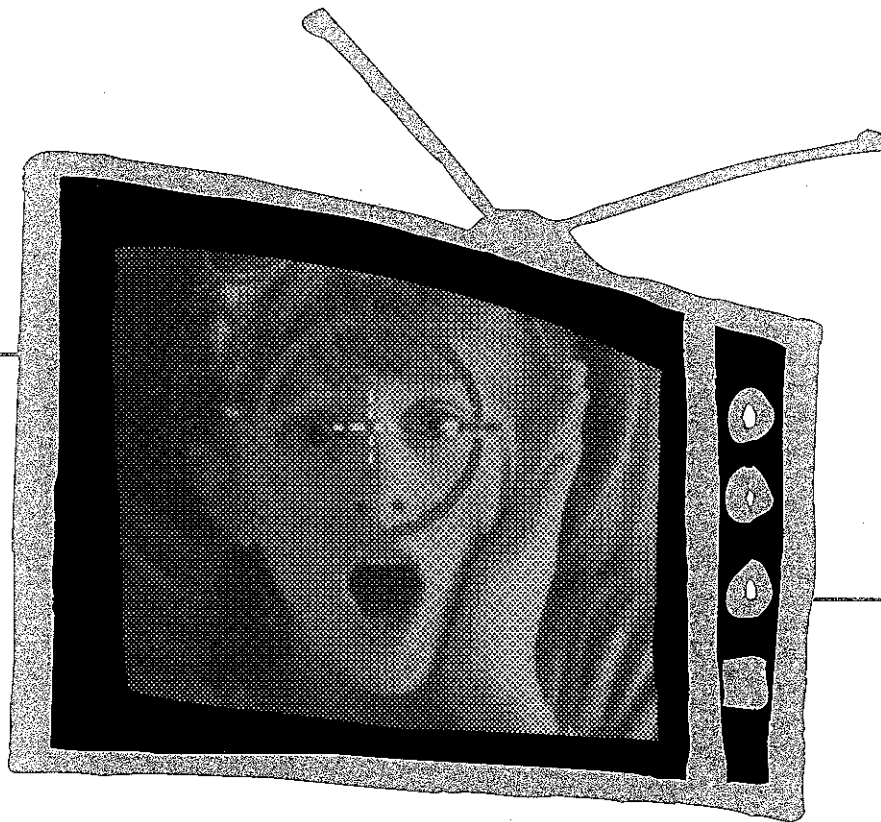




presents

The Teacher & Parent Guide to:

DON'T BE A TV: TELEVISION VICTIM



***Don't Be A TV*, winner of the prestigious
Silver Apple Award of Excellence, from the 1993
National Educational Video and Film Festival.**

Written by
Ann J. Simonton



The Teacher & Parent
Guide to:

**DON'T BE A TV:
TELEVISION VICTIM**

Ann J. Simonton

“For grades 5-12. An upbeat rap song,
fast moving TV clips, and personable adolescent narrator
keep this video moving...”

- *School Library Journal*, May 1993

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Introduction

Most of what children and adults learn about our culture today is communicated through media images. Media images have largely replaced stories that were once handed down from generation to generation through grandparents and parents. Today's stories are, for the most part, being told by global conglomerates with some 'thing' for sale. Television, in particular, has created an environment void of human interaction, filled with a bewildering onslaught of highly manipulative advertisements and happy cartoon violence, where no one is hurt and no permanent damage occurs.

Whether or not you believe that TV is a good or bad influence, the fact is that TV's dominant influence is here to stay. It is our choice and responsibility as parents and educators to teach the skills of analysis and interpretation, that will help everyone begin to take TV and all forms of the media more seriously. Today's children deserve tools that will help them resist, or at least reconsider their role as media consumers.

Media literacy—the ability to decode, analyze, evaluate and produce communication in a variety of forms (Definition from the Trent Think Tank on Media Literacy, Toronto, 1989)—can begin to counter some of the devastating effects of modern media. We need to teach the tools of media interpretation and analysis while encouraging individuals to use these images for their own creative projects.

Preview Video & Prepare Viewers

The best audience for this video has a fair amount of knowledge about the business end of the media. After watching the video once, consider the level of your class and decide if you want to show the video in its entirety or in sections. There is a vast range in the amount of general knowledge young people have about the world. For this video to be most effective, we encourage you to precede the video with a general discussion to help generate needed background information. Most viewers will benefit from discussing the following questions that correspond with the video's sections. Possible responses (A.) are provided to add to the discussion. For additional information on the section you want to discuss, turn to Documentation.

Viewing the Video in Sections

1. Who owns and controls the media?

Q: What do we mean when we use the term "media"?

A: The terms "media" and "mass media" include print (magazines, newspapers, books), television (cable, commercial, public), film, video (educational, entertainment, video games), radio (AM, FM commercial and non-commercial, news, talk and music formats) and the music industry (audio cassettes, CD's, records).

Q: Are TV stations, radio stations, cable stations and newspapers owned by someone?

A: Yes. According to Ben H. Bagdikian, (*Media Monopoly*, Beacon Press, 1987 pg. ix-26) only a handful of global corporations own and control the media worldwide.

Q: What can happen when only a few companies control the media—is there a conflict of interest?

A: When only a few corporations control the media, then only a few control information that is vital to our lives. This challenges our constitutional freedoms. A true democracy would allow its citizens free press and free speech. Free speech and free press have become far too expensive for most citizens today.

Two thirds of Americans tell researchers they get "most of their information" about the world from television. More American homes have TVs than plumbing, and they are on an average of seven hours a day. The industries that own TV work hard to make watching TV seem glamorous even though as many as 12% of adults feel they are physically addicted to the set, watching an average of 56 hours a week. Bill McKibben, *The Age of Missing Information*, 1992, Random House, *Adbusters Quarterly*, Vol. 2, No. 3, pg. 17.

Q: What kinds of things are in these corporations' interests? What kinds of things are not in their interests?

A: They want a public that likes their products and has a positive association with their corporate names. Consider: General Electric's, "We bring good things to light." Chevron's, "Do people really care about the environment? People Do!" and AT&T's "Reach out and touch someone" campaigns. It is not in a corporation's interest to have a public that is angry or unhappy. They want the public to be calm, passive—some say, apathetic. An angry, sad or confused consumer might not care about a sale going on at Sears.

Q: How does this affect programming, or editorial content?

A: We experience a kind of censorship here in America. Creative stories or movies without, for example, sex and violence are not certain money makers. Film producers make more violent films because they are cheap to produce and are easily marketed worldwide. Greedy movie producers often censor creative or heart-warming stories, because a complicated plot with a lot of human interaction cannot be sold as easily. Advertisers censor what people are allowed to see, because their first concern is to make their products look good. (Read *Dictating Content: How Advertising Pressure Can Corrupt a Free Press.*)

Q: Are local jobs affected, how and why?

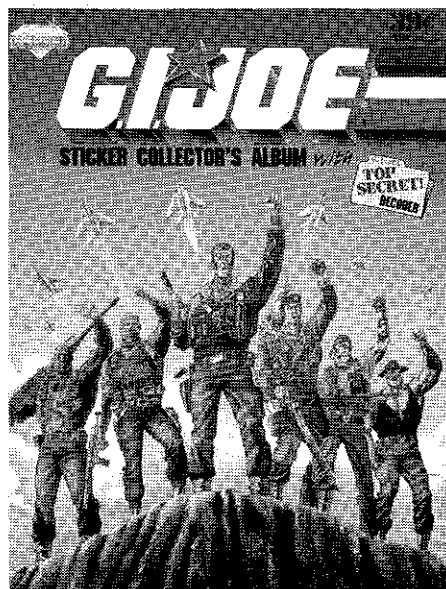
A: Whenever a locally owned and operated company is run out of business because a bigger company or nationwide chain offers more for less, the local economy changes. Local jobs were probably eliminated when one of the big corporations bought your community's cable service. United Artists is our community's only choice for cable TV, meaning United Artists has a monopoly on cable TV viewing. Some cable companies won't even offer PBS, (Public Broadcasting Service) on their TV cable. This affects your local community's access to educational television. Every commercial cable company is legally bound by the FCC to provide public access channels. Contact the Center for Media Education under Media Groups, for help. Refer to Documentation for more discussion topics.

Is your child addicted to television?

(Try this quiz on yourself too)

1. Do your children watch three or more hours of TV a day?
2. Do they talk incessantly about programs on TV?
3. Do they schedule activities around TV?
4. Would they rather watch TV than play with friends?
5. Do they copy the dress, hair style and language heard on TV?
6. Does your child regularly fail to complete homework assignments or chores because of watching television?

If the answer is yes to three or more of these questions, you probably have or are a screen addict.



Why are toys for boys and girls so different?

