



Boss(y)

Exploring the double standard
in all areas of female life



Table Of Contents:

- 3- Goal of this Zine
- 4-Background Info
- 5-Professional Life
- 6-Physical Appearance
- 7-Romantic Life
- 8-Sex Life
- 9-Celebrity Experiences
- 10-Taylor Swift
- 11-Elizabeth Moss
- 12-First-Person Account
- 13-One-On-One Interview
- 14-Sara's Jewish Identity
- 15-Sara's Experiences
- 16-The Gender Equity in Hiring Project
- 17-Positive Examples in Media
- 18-Movies and TV
- 19-Works Cited
- 20-About Us
- 21-Thank You!

Goal of this Zine

03

EDUCATION

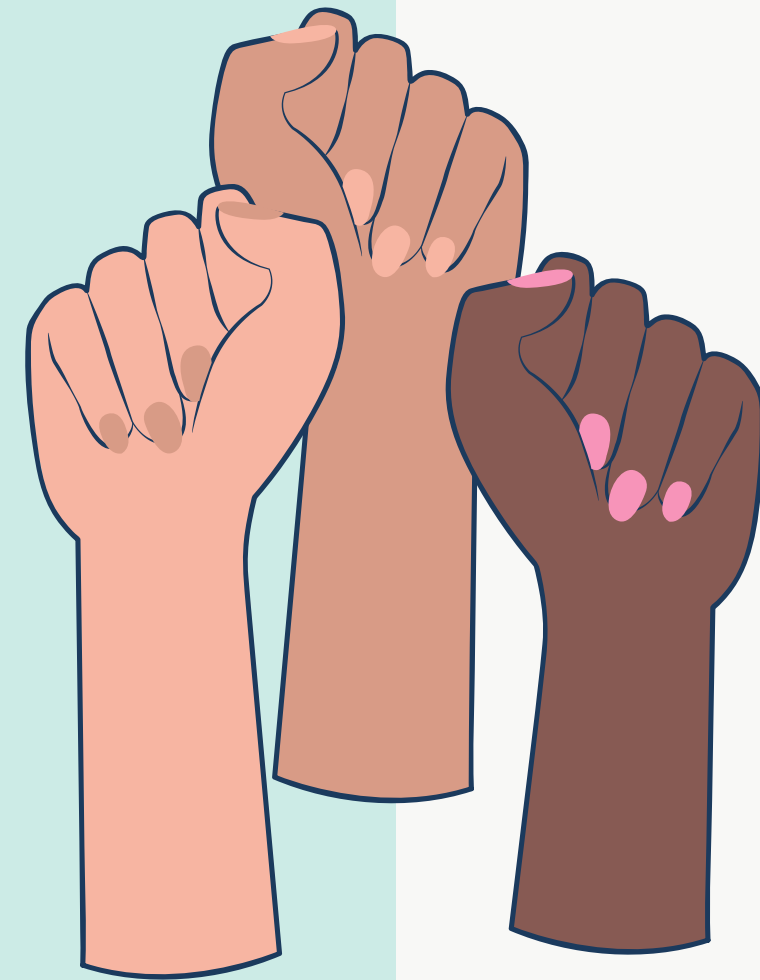
To teach about the unrealistic pressures of common tropes

AWARENESS

To call attention to the pervasiveness and depth of the double standards in place

APPLICATION

To show you how to recognize and fight double standards in your own life!



Background Info



WHAT IS A DOUBLE STANDARD?

