

INDIVIDUAL PROJECT/ PROGRAM/ EVENT 2011-2012:

Note: Any program since last year's deadline is eligible.

Category: (Please circle or highlight the category for which this program is being submitted.)

- Women Education Community International – Cultural – Diversity – Public Policy

Title: "Childhood for Sale"

Part I:

Other community groups involved, if any (list):(5 points) The Soroptimists of the Adirondacks, Zonta Club of Glens Falls ✓

Number of members involved in **planning or putting on** the program (5 points) 16 ✓

Number of nonmembers involved in the program (5 points) 10 ✓

Number of members who attended or benefitted (5 points) 32 ✓

Number of nonmembers who attended or benefitted (5 points) 50 ✓

Number of new members who joined (if any)(5 points) _____

Part II:

Describe your project/ program/ event in 75-150 **words**. Be sure to include:

how the project addressed **AAUW's mission** (15 points)

branch goals in doing this program (10 points)

specific action steps in planning this program (15 points)

steps taken for **community visibility** (Attach newsletter and newspaper articles.)(10 points)

measurable **impact on the community** (10 points)

lessons learned for future programs/ projects/ events (10 points)

Attach copies of newsletter and newspaper articles about this project/ program/ event.

(No more than 4 pages maximum)

Mail or email the original of your entire application with supporting materials to:

- Peggy Kelland, AAUW-NYS Program Vice President

- 13 Susan Lane, Poughkeepsie, NY 12603

smkell45@aol.com

Questions? (845)297-0507

**ADIRONDACK BRANCH
INDIVIDUAL PROJECT/PROGRAM/EVENT
2011-2012**

Part II: Prepared by Linda Campopiano and Janice Ritter, Planning Committee Members

Category: Education/Community

Title: Childhood for Sale

Having attended the New York State Convention in 2010 and hearing Deborah Borie's presentation of "Too Sexy Too Soon", we thought that it would be very beneficial to bring the program to our Adirondack Branch and the local community.

We invited The Soroptimists of the Adirondacks and Zonta Club of Glens Falls to co-sponsor the project with us. Fundraising was necessary to acquire the monies needed to support the program.

Deborah Borie renamed her program "Childhood for Sale" to accommodate the schools concerns with the original title. The program targets the effects of materialism on our pre-school and elementary aged children through marketing and media. The planning committee, which consisted of members from the three organizations, worked with the local schools, pre schools, nursery schools, and day care centers to distribute our Program flyer in the backpacks of students to go home to their parents. Other flyers were given to Pediatrician Offices and posted in Churches and the Library. More than 4,500 flyers were distributed. Both of our local newspapers "The Post Star" and "The Chronicle" had featured articles on the Program.

The program was well received by those who attended, which included parents, teachers, physicians, members of the community, AAUW members, and our State Senator. The program was able to raise awareness and to let parents and educators know what they can do right now.

In evaluating the experience, we would like to partner with other organizations again in the future. We felt that our branch received wonderful community exposure and we enjoyed meeting and working with the members of the other groups.



