

# ADVERTISING

Modeling image created (originally for a newspaper fashion section) in Florida

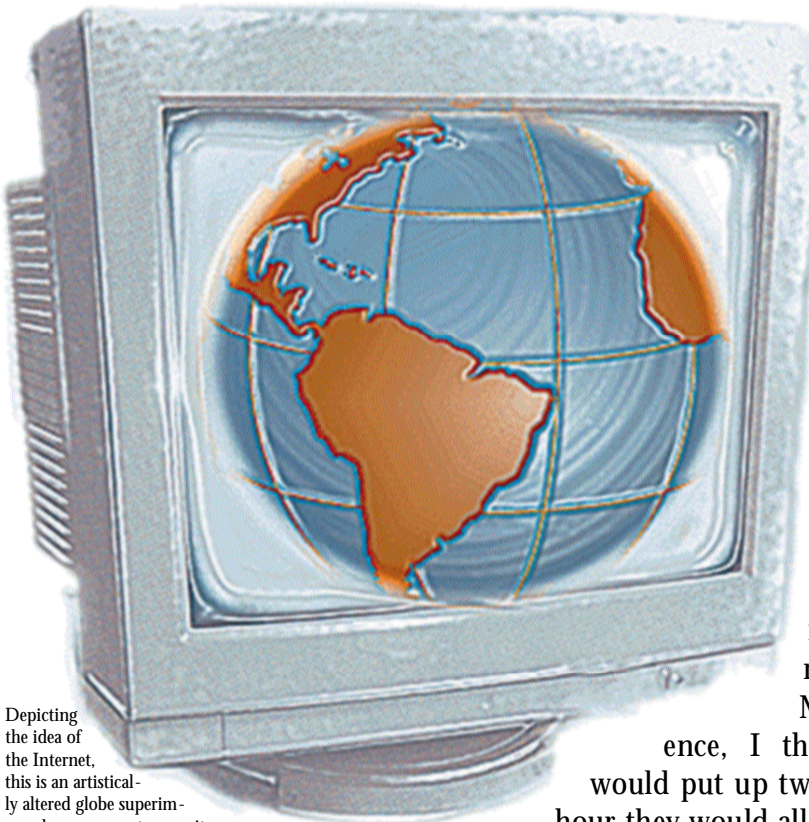
For the CARE advertising campaign (1992), the photographs are designed to convey the way things are, the way average people in that target group are. For fashion photography, like “photograph, Naples Beach, 1992,” the photograph conveys a mood to get the message of the clothing across. To make these image work, advertisers think, “This is how it could be for you, if only you shopped *here* and bought *these* products...”

Portraits in the CARE campaign are taken from a variety of different angles, including from directly above and from table level, of subjects looking away pensively or smiling widely, directly confronting the camera - and the audience. And the right angle or the right composition could be just the thing to draw the potential shopper into the advertisement.

I worked for a few years with a not-for-profit organization called C.A.R.E. (Campus Acquaintance Rape Education). They ran rallies, sponsored workshops, taught classes at the local University. I volunteered as a photographer and graphic design artist for them for a few months and came up with an advertising campaign that was an effort to personalize the issue of acquaintance rape. The final product was a photo-opinion for college students - more of them men than women - and ones that emulated white, middle class standards (since that was the target group).

These advertisements would run once a week in the form of flyers and newspaper ads. At first the comments were mild; the quotes from the people became stronger as the weeks progressed. And these quotes were from the people themselves. Some people had no idea what they wanted to say about the issue, and one person originally wrote about a personal experience, but later changed their mind for fear of the incident being made public.

I even asked the leader of C.A.R.E. to do a photo-opinion, but she declined. To me, it



Depicting the idea of the Internet, this is an artistically altered globe superimposed on a computer monitor.

seemed as if she didn't want to make her face public, associated with the issue, even though she cared about the issue so deeply. It was only then that it occurred to me that people are taking a chance by spotlighting themselves in relation to this issue. People were still afraid to talk about it. Maybe I was asking too much of people.

I would walk down a street where flyers were up and I would see people talking about them, and that made me feel wonderful. Maybe I was making a differ-

ence, I thought. And other times I would put up twenty flyers and within a half hour they would all be torn down.

"When a woman is raped, especially by an acquaintance, she is always the person who is blamed -- what was she wearing, how was she acting, had she been drinking? She might then begin to ask herself how she had invited the rape. The blame should be on the rapist, not the victim."

*C.R., senior in communications*



## CARE ADVERTISEMENTS

I worked for a few years with a not-for-profit organization called C.A.R.E. (Campus Acquaintance Rape Education). They ran rallies, sponsored workshops, and taught classes at the local University. I volunteered as a photographer and graphic design artist for them for an advertising campaign to personalize the issue of acquaintance rape. The ads and flyers were photo-opinions for college students.

These advertisements would run once a week in flyers and newspaper ads. At first the comments were mild; the quotes from the people became stronger as the weeks progressed.

As we were approaching the end of the advertising campaign, I felt that some things weren't said, that rape was never shown to be a part of sexism. So I added my own photographs and commentary to two advertisements. I felt that I may be able to close the campaign, making it more whole by filling in what wasn't previously said.