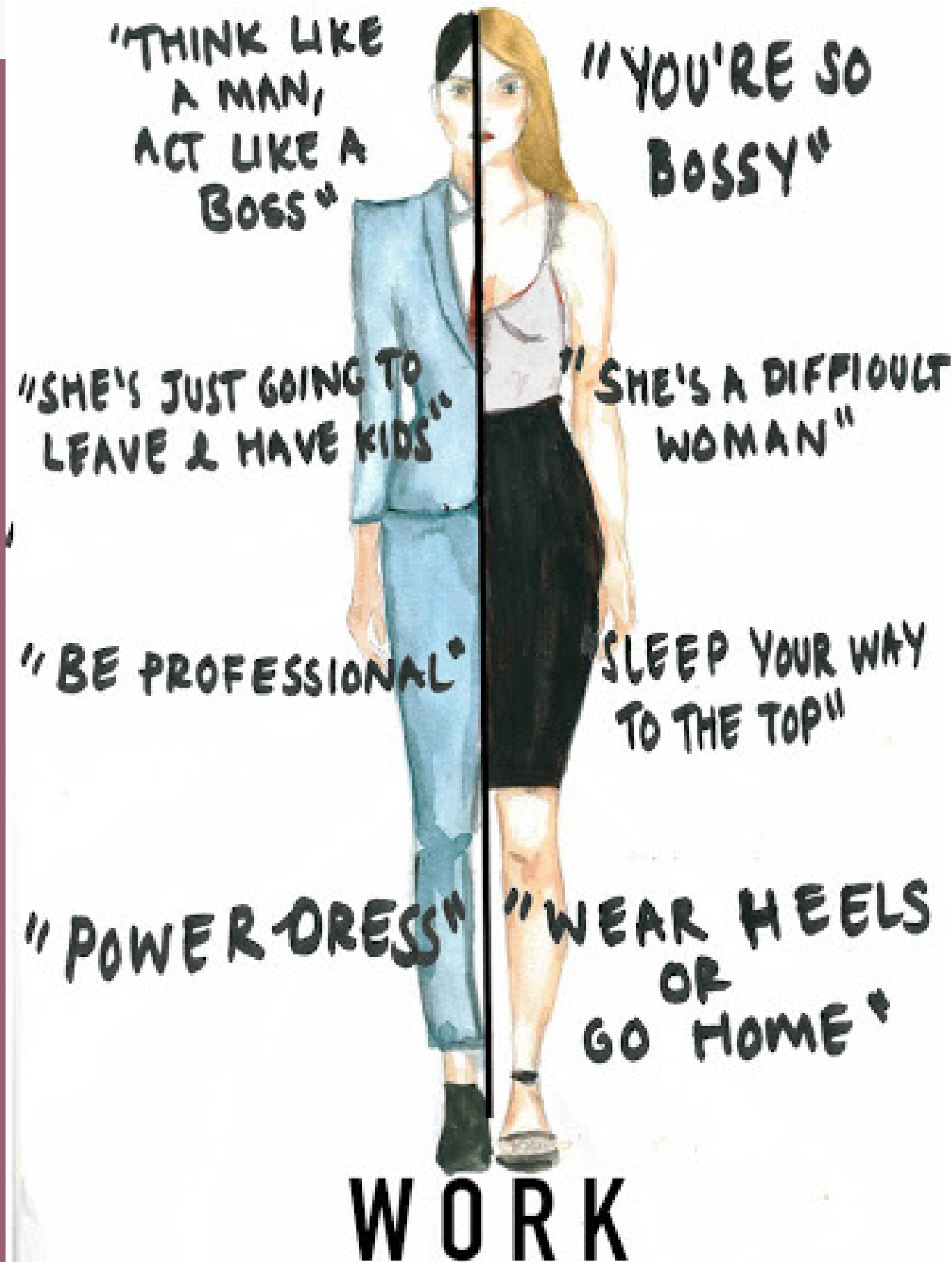
A double standard is a rule or principle which is unfairly applied in different ways to different people or groups

WHEN DID THEY START?

Double standards have been around for a long time in some capacity, but the sexual double standard (SDS), which leads to a more negative assessment of women than men when they exhibit the same sexual behavior, was first talked about in relation to flappers in the 1920's.

Credit:
<https://mymodernmet.com/daisy-bernard-contradictory-advice-for-women/>

Art by: Daisy Bernard
Art originally published by Tab Media



Professional Life

In a 2019 Forbes article on women and likeability, it is reported that "When asked to evaluate the hypothetical onboarding of a new manager, volunteers evaluated a high-powered woman as more unlikable than a man with identical qualities and background. Interestingly, those biases are held by both men and women."

Physical Appearance

According to Cherwell 2019, "Clothing represents appearance, guise: the politics of each decade have represented liberties and restraints on women through dress. The liberation of the 60s was both freedom and oppression. The freedom to wear short skirts and the oppression of mass marketing through the media, telling women to buy cosmetics and become image obsessed. Though women had the ability to take control of their own bodies by wearing clothes that were perceived as more provocative, this also adhered to their sexualisation and objectification, something that has recurred in this modern age."