AAUW

ADIRONDACK GLIMPSES

Breaking through Barriers

for **130** Years

VOL. 23, No. 2

ADIRONDACK BRANCH, NEW YORK

OCTOBER, 2011

BRANCH CALENDAR

10/12 MORNING LITERATURE

9:30 am; Hostess, Alice Huppert;
Program, Carol Whalen

10/13 BOARD MEETING 3:00 pm,

Crandall Public Library

10/15 CHILDHOOD FOR SALE

9:30 am, Queensbury High School

10/18 EVENING LITERATURE

7:00 pm; Hostess, Joyce Smith

10/21 GOURMET GROUP 5:00 pm,

Dunham's Bay Resort, Lake George

10/24 NEWSLETTER DEADLINE

10/25 LAKE GEORGE CANDI-

DATES FORUM, 7:00 pm

11/3 BRANCH DINNER MEETING

6:00 pm, Queensbury Hotel, GF

11/6 CHRONICLE BOOK FAIR

11 am - 4 pm, AAUW table

11/9 MORNING LITERATURE

9:30 am; Hostess, Joyce Smith;
Program, Joyce Smith

11/15 EVENING LITERATURE

7:00 pm; Hostess, Elayne Leonelli

11/17 BOARD MEETING 2:30 pm,

Crandall Public Library

12/10 GOURMET GROUP 7:00 pm,

Wine and Cheese, Elayne Leonelli

12/13 EVENING LITERATURE

7:00 pm; Hostess, Linda Campopiano

12/14 MORNING LITERATURE

9:30 am; Hostess, Joan Dobert;
Program, Joyce Hunt

BRANCH DINNER MEETING - THURSDAY, NOVEMBER 3

We are pleased to have **Joan Monk**, NYS AAUW District Coordinator Chair, as our speaker for the **November 3rd dinner meeting at the Queensbury Hotel**, 88 Ridge Street, Glens Falls. The social part of the evening will begin at **6:00 pm**, with dinner to follow at 6:15 pm, and the program at 7:15 pm.

Joan will give a power point presentation on **"My Sister's Keeper,"** which is the New York State AAUW's statewide project. This is the second year of a three year project, with the goal of fostering greater understanding of the plight of women worldwide. The focus of the second year centers on sustainability and providing enduring opportunities. Please plan to **bring a friend or spouse** for dinner and an enlightening program! **Reservations are due by Tuesday, October 25.** The menu choices and reservation form are on **page 5 of this newsletter.**

Katherine Trackey and Jan Ritter

CHILDHOOD FOR SALE - SATURDAY, OCTOBER 15

The **Oct. 15th special program** "Too Much Too Soon" has been renamed **"Childhood for Sale"** and the location has been moved to the **Queensbury High School Auditorium**. It will take place from **9:30 am to 12:30 pm**. Deborah Borie, early childhood specialist, has developed a **program that focuses on the early sexualization of girls through our media**. The program will show how this marketing affects our pre-school and elementary children and their families. **See page 3 for more details.**

We have had an outstanding response from our Superintendents making it necessary to have 5000 flyers printed. They will be going to four local schools to be distributed in grades K to 3. They are also being distributed to our local Preschools and Day Care Centers as well as Pediatricians' offices. If we have an attendance rate of 10%, we can expect a minimum of 400-500 people at the event.

Joan Robertson (656-9223) will be needing **assistance with the refreshments** as we will be providing cookies, lemonade and water at the break and we will need help serving them in the cafeteria. Please contact her and let her know what you can do. Additionally, signup sheets will be at Morning Lit and the Branch meeting.

We have been **very fortunate to have the Soroptimists of the Adirondacks and the Zonta Club of Glens Falls be a part of this program**. They have been very supportive and we will be working with their members that day. We encourage every member to come and assist with jobs as well as to participate in this very timely presentation.

Linda Campopiano, Project Chair

Child expert to talk brands

Speaker will address the impact of some products on children

By MEG HAGERTY
mhagerty@poststar.com

Club Libby Lu, part of Sax Fifth Avenue, advertises makeovers and day spa treatments for girls from 2 years old; cosmetics company Bonne Bell makes lip gloss for preschoolers; first-graders attend thong parties; advertisers regularly peddle "low rider" jeans, tight T-shirt tops and skimpy halters to preteens.

Early childhood specialist Deborah Borie believes our children are victims of "age compression" and are being targeted for adultlike products at alarmingly earlier ages through all forms of media including television, websites, product tie-ins and web-based advertising that tracks children's online activities.

She will be the featured speaker on Saturday of "Childhood for Sale," a presentation by The American Association of University Women, the Soropotomists of the Adirondacks and Zonta Club of Glens Falls that will raise awareness of media exploitation and suggest ways parents and educators can address it.

"Corporations use the input of psychologists to design marketing campaigns that take advantage of the specific vulnerabilities of developing children to create shoppers for life in a 'cradle to grave' strategy to establish brand loyalty. A young child's sense of self is being shaped by these influences," Borie said.

According to Borie, the long-term consequences of such media campaigns can

Problem has been around 30 years

◆ PROBLEM

Continued from B1

Borie believes the problem has been around for close to 30 years when marketers began airing "program-long advertisements," in which products were tied to their television heroes. Now these tactics are used online as well.

