

**Handbook:**  
**Women's Leadership  
and Social Change**  
***WILL Senior Capstone***  
**Spring 2006**

**ReBody.org**

**Contributors:**

**Mary Kate Bohlin, Jessi Boston, Tamara Cerbo, Jennifer  
DaCunha, Nina Davidson, April Duncan, Maya Eilam,  
Honor Friberg, Nicole Grieco, Shannon Hearty, Grace  
Lee, Claire Manning, Grace Robol, Jennifer Salston, Heidi  
Schmid, Leslie Stickler**

## The Beginning

This Project began in the National group of the WILL senior capstone class. We started with the concept of body image as a main focus, and after bringing up the Dove Real Beauty Campaign website in a group meeting, we decided to propose a project to make our own website to replace media images with real feminist body art.

The four group members then researched different areas of the project, feminist art, body image and psychology, body modification, and internet communities. Then we presented our powerpoint, which can be viewed on the WILL website. After four presentations, the class voted, and “ReBody” was the winner.

[https://socs.tcnj.edu/s4\\_served/hkjtzn7duua6flzm7pt/activism\\_presentation\\_ppt.ppt](https://socs.tcnj.edu/s4_served/hkjtzn7duua6flzm7pt/activism_presentation_ppt.ppt)

We divided the project into various jobs, and during our first class meeting after choosing the project, we chose and assigned jobs to class members. The jobs included two project managers, whose task it was to oversee class meetings and to record minutes, two art editors, whose task it was to organize art work and help to select art work for the website, two lit editors, whose task it was to compile a mission statement, FAQs, and interesting sites or links to be placed on the website, two publicity members, who worked to publicize the launching of the site around campus and the local community, three web designers, who created and designed the website, and five art recruiters (three national and two campus), whose job it was to solicit art work from local and national artists to be used on the website.

This handbook has been designed to show future leaders and activists our process in completing this project. We have included in this handbook our methods, ideas, notes, and problems, so that you, the reader, may use these in planning and executing other activism projects. We hope this handbook will be of some assistance and will guide you in the arena of feminist activism.

### Contents:

#### National Group’s Original

Concept, Outline, Timeline.....	Page 3-8
Initial Notes.....	Page 9-10
Minutes.....	Page 11-14
Weekly Reports.....	Page 15-19
Notes from the Webmasters.....	Page 20-22
Publicity Instructions.....	Page 23
Letter Calling for Submissions.....	Page 24
Letter for Crediting Artists Work..	Page 25
Mission Statement.....	Page 26
Research Topics/Information.....	Page 27-29
Frequently Asked Questions.....	Page 30-31
Sample Publicity Fliers.....	Page 32-33
The Future of ReBody.....	Page 34
Suggestions for Future Students...	Page 35

## Original Project Proposal for ReBody.org

- The average American woman is 5'4" tall and weighs 140 pounds
- The average fashion model is 5'11" tall and weighs 117 pounds
- If Barbie had 38" hips (size 8), she would have a 50.6" bust, 49.5" legs, and be 7'7" tall.



<http://womensissues.about.com/cs/bodyimage/a/bodyimagestats.htm>

<http://www.vanderbilt.edu/wellnesscenter/barbie.html>



- 42% of elementary school students between the 1st and 3rd grades want to be thinner
- 80% of children who are ten years old are afraid of being fat

<http://womensissues.about.com/cs/bodyimage/a/bodyimagestats.htm>

- 91% of women recently surveyed on a college campus had attempted to control their weight through dieting, and 22% dieted "often" or "always"
- 80% of women are dissatisfied with their appearance

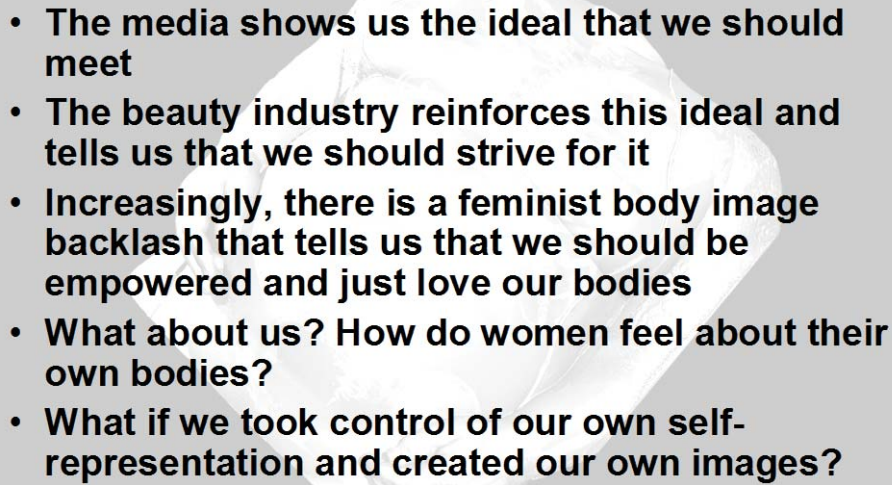


<http://womensissues.about.com/cs/bodyimage/a/bodyimagestats.htm>



- Americans spend over \$40 billion on dieting and diet related products each year
- Every minute in the United States, 1,484 lipsticks are sold

From *Body Wars* by Maine, 2000

- 
- The media shows us the ideal that we should meet
  - The beauty industry reinforces this ideal and tells us that we should strive for it
  - Increasingly, there is a feminist body image backlash that tells us that we should be empowered and just love our bodies
  - What about us? How do women feel about their own bodies?
  - What if we took control of our own self-representation and created our own images?



