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WOMEN'S
MEDIA WATCH

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In this issue WMW celebrates over twenty-one years of partnerships and good work ...

ONE HAND CYAAN CLAP

WMW PARTNERS HELP PAVE THE WAY FOR TWENTY-ONE YEARS

THE SAYING “THERE IS NO ‘I’ IN TEAM” IS VERY relevant to the work of Women’s Media Watch. We know that “one hand cyaan clap” so our organization is especially proud of the partnerships and lasting bonds we have forged over the years.

In 2008/09 we reached hundreds of people across the island, in just about every sector, thanks to our partnership with the **United Nations Trust Fund to End Violence against Women (UNTF)** and the **Bureau of Women’s Affairs (BWA)**.

The focus of this partnership has been to enhance citizens’ access to protection from sexual offences—including domestic violence and sexual harassment. Together we have built a groundswell of citizens who have the knowledge and skills to challenge gender based violence and claim their right to live free of such violence.

Faith Webster, Executive Director of the Bureau of Women’s Affairs, says: “We wish to support and endorse the work of Women’s Media Watch in commemoration of its 21st Anniversary. We encourage you to continue to advance the status of women by advocating for positive cultural images of women in the media. In addition, we commend you for the work done towards eliminating gender-based violence through the implementation of several projects at the community level.”

The scope of WMW’s programme this year has extended far into the Caribbean through our partnerships with **UNIFEM**, **PAHO** and several regional and international Media organizations. Through these partnerships over recent years we have conducted gender-awareness training for journalists and communications professionals from across the region. In partnership with UNIFEM in December 2009, we are co-facilitating a regional workshop on news coverage of gender-based violence.

Centre in Canada supported WMW’s work in Girls Homes and Places of Safety. Most importantly, at a time when few persons recognized the importance of advocating for gender-awareness in the media, or the importance of developing media literacy skills among young people, **MATCH** was a solid partner of WMW.

Other donors, **CUSO** and **World Association for Christian Communication (WACC)** came on board and supported our work with adolescent girls. This work

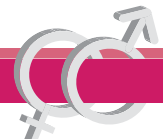


took us island-wide to every branch of the **Women’s Centre Foundation of Jamaica (WCFJ)** and gave some of our members the chance to meet young mothers in corners of Jamaica that we had never before visited. In the words of the WCFJ’s Executive Director, Beryl Weir, “Women’s Media Watch makes a difference in not only gender equality but also cultural issues. It is an indispensable organization that seeks to demystify gender issues.”

Though the scope of our work is ever widening, WMW started much smaller. During our formative years—for more than ten of them—**MATCH-International**

WMW’s first two documentary videos ‘*Behind the Images*’ and ‘*Crushed Faces—Real People*’ were produced during this period. *Continued on following page ...*

Celebrating 21 Years



REMARKS TO WOMEN'S MEDIA WATCH ON THEIR 21st ANNIVERSARY FROM HONOURABLE OLIVIA GRANGE MINISTER OF YOUTH, SPORTS AND CULTURE

Minister Olivia Grange (left) enjoys a moment with WMW's founding member Judith Wedderburn (right)



As Minister with portfolio responsibility for Women's and Gender Affairs, I congratulate Women's Media Watch on your 21st anniversary. It is an exceptional achievement and something to celebrate. I am proud to be part of this celebration.

Your analysis of images of women in the media is critical and remains relevant. You help our society to understand how media portrayals promote, perpetuate and shape values, attitudes, and behaviour. Thanks to the work of WMW, we have a better understanding of how media impacts on family life. Thanks to your work, we have a better understanding of the treatment of violence generally in the media and violence against women in particular.

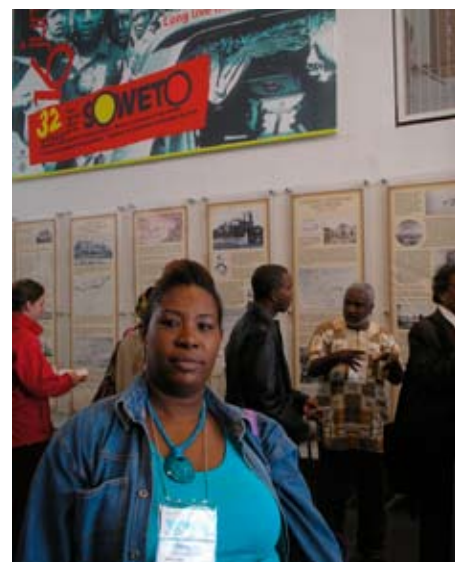
I support the work of WMW and want to continue to work with you to achieve gender equality. Recently, WMW partnered with the Ministry of Youth, Sports and Culture through the Bureau of Women's Affairs on a year long programme to reduce gender-based violence. That programme of sexual harassment sensitisation sessions concluded with a very successful (W) Rap-Up forum. I now look forward to your "Gender Fever" event, which I expect will be similarly successful.*

