

FACT SHEET

GIRLS RE-CAST TV

**girls
inc.**

Growing up is
serious business

GIRLS RE-CAST TV is a national public education initiative that teaches girls and other media consumers to evaluate what they see and hear on television. Created and organized by Girls Incorporated, it helps girls to realize that gender stereotypes depicted on television do not always reflect or define the reality of their lives.

Girls Incorporated and the girls we serve believe that voicing our opinions is the first step in expanding female images on television. **GIRLS RE-CAST TV** provides media consumers with the opportunity to speak directly to network and Hollywood studios. Our goal is simple: to build a public demand for more female characters who demonstrate the strength, intelligence and daring that characterizes the lives of so many real women and girls in this country.

For the last 50 years, Girls Incorporated has worked diligently to enable girls from diverse backgrounds to develop beyond the limits of gender stereotypes. Fostering a generation of strong, smart, bold girls now will lead us to a 21st century full of confident women prepared and eager to explore their greatest potentials.

Girls Incorporated recognizes that over the years, television has successfully integrated stronger female characters into its programming. However, some facts remain disturbing: only 1 in 5 Saturday morning TV characters are female; boys are 60% more likely to use aggression effectively; less than 5% of characters on children's programming are people of color; girl characters are twice as likely to show affection as boys; the more TV boys and girls watch, the more conventional their ideas are about who does what chores at home.

You can participate by writing to Girls Incorporated and telling us who you think is the strongest, smartest, boldest female TV character and why. You can also receive our **GIRLS RE-CAST TV** Kit for use at home, in school or with your friends. Just send \$3 to Girls Incorporated, 30 East 33rd Street, New York, NY 10016-5394 or call us at (212) 689-3700.

Remember, the most important thing you can do is voice your opinion.



**Strong, Smart
and Bold for the
21st Century**

NATIONAL MEDIA ADVISORY - - - - NATIONAL MEDIA ADVISORY

GIRLS TELL TV INDUSTRY "GET REAL"

*"Keep the show realistic. Use people who look average and aren't drop dead gorgeous.
..Relate the show to what happens in everyday life." (15 year-old girl)*

- New Harris Poll Finds Girls More Critical of TV Than Boys

WHAT: Release of new Harris survey about girls' and boys' attitudes toward TV and gender stereotypes and kick-off of *GIRLS RE-CAST TV*, a national media literacy and advocacy campaign led by girls to expand images of women and girls on television.

WHY: To respond to girls' call for better female characters and to create TV that reflects the reality of girls' lives.

WHERE: National Audio Press Conference, to reserve call Anastasia Higginbotham at (212) 689-3700.

WHEN: Tuesday, September 19 at 1 p.m. (EST)

WHO: Isabel Stewart, National Executive Director,
Girls Incorporated
Barbara Feldon, Screen Actors Guild
Humphrey Taylor, President
Joy Sever, Vice President
Louis Harris & Associates, Inc.
Dr. George Gerbner, Dean Emeritus
Annenberg School for Communications
University of Pennsylvania
Girls from Girls Incorporated and more.

Girls Incorporated is a national youth organization dedicated to helping every girl become strong, smart and bold. For over 50 years, Girls Incorporated has provided vital educational programs to millions of American girls, particularly those in high-risk, underserved areas.

Press Contacts at Girls Incorporated: TEL (212) 689-3700; FAX (212) 683-1253:

- Amy Sutnick Plotch
- Jennifer Hahn
- Miriam Zoll
- Anastasia Higginbotham

GIRLS TALK BACK TO TV!**girls
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Following are verbatim statements volunteered by girls (grades 3 through 12) in **RE-CASTING TV: GIRLS' VIEWS**, a nationwide survey of school-age children conducted by Louis Harris and Associates, Inc. for Girls Incorporated. The study was funded by the Screen Actors Guild-Producers Industry Advancement and Cooperative Fund.