### We want...

- To encourage women to create “art”, to share truth, originality, and beauty in a broad and redefined sense in a safe community
- To let women know that it’s okay to be a feminist and have body image issues
- To empower women through creative self-expression
- To replace media images with our own renderings of body image



# ReBody.org

- Posted images and other artistic media

- Blog

- Literature:

- FAQ
- Informative links

- Contact information

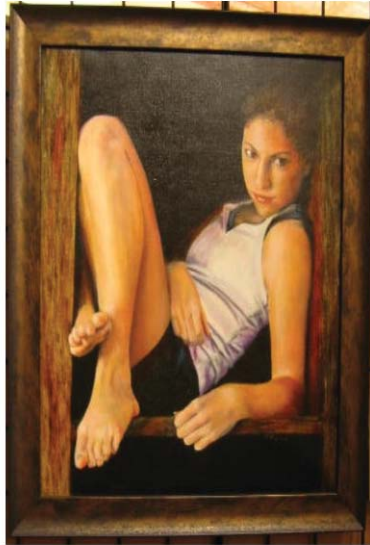
## Timeline

- **Weeks 1-2**
  - Join committees
  - Generate ideas and share research insights
  - Research contacts at other schools, community, and online
  - Generate art for preliminary website
  - Web technology research and domain registration



## Timeline

- **Weeks 3-4**
  - Design preliminary website
  - Work to collect and assemble art, literature, and blog sections of website
  - Begin formal recruitment of artists
    - Local – actively solicit submissions
    - National – contact and build relationships with national organizations



## Timeline

- **Weeks 5-6**
  - Launch official website
  - Continue redesigning/ improving site structure
  - Continue collecting (recruiting) and posting art and literature
  - Begin blog correspondence
  - Publicize website
    - Local
    - National



## Timeline



- **Week 7**
  - Evaluate website and project
  - Organize strategy to continue website functions into the future
  - Party!



If our website is successful, we will empower women to find pleasure, truth, and beauty in their bodies, and to enjoy themselves in new and paradigm smashing ways.



## **Project Managers: Initial Setup Notes**

Our job was to lead classroom discussion and organization, to plan for the future of the website, and to compile the handbook. You will find here the schedule we created on March 21, one of our first class meetings. Also included here is the list of jobs and the assignments of class members.

### Schedule:

- 3/21- Set up meeting with Ellen about nudity
  - keep in contact with ML for WILL purchasing Card
  - Call for Weekly reports
  - Reminder for schedules
- 3/28- Mary Kate, agenda; Honor, minutes; talk about handbook
- 4/4- Mary Kate, minutes; Honor, agenda
- 4/11- Mary Kate, agenda; Honor, minutes
- 4/18- Mary Kate, minutes; Honor, agenda
- 4/25- Mary Kate, agenda; Honor, minutes

**\*To Do\* - Get together in our smaller groups to create task lists outlining what we'll be doing each week.**

SOCS Discussion Board - check often, and you might want to send out an email letting everyone know you've posted something. Post minutes of class meetings and smaller-group meetings to facilitate compiling the handbook.

Art Editors - general policy to decide what goes on the website: need artist's description so we can put the art in context, consult class, no pro-ana or pro-mia. Also ask artists for medium, theme(s), for cross-referencing purposes.

Blogger - can have blogposts be screened so that they don't show up until they are approved. Benefits of having people sign up: creates community, people return to site, and we can ban/contact people whose posts or comments we delete. And if posts are about a piece, we can add a link to the post under the work. Ask Jen Braverman about running/structuring website.

Assistants - for Art Editors, Literature Editors, Webmasters. from WILL, Bod Squad, ASA. To help with potentially large amounts of work, and ensure longevity of project.

Fundraising - Project Managers need to research what we can do with this. Look into Paypal donations.

Gmail account - ReBody.org@gmail.com --Thanks Leslie!

And here are everyone's roles in making this happen:

Project Managers - Honor Friberg, Mary Kate Bohlin

Recruiters - **Local:** Tammy Cerbo, Grace Lee. **National:** Nina Davidson, April Duncan, Claire Manning

Publicity - Grace Robol, Jen Salston

Art Editors - Heidi Schmid, Shannon Hearty

Literature Editors - Maya Eilam, Jen Dacunha

Webmasters - Leslie Stickler, Jessi Boston, Nicole Grieco

## MINUTES

*Minutes were kept during each class session and any outside meetings that were held by the project managers. These allowed our group to remain organized and updated.*

### Tuesday, March 7 2006

- **SOCS Discussion Board** - check often, and you might want to send out an email letting everyone know you've posted something. Post minutes of class meetings and smaller-group meetings to facilitate compiling the handbook.
- **Art Editors** - general policy to decide what goes on the website: need artist's description so we can put the art in context, consult class, no pro-ana or pro-mia. Also ask artists for medium, theme(s), for cross-referencing purposes.
- **Blogger** - can have blog posts be screened so that they don't show up until they are approved. Benefits of having people sign up: creates community, people return to site, and we can ban/contact people whose posts or comments we delete. And if posts are about a piece, we can add a link to the post under the work. Ask Jen Braverman about running/structuring website.
- **Assistants** - for Art Editors, Literature Editors, Webmasters. Ask WILL, Bod Squad, ASA to help with potentially large amounts of work, and ensure longevity of project.
- **Fundraising** - Project Managers need to research what we can do with this. Look into Paypal donations.
- Gmail account - ReBody.org@gmail.com --Thanks Leslie!
- Jobs:
  - Project Managers - Honor Friberg, Mary Kate Bohlin
  - Recruiters –
    - Local: Tammy Cerbo, Grace Lee.
    - National: Nina Davidson, April Duncan, Claire Manning
  - Publicity - Grace Robol, Jen Salston
  - Art Editors - Heidi Schmid, Shannon Hearty
  - Literature Editors - Maya Eilam, Jen Dacunha
  - Webmasters - Leslie Stickler, Jessi Boston, Nicole Grieco
- **\*To Do\*** - Get together in our smaller groups to create task lists outlining what we'll be doing each week.