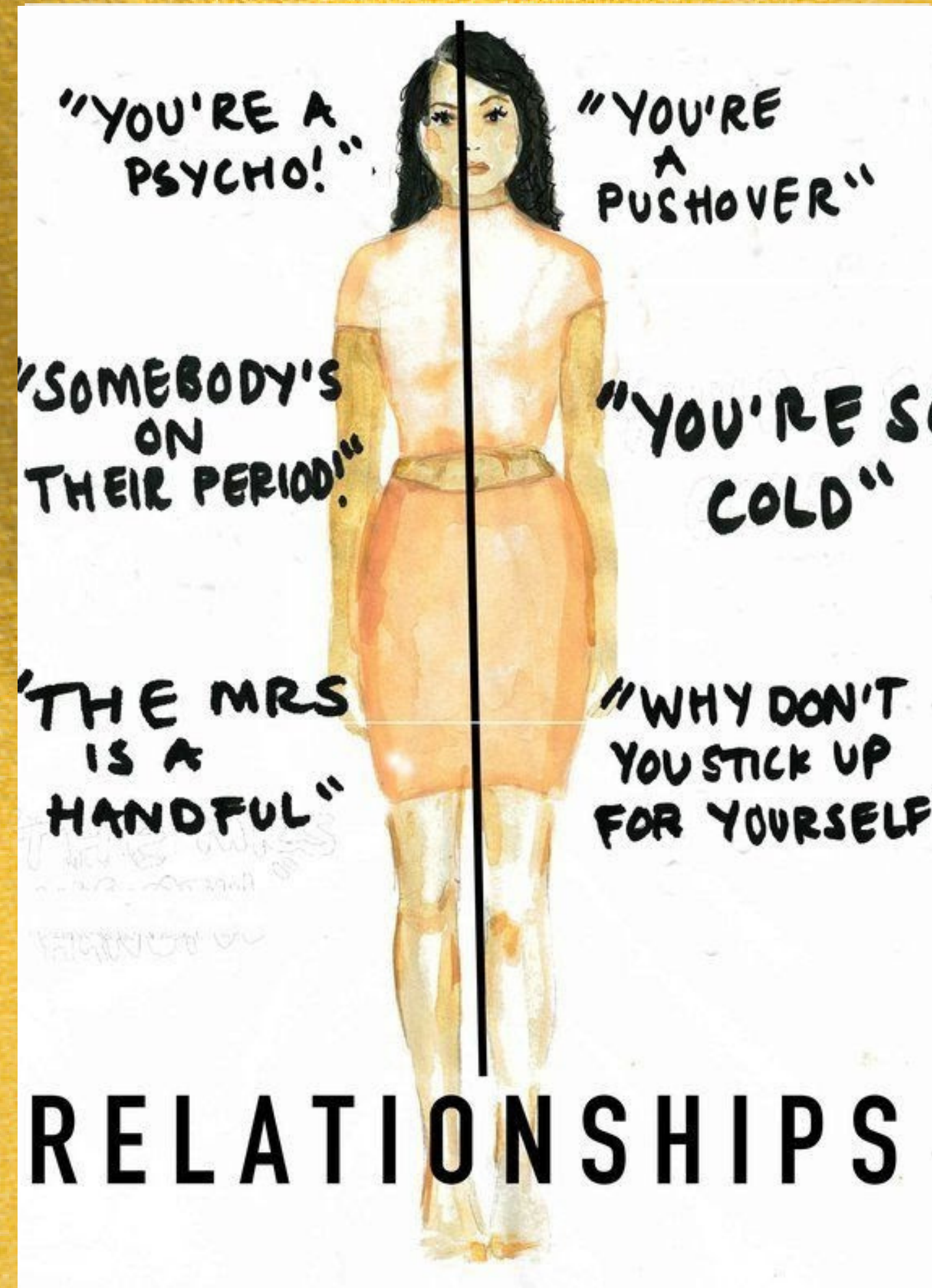
06

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Romantic Life

According to Insider 2020, "a 2011 study published in Gender and Society found that out of 1,200 adults surveyed, 70% believed that a woman should be required to change her name after she gets married. And more recently, a 2017 study in Gender Issues found that women who keep their last names are viewed as less committed wives by men of lower education."

Sex Life

In a 2020 issue of Insider, authors Derek A. Kreager and Jeremy Staff write, "According to the sexual double standard, boys and men are rewarded and praised for heterosexual sexual contacts, whereas girls and women are derogated and stigmatized for similar behaviors"



08

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Celebrity Experiences

09



10

Taylor Swift



- "A man does something, it's 'strategic'; a woman does the same thing, it's calculated."
- "A man is allowed to 'react'; a woman can only 'over-react.'"
- "A man does something? 'Confident and bold.' A woman does it the same way, and she's 'smug.'"
- A man 'stands up for himself,' [whereas] a woman 'throws a temper tantrum.'"