The girls were asked, *"If you could send a message to the people in charge of what you see on television, what would you tell them? Write whatever you like. It might be a compliment, a criticism, or just a comment."*

"Keep the show realistic. Use people who look average and aren't drop dead gorgeous. Let someone have a pimple on their face for once. Relate the show to what happens in everyday life." (15 years old)

"You should put girls on the sport teams! And girl(s) not be boy toys and dumb!" (9 years old)

"There is way too much pre-marital sex on TV. Our biggest fear now-a-days is the spread of AIDS and I feel all this does (sex) is help promote death." (18 years old)

"I know that TV producers and stars make millions, so why not forget about money and ratings sometimes and give serious, unpopular, and weird shows a chance now and then?" (15 years old)

"There are too many shows about men beating women and I think there should be more equal roles for men and women on TV." (12 years old)

"I like most of what's on TV, but most everything is comedy and doesn't really send out any positive messages. Also, I think we should see more respectable, interesting, professional women." (17 years old)

"There are kids all over the world watching TV now a days. You as adults need to use more discernment about what you put on TV for their sake." (13 years old)

"I think there is to(o) much violence on TV. And put (on) more girl('s) adventures!" (9 years old)

"I think there is too much sex, why do you always use women's bodies to show off things. Give us some respect." (17 years old)

For more information about the poll and Girls Re-Cast TV, a media literacy and advocacy campaign of Girls Incorporated, call (212) 689-3700.



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GIRLS RE-CAST TV

WHAT HOLLYWOOD WOMEN SAY

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GIRLS RE-CAST TV is a national public education initiative that teaches girls and other media consumers how to evaluate what they see and hear on TV. It helps girls realize that gender stereotypes do not always reflect or define the reality of their lives.

"Are there any roles for women? No, there are no roles for women."

Bette Midler

"We do not have the comfort of knowing that we can sustain a career. They create roles for black men, but not for black women."

Cicily Tyson

"I remember a few years ago, one of the studios issued a memo saying, 'No starring vehicles for women. Women can play the girlfriend or the wife or a supporting character.'"

Michelle Pfeiffer

"I think it's sinful that there are so few good roles for women. There are a handful of women who deservedly get these roles because they're really good. But behind them are hundreds more who would also like to work."

Kathy Najimy

"I got told that I didn't look 'black American' enough. The translation was that I looked like an African."

Alfre Woodard

"Ninety-nine percent of movies are about women either having shallow, one-dimensional caricature parts or they are being murdered, raped, or killed."

Geena Davis

"[In the United States] women go off the map at age 28. You're not supposed to look your age. I want to look my age!"

Emma Thompson

"Actresses have to assume that once they are past a certain age, they'll just do character roles...they certainly won't be doing romantic leading roles like men in their 40s, 50s, and 60s are doing."

Jessica Lange

To learn how you can get involved with **GIRLS RE-CAST TV**, please write to Girls Incorporated, 30 East 33rd Street, New York, NY 10016-1253 or call (212) 689-3700.



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GIRLS RE-CAST TV

FACTS ABOUT TV

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GIRLS RE-CAST TV is a national public education initiative that teaches girls and other media consumers to evaluate what they see and hear on television. It helps girls realize that gender stereotypes do not always reflect or define the reality of their lives. A program of Girls Incorporated, **GIRLS RE-CAST TV**, provides viewers with an opportunity to speak directly to networks and Hollywood studios about programming.

Here are some facts about TV today:

Female characters are outnumbered by male characters 3:1 in prime time and commercials; ⁽²⁾

Children's shows have the smallest percentage of female characters — 18% of major characters; 23% of all characters; ⁽²⁾

When more than 200 prime time shows were studied, none devoted its plot to a female character's academic activities or career plans; ⁽⁹⁾

By the year 2000, people of color are estimated to be the majority in the U.S. They currently represent only 13% of prime time casts and 5% of children's program casts; ⁽²⁾

Most girls on TV are interested in two things: boys and clothes; ⁽⁸⁾

The more TV boys and girls watch, the more conventional their ideas about who does which household chores; ⁽⁷⁾

Women on TV who work outside the home are usually unmarried, reinforcing the belief that work and family are incompatible features in women's lives; ⁽⁶⁾

The most common job women have on TV is clerical; ⁽⁹⁾

In the real world, 80% of single parent households are headed by women; on sitcoms, half are headed by men; ⁽⁴⁾

The principal aggressors on television are white males; their chief victims tend to be female, non-white, foreign-born or elderly; ⁽³⁾

A majority of music videos are sexually exploitative and include violent and criminal behavior. ^(1:5)



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Girls Incorporated: Developing Strong, Smart and Bold Girls for Fifty Years

Girls Incorporated is a national youth organization dedicated to helping every girl become strong, smart and bold. For over 50 years, Girls Incorporated has provided vital educational programs to millions of American girls, particularly those in high-risk, underserved areas. Today, innovative programs help girls confront subtle societal messages about their value and potential, and aim to prepare them to lead successful, independent and complete lives.

