

REFLECTIONS ON STEREOTYPES

José Campi-Portaluppi March 11



ADVOCACY AS MOVING

Policies

People

Practices

Perceptions



RESEARCH

- Media
- Audiences



DOING THINGS WITH OTHER

- Geena Davis Institute
- CSS
- Futures
- Puddle
- New Macho



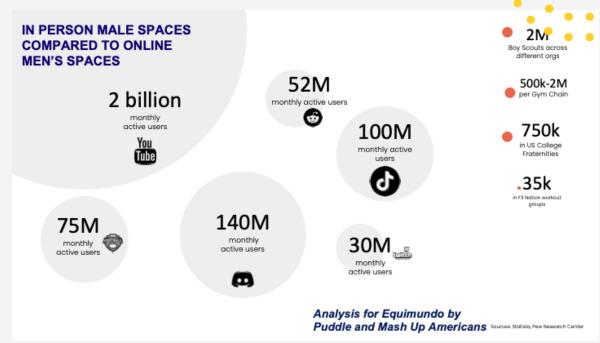
CALL OUT AND CALL IN

- Point out what doesn't work
- Acknowledge what does
- Media as people



MEET THEM WHERE THEY ARE

- Value of online spaces
- Mr Beast Vs. The Super Bowl



BE CLEARER

- Healthier masculinity?
- Untweetable
- Formulaic Approaches