PARENT GUIDELINES

- Watch TV with your kids.
- Comment on a character's behavior.
- Make connections linking cause and effect.
- Teach your children to question what they see, to compare and contrast TV with real life.
- Identify what is appropriate and inappropriate behavior for both the TV characters and themselves.
- Raise questions for children.
- What do they like about characters, do they want to be a character, which one?
- How can they tell when things on TV are real or unreal?
- Do they worry about situations they see on TV?
- How truthful are commercials?
- What is a hero?
- Why are some called super heroes?
- Super models?
- Can heroes be helpful without being violent?
- Do heroes use their words or their fists?
- Limit Children's Viewing. More than one to two hours of TV a day can be hazardous to your child's social and academic growth.
- Use your VCR to control when and what children watch. *TV Monitor, Vol. 3, #1, 1988, Children's Television Resource and Education Center.*



▪ **Advertisers spend 2 billion a year glorifying alcohol, a drug which costs society over 100 billion a year in health and related costs.**

▪ **The soda industry is so successful that we now as a nation drink more soda pop than water.**

▪ **Teenagers see 100,000 alcohol ads before they reach the legal drinking age. *Adbusters Quarterly*, Winter 1993, Vol. 2, No. 3, pgs. 55-56.**

▪ **Did you know that 80% of the illegal drug users and most drug sellers are white? *EXTRA! FAIR*, Vol. 5, #3, April-May, 1992.**

▪ **By 1996, an Atlanta-based marketing firm plans to launch giant inflatable bill boards that will appear the size of the moon. After 20 days the bill board will burn up as it re-enters the earth's atmosphere. *News from the Mental Environment, Adbusters Quarterly*, Vol. 2, No. 4, Summer 1993.**

Solutions

Cut back your child's viewing time to two hours a day. One way to do this is to give kids a television allowance. Each week, the child is allotted a specific number of viewing hours to use any way she or he wants. (Parents should preserve veto power for programs they consider inappropriate.)

In households with a VCR, kids can tape their programs with the added advantage of fast-forwarding through the commercials.

Use a TV Manager that has a timer on it that allows the TV to go on only at certain hours, (800) 660-1580. The V-chip allows parents to program violent shows off their set. Make the TV less accessible, take it out of the center of the living room (Jim Wiltens, *Screen Addiction, Bay Area Parent*, August 1991, pg. 16).

2. Advertising

Q: Why are there ads? Who pays for them and who gets the money?

A: Advertisements provide the financial life blood for most commercial media. Most commercial media could not exist without paid advertisements. Corporations pay for both the ad agencies that create an advertising campaign and the cost of the air time or space in the print media. Costs vary widely, depending if you want a tiny ad in the back corner of a magazine or if you want to buy the whole back page. Billboards in cities may cost \$50,000 for one month while the same size billboard on a rarely driven road might cost \$50.00 a month. Corporations like Anheuser Busch have been known to pay \$185,000 dollars for a 30 second spot during Super Bowl Sunday, while a commercial run on your local station may only cost a few hundred dollars. The bigger the viewing audience, the more commercial media will charge for it. Money is paid to the network's (NBC, CBS or ABC) or the cable's (CNN, A&E, Discovery) national headquarters for a commercial aired nationally, and your local affiliate is paid for an ad aired locally.

Q: Are all ads bought and paid for? What about public service announcements?

A: Most ads are paid for, yet many deals are made. For example, guests on *Phil Donahue* stay at the Sir Francis Drake Hotel in exchange for public acknowledgment on this popular nationally syndicated show. Because of FCC's deregulation of the television, Public Service Announcements are not mandatory as they once were. Many stations still provide them, but they choose which ones they will air and will reject others.

Q: What are your favorite radio stations, television channels, magazines or newspapers? Why?

A: Encourage everyone to speak and offer examples. Help students understand peer pressures by suggesting that if a student chose classical music as their favorite—or another less popular type of music—how would the group, as a whole, react?

Q: Who decides what's popular? Do you, your peers, your parents, or is it media advertisements? Are the things that are "cool" sell? What does it sell? Should it sell clothes, albums and magazines? Why? Why not? Who or what has the most influence?

A: The following is not an answer, only additional information: American companies spend \$130 billion a year on advertising; companies are allowed to deduct all ad costs from gross revenues as a business expense; this tax break could give the government \$34 billion a year in extra tax revenues (Peter Clibbon, *Tax Battle Threatens Advertising, Adbusters Quarterly*, Vol. 2, No. 4, Summer 1993).

Q: What is a "target" audience?

A: A target audience is a term coined by the advertising industry to describe a group determined by age, income, race and/or gender. Advertisers decide which target audience is most likely to watch which programs and to buy which kinds of products. For example, during Saturday morning cartoons, the target audience is children, therefore children's cereal, action toys and candy are most likely for sale. Beer and cars are sold during football games. Laundry detergent and baby diapers are often sold during the soap operas. Selling a Smurf doll during Smurf cartoons or Ninja transformer turtles during a Ninja Turtles Cartoon Show was once illegal. These ads were only recently made legal during the Reagan Administration, due to Federal Communications Commission, FCC deregulation. Cartoon programs that sell ads for the characters that star on their programs are similar to info-mercials (program length commercials that sell their products for 30 minutes to 1 hour). The Children's Television Act of 1990, passed in 1991, calls for minimal reductions in advertising minutes on children's TV and requires broadcasters to provide programs "specifically designed" to educate and inform children." To get around this stipulation, programmers are saying things such as, "the *James Bond Jr.* cartoon episodes feature information on geography" ... and the *GI Joe* cartoon producers claim that, "Issues of social consciousness and responsibility are show themes." (*San Francisco Chronicle*, Sept. 30, 1992)

Q: What is Whittle Communications' Channel One?

A: It is a 12 minute advertiser-funded program delivered by satellite daily to about 8 million students in 11,800 schools nationwide. By guaranteeing advertisers exclusive access to this in-school teen market, Whittle earns \$100 million a year by selling each 30 second commercial for \$157,000 (*The Gainesville Sun*, FL, Feb. 28, 1993, pg. 1, *Get a Life: Or the Awakening of Billy Bored* comic book, Citizens For Media Literacy, 1993).

Q: Should Channel One be allowed to force students to watch commercial TV?

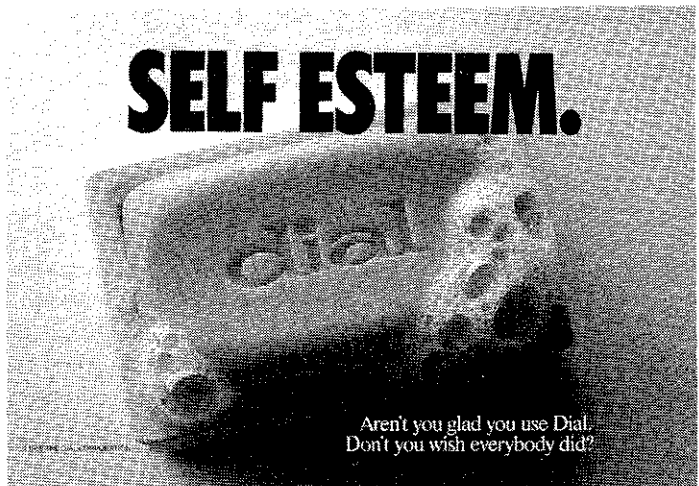
A: There is a heated and ongoing debate concerning this issue. Media Watch opposes forcing commercial TV on students and we believe that the most positive thing that students can get out of Channel One's programs would be to make them a springboard for an open examination of marketing and its function in our economy. Refer to Documentation for more discussion topics.

3. Censored Public Service Announcements

Censored Public Service Announcements (P.S.A.'s) have been rejected by networks and/or cable companies due to "so-called" questionable content. If you or your group wants to exercise your freedom of speech on TV using a message you believe in, even if you raise the money required to purchase the televised spot, you are likely to be rejected.

NBC, ABC, and CBS affiliates in Boston have refused to run three of Media Foundation's TV campaigns because they were "too controversial". Donald Lowery, public affairs director at Boston's WHDH argued: "We don't sell airtime for issue ads because that would allow the people with the financial resources to control public policy issues." Then we need to ask, who currently controls the public airwaves? (*Adbusters Quarterly*, Fall-Winter 1991, Vol. 2, No. 1)

SELF ESTEEM.



Can self-esteem come from soap?

- "High School girls who
- saw 15 commercials that
- emphasized sex appeal
- and/or physical
- attractiveness were
- more likely than girls
- who saw a set of neutral
- commercials to say that
- beauty characteristics
- were important for them
- to feel good about
- themselves and to be
- popular with men." A.
- Tan, TV Beauty Ads and
- Role Expectations of
- Adolescent Female
- Viewers, *Journalism*
- *Quarterly*, 56:283-
- 8, 1979.



MEDIA WATCH

Researchers found harassment rampant in elementary and secondary schools. In a September 1992 *Seventeen* magazine survey, 89% of the 4,200 girls reported receiving sexual comments and gestures; 83% reported being touched or grabbed. Almost two-thirds of the girls told their harassers to stop, and over one third resisted with physical force. Survey designed by Wellesley College Center for Research on Women, 106 Central St., Wellesley, MA 02181-8259.

Dr. Benjamin Spock tells parents to nurture an attitude of service in their children. It will be at least a partial antidote to the materialism of modern American culture. Spock suggests parents set limits on television viewing, especially excessive sex and violence. Parents, he said, should teach children that sex isn't just physical and mental, but also spiritual. Daniel Beegan, *Santa Cruz Sentinel*, May 1, 1993, A10.

The Fairness Doctrine, which stipulated that broadcasters should air opposing views on controversial issues, was scuttled during the FCC's deregulatory campaign during Reagan's Administration. "Media moguls claimed the rule (rarely enforced since its inception in 1959) constituted undue government meddling and had a chilling effect on free speech. This was essentially the same objection raised by the tobacco industry when cigarette commercials were banned from the airwaves. Whenever TV is criticized—even blatant commercialization of children's TV—broadcasters cry foul and plead that their First Amendment right of free expression is threatened. Yet, Time Inc. censored Gerard Zilg's book, *DuPont: Behind the Nylon Curtain* that they were set to distribute because DuPont threatened to pull its ads from *Time* publications. The classic axiom provided by A. J. Liebling—"freedom of the press is guaranteed only to those who own one"—neatly explains how media monopolies can gut the spirit of the First Amendment while it technically remains law of the land." (Excerpted from Lee, Solomon, *Unreliable Sources: A Guide to Detecting Bias in News Media*, 1990 Carol Pub., pg. 75.) Refer to Documentation for more discussion topics.

