

# THE FUTURE OF (Online) Feminism

The 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

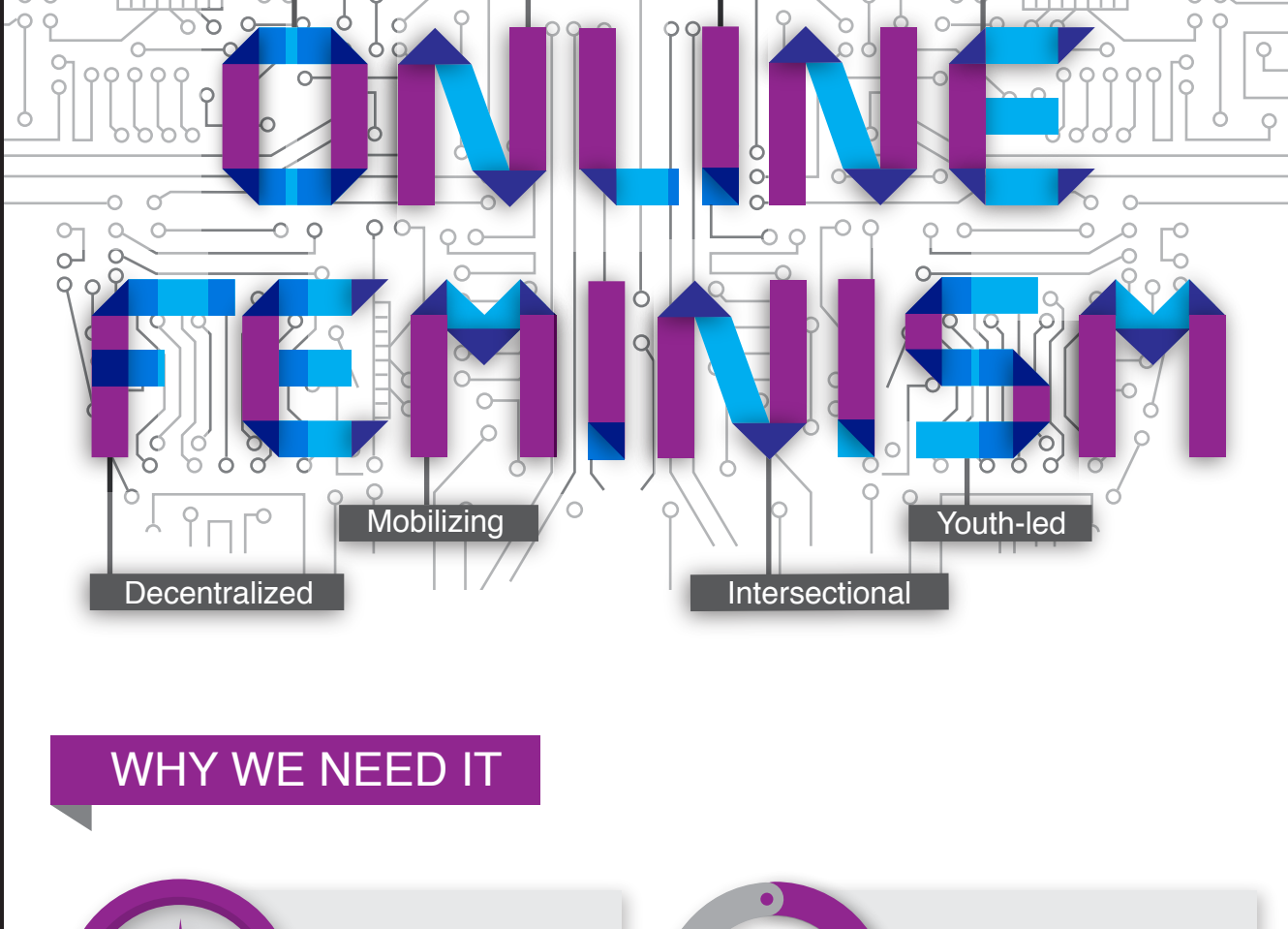
The largest innovation in feminism in the last 50 years that harnesses the power of online media platforms to discuss, uplift, and activate gender equality and social justice.



