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## **Rainbow PUSH Coalition Forms Dignity Decency Equality Task Force**

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Rainbow PUSH Coalition has formed a Dignity, Decency and Equality Task Force to address images of women in film, television, radio, Internet and satellite. Janice L. Mathis, Vice President for Legal Affairs for the Rainbow PUSH Coalition, will lead the task force. According to Mathis, "Our first mission will be to attend the Viacom shareholder meeting on May 30<sup>th</sup> in New York to let the heads of CBS, BET and MTV know how concerned women are about the corrosive effect of negative media images on young people."

According to Mathis, "We have attended prior shareholder meetings and were advised that the negative images were supported by ratings and ad revenues and that we should not expect change. The winds have shifted and therefore, we expect a different response than we received several years ago."

Coalitions are forming all across the nation and women are coming together to express their concern. Women who don't consider themselves activists are speaking out to make sure that degradation and disrespect are not accepted without comment or criticism. The corporate interests may be free to promulgate negative images, but we are free not to consume them. We are free to hold the purveyors accountable. After all, decency is judged according to prevailing community standards. When we speak out, we set those standards.

The task force also plans to study and seek remediation for the lack of women of color in positions of influence in the media.