# Worldwide Video-Project Lets People Chime in On How Women & Girls are Represented in the Media

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Leicester, UK (March 26, 2015) - **Non-profit organization, Media Savvy Girls- has launched a worldwide video project to empower people to express their opinions about the current representation of women and girls in the media.**

The project, LetmeBMe, was launched at the end of July 2014 (see their first promo release https://www.youtube.com/watch?v=w-QqeLENSC4 ) and started asking women and girls around the world to answer (in about 30 seconds and being 100% honest) one simple question: "If there was one thing you could change about how women and girls are represented in the media, what would that be?"

Prompted by the positive response of many male supporters, the project was then expanded to include the voices of men and boys too - see All Men promo https://www.youtube.com/watch?v=EOKz0cBqyw0 - in perfect timing with the spirit of the newly launched United Nations campaign #HeforShe.

Since the launch of LetmeBMe, the project has collected more than 250 video-answers from all over the world. All video contributions are uploaded on the project website www.LetmeBME.org and then shared via MSG's social media platforms (Instagram, Facebook, Vine and Twitter).

Founder of Media Savvy Girls, Dr. Francesca Morosi, is delighted at the response received for the project. She said: "Doing all this on a shoestring budget, I still cannot believe the success and response the project had so far. We are extremely impressed with our contributors – some of them even expressing their thoughts through poetry, music and rap. The dream would be to reach 1,000 contributions by the end of the year, but for this to happen we need the project to go viral as we desperately need more publicity".

Dr. Morosi further added, "Although designed in the spirit of empowerment and free speech, the project in its simplicity remains a cross-cultural research endeavour, as such firmly non-profit and open to all views. We look for 100% genuine answers. Contributors are free to express any opinion. This is very important as the project invites all voices to come forward, not just particular ones to fit a pre-defined agenda."

When asked about what Media Savvy expects to achieve from this project, Dr. Morosi said, "I see this project as a transformative participatory endeavour to stimulate true dialogue and make people reflect on the many issues relating to the representation of women and girls in the media. Some people don't have a problem with it and this is fine too: some contributors expressed it very clearly. I am just curious to see what views will come forward and whether there are common viewpoints across different communities and cultures".

To participate in the LetMeBe project, contributors can post their own short video in social media with the tag #letmebme or visit www.letmebme.org. For further information on Media Savvy Girls, visit http://mediasavvygirls.org/.

About Media Savvy Girls:

Media Savvy Girls is a non-profit organisation and social enterprise based in UK, with the aim to promote gender equality and deliver social and media literacy education to girls. The long-term plan is to adapt their media and literacy kit to educate and empower boys too.

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