



Official Toolkit



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BODIES
ENDANGERED
LONDON | NEW YORK | BUENOS AIRES | SÃO PAULO | IRELAND | SYDNEY



School's out for the summer, and for millions of women and girls all over North America, the "hot summer body" pressure is on. But instead of taking up the media-constructed "challenge" of fitting into a bikini, we're empowering you to put the pressure back on the magazines that perpetuate such unrealistic standards of beauty for women everywhere.

We're challenging these mags to **Keep It Real** so that young women can focus on the important things this summer: fun with friends, being active and creating positive memories that last a lifetime!

Inspired by SPARK activist 14 year-old Julia Bluhm's Change.org [petition](#) of Seventeen Magazine, the 3-day challenge will focus on this simple and reasonable request: **we want magazines to pledge to print at least one unphotoshopped image of a model per issue**. That's it.

Ready to get started?

Click to [RSVP](#) via Our Facebook Event Page

Invite all of your friends - and the magazine editors too!

Start spreading the word:



Download this Facebook cover photo

Make it your cover image for the duration of the campaign!



Download this poster

Post the Keep it Real poster on your wall to help raise awareness of the campaign!



Now You're Ready for the 3-Day Challenge!

Day 1 (June 27th): Tweet It

Tell the Magazines to Keep It Real: In 140 characters or less, challenge them to change their ways. Use [#KeepItReal](#) throughout the day to share your thoughts on how they could improve. Attached is a list of the Twitter handles of some of the biggest fashion magazines and their editors - tell them you're not buying digitally-altered beauty standards anymore.

Sample [#KeepItReal](#) Tweets:



"Hey @seventeenmag will you pledge to [#KeepItReal](#) and print one unphotoshopped pic of a model per issue?"

"Hey @Vogue, we'd love you to [#KeepItReal](#) by celebrating women's natural beauty - including pores and freckles!"

Day 2 (June 28th): Blog It

Each of us has been personally impacted by photoshopped beauty. Whether it's through actually consuming the content in these magazines ourselves, or knowing the influence it has over a loved one, we all have a wake-up call to give the industry. Use your voice and write down why you want the industry to "keep it real" in magazines, then:

- ☐ Post it on your blog and on our Facebook event wall so we can share it!
- ☐ Tweet it to the magazines and post the link on their Facebook pages!

Attached in this kit you'll find resources and statistics to help you write your post.

[Download the Keep it Real poster image for your blog.](#)

Day 3 (June 29th): Capture It

Let's Show the Mags What Real Beauty Looks Like. Take the [#KeepItRealChallenge](#) on Instagram!

The last day of the challenge is all about using your photog skills to make a difference! With a dedicated hashtag of [#KeepItRealChallenge](#), we will set off an explosion of photos on Instagram that captures the essence of what beauty means to each of us. This can be a self portrait, a portrait of your friends or whatever else you're inspired to share. If you're not on Instagram, no worries! Tweet photos on Twitter using [#KeepItReal](#) or share them on the Facebook event page!

In partnership with Endangered Bodies, we'll take the best photos of the day and display them on a billboard in New York City - the heart of the magazine industry!

Share this image on Instagram to spread the word:



[Download it here](#)



Twitter Handles for #KeepItReal

Ask these magazines and their editors to pledge to print at least one unphotoshopped image of a model:

<i>Magazine</i>	<i>Name</i>	<i>Position</i>	<i>Twitter</i>	
Cosmopolitan	Kate White	Editor-In-Chief	@katemwhite	Click to Tweet
Lucky	Brandon Holley	Editor-In-Chief	@brandonluckymag	Click to Tweet
Glamour	Cindi Leive	Editor-In-Chief	@cindi_leive	Click to Tweet
Vogue	Caroline Palmer	Editor	@CPVogue	Click to Tweet
Teen Vogue	Erin Kaplan	Senior Director of PR	@ErinKaplan	Click to Tweet
Twist Magazine			@twistmag	Click to Tweet
J 14	Rachel Chang	Editor in Chief	@RachelChang / @J14Magazine	Click to Tweet
Seventeen	Ann Shoket	Editor in Chief	@AnnShoket/@seventeenmag	Click to Tweet
Self Magazine	Lucy Danziger	Editor in Chief	@lucydanziger / @SelfMagazine	Click to Tweet
GQ			@gqmagazine, @gqfashion	Click to Tweet
Esquire	Alex Bilmes	Editor UK	@AlexBilmesEsq	Click to Tweet
Allure Mag			@Allure_Magazine	Click to Tweet
Elle UK	Lorraine Candy	Editor UK	@LorraineELLE	Click to Tweet
Elle	Joe Zee	Creative Director	@mrjoezee / @ELLEmagazine	Click to Tweet
Vanity Fair	Chris Dixon	Design Director	@dixonanddixon / @vanityfair	Click to Tweet
Redbook	Jill Herzig	Editor-In-Chief	@RedbookJill / @redbookmag	Click to Tweet
Marie Claire	Joanna Coles	Editor-In-Chief	@JoannaColes / @marieclaire	Click to Tweet
Us Weekly	Gwen Flamborg	Beauty Editor	@USWeekly / @Gwen_UsBeauty	Click to Tweet
Essence	Constance White	Editor-In-Chief	@CWhiteEssence / @essencemag	Click to Tweet
Ebony	Amy DuBois Barnett	Editor-In-Chief	@amydbarnett / @ebonymag	Click to Tweet
Women's Health	Michele Promaulayko	Editor-In-Chief	@michprom/ @WomensHealthMag	Click to Tweet

