



MARKETING FOR GOOD

Let's Change the World

BY RAFIQ A. TSCHANNEN ON SEPTEMBER 7, 2019 • (1 COMMENT)

US media coverage on Muslims more negative than any other minority group, study finds



Protesters demonstrate against France's ban of the burkini, outside the French Embassy in London, Britain August 25, 2016. (REUTERS Photo). [The Muslim Times has the best collection to refute Islamophobia](#)

ijnet
INTERNATIONAL JOURNALISTS' NETWORK

Q Stories Opportunities Toolkits

New study reports women remain grossly underrepresented in global media

by JESSICA WEISS • Dec 07 in DIVERSITY

'National Geographic' Acknowledges Decades of Racist Coverage Through 'Elite, White American Point of View'



BY VICTORIA JOHNSON
Freelance Writer. Hip-hop, Sailor Moon and indie comics make me happy. Catch me talking ab...

MAR 13, 2018



A DANGEROUS DISTORTION OF OUR FAMILIES

REPRESENTATIONS OF FAMILIES, BY RACE, IN NEWS
AND OPINION MEDIA

A STUDY BY
DR. TRAVIS L. DIXON

PROFESSOR OF COMMUNICATION AND THE
COMMUNICATION ALUMNI PROFESSORIAL SCHOLAR
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN



CANADA'S CENTRE
FOR DIGITAL AND
MEDIA LITERACY

Privilege in the Media

Aboriginal People

Persons with Disabilities

Queer Representation

Religion

Visible Minorities

Resources for Parents

Resources for Teachers

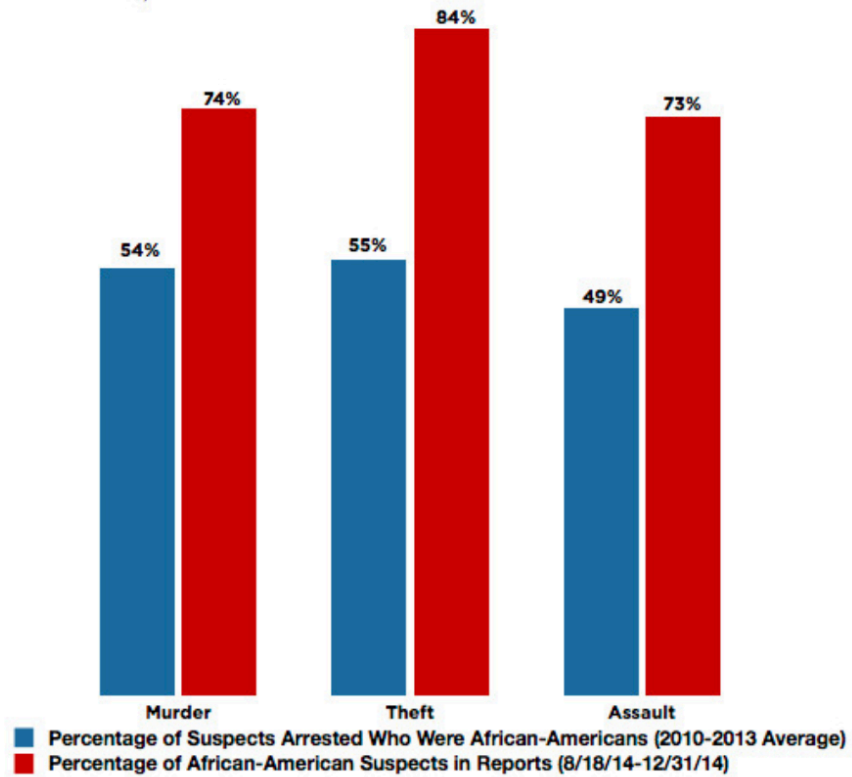
Media Portrayals of Visible Minorities - Overview

[Diversity in Media](#), [Stereotyping](#), [Visible Minorities](#)

Media speaks volumes about what is important in a society. George Gerbner of Temple University discusses how portrayals in media can affect how children see themselves and others: he argues that if you are over-represented, you see yourself as having many opportunities and choices while if you're under-represented, you see yourself as having the opposite.

