

112TH CONGRESS  
1ST SESSION

# H. R. 2513

To authorize grants to promote media literacy and youth empowerment programs, to authorize research on the role and impact of depictions of girls and women in the media, to provide for the establishment of a National Task Force on Girls and Women in the Media, and for other purposes.

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## IN THE HOUSE OF REPRESENTATIVES

JULY 13, 2011

Ms. BALDWIN introduced the following bill; which was referred to the  
Committee on Energy and Commerce

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## A BILL

To authorize grants to promote media literacy and youth empowerment programs, to authorize research on the role and impact of depictions of girls and women in the media, to provide for the establishment of a National Task Force on Girls and Women in the Media, and for other purposes.

1       *Be it enacted by the Senate and House of Representa-*  
2       *tives of the United States of America in Congress assembled,*

3       **SECTION 1. SHORT TITLE.**

4       (a) **SHORT TITLE.**—This Act may be cited as the  
5       “Healthy Media for Youth Act”.

1 (b) TABLE OF CONTENTS.—The table of contents of  
2 this Act is as follows:

- 3 Sec. 1. Short title.
- 4 Sec. 2. Findings.
- 5 Sec. 3. Grants to promote media literacy and youth empowerment programs.
- 6 Sec. 4. Research on the role and impact of girls and women in the media on  
7 the development of youth.
- 8 Sec. 5. National Task Force on Girls and Women in the Media.
- 9 Sec. 6. Limitation.
- 10 Sec. 7. Definitions.
- 11 Sec. 8. Authorization of appropriations.

12 **SEC. 2. FINDINGS.**

13 Congress finds the following:

- 14 (1) According to the 2010 study by the Kaiser  
15 Family Foundation entitled “Generation M<sup>2</sup> Media  
16 in Lives of 8- to 18-Year-Olds”, most 8- to 18-year-  
17 olds spend about 10 hours a day using recreational  
18 media.
- 19 (2) Sixty percent of teenage girls compare their  
20 bodies to fashion models and almost 90 percent of  
21 girls say the media places a lot of pressure on teen-  
age girls to be thin, according to the 2010 Girl  
Scout Research Institute report entitled “Beauty  
Redefined”.
- (3) Only 34 percent of girls report being very  
satisfied with their bodies, according to the 2006  
study by the Girl Scout Research Institute entitled  
“The New Normal? What Girls Say About Healthy  
Living”. Body dissatisfaction can lead to unhealthy  
eating and dieting habits. Fifty-five percent of girls

1 admit that they diet to lose weight, 37 percent know  
2 someone who has been diagnosed with an eating dis-  
3 order, and 31 percent admit to starving themselves  
4 or refusing to eat as a strategy to lose weight.

5 (4) Fifty-four percent of young girls in grades  
6 3 through 5 worry about their appearance, and 37  
7 percent of such girls worry specifically about their  
8 weight, according to the 2006 Girls Inc. report enti-  
9 tled “The Supergirl Dilemma: Girls Grapple with  
10 the Mounting Pressure of Expectations”.

11 (5) A 2007 report of the American Psycho-  
12 logical Association’s Task Force on the Sexualization  
13 of Girls reported that 3 of the most common mental  
14 health problems among girls, eating disorders, de-  
15 pression or depressed mood, and low self-esteem, are  
16 linked to sexualization of girls and women in media.

17 (6) Sexualized messages and images of girls  
18 and women can also negatively impact boys. Accord-  
19 ing to the 2007 report of the American Psycho-  
20 logical Association’s Task Force on the Sexualization  
21 of Girls, frequent exposure to sexualized media im-  
22 ages of girls and women can create unrealistic and  
23 unhealthy expectations of girls’ and women’s phys-  
24 ical appearance for boys, and may impair their abil-

1 ity to develop healthy relationships with girls and  
2 women.

3 (7) Girls and women of color are disproportion-  
4 ately absent from mainstream media. The Girl Scout  
5 Research Institute report, “Beauty Redefined”,  
6 states that only 32 percent of African-American girls  
7 think the fashion industry does a good job of rep-  
8 resenting people of all races and ethnicities.

9 (8) Women and girls continue to be underrep-  
10 resented in leadership roles in children’s media. The  
11 Geena Davis Institute on Gender in the Media re-  
12 ports that less than 1 in 3 speaking characters in  
13 children’s movies are female, and that the majority  
14 of female characters in children’s movies are praised  
15 for their appearance or physical beauty rather than  
16 their personality, intelligence, or other talents.

17 (9) Congress supports efforts to ensure that  
18 youth improve their media literacy skills, and to pro-  
19 mote positive messages about girls and women that  
20 highlight healthy and diverse body images, positive  
21 and active female role models, and equal and healthy  
22 relationships between female and male characters.