I applaud your work in improving the image of not only women and girls but also men and boys. The gender agenda is not the woman's agenda—it is woman's and man's agenda. Men and boys have an important role to play in not only the achievement of gender equality but in the reduction of violence against women and girls. We must engage them in this dialogue and in this work. This is why, I recently established a Male Desk at the Bureau of Women's Affairs.

Congratulations on 21 years of meaningful service to our people. I wish Women's Media Watch the very best.

Hon. Olivia Grange M.P., Minister of Culture, Youth & Sports

*Editors Note: Gender Fever 2009 was a great success being held in June 2009



WMW staff member Dawnette Hinds-Furzer at the WACC Congress in South Africa, 2008

WMW in the International Arena

Thanks to WACC's continued support, WMW's work in teaching media literacy skills and gender awareness expanded. In 1994, Samere Tansley, founding member of WMW, participated in a path-breaking international conference in Bangkok on Women and Communications. The following year, Melody Walker and Evelyn Scott, represented WMW at the United Nations Fourth World Conference on Women, in Beijing, China.

In 1998, WACC provided Melody, our former Programme Coordinator, with a grant to pursue her Masters in Com-



Member, Afolashade, working in the WMW office.

munications Studies at Leeds University (UK). Melody distinguished herself both academically and as an ambassador for WMW—and Jamaica.

Back in the mid-90s Women's Media Watch received our very first computer from UNESCO! This agency also provided funding for training in communications and desktop publishing which enabled WMW to produce our first major publication 'Whose Perspective: A Guide to Gender Analysis of the Media'. This training manual went on to become a reference book for journalists and communicators and is now in its second printing with partial funding from the United Nations Trust Fund to End Violence against Women. UNESCO also encouraged WMW to set up sister groups in the Eastern Caribbean, starting in Barbados and Trinidad.



Michelle Golding (far left), WMW founding member, partnering with NGOs in Guyana.

In 1998 the Inter-Agency Campaign against Women and Girls was supported by UNDP. Women's Media Watch was integral to the media advocacy for this campaign which was spearheaded by the Association of Women's Organizations in Jamaica (AWOJA) in partnership with several local women's groups.

We were also funded along the way by other valuable donors such as the Global Fund for Women (USA), Mama Cash (Netherlands), Jamaica Women of Washington and Jamaica Partners Self-Help (Canada).



Partnering with PANOS to train journalists.

WMW's Research Partners

Women's Media Watch took on its first local research project in 1993 but it was in 1995 that we had the chance to participate in a worldwide survey of the participation of women and men in the news. This research, the Global Media Monitoring Project (GMMP) has continued every five years and takes place this November 2009. WMW is coordinating the Caribbean Region's participation in this research which includes 112 countries across the world.

UNICEF supported WMW's research project in 1997 on the incidence of violence in television programming and the exposure of children to this violence. Women in Development-Europe (WIDE) funded our next big research project in 2000 on the Portrayal of Violence in the Jamaican media—newspapers, radio and television.



Dawnette Hinds-Furzer and Afolashade hosting 'All A Wi Tokedda', a weekly morning programme at ROOTS FM.

Forging Partnerships with Men

The Canadian International Development Agency's (CIDA) Gender Equality Programme became a major partner of Women's Media Watch in propelling us to another level in gender analysis and gender advocacy. We pioneered our work in Gender Training for Male Leaders and developed innovative training modules. Each year a new group of gender aware young males have joined the movement towards achieving gender equality. Several of these male graduates of the WMW gender training have gone on to work actively against gender-based violence and become spokespersons for gender equity.

Both CIDA-GEP and Friedrich Ebert Stiftung continue to collaborate with WMW in Gender and Leadership Training for young adults. In this work we have worked closely with the Kingston and St Andrew Action Forum and Fathers Inc.



Partnering with the Ministry of Education at the National Expo on Sexual Health.