4. The News

Q: Does the news tell me the whole story? What information is left out? Why?

A: News reporters decide what is emphasized in a story and what is left out; they are also careful not to upset advertisers. For example, a news report about a faulty car may not be discussed if the news is being sponsored by that car manufacturer. (Lee, Solomon, *Unreliable Sources: A Guide to Detecting Bias in News Media*, Carol Pub., 1990.)

5. Gender Stereotypes

Q: What is a stereotype?

A: It is a depiction of a group conforming to a fixed or general pattern. It is an oversimplified mental picture about a person or group of people.

Q: How does TV create stereotypes?

A: By creating characters who represent negative attributes of a gender, a race, a religion, or of homosexuals, the mentally ill or the handicapped. Another effective way the media creates stereotypes is through under representation. Native Americans are practically invisible on TV. For more information see Resource Guide, Screen Actors Guild.

Q: If women held half the top jobs in Hollywood, would the industry be any different?

A: Actor and film maker, Edward James Olmos replies: "Yes, the industry would be different. The feminine aspect would be heard and used. That's what is wrong with society as a whole today. We must listen to the female side, the side that men don't understand, even within themselves. The feminine voice has been locked out of the chance to be heard in religion, politics and human behavior, especially toward women, for three thousand years. Before Christ, the feminine voice was much better understood and heard. If women held half the top jobs in Hollywood, we would see greater diversity of films with more depth and sensitivity and more substance. There is an imbalance in the industry that is leading to a misuse and malfunction of the use of films. For greater balance in society as a whole, the feminine voice is needed in films and in men themselves."—Edward James Olmos. Olmos won a Tony, an Emmy Award and was nominated for an Academy Award. Entire interview in *Reel News*, November 1992, Vol. 2, No. 5, 6464 Sunset Blvd. #530, Los Angeles, CA 90028, (213) 463-6040.

6. Media Violence

Q: Does watching media violence *cause* violent behavior?

A: YES! More than 3,000 studies have confirmed the link. (Ellen Goodman, *Santa Cruz Sentinel*, July 9, 1993.)

Q: How much media violence do we watch?

A: Five acts per hour on prime time and 20-25 acts an hour on children's programs.

Q: If watching violence creates more crime and murder in our society, why are so many violent films made?

A: Because they are cheap to make and make a lot of money. Too many television and film producers are more concerned with making a profit than they are with the adverse effects their products have on society. Violent films are sold to third world countries, whose global market represents a larger profit margin for films with little plot and much violence. Refer to Documentation for more discussion topics.

Glossary of Terms

1. Media—The terms "media" and "mass media" include print (magazines, newspapers, books), television (cable, commercial, public), film, video (educational, entertainment, video games), radio (AM, FM commercial and non-commercial, news, talk and music formats) and the music industry (audio cassettes, CD's, records).

2. Media Literacy—The ability to decode, analyze, evaluate and produce communication in a variety of forms.—Definition from the Trent Think Tank on Media Literacy, Toronto, 1989.

3. Product placement—The advertising of a product within a film or TV program. Characters usually interact with the product: ET eating Reeses Pieces, Superman pushing a Marlboro Truck, James Bond smoking Lark cigarettes in *License to Kill*, Pepsi cans and machines everywhere in *Terminator 2*. Film producers are paid large sums of money to use a consumer product in a positive way. Also, movies have used Pepsi in a

negative context and Coke in a much more positive way within the same film (*Missing* and *Murphy's Romance*). A few years ago Coca-Cola bought 49% of Columbia Pictures and began at once to plug its own products in its own movies. This continued until Coca-Cola sold Columbia to Sony. (This information is from an excellent article about product placement by Mark Crispin Miller, How TV-Ad Techniques are Reshaping the Movies, *Atlantic*, April 1990, pg. 41.)

**Roll Over Beethoven—
It's Freddy's Fifth!**

If you haven't experienced Freddy, you're missing out on one of this generation's greatest phenomena. Find out for yourself what all the screamings about.

You're never too old for Freddy!

**A Nightmare
ON ELM STREET
THE DREAM CHILD 5**

OPENS FRIDAY, AUGUST 11th
AT THEATERS EVERYWHERE.

TM & © 1989 NEW LINE CINEMA

Do horror films desensitize us to violence? Experts say they do.

• **"Heavy television viewers live in a meaner world. Television's Lethal pecking order: Men kill twice as frequently as they are killed, good men kill three times as frequently as they are killed, good women are killed as often as they kill, women of color are killed twice as often as they kill. In the mean world of TV, men kill and women get killed."**

• **George Gerbner, Road Runner Begets Rambo, New York Newsday, Feb. 26, 1993, pg. 54.**

• **"In the real world of commerce the immense rise in the cost of movies has led the studios to launch their products with mass booking and expensive TV Advertising campaigns. A violent concept movie sells in 30 seconds; a character drama does not. Movies that cannot be sold easily on TV tend not to get made—a crippling form of market censorship."** New York critic David Denby, in *The New Republic*, Nov. 2, 1992.



Nearly 60% of students surveyed in grades 6-12, told pollsters they could get a handgun if they wanted one. Fear of gun violence was not confined to inner cities. Results were similar among students in suburbs, small towns and rural areas. Louis Harris Poll, Aug. 1, 1993, *Santa Cruz Sentinel*, pg. A8.

The teen homicide rate has doubled in the last 5 years nationally, and has nearly tripled in inner city neighborhoods. Firearms are used in three quarters of teen homicides, a figure triple what it was in the mid-80's. Fred Bayles, *One Week of Teen Homicide in the US*, Aug. 1, 1993, *Santa Cruz Sentinel*, pg. A1-16.

96% of the 71,000 people who responded to an informal survey on TV violence believe TV glorifies violence. 86% of those living with a child said they notice changes in their kid's behavior after they've seen a violent show. *Shooting Back, USA Weekend*, *Santa Cruz Sentinel*, July 30-Aug. 1, 1993, pg. 4-5.

Things You Can Do!

1. Think for yourself! Don't allow the TV to think for you. Try to separate your thoughts from ones from the media. Voice your personal concerns. Begin a discussion using one or more of the following questions: "If I can't trust the information I get on the news where can I get information I can trust?" "What is all this cartoon violence doing to my younger brother?" "If we're all being so manipulated by the media, how can we stop it?" This doesn't mean you can't watch your favorite programs. Try watching and reading the media more intelligently. Be aware of the tricks programs use to make you feel either scared, happy or sad. Learn to analyze what makes it your favorite show. Is it good writing or high ratings?

2. Talk back to your television! Don't hesitate to tell the TV what you think. Use your voice. TV is a great con artist. See if *you* can catch instances of racism, sexism or violence that are used to change your mood. Can you count how often the laugh track comes on, the scary music, or other special effects?

3. You are smarter than you think you are. Trust your feelings. Form your own opinions. There are no right or wrong answers. The TV is not the best source for information. Consider yourself an investigator. Go to the library. Learn to use the reference desk and the micro-film system. Read alternative periodicals. This is the best way we know to find *your* right answer. Pacifica Radio has a reliable news program that isn't so bent on entertaining you.

4. Don't waste your time with magazines or programs that glorify the rich and dehumanize the poor, or that glamorize violence, sexual abuse and racism. Turn these shows off, cancel the magazines that promote negative or limiting stereotypes. Consider creating your own show, newsletter or program that will speak to the issues that are important to you and your community. Make your school an Ad Free Zone. Challenge Channel One's mandatory attendance to watch their ads. Boycott products for sale on Channel One. The Texas chapter of Citizens for Excellence in Education, a 100,000 member non-profit, is boycotting Pepsi for their ads on Channel One. (*Ad Vice*: Center for the Study of Commercialism, *Whittle Watch*, Vol. II, No. 2, July 1992.) Consider the following ways to protest Whittle's TV. When Channel One comes on, use ear plugs and wear opaque glasses, answer classroom questions using jingles from the sponsors, write protest letters to local newspapers, the principal and the school board, try going to the bathroom, talk to your neighbor, doodle, do homework, use a flashlight so you can see, eat loud potato chips, floss, vote on getting Whittle out of your classroom, persuade teachers to cover the TV with a towel, circulate an anti-Whittle petition then send it to Whittle or Canada's YNN. UNPLUG, a coalition of youth groups, is training young people in the art of insurrection. Whittle protests will be concentrated where Channel One is the strongest: Texas, Tennessee, Michigan, Pennsylvania and Ohio. (J. Hagey, *Adbusters Quarterly*, Winter 1993, Vol. 2, No. 3, pg. 9, Summer 1993, Vol. 2, No. 4, pg. 18.)

