



DEPARTMENT OF THE ATTORNEY GENERAL

News Release

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For Immediate Release: April 19, 2006

News Release No. 2006-10

Internationally Recognized Author, Lecturer, and Media Critic in Hawaii

(HONOLULU) Dr. Jean Kilbourne, an internationally recognized author, lecturer, and pioneering media critic, will be in Hawaii for two speaking engagements on April 19, 2006 and April 20, 2006.

On **April 19, 2006**, Dr. Kilbourne will be speaking at a workshop entitled, “**Deadly Persuasion: Advertising and Addiction**,” which will be at the Renaissance Waikiki Ilikai Hotel from 9:00 a.m. - 3:15 p.m. From 9:00 a.m. – 12:00 p.m., Dr. Kilbourne will examine the selling of alcohol, tobacco, diet products and other drugs. She will also explore the relationship between addiction and gender stereotypes and expose advertising’s assault on self-image. In addition, she will discuss the kinds of public policy measures and educational strategies (nationally and locally) that are necessary to bring about real change. Dr. Kilbourne is widely known for her film, *Killing Us Softly: Advertising’s Image of Women*, as well as her book, *Can’t Buy Me Love: How Advertising Changes the Way We Think and Feel*, which won the Distinguished Publication Award from the Association for Women in Psychology.

From 1:00 p.m. – 2:00 p.m., the April 19th workshop will also include a local media panel discussion moderated by Dr. Tom Brislin, Academy for Creative Media, University of Hawaii at Manoa. Panelists include Jody Shiroma Perreira, Sassy/G Magazine; Subashini Ganesan, Web Designer/Grant Writer; and David Wilson, McNeil Wilson Communications.

From 2:15 p.m. – 3:15 p.m., Dr. Kilbourne will present a special “Media Literacy for Girls” session for middle and high school girls.

This workshop is sponsored by the Coalition for a Drug-Free Hawaii – Girls Tobacco Prevention Project and Hawaii Girls Project; Department of the Attorney General, Crime Prevention and Justice Assistance Division; Department of Education’s Safe and Drug-Free Schools and Communities Program; Department of Health, Alcohol and Drug Abuse Division and Tobacco Prevention and Education Program; Mothers Against Drunk Driving Hawaii; and Office of Youth Services.

For more information on the April 19, 2006 workshop, go to www.hawaii.gov/ag/cpia and click on “Media Literacy Training.”

On **April 20 - 21, 2006**, the Rape-Free Zone Coalition will conduct “**The Rape-Free Zone Conference and Events**,” which will begin with keynote presentations by Dr. Kilbourne and Dr. Haunani-Kay Trask. The conference will be held at the University of Hawaii at Manoa, Campus Center Ballroom. Dr. Kilbourne will present from 11:00 a.m. – 1:00 p.m., and Dr. Haunani-Kay Trask will present from 1:30 p.m. – 3:30 p.m. The event is free to the public.

The Rape-Free Zone Coalition was founded on April 4, 2005 in response to rapes occurring on and around the UH campuses.

Dr. Kilbourne will present “The Naked Truth: Advertising’s Image of Women,” the study of gender representations in advertising. This presentation reviews if and how the image of women has changed over the past 20 years. Dr. Kilbourne is able to discuss problems facing women such as date rape and other forms of violence against woman, eating disorders, and increased rates of drinking and smoking among women, in a way that includes and reaches men as well as women and that powerfully illustrates how these images affect all of us. Entertaining, fast-paced, sometimes hilarious, the presentation is also profound and deeply serious. It encourages dialogue and discussion and a new way of looking at oneself as well as one another.

Dr. Trask is one of Hawaii’s best known Native leaders and scholars. She was the first full-time Director of the Center for Hawaiian Studies at the University of Hawaii-Manoa in Honolulu. During her tenure, she oversaw construction of a multi-million dollar, five-acre, Hawaiian Studies complex. She has been a Fellow at the Pacific Basin Research Center at Harvard University (1998) a National Endowment for the Arts Writer-in-Residence at Santa Fe, New Mexico (1996), a Rockefeller Resident Fellow at the University of Colorado at Boulder (1989), and an American Council of Learned Societies Research Fellow (1984).

Dr. Trask will address the effects of gender-based violence on the people of Hawaii, from an indigenous perspective, and the rise in men's violence against women as it relates to times of, economic turmoil, racism, and war and militarization. The lecture will also focus on social and institutional remedies for violence prevention.

The Rape-Free Zone Coalition will also be sponsoring a series of events centering on women’s issues that are scheduled for April 21, 2006. For more information on these events go to:

www.girlfesthawaii.org or www.rapefreezone.org.

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For more information on the April 19, 2006 event, contact:

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For more information on the April 20 – 21, 2006 events, contact:

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www.girlfesthawaii.org

www.girlfestbayarea.org

www.rapefreezone.org

www.girlfesthawaii.org/traffic