Beauty Standards: The Industry of Determining Beauty

Maggie Halloran

Last month included National Love Your Body Day, a day dedicated to worrying less about the size of your waist and more about the size of your heart. Over the past few years advertisers and magazines have received a plethora of backlash for their continued use of overly thin models despite the strong correlation between thin women in the media and young girls developing eating disorders. While this “love at every size” social issue is certainly far from being tackled and is an important issue year-round, this month we’re going to take a step back and shift our gaze towards the other ways that women are held to unattainable beauty standards. With photo editing tools and more beauty products than ever, it seems that women are constantly being bombarded with images of how they should look and what products they need to buy to look that way.

An obvious culprit in advertising is the ever so popular Photoshop. While photo editing can be a great tool (who really wants an unwanted blemish on their face on their big day?), it can also be used to manipulate our perceptions of beauty and give us unrealistic ideals. “Studies at Stanford University and the University of Massachusetts found that 70% of college women say they feel worse about their own looks after reading women’s magazines” (http://now.org). Women are making constant comparisons with images that are edited in a way that perpetuate unattainable beauty standards, and that feeling of not measuring up can become detrimental to psychological health. Fortunately, there are some companies that are recently taking a stand against photo-editing women and are launching their own un-retouched campaigns.

This list incudes Aerie, a popular lingerie and loungewear brand for teenagers and young women, who have decided to leave all of their images online un-retouched. Of course the women that they use to model are still absolutely gorgeous, but their body shapes come in a range and their natural curves and lines are left for the viewer to see. Similarly, Darling Magazine (an up-and-coming coffee table style magazine sold at stores such as Anthropologie and Whole Foods) has also decided to leave all of the women in their magazine unedited. The


2014 Elections—Get in the Know

Lauren Dietz

With midterm election time quickly approaching (November 4th), it is important to keep yourself updated on all federal and state election matters. While it may not be a presidential election year, it is still vital to participate in Michigan’s statewide and local polls. Too often, statewide polls and elections are overlooked and believed to be unimportant. It is imperative to know what issues are being voted on in your area, as well as the stances of those who are running for office. Rather than rely on biased ads and commercials, take time to do your own research on candidates and form your own thoughts. Below are websites for the 2014 candidates for Michigan’s Governor, as well as Michigan’s U.S. Senate seat:

http://markschauer.com/
http://www.michigan.gov/snyder
https://terrilynnland.com/
http://www.petersformichigan.com/

According to a poll conducted at the Harvard University Institute of Politics, less than 1 in 4 Americans under the age of 30 definitely plans to vote in his or her general election this year. Considering this age-bracket’s immense size, it holds the power to make a huge difference. Once you have engaged yourself by researching statewide issues, candidates, and their platforms, spread the word! Each generation has its own issues to speak out on; encourage yours to become and remain involved! Tell your friends, classmates, or roommates why it is so important that every person vote in the general election. We can only make the changes we would like to see through active participation. Get your generation involved! Every vote matters!

To help you with preparing your vote, the on-line Michigan Voter Information Center allows you to see and print a copy of the ballot that you will see at the polls. Go to https://vote.michigan.gov/mvic/, print the sample ballot, make your choices and take the sample with you to the polls as a reminder.

http://www.rockthevote.com/
http://www lwvmi.org/index.html
http://www.headcount.org/election-info/
http://govote.org/
http://www.theballot.org/
http://theleague.com/resources
http://www.brennancenter.org/student-voting

Military Sexual Trauma and our Veterans
Meg Abebe

Veterans are some of the most revered in our society, yet face a number of social issues that are simply unjust. Ranging from everything from homelessness to inadequate health care to unemployment, people who have served in our military deserve special services in order to address these problems.

Tuesday, November 11, 2014 is Veterans Day; a day where Americans can take time to thank all people who have served in our Armed Forces at any point in history. Despite the immense gratitude that is sent towards our veterans, many of them are unable to reach emotional peace. It is widely known that Veterans are more prone to suffering from Post-Traumatic Stress Disorder (PTSD) that can come from serving in particularly hostile environments. What is less known, however, is that many of these hostile environments can be found off the battlefield.