### Tuesday, March 28 2006

- ML's notes for us
- 4/4 @ 5:30 – WGS majors convene with other senior seminar for focus group
- WGS majors should write reflections for the newsletter and give them to Jen Salston
- WILL graduation: Thursday, 4/27 @ 5 pm
- Tea: Saturday, 4/29 in Princeton (time TBA)

- Nudity meeting with Ellen: Tuesday 4/4 @ 2pm
- Governor Panel: Wednesday @ 2pm. Get there early!
- Take Back the Night: Wednesday 4/5 @ 8pm
- Do the questionnaire!
- T-shirt party: Tuesday 4/11 @ 4pm – t-shirts provided, bring special materials

#### **Webmasters:**

- Will use Phpbb for message board...free!
- Front page is made. Will look into alternate designs with rotating image
- Must make our own art for the site's icons
- Will buy domain on Saturday, 3/25
- Maybe set up live journal for a separate community

#### **Art Recruiters: Campus**

- Dr. Winston from the Philosophy Dept. has a daughter with appropriate art
- Post secret – try to implement that type of idea?
- Posters? Direct artists to site that will contain info about submitting

#### **Art Recruiters: National**

- Have e-mailed women centers
- Plan to try art departments

#### **Literature Editors**

- Need FAQs!

#### **Art Editors**

- 2 submissions in gmail account!
- Make folders
- Logo ideas – bodies, little silhouettes by Shannon ☺
- Create your body art!

#### **Publicity**

- Design a flyer/teaser to post on campus
- Re-defining beauty – rebody.org
- 1<sup>st</sup> flyer – no date, 2<sup>nd</sup> flyer – launch date
- Table tents with body image facts
- *Signal* ad – email Tammy Tibbets to write an article
- Working on press release
- Launch party idea for student center – runway (anything but clothes)

#### **Tuesday, April 4 2006 – meeting with Ellen**

- If there is a problem with obscenity in the blog, we must block it to anyone who does not sign up to use it. Leslie will be censoring it for a year after graduation
- Need for a board of WILL students to decide what is appropriate (with ML, maybe alumnae?)
- Honor and MK will create guidelines for art submissions to tell contributors, with criteria for inclusion and a review process
- Because of nudity on the site, Ellen offered the ideas of activating parental controls to block the site for minors, and ways to check the identity of subscribers

to make it a secure site.

- **Art Guidelines:**
  - Include the message from the recruiters' email
  - 18 or older to submit nude art (make a folder for an "I am 18 years old" statement)
  - With art, include statement about what it means to you (to weed out offensive pieces)
  - Art will be reviewed by a board to determine appropriateness before it is posted
  - ReBody.org will only display art that complies with the mission statement. All other art will be returned to artist with an explanation why it was not used.

### **Tuesday, April 4 2006 - class**

- New cover for the website - magazine cover setup, possibly with our pictures.
  - Photos of class members, all with same background
- Contact info of the artist on the website next to art piece?
- Protection of the artist – we don't have the power to copyright material, but webmasters can disable users' ability to right-click images
- Logo – chose the one with circle around woman's body to represent transformation. Other logo option creates a binary.
- Meeting with Ellen:
  - To activate parental controls, only keywords like "nudity" to block minors. We don't want to block more people than is necessary.
  - Class agreed on the guidelines, and added the idea of the "I am 18" statement for the first guideline
  - No way to or need to check identity of website users
  - Review Board of WILL students – 5 women plus Mary Lynn
- Cutting/eating disorders art: should still be included as process of healing for some. Should include disclaimer that it is triggering or troubling material. (\*\*Up to the class/review board if it complies with the mission statement\*\*)
- Minors – old nude pictures are acceptable if they are currently 18 or older
- Cross-referencing: Webmasters can categorize art by medium, artist, etc.
- Next class: t-shirt making at ML's house!

### **Tuesday, April 18 2006**

- Launch date: Tuesday, April 25, 2006! Bring food!
- Email WILL about Review Board and will ask interested members to reply with information (year, why she is interested, qualifications)
  - Talk about it more at the general meeting on Sunday to give more info and get board members
- Publicity: Tabling on launch day
  - Passers-by make own art for ReBody.org, get a treat!



- o Laptops on display (1 with slideshow of art and 1 to navigate site)
- Handbook: all committees must hand in their weekly reports by class next Tuesday (4/25)
- Upcoming events:
  - o WILL graduation: Thursday 4/27
  - o Tea: Saturday 4/29
  - o Party: Sunday 4/30

**Tuesday April 25 2006**

Launch day!

## WEEKLY REPORTS

*Each task team was asked to keep weekly reports of the work they had completed, allowing us to track our progress and process not only as a class, but as separate groups. Weekly reports became a way to manage our time and were a source of valuable information as we looked back on the progress of the project in creating this handbook.*

### **Week 1: March 21, 2006**

#### **Webmasters:**

3/28/06 (next week) we will have a temporary "shell" version of the site so people can approve the basic design. We'll meet on Friday to plan it out together, discuss things like color scheme, the main page, how the different parts of the site will be linked together.