Quotes from Netflix's 2020 documentary *Miss Americana*

Elisabeth Moss

Male executives shot down one of Moss' pitches because they deemed it "too female," she told Metro in June 2017.

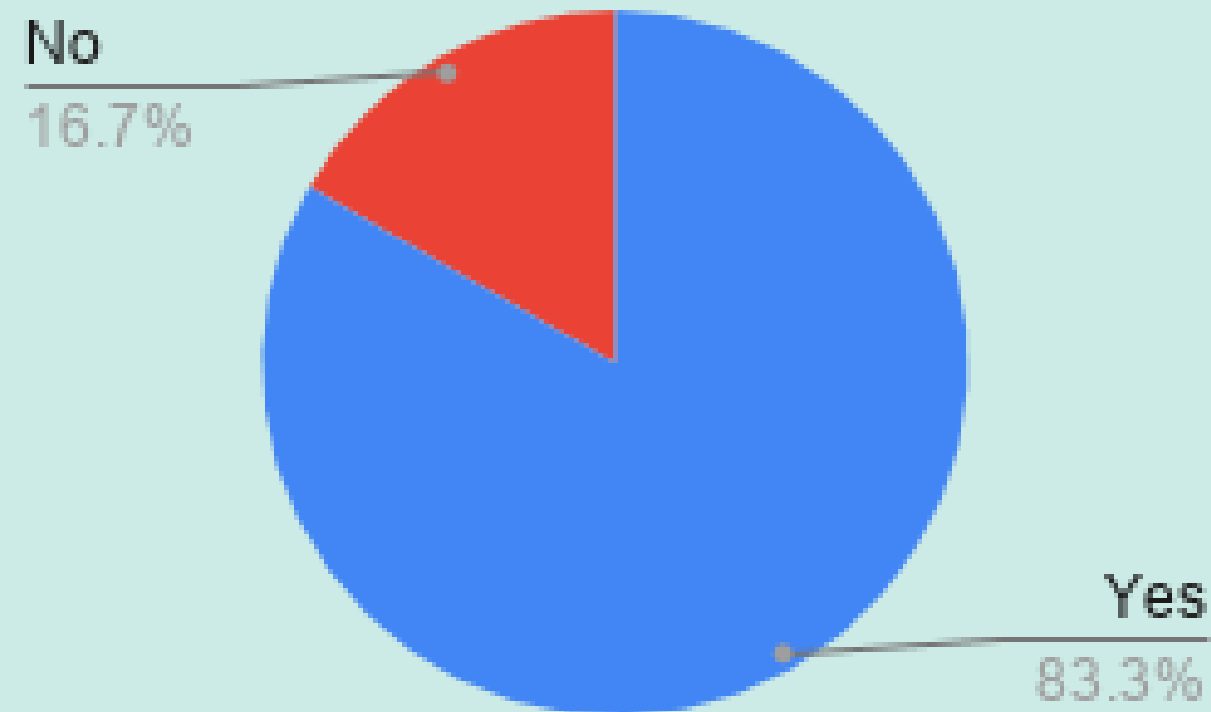
"It was everything, the fact it was a female lead, a female protagonist, was led by a woman, made it too female, which I was shocked by," she said. Moss said that the logic behind the decision wasn't communicated directly to her.



