



presents

An Instructor's Guide to

WARNING:

**THE MEDIA MAY BE
HAZARDOUS TO YOUR HEALTH**

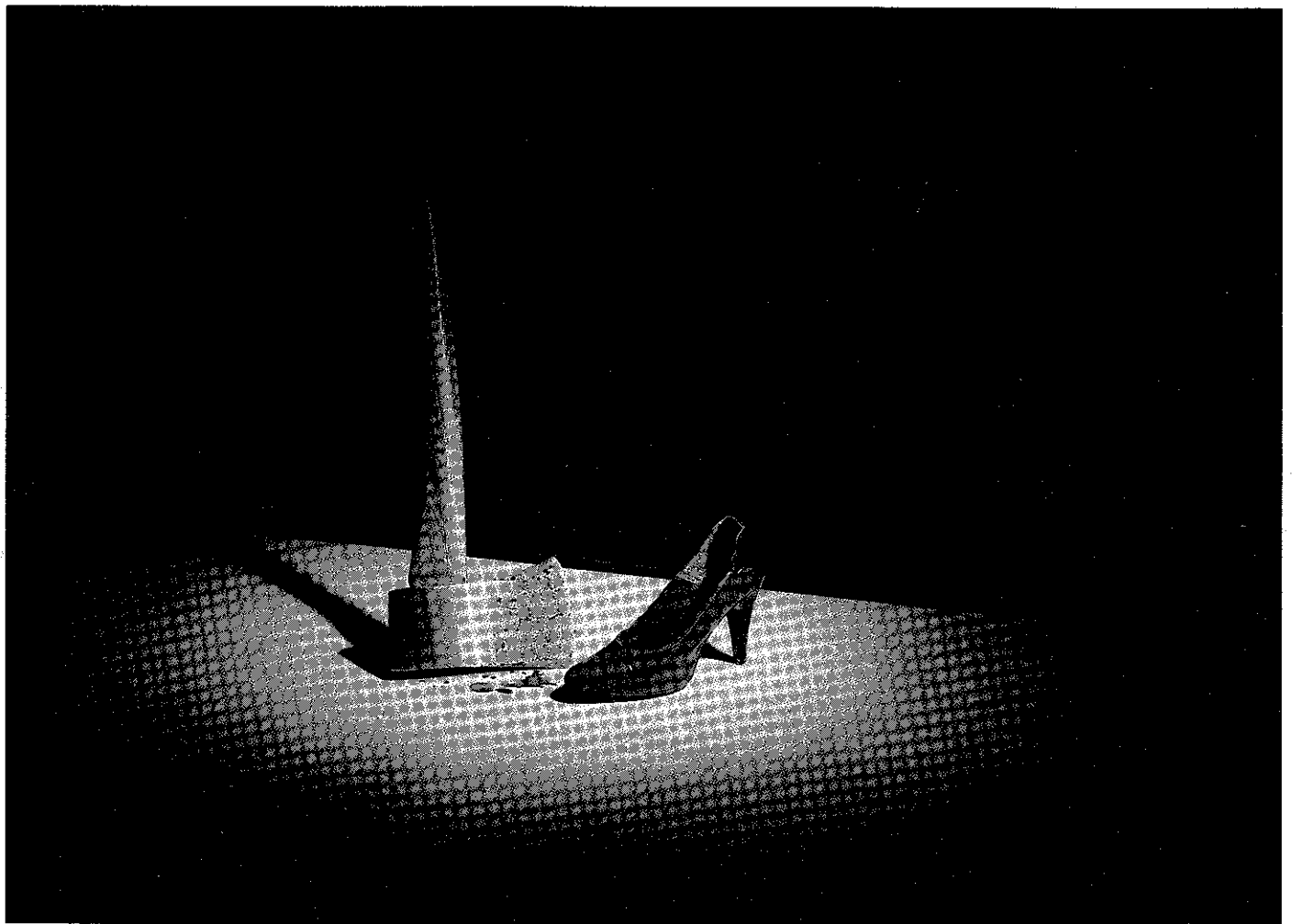


Image from the Metal Blade album cover, *Love You to Pieces*

Written by

Ann J. Simonton



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"WARNING ... strikes a powerful blow for liberation of women and men from the cult of violence and hatred imposed by images that surround us. An essential tool for critical viewing."

—George Gerbner, Professor of Communication and
Dean Emeritus Annenberg School for Communication,
University of Pennsylvania.

