



# ATLANTA BRANCH NEWS

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AMERICAN ASSOCIATION OF UNIVERSITY WOMEN  
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## President's Message: Welcome to the 2015-2016 Branch Year

Myra Carmon



Summer is a fond memory and fall is here. Our fall Branch activities have already begun with the membership tea was held on September 13th at Agnes Scott College. We had a good turnout of members and visitors, including local scholarship winners. Everyone had a chance to visit briefly prior to the business meeting while enjoyed the spread provided by Agnes Scott catering.

### Meeting highlights:

Jennifer Stetler, one of the students attending National Collegiate Women's Student Leadership Conference (NCWSL) gave a brief overview of her experiences at NCWSL and expressed appreciation to the Atlanta Branch for the opportunity to attend this leadership conference. Also, two of the six local scholarship award winners were present and related their thanks for the scholarship funds. For this year four Scholarship Awards were presented to Savannah College of Art and Design (SCAD) students, and one award each to a student from Agnes Scott and Georgia State University.

Bookfair will be held at Northpoint Mall this year, beginning with setup on September 20th. Members were encouraged to sign up for shifts from September 20-27. Bookfair proceeds are the means for the Branch to provide local scholarships for students. Everyone is urged to participate

Our Branch Signature Project is Cool Scholars, part of the Cool Girls organization. Member participation is encouraged as at the last meeting, there were but only one member representing the Branch. Cele Covata, the project coordinator, needs more members to assist with meetings activities. A sign-up sheet was circulated for members

Ruth Yurchuck introduced the 2015-2016 communication intern, Riana Smith, who is a junior at Clark Atlanta University. Riana immediately got involved with preparing this year's handbook and the September newsletter. We are delighted to have Riana working with us!

Kay Collins, Membership VP, distributed the 2015-2016 handbooks to current members.

Wendy Venet, Program VP, and Hospitality Chair Betty Arden have great programs planned for the year. See the handbook for details. The next Branch meeting will be on October 10 at the Hilton Perimeter Suites with a program on planning your estate.

Finally Fall means the arrival of flu season. Now is the time to get your flu vaccination, either quadrivalent for individuals under 65 or high dose vaccine for those over 65.

The next board meeting will be held on October 3rd at 10 am at Northside library.

## Cool Scholars: Social Media & Communicating

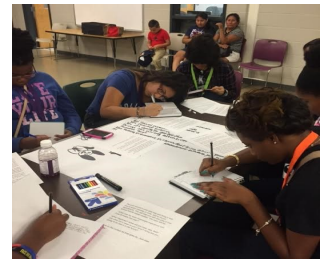
By: Cele Covatta

At the September 19th meeting of Cool Scholars, 24 girls were given journals and introduced to the parameters for the second annual AAUW essay contest. This year the girls will be encouraged to record entries in their journals having to do with what they saw, heard, experienced in the meetings as well as in their milieu. The theme of personal empowerment was continued at this meeting with a presentation and small group work-shops concerning the uses of social media and how to utilize it to best advantage while avoiding pitfalls. Myra Carmon, Atlanta branch president, and Blondie Chitunya-Wilson assisted in leading discussion groups. We are still seeking members to participate actively.



The next meeting will be October 24th from 10:00 until 1:00 at the Arthur Blank Family YMCA at 515 Luckie St.

Please call Cele Covatta, 404-275-4126 for further information.



## Social Media's Effect on Today's Youth

By: Riana Smith

At a recent meeting of Cool Scholars and AAUW Atlanta Branch the focus of discussion was the importance of social media and communicating. According to the Huffington Post, "75 percent of teenagers in America currently have profiles on social networking sites, of which 68 percent use Facebook as their main social networking tool". So with such a high volume of users, there is no doubt that social media plays a vital role in the lives of today's youth.

Although social sites can promote positive interactions, technologies can also have negative side effects. For example, social media is one of the greatest sources for negative body imaging. Before social media was readily available, magazines surrounded us with the latest diet trends and our favorite celebrities' bikini bodies, but now these images are available at the click of a button. Social media such as Instagram, Snapchat, and Twitter are exposing youth to extreme ideals of perfections 24/7 and can create feelings of insecurity about their developing bodies.

In another example, social media has been a large platform for cyber bullying. According to *Bullying Statistics*, "about 42 percent of kids have been bullied while online with one in four being verbally attacked more than once." Also, cyber bullying has grown enormously over the past years because of new media and cell phones being harder to track and monitor; thus it is important for parents to take preventive measures to help minimize the effects of cyber bullying on their children.

While social networking can be a great use for personal branding and broadening social connections, its negative aspects of it cannot be overlooked. We must educate young women and girls on how to utilize social media for personally branding and continue to inspire them to achieve their goals and follow their dreams.

## October Branch Meeting



Our next Branch meeting of the 2015-2016 year will be held on **Saturday, October 10th** at the **Hilton Atlanta Perimeter Suites (6120 Peachtree**

**Dunwoody Road, NE, Atlanta)** from 11am to 1pm. Please plan to attend and bring a friend. You will enjoy our speaker, Attorney Julie Childs, who will provide us with crucial information about planning your estate. Parking is available in front of the building. Hope to see you there! Evites will be mailed soon!

## Calendar

AAAU Bookfair— Sept. 20–27

Planning Your Estate—Oct. 10 11am

Bookfair Steering Committee Meeting— Nov. 3 1pm  
The Habersham Estate

Bookfair Celebration - Nov. 7 11am

Holiday Celebration— Dec. 6

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## Contemporary Lit Group

**By: Kay Collins**

Contemporary Literature will meet Monday, October 5 at 10:30am for discussion of *The Husband's Secret* by Liane Moriarty. Mary Hanson will host in her home. Mary will provide coffee and tea. Anyone is welcome whether you've read the book or not. Please contact Kay Collins if you're new to group.

## Handbooks

The new bright yellow 2015-2016 Handbook has been distributed to all paid members. If you have questions, please contact Kay Collins, Membership VP.

## Travel Group

**By: Betty Arden**



The AAUW Travel Groups will meet at 9:30am on October 8 at the Ansley Mall Kroger Store to travel in carpools to SCAD Atlanta, 1600 Peachtree Stree. The group will enjoy a docent-guided tour of the new SCAD FASH museum, which is dedicated to fashion. The 10,000 square foot museum is one of the largest fashion museums in the country containing works from SCAD's permanent fashion collection of more than 1,000 garments.

Lunch will follow. Contact Betty Arden for questions and to RSVP.