International Volunteers

In the mid-90s our work was strengthened greatly by two CUSO Cooperants who generously shared their skills and talents with WMW. And ten years later, Erynn Lyster joined WMW as a volunteer and transformed WMW's image by re-designing our communications materials.

Continued on following page ...

WMW THROUGH THE YEARS

1987

- First WMW meeting at Founding Member Pat Donald's house. Other members in attendance: Hilary Nicholson, Judith Wedderburn, Evelyn Scott, Samere Tansley, and Michelle Golding

1988

- Calendar Campaign: public education on sexist images
- WMW logo created by Mbala and Samere Tansley



1989

- Lobbying media about advertisements use of women and their objectification
- First Workshops in Teachers Colleges

1990

- First gender awareness training in girls homes and places of safety
- TV appearances on Elaine Wint's "Tuesday Forum"



1991

- Letters to the press about ads
- Michelle Golding as Founding Treasurer



1992

- 1st Office @ Roosevelt Avenue (Member, Pat Donald's home)
- 1st part time administrator (Lorna) with member Evelyn Scott as messenger
- 1st public film screening funded by 1st local donor Mark Rich

1993

- Santo Domingo Conference to establish Network for women of the Caribbean and Lat. America
- Media consult with awards, PCJ
- Produced video dramatic short: "Behind The Images"
- 1st researcher, Gayatri Persad

1994

- Bangkok Conference
- Domestic Violence Conference, Antigua
- WACC sponsored regional media conference in St. Lucia (Volunteer member Melody Walker represented WMW)



Corinne Barnes, WMW Board Member

MESSAGE FROM THE BOARD

The Journey Continues

I can clearly remember the day I was asked to serve as a member of the board of WMW. It was about two years ago. I jumped at the idea because, prior to this invitation, I had been admiring the work of this group of women who had seen the need for an organization that would closely monitor whatever went on the airwaves or made it to the print/media. I admired the strength of these women; I admired their energy, their courage and their determination to ensure that media practitioners never lost sight of the fact that with freedom of the press comes responsibility. This organization saw the need to ensure that there were checks and balances in the media, specifically as it related to gender issues.

This work of this group of women began at a time when issues of gender and portrayal of women and men in the media were not discussed as openly as they are now and the level of consciousness that is displayed by this society now on those issues, was absent then.

I often refer students studying media and communication at the University of the West Indies, who need guidance on issues of gender, media and portrayal, to Women's Media Watch, feeling confident that their questions will be answered and they will be given the guidance necessary to complete their assignments. This is an organization that has seen the gaps that exist in research on media violence, for example, and has pioneered work locally in this area.

Women's Media Watch turned twenty-one in 2008 and, for some, this is their coming of age. I congratulate the women who have been pioneers in this area. Although, to some extent, there are some entities that are involved in aspects of what this organization took upon itself more than two decades ago, I still think that in terms of a comprehensive look at the media and issues of gender and development, Women's Media Watch is unique.

It has been a tough journey for you to get to where you are now, but you have persevered and I am sure that you will agree that your efforts are now bearing fruit.

As you embark on the next twenty-one years, I encourage you to keep on being the eyes and ears of the Jamaican people as you continue to hold media practitioners accountable.

Prepared by: Corinne Barnes, Board Member, WMW

Local Friends of WMW

WMW has also received support over the years from a number of local corporate entities including, Cable and Wireless Jamaica, Multicare Foundation, Procomm Ltd., CVSS United Way, VMBS, ICWI, Capital and Credit Merchant Bank, Jamaica National, Grace Kennedy, Jamaica Biscuit



Michelle Golding (right) honoring WMW Life Member, Jean Lowrie Chin (left)

Company, Pegasus and Hilton Hotels, Wisynco, and more.

None of our work would have been possible without the support of many local organizations.

We give special recognition to **Sistren Theatre Collective, Women's Resource and Outreach Centre (WROC), Woman Inc., AWOJA, the Centre for Gender & Development Studies (UWI) and Caribbean Conference of Churches.**



Partnering with CARIMAC, UWI

Over the 21 years of WMW's existence, there have been professionals working in the media who have empathized with our concerns from the outset, sharing our vision for gender-aware media. These include **CARIMAC (UWI), the Broadcasting Commission**, and individuals throughout the media industry.

We 'big up' all our friends and partners, and look forward to your continued support. **WMW**

Women's Media Watch through the years

WMW celebrated its 21st anniversary in 2008. The organization has evolved from a small group of dedicated women to the established, respected organization it is today.