23 **SEC. 3. GRANTS TO PROMOTE MEDIA LITERACY AND**  
24 **YOUTH EMPOWERMENT PROGRAMS.**

25 (a) MEDIA LITERACY.—

1           (1) IN GENERAL.—The Secretary shall award  
2 grants to nonprofit organizations to provide for the  
3 establishment, operation, coordination, and evalua-  
4 tion of programs to increase the media literacy of  
5 girls and boys, including by—

6           (A) educating youth on how to apply crit-  
7 ical thinking skills when consuming media im-  
8 ages and messages;

9           (B) encouraging youth to consume healthy,  
10 balanced, and positive media depictions of girls  
11 and women; and

12           (C) raising awareness about the perpetua-  
13 tion and damaging effects of unhealthy images  
14 of girls and women, gender stereotypes, and the  
15 sexualization of girls and women.

16           (2) ACTIVITIES.—Programs funded under this  
17 subsection may include—

18           (A) programs designed to encourage youth  
19 to develop analytical skills that promote auton-  
20 omy and critical understanding of how girls and  
21 women are depicted in the media;

22           (B) age-appropriate education about how  
23 the sexualization of girls and women,  
24 stereotypical gender roles, and unhealthy im-  
25 ages of girls and women can affect the body

1 image of youth, the choice of role models by  
2 youth, and relationships of youth among their  
3 peers;

4 (C) programs designed to provide youth  
5 the skills to take responsibility for their use of  
6 media;

7 (D) education on career opportunities  
8 within the media;

9 (E) programs designed to teach youth how  
10 to create and use media to contribute to social  
11 change, especially in their communities;

12 (F) education for parents, educators, and  
13 other adults on how depictions of girls and  
14 women in the media impact youth; or

15 (G) support for public or private partner-  
16 ships that encourage businesses, advertisers,  
17 the entertainment industry, and other media  
18 content providers to promote media content  
19 that—

20 (i) encourages healthy body images;

21 (ii) depicts positive and active female  
22 role models; and

23 (iii) portrays equal and healthy rela-  
24 tionships between female and male char-  
25 acters.

1           (3) REPORT.—The Secretary shall require each  
2 grant recipient under this subsection to submit to  
3 the Secretary a report for each grant period that—

4                   (A) describes how grant funds were used;

5           and

6                   (B) evaluates the effectiveness of the pro-  
7 gram funded through the grant.

8 (b) YOUTH EMPOWERMENT.—

9           (1) IN GENERAL.—The Secretary shall award  
10 grants to nonprofit organizations to provide for the  
11 establishment, operation, coordination, and evalua-  
12 tion of programs to support the empowerment of  
13 girls or boys in a variety of ways, including by en-  
14 couraging youth empowerment through extra-  
15 curricular activities and programs that—

16                   (A) develop self-esteem, skills, and talents;

17           and

18                   (B) celebrate characteristics unrelated to  
19 physical appearance, such as leadership and  
20 self-esteem.

21           (2) ACTIVITIES.—Programs funded under this  
22 subsection may include programs designed to—

23                   (A) build confidence, self-efficacy, and  
24 leadership skills of youth in single gender envi-  
25 ronments;

1           (B) develop values and skills of youth such  
2           as respect, critical thinking, problem solving,  
3           and collaborative team work; or

4           (C) facilitate opportunities for youth to  
5           interact with adult role models, such as mentors  
6           and volunteers, in their communities.

7           (3) REPORT.—The Secretary shall require each  
8           grant recipient under this subsection to submit to  
9           the Secretary a report for each grant period that—

10           (A) describes how grant funds were used;

11           and

12           (B) evaluates the effectiveness of the pro-  
13           gram funded through the grant.

14           (c) MATCHING FUNDS.—The Secretary may make a  
15           grant to a nonprofit organization under subsection (a) or  
16           (b) only if the organization agrees to make available non-  
17           Federal contributions toward the costs of the program for  
18           which such organization receives a grant in an amount  
19           that is not less than \$1 for every \$5 of Federal funds  
20           awarded under this section. Such contribution may be in  
21           cash or in-kind, fairly evaluated, including equipment,  
22           training, curricula, or a preexisting evaluation framework.

23           (d) AWARD AMOUNTS.—No grant awarded under this  
24           section shall be greater than \$1,000,000 or less than  
25           \$100,000.