Borie said it is possible to counteract the trend by increasing awareness of the issue, supporting media literacy education in elementary schools and voting in favor of policies that can protect children in the media environment.

"The problem is very serious in terms of the number of children impacted and in terms of the depth of impact on individual children," Borie said.

IF YOU GO

"Childhood for Sale" will be held from 9:30 am to 12:30 pm, Oct. 15 at the Queensbury High School auditorium. It is free.

RSVP by contacting Linda at 798-4637 or jcampo@roadrunner.com or Jan at 668-2985 or jritter1@nycap.rr.com.



"The impact of media and marketers on the development of young children is a passion of mine," says early childhood specialist Deborah Borie, who will speak Saturday morning at Queensbury High

native performance. According to Ms. Borie, the problems started in the mid-1980s with the deregulation of television, which removed strict guidelines about tying the merchandising of products to children's television programs and characters.

New media platforms, such as cable, the Internet and texting, says Ms. Borie, have created new opportunities for "face time" with children, often with no parental filter or intervention.

Marketers can track online activity, said Ms. Borie, allowing them to see which Web sites individuals (including children) click on, enabling them to insert a pop-up advertisement specific to the viewer's interest.

Ms. Borie refers to "age compression," saying children are getting older faster. Whereas a "tween" used to be considered to be a child between the ages of 8 and 12, the age group now starts at age 6.

She says that boys aren't sexualized directly, but that they form images of what girls should be based on the images they see in media and marketing.

Ms. Borie says that for boys, the "hook" is violence and being macho. She says studies indicate that exposing young boys to violence has the same negative impacts

The event was put together by several organizations, including the American Association of University Women, Zonta Club of Glens Falls and the Soropotomists of the Adirondacks.

"The impact of media and marketers on the development of young children is a passion of mine," Ms. Borie told The Chronicle in a phone interview Tuesday. "I find it horrifying that young children are manipulated and studied to sell products to them."

Ms. Borie has been on the faculty of SUNY Plattsburgh and SUNY Canton, and now lives in the Geneseo area. She said her career focus has been early childhood education and early intervention programs for families with children with disabilities.

Ms. Borie says that the American Psychological Association has studied the early sexualization of young girls and concluded that there are long-term impacts, including eating disorders, depression, earlier sexual activity and decreased cog-

Saturday topic: How media targets kids, especially girls

By Sandra Hutchinson
Chronicle Associate Publisher

This Saturday, Oct. 15, from 9:30 a.m. to 12:30 p.m., at the Queensbury High School auditorium, early childhood specialist Deborah Borie will present a program on the issues surrounding the targeting of young children, primarily girls, by marketing through the media.

The program is free and intended for adults. Info: 798-4637 or 668-2985.

HOW DOES THE MEDIA TARGET YOUR CHILD ?



ARE TODAY'S GIRLS GROWING UP TOO FAST?

WHAT EFFECT DOES MARKETING HAVE ON A GIRL'S SENSE OF HERSELF?

DEBORAH BORIE, EARLY CHILDHOOD SPECIALIST, WILL PRESENT

Childhood for Sale

A PROGRAM TO RAISE COMMUNITY AWARENESS AND HELP PARENTS AND EDUCATORS DISCOVER
WHAT THEY CAN DO TO HELP CHILDREN NAVIGATE A TOXIC MEDIA ENVIRONMENT

QUEENSBURY HIGH SCHOOL AUDITORIUM

SATURDAY - OCTOBER 15, 2011

9:30 A.M -- 12:30 P.M

PRESENTATION FOR ADULTS - - REFRESHMENTS PROVIDED

PRESENTED BY: ADIRONDACK BRANCH - AMERICAN ASSOCIATION OF UNIVERSITY WOMEN
THE SOROPTIMISTS OF THE ADIRONDACKS ZONTA CLUB OF GLENS FALLS "GIRLS ON THE RUN"
ADIRONDACK TRUST COMPANY DR. EUGENE MCTIERNAN DR. ELI SOCOLOF
MOREAU HOME SCHOOL NOTTINGHAM RAIL CONSULTANTS, STEPHEN FISK

RSVP BY 10/9: LINDA: 798-4637 jcampo@roadrunner.com

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