A vibrant, non governmental and non-partisan organization established in 1987 to promote the reduction of gender-based violence, WMW focuses on gender-awareness and advocating for gender-equality in the media. WMW started out by holding the media and other forms of communication accountable for their projection of sexist stereotypes of women that can lead to gender-based violence against the more vulnerable members of our society,

What was once just a small group of passionate women speaking out against gender inequity has evolved into a revolution for change, breaking the archaic mould that has placed gender roles and sexuality into restrictive boxes. With a multi-faceted approach to tackling issues of violence, harassment and bias, WMW has over the years facilitated training and professional development seminars, media literacy, conflict resolution workshops,

THEY TOOK TURNS MEETING ON EACH OTHER'S VERANDAH, churning out new ideas which were quickly jotted down and stored for safe keeping in the trunk of one of their cars. Soon they expanded their makeshift 'board room meetings' to their work places after hours as Judith, Samere, Hilary, Patricia, Michelle and company had big goals. The only way they knew how to accomplish them was to get directly involved, create an awareness and get more persons on board in rallying the cry against discrimination and gender-based violence.



Celebrating 21 years of promoting gender equality, Women Media Watch Jamaica has defied the odds while embracing the challenges that made the organization not only stronger but more determined to work towards a society with more balanced gender relationships.

our women and girls. In order to achieve its main goal of a violence-free society, WMW's initiatives seek to eliminate domestic violence, sexism and all forms of gender-based violence.

research, public education and advocacy. The work and impact of WMW volunteers and staff is hard to measure and over the last two decades many charismatic

Continued on page seven ...

WMW THROUGH THE YEARS

1995

- Beijing UN Conference
- 1st Global Media Monitoring Project (GMMP)
- 2nd Researcher, Melody Walker
- First board of directors Marjan DeBruin, Fae Ellington, Suzanne Francis-Brown

1996

- Programme Coordinator, Melody Walker; Admin assistant, Carrline Giscombe; 1st CUSO Cooperant, Judith Whitaker
- Co-Developed Media, Gender and Development course & introduced at CARIMAC, UWI
- Domestic Violence Act introduced in Jamaica

1997 *10 years!

- Media Awards
- Regional gender training for journalists
- Regional workshops to set up sister WMW in Trinidad and Barbados
- TV Violence research

1998

- First edition printed of Manual
- Host Regional Conference: Gender & Communication Policy
- Hilary Nicholson as Training Coordinator
- Interagency campaign against violence against women and girls (until 2000)

1999

- Island-wide workshops at Women's Centres
- Workshops with youth-at-risk
- WMW produced handbook, *Using Participatory Methods, Guidelines for Workshop Facilitators*

2000

- 2nd GMMP
- Island-wide workshops in Teachers Colleges
- Karen Small Administrator
- Roundtable hosted by CARIMAC and WMW entitled: *Violence, Media and Society*

2001

- Symposium on Media and Violence
- WMW & Broadcasting Commission advocate for media guidelines



2002

- Women's Manifesto for Gender Justice



PROFILE

Pat Donald & Shellie Ann Anderson



Pat Donald, Founding member

In order for any organization to be sustained there must be the fusion of experience, out-of-the-box thinking, knowledge, new ideas and guidance, with goal-oriented thinking. For Women's Media Watch, a rich fusion of experience and knowledge comes from its founders while its young passionate members provide that necessary spark to generative growth and creativity.

We spoke with two WMW members, one new another founding, about their experience in the organization and the road ahead.

Patricia Donald is a founding member of WMW who remains committed to the organization's success. From a young woman who admittedly knew little about the issues being tackled, she has developed the competence and confidence to challenge those in places of authority in breach of ethical or legal codes. Donald has paid her dues and brought a level of objectivity to the table that can mitigate views that may be seen as one sided or extreme.

For her the early days were difficult ones but the dividends have paid off in the important work that WMW has tackled over the years. "We began as a response to the increased violence against women and girls. I recall attending a meeting which called on church women, NGOs and other groups to get on board and let their voices be heard. Several committees were formed and one had to look at the media. It is that committee that continued to meet—and evolved into Women's Media Watch. It's been a journey! We went from meeting at members' homes or workplace, to eventually being able to rent office space of our own, and hiring a part time employee."