5. Boycott products for sale during programs you don't like. Boycott products that use sexist, racist and/or violent advertising. Get involved! Keep a piece of paper and pencil by the TV set and when you see programs you don't like, write down the advertisers during that program and consider writing them a letter. If you didn't like an ad, write down the program with which it aired and let the station know you didn't like the ad they used. Boycotts are very effective. Most corporations feel threatened only when you threaten their profit margin. If you are writing a letter to complain about a program or advertisements make sure you say you will boycott their products until they start to show more respect for children, women, men, African Americans, Asians, Native Americans, or whoever was offended by the image, program or article. We have included a boycott list at the end of this guide. (*The National Boycott News*, 6506 28th Ave., N.E.,

Seattle, WA 98115 has a comprehensive guide.)

Participate in the international Buy Nothing Day September 24th, for a 24 hour continent wide moratorium on consumer spending, designed to remind both the consumer and retailer of the true power of the buying public.

6. Write a letter! Be clear and concise about what you like or don't like about the program, ad or article. Use facts, not rhetoric or personal attacks. Make your letter timely and brief. If you are writing a letter to complain about a program or advertisement, make sure to mention you will boycott their products until they act more responsibly, more professionally, and promise to include more diverse images or viewpoints. Ask for their reply and make sure to offer your return address. Library reference desks can help you find addresses, phone numbers and names if you are having any trouble. It may take a few phone calls so be patient. Write to the president of a corporation or advertising company by name, rather than the Public Relations Department.

US President's Comment Hotline, (202) 456-1111, 9-5, M-F, EST.

Pres. Edward Fritts, National Association of Broadcasters, 1771 N St., N.W., Washington, DC 20036.

Jack Valenti, Pres. of Motion Picture Association of America, 1600 I St., N.W., Washington, DC 20006.

CNN/TNT, One CNN Center, P.O. Box 105366, Atlanta, GA 30348-5366, (404) 827-1647.

CBS, 524 West 57th St., New York, NY 10019, (212) 975-2222.

ABC, 7 West 66th St., New York, NY 10023, (212) 887-7777.

NBC, 30 Rockefeller Plaza, New York, NY 10020, (212) 664-4444.

FOX, 10201 Pico Blvd., Los Angeles, CA 90035, (213) 203-3553.

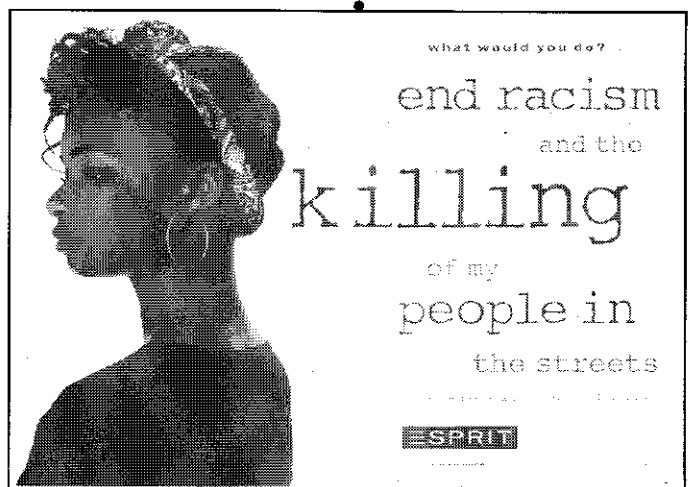
MTV, 1515 Broadway, New York, NY 10036, (212) 258-8000.

Children's Advertising Review Unit of the Council of Better Business Bureaus investigates inappropriate ads on local station networks or cable channels and leans on offending parties. 845 Third Ave, New York, NY 10022.

Blockbuster Video, (800) 800-6767, has been known to rent R rated videos like *Basic Instinct* to kids ages 11-14 even though parents had specifically not authorized R rentals (Marc Silver, *Troubling TV Ads*, *US News & World Report*, Feb. 1, 1993, pg. 65-67).

7. Create your own media. You can take control of the camera, the script, the lighting, the sound and or the printing press. Write and tape your own talk show or consider taping interviews of people's reactions after they view controversial advertisements. How might you create an ad that does not discriminate against a race or gender? What kind of news stories would you include in a news program? What kinds of images would you like to accompany your favorite music? Are they the same as the ones on MTV or different? Find out what kind of equipment is available, learn how to use the equipment. Then along with your imagination you can help create media that better reflects the reality you want to live in.

8. Pressure the media to create more positive image and role models. Imagine Arnold Swartzenegger changing diapers cheerfully when the baby is screaming. Imagine Sylvester Stallone combing his son's hair and helping him deal with a lost friend. Imagine male characters cleaning the toilet and having non-sexual friendships with women. Imagine independent female characters who are respected professional leaders and whose appearance is unconventional or unimportant. Imagine female actresses that view other women as allies not as competitors. Can you think of other positive role models? Write an essay, do a collage or conduct interviews about why these are appropriate or inappropriate role models.



Positive ad from Esprit.

9. Challenge it, support it—but never be silenced by it. Don't give up hope that your one letter can make a world of difference concerning a program and/or advertisement. Programmers on Radio, TV, and editors of print all want to hear what *YOU* have to say.

10. Learn from those who are silenced and made invisible by the media. Read books, periodicals and newsletters from groups that aren't dependent on commercials for their survival. Read *Lakota Times* a Native American newspaper, for example. Or challenge your attitude about women who are fat. The fact that our human family is genetically diverse means there are many women who are happy, healthy and fat. It is nothing more than our culture's fear and prejudice of fat that makes fat people so discriminated against. Think of other people or groups that are silenced and write an essay or do an art collage that gives voice to this silenced group.

11. People with disabilities can teach us about perseverance, prejudice—and much more! Rather than feel pity or disgust toward people with physical handicaps or mental disorders we can learn a lot about how others live and function. Most handicapped and mentally ill people don't want pity. They want to be treated like other people. They want respect, jobs and the freedom to go where they want to go. These people have an important place in our society. We tend to fear what we don't know. It is important to examine fears that create situations where people are discriminated against. Consider how enlightened people have been since the TV show, *Life Goes On*, that featured a boy with Downs syndrome.

12. People from varied ethnic and racial groups can teach us about cultural pride. People in the US tend to be very ethno-centric. We tend to prize our own culture and language and look down on other cultures and ways of living. We have a lot to learn from the original people who inhabited the Earth. Native Americans, for example, were very sophisticated when it came to living in harmony with nature—a skill modern people have yet to master. There are many ways of living to be learned from our global human family, if we were not so narrow minded.

13. Male sexual violence is not inevitable and neither is war. We can make it a priority to end racism, sexual violence and even war. The research in *Chalice and the Blade* outlines that for most of our human history on earth we lived in peaceful societies where people lived cooperatively. These societies were not built on the idea of hierarchies—where someone is on top or better than someone else. Each person held an important place in the circle. War is the result of living in a world where domination and violence are used as a “solution” to problems, *as if* it were the only solution and *as if* war were inevitable. We can find solutions that do not involve killing and mass destruction. We may need to look to our history to convince modern people that peace is not only possible but is our only means to human survival.

14. We can learn new ways to resolve conflicts. Mediation can be used instead of lawyers and courts. Pre-school teachers are showing children the importance of using their words instead of their fists. Imagine different ways that conflicts could be resolved without the use of violence, threats or force. The following organizations are a good place to start. National Association for Mediation in Education, (413) 545-2462, Violence Prevention Curriculum through Education Development Center, (800) 225-4276, National Crisis Prevention Institute, (800) 558-8976 and the National Coalition Building Institute, (202) 785-9400. Numerous books and handbooks are available on creative ways to resolve conflicts. (*Keep the Peace: Practicing Cooperation and Conflict Resolution with Preschoolers*, Suzanne Wichert, New Society Publishers, Box 582, Santa Cruz, CA 95061, 1989, *Manual on Non-Violence and Children*, Stephanie Judson, New Society Publishers 1984, *Who's Calling The Shots: How to Respond Effectively to Children's Fascination with War Play and War Toys*, Carlsson-Paige & Levin, 1990 New Society Publishers, *Creative Conflict Resolution*, William Kreidler, Scott Foresman Pub. 1984, *Fighting Fair*, Fran Schmit, Alice Freedman, Grace Contrina Abrams, Peace Education Foundation, Miami, FL, 1986, *The Friendly Classroom for a Small Planet*, edited by Priscilla Prutz and others, includes a 7 page bibliography, New Society Publishers, 1988.)

14. Being Part of the Solution means being active, writing letters, boycotting products, and teaching others about the harms of media violence and mindless consumerism. Most importantly, be active! Consider starting an official “Media Watch” group or media literacy club on your school's campus. Launch your own protest campaign. Start a school wide petition against Whittle. Write: Big Noise (*Adbusters Quarterly*) for their Bag O' Tricks. To order see Resource Guide. Special thanks to *Media & Values*, Media Literacy Workshop Kits for all their great ideas.

More Activities

Activities empower viewers to become active agents of social change. They can foster critical thinking while enhancing traditional reading and writing skills.

■ Collaborative Learning in small groups can work in a variety of ways including the creation of videos, slideshows, drawings, collages, and skits. Main themes can be used for essay topics, quizzes and for additional general discussion topics. Give everyone the opportunity to add their personal experiences to the video's points: "I felt ripped off by an ad when..." "I get really embarrassed whenever ads come on with half-naked women and there are guys in the room because..." "When I saw the Gulf War footage I kept thinking..." "Seeing such perfect teenagers on TV make me feel ugly, inadequate and..."

■ Conduct a survey on the amount of TV students think they watch. Create class or individual journals of the actual times and programs watched during one week. Do the same with magazines, comics and books. What are the favorites and why?

