

# RISE UP



**LOUD GIRLS**



**MAKE**

**CHANGE**

**HAPPEN**

**ACTIVITIES FOR A NEW GENERATION OF ACTIVISTS**




WHY NOW  
(WHY STILL)

Our book, *The Art of the Swap* was drafted over the summer of 2016, when the prospect of our country's first female president loomed large. Regardless of political affiliation, most women could admit this would symbolize a true victory in the women's rights movement and we were inspired by it. In this first draft, our character from 1905 (Maggie) is likewise inspired by experiencing all the freedoms and accomplishments of women in the present day and desperately wants to return to her time and get the ball rolling on the women's suffrage movement!

We worked on edits in early 2017, around the time of the Women's March, after months in which our own eyes had been opened to the depth of inequalities that still exist between men and women. In our rewrites, our character from modern times (Hannah) becomes aware of this as well, and is eager to return home so she can continue the work her friend from the past will begin a century earlier.

For Maggie, the goal was simpler: earn the right to vote for women. Hannah would be tackling micro-aggressions and subtler messaging. What would that look like? In imagining the answers for her, we created this guide that others like her-like YOU-could use to build awareness of the issues and then find ways to act on that understanding.



An important caveat: This guide is aimed at girls and many statistics are presented as male versus female. Does that make boys/men the enemy? Definitely NOT! The "enemy," if there is one, is a bias (sometimes conscious, but just as often unconscious) that is the result of our society, one formed by centuries of a tradition where males held the majority of leadership and provider roles and women were primarily responsible for childbearing and caregiving. Reprogramming thousands of years of assumptions about genders will take very deliberate measures.

Here's where we start. First, awareness. Then, action!

Warmly,  
Jen and Kristine

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## THE DEAL

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**What:** This is a guide full of activities and resources for girls, which aims to help you find your place in the women's rights movement in a fun and relatable way.

**When:** The time is now!

**Where:** We won't lie, most of these activities are way more fun with a group of girls (isn't all of life, really?) so any hang-out space that will fit your particular crowd will work just fine.

(Psst! This guide is also perfect for Mother/Daughter gatherings.)

**Who:** Jen Malone and Kristine Asselin are authors of the novel *The Art of the Swap*, an art heist mystery which has two girls switching places in time, *Freaky Friday*-style. One lives in today's world and the other lives in 1905, just as women were beginning to demand the vote. Researching the story (and raising daughters of our own) made us even more aware of how much work still remains on our march to equality!

**Why:** You know why! (But if you don't, this guide will fill you in, starting on the next page!)



Sometimes it's not that women don't have an equal voice, it's that we aren't there at all! Do this experiment to see if your results match recent studies.

You'll need:

A TV or computer you can all watch together (preferably one that allows you to pause your show) and two stopwatches (most smartphones will have one).

Instructions:

1. Choose a recent film or TV show to watch together (don't get too attached as you'll only be viewing bits and pieces!).
2. With half the group counting lines uttered by female characters and the other half counting lines spoken by male characters, watch several scenes. What were your findings?
3. Using the stopwatches, watch several more scenes with half the group timing when at least one female character is onscreen (whether speaking or not) and half timing when a male is. What were your results?
4. Choose a scene with a populated background (a busy city street, a crowd at a concert, etc.). Pause the show and work together to tally the makeup of the background actors whose genders you can determine. What percentage are female?

Do your findings match up to the statistics on the next page?



- Studies show that male characters receive two times the amount of screen time as female characters.
- Male characters speak two times as often as female characters (three times as often in films with male lead).
- Women make up only 17 percent of background actors (nonspeaking extras) in both animated and family-friendly films.
- Eighty percent of characters with jobs in G-rated movies are male.
- *Monsters Inc*, *Toy Story*, *Up*, *The Rescuers Down Under*, *Aladdin*, *Holes*, *The Lion King*, *Cars 2*, and *Ratatouille* all have over 87 percent male dialogue. *The Jungle Book* has 98 percent.
- Female teenage characters are more likely to wear sexy, provocative clothing in films (40 percent) than other women. Men are dressed provocatively only 5 percent of the time.
- Films led by women earn 15.8 percent MORE money at the box office.