Military Sexual Trauma or MST, is the term used by U.S. Department of Veteran Affairs (VA) to refer to experiences of sexual assault or repeated, threatening sexual harassment that a veteran experienced during his or her military service. According to the VA, 1 in 4 women and 1 in 100 men reported MST. (Stats vary for a number of reasons: in general, there are more men in the military, men tend to underreport sexual assault and the simple fact that women may be targeted more for these crimes). Even though these numbers are only taken from veterans who decided to partake in VA Healthcare, the numbers are still baffling.

Sexual assault in the military is a hot topic when it comes to discussions of current men and women who serve in our armed forces – as of now, women serving in Afghanistan or Iraq are more than likely to be sexually assaulted than killed in enemy fire. Thousands of articles, proposed legislation and protests have indeed been cultivated to help end the abuse and thousands more of each will be created until it is over — but what about the trauma that veterans may feel after serving? It could be years, maybe even decades before veterans actually deal with the stress associated with MST.

Veterans who suffer from MST, especially women, are more prone to depression, suicidal thoughts and anxiety. Substance abuse, and other physical conditions – ranging from the urological to the neurological – are also much more prominent in women veterans. Since perpetrators were more than likely to be military personnel, survivors would have to face their assailants every day. In addition to the stress caused from seeing your abuser all the time, victims were encouraged to be silent. These factors can only make mental health even worse.

Counseling for this phenomenon only began in 1992, when a series of trials on women veteran issues shed light on the problem. The treatment was not inclusive for male veterans until 1999. As of now, universal screening and permanent treatment for people with MST is very common for veteran hospitals. Treatments include separate-gender counseling, free treatment for mental and physical issues, and confidential disclosure. Non-governmental associations such as the Rape Abuse, Incest & National Network (RAINN) and other national help groups provide information about treatment and resources.

The Center for Women Veterans provides resources and other health care services for women dealing with MST. Their website provides information on symptoms such as depression, physical health problems and anger or irritability. The VA provides free services, such as confidential counseling, regardless of eligibility or not, once a veteran has tested positive for MST. Along with free confidential counseling and other forms of treatment, the VA provides a safe haven for veterans who suffer from this mental health issue. The Department of Defense (sometimes abbreviated as DoD) also provides a Safe Helpline 877-995-5247 as well as through their website www.safehelpline.org.

To the average person, MST may seem like a problem that is too immense for you to help with, however a helping hand is always appreciated. This Veterans Day could be a great time for you to start volunteering your time to the VA. Donations are also a great way to help out with organizations who are dedicated and better-skilled to help deal with issues like these. If that is not possible, just talking to a person can help. As a collective, people living with MST can be accommodated for one step at a time.

**Your Support is Appreciated!**

Want to support young women leaders? Want to influence the future? Become a Friend of WILD!

The Women’s Initiative for Leadership Development (WILD) Committee is looking for supporters to provide scholarships for students to attend the MSU Women’s Leadership Conference. To become a Friend of WILD, supporters can sponsor the registration fee for a student. The cost is $20.00 per attendee and you can sponsor as many students as you like. All Friend of WILD sponsors will be recognized in conference materials and will know they’ve made a positive impact in the life of a young woman!

Checks should be made payable to MSU and can be sent to:

MSU Women’s Resource Center  
49 Abbot Road, 332 MSU Union Building  
East Lansing, MI 48824-1029  
ATTN: Friends of WILD

If you have questions or would like more information, please contact conference advisor Lydia Weiss at weisslyd@msu.edu. We thank you in advance for your support!

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### “Leading Against All Odds”

**Speaker:** Ms. Lauren Aitch  
Founder, The Aitch Foundation and former MSU Basketball Player

**Theme:**

**2014 Women’s Leadership Conference**  
Sunday, November 16, 2014  
12:00N-6:30PM  
MSU Union Building (2nd Floor)

LIMITED SPACE STILL AVAILABLE! Register ONLINE at http://wrc.msu.edu and click on the “Events” tab. $20 for MSU students, faculty, staff, and 2014 conference presenters; $40 for general public, including MSU alumni. Includes t-shirt, lunch, keynote speaker Ms. Lauren Aitch and a variety of workshops!

**Registration Deadline:**  
Tuesday, November 4, 2014 or until conference is full

For more information, visit: http://wrc.msu.edu/events.php?events

Sponsored by Women’s Initiative for Leadership Development (W.I.L.D.), MSU Women’s Resource Center, Residential Education and Housing Services, and the University Activities Board.