Percentage of African-American Suspects in TV News Crime Reports vs. NYPD Data

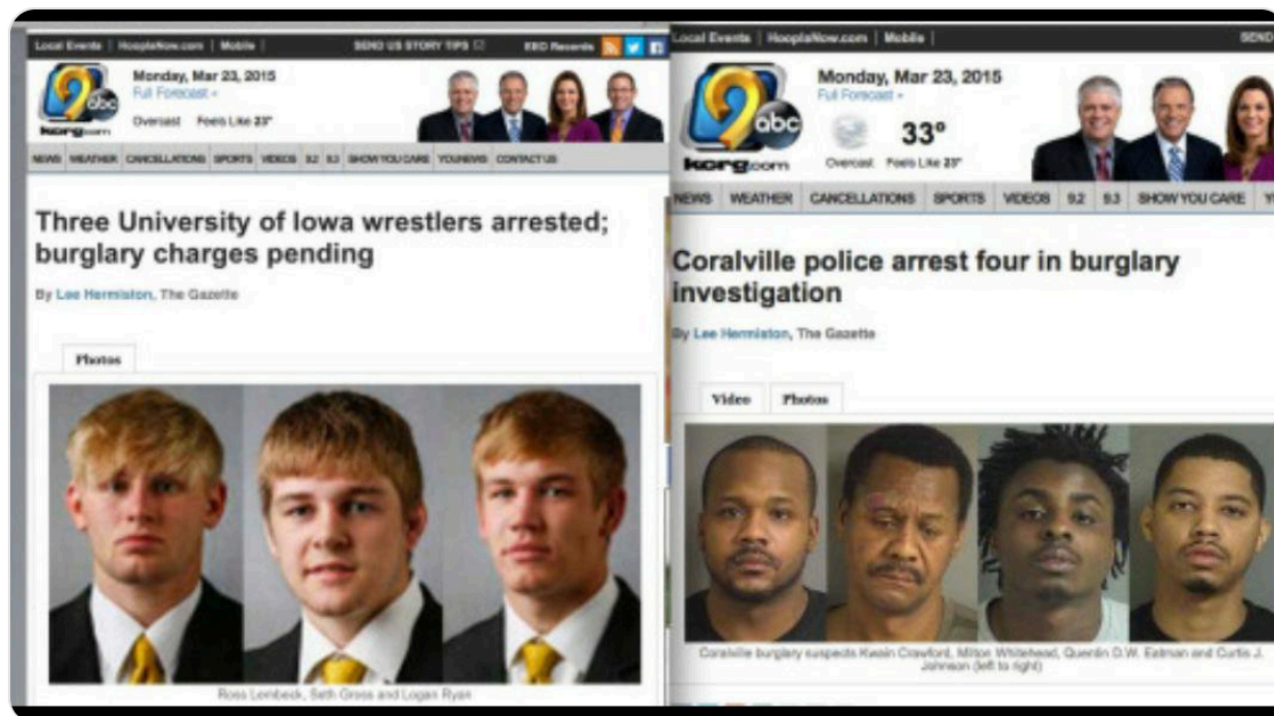
*Stations: WCBS, WNBC,
WABC, WNYW*



MEDIAMATTERS

(Media Matters)