Membership

Girls Incorporated serves 350,000 young people, ages 6-18, at over 900 sites nationwide. 54% of the girls the organization serves belong to racial and ethnic minority groups; two-thirds come from families earning \$20,000 or less; and over half are from single parent households, most of which are headed by women.

Programs

Girls Incorporated develops research-based informal education programs that encourage girls to take risks and master physical, intellectual and emotional challenges. Major programs address math and science education, pregnancy prevention, media literacy, adolescent health, substance abuse prevention and sports participation.

Research

The National Resource Center (NRC) is the organization's research, evaluation and training arm, informing the development of all Girls Incorporated programs. The NRC is the nation's most extensive clearinghouse on girls' issues, furnishing research materials to organizations, the media and individuals.

Advocacy

Girls Incorporated informs policy makers about girls' needs locally and nationally. The organization educates the media about critical issues facing girls. In addition to teaching girls how to advocate for themselves, proactive community activities bring girls' voices into the public arena.

Funding

Girls Incorporated is a not-for-profit organization which receives 87 percent of its revenue from public support -- corporations, foundations, government grants and individuals. The remainder comes from membership dues, interest and dividends.

For more information, contact Girls Incorporated, 30 East 33rd Street, New York, NY 10016; (212) 689-3700.



**Strong, Smart
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21st Century**

* embargo
until 9/20

Study #953004

**RE-CASTING TV:
GIRLS' VIEWS**

**A Nationwide Survey of
School-Age Children**

Conducted for:

Girls Incorporated

Fieldwork: April 4 - May 4, 1995

Project Directors:

**Joy M. Sever, Ph.D., Vice President
Adele M. O'Grady, Research Associate**

**Louis Harris and Associates, Inc.
111 Fifth Avenue
New York, NY 10003**

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NOT FOR RELEASE

ON GIRLS INC. DATA. (nov 2, 1995)

My impression is that this is a nicely usable survey -- especially since we have the entire data in our hands, free! (The data is in raw format, I processed some of the relevant items for inspection purposes.) It has many good items that we can use as dependent variables in a cultivation analysis. (for Girls Inc. or, if we are allowed to, for our own use.)

Here is some demographic info, and the items that measure viewing.
Looks usable to me.

DEMOGRAPHIC DATA

=====

950 school children. (the total sample is about TWICE this number).
51.7% Male

Age	%
8	7.2
9	21.0
10	26.5
11	23.7
12	18.8
13	2.0
14	.4

27% from big cities, the rest from small towns, farms, and other.

RACE-ETHNICITY	%
White	76.2
Afr-Amer, Black	12.9
Amer-Ind	1.7
Asian	2.2
Other	7.0

HISPANICS are 14.8%

29.3% receive "free lunch"

THREE ITEMS THAT MEASURE AMOUNT OF VIEWING:

=====

DVIEW Watch regularly on SCHOOL DAYS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not sure	0	120	12.6	12.7	12.7
1 hr or less	1	167	17.6	17.6	30.3
	2	212	22.3	22.4	52.7
	3	165	17.4	17.4	70.1
	4	110	11.6	11.6	81.7
	5	70	7.4	7.4	89.1
	6	27	2.8	2.9	92.0
	7	22	2.3	2.3	94.3

8 or more	8	19	2.0	2.0	96.3
dont watch	9	35	3.7	3.7	100.0
.	.	3	.3	Missing	
Total		950	100.0	100.0	

SATVIEW Watch regularly on SATURDAYS (am, pm together)

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not sure	0	119	12.5	12.6	12.6
1 hr or less	1	79	8.3	8.4	20.9
	2	104	10.9	11.0	31.9
	3	114	12.0	12.1	44.0
	4	135	14.2	14.3	58.2
	5	110	11.6	11.6	69.9
	6	78	8.2	8.2	78.1
	7	59	6.2	6.2	84.4
8 or more	8	128	13.5	13.5	97.9
dont watch	9	20	2.1	2.1	100.0
.	.	4	.4	Missing	
Total		950	100.0	100.0	

SUNVIEW Watch regularly on SUNDAYS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not sure	0	92	9.7	9.7	9.7
1 hr or less	1	172	18.1	18.1	27.8
	2	152	16.0	16.0	43.9
	3	169	17.8	17.8	61.7
	4	108	11.4	11.4	73.1
	5	65	6.8	6.9	80.0
	6	41	4.3	4.3	84.3
	7	37	3.9	3.9	88.2
8 or more	8	50	5.3	5.3	93.5
dont watch	9	62	6.5	6.5	100.0
.	.	2	.2	Missing	
Total		950	100.0	100.0	