TABLE OF CONTENTS

I. Introduction	2
II. Preview Video & Prepare Your Audience	2
III. Viewing Video in Sections	2
HANDOUTS:	
IV. Activities	6
V. What <u>You</u> Can Do!	8
VI. Glossary of Terms	11
VII. Documentation	12
VIII. Resource Guide	16
IX. Media Watch Endorsed Boycotts	19
X. Petition	22





According to the American Psychological Association, "The accumulated research clearly demonstrates a correlation between viewing violence and aggressive behavior." Television contributes to sexual and racial stereotyping. African-Americans are most often portrayed as criminals or victims. Women, especially women of color, appear as victims. Is TV Violence Battering Our Kids? New Study New Answers, Aug. 22-28, 1992, TV Guide.

In one study, forty-seven percent of the children polled, have a TV set in their own room and only fifty percent said that their parents set rules guiding their consumption of TV. NCTV News, Vol. 13, No. 1-4, Jan.-April 1992, pg. 9.

By 1996, an Atlanta based marketing firm plans to launch giant inflatable billboards that will appear as large as the moon. After 20 days the billboard will burn up as it reenters the earth's atmosphere. News from the Mental Environment, Adbusters, Vol. 2, No. 4, Summer 1993.

The tobacco industry seduces over 500,000 women a year.

Introduction

Mainstream media images, which glamorize sexism, racism and violence, are helping to create a world where people aren't safe. The media's effect on behavior is largely being ignored—Media Watch is working to change this. We believe in education and action, not censorship. Media Watch works to empower those who are silenced and or misrepresented by media images. We teach viewers to become active—to write letters, to speak up in social situations and to resist the media's pressure to be a passive, voiceless consumer.

Issues raised in this video may seem controversial, yet the information provided offers an important alternative viewpoint missing in commercial media. We want to help audiences form their own opinions and begin to ask important questions about the realistic consequences of living in a world full of racist, violent, and sexually degrading images.

This instructional guide will help you work with individuals and audiences to begin

the task of questioning the effects of the media. Educators in a variety of fields have used our video successfully. Health Science, English, Psychology, Social Studies, Sociology, American History, Journalism and Visual Art teachers, Residential Advisors, as well as parents and activists, have all benefited from using our video.

The materials enclosed help viewers evaluate, discuss and monitor representations of gender, class, race and violence in the media.

Documentation, activities and resources are available so future lessons can be designed and tailored to existing curriculum. *The Library Journal* highly recommends this video for "students from junior high through graduate level." Advanced students as well as those with learning disabilities will benefit from discussions of these issues.



Family watching television

Preview Video & Prepare Your Audience

Preview the video and decide if your audience needs to be prepared beforehand. The following list includes the video's major themes and discussion ideas that you can choose from before viewing *Warning...*

If you only have a short time, and/or want to discuss the video in more detail, consider showing one segment each day. Related discussion questions and additional information are available as well as the viewing times and VHS counter numbers.

Viewing the Video in Sections

1. Power of the Media

Show the opening through—"Our emptiness can't be satisfied with material objects or more television." VHS # 00-0180 is 3 min./57 seconds.



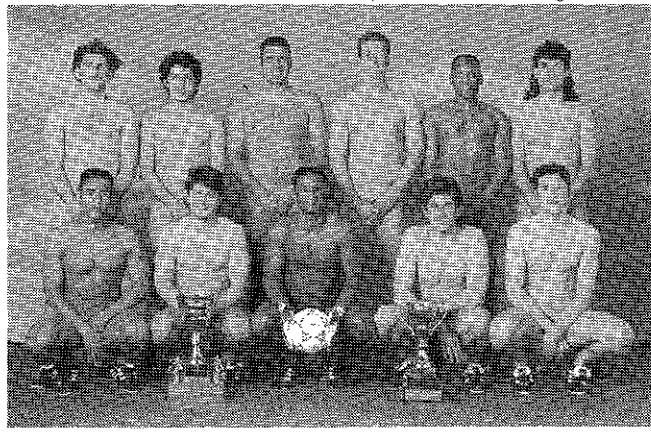
Sample Discussion Questions:

1. How much TV have you watched this week?
2. How long can you go without TV?
3. Can you be addicted to TV, or to other forms of media?
4. What other entertainment options are available to you?