Maya had an idea about a main/opening page image - a "magazine" style with different `articles` linking to pages of the site, what do people think of this? Another suggestion was a woman in silhouette.

We're also going to decide whether to use the domain Jen Braverman uses (1-on-1.com) or one that might support more extra features, like blogs. We'll also figure out exactly we want for our `discussion`-style section, a blog (how many people can update it? who can comment?) or message board (anybody can post, moderator, etc.)

#### **Art Editors:**

We began brainstorming ideas for how to organize the artwork on our website. Category possibilities included the type of media used, the subject matter of the work, or by the characteristics of the artists, such as age, location, etc.

We tried to consider how to make the artwork as organized and accessible as possible so that our visitors could easily navigate the site.

#### **Literature Editors:**

This week, we wrote the mission statement to be used on the website, putting the class's ideas and values into words. The mission statement was then posted on SOCS, and we let the class know it was up. We asked for the class's feedback so as to make the mission statement representative of the beliefs of the class and then following these suggestions, made minor revisions.

#### **Publicity Team:**

We emphasized publicity because the success of our websites depends on the

amount of visitors. Our job was to alert the campus community about ReBody.org. We did this through the use of flyers, signal articles, banners, t-shirts, internet media, and a launch party. During the first week, we worked to create an icon and we introduced the project at the WILL meeting so as to enlist the assistance of fellow WILL members during the course of the project.

### **Recruiters:**

We began by investigating organizations around nation and campus to help solicit artists to send emails to. National recruiters determined which institutions they would send their letters to. Nina found a website that listed women's centers at many different institutions and then divided this list among Nina, Claire and April to solicit artwork from women-identified individuals.

### **Week 2: March 28, 2006**

#### **Webmasters:**

The webmistresses had some trouble refreshing their net skills to the desired levels for the index page goal we made ourselves for this week. As a result, at our meeting we struggled to actualize an attractive and professional template for the site, painstaking trying to change a word here, debug a script there, to get everything to come together. But, we foresee that this will become easier as we become more familiar with what we're working with and as we use \*collaborative\* styles.

On some more concrete notes, Nicole and I were kicking around the expensive and less-than-super-hot options of ezboard and livejournal for our message board/blog until Jessi turned us on to PHPBB, which is free and professional caliber (and won't require anyone to sign up for a livejournal account just to have a name in our community). Also, we struggled with legal and technical issues with background art for the site, as we needed something to go into our template but couldn't (really) steal it from someone else. Some resources that we used in our first site template (the blue one presented today) were [www.webmonkey.com](http://www.webmonkey.com) and [www.visibone.com/colorlab/](http://www.visibone.com/colorlab/) to help us look up and fix scripts and choose colors.

For next week, we plan to create an alternate "magazine cover" index page that will play on the fact that we're reforming and reclaiming images of the female body from the media. We will work on this at our next webmaster meeting, this Saturday (April 1) at 10:30am at Nicole's house. We also plan to register our domain name and pay for webhosting (most likely on 1-to-1.com) that day.

A reminder to the art editors (and artists everywhere, who are not reading this) that we are in need of original artwork to liven up the temple of the site. Shannon created some awesome stuff, but we might be able to use more images--especially an

image heading banner that says and subtly evokes "rebody."

### **Art Editors:**

We began collecting the artwork that had been received by the recruiters. We organized the artist's information and explanations of their work. I worked on developing a logo to represent our site.

### **Lit Editors:**

During this week, the FAQ's were developed and completed. We began to brainstorm our own ideas for the FAQ's, but we also solicited ideas and information from the other members of the class. We began research on topics like statistics and common misconceptions about body image to be included in the website.

### **Publicity:**

We created a flier to be hung around campus advertising the website. These fliers were copied and distributed to members of the class to be hung around campus.

### **Recruiters:**

This week, recruiters held a meeting with the "art gatherer/recruiter" group to brainstorm most effective ways to get submissions. We decided that our best methods included: mass e-mails to women's centers, W.I.L.L., and the TCNJ art department. We also contacted the Bodsquad and researched some of Judy Chicago's works and ideas.

National Recruiters sent emails to as many women's centers at different colleges around the country whose email addresses they could locate and asked these organizations to please forward along the email to their list serves and anyone who they thought might be interested. We began to receive emails inquiring more information about ReBody.org and even received a few submissions of artwork. We felt it was appropriate to create a list of information about artists including age, location, brief description of artwork, contact information, and the medium of the artwork to be included on the website.

Tamara created an on-campus advertisement soliciting artwork from the local community, and the recruiters also created a facebook group for ReBody.org. We have posted an advertisement on SOCS for art submissions.

## **Week 3: April 4, 2006**

### **Art Editors:**

We continued to collect art work from the art recruiters, spending time to sort

through the pieces that had been submitted and begin to organize artwork into categories based on media (watercolor, digital photography, etc.) and topic.

### **Lit Editors:**

This week, we finished the FAQ's and passed them along to the webmasters so they could be added as a page on the website. We continued our research on statistics, links, and other resources.

### **Publicity:**

During this week, we planned the t-shirt party for the class in which we would be creating our own t-shirts to wear on the day of the launch. We also met with the editor of The Signal, the on-campus newspaper, to speak about having an article written about the website. This should appear in an edition in an upcoming week before the website is launched.