Initially the group was challenged to find suitable plac-

es to meet and share ideas. "We even kept our notes in the trunk of one member's car. We were a tiny core group hence resources were a critical factor for us and we also had to tackle the issue of sensitizing people about what they were seeing and hearing everyday in the media. If no one told you that glamorizing violence and objectifying women in commercials and movies were wrong, then it would simply continue unchecked. That was our struggle—so we would rent a popular movie and screen it for an audience and look at how the women were portrayed in the film. And in doing so we opened people's eyes to what we all needed to be more aware of."

Among WMW's long list of achievements, Donald said what stood out for her is the recognition that WMW has generated at the national, regional and international level, for their expertise, as well as their contribution to shaping of gender policies and legislation.. "We have been consulted by policy makers on how to incorporate gender into planning and policy making—so there is that credibility we have. Add to that our involvement with the worldwide research initiative, the Global Media Monitoring Project that assesses the participation of women in the news media. Just to be a part of that was phenomenal."

Additionally Donald feels that WMW made a huge contribution to the development of broadcasting standards, notably the Children's Code for Programming that requires media houses to provide advisories for viewers along with programme ratings. Most of all, she is most proud of their more recent work training men around on gender. To have broadened the scope of WMW's work to include males is substantial.

With all of their trials and triumphs, WMW continues with its multi-faceted operation but today is faced like every other organization with challenges. Donald



New member, Shellie Ann Anderson

believes that dependency on international donor agencies for the majority of their funding may compromise their future growth. "Sustainability has to come from what one generates. If we are to move in a direction in which we sustain ourselves we either have to offer services that are sought after or products we can optimally produce. We can also seek to generate partnerships with other NGOs and look for new volunteers who are entrepreneurial. This has to be a way forward."

Yet Donald feels that WMW must have been doing some things very right to have survived for 21 years when others have not. "It is a testament to our tenacity. The very fact that we are still in existence suggests that our passion, commitment and the many personal reasons we all got involved, have powered the organization effectively over the years."

In contrast twenty year old Shellie Ann Anderson is among the newest recruits to Women's Media Watch, intent on infusing some new life and ideas into the organization. A Personnel Officer by profession, her life long goal of being an educator makes her an ideal match for an organization as vibrant as WMW.

"I would like to assist less fortunate women to find self-actualization by inspiring them to make better choices and take responsibility for their own intellectual growth and development."

Anderson was introduced to WMW by a male friend of the organization and decided to check it out after reading an article on the censorship debate. So impressed was she with what she found that she became a member earlier this year in April 2009. "The initiatives I most admire are 'All A Wi Togedda', WMW's weekly programme on Roots FM, as well as the course on 'Media, Gender and Development'. The radio programme has the potential to educate a wide range of people and the course at CARIMAC is ideally geared towards budding journalists who will, in the future, have the ability to communicate in a more gender-sensitive manner. I believe that more partnerships with other organizations that share our objectives, could also enhance the reach of WMW."

Contributed by Nicola Cunningham-Williams

women have brought their own expertise and individual dynamism to the table as they champion the cause of gender equality while fighting ignorance and misogyny.

Their ultimate goal of gender equality has been pursued using many innovative strategies which resulted in some remarkable achievements including:

- Pioneering effective and entertaining ways to conduct gender analysis, and gender-awareness training
- Conducting hundreds of training workshops with young men at risk, adolescent mothers and Girls' Homes in every parish.
- Hosting gender training at teacher's colleges
- Implementing gender training with men to address gender based violence.
- Spearheading the Women's Manifesto for Gender Justice in collaboration with 19 other organizations; presenting this to the Government of Jamaica and the Opposition, to the media and other key stakeholders. The manifesto outlined the need to protect the fundamental right of every citizen to personal security and freedom from personal violation.
- Collaborating with the Broadcasting Commission in a consultative capacity in order to develop broadcasting guidelines to protect children from harmful media content.
- Partner with the Caribbean Institute of Media and Communications (CARIMAC) to introduce gender into the curriculum, and to host round tables on standards in the media.

And what have been the key ingredients to their success? Based on resoundingly positive feedback from many of their partners and participants in their many workshops, the consensus is that WMW possesses the unique

ability to reach persons at all levels. Be they school children or board executives, WMW members have equipped them with the skills to challenge gender stereotypes and gender-based violence.



Unveiling WMW's twenty-first anniversary logo by Lifetime member, Evelyn Scott (left), and AWOJA President Hermione McKenzie.

