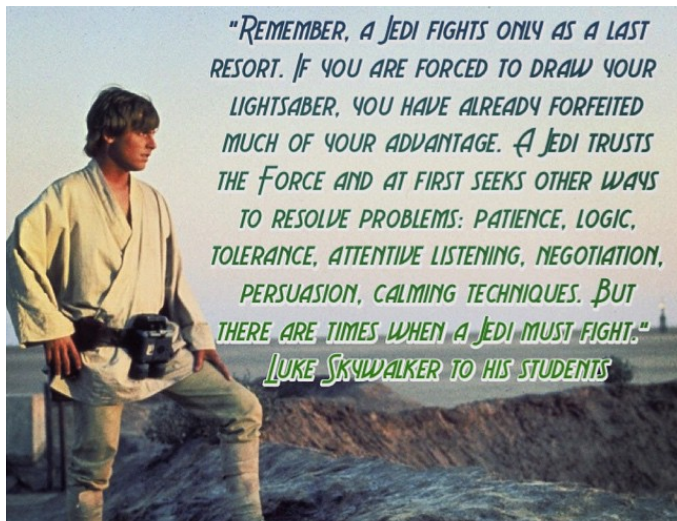


- Who are you trying to convince?
- Call to action of people who already get it? Casting a wider net for undecideds? Trying to change those “against” you?
- Improve existing structures or take down the system?



zines (Riot grrrl, 1990s)

- a magazine or webzine, especially a fanzine
- often associated with third wave feminism
- subcultural movement that combines feminist consciousness and punk style and politics



“My anger and awareness must translate into tangible action...
outrage into political power”

[Rebecca Walker (1992) *Becoming the 3rd Wave*]

culture jamming (Barbie Liberation Organization, 1993)



gender media monitoring

- study the media for gender representations
- Global Media Monitoring Project (GMMP), 1995



GMMP
**Global
Media
Monitoring
Project**

Geena Davis Institute on Gender in Media

- seejane.org started in 2007
- research-based organization working within the media and entertainment industry to engage, educate, and influence the need to dramatically improve gender balance, reduce stereotyping and create diverse female characters



Global Alliance on Media and Gender

- United Nations Educational, Scientific and Cultural Organization (UNESCO), 2014
- gender equality across generations to fully participate and enable access to expression and decision-making