Sources:

<https://seejane.org/research-informs-empowers/data/>; <https://pudding.cool/2017/03/film-dialogue/index.html>; <https://seejane.org/wp-content/uploads/GDlesson6SE.pdf>

## NEXT

What can *you* do to help bring about more positive change?

1. When possible, buy tickets for, rent, or buy films that feature strong female characterizations to prove to Hollywood they can profit by making more of them! Boycott films that miss the mark.
2. Letters, tweets, and Facebook posts from young girls were a HUGE part of the momentum behind the success of releases like *Hidden Figures* and *Wonder Woman* and caught the attention of the movie studios behind them. Joining fandoms and spreading the word on social media are also great (free) ways to show support for female characters, actors, and directors and get notice. Identify an upcoming film with a female director, producer, or writer. Compose a message of support to send to her via social media (be sure to tag the movie studio!).
3. Stay informed. Organizations like See Jane (seejane.org), whose logo is "If she can see it, she can be it" maintains an active website of resources including studies, educational materials, and updates on their advocacy efforts in Hollywood.

## NOW

We just saw how women can be erased from the picture. Now we're going to look at how women are portrayed when we're meant to be seen.

You'll need:

A stack of magazines and a computer with Internet access. Optional: scissors, glue sticks, poster board, or plain paper.

Instructions:

1. Google "magazine ads by decades images." What do you notice? Which products are aimed at women/girls? At men? How are the women or girls dressed? What activities are the females shown doing?
2. Now flip through the magazines you have on hand. How do today's ads compare to the vintage ads? What are the differences? What are the similarities? Where has progress been made? Where is there still room for improvement? Which ad campaigns have you seen recently that empower women? If you'd like, you can cut out and glue ads to poster boards. Make one showing ads that portray women well and one featuring ads that don't for side-by-side comparison.
3. Know what wasn't available to those vintage advertisers? Photoshop. What we see in ads and fashion magazines can color our expectations of ourselves, but a large percentage of those images have been retouched and altered. Look through your magazines again. Can you tell which women have been Photoshopped? How do these images make you feel?



- The average US girl has seen 77,546 advertisements by age 12.
- Only 5 percent of ads feature women without showing men.
- Men get four times the amount of screen time to women in commercials.
- Men speak seven times more often than women in commercials.
- Men are 62 percent more likely to portray characters in intelligent roles such as doctors or scientists, as compared to women.
- Fashion models weigh 23 percent less than the average woman.
- Three out of four teenage girls feel depressed, guilty, or shameful after spending three minutes leafing through a fashion magazine

Sources:

<http://depts.washington.edu/thmedia/view.cgi?page=fastfacts&section=bodyimage>; <https://seejane.org/wp-content/uploads/GDlesson6SE.pdf>; <http://therepresentationproject.org/young-person/>

## NEXT

What can you do to help bring about more positive change?

1. Stay aware. Continue to remind yourself that ads are often unrealistic depictions. In real life those models have cellulite and pimples too, which makes them NORMAL and relatable . . . same as you! Identify for yourself five qualities you can use to measure your own self worth and refer to this list often.
  2. Let advertisers know when they have (or don't have) your support. As a group, create a sample message you can send a company (using the contact form on their website or via social media channels) whose ad campaigns you respect Advertisers especially value younger voices because they want to capture your brand loyalty from an early age and keep it for life.
  3. Put your money where your mouth is and request that your family buy or boycott products accordingly.
2. Call or e-mail your congressperson and ask her or him to revive the Truth In Advertising Act HR 4445, which could require advertisers to put identifying labels on ads that have been Photoshopped or otherwise digitally altered.

Toys, books, clothing and even colors are often designated as "for boys only" OR "meant for girls" and these can be hard divides to cross. Studies show that the best way to create empathy for another person is by experiencing a story from their perspective, but while no one teases girls for reading "boy books," boys are often discouraged from reading a "girl book." How can we change that?

You'll need:

A stack of books aimed at your age group, brown paper bags or Kraft paper, markers or colored pencils, packing tape, and a computer with Internet access.

