

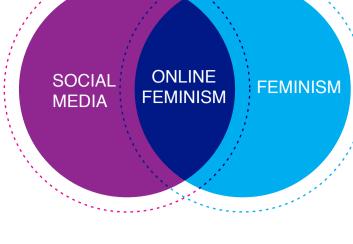
(Online) Feminism

he feminist movement, repeatedly declared dead by mainstream media, is actually very much alive — and it's online. WHAT IS ONLINE FEMINISM?

on·line fem·i·nism

The largest innovation in feminism in the last 50 years

that harnesses the power of online media platforms to discuss, uplift, and activate gender equality and social justice.



Feminist Bloggers

WHO WE ARE



Organizations

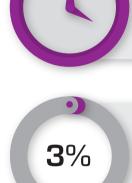
FEMINISTS ONLINE



THE DNA



Every 2 minutes, someone in the U.S. is sexually assaulted



mainstream media

At 11 of the top U.S. political and intellectual

magazines, the average

male to female ratio for

bylines is 7:1

positions of clout in the

of U.S. women hold



55%

of 10-year old girls say they have been on a diet

of murder victims from

are transgender women

anti-LGBTQ violence

of women of reproductive

age in the U.S. live in a

state considered hostile

to abortion.



For every dollar paid to men, women at work earn: 0.77



0.60

Hispanic Women

of women online use

MILLION

Facebook visits

MILLION \

Blog posts are written

social networks overall



Average Working Woman







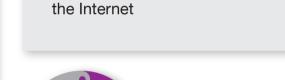
"Young adult women ages 18-29 are the power users of social networking" - Pew Internet, 2011

African-American Women



MILLION

In one day on the internet:



of people aged 18-25 have

action on social media

engaged in political discussion or

41%

of people aged 18-29 use



1970

The Ladies Home Journal Protest

U.S. women's magazines were

largely being run by men and

focused constantly on beauty

Media Women, New York

Organization for Women

and Redstockings

Radical Feminists, National

advertisers, and stories

and housework.



Teen magazines for girls and young women often include

photoshopped images of girls,

depression, and low self-esteem.

SPARK Movement members, including 14-year old Julia

Bluhm, Shelby Knox at

Change.org

leading to eating disorders,

THE PLAYERS

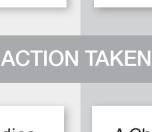
Hire a female editor-in-chief and an all-female editorial staff; having women write columns and articles; hire women of color; raise women employees' salaries.

A protest inside the Ladies

Home Journal offices on

March 18.

Over



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THE DEMANDS

to help promote more realistic body images among readers, and pledge to use at least one unphotoshopped image of beauty per issue.

A Change.org petition, an

online video documentary by

Bluhm and Izzy Labbe, and a live street protest & mock photo shoot of "real girls"

outside of Seventeen's offices.

For Seventeen magazine to

include photoshopping policies

THE NUMBERS

women mobilized

Ladies Home Journal

on women's rights, and

implemented day-care

produced an 8-page special

section in their August issue

programs for the employees

and editorial training programs

for women. A few years later in

1973, Lenore Hershey became the magazine's editor-in-chief.



signatures on Change.org and over views of the video documentary

After a meeting with Julia

Dana Edell, Seventeen Editor-in-Chief Ann Shoket

their July 2012 issue.

Bluhm, her mom and SPARK

Movement Executive Director

made a public commitment to

not photoshop girls' bodies in

the magazine with a special "Body Peace Treaty" for

THE OPPORTUNITY Benefits of investing in online feminism Coalition-building Leadership Pipeline

Proactive campaigns •

Educational initiatives

Economic empowerment

Big picture strategizing

A MORE FEMINIST FUTURE

Better organizing Infrastructure

Reclaim the media



onlinefeminism.com

Produced by Valenti Martin Media, authors of The Future of (Online) Feminism

Join the movement.

Designed by Megan Jett