

10 Tips for Girls:

1. **We're all under the influence.** Understand that the media influences us all, whether we want it to or not. They spend billions every year to do so!

Develop a critical eye and ask yourself when confronted by media: whose interests are being served? Who is the audience for this media?

2. **How did that get there?** It's not a mistake when a name-brand product appears in movies and TV shows; it's there because marketers are trying to sell it to you, subtly (in addition to commercial breaks, when they market to you openly).

Develop a critical eye and ask yourself when confronted by media: whose interests are being served? How do you read between the lines?

3. **You're more than how the media portrays you.** There's so much more to what girls think, feel, and do than what we see in so much of the media. Buying into stereotypes robs us all of the chance to be different.

Develop a critical eye and ask yourself when confronted by media: how does the media impact how I view girls and boys around me? What is the connection between entertainment and self-image?

4. **The truth is out there.** Challenge stereotypes with counter-examples from real life. Don't have any counter-examples? Go on a quest to find some!

Develop a critical eye and seek out stereotypes: how would you change the media so it reflects what you see and do in everyday life? Challenge the media to promote more positive and balanced portrayals by speaking out on Facebook and Twitter about ad campaigns that bother you!

5. **Labels are for clothing, not people.** Don't stereotype yourself either: you're so much more than a label or a category in a magazine quiz (e.g. girly-girl, tomboy, geek, etc.)

Be Unique: make a list of everything you are, do, and love and see how unique you really are!

6. **Anyone can like anything, regardless of gender.** "Girl stuff" and "boy stuff" are labels too, created by marketers to make their job of selling stuff cheaper and easier. When you use these labels, you deny girls and guys the opportunity to like certain things and be who they are. You also help keep marketers cheap and lazy.

Develop a critical eye and seek out stereotypes: what clothes, magazines and and do you think use gender stereotypes to make you buy them?

7. **We're people first.** It's okay if you like the stuff the media called "girly" (e.g. pink, glam clothing, jewelry, etc.); just don't let it – or any material items – define who you are as a person.
8. **They really are there for you.** Don't overlook your parents as possible role models and sources of information, advice, and support. True, they may be older than you and not truly understand how life is for young people today. But with age comes great problem-solving skills!

Seek out others: engage your parents in a discussion about the media

9. **Knowledge is meant to be shared.** As you become more knowledgeable about the media and its tricky ways, spread your knowledge far and wide to other girls, boys, and even your parents and teachers.

Speak Out: Talk to your friends about the media. What do you like about it? What bothers you?

10. **Power in your hands and at your fingertips.** You have the power to speak out against things you don't like in the media. Sites like Facebook, Twitter and Change.org makes it especially easy to have your say and find others who feel the same way. Bad publicity is a marketer's worst nightmare!

Challenge yourself: find an image that pleases or offends you and speak out!