### **Recruiters:**

Get final class approval of advertisement (after revisions are made and a new primary image is chosen). We then had the advertisement approved by Campus Life. National group members begin to solicit artistic friends for submissions. We post issue on SOCS to obtain help from other W.I.L.L. Capstone members, and we find that personal emails are much more effective in soliciting artwork. The national group contacts Dr. Winston's daughter, Molly Winston, who submitted her own artwork and also put Claire in contact with another artist. The national group also began sending emails to other schools' art departments & to W.I.L.L. list serve.

## **Week 4: April 11, 2006**

### **Art Editors:**

We worked with the webmasters to format the artwork, organizing and resizing it, and to create thumbnails to link to each piece of art. These were then placed on the website's gallery page so that when clicked, they linked to a particular piece of artwork. Our job was in selecting portions of the artwork to be used in the thumbnails.

### **Lit Editors:**

During week 4, we completed a list of statistics and submitted it to the webmasters to be added to the website. We also completed our list of links and other resources to be submitted to the webmasters.



## **Publicity:**

During this week, our class's t-shirt party was held. We collected art supplies and brainstormed ideas for the shirts and each member of the class designed and created a different t-shirt to be worn the day of the launch to help advertise the site.

## **Recruiters:**

We create a bulletin containing our letter and asking for females to submit artwork (on myspace.com), and an artist from Santa Barbara agreed to post our letter on her site and get the word out to some of her artistic friends. An advertisement is also posted on craigslistnj.com asking for artwork and for people to check out our site and join. Submissions start rolling in: Reed College, RISD, UPenn, and TCNJ. The Recruiters received and responded to questions about jpeg size, write ups, and such from artists.

## **Week 5: April 18, 2006**

### **Art Editors:**

We completed the formatting of the remainder of the artwork. Again, thumbnails were made for each piece of artwork, and we helped in the organizing of the page and the selection of portions of the art for the thumbnails.

### **Lit Editors:**

During this week, we incorporated any revisions needed to all sections and tied up all loose ends.

### **Publicity:**

Week 5 was an important week in the process of our publicity for the site. We finished and hung our banner in the student center, and contacted the technology department to create a link on TCNJ homepage to a brief article about our work on the site.

### **Recruiters:**

This week, we emailed people who sent artwork and thanked them for their support and let them know their submissions would be reviewed by the art editors. We also prepared a follow-up email that includes launch date.

## **Week 6: April 25, 2006: *Launch Party!***

## **Notes from the Webmasters:**

### ***How to Be a Webmaster (Or Mistress, as the Case Likely Is)***

The job of webmistress sounds glamorous, and in many ways, it is. However, the woman that undertakes this task should be prepared for great responsibility and frustration. The best type of person to choose the webmistress job is one who is detail-oriented, perseverant, conscientious, and punctual. Procrastination is dangerous for a webmistress, because you WILL end up spending three times as long coding as you'd planned, you WILL run into unexpected problems running your codes, and you WILL have to sift through minute details over and over again to make small and large changes to your pages. You should also have some web design background before jumping onto the project; there's a lot to it and you'll drive yourself crazy if you try to learn all of it from scratch on a project deadline. However, if you possess these qualities and skills, acting as webmistress can lead to great glory, as the technical hub of your project, and everyone will be very impressed that you can manipulate all those strange-looking scripts.

#### Hints:

1. Know exactly what you want your webpage to look like before you start making it. Jumping in blind works for some artists, but a webmistress, even her design capacity, is primarily a technician. The work of structuring and setting up a page is long and difficult: the code doesn't look like the page, and the code has to be precise to run (no typos and watch the order of opening and closing each script!). Without a physical design template, you'll be wading in some serious weeds. Where to find a template? Many designers like to find a webpage with an attractive design layout and "steal" it; just go to View and select Page Source at the top of the web browser (note: this does not work for images or flash, because you need the image or flash files, not just the source code, to recreate the page). For our project, we copied an issue of *Vogue* (yeah, you heard me right). After a false start, we picked up a copy and made a Photoshop image that was laid out exactly like the cover of the magazine, then added hotspot image links. Whatever source of inspiration you choose, make sure that you know what you're

working towards before you put in the carpal-tunnel-inducing work of coding it.

2. A quick note on legalities: for PowerPoints, doing a Google search for images and using them in your presentation is a great and easy way to make it more attractive. However, if your site is going up on THE internet, using someone else's images, even clipart, is at best plagiarism and at worst a federal offense (copyright infringement). Don't go there. Take your own pictures or get explicit permission from others. Find an artist who will design you an original, custom logo (one of our Art Editors drew and scanned in the lady-in-the-circle logo for ReBody.org).

3. Realize that all coding programs are not created equal. A program like FrontPage will do all the coding for you as you type on a design view. However, FrontPage chooses how it's going to create your code, which takes away your power to choose your coding language, make small changes, and choose when to open and close scripts so that different elements run simultaneously. Dreamweaver is better because you can access a design view, but you can also write your own code. However, Dreamweaver also writes and reads the type of scripts that it prefers. For our project, this meant that we had to convert everything to cascading style sheets (CSS scripts) to work in Dreamweaver, then back into html scripts to work with another program, CuteHTML. We would have saved this headache by coordinating our methods and skills better, and by pacing ourselves more effectively.

4. Make sure that all of the content for the pages is prepared and approved in advance. There is often text that has to be added to orient site visitors, explain things, or even just fill space that no one thinks about in advance. For our site, things like the submissions message, the mission page, the links descriptions, and even the art descriptions and artist bios were not finalized in advance of writing those pages. As a result, the responsibility fell at the last minute on the webmistresses to generate this text, and there was little time to go back and edit it. Future webmistresses should make sure that all of these final formulations of text are written out, whether it be typed or on notebook paper, and approved well before they need to be put on the site.

