female Chauvinist Pigs*  
 Diane Levin, "So Sexy So Soon," a chapter in *Childhood Lost*





For more written reflections, advice,  
experiments, great art, and inside  
information, check out our website:  
[www.projectgirl.org](http://www.projectgirl.org)

This emptiness is beautiful; it leaves  
you free to create instead of the usual...  
everyone telling or showing.

You are left to think for yourself, left  
to your own uninterrupted creation...You!

-Madison, age 14

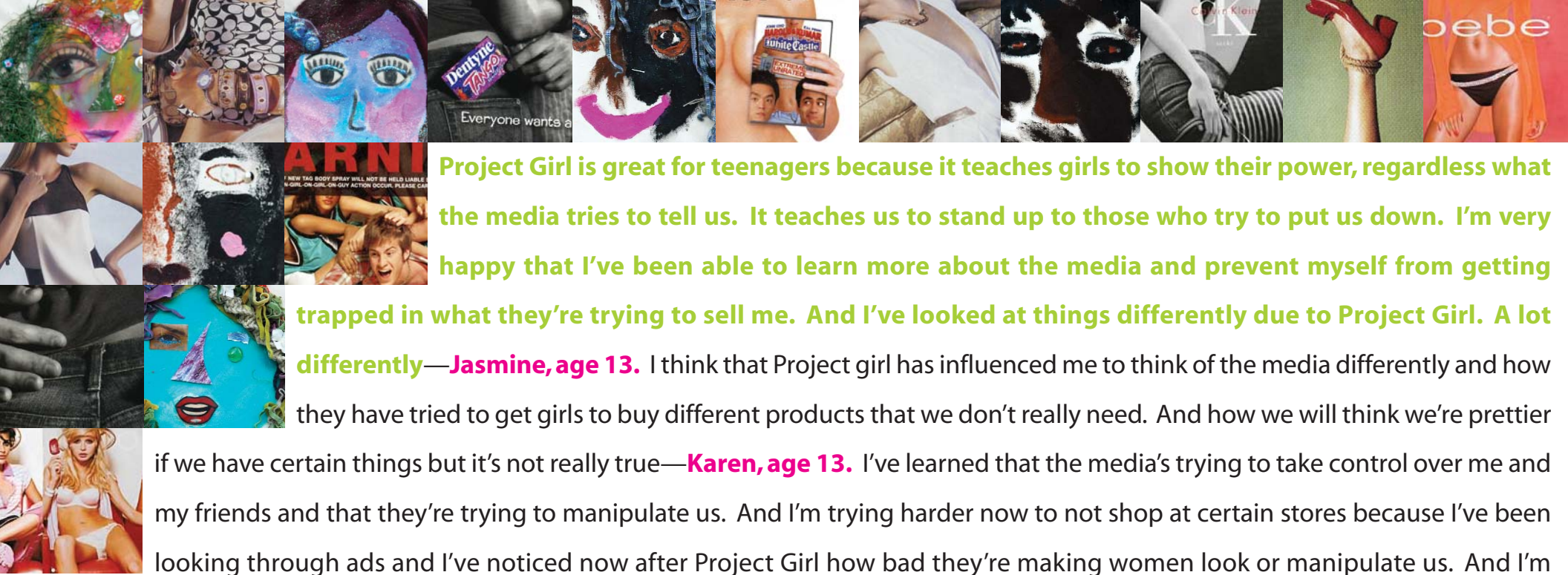


A few words of advice to the world  
from PROJECT GIRL participants:

- \* Love yourself just the way you are.
- \* Be a true original.
- \* Focus on the things that make you unique and special.
- \* Pay less attention to magazine advertisements.
- \* Stop comparing yourself to others.
- \* Be your own trendsetter.
- \* Devote your time to doing the activities that truly bring you happiness.
- \* Stop spending time in front of a mirror trying to look like the unrealistic images in magazines.
- \* Take care of yourself.
- \* Stop talking about your weight.
- \* Voice your opinions.
- \* Be a role model.







**Project Girl is great for teenagers because it teaches girls to show their power, regardless what the media tries to tell us. It teaches us to stand up to those who try to put us down. I'm very happy that I've been able to learn more about the media and prevent myself from getting trapped in what they're trying to sell me. And I've looked at things differently due to Project Girl. A lot differently—Jasmine, age 13.** I think that Project girl has influenced me to think of the media differently and how they have tried to get girls to buy different products that we don't really need. And how we will think we're prettier

if we have certain things but it's not really true—**Karen, age 13.** I've learned that the media's trying to take control over me and my friends and that they're trying to manipulate us. And I'm trying harder now to not shop at certain stores because I've been looking through ads and I've noticed now after Project Girl how bad they're making women look or manipulate us. And I'm

trying now to shop at different stores that don't try to confuse me or manipulate me—**Rachel, age 13.** Project Girl has helped me because it kind of tells you that you don't really need to spend a ton of time on how you look. It more matters on what's on your inside than what's on your outside. And you can be really critical of the media and realized, wow, these people are just using me and they're manipulating me for something that I don't need or something that I don't even want to buy—**Ana, age 13.** Project Girl helped me because I thought about how

the media affected girls but I didn't really talk about it to anyone else. And it was nice to have other girls who could relate and understand where I'm coming from and to be able to let out my ideas and people not making fun of you. Everybody was very supportive of everyone's ideas and it was a good environment to be around—**Sophia, age 13.** Some people think that you have to wear the nicest brands to be the most liked person but that's not true at all. You have to be the nicest person on the inside. You have to be the nicest person in your sport

or with your dance, or with your friends. You have to try to be nice to everyone, instead of wearing the nicest clothes. And some people may not know that. And I think I learned a lot from Project Girl just by being in it and learning that you don't have to wear the nicest clothes to be liked—**Alexandra, age 14.**





**Evidence of Real Bodies**  
Kelly Parks Snider  
Sculpture, hand made napalese paper  
2007  
Size varies