Instructions:

1. Go ahead and judge your books by their covers. Who do you think is the intended audience for each and what lets you know that? Pay close attention to the images, colors, and fonts used. Divide into two piles: one for books boys would likely pick up and one for those they wouldn't.
2. Next Google "Coverflip Gallery" and click on the Huffington Post link to see a gallery of popular book covers reimaged to target the opposite gender. What are some things you notice?
3. How do you think each gender would experience a story if the marketing were taken out of the equation? Using paper bags or Kraft paper, wrap each book to hide its original cover and use the markers or colored pencil to write only the book's title. If you want to go "next level," sites like PicMonkey and Canva will let you design entirely new cover art for the book, which you can then print and glue on.
4. After securing permission, slip these books into your classroom or school library's collection and see what happens!





- Bookstores often have sections for a category called Women's Fiction (or sometimes Chick Lit); there is no corresponding category for Men's Fiction. This makes a statement that stories about men are suitable for all, while stories about women would only be of interest to other women.
- The great majority of classics taught in school are written by men and feature a male perspective, which can reinforce a subtle message that the female perspective is "less than" or not serious enough.
- Studies show gender stereotyping may be placed on kids by adults. One found 80 percent of boys playing videogames don't have a preference for a male versus female avatar.
- Only 2 percent of toys in the 1975 Sears catalog were marketed explicitly to boys or girls. Even the small fraction of gender-specific toys (Barbie, for example) were mostly outfitted in primary, gender-neutral colors: red, yellow, blue.

Sources:

<https://offspring.lifehacker.com/how-to-get-boys-to-read-girls-books-1798518499>;  
<https://www.nationalgeographic.com/magazine/2017/01/gender-toys-departments-piece/> <http://therepresentationproject.org/young-person/>

## NEXT

What can you do to help bring about more positive change?

1. Share your opinions about book covers with your librarians and teachers. They often attend conferences to discuss issues like this and will value your input.
2. Examine books on your assigned reading lists in your classes. Do they include stories about girls or women? Are they diverse? If not, speak to your teachers to learn how books are selected and what the process is to petition for changes.
3. Authors generally do not determine their own book covers, rather their publisher does. However, you can send a note about a particular book's cover to the author for forwarding to her or his publisher, or contact the publisher directly via their social media outlets or their company website.
4. Share book recommendations with your friends who are boys and encourage and support their decisions to read "girl books." Help remove the stigma behind this.
5. Pay attention to how books are being marketed to you and challenge yourself to read outside of your own comfort zone, including reading books about someone "other" from you. We Need Diverse Books has excellent lists for finding just such stories on their website.

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# MORE

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Inspired? Looking for more activities to try to build your awareness about gender equality? How about:

1. Studies show that even the best-intentioned male *and* female teachers call on boys first (and more frequently) than they do on girls. Conduct an informal study in your classroom over a period of several days. Does this happen? If so, your teacher may not even be aware she or he is doing this, but a friendly conversation can bring the issue to her or his attention.
2. Gather a group of friends and watch *Miss Representation*, a film about the differing messages about gender media and society sends to girls and to boys. Or, see if you can convince your school, library, or town center to host a screening for your whole community.
3. Become a youth rep or ambassador for organizations dealing with women's rights issues, such as The Representation Project, Girl Scouts of America, or Women's March. Research youth leadership initiatives to learn about camps or programs in your area. Volunteer on the local political campaign of a female politician.
4. Run for a student government office at your school or challenge yourself to take on another leadership role in your community.
5. Seek out a woman you respect and ask her to be your mentor. As you find your own footing, offer to mentor someone younger than you or show the ropes to someone newer to activism.
6. Support your fellow girls! Also, show the boys in your life how they can be allies to your demands for equality.



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# EXPLORE

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Want to build even more awareness? Start with these suggestions! (Note: we're not affiliated with any of these resources, but we're definitely fans of them.)