Their admirers say that WMW volunteers aim always to teach, never 'lecture' and that in itself is a big plus; they utilise popular educational and participatory methodologies that are very effective. Also, their ability to reach both women and men in a non-threatening and non confrontational manner ensures that all those with whom WMW come in contact, feel comfortable and willing to continued to support their efforts. **WMW**

Contributed by: Nicola Cunningham-Williams

WMW THROUGH THE YEARS

2003

- Children's Code for Programming introduced



2004

- 1st Gender Fever
- Gender training for Male Leaders (2004-2007)
- Hilary Nicholson, WMW staff and founding member, participated in Women IN Management 2004 course in Sweden

2005

- WMW launches new image (incl. new logo and website)
- 3rd GMMP; 2nd Gender Fever
- HIV & Gender sensitization for Church Leaders with CCC
- Admin assistant Keishagay Jackson; CUSO cooperant Erynn Lyster

2006

- Vagina Monologues
- Gender & Leadership training for young adult leaders
- CEDAW training for grassroots women
- UNIFEM/WMW/PANOS Regional Media Campaign
- Edited Caribbean Quarterly, UWI

2007

- Trained regional journalists
- Dawnette Hinds-Furzer Programme Coordinator
- Sexual Harassment consultations island-wide
- Hilary Nicholson does CUSO Western Canada speaking tour
- Roots weekly radio programme

2008 * 21 Years!

- Hosted Regional Seminar in Gender & Media Advocacy
- Carrline Giscombe Admin
- UNTF project island-wide - accessing protection from GBV
- Gender module designed for, and delivered at Social Welfare Training Centre, UWI



2009

- WMW 21st Anniversary celebrations launched
- Regional Coordination for 4th GMMP
- Largest group of students enrolled in CARIMAC course (24)
- 3rd Gender Fever
- Training for East. Caribbean Health workers in HIV & Gender

And beyond ...

- Here's to 21 more years!



No good organization operates in isolation or to the exclusion of others. Though known for their numerous initiatives that empower women, WMW has worked alongside males over the years, joining forces to accomplish specific objectives, conduct workshops or present the male point of view.



THE MALE PERSPECTIVE

WMW has given some of these 'bredren' the opportunity to share their perspectives on WMW's work, impact and contribution to a more civil, fair society.

Owen 'Blakka' Ellis may be best known as a stand up comedian but he actually wears several hats, including one as advocate for gender equality. Ellis shares his opinion of the tremendous work of WMW in its efforts to neutralize gender bias and stereotyping in the media.



Mbala (left) and Blakka (standing centre) on drums, liven up the workshop proceedings.

to neutralize gender bias and stereotyping in the media.

"The first word in media is 'me'! It's virtually impossible nowadays to ignore the invasiveness and pervasive presence of the media. It's also hard to deny its

impact on our understanding

and practices as men and women; so Women's Media Watch is definitely relevant and its work is very important. I'm personally honoured to be numbered among the brothers who've had opportunities to lend support to, as well as derive benefit from, the programmes and projects of WMW. As an evolving 'ecofemMANist' I consider it an extraordinary privilege."

Luke McIntosh of Fathers Inc believes that WMW is invaluable and always relevant. "Their work is very important and very critical as they reach out ... I've worked with them in gender workshops and have observed how they go into communities and spread the word on gender equality to the different youth groups so I was very impressed as it fosters understanding at that level."

Mark Taylor of the Harbour View Police Youth Club concurs with McIntosh's views, reiterating that under WMW's watch, he has learnt what it is to open people's eyes to issues which they previously may not have seen as critical to the development of our society. "Women's Media Watch has done a whole lot for me personally as it enlightened me to things I didn't see. I can now put forward my own opinions in terms of human sexuality and sexual harassment which I learnt at their workshops. I learnt about what society thinks of men and women in regards to the roles they play in society so I have benefited immensely. I think maybe in the future they can focus more on young people in youth forums and get them to relay the information to their peers as teenagers. Young adults tend to be more receptive when a message is coming from someone in their own age group."

Percussionist and poet Mbala in his mild-mannered way, added that WMW allows people to share, without feeling singled out or targeted. "They take on the very necessary work that has to be done as it provides lots of people with the opportunity to start thinking for themselves. It also gives people an alternative way of dealing with sensitive issues, especially men who learn that they don't have to mimic or repeat what is popular or fashionable on the street."