1 (e) PRIORITY.—In awarding grants under this sec-  
2 tion, the Secretary shall give priority to nonprofit organi-  
3 zations or projects that are—

4 (1) focused on underserved communities and  
5 groups, including racial and ethnic minorities, rep-  
6 resentatives from different socioeconomic groups,  
7 and youth at risk for eating disorders;

8 (2) gender-specific;

9 (3) culturally competent;

10 (4) developed in collaboration with subject mat-  
11 ter experts, community leaders, or youth serving or-  
12 ganizations; and

13 (5) have demonstrated expertise in providing  
14 training and evaluation of quality media literacy ac-  
15 tivities or youth empowerment programs.

16 (f) CERTAIN REQUIREMENTS.—A grant may be made  
17 under subsection (a) or (b) only if the applicant involved  
18 agrees to the following:

19 (1) Not more than 20 percent of the grant  
20 funds will be used for administration, accounting, re-  
21 porting, and program oversight functions.

22 (2) The grant will be used to supplement and  
23 not supplant funds from other sources for increasing  
24 the media literacy of, and empowering, youth.

1           (3) The applicant will abide by any limitations  
2           deemed appropriate by the Secretary on any charges  
3           to individuals receiving services pursuant to the  
4           grant. As deemed appropriate by the Secretary, such  
5           limitations on charges may vary based on the finan-  
6           cial circumstances of the individual receiving serv-  
7           ices.

8           (g) GRANT PERIOD; APPLICATION FOR ASSISTANCE  
9           DURING SUBSEQUENT GRANT YEARS.—

10           (1) GRANT PERIOD.—A grant awarded under  
11           this section shall be for a period of 3 years.

12           (2) APPLICATION FOR ASSISTANCE DURING  
13           SUBSEQUENT GRANT YEARS.—After the first fiscal  
14           year for which an entity receives a grant, the entity  
15           shall apply to receive grant funds for a subsequent  
16           fiscal year during the grant period by submitting an  
17           application to the Secretary at the beginning of each  
18           such fiscal year. An application submitted under this  
19           paragraph shall include such information as the Sec-  
20           retary may require, including, at a minimum, a de-  
21           scription of the progress of the entity.

22           (h) REPORT.—Not later than 2 years after the date  
23           of the enactment of this Act, and annually thereafter, the  
24           Secretary shall prepare and submit to the appropriate

1 committees of the Congress a report on the grants award-  
2 ed under subsections (a) and (b), including—

- 3           (1) a description of how the grant funds were  
4           used; and  
5           (2) an evaluation of the effectiveness of such  
6           grants.

7 **SEC. 4. RESEARCH ON THE ROLE AND IMPACT OF GIRLS**  
8                           **AND WOMEN IN THE MEDIA ON THE DEVEL-**  
9                           **OPMENT OF YOUTH.**

10           (a) IN GENERAL.—The Secretary, acting through the  
11 Director of the Centers for Disease Control and Preven-  
12 tion and in coordination with the Director of the National  
13 Institutes of Health and the Director of the Eunice Ken-  
14 nedy Shriver National Institute of Child Health and  
15 Human Development, shall review, synthesize, conduct, or  
16 support research on the role and impact depictions of girls  
17 and women in the media have on youth in the following  
18 areas:

19           (1) The psychological, physical, sexual, and  
20           interpersonal development of youth in the following  
21           areas:

22                           (A) Cognitive areas such as mental health,  
23                           self-esteem, learning abilities, and problem solv-  
24                           ing skills.

1           (B) Physical areas such as diet, nutrition,  
2           exercise, body image, substance abuse, and  
3           sleeping and eating routines.

4           (C) Social behavioral areas such as rela-  
5           tionships with peers, interactions with parents  
6           and family members, aggression, high-risk be-  
7           haviors, sexual behavior and development, and  
8           positive social behaviors.

9           (D) Academic performance.

10          (E) The perceptions and attitudes of youth  
11          about the abilities, equity, appearances, and  
12          leadership potential of girls and boys.

13          (2) How the effects of depictions in the media  
14          of girls and women vary from such depictions of  
15          boys and men, and by race, ethnicity, and age group.

16          (3) How the sexualization and objectification of  
17          girls and women in media affects the healthy devel-  
18          opment of girls and boys.

19          (4) How food marketing and obesity campaigns  
20          affect the body image, nutrition, and exercise of girls  
21          and of boys, especially among youth with eating dis-  
22          orders.

23          (5) Additional areas as designated by the Sec-  
24          retary.

1 (b) NO DUPLICATION.—The Secretary shall ensure  
2 that research activities under this section do not duplicate  
3 other Federal research activities.