5. Work together, break it down, help each other out. Sometimes a single misspelled font name (for us, “Lucidia” instead of “Lucida”) or typo can have one webmistress tearing her hair out trying to understand the darn program just won’t work, until another webmistress thinks of checking the order of the scripts, or whether the table spacing is specified, or whether the font name is spelled correctly. Share the burden and the joy, and learn from each other. No webmistress is an island.

## **Publicity Instructions for Future Classes**

### **Fliers:**

Created design and had it approved by the class  
Filled out form from campus life in the student center and left overnight for approval  
Made many copies of the approved form  
Hung in all academic buildings

### **Signal Article:**

Contacted known writer at the signal  
Explained our project to her  
She ran it by the editorial board and put us in touch with a reporter  
Meet with reporter to discuss details of the article  
She wrote the article

### **T-Shirts:**

Shirts and supplies provided by class budget  
Designed t-shirts at ML's house to wear during launch event

### **Banner:**

Used website logo as design  
Created banner with the help of our resident artist  
Filed out form on Campus Activities website  
Secured banner space from campus life  
Posted banner for launch week

### **Post on TCNJ website:**

E-mailed Mathew Golden, director of community relations, to post our event under the event heading on the homepage.

### **TCNJ Calendar:**

Fill-out form on calendar website

### **Publicity Event:**

Discussed with class possible launch party/awareness events  
Decided on possible tabling in the student center  
Cleared the use of table by filling out the form on campus activates website  
E-mailed Kerri Sue Davis about clearance for food  
Filled out form about music wavier  
Set up schedule of class members to table event  
Set up table with laptops, music, food and art supplies



## Letter to Artists Calling for Submissions

Dearest Fellow Feminists,

Good Afternoon. Every year as part of our senior seminar class through the Women in Leadership and Learning Program (WILL) at The College of New Jersey, we choose an activism project. Past students have done protests to raise awareness for the issue of the sex trafficking of women. Last year, the seniors in the class organized workshops for low-income women about nutrition and domestic violence. Due to the ever increasing issue of body image that women across the country face, we have decided to launch a website that will act as a safe space for these women to post art about their feelings about their bodies. The site will be called "Rebody.org" <<http://rebody.org/>>.

Our mission for [rebody.org](http://rebody.org/) is simple. We seek to empower women to re-define and reclaim our body images through artistic expression. Our website, ReBody.org, will be a safe community in which women can explore feelings about and deepen understandings of our bodies. We want to encourage women to create art to share truth, originality, and beauty in a broad and redefined sense. As feminist activists we understand that the definition of "woman" can be rigid. Because of this, we want to expand the definitions of beauty to include bodies which are not easily classified as male or female, including the bodies of people who identify as transgender, transsexual, intersex, bi-gendered, or androgynous. Most importantly, we want to replace unrealistic media images with our own renderings of our bodies.

Since this project depends on submissions from others in order to launch the site, we need your help. We are calling for submissions of digital media that deal with body image. Along with these pieces, we are asking for a brief description of the context of the art so that we may properly categorize it on the site. In addition to the digital media, we are also accepting original poetry, prose and essays surrounding the theme of body image. We ask that all pieces be submitted via e mail to [rebody.org@gmail.com](mailto:rebody.org@gmail.com). We are asking that you forward this e mail to your listserves as well as the members of your other student organizations. With your help we can make this safe space a reality.

With your help, we can make [rebody.org](http://rebody.org/) a success. This safe space to counteract the unrealistic portrayal of women's bodies in the media cannot exist without your help. We appreciate your time and your help.

Yours in Feminism,  
The Women of WILL

## Letter to Artists about Crediting Work

Dear Artist,

First of all, thank you GREATLY for contributing artwork to ReBody.org; the W.I.L.L. senior class can't express all of our gratitude for your participation. You will be helping women across the world to discover their beauty

We ask of you to please fill out and re-send the following questions to [rebody.org@gmail.com](mailto:rebody.org@gmail.com) so that we may give you credit for your work on ReBody.org, *and only if you so desire*, include your contact information so others interested in your work can get in touch with you. The items with a star next to them will be included on the website (unless you specify otherwise).

\*Name:

\*Age:

\*Location (what state/town are you creating your artwork in):

\*Medium (i.e.: watercolors, painting, sketching, sculpture, photography, poetry, etc...)

This will be used to classify/categorize your artwork so others may easily search for it):

\*Size of Original Piece:

\*Statement (3-5 sentences describing the artwork – you may address such issues as why you chose to create this piece, how it expresses your body image/beauty, etc...)

Home address:

Email address:

If you would like your email or home address included, please indicate so.

Also, if there is anything else you would like to include, just specify in your email back to us.

Thank you again,

The Senior Women of W.I.L.L.

## **Mission Statement**

*To be included on website, informing viewers of our purpose and goals.*

### **beau·ty**

*n. pl. beau·ties*

1. The quality that gives pleasure to the mind or senses and is associated with such properties as harmony of form or color, excellence of artistry, truthfulness, and originality.
2. One that is beautiful, especially a beautiful woman.