According to Ben H. Bagdikian, (*Media Monopoly* Boston: Beacon Press, 1987 pg. ix-26) only a handful of multi-national corporations own and control the media worldwide. Centralized control of such vital information sources results in bias and distortion, challenging the very essence of our constitutional freedoms. A true democracy would allow every citizen—regardless of race, gender, class; religion, age or sexual preference—equal access to free press and free speech. These “freedoms” are outrageously expensive and generally unobtainable since our society allows global conglomerates to control mass media.

Advertisers, representing media moguls, have gained increased influence over the content of the media. For example, *Cosmopolitan* can't afford to run stories about the dangers of cigarette smoking, since they are partially subsidized by tobacco advertisers. Most TV news reports won't cover an automobile scandal because of the enormous revenue their stations receive from the auto industry. (Read *Dictating Content: How Advertising Pressure Can Corrupt a Free Press.*)

Your team won't be taken seriously if it's not wearing adidas.



Hypocrites at Sports Illustrated censored this ad for Adidas—yet profit from women in swimsuits with much more exposed.

2. Beauty Myths

The Beauty Myths section begins with, “Most people think modeling is a desirable and glamorous job,” and goes through—“Rapists often refer to their victims as just objects—just things.” VHS # 0181-0488 is 7 min./50 seconds.

Sample Discussion Questions:

1. Who defines what is beautiful?
2. Do prevailing beauty standards make uniqueness or being different unacceptable? How?
3. What is the point of a beauty pageant? Should they be eliminated? How would you change them?
4. Is the portrayal of men as sex objects a positive step? Why or Why not?
5. How does turning women into degraded objects help support violence against women?



“Lost in the perfect faces of the girls in the magazines.” To order music write, Cynthia R. Crossen, Rt. 2, Box 435, Pittsboro, NC 27312.

• 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*, Vol. 2, No. 3, pg. 17.

• “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, *The New Republic*, Nov. 2, 1992.

• “A lot of the contestants in the Miss America pageant do not owe their beauty to their Maker but to their Re-Maker. Miss Florida's nose came courtesy of her surgeon, so did Miss Alaska's. And Miss Oregon's breasts came from the manufacturers of silicone.” Ellen Goodman, *Boston Globe*, Sept. 19, 1989.



MEDIA WATCH

There was a 59% increase in rapes between 1990-1991. 1 in 3 women will be raped in her lifetime. 1 in 10 rapes are reported. Only 1 in 10 of those who report the rape actually bring charges, 20% who bring charges go to court, and in only half of those court cases are the rapists convicted. 71% of all rapes are premeditated. Convicted rapists have one of the highest recidivism rates of any crime. The average time served is 3 years. It is estimated that 99% of rapists go free. **EXTRA!**, March 1992, *Parade*, June 27, 1993.

Dr. Rosenberg, of the Center for Disease Control, did a statistical analysis on American violence and revealed that violence transpires overwhelmingly between people who know each other, are drinking, and have gotten into an argument. And if there is a gun around, there is a good chance that someone will get killed. *Mother Jones*, May-June 1993, pg. 27.

Dr. Brandon Centerwall of University of Washington estimates, "there would be 10,000 fewer murders, 70,000 fewer rapes, 1 million fewer car thefts, 2.5 million fewer burglaries and 10 million fewer acts of larceny in the US each year if not for violent TV and film entertainment. **Fight against TV and movie violence**, by Thomas Radecki, *USA Today*, July 23, 1991, pg. 10A.

3. Gender Stereotypes

Begin with, "The Media teaches us that men are the experts" through—"It's time we weren't so afraid of having an equal as a partner and learned to honor the beauty in wrinkles and experience." VHS # 0489-0658 is 4 min./30 seconds.

Sample Discussion Questions:

1. What is the difference between the way males and females are portrayed in the media? Does this effect the way females and males relate to one another?
2. Why is it easier to hurt and belittle an object than it is to harm a real human being?
3. How has the capability to dehumanize enemies helped soldiers kill during war?
4. Why do boys hate any feminine characteristics inside themselves?
5. Can society and the media encourage boys to be more non-violent and nurturing?

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.

4. Sex & Violence in the Media

Section begins with, "Kids get most of their information about sex from the media." through—"Where is the monument to the millions of women murdered by their lovers and partners. Where is *our* quilt?" VHS # 0659-0990 is 9 min./4 seconds.

Sample Discussion Questions:

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 (George Gerbner, University of Pennsylvania).