■ Ask students to compare photos of their family with images of the people they find on TV, in ads, and on the news. Which is real? What does this comparison say about stereotypes?

■ Create a collage with one side devoted to negative images and one side with positive images.

■ Create a class debate. Choose topics together. For example, Resolved: Violence on TV should be controlled by TV producers. Resolved: Boys who enjoy playing with baby dolls become more nurturing fathers. Resolved: All war footage should be censored by the government. Resolved: Girls invite sexual harassment.

■ Pick an ad or TV program that is non-offensive and non-stereotypical and one that is offensive or stereotypical. Interview friends, neighbors and family members concerning their attitudes about the ads or television show. Document it on video or audio tape. Ask the same questions of all participants. Chart results according to age, race and gender.

■ Collect offensive music album covers, magazine ads and television commercials. Discuss the images in class. Vote for one or two that are the most offensive. Be prepared to defend your choice with reasonable arguments. Then, as a group or as an individual, write a letter or call the party responsible for the image. Discuss their response.

■ Form two groups. One will look at gender stereotyping and one group will look at racial stereotyping in the media. Individual students in the groups will try to find examples from either TV, movies, magazines or newspapers for one week (or more). Then share the examples (using video, tape recordings, copies, or just descriptions—if recordings are not possible). Be prepared to answer the following questions. What stereotyping is taking place and how it is taking place? What message is being given to those being stereotyped? What message is being given to others? What are the social implications? How do these stereotypes help manipulate people into buying products? Are there other "tricks" used by advertisers or programmers to manipulate audiences?

■ Count how often product labels appear during first-run movies. Notice how often TV shows include characters who are in need of the product for sale during the program. Investigate what movie producers are paid to have their films littered with products. Find out how much *more* money famous people make by endorsing products than they make within their profession.

■ The following activity could be an individual or a collaborative final assignment: Groups or individuals can write scripts for public service announcements on current issues, i.e., violence, legal and illegal drugs, homelessness, the environment, the economy, or TV addiction. Determine your target audience. Choose a medium and create a program or an ad campaign with a message that you feel will carry a vital message to society. Have the class vote for their favorite PSA scripts or program scripts—then produce one or more. Remember the tricks ad campaigns use to manipulate audiences? There is scary music, special effects, emotions to pull your heart-strings, "beautiful", rich or sexy people near products. Discuss why you would or wouldn't use one of the manipulative strategies above. Local stations may air your final project, but public access channels are bound by contract to air them. (Contact the Center for Media Ed. if you have trouble airing your spot). Publicize the airing with a simultaneous press conference to increase the impact of the message. Analyze the news coverage of your "media event".

■ Visit local network stations cable and radio stations for a behind-the-scenes view of how the media is created. Interview a representative from your local stations concerning the media and/or specific selected images or programs. Invite media representatives to speak to your class.

■ Discuss how different the world might be if everyone were encouraged to:

- Speak up in social situations.
- Write letters to the agency, business or photographer. Let those responsible know how you feel.
- Call a protest, hand out leaflets and notify the news.
- Never let sexist or racist jokes or remarks go by unchallenged.
- Boycott every product that uses sexist, racist and/or violent advertising.
- Create your own life-affirming images and videos.

Documentation:

In the order they appear:

The opening Hip Hop song is entitled, *Television: The Drug of the Nation*, by The Disposable Heroes of Hiphoprisy, ©1992 Island Records, INC.

■ Did you know kids spend twice as much time in front of a TV as they do in school?

“Children frequently spend twice as much time in front of television as they do in a formal classroom.” *Santa Cruz Sentinel*, July 21, 1992, *Adbusters Quarterly*, *Big Noise*, Summer/Fall 1992, pg. 5. One study found that pre-schoolers watch the most television during the week—more than seniors and teens. *Adbusters Quarterly*, *Big Noise*, Summer/Fall 1992, pg. 5. According to a new report by the American Psychological Association (APA), American children spend more time watching television than they do in school. Poor viewing habits can lead to antisocial behavior, gender and racial stereotyping and diminished academic performance. *Big World, Small Screen: The Role of Television in American Society*, by Huston, Donnerstein, Fairchild, Feshbach, Katz, Murray and others.

■ Who owns and controls the media?

■ Time Warner owns Warner Brothers, HBO, Cinemax, *Time*, *Sports Illustrated*, and *Life* Magazines. Rupert Murdoch owns the Fox network, newspapers, magazines and TV stations. Ted Turner owns TNT, CNN, TBS, *Headline News* and the *Cartoon Network*. Gerald Celente, *New Speak: The Rise of Global Owners*, *Adbusters Quarterly*, Fall 1990, pg. 16, Vol. 1, No. 4.

■ Advertising

■ Our entire culture is saturated with advertising. *Utne Reader*, *Popular Culture: Smells Like Subversive Spirit*, March-April 1993, pg. 32.

■ Some advertisers work directly with producers and editors to create programming and articles that make their products look good. The clip used is from an episode of *Northern Exposure* where a female character complains of her skin problems, it is hinted that one cause could be that she is a waitress and her hands are in dishwater. A sponsor of this show then comes on selling new Palmolive Sensitive Skin for dishes, with the big title: Amy’s Sensitive Skin. The same show had a disc jockey with terrible hay fever which is followed by an ad for allergy medicine. Read Ronald Collins, *Dictating Content: How Advertising Pressure Can Corrupt a Free Press*, Center for the Study of Commercialism, 1875 Connecticut Ave. N.W., Suite 300, Washington, DC 20009-5728, (202) 332-9110.

■ Advertisers control what people are allowed to see. A major magazine was forced to take Russian women off its cover, because their advertiser, Revlon, thought the women weren’t wearing enough make-up. This kind of corporate censorship goes on every day. Gloria Steinem, *Sex Lies & Advertising*, *Ms. Mag.* July-August 1990, pg. 22-23, more information in *Dictating Content*.

■ Channel 1, owned by Whittle and Time Warner, offers schools \$50,000 worth of video equipment—in exchange for the promise that every student must watch 4 commercials and a short newscast every day for at least three years. Channel One is using the news as an excuse to make \$600,000 daily in ad revenue for their 4 commercial spots. *Adbusters Quarterly*, *Big Noise*, Summer-Fall 1992, *Advisor Update*, Winter 91-92, *Raw Media*, *Strategies*, Winter 1992.

■ The News

■ The News—like most media—relies on ratings and sales. If advertisers don’t like the news, they won’t keep buying the time. Ronald Collins, *Dictating Content: How Advertising Pressure Can Corrupt a Free Press*.

■ News information is not complete and holds a bias against certain people. According to a recent study, 9 out of 10 of the experts on ABC’s *Nightline* were white men. *Are You on the Nightline Guest List? EXTRA!* Jan.-Feb. 1989, *All the Usual Suspects: MacNeil Lehrer and Nightline* by William Hoynes and David Croteau, *EXTRA!* Vol. 3, No. 4, Special Issue, pg. 14.

■ The news sensationalizes murder. In one study, almost half of the violent crime stories printed in daily newspapers were about murders, even though murder is the least frequently occurring violent crime in America. *Media Report To Women*, Spring 1992, Vol. 20, No. 2, pg. 6.

■ The news often explains in gruesome detail the sexual abuse and rape of women. Yet, they never tell us of the thousands of women who bravely fight off attackers. Why do news stories constantly remind women they might be attacked? “According to the Victimization Survey data (collected by US Census), three out four intended victims will get away. Only one will get raped. Yet, out of 14 stories of rape printed in newspapers only one on average is about a victim who got away, often with a bizarre angle.” *Media*

The junk merchant does not sell his product to the consumer, he sells the consumer to the product. He does not improve and simplify his merchandise. He degrades and simplifies the client.

—William S. Burroughs,
Naked Lunch, 1959

Studies Journal published by The Freedom Forum Media Studies Center, Columbia University, 2950 Broadway, New York, NY 10027, found in *Media Report To Women*, Spring 1992, Vol. 20, No. 2, pg. 6.

■ The News has turned into another entertainment program. News of the recent Gulf war used theme music and logos. *Media & Values*, Fall 1991, No. 56.

■ General Electric, who owns NBC, is one of the largest weapons producers. Westinghouse, who owns one of the largest broadcast groups is another major defense contractor. These corporations want the public to applaud their high-tech weaponry. *Media & Values*, Fall 1991, No. 56, pg. 4.

■ We now know that 70% of the so-called smart bombs that made surgical strikes actually missed their targets. Bill Moyers, June 1991 PBS Special, *After the War*, "Of the 88,500 tons of explosives that the US and our Allies dropped on Iraq and Kuwait, 70% of those bombs missed their target! The pinpoint images that we saw from the air spared us the severed limbs and dead bodies that might have shed light on one media tall tale, the myth of 'precision bombing'." Eric L. Vollmer, *Media & Values*, Fall 1991, No. 56, pg. 15.

■ Governments often work together with big media corporations to present information they want us hear, and to entertain us with what they think is appropriate. Mark Hertsgaard, *Thanks to the Media*, *Media & Values*, Fall 1991, No. 56, pg. 5.

■ Why haven't we seen images of the 300,000 Iraqi people dead? "Harvard Medical Team found that 150,000 Iraqis died in combat, 100,000 died in post-war rebellion. The child mortality rate in the first 4 months of the war was 55,000. The child mortality rate in the rest of 1991 is estimated to be 115,000. By the end of 1991 the body count from the Gulf War, will be 420,000." Resource Center for Non-Violence, (408) 423-1626, FAX (408) 423-8716.