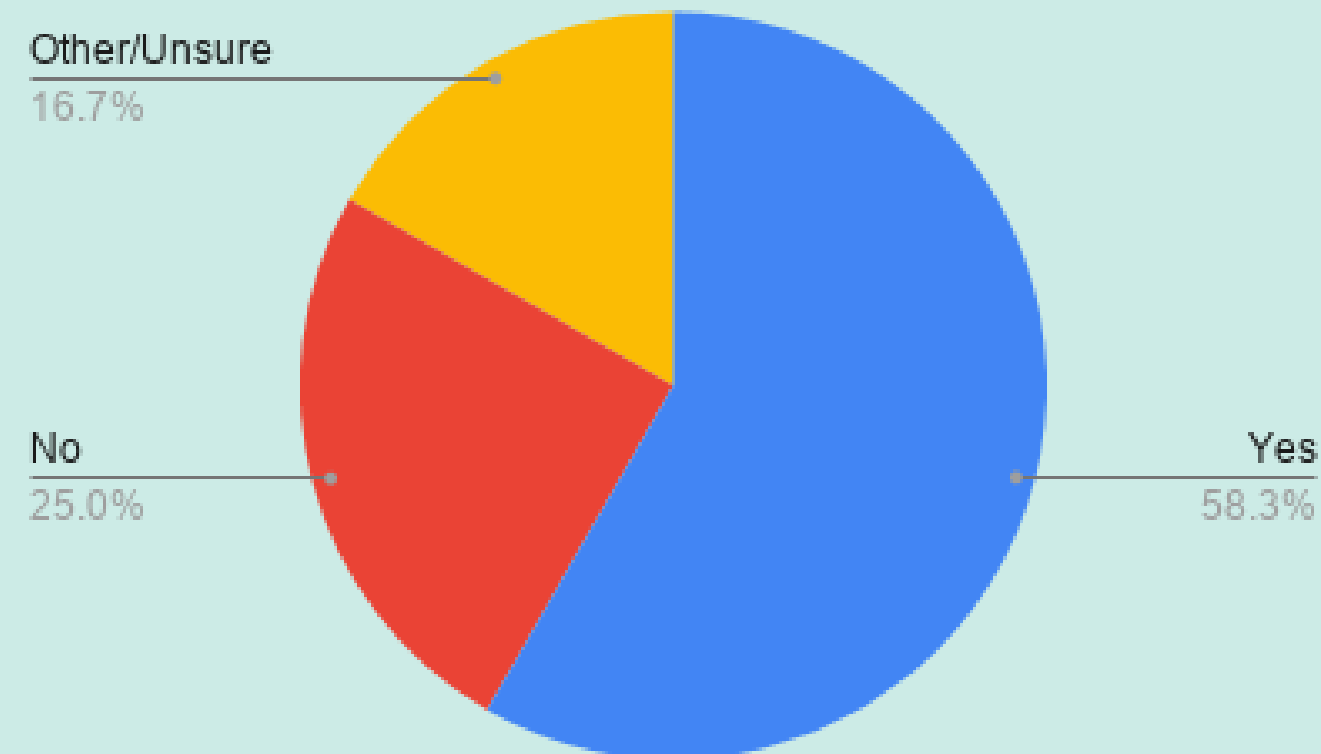
First-Person Accounts

12

HAVE YOU PERSONALLY EXPERIENCED ANY DOUBLE STANDARDS AT YOUR CURRENT OR PREVIOUS JOB(S)?



ARE DOUBLE STANDARDS COMMON IN YOUR OCCUPATION?



We sent out a survey asking about the experiences of people of all genders facing double standards in their current and past workplaces. We received 12 answers with the following data.

One-On-One Interview with Sara Shapiro-Plevan

13

Question: You stated that in the Jewish nonprofit sector women are the majority of the employees, men are the majority of the organizational leaders. Could you elaborate on what it's like to be in a workspace with male domination organizationally?

Answer:

- "I began my career working in Jewish education...In these settings, the leaders of the board were often men, where the members of the board were women."
- "I shifted to Jewish educational organizations that were led by men, but where the vast majority, upwards of 70% of the staff, are female."
- "When someone is asked to speak on behalf of the organization, it is typically the voice of the organizational leader. When that person is a man, and in many cases makes 2x the salary (and has access to a full benefits package) compared to his female colleagues, it feels deeply unfair and not representative of the organization."
- "Often men are asked to speak on behalf of organizations and on behalf of the field, where it is women who are working in the trenches: men are speaking for and on behalf of women, and that kind of "speaking for" is at once unfair and not representative of the diversity of voices and experience actually present in the organization."

ABOUT SARA:

- Founder of Rimonin Consulting
- Doctoral candidate in The William Davidson Graduate School of Education of the Jewish Theological Seminary
- She uses her guidance and work in relationships to work productively and to create change

14

Shapiro-Plevan's Jewish Identity

- She was born and raised by two Jewish professionals
- She majored in Jewish studies in college
- She lived her entire life involved in Jewish community
- She grew up in an egalitarian congregation, in an egalitarian home and in an egalitarian summer camp community where she could share in Jewish experiences equally
- As a result, she feels comfortable demanding equity for herself, others around her, and those coming into leadership positions



15 Shapiro-Plevan's Experiences

- In every full time position she's held since she was married, she has been asked (either in an interview or on contract renewal) when she was planning to have children or if she was planning to have more children.
- She's been asked about why she needed a raise, because, and she quotes, "didn't my husband make enough money."
- People have told her that she isn't permitted to attend parent teacher conferences or doctors' appointments for her child.
- People have said to her not to let parenting get in the way of her work.
- She was the victim of body shaming on the job by male colleagues.
- She has faced manipulation, criticism and threats that she states are "clearly gender based harassment."