1. Is happy cartoon violence, where violence provides a quick fix for conflicts with no long term effects, worse or better than realistic violence or horror films?
2. Will the network's warning help?: "Due to some violent content, parental discretion advised." Cartoons and athletic events will not carry warnings. Should they?

The US is the most violent culture in the world. We spend billions putting more people behind bars per capita than any other country—and it has had *no* effect on the crime rate. Eighty-nine percent of those convicted of violent crimes are men (*Boys Will Be Boys: Breaking the Link Between Masculinity and Violence*, Myriam Miedzian, Doubleday 1991).

1. If male violence is such an enormous social problem, how can the media address the problem and provide possible solutions?
2. Do women really fear male violence—and can it be used to keep women "in their place"?
3. By age 18 the average child has witnessed 18,000 simulated murders on TV. How many live births have you witnessed?

5. Mainstreaming Pornography & Its Cultural Effects.

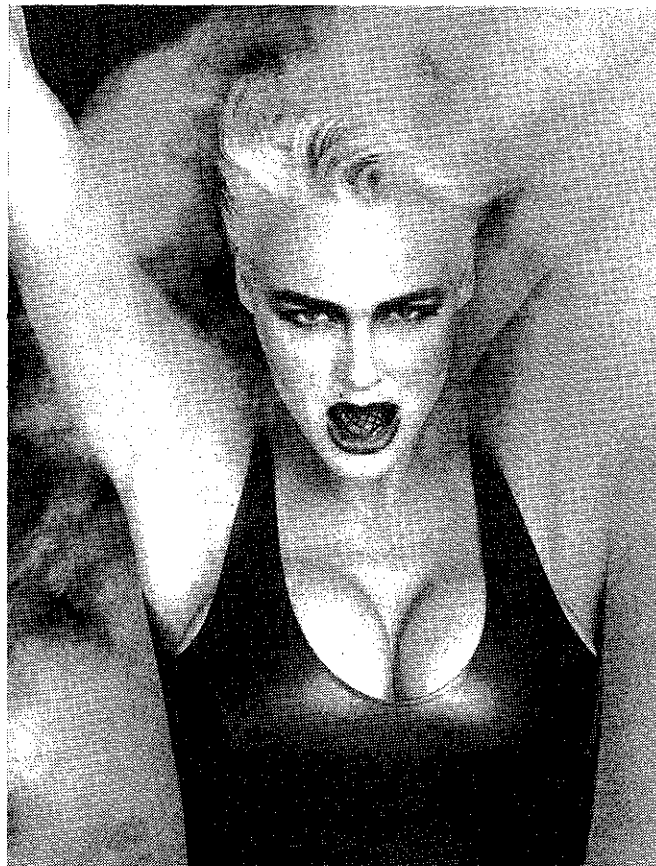
Section begins with, "The most extreme training in the degradation of women is pornography, a category that these days shades light into mainstream advertising images," and continues through—"Women are always being told to shut-up. Her speech is trivialized. No one wants to hear her—but everyone loves to look." VHS # 0990-1200 is 5 min./58 seconds.

Sample Discussion Questions:

1. How are pornographic images becoming mainstream?
2. How available is pornography in the home—especially with worldwide cable deregulation of pornography?
3. Should the First Amendment protect speech that has been proven to cause harm to others?
4. Should the First Amendment be used as a license to exploit and demean human dignity? What about racist speech or pornographic images that harass people in their workplace?
5. What happens to a woman's free speech when her voice is silenced through a lack of official representation and through the increasingly degrading images of her mind, body, and spirit?
6. Can true free speech exist in a society based on capitalism? Consider the cost of communicating ideas on television or publishing a full-color glossy magazine.

'Media Watch opposes censorship both of and by the media. This includes the media's use of the First Amendment as a shield for power and privilege. The entertainment industries often deflect criticism and silence opposition by hiding behind these protections to make money at the expense of the public's welfare.

For additional questions and information, turn to Activities.



"No one wants to hear her—but everyone loves to look." Image of Brigitte Nielsen, taken by Wayne Maser, *Interview*, June 1990.

