**ANA Moves to Eliminate Bias Against Women From Ads and Media**

The Association of National Advertisers and its Alliance for Family Entertainment are out to eliminate bias against women from advertising and media, launching #SeeHer in an effort backed by the White House and tracked by ongoing consumer surveys. The ANA wants a 20% increase in the "accurate portrayal of all girls and women" in media by 2020.

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<http://adage.com/article/cmo-strategy/ana-launches-seeher-campaign-improve-portrayal-women/304555/?utm_source=breaking_news_alerts&utm_medium=newsletter&utm_campaign=adage&ttl=1466775067>