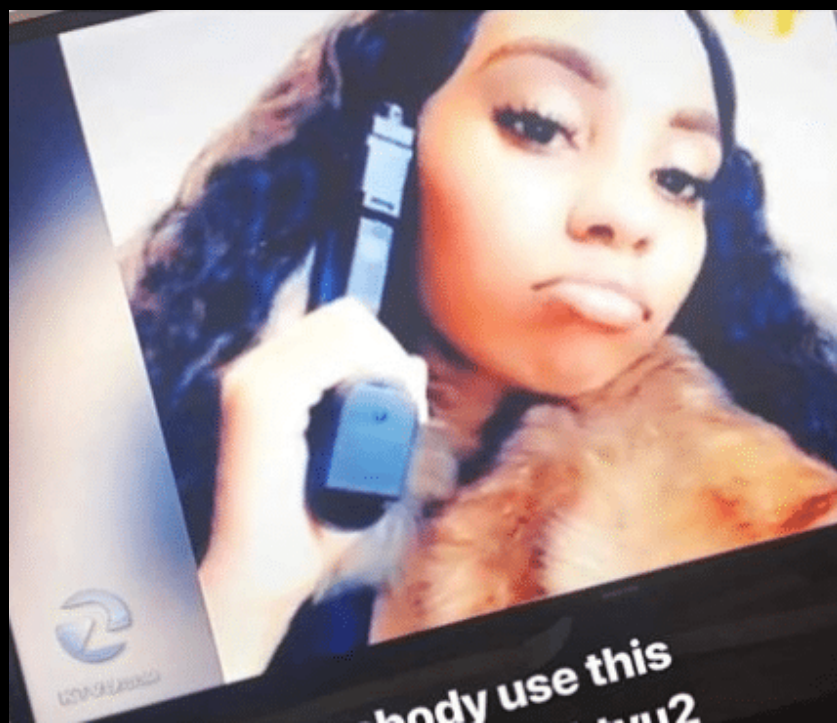
Same day. Same crime. Same news station.
One University pics. The other mugshots.





Sprint 8:54 PM facebook.com 15%



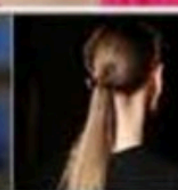
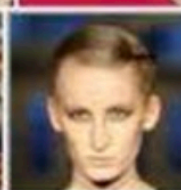
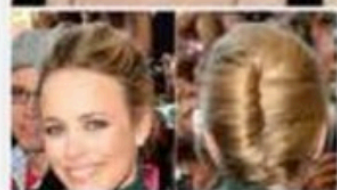
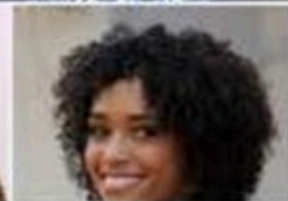
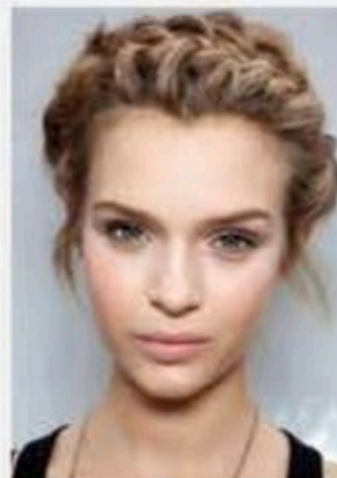
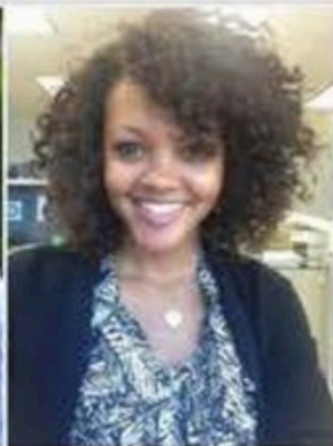




Mascom 11:01 PM 17%

professional hairstyles for work

unprofessional hairstyles for work



RETWEETS

141

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beautiful woman - Google Search

https://www.google.com/search?q=beautiful+woman&client=firefox-b-1-ab&source=lnms&tbm=isch&sa=X&v...