Gender Stereotypes

■ Video games—which are deliberately targeted to boys—reward control, competition and destruction. A study of 500 youths, conducted by Dr. Robert Kubey of Rutgers University. Scott Winokur, *Video games: Just whose brains are being ruined?* *San Francisco Examiner*, Dec. 17, 1989.

■ The female characters' academic or career plans are never a major part of the plot. Sally Steenland, *Prime Time Girls Just Want To Have Fun*, *Tuning in to Television*, *Media & Values*, No. 59-60.

■ In an attempt to copy the unrealistically thin actresses, dieting has become a major health problem for girls. Naomi Wolf, *The Beauty Myth*, New York: William Morrow & Co., 1991, Chapter on Hunger, pg. 179.

■ According to one survey, 81% of the 10 yr. olds were on a diet. Naomi Wolf, *The Beauty Myth*, New York: William Morrow & Co., 1991, pg. 215.

Most cartoon heroes are blonde males—while evil characters are often dark-skinned and have foreign accents. Petra Hesse, *Splattertoons Create the Enemy*, *Strategies*, Fall 1991, Vol. 4, No. 4, pg. 1.

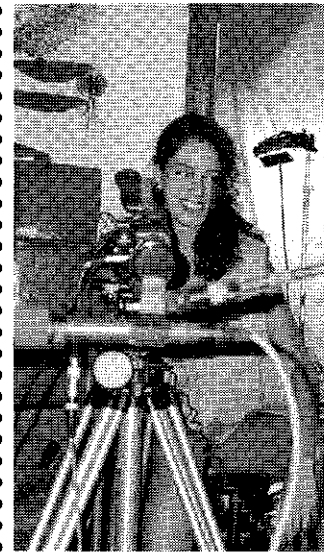
■ Can evil characters be good? Do the "evil" people you see on cartoons or in the news (Ayatollah Koimeni and Saddam Hussein from news special on nuclear bombs in Middle East) have mothers or children? How would they treat people they loved? Can we ever learn to resolve our anger—without violence? *Who's Calling The Shots: How to Respond Effectively to Children's Fascination with War Play and War Toys*, Carlsson-Paige & Levin, 1990 New Society Publishers. This book is full of ways to interact when your child is acting out violent scenes. For example, you could ask the child if the "evil enemy" is hurt, do they need to be taken to a hospital? Does the "enemy" have family that should be notified about their being hurt? More Ideas under *Things You Can Do*, Learning new ways to resolve conflicts. Check Resource Guide for further ideas.

Media Violence

■ According to the Nielsen index, kids watch 18,000 deaths and murders by age 18. Researchers say that TV violence is linked to 50% of the crime in the US. Dr. Brandon Centerwall, of the University of Washington, "estimates there would be 10,000 fewer murders, 70,000 fewer rapes, 1,000,000 fewer car thefts, 2,500,000 fewer burglaries and 10,000,000 fewer acts of larceny in the US each year." National Coalition on Television Violence, *NCTV Press Release*, May 28, 1991. *New Research at APA Meeting Estimates 50% Crime from TV Violence*. Dr. Leonard Eron of the University of Illinois said in testimony before the Congress that fully 10% of the actual violence in our society is attributable to the viewing of violence on television. (Eron does not include property damage in his calculation) "The Experts Speak Out" *Is TV Violence Battering our Kids?* *New Study New Answers*, *TV Guide*, Aug. 22-28, 1992, pg. 13.

WARNING:
THINK BEFORE YOU BUY. THIS IS A WAR TOY. PLAYING WITH IT INCREASES ANGER & VIOLENCE IN CHILDREN. IS THIS WHAT YOU REALLY WANT FOR YOUR CHILD?

Order Stickers from
Donnelly/Colt, Box 188,
Hampton, CT. 06247.



Jenai Lane during the filming of *Don't Be a TV*.

- ■ Violent acts appear 20 to 25 times an hour in children's daytime programming, compared to only 6 times an hour in evening adult programming. Christina Robb, *Boston Globe*, citing George Gerbner, Professor of Communications at University of Pennsylvania, *Strategies*, Fall 1991, Vol. 4, No. 4, pg. 1.
- ■ MTV averages over 29 instances of violent or hostile images every single hour. *NCTV News*, Jan.-April 1992, Vol. 13, No. 1-4.
- ■ And 41% of the kids in one study chose Music Videos as their favorite program. Corporation for Public Broadcasting hired Yankelovich Youth Monitor, who interviewed 1,100 children, aged 6-17. They also found that 47% of the children have a TV set in their own room and only 50% report that their parents set rules guiding their consumption of TV. *NCTV News*, Jan.-April 1992, Vol. 13, No. 1-4, pg. 9.
- ■ Most of the women and girls on music videos are portrayed as sex objects and victims. *NCTV News*, Vol. 13, No. 1-4, Jan.-April 1992.
- ■ Images like these numb and desensitize us, leading to increased acceptance of rape. "Since the clinical and experimental evidence supports the conclusion that there is a causal relationship between exposure to sexually violent materials and an increase in aggressive behavior directed towards women...we are satisfied that the vast majority of depictions of violence in a sexually explicit manner are likely to increase the incidence of sexual violence in this country. We have, with little trouble, concluded that the circulation of materials which themselves portray graphic sexual violence is a probable 'cause' of rape..." Attorney General's Commission on Pornography, July 1986. EDITOR'S NOTE—These findings have been widely ridiculed and dismissed as invalid. This is because the Media Coalition, a group that includes the American Booksellers Association, the Association of American Publishers, the Council of Periodical Distributors, the International Periodical Distributors Association, and the National Coalition of College Stores, hired a public relations firm (Gray & Co.) at twice the budget of the entire Pornography Commission to develop a successful strategy to encourage the public to view the Commission's conclusions as nonsense. (Source: Diana E.H. Russell, "Pornography and Rape: A Causal Model" *Political Psychology*, Vol. 9, No. 1, 1988). Most continue to believe the lie that to be anti-pornography implies one is automatically an "anti-sex censor" and in violation of the First Amendment.
- ■ Guns and Roses sings, "Welcome to the jungle—I wanna watch you bleed." and "I used to love her but I had to kill her." Motley Crue's videos have women as sexual slaves in cages, and Rick James rapes his girlfriend in his video. Naomi Wolf, *The Beauty Myth*, William Morrow & Co., 1991, pg. 164.
- ■ According to MTV, being abused is a mark of being desirable and girls try to copy this ideal. For boys, music videos define a beautiful girl as someone who isn't really human and never says "No". Naomi Wolf, *The Beauty Myth*, William Morrow & Co., 1991, pg. 164.
- ■ Why aren't loving and stable relationships portrayed as exciting? The image is from Arrowsmith's 1992, MTV Rock-the-vote-ad. "In Action and Adventure shows, heterosexual sexual behavior is often associated with violence or a display of power and is rarely depicted in the context of a loving or committed relationship or as an expression of mutual affection." J.N. Sprafkin and L.T. Silverman, Update: Physical, Intimate and Sexual Behavior on Prime-time Television, 1978-79, *Journal of Communication*, 31:34-40, 1981.
- ■ Role models like these can threaten girls who are coming to terms with their own sexuality. A study of 3,000 children found, at the age of 9, girls were confident, assertive and felt positive about themselves. By the time they reached high school less than a third felt that way. Shortchanging Girls/Shortchanging America: Self-Esteem Poll, *American Association of University Women (A.A.U.W.)*, (800) 225-9998, P. O. Box 251, Annapolis Junction, Maryland 20701-0251.
- ■ No wonder the US doesn't have a female president, or have more serious stories written by or about women in the front section of local news papers. In 1992, female bylines averaged 34%, and women appeared in front-page photographs 32% of the time. Men were solicited for comment or referred to 87% of the time. The lowest average of references to women on the front pages (8%) was found in the *New York Times* and *The Los Angeles Times*. Fourth Annual Media Survey, Women, Men and Media Project, USC, 1992, from *WAC Stats*.

Things You Can Do!

- ■ Some say that for as long as 20,000 years of our human history on Earth, men and women lived in cooperative partnerships. Riane Eisler, *The Chalice and the Blade: Our History, Our Future*, Harper & Row, 1987.



