

Proclamation



CITY OF NORTHAMPTON
COMMONWEALTH OF MASSACHUSETTS

Advertising's Image of Women Awareness Day September 19th, 2019

WHEREAS, the Northampton-based Media Education Foundation (MEF) is celebrating the 40th anniversary of Jean Kilbourne's pioneering film, *Killing Us Softly*, with an event and panel discussion at Smith College on September 19, 2019; and

WHEREAS, the Media Education Foundation was founded by Northampton resident and UMass Professor, Sut Jhally, to foster a more media-savvy citizenry by providing, in accessible video format, the observations of leading scholars on media and society; and

WHEREAS, Jean Kilbourne, National Women's Hall of Fame inductee and internationally renowned media scholar and feminist activist, has been one of MEF's central scholars; and

WHEREAS, negative media representations of women contribute to gender inequality; and

WHEREAS, challenging media representations of gender, as Jean Kilbourne does, makes the world safer for and more accessible to women; and

WHEREAS, the City of Northampton takes pride in being home to the Media Education Foundation, which has supplied thousands of teachers across the country and abroad with critical tools for helping millions of their students think more critically about the media they consume; and

WHEREAS, the City of Northampton is proud to be the birthplace of *Killing Us Softly 3* and *Killing Us Softly 4* which are the updated and revised versions of the original documentary;

NOW,

THEREFORE, I, David Narkewicz, Mayor, do hereby proclaim and designate September 19th, 2019 as

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in the City of Northampton and urge all citizens to join me in recognizing and celebrating the contributions of Jean Kilbourne and the Media Education Foundation to Northampton and the wider community.

IN WITNESS WHEREOF, I have set my hand and have imprinted the seal of the City on this 19th day of September, 2019.



A large, stylized handwritten signature in black ink, reading 'David J. Narkewicz'. The signature is positioned above the printed name.

Mayor David J. Narkewicz