Fact: It is now
illegal to ask
about one's
family status
(ex. having
children, family,
etc) currently

16 The Gender Equity in Hiring Project

- An organization founded by Sara Shapiro-Plevan
- She states, "We begin our work rooted in the belief that reformulating hiring and employment processes are key leverage points for Jewish organizations as they begin to address gender biases. In order for the change we seek to become embedded in our communal organizations and our individual actions, we must dig deeply into cultures of bias--and build capacity to recognize and correct these biases as we build support systems to align our employment practices with our Jewish values of equality and fairness. Building an ecosystem and network of support helps us to think collaboratively, creatively, and differently as we solve this challenge. This is why we do this work together. We strive to bring multiple perspectives and networks to our effort. Our decades of experience working with Jewish organizations and communities enable us to weave networks of partners, challenge the status quo, pivot to greater inclusivity, and demonstrate how to do so while living by our Jewish values."



To learn more, go to <http://genderequityinhiringproject.org/>

17

Positive Examples In Media

**MUSIC WITH A MESSAGE: PLEASE USE YOUR
SPOTIFY APP TO SCAN THIS CODE**



**WARNING: SOME CONTENT IS
EXPLICIT**



MOVIES AND TV

The next slides contain a list of movies and tv shows on all platforms that show flawed female characters and strong relationships between these characters

Movies and TV

18

Netflix Movies

- Pieces of a Woman
- Stand-up specials of Hannah Gadsby
- Stand-up specials of Katherine Ryan
- Moxie
- Miss Americana

Amazon Prime

- Fleabag (HIGHLY recommended)
- The Marvelous Mrs. Maisel
- I'm Your Woman
- Late Night

Netflix TV Shows

- Gilmore Girls
- One Day At A Time
- Maniac
- Sweet Magnolias
- Miss Americana

Hulu

- Gone Girl
- Thelma and Louise
- Big Little Lies
- Little Fires Everywhere
- Shrill



NOTE: Some of these works may contain problematic elements. We do not condone these themes but still find the overall works of value in showing strong female relationships

Works Cited

19

1) <https://mymodernmet.com/daisy-bernard-contradictory-advice-for-women/>

2) <https://www.cbsnews.com/news/taylor-swift-preview-sexist-labels-in-the-music-industry/>

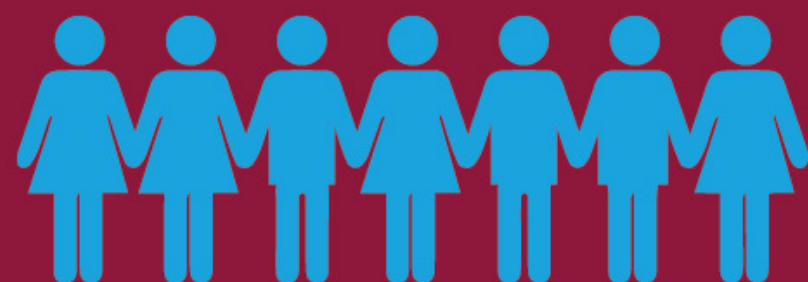
3) <https://www.insider.com/women-sexism-experiences-hollywood-misogyny-entertainment-industry>

4) <https://www.forbes.com/sites/nazbeheshti/2019/03/08/international-womens-day/?sh=41bac15b6f21>

20

KOL KOLEINU

TEEN FEMINIST FELLOWSHIP



About Us

JULIA WHITE

Julia is a Sophomore at Bentley School. She loves baking whatever crazy gluten-free dessert she can think of and learning about psychology, as she wants to be a Developmental Pediatrician one day!

MICHAYLA BROWN

Michayla is a sophomore at Immaculate Heart High School. She loves expressing her creativity through dance, music, theatre, etc. She is very vocal about social justice and loves using her voice to speak out against issues.

LARISA KLEBE (MENTOR)

Larisa is a Jewish nonprofit professional, freelance writer, and feisty Jewish feminist.



Thank you!

**PLEASE FEEL FREE TO CONTACT US
AT KOLKOLEINU@ACADASSOC.COM
FOR QUESTIONS, CONCERNS, OR TO
GET INVOLVED!**

**CHECK OUT OUR SOCIAL MEDIA
@BOSSYZINE AND FEEL FREE TO DM
US ANY QUESTIONS.**