Google

beautiful woman



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
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
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
sad


portrait


strong

smiling


yoga

happy


long hair




The Top Twenty Most Beautiful Women of ...
brightside.me



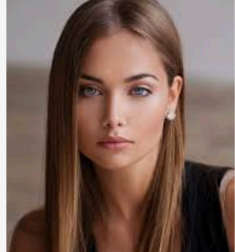
Most Beautiful Women In Each Country ...
twentytwowords.com



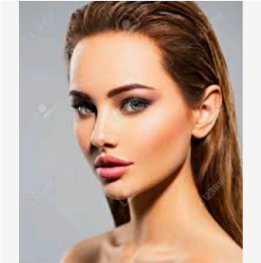
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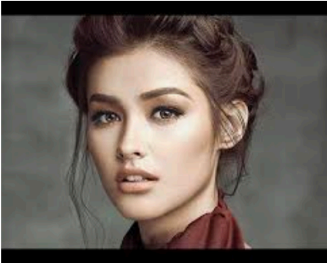
Beauty Face Of The Young...
123rf.com




Top 10 Most Beautiful Women in the W...
wisetoast.com



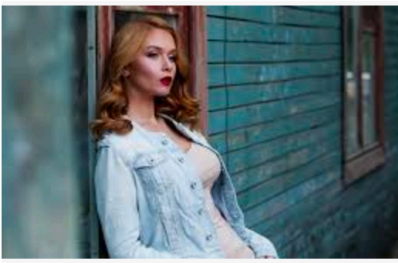
Countries With The Most Beautiful W...
wonderslist.com



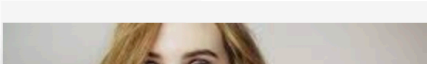
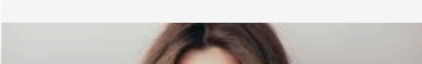

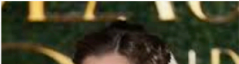


most beautiful women in the world ...
youtube.com

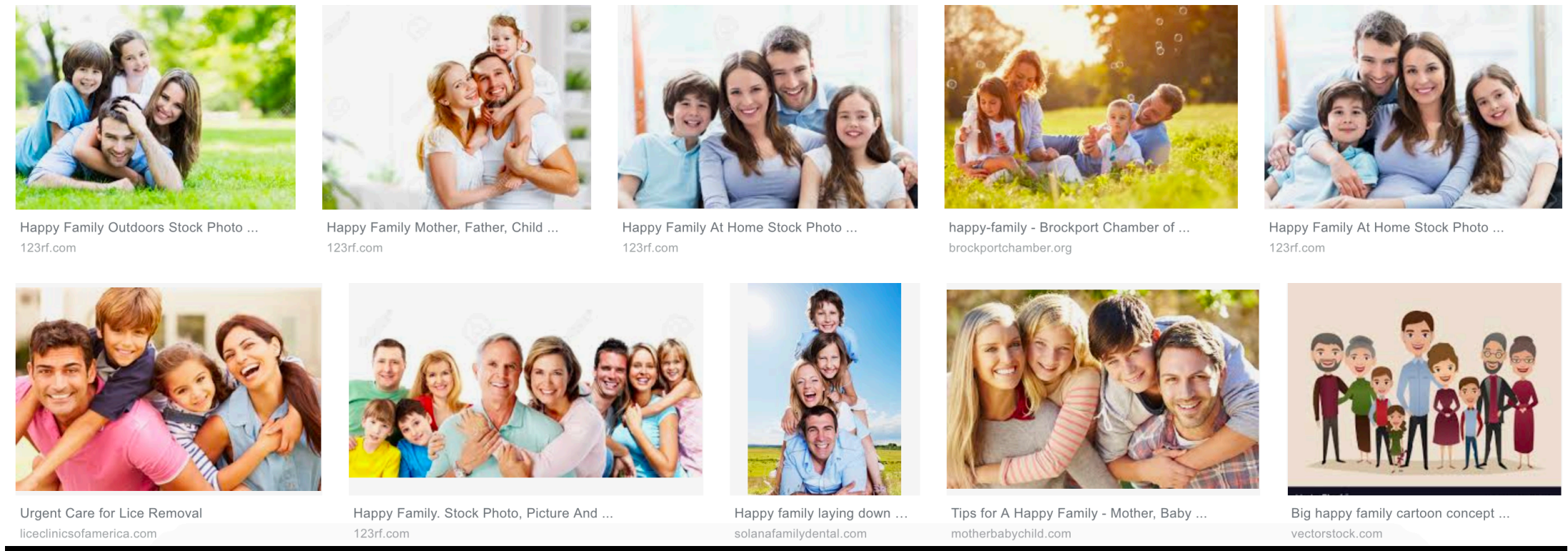
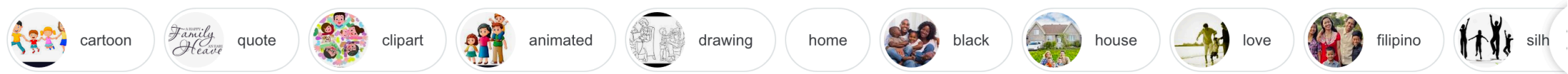


