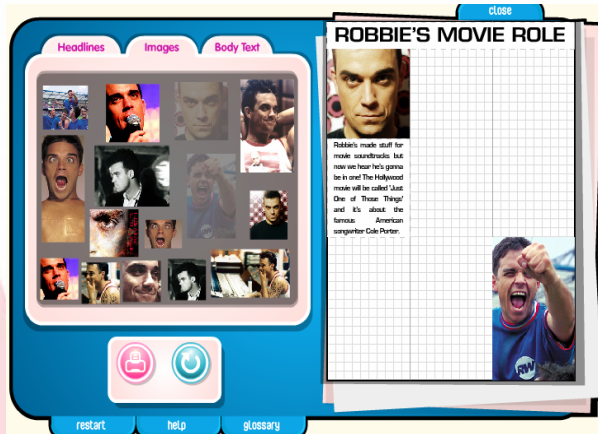


CC4G and the Publishing Industry



Girls create front cover for Robbie Williams magazine



Girls manipulate celebrity photos

Computer Clubs for Girls is an award-winning initiative from e-skills UK, supported by DfES. Its aim is to help transform the attitudes of a generation of girls, and get them interested in technology in ways that are relevant to them – one example is by giving girls an insight into the magazine publishing industry.

In Celebrity, which includes the following challenges, girls create their own fan magazine, produce a review of a fashion shoot and plan a fashion show.

- > **Hold the front page** - girls create their own front cover for a celebrity fan magazine
- > **Fanzine photographer** - girls manipulate celebrity pictures to produce perfect prints
- > **Poster poser** - girls use their design skills to create a celebrity pull-out poster
- > **Fanzine fun** – girls use desktop publishing to produce their own fan club magazine

What can CC4G do for you?

- > Build links and support schools in your area - raising your company's profile
- > Influence a population of 10 to 14 year old girls – potential future employees and customers
- > Enhance staff professional development and support Corporate Social Responsibility
- > Generate interest in your industry



Girls design a celebrity poster



Girls learn interviewing techniques

What can you do for CC4G?

Here are just a few of our examples...

- > Host or sponsor a competition for the best Challenge
- > Visit a CC4G Club to talk to the girls about 'A day in your life' in the magazine publishing industry
- > Arrange a tour of a magazine office and art department

What next?

Are you interested in learning more about the magazine publishing industry topics and how you can get involved with CC4G? If so, contact the CC4G helpdesk on 0800 328 5161 and ask for the Employer Engagement Team, or email cc4ghelpdesk@e-skills.com.