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### November is National American Indian Heritage Month

According to the Indian Health Services website, it took nearly a century of advocacy before National American Indian Heritage month was first recognized through joint resolution by Congress in 1990. Now recognized annually, November is a time to learn more about the history and heritage of Native American peoples.

For more information, visit: http://www.indians.org/ and http://www.smithsonianeducation.org/heritage_month/  

Source: http://www.ihs.gov/publicaffairs/heritage/
Thanksgiving is a time to give thanks for the many gifts you have in life. Our community has provided many of those things we are all grateful for. The MSU Women’s Resource Center urges all of our readers to thank their community this holiday season by volunteering, giving back, and helping those who may not be as fortunate.

The mission of the MSU Student Food Bank is to provide supplemental food and necessities to MSU students and their families who are in need of this type of support.

Eligible students can receive canned vegetables, fruits and soup; pastas; cereal; rice and other items as they become available.**

**Currently enrolled MSU undergraduate and graduate students who do not have an on-campus meal plan are eligible to use the Food Bank. Don’t forget to bring your MSU Student ID to every distribution you attend, and proof of current enrollment (bill stub, schedule, etc.) to the first distribution of each semester you attend.

For more information, visit: https://www.msu.edu/~foodbank.
Sunday, November 2, 2014: Daylight Savings Time! Remember to turn your clocks back by one hour at 2:00AM (or when you go to bed).

Monday, November 3, 2014: 'Be One for Change'. 6:30PM—8:30PM, 303 International Center. Featuring: Sharon Love, Founder, One Love Foundation & Katie Hood, CEO, One Love Foundation; and from MSU: Val O’Brien, MSU Police and Erica Schmittdell, MSU Safe Place. Sharon Love founded the One Love Foundation after her daughter was brutally murdered by her college boyfriend. Hear how One Love is working to end relationship violence on college campuses, and how we can all be part of this important change! Co-sponsored by MSU Safe Place, MSU Women’s Resource Center, MSU Research Consortium on Gender-Based Violence, Center for Gender in Global Context, and One Love Foundation.

Tuesday, November 4, 2014: ELECTION DAY! Please remember to VOTE! And, remember to take your pictured identification!!

Thursday, November 6, 2014: Thriving by 35: Family Planning as a Young Professional. 11:45AM—1:00PM, Lake Erie Room, MSU Union (3rd Floor). Many women (and men) feel challenged by deciding when it’s right to begin a family when they are just beginning to launch their careers or are seeking tenure. This program will discuss MSU policies, career guidance, and Work/Life balance in order to make the choice that is best for you! Panelists to be announced. RSVP to the MSU Women’s Resource Center at wrc@msu.edu.

Thursday, November 6, 2014: Budgeting for the Holidays. 6:00PM—7:00PM, MSU Federal Credit Union – Farm Lane Branch, 4825 E. Mt. Hope Road, East Lansing, MI. Make the holiday season less stressful and limit overspending out of love by coming up with a plan to make your shopping work for you. Presented by GreenPath. RSVP to MSUFCU.org, e-mail pday@msufcu.org or phone 517-664-7725. Co-sponsored by MSUFCU and MSU Women’s Resource Center.

Monday, November 10, 2014: A Conversation with the President. 3:00PM—4:30PM, MSU Union—Ballroom (2nd floor). RSVP by Tuesday, November 4, 2014 to the MSU Women’s Resource Center at wrc@msu.edu. For more information, visit: http://wrc.msu.edu.

Tuesday, November 11, 2014: What It Takes to be an Entrepreneur. 6:00PM—7:30PM, MSU Federal Credit Union – Farm Lane Branch, 4825 E. Mt. Hope Road, East Lansing, MI. The barriers of entry have never been lower and the opportunity has never been brighter. This seminar gives details on how to setup a business, validate product/service, generate buzz, and move forward into the marketplace. Presented by Tony Willis, Lansing Economic Area Partnership (LEAP). RSVP to MSUFCU.org, e-mail pday@msufcu.org or phone 517-664-7725. Co-sponsored by MSUFCU and MSU Women’s Resource Center.

