Institute for Women’s Leadership Statement

The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to practice leadership through action.

To find out more please visit the Institute for Women’s Leadership’s website at http://iwl.rutgers.edu.
WELCOME TO THE 4TH WORLD.

TODAY'S AGENDA

About the project: description & mission
Intellectual & conceptual foundations
Feminist leadership & application
Lessons & insights
Impact now & in the future
Closing notes: acknowledgements & bibliography
SO... WHAT IS 4TH WORLD FEMINISM?

A magazine
4th World Feminism is an opportunity for new, unpublished writers to build their portfolios.

A website
4th World Feminism is a platform that offers different forms of media (written, visual, audial).

A challenge
4th World Feminism attempts to expand the space for decolonial critiques and unheard voices.

MISSION STATEMENT:

To feature the voices of women of the Global South, and marginalized communities in the Global North to encourage more inclusivity in mainstream American feminism & feminist discourse.
4th World Feminism

A feminist future for all of us. Welcome.
Ni Una Menos: What America can learn from the Latin American feminist movement

According to The New York Times, “the Annenberg Inclusion Initiative at the University of Southern California released a study on Monday that found that of the 100 top-grossing films each year from 2007 to 2018, only three percent featured Latino actors in lead co-lead roles” (Holston, 2019.) Additionally, producers and casting executives also only made up 3%, and directors only made up 4% across a 12-year period (Holston, 2019). In total, only 4.5% of speaking roles in the sample were played by Latino actors (Holston, 2019). The representations that do exist often are inaccurate, racist, and sexist. Latina women are often represented as “maids, housekeepers and nannies,” usually playing “submissive and obedient women who can do anything for their families and jobs” (Lopez, 2013).

Keep reading
A PLACE TO TELL THEIR STORIES

Growing up poor in a poor country

What immigration policy means for the LGBTQ+

School and all the safety I lost to COVID-19

PROGRESS REPORT

With 20 submissions received thus far, 6 articles will be published on the release date of the online magazine (1/1/2021). Submissions will remain open and rolling for the rest of the year. Art and audio submissions will open in late Spring 2021.
Why doesn't American media represent me?
Women of color represent less than 8% of newsroom staff (Chancellor).
Less than 15% of Hollywood directors are people of color (Hunt and Ramón).
Representations of women, especially women of the Global South, are harmful.

Why doesn't American feminism represent me?
Mainstream American feminism assumes that "woman" means middle-class white woman, excluding "women of color, poor women, immigrants, lesbians and women in the 'third world" (Elkholy).
America, including mainstream American feminism, has yet to fully reckon with its colonial legacy.
HOW DO YOU BUILD A NEW MAGAZINE FROM SCRATCH?
AND THEN HOW DO YOU KEEP IT ALIVE?

Marketing the site
- Word of mouth
- Ads on social media
- Online posting

Submission review
- Feedback
- English help
- New perspectives

Building a community
- Discord
- Email
- Opportunities
Community-building
Sharing knowledge & power
Closing the gap
Decolonization
LESSONS & INSIGHTS LEARNED

Editing takes time.
Communication is key.
There's always more to be said.

Touching someone else's story is an honor.

Websites are doable.
English is really overrated.
All women want a seat at the table.

There are more ways to tell a story than you think.
**Impact Now & In The Future**

*Watch The 4th World Grow*

<table>
<thead>
<tr>
<th>Now</th>
<th>Future</th>
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<tbody>
<tr>
<td>• publishing 6 writers</td>
<td>• partnerships with local and global organizations</td>
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<tr>
<td>• accepted submissions of 20 new writers, with submissions still open</td>
<td>• podcasts and oral histories</td>
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<td>• a new community on discord</td>
<td>• visual and mixed media artists</td>
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<td>• social media ads for visibility</td>
<td>• print publication</td>
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Summer 2020
- Call for submissions.
- Transition to online.
- Site-map layout.

September 2020
- Research.
- Visual identity design.

October 2020
- Research.
- Editing.
- Site-building.

November 2020
- Created Discord.
- Editing.
- Site-building.

Spring 2021
- Open submissions for visual and audial content.

January 2021
- Official launch!
- Cards to writers.

December 2020
- Final touches.
- Prep for launch.
THANK YOU!
I'LL SEE YOU IN THE 4TH WORLD.

Endless gratitude to:
- Ardra Manasi
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- Cherelle Jackson
- Center for Women's Global Leadership
- Institute for Women's Leadership
- HKU Women's Rights Club
BIBLIOGRAPHY

- Elkholy, Sharin N. “Feminism and Race in the United States.” Internet Encyclopedia of Philosophy, iep.utm.edu/fem-race/.