Download This List As a Shareable Poster

Resources:

“Advertisers commonly alter photographs to enhance the appearance of models’ bodies, and such alterations can contribute to unrealistic expectations of appropriate body image – especially among impressionable children and adolescents.”

Source: American Medical Association, <http://www.ama-assn.org/ama/pub/news/news/all-new-policies.page>



GirlPower: Reveal the Retouch

<http://demo.fb.se/e/girlpower/retouch/retouch/index.html>

Photoshopping: Altering Images and Our Minds!

<http://www.beautyredefined.net/photoshopping-altering-images-and-our-minds/>

“College Women Love, Hate Their Women’s Mags”

<http://news.stanford.edu/pr/93/930301Arc3380.html>

Julia Bluhm’s Petition to Seventeen Magazine

<http://www.change.org/petitions/seventeen-magazine-give-girls-images-of-real-girls>

The Photoshop Effect

http://youtu.be/YP31r70_QNM

Fotoshop by Adobe

<https://vimeo.com/34813864>

Killing Us Softly 4: Advertising’s Image of Women

http://www.youtube.com/watch?v=PTImho_RovY

Miss Representation Trailer

<https://vimeo.com/18985647>



Statistics:

American teenagers spend 31 hours a week watching TV, 17 hours a week listening to music, 3 hours a week watching movies, 4 hours a week reading magazines, 10 hours a week online. That's 10 hours and 45 minutes of media consumption a day.

Source: The Henry J. Kaiser Family Foundation "Daily Media Use Among Children and Teens Up Dramatically From Five Years Ago" <http://www.kff.org/entmedia/entmedia012010nr.cfm>

53% of 13 year old girls are unhappy with their bodies. That number increases to 78% by age 17.

Source: National Institute on Media and the Family <http://depts.washington.edu/thmedia/view.cgi?section=bodyimage&page=fastfacts>

3 out of 4 teenage girls feel depressed, guilty and shameful after spending 3 minutes leafing through a fashion magazine.

Source: <http://www.campaignforrealbeauty.com/>

Twenty years ago, the average fashion model weighed 8% less than the average woman. Today that number is 23% less.

Source: <http://www.jeankilbourne.com/resources-for-change/beauty-body-image/>

48% of teenage girls wish they were as skinny as models.

Source: http://www.girlscouts.org/research/publications/healthyliving/healthy_living.asp

65% of American women and girls report disordered eating behaviors.

Source: SELF magazine and the University of North Carolina at Chapel Hill <http://abcnews.go.com/Health/Healthday/story?id=4726783&page=1>

Forty-two percent of first to third-grade girls want to be thinner, while 81 percent of ten-year-olds are afraid of getting fat.

Source: Dove Real Beauty Campaign, 2004

Eighty percent of 10-year-old American girls say they have been on a diet. The number one magic wish for young girls age 11-17 is to be thinner.

Source: justthink.org

32% of teenage girls admit to starving themselves to lose weight.

Source: <http://blog.girlscouts.org/2012/04/healthy-media-commission-for-positive.html>

The number of cosmetic surgical procedures performed in America increased by 457% from 1997 to 2007.

Source: <http://www.skininc.com/spabusines/medicalesthetics/16212492.html>



Stat Cards for Social Sharing:

KEEP IT REAL Fact

3 out of 4 teenage girls feel **depressed, guilty and shameful** after spending three minutes leafing through a fashion magazine.

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80% of 10 year-old American girls say they **have been on a diet**. The number one magic wish for young girls age 11-17 is **to be thinner**.

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KEEP IT REAL Fact

The number of **cosmetic surgical procedures** performed in America **increased by 457%** from 1997 to 2007.

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KEEP IT REAL Fact

42% of first to third-grade girls want to be thinner, while **81% of ten year-olds** are afraid of getting fat.

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