

Sexual Assault Prevention and Awareness Center
University of Michigan
715 N. University Avenue, Suite 202
Ann Arbor, MI 48104

Samsung Electronics America, Inc.
105 Challenger Road
Ridgefield Park, NJ 07660

To Whom It May Concern:

Each year at the Sexual Assault Prevention and Awareness Center (SAPAC) at the University of Michigan does a sexism in advertising campaign to help put an end to objectification and sexualization of women in advertising. We choose ten advertisements in popular magazines that we think epitomize sexism and ten advertisements that we believe are women-empowering or portraying the sexes as equal. This year, your advertisement for the Samsung d807 telephone that appeared in the August 2006 issue of *Jane* has been chosen as one that empowers women and recognizes their busy lifestyles.

This advertisement encompasses many aspects of a modern woman's life. It says that she can have a high power career on Wall Street, while also liking to shop on Rodeo Drive. The woman is portrayed as independent and self-sufficient. This is empowering because she does not depend on a man for income or happiness. Furthermore, the woman is dressed in a business suit – attire that is actually acceptable in the workplace, in opposition to many advertisements with scantily clad women. The text at the bottom of the page also gives the idea that women can do anything, just like the phone.

I, _____, would like to commend you on this advertisement. I feel it is important to reduce the number of sexist advertisements in the media, and hope to do this through education and information. I would also like to congratulate those, like this company, who portray women as equal, empowered individuals in society. Thank you for contributing to a gender-equal culture and not reinforcing sexist stereotypes through advertising.

Sincerely,

Signature: _____