Matt Groening's Simpsons

Resource Guide

Alternative Periodicals & Media Groups

- Action Agenda—Action Committee to End Sexism and Violence Against Women in the Media, 1 year sub. (6 issues) \$5.00, P.O. Box 391, Circle Pines, MN 55014-0391.
- Adbusters Quarterly—Excellent publication, The Media Foundation, P.S.A.'s: *Ads That Make you Think*, 1243 West 7th Ave., Vancouver, BC, V6H 1B7, Canada, (604) 736-9401.
- AdVice:—Center for the Study of Commercialism, 1875 Connecticut Ave. N.W., Suite 300, Washington, DC 20009, (202) 797-7080, FAX (202) 265-4954, \$20.
- American Association of University Women—(AAUW) Research on Females in School, P.O. Box 251, Annapolis Junction, Maryland 20701-0251, (800) 225-9998.
- Boycott Action News—Latest boycott information, *Co-op America Quarterly*, 2100 M St., N.W., Suite 310, Washington, DC 20063.
- Boycott Monthly—Especially designed for grocery co-ops and non-profits, \$35/year. Center for Economic Democracy, P.O. Box 64, Olympia, WA 98507-0064.
- Center for Media Education—Advocacy and public interest group that can help you get access to a Public Access cable channel in your community. Jeff Chester, P.O. Box 33039, Washington, DC 20033, (301) 270-3379, FAX (301) 270-2376.
- Challenging Media Images Of Women—P.O. Box 902, Framingham, MA 01701. \$15.00 reg. & low income \$9.00. Quarterly.
- Children's Television Resource & Education Center—Offers *Breakouts*—Excellent hand out, available in Spanish, and *Getting Along*: a program for developing skills in cooperation, caring for others, critical thinking and positive conflict resolution (K-4), *TV Minder* and *TV Monitor* newsletter, workshops and more. 330 Townsend St., Suite 234, San Francisco, CA 94107, (415) 243-9943, FAX (415) 243-9037.
- Citizens For Media Literacy—Anti-Whittle comic book, *Get a Life: Or the Awakening of Billy Bored*, 1993, and other educational material, 34 Wall St., Suite 407, Asheville, NC 28801, (704) 255-0182, FAX (704) 254-2286.
- Direct Impact—Excellent resource for P.S.A.'s on diverse topics, Jim McKay, P.O. Box 423, Athens, GA 30603, (404) 353-1494.
- Eagle Wing Press—New England's American Indian Journal, 6 issues, \$10-15 \$25 Intl., P.O. Box 579, MO, Naugatuck, CT 06770.
- EXTRA—A bi-monthly from FAIR (Fairness and Accuracy in Reporting), offers documented criticism in an effort to correct media bias. \$20-30.00 per year. Excellent Subscription Service, P.O. Box 911, Dept. E3DE, Pearl River, NY 10965-0911, (800) 847-3993. Women & Media Activism Kit, Get Involved! call (212) 633-6700 or write FAIR, 130 West 25th St., New York, NY 10001.
- Lakota Times—Largest American Indian-owned weekly in the US. Martin Office Box T, Martin, South Dakota 57551.
- Lies of Our Times—The *New York Times*' censored stories. A primer on reading between the lines. Monthly, \$24.00 a year. 145 W. 4th St., New York, NY 10012.
- Mediacy—Periodic newsletter of the Association for Media Literacy, \$30 US, 40 McArthur St., Weston, Ontario, M3P 3M7, Canada, (416) 394-6992.
- The Media MessAge—Support for teaching media awareness to children and adolescents. Six times yearly, \$15, P.O. Box 311, Redmond, WA 98073-9311.
- Media Report to Women—Bi-monthly covering women in the media. \$25.00 a year. Communication Research Associates, 10606 Mantz Road, Silver Spring, Maryland 20903-1228.

• "It's Only a Wee Wee So
• What's the Big Deal"—A
• fantastic and very funny
• song to help break down
• gender barriers. Avail-
• able on two different
• tapes, by Peter Alsop.
• Moose School, P.O. Box
• 960, Topanga, CA 90290,
• (800) 676-5480.



• NTV—Not! TV host, Laura
• Chavez.

- Media Watch—1987-1992 quarterly newsletter, past issues only, \$10-20 yearly rate. Media literacy curriculum available with our two highly acclaimed videos, *Don't Be a TV: Television Victim* (18min.) and *Warning: The Media May Be Hazardous to Your Health* (35min.). Call, write or FAX to order (408) 423-6355, P.O. Box 618, Santa Cruz, CA 95061-0618.
- Media & Values—A quarterly resource for media awareness, \$14.00 a year. Also great workbooks and videos available for teaching media literacy. Excellent Media Literacy Resource Directory, \$2.50. 1962 S. Shenandoah St., Los Angeles, CA 90034, (310) 559-2944, FAX (310) 559-9396.
- Mediawatch Bulletin—Feminist newsletter, 3 a year \$25.00, 517 Wellington St. West, Suite 204, Toronto, M5V 1G1, Canada.
- Ms. Magazine—Fantastic metamorphosis, Marcia Ann Gillespie edits. No ads! \$35.00 a year, P.O. Box 58249, Boulder, CO 80322-8249.
- NAAFA—National Association to Advance Fat Acceptance, \$35.00 a year, P.O. Box 188620, Sacramento, CA 95818, (916) 443-0303, FAX 558-6881.
- National Black Media Coalition—38 New York Ave., N.E., Washington, DC 20002, (202) 387-8155.
- NBPC National Black Programming Consortium—929 Harrison Ave., Suite 104, Columbus, OH 43215.
- National Boycott News—Comprehensive journal dedicated to boycotts. 6506 28th Ave., N.E. Seattle, WA 98115.
- NCTV News: National Coalition on Television Violence—quarterly, \$25.00, P.O. Box 2157, Champaign, IL 61825, (217) 384-1920, (310) 456-2458.
- National Organization For Men Against Sexism—794 Penn Ave., Pittsburgh, PA 15221, (412) 371-8007.
- National Telemedia Council, INC.—*Telemedium*, twice a year, not-for-profit group dedicated to promoting media literacy and critical viewing skills for children and youth. 120 East Wilson St., Madison, WI 53703, (608) 257-7712, FAX 257-7714.
- O.A.S.I.S.—Organized against Sexism and Institutionalized Stereotypes, 15 Willoughby St., Boston, MA 02135, (617) 782-77609.
- off our backs—The greatest monthly women's newsjournal. \$17.00-\$20.00 a year, 2423 18th St., N.W., Washington, DC 20009.
- Paper Tiger—*Lauren Shulman Watches Beverly Hills 90210*, a video in which a high school student analyzes disparity between this glitzy TV show and the reality of teen life. \$60.00 rental, write or call for catalog, 339 Lafayette St. New York, NY 10012, (212) 420-9045.
- Parent's Music Resource Center—*The Record* newsletter, Tipper Gore's group. 1500 Arlington Boulevard, Arlington, Virginia 22209, (703) 527-9466, FAX (703) 527-9468.
- Project Censored—Publishes 10 top censored stories each year (1976-93). Stories rarely by women or minorities. Sonoma State University, Rohnert Park, CA 94928, (707) 664-2500.
- Riot Grrrls—Female activist group, P.O. Box 732, Northampton, MA 01002; P.O. Box 782, Olympia, WA 98507; P.O. Box 11002, Washington, DC 20008.
- Screen Actors Guild—Affirmative Action, excellent studies on women and minority's image in the media. 7065 Hollywood Blvd., Hollywood, CA 90028-6065, (213) 856-6820, FAX (213)856-6603.
- SET Free: Society for the Eradication of Television—Box 10491, Oakland, CA 94610, (415) 530-2056.
- Sexism Illustrated—8 page critique of *Sport Illustrated's* Sexist Swimsuit Issue. Great analysis w/50 postcards, and mailing labels for fans to call a foul on Time Warner for unsportsmanlike conduct. Order a packet for your school! Available for \$16.00. Dr. Linnea Smith, P.O. Box 16413, Chapel Hill, NC 27516.
- Shopping for a Better World—Guide for responsible shoppers. Council on Economic Priorities, 30 Irving Place, New York, NY 10003.
- Strategies: A Quarterly for Media Literacy, INC.—e-mail, computer bulletins, and research also available. \$15.00 a year, Ste. 410, 1095 Market St., San Francisco, CA 94103, (415) 621-2911.
- VQT—Viewers for Quality Television, Inc. \$18.00 a year, P.O. Box 195, Fairfax St., VA 22039.

Books and Papers for additional information

- Boys Will Be Boys: Breaking the Link Between Masculinity and Violence*, Myriam Miedzian Doubleday 1991.
- Breaking Your Child's TV Addiction*, David Demers, Marquette Books, Minneapolis, MN.
- Creative Conflict Resolution*, William Kreidler, Scott Foresman Pub. 1984.
- Fighting Fair*, Fran Schmit, Alice Freedman, Grace Contrina Abrams Peace Education Foundation, Miami, FL 1986.
- The Friendly Classroom for a Small Planet*, edited by Priscilla Prutz and others, has 7 page bibliography, New Society Publishers, P.O. Box 582, Santa Cruz, CA 95061, 1988.

Keep the Peace: Practicing Cooperation and Conflict Resolution with Preschoolers, Suzanne Wichert, New Society Publishers, 1989.

Manual on Non-Violence and Children, Stephanie Judson, New Society Publishers, 1984.

Taming the Wild Tube: A Family's Guide to Television and Video, Robert L. Schrag, University of North Carolina Press.

TV Interactive Toy: The New High Tech Threat to Children, Pamela Tuchscherer, Pinnaroo Pub. Bend, OR.

Unreliable Sources: A Guide to Detecting Bias in News Media, Lee, Solomon, 1990, Carol Publishing Group.

WAC Stats: The Facts About Women, 115 Spring St. New York, NY 10012 (212) 219-9106.

Who's Calling The Shots: How to Respond Effectively to Children's Fascination with War Play and War Toys, Carlsson-Paige & Levin, 1990, New Society Publishers.

Media Watch Endorsed Boycotts

American Society of Plastic & Reconstructive Surgeons—began in '91 for their disregard in women's health, their refusal to keep death records and their quip about breasts. "There is a substantial and enlarging body of medical opinion that these deformities (small breasts) are really a disease." Write Pres. John Schlegel, 1110 Vermont Ave., N.W., Washington, DC 20005.

Anhauser Busch & Budweiser Products—began in '89 because of their continued sexist advertising. They are one of the worst offenders. Pres. August A. Busch III, 1 Busch Pl., St. Louis, MO 63118.