Wednesday, November 12, 2014: “Protest, Power & Perseverance: Women in the Civil Rights Movement.” 11:45AM—1:15PM, International Center, Room 303. Hear from local women who were active in the Civil Rights Movement and detailed accounts of women’s roles in the fight for equality. Often women’s stories are omitted from 1960s activism. Join the MSU Women’s Resource Center, Center for Gender in Global Context and AAUW for a glimpse into women’s contributions to civil rights in the United States. Panelists: Dr. Freya Anderson Rivers, author of “Swallowed Tears: A Memoir” and first black woman to enroll at Louisiana State in 1964; Jewell Debnam, PhD Candidate, MSU History Department; Dr. Eva Evans, 24th International President of Alpha Kappa Alpha Sorority Inc. and past Chairman of the Michigan Department of Civil Rights; and Carmen Benavides, Retired Lansing School District Principal. Co-sponsored by MSU Women’s Resource Center, Center for Gender in Global Context and American Association of University Women (AAUW). No RSVP necessary.

Thursday, November 13, 2014: Buying a Home from A—Z. 6:00PM—8:00PM, MSU Federal Credit Union – Farm Lane Branch, 4825 E. Mt. Hope Road, East Lansing, MI. Whether you’re purchasing your first home, or haven’t purchased a home in a couple years, this workshop will cover everything from home inspections, home values, the importance of a real estate agent, how title insurance protects you and, of course, information regarding mortgage products, how to qualify, and what to expect throughout the process. Presented MSUFCU Mortgage Department. To RSVP, sign up at MSUFCU.org, e-mail pday@msufcu.org or phone 517-664-7725. Co-sponsored by MSUFCU and MSU Women’s Resource Center.

Sunday, November 16, 2014: 12th Annual Women’s Leadership Conference—“Leading Against All Odds.” 12:00N—6:30PM, MSU Union Building—Ballroom (2nd Floor). Keynote Speaker: Lauren Aitch, former MSU Women’s Basketball player, local fashion entrepreneur and founder of the Aitch Foundation. For more information, and to register, visit: http://wrc.msu.edu (under the “Events” tab).

Wednesday, November 19, 2014: Vanishing Borders. 7:00PM—Wells Hall, Room B-122. A screening of ‘Vanishing Borders: Four Women. Different Cultures. New York City.’ After the screening, director and producer Alexandra Hidalgo and composer Ricardo Lorenz will discuss the film with Tama Hamilton-Wray, followed by a Q&A session.

Thursday, November 20, 2014: Beauty for Ashes Fundraiser—House of Promise. 6:30PM—9:00PM, 4039 Legacy Parkway, Lansing, MI 48911. The House of Promise is a comprehensive healing oasis that serves to rebuild each woman and girl that comes through the door who has been human trafficked. For more information, see page 6.


Thursday & Friday, November 27-28, 2014: Thanksgiving Holiday—University Closed.
House of Promise
~ Beauty for Ashes Fundraiser ~

Come join us for Beauty for Ashes, a fundraiser for The House of Promise, a faith-based organization located in the Lansing area. Nearly 1 in 3 women face sexual abuse in their lifetime. With your help, we will be able to give refuge to these girls and offer them unconditional love, acceptance and a place to heal. The show will tell the story of trafficked girls and how The House of Promise can help them. Well-known musicians and songwriters Steven Marshall and Pam Thum-Marshall will be performing. Our guest speaker Melissa Smith, will tell her story of being trafficked. Senator Judy K. Emmons will also speak on the problems of trafficking in our state. Jewelry designed exclusively for the House of Promise by Wheat Jewelers will be available for purchase. Also for sale: t-shirts, and much more. Do some early Christmas shopping and give your support to The House of Promise at the same time. Refreshments and hors devours will be served. Please join us and be a part of this worthwhile undertaking.

Thursday, November 20, 2014
6:30PM—9:00PM
4039 Legacy Parkway, Lansing, MI 48911
(Greater Lansing Association of Realtors)

Tickets: $30.00 per person
(18 and over please)

Tickets can be purchased online at:
http://thehouseofpromise.com/
(under the Beauty for Ashes tab)

Save The Date!
Global Fest 2014
Sunday, November 23, 2014
12:00N—5:00PM, MSU Union Building

Travel the world in one day at Global Festival! Exhibits prepared by students about their homelands. Performances of cultural dances, songs and ceremonies. Global gift shop to purchase items from all over the world.