(From <http://www.dictionary.com>)

### **Mission Statement:**

We seek to empower women to reclaim their own body image and redefine beauty through artistic expression. Our website, ReBody.org, is a safe community where women can explore how they view their bodies; it can be an avenue for change for women to transform themselves. Through this website, we hope:

- To encourage women to create art that shows beauty, originality, and truth.
- To replace stereotypical and unrepresentative media images of women and their bodies with individual women's artwork expressing their own body image.
- To let women know that having body image issues is not unusual and does not have to be a source of shame, but rather can be a common ground on which to connect to other women and gain deeper understandings of themselves and one another.
- To create a community where women can practice feminist goals of empowering themselves and others, sharing points of view and finding commonalities through different experiences, and initiating the process of working towards healthy body images for all women.
- To expand the definitions of beauty to include images of people who are not easily classified as male or female, including those who identify as transgender, transsexual, intersex, bi-gendered, or androgynous.

## **Blog Research**

I did a lot of rooting around for blog hosting, and the most popular blog creation software (read: more technical than livejournal, because you are using the software to set up your own blog on your own site) among those MODERATELY difficult to use is [www.wordpress.com](http://www.wordpress.com). This was the highest rated among the free programs, and seems to have a lot of flexibility when it comes to set-up, features, and interfaces (read: making it look pretty). Obviously, those interested can check it out at [www.wordpress.com](http://www.wordpress.com).

Especially cool is that wordpress suggests webhosting options that support/import wordpress's code, which makes sure that we won't have any trouble getting our blog from wordpress onto the web and limits our options for web hosting. These webhosts are at market price (\$5-10/mo depending on what you get) and would, I think, serve us well. We can look more at wordpress and debate different blog options next class.

## **Pay Pal Account Research**

### Soliciting Support for Your Blog

Setting up a 'tip jar' or a donation button is a controversial way to earn cash from blogging. Some people think it's a good way to allow readers to name their own subscription fee to online materials (the blog), while others think that it's bad taste to solicit money from blog readers.

Whatever your stand may be on this matter, truth of the matter is: Tip jars or donation buttons may not help you to quit your day job, but it may help you cover some of your blogging expenses such as server/hosting fees, Internet fees, etc. So, if you either have a loyal following and/or if you offer valuable resources in your blog, then it might be worth your time and effort to have one.

Just remember that if you do decide to solicit financial contributions on your blog, make sure you keep these things in mind:

1) Use the 'Soft Sell' Approach.

No one likes an over enthusiastic sales person. It's even worse to deal with a pesky beggar. So, the best thing to do is to introduce your call for contributions in the most direct but subtle way.

2) Be Ethical. Never lie about your needs (or wants). If you're looking to buy a new computer, don't say you're ill and needing help to pay for medications. People are more likely to offer donations to real causes.

3) Show Appreciation - Don't Alienate. Think of ways to thank your donors without alienating readers who don't or can't donate.

4) Make It Easy for People to Donate. It seems obvious, but some people do make it difficult for others to donate if they have several rules for prospective donors (e.g., "I only accept credit cards."). While the most popular way to add a 'tip jar' or donation button is through online payment systems like PayPal, you should also offer other ways to receive donations. For example, you can add a snail mail address (a PO Box is the safest way) for those who may wish to donate money orders or checks.

An example of a 'tip jar' in action can be found in Andrew Sullivan, a popular blog by this journalist. In his blog, you can find a link to something called to 'The Tipping Point.' When you visit 'The Tipping Point,' you will find ways on how to donate and other donor information.

To set up your own 'tip jar' or 'donation button' using PayPal, read this article:

How to Set Up a Donation System Using Paypal  
From Sheila Ann Manuel Coggins,

Donation buttons (aka as 'tip jars') may not make you rich or provide you with a regular income from your weblog. However, it might just help cover some of your blogging expenses (server/hosting fees, Internet fees, etc.). So, if you're inclined to set one up, one easy way to do it is to use PayPal's service.

Difficulty: Easy

Time Required: 5 mins.

Here's How:

1. Go to <https://www.paypal.com/>.
2. Sign up for an account, if you don't have one yet. Just follow the instructions and you'll have an account up and ready in no time.
3. Once your PayPal account is active, log in.
4. Go to the 'Merchant Tools' section. Look for the 'Accepting Website Payments' section. You will then find a link called 'Donations.' Click on that link.
5. Provide the necessary information to set up your donation button. Just add the optional information to facilitate the donation process (donation name/service, donation ID/number, donation amount, currency, etc.).
6. You can also add more options, such as providing customized 'thank you' pages, cancellation pages, etc.
7. Once you're ready, click on 'Create Button Now'.

8. Copy the HTML code and paste it on your blog template.
9. Encourage your readers to use your donation button (or 'tip jar') to send donations.

**Tips:**

1. Unless you know what you're doing, try not to fiddle with the PayPal HTML code too much. Otherwise, it might not work properly.
2. If you have several weblogs or websites using the same PayPal account, you may wish to provide different names/services or IDs/numbers per weblog or website.
3. The use of name/service and/or ID/number is also useful if you seek specific donations (e.g., for server/hosting fees, for new digital camera, to fix old car, etc.).
4. Write a short blog entry introducing your 'tip jar' or 'donation system'. Tell your readers why it's there, what it's for, etc. It's up to you how you wish to encourage your readers to donate - just make sure you don't oversell it.

**What You Need:**

- \* An active weblog.
- \* An email account.
- \* A PayPal account.

## ReBody.org Frequently Asked Questions

### **Q: Who are we?**

A: ReBody.org was created by a group of sixteen young women in the “Women In Learning & Leadership” <<http://www.tcnj.edu/~will>> academic program at “The College of New Jersey” <<http://www.tcnj.edu>>. For our senior project we wanted to create an activist initiative that would operate nationally to address and transform traditional definitions of beauty.

