

Media Literacy Resources & Teaching Tools



creating hardiness zones
for girls and women

www.genderads.com A website dedicated to understanding the contexts of sexism and advertising, gender and advertising, women and advertising, men and advertising, advertising and violence, advertising and racism, as well as social change and advertising (gender and ads, sexism and ads, sexist ads, race and ads, violence and ads, social change and ads, gender and popular culture, sexism and popular culture).

<http://www.thegeenadavisinstitute.org/> Geena Davis Institute on Gender in Media seeks to engage professionals and parents in a call to dramatically increase the percentages of female characters -- and to reduce gender stereotyping -- in media made for children 11 and under. Founder, Academy Award winner Geena Davis, says, "By making it common for our youngest children to see everywhere a balance of active and complex male and female characters, girls and boys will grow up to empathize with and care more about each others' stories."

www.medialiteracy.com A gateway site with information, links and resources on media literacy education, featuring the Media Literacy Speakers Bureau with speakers, trainers and consultants. Introductory tours for teachers, health professionals, activists, parents and others who are new to media literacy. Links to lesson plans, free downloadable fact sheets and more.

www.beyondmedia.org Beyondmedia Education envisions universal access to media tools and information for women and youth to document and communicate their stories. They collaborate with under-served and under-represented women, youth and communities to tell their stories, connect their stories to the world around us, and organize for social justice through the creation and distribution of alternative media and arts. Beyondmedia Education works with communities most in need of media education and services because of economic and/or social exclusion.

www.projectgirl.org We LOVE Project Girl! This organization, based in Wisconsin, works with girls to help them develop their creative abilities while also becoming more critical and informed consumers.

<http://demo.fb.se/e/girlpower/retouch/retouch/index.html> The media world is becoming increasingly fixated on appearance; the tricks used to achieve increasingly unattainable ideals are astounding. The photo on this website (featuring a 14-year-old girl) is a good example of photo alteration, changing images to suit unattainable beauty ideals of the media world. Great teaching tool.

<http://homepage.mac.com/gapodaca/digital/bikini/index.html>
<http://homepage.mac.com/gapodaca/digital/sweater/index.html>
<http://homepage.mac.com/gapodaca/digital/blonde/index.html>

There are no perfect faces, bodies, or even hairdos...despite what advertisers want you to believe. A fabulous teaching tool, these sites open your eyes to doctored photos.



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<http://www.campaignforrealbeauty.com/home.asp> Dove's Campaign for Real Beauty. Go "Inside the Campaign" and check out the film gallery.

www.mediaandwomen.org/problem.html Girls, Women + Media Project is a 21st century, non-profit initiative/network, with goals to increase awareness of how pop culture and media represent, affect, employ, and serve girls and women---and to advocate for improvement in those areas. The Project educates and empowers all consumers and citizens concerning their rights and responsibilities, promoting universal media literacy.

www.acmecoalition.org ACME promotes synergy in the media reform movement, helping to prevent the dilution of media education by profit-driven agendas. Progressive education/ reform agendas must incorporate media education as a fundamental literacy for the 21st century; ACME will make this connection.

www.media-awareness.ca/english/index.cfm The Media Awareness Network offers resources and support for anyone interested in media and information literacy for young people. Quick and easy access for teachers, parents, librarians and others promoting critical thinking concerning media.

www.911media.org/youth/reelgirls.html "Reel Girls" is a program of the 911 Media Arts Center's Young Producers Project. Teaching teenage girls how to be critical television watchers and producers of their own media, Reel Girls gives them a voice in an arena where they are heavily targeted as consumers, but their artistic expression is seldom heard or seen.

www.medialit.org The Center for Media Literacy provides resources for teachers and parents and links to other sites of interest.

<http://www.commercialexploitation.org/> Campaign for a Commercial Free Childhood is a national coalition of health care professionals, educators, advocacy groups and concerned parents who counter the harmful effects of marketing to children through action, advocacy, education, research, and collaboration.