Admission is FREE for this wonderful family event!

Don’t Forget:
Donation Drive for Local Survivors of Human Trafficking

WHEN: Through November 17, 2014
WHERE: Stop by MSU Women’s Resource Center (332 Union Building)
WHAT: Gift cards to local stores or drug stores or Supplies (new and unopened) such as aspirin, tupperware, mouthwash, toothpaste, tooth brushes, band-aids, healing types of lotions, dish soap, body wash, cleaning products, beauty products, hair shampoo, hair conditioner, etc.

If questions, please contact the MSU Women’s Resource Center, 517-353-1635.

The MSU Women’s Resource Center Invites You to:
A Conversation with the President
Dr. Lou Anna K. Simon
Monday, November 10, 2014
3:00PM—4:30PM
MSU Union—Ballroom (2nd Floor)

RSVP by 11-4-14 to: wrc@msu.edu
(Please include first and last name and unit/department. Also include “Conversation” in the subject line. Questions? (517) 353-1635.

WRC Staff: Jayne Schuiteman, Interim Director, Associate Professor and Personal Safety Coordinator; Lydia Weiss, Educational Program Coordinator; Audrey C. Smith, Office Manager; Evette Chavez, Editorial/Administrative Assistant; WRC Students: Megdelawit Abebe, Lauren Dietz, Kiana Elkins and Maggie Halloran, Department Aides.

November 2014
HOT OFF THE PRESS!

Thriving by 35
Family Planning as a Young Professional
Thursday, November 6, 2014
11:45AM—1:00PM
Lake Erie Room, MSU Union

Many women (and men) feel challenged by deciding when it’s right to begin a family when they are just beginning to launch their careers or are seeking tenure. This program will discuss MSU policies, career guidance, and Work/Life balance in order to make the choice that is best for you!

Panelists: Dean Elizabeth Simmons, Lyman Briggs College, Acting Dean, College of Arts and Letters, University Distinguished Professor of Physics; Lori Strom, Coordinator, MSU Family Resource Center; Dr. Jesenia Pizarro, Associate Professor, School of Criminal Justice; Karen Zelt King, Communications Manager, Facility for Rare Isotope Beams.

The MSU Women’s Resource Center and MSU Family Resource Center are proud to provide programs focused on achieving success as a young professional.

To RSVP, call 517-353-1635 or email wrc@msu.edu.

Accommodations for persons with disabilities may be requested by contacting the WRC at 353-1635. Requests will be honored whenever possible.
Monday, November 17, 2014 • 7:00 pm
Main Library North Conference Room, W449

Presented by
Laura Smith,
Department of Art, Art History, and Design
with special guest speaker
Emily Proctor (Odawa),
MSU Tribal Extension Educator, Emmet County
Cosponsored by the MSU American Indian Studies Program and the MSU College of Arts and Letters

Finding Dawn puts a human face on a tragedy that has received precious little attention. Dawn Crey, Ramona Wilson and Daleen Kay Bosse are just three of the estimated 500 Aboriginal women who have gone missing or been murdered in Canada over the past 30 years. Acclaimed Metis filmmaker Christine Welsh embarks on an epic journal to shed light on these murders and disappearances that remain unresolved to this day. Winner, 2006, of the Gold Audience Award, Amnesty International Film Festival.

Spare and visually arresting, with a haunting soundtrack, Snare is a performance-based piece that captures the brutality of violence against aboriginal women, as well as the possibility of healing and grace. Nominated, Best Experimental Film, Yorkton Golden Sheaf Awards.

Emily Proctor will speak on human trafficking and indigenous communities in the Great Lakes.

For parking information, please visit http://maps.msu.edu/interactive. The Main Library is wheelchair accessible via the north entrance. Persons with disabilities may request accommodations by calling Susan Garmo at 517.884.6454 one week before an event. Requests received after that time will be met when possible.
HOT OFF THE PRESS!

VANISHING BORDERS
Four Women. Different Cultures. New York City.

NOVEMBER 19
7:00 PM
WELLS HALL B-122

After the screening, director and producer Alexandra Hidalgo and composer Ricardo Lorenz will discuss the film with Tama Hamilton-Wray. Followed by a Q&A session.