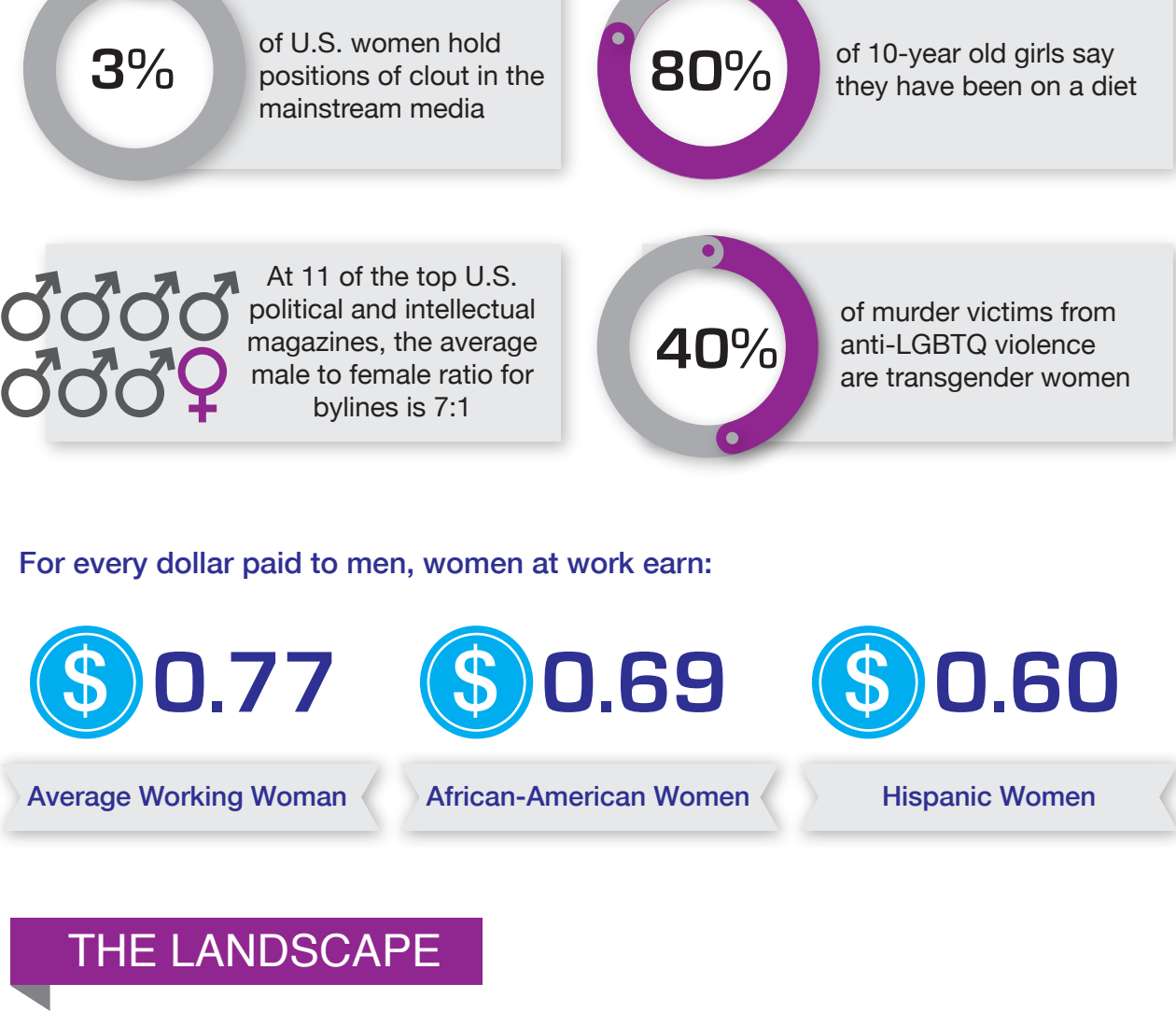
## WHO WE ARE



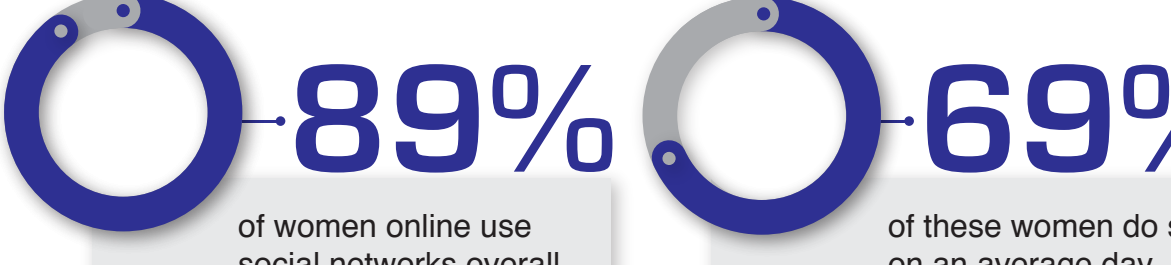
## THE DNA



## WHY WE NEED IT



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



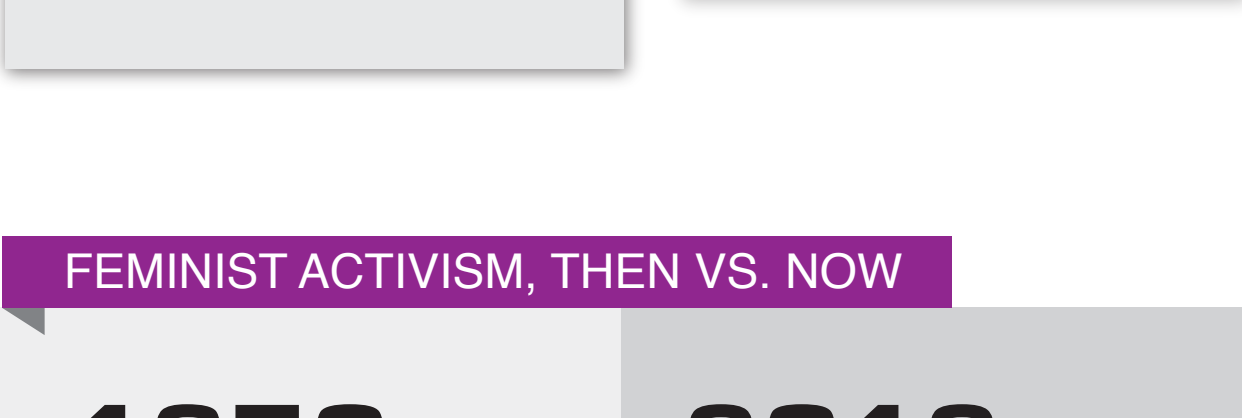
## THE LANDSCAPE

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



In one day on the internet:

Engagement in social change online



## FEMINIST ACTIVISM, THEN VS. NOW

1970

2012

The Ladies Home Journal Protest

Seventeen Magazine Campaign

### THE PROBLEM

U.S. women's magazines were largely being run by men and advertisers, and stories focused constantly on beauty and housework.

Teen magazines for girls and young women often include photoshopped images of girls, leading to eating disorders, depression, and low self-esteem.

### THE PLAYERS

Media Women, New York Radical Feminists, National Organization for Women and Redstockings

SPARK Movement members, including 14-year old Julia Bluhm, Shelby Knox at Change.org

### THE DEMANDS

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.

For Seventeen magazine to include photoshopping policies to help promote more realistic body images among readers, and pledge to use at least one unphotoshopped image of beauty per issue.

### ACTION TAKEN

A protest inside the Ladies Home Journal offices on March 18.

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.

### THE NUMBERS

Over 100 women mobilized

86,000 signatures on Change.org

and over 13,000 views of the video documentary

### THE VICTORY

Ladies Home Journal produced an 8-page special section in their August issue on women's rights, and implemented day-care 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.

After a meeting with Julia Bluhm, her mom and SPARK Movement Executive Director Dana Edell, Seventeen Editor-in-Chief Ann Shoket made a public commitment to not photoshop girls' bodies in the magazine with a special “Body Peace Treaty” for their July 2012 issue.

## THE OPPORTUNITY

Benefits of investing in online feminism



Join the movement. [#femfuture](#) [onlinefeminism.com](#)

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

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On Twitter: #femfuture

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