• 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 calcula-
• tion.) **"The Experts
• Speak Out" Is TV Vio-
• lence Battering our Kids?**
• **New Study New Answers,**
• **TV Guide Aug. 22-28,**
• **1992, pg. 13.**

• According to the American
• Medical Association,
• domestic violence is the
• leading cause of injury for
• women ages 15-44. Every
• 6 minutes, 40 women are
• beaten badly enough to
• seek emergency medical
• attention. **Time, June 29,**
• **1992.**

• Mark Branch killed
• himself after stabbing
• an 18 year old female
• college student to
• death. When police
• searched his room they
• found 90 horror movies,
• as well as a machete
• and a goalie mask like
• those used by Jason,
• the grisly star of **Friday
• the 13th**. Thirty-five
• young men committed
• suicide by playing
• Russian roulette after
• seeing the movie **The
• Deer Hunter**. Cannon,
• **Honey I Warped the
• Kids, Mother Jones,**
• **July-Aug. 1993, pg. 19.**



MEDIA WATCH

"When a woman's sexuality is used to sell products or attract viewers, it makes it difficult to take women seriously as athletes on the order of their male counterparts. William C. Rhoden, a sports writer for the *New York Times*, *San Diego Union Tribune*, Jan. 23, 1993.

Eight million people have anorexia and bulimia—ninety percent of them are female. *Ms.* March-April 1993, pg. 38.

One in four men will use some kind of physical force against his partner each year. *Lady Killers*, *Details*, April 1993, pg. 38.

"If true equality between male and female persons is to be achieved, we cannot ignore the threat to equality resulting from exposure to audiences of certain types of violent and degrading material" *The Canadian Supreme Court*, 1992.

"A Russian photographer who covered the unheralded conflict in Ossietta, once part of the Soviet Union, told of tanks decorated with severed women's heads and breasts." *Ellen Goodman*, *Santa Cruz Sentinel*, June 18, 1993.

6. Conclusion: Actions & Ideas for Change

Section begins with: "Report after report shows that we live in the most violent culture in the world" and goes through—"It will take work from individuals like you and like me. Thanks for coming tonight." VHS #1200-1443 is 4 min./7 seconds.

Stay informed of the media's power over your life. Read alternative periodicals that will help you sort out media bias from truth. (See Resource Guide for ideas.)

American companies spend \$130 billion a year on advertising—companies are allowed to deduct all ad costs from gross revenues as a business expense—costing the government \$34 billion a year (Peter Clibbon, *Tax Battle Threatens Advertising*, *Adbusters*, Vol. 2, No. 4, Summer 1993).

Sample Discussion Questions:

1. If the advertiser's bottom line is financial gain, is it an effective strategy to pull at their purse-strings?
2. Do boycotts work? Do businesses admit that they work?
3. What about civil disobedience? How vital is civil disobedience for successful social change movements? For additional questions and information, turn to Activities.

Activities

We hope to empower viewers to become active agents of social change. Activities foster critical thinking about the media, as they enhance traditional reading and writing skills. Together students and teachers can explore the worlds of entertainment, advertising, and information. Consider the important role public sentiment has played in the removal of cigarette advertising from television and in the creation of smoke-free public environments.

■ Collaborative learning in small groups can work in a variety of ways including creating videos, slideshows, conducting interviews, drawings, collages, and skits. Main themes can be used for essay topics, quizzes and for additional general discussion topics.

■ Create a class debate. Choose topics together. For example, Resolved: Beauty Pageants are a good way to distribute educational funds to women. Resolved: Women invite sexual harassment. Resolved: Excessive violence and demeaning sexual stereotypes should be controlled by media producers.

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

■ 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?

■ *TV Guide* Poll (Oct. 16, 1992) found that only 25% of the people interviewed would stop watching TV forever for \$1 million. Would you give television up for the rest of your life—for a price?

■ 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?

■ 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 ad or television show. Document their responses on video or audio tape. Ask the same questions of all participants. Chart your results according to age, race and gender.

■ Imagine Arnold Swartzenegger cheerfully changing the diapers on a screaming baby. 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.

■ 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. Find out how much more money famous people make by endorsing products than they make within their profession. Investigate what movie producers are paid to have their films littered with products. (Excellent article about product placement, by Mark Crispin Miller, *How TV-Ad Techniques are Reshaping the Movies*, *Atlantic*, April 1990, pg. 41.)

■ Read, watch or listen to the local coverage, the international coverage and an alternative media group's coverage of the same news event. Compare stories.

■ Essay or discussion questions: Would it be boring to live in a world where love, respect and mutuality were the rule rather than the exception? Would living without constant fear and violence be boring? Why or why not? Is the concept of true partnership between women and men possible? Why or why not? How can boys learn to be sensitive nurturing fathers? Can both sexes more fully develop if they are raised as equals?