4 (c) REPORTS.—Not later than 2 years after the date  
5 of the enactment of this Act, and annually thereafter, the  
6 Secretary shall prepare and submit to the appropriate  
7 committees of the Congress a report that—

8 (1) synthesizes the results of—

9 (A) research under this section; and

10 (B) other related research by the private  
11 or public sector, including the Federal Govern-  
12 ment;

13 (2) disaggregates such results by gender, race,  
14 age, and socioeconomic background;

15 (3) includes a compendium of key existing re-  
16 search on the role and impact of depictions of girls  
17 and women in the media;

18 (4) outlines gaps in research on the role and  
19 impact of depictions of girls and women in the  
20 media and identifies areas where future research is  
21 needed; and

22 (5) identifies how factors such as the format of  
23 media, length of exposure to media, age of youth,  
24 and nature of parental involvement impact such re-  
25 sults.

1 **SEC. 5. NATIONAL TASK FORCE ON GIRLS AND WOMEN IN**  
2 **THE MEDIA.**

3 (a) **PURPOSES.**—The Federal Communications Com-  
4 mission shall convene a task force, to be known as the  
5 National Task Force on Girls and Women in the Media,  
6 to develop voluntary steps and goals for promoting healthy  
7 and positive depictions of girls and women in the media  
8 for the benefit of all youth.

9 (b) **MEMBERSHIP.**—The Task Force shall include  
10 representatives of the media industry, nonprofit and  
11 youth-serving organizations, academia and research enti-  
12 ties, psychologists and other child health professionals,  
13 Federal agencies, and any other public or private entity  
14 designated by the Federal Communications Commission.

15 (c) **RESPONSIBILITIES.**—The Task Force shall iden-  
16 tify—

17 (1) trends with respect to how the media regu-  
18 lated by the Federal Communications Commission  
19 portrays girls and women;

20 (2) how such trends impact the healthy growth  
21 and development of youth; and

22 (3) voluntary measures and goals that the pub-  
23 lic and private sectors can develop to promote  
24 healthy and positive media depictions of girls and  
25 women for the benefit of all youth.

1 (d) INITIAL MEETING.—The Federal Communica-  
2 tions Commission shall ensure that the Task Force holds  
3 its first meeting not later than 90 days after the date of  
4 the enactment of this Act.

5 (e) REPORT.—Not later than 1 year after the date  
6 of the first meeting of the Task Force, the Federal Com-  
7 munications Commission shall submit a report to Con-  
8 gress that contains—

9 (1) the findings of the Task Force under sub-  
10 section (c); and

11 (2) recommendations for areas of improvement  
12 regarding depictions of girls and women in the  
13 media.

14 **SEC. 6. LIMITATION.**

15 Notwithstanding any other provision of this Act, the  
16 Secretary may not use amounts made available under this  
17 Act to conduct or support activities or programs that are  
18 duplicative of activities or programs otherwise carried out  
19 through the Department of Health and Human Services  
20 or the Department of Education.

21 **SEC. 7. DEFINITIONS.**

22 In this Act:

23 (1) The term “media” includes television pro-  
24 grams, motion pictures, video games, music and  
25 music videos, the Internet, social media, digital video

1 recorders, cell phones, magazines, newspapers,  
2 books, advertisements, and other emerging tech-  
3 nologies designed for communication, entertainment,  
4 education, or information.

5 (2) The term “Secretary” means the Secretary  
6 of Health and Human Services.

7 (3) The term “sexualization” means a cir-  
8 cumstance when—

9 (A) a person’s value comes only from his  
10 or her sexual appeal or behavior, to the exclu-  
11 sion of other characteristics;

12 (B) a person is held to a standard that  
13 equates physical attractiveness (narrowly de-  
14 fined) and personal value with appearing, act-  
15 ing, and being sexy;

16 (C) a person is sexually objectified, or  
17 made into a thing for others’ sexual use, rather  
18 than seen as a person with the capacity for  
19 independent action and decisionmaking; or

20 (D) sexuality is inappropriately imposed  
21 upon a person.

22 (4) The term “Task Force” means the National  
23 Task Force on Girls and Women in the Media con-  
24 vened under section 5.

1 **SEC. 8. AUTHORIZATION OF APPROPRIATIONS.**

2 For the purpose of carrying out sections 3 and 4,  
3 there are authorized to be appropriated, in addition to any  
4 other amounts available for such purpose—

5 (1) \$5,000,000 for fiscal year 2012, of which—

6 (A) \$2,000,000 shall be allocated to the  
7 program under section 3(a);

8 (B) \$2,000,000 shall be allocated to the  
9 program under section 3(b); and

10 (C) \$1,000,000 shall be allocated to the  
11 program under section 4; and

12 (2) \$2,000,000 for each fiscal years 2013  
13 through 2016, of which—

14 (A) \$500,000 shall be allocated to the pro-  
15 gram under section 3(a);

16 (B) \$500,000 shall be allocated to the pro-  
17 gram under section 3(b); and

18 (C) \$1,000,000 shall be allocated to the  
19 program under section 4.

○