### **Q: What kind of submissions is ReBody.org looking for?**

A: ReBody.org is looking for art in a variety of forms, including paintings, drawings, photography, creative writing, digital media, multimedia, and more. We ask that the art address the issue of body image in a way that is honest to the individual creator.

### **Q: How can I contact you?**

A: You can contact us at our email address: [ReBody.org@gmail.com](mailto:ReBody.org@gmail.com) or through our mailing address:

ReBody.org c/o WILL  
The College of New Jersey  
Bliss Hall 123  
P.O. Box 7718  
Ewing, NJ 08628

### **Q: How can I donate to your organization?**

A: If you would like to donate to ReBody.org you can send a check or money order made out to “W.I.L.L. Program, TCNJ” to the mailing address provided above.

### **Q: What is body image?**

A: “Dictionary.com” <<http://dictionary.reference.com/search?q=body+image>> defines body image as the “subjective concept of one's physical appearance based on self-observation and the reactions of others.” We feel that this is a good definition because it acknowledges both the individual's role in creating her or his own body image, as well as the influence of others on the individual's body image.

### **Q: Why is body image an issue?**

A: We believe body image is an important issue in people's lives because of many reasons:

- Everyone has a body image, whether it be positive, negative, neutral, or anywhere in between. People's body image is an important part of their identity because it affects many facets of their everyday lives.



- The media shows us images of women that create an unattainable standard of beauty, which unconsciously shapes individuals' body image and idea of beauty.
- Issues of body image do not discriminate based on race, ethnicity, socioeconomic status, sex, gender, sexuality, or age. Additionally, people of all shapes and sizes can potentially have unhealthy body image.
- Having an unhealthy body image can be disempowering and limiting, but there are ways to improve and transform our body image, and in turn help others who might also be seeking an avenue of change.

**Q: Where can I learn more about body image?**

A: You can check out our “resources page” for more information.

**Q: Do men have body image issues? Eating disorders?**

A: Absolutely. Both men and women are affected by body image issues, which can result in the development of eating disorders. For more information on this topic, please see “this article” <<http://news.bbc.co.uk/1/hi/health/1632112.stm>>.

**Q: How is ReBody.org different from other websites?**

A: ReBody.org is different from other websites in two central ways. It first works to deconstruct the standard of beauty that is prevalent in our society. But unlike other websites of its kind, it does not fall into the trap of presenting exclusively positive body images and so creating yet another unattainable ideal.

If you have any additional questions, feel free to direct them to [ReBody.org@gmail.com](mailto:ReBody.org@gmail.com)!

Sample Publicity Fliers

beau·ty

*n. pl.* beau·ties

1. The quality that gives pleasure to the mind or senses and is associated with such properties as harmony of form or color, excellence of artistry, truthfulness, and originality.
- ~~2. One that is beautiful, especially a beautiful woman.~~

From: Dictionary.com

*Redefining Beauty.*

**ReBody.org**

Coming April 21<sup>st</sup>, 2006

# ReBody.org

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## **WANT TO CHANGE THE DEFINITION OF BEAUTY?**

Female-identified individuals, in order to empower women and reclaim our body image we need your artistic expressions!

We are collecting artwork (photographs, paintings, poems, essays, etc...) to make available to a community of women via the internet (ReBody.org)

If you are interested in learning more and contributing your own piece, please send an email titled "MORE INFO" to [rebody.org@gmail.com](mailto:rebody.org@gmail.com).



## **The Future of ReBody**

In order to keep our legacy or ReBody going, we have called for WILL members who are not graduating to take on the responsibility of checking our e-mail [ReBody.org@gmail.com](mailto:ReBody.org@gmail.com) for new submissions, reviewing them, posting them, and looking after the message board on the website. Here is the e-mail we sent out to find WILLing participants:

Most dearly respected and excellent WILL women,

I am writing to you all on behalf of the WILL senior capstone class! We've been busy bees working on our class project, ReBody.org, which we've created to redefine beauty through art. It's almost completed, but here's where we need your help. Since most of us will be graduating in less than a month (tear!), we're going to be passing on the torch to 5 of you who will be willing to maintain the website. You will be a member of a board that will make crucial decisions that uphold the mission of our project. If you are interested in becoming a member of this board, or you have skills related to web design, please email me back before the meeting on Sunday. If you could include: your year, an explanation of why you are interested in this position, and the details of your qualifications, we would really appreciate it! Thank you all for reading and we will see you on Sunday!!

Sincerely,  
The WILL seniors

## **Suggestions for Future WILL Capstone Students**

Come up with a crisis plan to avoid poor or unprofessional communication.

Make sure everyone has a clear schedule to follow, and gives detailed reports if they are not in class.

Ask class members to take details notes each week of their work. It will be helpful in the planning and organizing of your project, but also in the preparation of the handbook.

Re-evaluate your progress and status each week during class. If there are positions or tasks that are requiring too much or too little effort, do not be afraid to restructure.

Create goals and objectives for each week of class. Be sure that each moment of class time is used wisely and productively, as it is difficult to coordinate schedules for meeting times outside of class.

Do not be ashamed to ask for help. Use the valuable resources we have available to use on our campus, including one another and Mary Lynn.

Learn from your mistakes, and build on them. This is a class unlike any other, and you will benefit most when you consider your obstacles and move on.

Foster positive relationships. Take the time to get to know one another on a personal level.

Trust is important! Lay down the law to make sure everyone does their job.

Have fun! You're saving the world and you get to do it with a group of amazing, intelligent women.