

Focus Group 10/04/15

Things that you wanted to achieve from this project:

- Increased awareness/understanding of these issues.
- Being able to 'fight your corner'.
- Experience for your field of study/work.
- More positive use of social media.
- To be able to educate others and discuss these issues.

We are aiming to have at least 100 followers on our social media pages in the first quarter, so when these are launched (next week hopefully) please share share share! This is your project – be proud!

We want to recruit passionate individuals to be directly involved.

We want to have a solid online presence and a blog – please be active and keep your eyes peeled for things happening in the media. I have also attached a list of campaigns and organisations that you can follow for good ideas of issues to address. If you feel inspired pick up a pen (or open a laptop) and write a piece for our blog/newsletter!

The project is your project but everything will be coordinated and overseen by myself – if you ever have any questions about anything relating to this, or want support, please do not hesitate to contact me. Any concerns that you share with me will be confidential unless I am worried about the immediate safety of any young people.

Jobs:

The following people have offered to help run our social media pages for the first quarter:

Instagram – **Niamh McC**

Twitter – **Hannah**

Facebook – **Lydia**

They will post up their email addresses and if anyone would like anything shared via any of these platforms they can contact them or post on the forum.

I will start off the social media pages with a few posts to give people an idea of the kind of things that are good to share but it would be good if everyone familiarises themselves with the social media guidelines form which I gave you today or you can find it on the forum. Anyone can post onto the page, but if we want something to come from the project you will have to contact the people above.

Our editor for the newsletter this quarter is **Fiona McNicol**.

We need a name for the newsletter. I will start a thread – please post up suggestions.

We have two articles so far for the newsletter which I will post up on the forum for people to read by **Erin D** and **Fiona Mc**.

Erin D suggested the 'relationships are more than just shades of grey' campaign. **Jennifer** is going to design the poster for this.

Niamh McG is going to write a piece on 'what is gender inequality'? Perhaps in the form of 'cheat sheet' or 'guide'? (Just an idea. Check out Feministing.org 'daily cheat sheet'.)

We also have a super awesome logo – thank you **Geraldine**. She will share on the forum.

Our representatives heading to the Scottish Parliament are:

Greenfaulds: **Jack** and **Lydia**

St Maurices: **Fiona** and **Antonia**

St John Ogilvie: **Joseph** and **Erin S**

The questions that we came up with for Nicola Sturgeon today were:

- What can you do for young people with regards to improving gender equality?
- How has your experience been as a woman in politics and how has this experience changed over the years?
- What are your perceptions of gender equality in relation to young people? (how are young people affected by gender inequality now?)
- Gender roles in Scotland (I think we need to make this a little more specific).
- What can young people do to help achieve gender equality?
- How does the media influence young people's perceptions of themselves/others?
- What can the government/SNP do about gender stereotypes in the media? Should they place restrictions on explicit content/music videos/etc or better education?
- How were gender stereotypes exploited in the media when you were growing up and how do you think things have changed?
- Who's responsibility is it to tackle gender inequality and what is the best way to tackle?
- Who were your role models?

We talked about addressing the Dove advert – any ideas for this please post in the relevant thread.

Gillette advert 'use your and' was mentioned – comparative study?

Looking at the modelling industry?

James/Dave Franco?

Please **everyone** keep the ideas coming for positive role models. People that promote equality in any way and succeed in their field. If they are local or Scottish then brilliant – we can try for an interview.

THANK YOU SO MUCH FOR COMING TODAY! You are all awesome, and I'm super happy to have you as the founding members of STAMP <3 <3 <3