I would walk down a street where flyers were

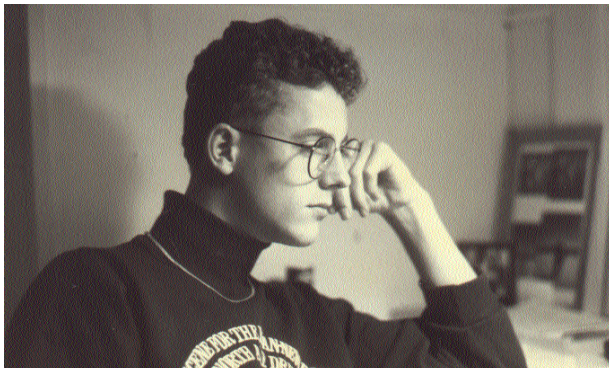
up and I would see people talking about them, and that made me feel wonderful. Maybe I was making a difference, I thought. And other times I would put up twenty flyers and within a half hour they would all be torn down.

*Created in the Spring of 1992. Displayed in the form of weekly flyers and a weekly newspaper advertisement in the Daily Illini in Champaign, Illinois. Thank you to all the people who participated in this project.*



"I am taking a class to become an acquaintance rape facilitator for CARE. Awareness of rape on this campus is very low, and through this program I want to see awareness of this serious problem increased."

*C.M., sophomore in ceramic engineering*



"Acquaintance rape is everywhere but prosecution for it isn't. I think we might see this start to change with the increased media coverage that it has been getting lately."

*J.Z., senior in civil engineering*

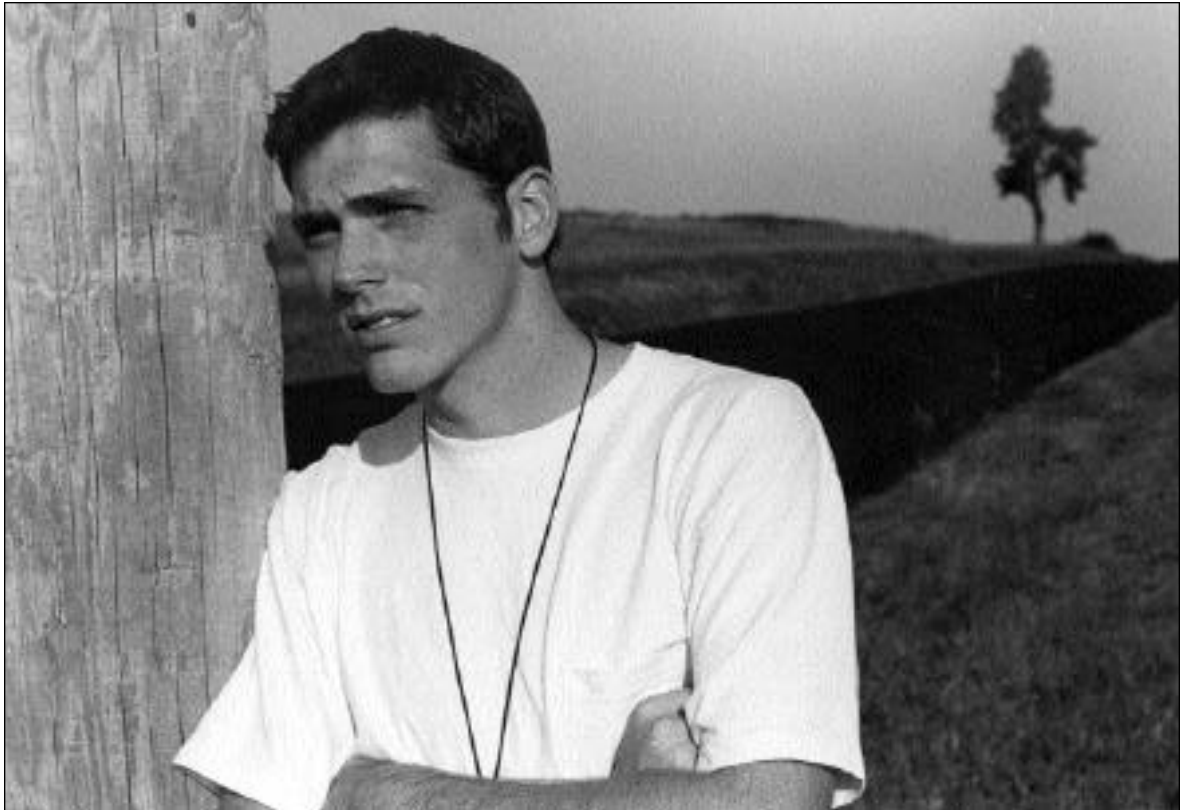
"When she told me she had been assaulted, the only thing I could say was, 'Thank God you weren't raped.' Looking back, I realize that since she hadn't given consent, she was, in fact, raped."

*S.V., senior in communications*



# *people today CARE*

Advertising sponsored by Campus Acquaintance Rape Education



“She called me on the phone and told me that she had been raped. I was hurt, I was confused. And in an effort to explain it somehow, I blamed her. She must have done something to instigate it, right? I now know that I was wrong, I just wish that it wasn't too late to tell her that and be there for her when she really needed me.”

*B.W., sophomore in LAS*



“Women never want to tell their own families because they might be blamed for a rape, women don't want to go to the

authorities because they didn't want to be raped by the political system. This isn't fair. It just shouldn't happen. What hurts me more is to think that people still think rape is a joke. You haven't hurt the way these women have. It's not a joke.”

*J.K., senior in communications*



“When I walk down the street and men I don't know whistle at me, when I walk into someone's apartment and there's a Playboy magazine on the counter, when I pass by a group of people telling a blonde joke, that's when I know that sexism isn't gone. I don't want to be seen as an object, a naked body or a 'girl' that can be raped.”

*J.K., senior in communications*

The People Today Care flyer and newspaper advertisements also appeared in an art display (center).