



The Younger Women's Task Force * The National Council of Women's Organizations

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**PROMOTING MEDIA JUSTICE:
YOUNGER WOMEN'S TASK FORCE TAKES THE LEAD IN ENGAGING
YOUNG WOMEN IN MEDIA REFORM**

Washington, DC - As the only national organization working to engage and address the wide-ranging needs of the population of younger women in their 20s and 30s, the Younger Women's Task Force (YWTF)—a nationwide, diverse, and inclusive grassroots movement dedicated to organizing younger women and their allies to take action on issues that matter most to them—is leading the charge on creating and implementing media justice initiatives.

By and for younger women, YWTF works both within and beyond the women's movement, engaging all who are invested in advancing the rights of younger women. The YWTF has the ability to quickly and effectively connect with younger American women, educating and mobilizing them around issues that matter most to them. In an information society, media justice is just one of those issues. With chapters based in eleven cities and towns across the nation, and with a growing network of active members, YWTF is poised to define the media reform cause of the younger women's community through strategic, targeted outreach, education, and dissemination.

As issues of media bias grow in intensity in the U.S., younger women, an untapped resource in the media justice movement, are joining the growing ranks of Americans acting for media reform. Young women across this country are creating and participating in alternative media as well as critiquing media's representation of younger women, and it's representation of issues of interest to younger women. The YWTF, in particular, has served as a leading national organizer of young women for the benefit of getting these younger women's voices onto the national landscape in the interest of creating a truly free press and just media through the implementation of several media initiatives.

YWTF Media Consultants

In an effort to promote media reform, with the goal of bettering younger women's lives, the YWTF recently appointed two media consultants to serve at the Board level of the YWTF. Teresa Liao and Rosina Shiliwala work with each of YWTF's eleven chapters to plan, develop, and implement public relations campaigns that inform the public about younger women's issues and the YWTF's mission.

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In addition to drafting and disseminating press releases, managing the communication aspects of YWTF's business relations and promotions programs, and championing the YWTF's news media advocacy agenda, Teresa and Rosina serve as key consultants for each YWTF chapter director. Through the collaborative brainstorming of ideas, YWTF's media consultants work with chapter directors to help them create media outreach strategies on causes **pertaining** to national and state policy issues and social current events **pertaining** to younger women in their local communities and beyond.

The appointment of Teresa and Rosina as media consultants demonstrates the YWTF's commitment to create a unique platform to promote media justice issues relevant to the younger women community.

The "Real" Hot 100 movement

YWTF's New York City chapter, led by director Claire Cole, is redefining popular culture images of women that are based solely on their appearance. The "REAL Hot 100" is a list featuring young women leaders from around the country who are breaking barriers, fighting stereotypes, and making a difference in their communities and the nation. The project intends to combat the popular notion that young women's worth rests in their ability to appeal to men, instead highlighting the important – and often overlooked – work that younger women are doing every day in America.

YWTF's REAL Hot 100 campaign requires strategic dissemination and outreach tactics, and a viral marketing campaign which has already begun to tap the wealth of talent in the younger women's community, uniting a diverse and far-reaching constituency of younger women around the media justice movement, and beginning this critical dialogue for change.

The marketing campaign is specifically designed to engage younger women already active in the social justice community in dialogue about the importance of free public media. The campaign also invites disengaged younger women to consider themselves as part of the media justice movement through a savvy and targeted approach to the issues.

The *Younger Women's Movement*: National E-newsletter

In February 2006, the YWTF released its first-ever bi-monthly national newsletter and review of younger women's news in an effort to engage and educate younger women about issues of national importance and media justice. This campaign, entitled, *The Younger Women's Movement*, is the first national electronic newsletter with links to news stories of interest to younger women in alternative and mainstream media alike. These stories highlight important or concerning issues to younger women in this country.

Through *The Younger Women's Movement*, the YWTF seeks to highlight the



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voices, energy, and talent of the younger women's community within available media. Knowledge of all of the younger women highlighted in each issue is important to YWTF's mission. Moreover, the goal for the campaign is to strengthen the scope and reach of the YWTF movement as a whole, and connect media justice to the next generation of women leaders.

Redefining Activism

Over its first year, the YWTF and its chapters have not focused on picketing, protesting, and letter writing and have instead embarked on youthful and innovative ways to make a difference in media justice and beyond—ways that appeal to the Younger Women who make up our membership, activists and non-activists alike. By promoting and supporting the efforts of our younger women members we present these women's activities in the national media and broaden the understanding many may have of progressive women seeking to make change.

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