■ Groups or individuals could write scripts for public service announcements on current issues, i.e., violence, the environment, the economy, or TV addiction. Have the class vote for their favorite PSA's—then produce them. Local stations may air them, but all public access channels must air them, according to their contract (See Center for Media Education if you have trouble). Publicize the airing with a simultaneous press conference to increase the impact of your 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 of your local station concerning the media and/or specific selected images or programs. Invite media representatives to speak to your class.

■ 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 group or individual responsible for the image. Discuss the response of the responsible party.

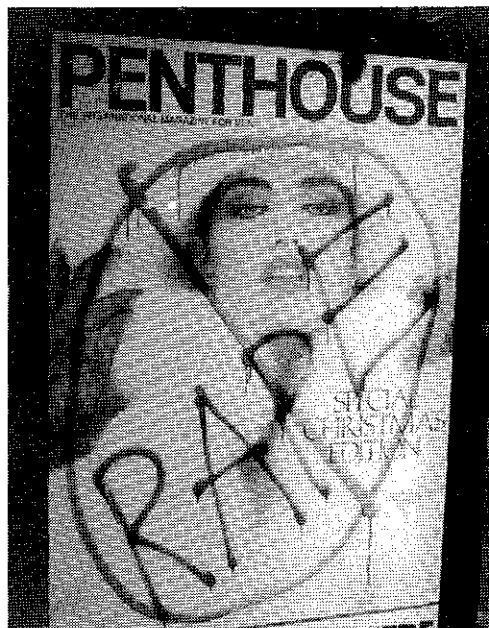
■ Rewrite one of the controversial points made in this video from the opposite point of view.

■ Write a paragraph using violent and or death related language, then try to rewrite the same ideas using different terminology.

■ Consider the hypocritical attitudes within America's sexually repressive climate. Discuss why the same people who might find public breast feeding disgusting, are eager to consume beer that uses women's breasts in its ads.

■ There is more evidence linking pornography and an increase in violence or aggression toward women and children than there is linking cigarettes to lung cancer. Why is so little being done? (Dr. Diana E. H. Russell, *Femicide*)

■ Research the role of boycotts and civil disobedience as agents of social change in America—civil rights, women's rights, unions, etc.

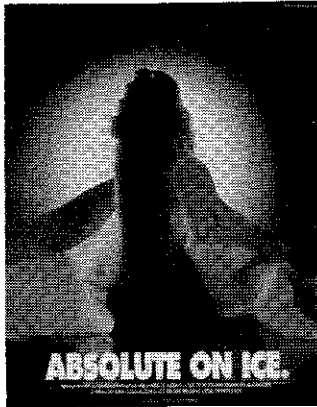


Creative Bus stop graffiti.

● **James Check, of Toronto's York University, found that 29% of the boys interviewed indicated pornography was the most useful source of sex information, above school, parents, teachers and peers. He also found that one third of the 14 year old boys watch video pornography regularly. Check asked under what circumstances "is it OK for a boy to hold a girl down and force her to have sexual intercourse?" 43% of the boys and 16% of the girls said that holding a woman down and forcing sexual intercourse is at least 'maybe OK if she gets him sexually excited'.** *Wukas, Chicago Tribune, March 21, 1993.*

● **Naval Pilots aboard the aircraft carrier John F. Kennedy told a female AP reporter that they had been shown pornographic movies before flying bombing raids during the Gulf War in Iraq. This was censored by the military, who found it "too embarrassing."** *San Francisco Chronicle, Jan. 1991.*

● **There are 800,000 underage prostitutes in Thailand, 400,000 in India, 250,000 in Brazil, 60,000 in the Philippines, and 300,000 in the US. Over 50% of the child prostitutes in Thailand are HIV positive. Prostitutes returned to Burma with AIDS have been locked in prisons by the military and even killed. In Germany annual sales of child pornography are estimated at 250 million.** *Time, Sex For Sale, June 21, 1993.*



Absolut Vodka spoof from the Media Foundation.

What 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?" "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 the media uses to make you feel insecure, informed, fearful or happy. Learn to analyze what makes it your favorite show. Is it good writing or high ratings?

2. Talk back to the media! Don't hesitate to tell the media 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. Count how often the laugh track comes on, or scary music, or other special effects. Speak up in social situations. Never let sexist or racist jokes or remarks go by unchallenged.