Pretty Girl Young Beautiful ...
123rf.com



How To Make Beautiful Women Fall For You
waytoosocial.com





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Leigh Donaldson

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portrayals, stereotyp



Throw Away the Script: How Media Bias Is Killing Black America

Kirsten West Savali
6/02/15 3:00am • Filed to: CULTURE

34.3K

2

3

f

Media Po Male Out

SHARE f t e s p

From the perspective of most links media representations of summarized as follows:

- For various reasons, me lives and reality of black
- In turn, media consumpt related to black males (s males themselves)
- Finally, these distorted u *real-world consequence*



Mourners gather during a funeral service for Eric Garner held at Bethel Baptist Church on July 23, 2014, in the Brooklyn borough of New York City. Garner, 43, died after police put him in a choke hold outside a convenience store on Staten Island for illegally selling cigarettes. James Keivom-Pool/Getty Images

Media injustice, which leads to both the erasure and criminalization of marginalized communities, has had dire consequences for both the psyches and lived experiences of black people in the United States since at least the 18th century, when newspapers ran lost-and-found ads for runaway slaves.

Extensive Data Shows Punishing Reach of Racism for Black Boys

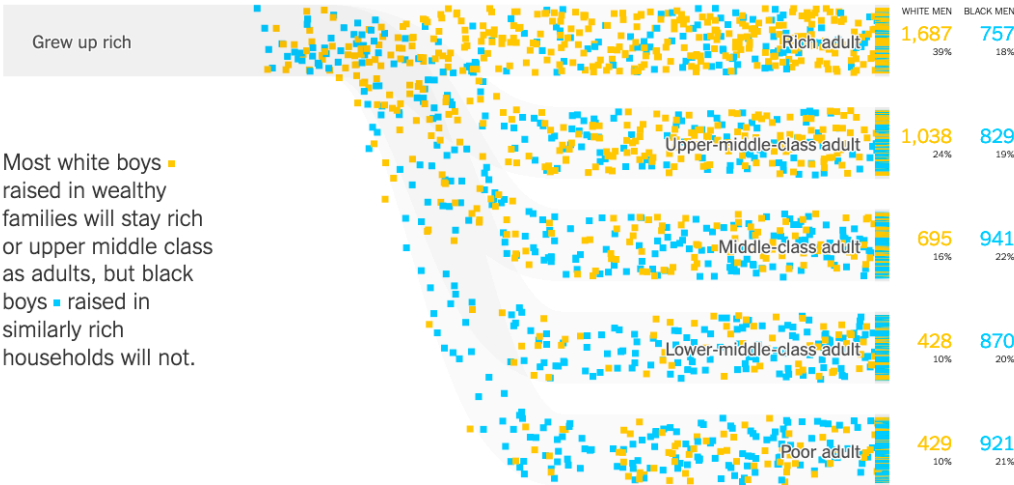
By EMILY BADGER, CLAIRE CAIN MILLER, ADAM PEARCE and KEVIN QUEALY MARCH 19, 2018

Black boys raised in America, even in the wealthiest families and living in some of the most well-to-do neighborhoods, still earn less in adulthood than white boys with similar backgrounds, according to a sweeping new study that traced the lives of millions of children.