## **Just a Few of the Books We Love**

*How I Resist: Activism and Hope for the Next Generation*, edited by Tim Federle and Maureen Johnson

*Strong Is the New Pretty* by Kate T. Parker

*The Gutsy Girl: Escapades for Your Life of Epic Adventure* by Caroline Paul

*200 Women: Who Will Change the Way You See the World* by Ruth Hobday and Geoff Blackwell

*Bygone Badass BROADS: 52 Forgotten Women Who Changed the World*  
by Mackenzi Lee

## **Films To Check Out**

*Miss Representation*

*Half the Sky: Turning Oppression into Opportunity for Women Worldwide*

## **Organizations Doing the Work**

The Representation Project

See Jane

The Women's March

Black Girls Rock, Inc.

Girl Scouts of America

Girls For Gender Equality

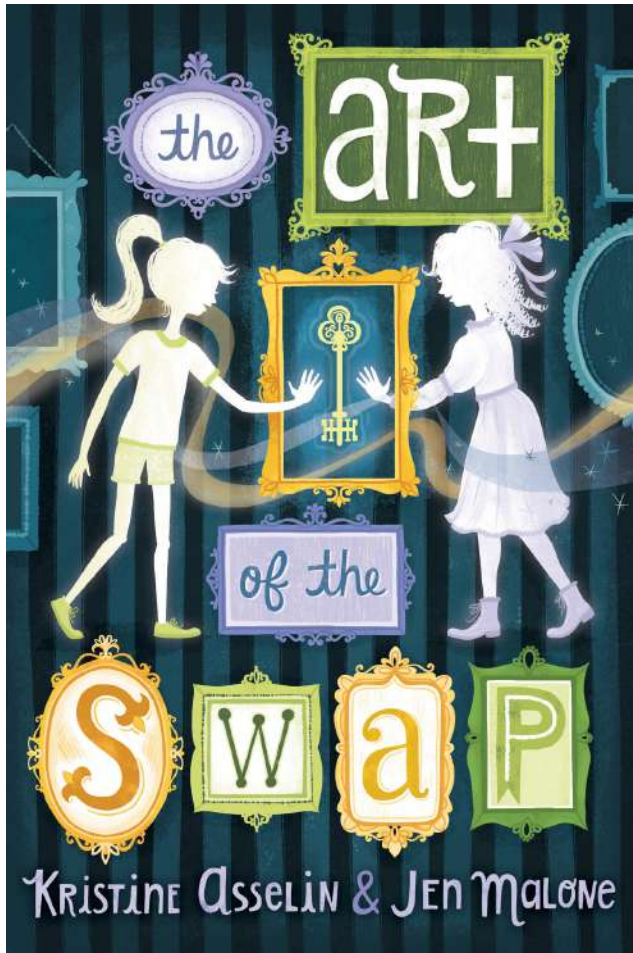
Girls, Inc.

National Organization for Women



# ABOUT

## ▷ OUR BOOK ◁



*Freaky Friday* meets *Downton Abbey* with a feminist slant in this middle grade mystery that features a modern-day twelve-year-old switching bodies with a Gilded Age tween heiress in order to solve a famous art heist.

Hannah Jordan lives in a museum . . . well, sort of. She is the daughter of the caretaker for mansion-turned-museum The Elms in Newport, Rhode Island. Hannah is captivated by stories of The Elms's original occupants, especially Maggie Dunlap, the tween heiress subject of a painting that went missing during a legendary art heist in 1905.

But when a mysterious mirror allows Hannah and Maggie to switch places in time, suddenly Hannah is racing to stop the heist from happening, while Maggie gets an introduction to iPhones, soccer (which girls can play!), and freedoms like exploring without supervision. Not to mention the best invention of all: sweatpants (so long, corsets!).

As the hours tick off to the art heist, something's not adding up. Can the girls work together against time—and across it—to set things right? Or will their temporary swap become a permanent trade?

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LEARN MORE AT [WWW.SIMONANDSCHUSTER.COM/BOOKS/THE-ART-OF-THE-SWAP](http://WWW.SIMONANDSCHUSTER.COM/BOOKS/THE-ART-OF-THE-SWAP)  
VISIT JEN AT [WWW.JENMALONEWRITES.COM](http://WWW.JENMALONEWRITES.COM)  
VISIT KRISTINE AT [WWW.KRISTINEASSELIN.COM](http://WWW.KRISTINEASSELIN.COM)

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