3. You are smarter than you think you are. Form your own opinions. There are no right or wrong answers. Commercial media is not the best source for information. Consider yourself an investigator. Go to the library, learn to use the reference desk. Reading alternative periodicals the best way we know to find *your* right answer. Pacifica Radio has reliable news coverage 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, and remove posters 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, 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*, Winter 1993, Vol. 2, No. 3, pg. 9, and Summer 1993, Vol. 2, No. 4, pg. 18.)

5. Boycott! 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. We have included our boycott list at the end of this guide. The *National Boycott News* and *Boycott Action News* have very comprehensive national guides.

Participate in the annual international Buy Nothing Day, September 24th. This is 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 letters. 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 that you will boycott their products until they act more responsibly, and professionally, and promise to include more diverse images or viewpoints. Ask for a 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 West 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.

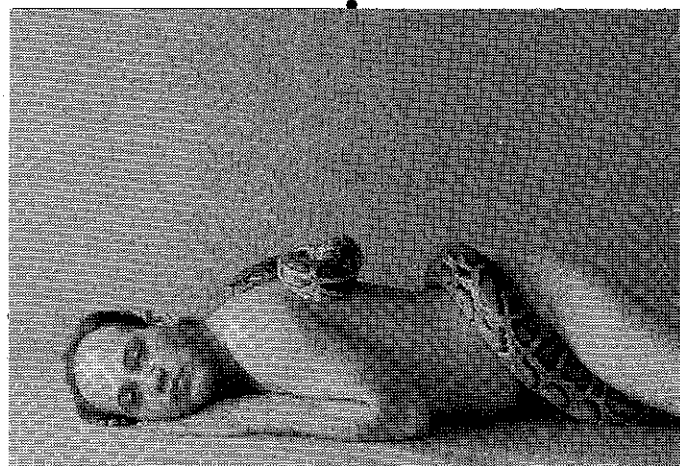
Blockbuster Video, (800) 800-6767, has been known to rent R rated videos like *Basic Instinct* to kids ages 11-14, even though parents had specifically not authorized R rentals (Marc Silver, *Troubling TV Ads*, *US News & World Report*, Feb. 1, 1993, pg. 65-67).

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 create an ad that does not discriminate. 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? Call a protest, hand out leaflets and notify the news. (Great ideas in FAIR's Activism Kit, under *EXTRA!*) Create your own life-affirming images and videos. Find out what kind of equipment is available, learn to use the equipment, and then along with your imagination you can create media that better reflects the reality you want to live in.

8. Challenge it, support it—but never be silenced by it. Don't give up hope that your one letter or phone call can make a world of difference concerning a program and/or advertisement. Programmers on radio, TV, and editors of print want to hear what YOU have to say. 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*) for their Bag O' Tricks.

9. 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.

• 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.



• Rob and Slimey photo by
• Larry Bercow.

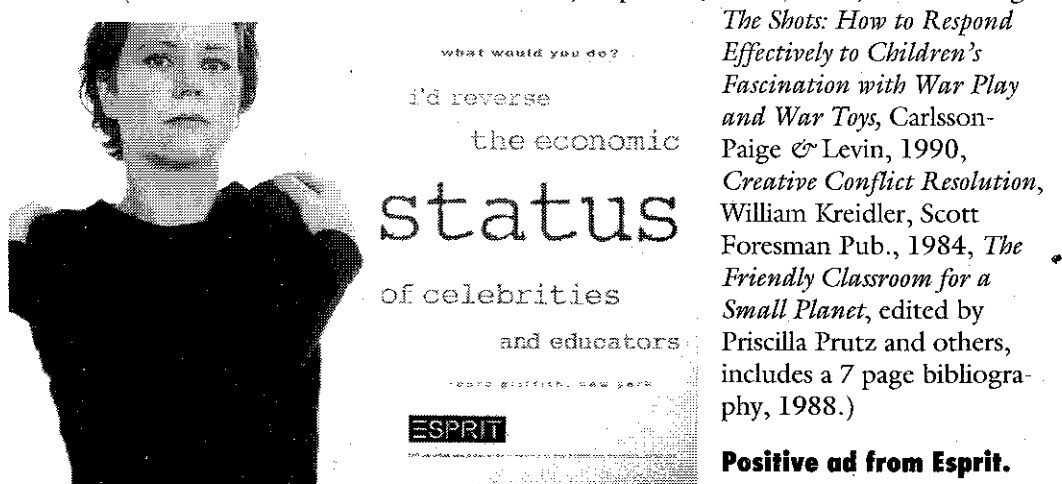
It is predominately our culture's fear and prejudice of fat that makes fat people so discriminated against. Think of other people or groups that are silenced and try to write an essay or do an art collage that gives voice to this silenced group.