White boys who grow up rich are likely to remain that way. Black boys raised at the top, however, are more likely to become poor than to stay wealthy in their own adult households.

Follow the lives of 10,000 boys who grew up in rich families ...

...and see where they end up as adults:



Most white boys raised in wealthy families will stay rich or upper middle class as adults, but black boys raised in similarly rich households will not.

Adult outcomes reflect household incomes in 2014 and 2015.

Even when children grow up next to each other with parents who earn similar incomes, black boys fare worse than white boys in 99 percent of America. And the gaps only worsen in the kind of neighborhoods that promise low poverty and good schools.

erlooked No More: Alice
y Blaché, the World's
st Female Filmmaker



Jeffrey Epstein's Donations
Create a Schism at M.I.T.'s
Revered Media Lab



BOOKS NEWS
Sarah Huckabee Sanders,
Praised by Trump as 'a
Warrior,' Is Writing a Book



YouTube Tries to Get
Fashionable

MEDIA

Anywhere the Eye Can See, It's Likely to See an Ad

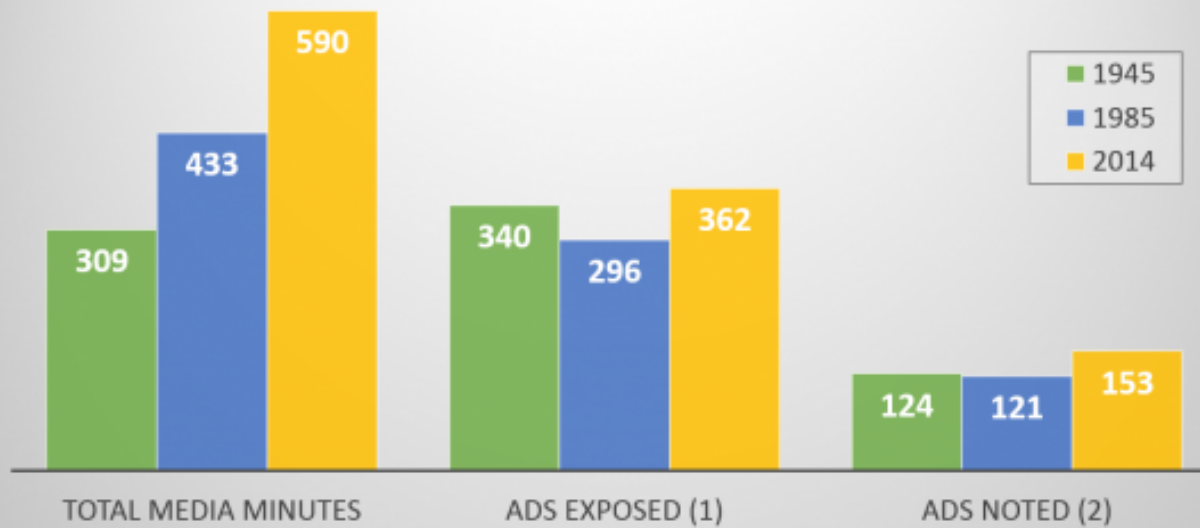
By LOUISE STORY JAN. 15, 2007



Clockwise from top left: new venues for ads include a video screen in a taxi; eggs; a turnstile; and the examining table in a doctor's office.

Add this to the endangered list: blank spaces.

Average Adult's Daily Media & Ad Exposure



(1) Ads that could have been seen/heard.

(2) Ads that attracted the audience's full attention for a few seconds or more

Source: 9/14 Media Dynamics, Inc.

5,000+

500* (1970)

<https://www.youtube.com/watch?v=H-nRcYIYGXE>

https://www.youtube.com/watch?v=wS_wDhnxSmE

<https://www.youtube.com/watch?v=5qkJHgkUzDA>

https://www.youtube.com/watch?v=GN1ybQ8v_n8

1997



2013



2012



2016





We can make it better!

- 1. Spend (and stop spending) with purpose**
- 2. Art imitates Life**
- 3. Diverse DECISION MAKERS**