Brøderbund—for their Sierra On-Line Leisure-Suit Larry computer games. It features Larry who gets scabies from an American Indian woman-and more. Write: Karen Omhldt, 17 Paul Dr., San Rafael, CA 94903.

Calvin Klein—began in '92 because of their use of a woman's nude rear end being fondled by a clothed male appearing next to a Harley. All this to hawk jeans!!!! P.O. Box 5251, Dept. 66, Clifton, NJ 07015.

Coors—began '89 because of their infamous sexist, pornographic ads. Coors: NH 520 Golden, CO 80401.

Dep Products—began '91 because of their "Make the Most of What You've Got" campaign that asked, "are your breasts too pointy, too saggy, too small, too droopy—oh well, with Dep at least your hair is perfect!" Dep Corp., P.O. Box 9016, Rancho Dominguez, CA 90220.

Dominos Pizza—began '89. Owner Tom Monaghan continues to give \$ to the anti-choice movement, although he tries to deny it. P.O. Box 997, Ann Arbor, MI 48106

Double Dragon and TAITO computer games—began in '89 because of the suggested brutal gang-rape that opens Double Dragon and general violent content. Trade West, P.O. Box 1796, 2400 So. Highway 75, Corsicana, TX 75110.

Family Feud—began in Summer '91 because they use *Playboy* centerfolds as contestants. Write Howard Felsher c/o Mark Goodson Productions, Suite 475-W, 5750 Wilshire Blvd., Los Angeles, CA 90036-3697.

Geffen Records—began in '88 because of the raped woman album "art" on Guns N' Roses Appetite for Destruction. Geffen also distributes Andrew Dice Clay's Def American label aptly titled, *The Day the Laughter Died*. David Geffen, 9130 Sunset Blvd., Los Angeles, CA 90069.

Hawaiian Tropic—began in '89 because they sexualize children in their ads and sponsor many beauty contests. Lisa Tacone, Hawaiian Tropic, 1190 US 1 North, Ormond Beach, FL 32074, (800) 874-4844.

Johnny Walker—began in '89 because of their ad campaign using a woman's rear end and her phone number. John Morrell, Schieffelin & Somerset Co., 30 Cooper Sq., New York, NY 10003.

Kikit Clothing—began '91 because they use sexual violence in their ads. Maurice Sassoon, 512 7th Ave., #43, New York, NY 10018.

MacPlaymate—began in '87 because of their computer program that allows men to act out and do violence, including bondage, to women. Mike Saenz c/o Pegasus Production, P.O. Box 912, Greenwich, CT 06836.

Mattel—began in '90 because of Li'l Miss Makeup stick on fingernails and Barbie dolls. Consumer Affairs, 5150 Rosecrans Ave., Hawthorne, CA. 90250, (800) 421-2887.

Metal Blade Records, Death Label—began in '90 for their horrific covers and lyrics, like Mentor's *You Axed For It!* and lately Cannibal Corpse, who sings about having sex with dead girls and ripping entrails, etc. Write, Metal Blade, 18653 Ventura Blvd., Tarzana, CA 91356-4103.

Neo-Geo SNK—began in '91 for their tasteless ad using a lingerie clad woman saying, "I remember when he couldn't keep his hands off me!" Write Director of Marketing Kent Russell, SNK Home Ent., 22301 S. Western, Suite 107, Torrance, CA 90501, (800) 800-NEO-GEO, ext. 403.

New York Times—began in '91 because of their long history of sexist language, along with their tabloid-style writing concerning the Palm Beach rape victim and cover story, June 13, 1993, *Rape Hype Betrays Feminism*.

Parker Bros.—began in '90 for their game "Carcer Girls" which lists a girl's primary career choice as supermom or school

teacher. Includes “tell us the names of your 8 children” & “describe your dream husband.” Hasbro, 1027 Newport Ave., Pawtucket, RI 02861, (401) 431-8697.

Phillip Dixon—Look for his photo credits, he is the most sexist fashion photographer, next to Wayne Maser and Helmut Newton. His signature image is a dirty, victimized woman with a man preying upon the woman. 1107 Fifth Ave, Los Angeles, CA 90291.

RJ Reynolds—began in '89 because of the Camel “Smooth Moves” campaign that uses a cartoon camel with the “sexy woman,” Also they advertise in *National Lampoon*, *Playboy*, *Penthouse*. 401 Main St., Winston Salem, NC 27102.

Sports Illustrated—began in '88 because of their swimsuit issue that belittles the accomplishments of women athletes. We ask people to boycott the magazine as well as the advertisers of that issue: Budweiser, RJ Reynolds, Johnny Walker, Ford, Chevrolet, to name a few. We also ask that their “Super-Shape Up” videos be boycotted along with the calendar, diary, and swimsuit videos.

Whittle Communications—began in '92 because Channel One forces over 8 million students to watch a commercial newscast daily. Write or call on their dime. 333 Main Ave., Knoxville, TN 37902, call toll free (800) 251-5002 or (615) 595-5000.

• **General Boycotts**

Beauty Contests—We’ve boycotted all beauty pageants since 1984. The hidden costs behind the beauty mask are eating disorders, cosmetic surgery and the torment of trying to fit into a system that rewards conformity and punishes diversity.

Miss America & Junior Miss—This “wholesome” meat show hides behind the word “scholarship.” Call to find out when to protest the local pageant in your area (609) 345-7571. Sponsors to boycott are Fruit of the Loom, Gillette, MacDonald’s and Chevrolet.

Miss Universe/Miss USA—The more blatant meat shows brought to you by Procter & Gamble.

Pornography—*Hustler*, *Playboy* and *Penthouse* are a good place to start. Not because you are prudish but because you know that women deserve respect and dignity which these magazines work to destroy. Pornography tells lies about women, i.e. that we are all nymphomaniacs who exist to satisfy men.

Slasher and Snuff-films and videos—*Basic Instinct*, *Boxing Helena*, *Tool Box Murders*, *Texas Chainsaw Massacre* are examples. Plus any and all snuff films where women are actually killed during the making of the film, for example, the film *Snuff*.

Virtual Reality—The latest way to get more pornography on computers and on your TV. Examples: ROMVLVS Entertainment, (800) 882-6959, PIXIS interactive (800) 687-4947.

Women’s & Teen’s Magazines—like *Cosmopolitan*, *Glamour*, *Teen*, *Allure*, *YM*, *Mademoiselle*, *Elle* and *Seventeen*. Most contain articles, images and ads that make women feel insecure. We don’t need tips on how to flatter our thighs or our mates. We need serious articles and diverse models to create a world where every female can begin to exercise her inalienable right to freedom and happiness!



• **Create Your Own Media!**
 • **From the left, Fleur Williams, Jenai Lane, Mallika Pettingale, Josie Vos and Isley Sterrett.**

SIGN THIS PETITION!

In 1934 the United States Congress passed into law the Federal Communications Act, whose intent it was to regulate the public airwaves and establish the FCC (Federal Communications Commission). Likewise, in Canada, the CRTC (Canadian Radio and Telecommunications Commission) was brought into being. It is the role of these bodies to grant exclusive renewable licenses permitting broadcasters to use the public airwaves. **In return, the broadcasters—who pay nothing for this privilege—are expected to serve the public interest.**

Unfortunately, these regulatory bodies have served us all poorly. Today, the airwaves are controlled by a small circle of large corporations and advertisers. The business side of broadcasting is not balanced by a commitment to public service. Citizens no longer enjoy access. Instead we have allowed ourselves to become the products that are packaged and sold to the highest bidders of the advertising wars.

Clearly the time has come to take back the airwaves. As a public resource they belong neither to the government, nor to private industry, nor to broadcasters but to *us*. As rightful owners of the airwaves, we have the obligation to redress these long-standing wrongs. A democratic system of public access—of freedom of speech—is simple to supply. The Two-Minute Provision, if introduced as a bill in the US Congress or Canadian House of Commons, would require the FCC or the CRTC to include a Two-Minute Provision in every radio and TV license they grant. Subject to a first-come, first serve rule, citizens will simply move to the other side of the camera for two minutes of every hour. Such a step toward a democratic marketplace of ideas could infuse our society with an atmosphere of open debate and empower us to tackle our mounting social and environmental problems.

Dear Chairpersons Quello and Spicer:

We want access. It is our unwavering conviction that the public interest will be served if the radio and television licenses you grant contain the two-minute media provision. We want broadcasters to set aside two minutes of airtime every hour for citizen-produced messages in exchange for a renewed lease on the public airwaves. We, the undersigned, put it to you, regulator of the marketplace of ideas, to set up a system of direct public access, or to let us know why you are unable to do so in a free and democratic society.

1 _____	•	6 _____
2 _____	•	7 _____
3 _____	•	8 _____
4 _____	•	9 _____
5 _____	•	10 _____

Please return this petition to *Media Watch* or send directly to:

James H. Quello, Chair
Federal Communications Commission
Room 814, 1919 M. St. N.W., Washington, DC 20554
Keith Spicer, Chair
Canadian Radio-television and Telecommunications Commission
Ottawa, Ontario, K1A 0N2 Canada

Petition Hotline
1-800-663-1243

Media Foundation, Vancouver, Canada

**SECOND ANNUAL
INTRA - NATIONAL**

BUY

NOTHING

DAY

September 24

Participate by not participating! A twenty-four hour continent-wide moratorium on consumer spending, designed to remind both the consumer and the retailer of the true power of the buying public.

Xerox an enlargement of this and post before September 24th.