10. 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.

11. 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 different ways of living that we could learn from our global human family, if we weren't so narrow minded.

12. 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 the fact that for most of our human history on earth, we have 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 is 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.

13. 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 place to start. National Association for Mediation in Education (NAME, (413) 545-2462, Violence Prevention Curriculum contact Education Development Center, (800) 225-4276, National Crisis Prevention Institute, (800) 558-8976, National Coalition Building Institute, (202) 785-9400. Books and handbooks are available on creative ways to resolve conflicts. (*Manual on Non-Violence and Children*, Stephanie Judson, 1984, *Who's Calling*



what would you do?
i'd reverse
the economic
status
of celebrities
and educators

ESPRIT

The Shots: How to Respond Effectively to Children's Fascination with War Play and War Toys, Carlsson-Paige & Levin, 1990, *Creative Conflict Resolution*, William Kreidler, Scott Foresman Pub., 1984, *The Friendly Classroom for a Small Planet*, edited by Priscilla Prutz and others, includes a 7 page bibliography, 1988.)

Positive ad from Esprit.

Glossary of Terms

■ **Media Literacy**—The ability to decode, analyze, evaluate and produce communication in a variety of forms.—Defined by the Trent Think Tank on Media Literacy, Toronto, 1989.

■ **Media**—The term 'media' and mass media includes all printed media (visual and written), television (cable, commercial, public), film, video, home video and radio (AM, FM commercial and non-commercial, news, talk and music formats) and the music industry (audio cassettes, CD's and records).

■ **Product Placement**—The advertising of a product within a film or TV program. Characters usually interact with the product, like ET eating Reeses Pieces, Superman pushing a Marlboro Truck, James Bond smoking Lark cigarettes in *License to Kill* or Pepsi cans and machines everywhere in *Terminator 2*. Film producers are paid large sums of money to use a consumer's product in a positive way. Movies selling Coke, for example, have portrayed Pepsi in a negative way and Coke in a 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 (Mark Crispin Miller, How TV-Ad Techniques are Reshaping the Movies, *Atlantic*, April 1990, pg. 41).

■ **PSA's**—Public Service Announcements are not a mandatory requirement as they once were because of FCC deregulation. Many stations still provide them but they carefully choose the ones they want to air, while rejecting others.

■ **Commercial TV invading our classrooms**—Whittle Communications, a private enterprise partially owned by Time Warner, supplies schools with free video and satellite equipment in exchange for forcing students to watch their commercial-filled, in-school news program, Channel One, every day.

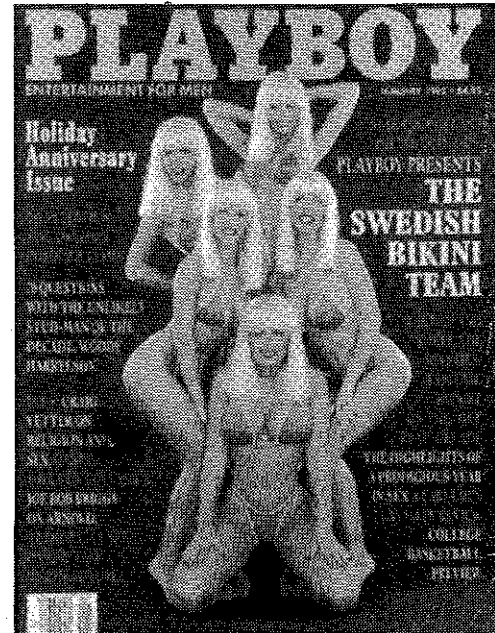
■ **Homophobia**—The fear of homosexuality. (A homosexual is any person who chooses a sexual partner of the same gender.) This fear of homosexuality often leads to hatred that is expressed through overt threats, physical attacks, discrimination in the work place, housing markets, etc., and or through more insidious prejudicial treatment.

■ **AIDS**—Auto Immune Deficiency Syndrome is a sometimes fatal virus, that is highly contagious through sexual contact where bodily fluids are exchanged. People who test positive for HIV may not show any signs of having AIDS, and people may have AIDS but not the symptoms of the disease.

■ **AIDS Quilt**—A memorial quilt, larger than a football field and growing, that is dedicated to the thousands of people who have died as a result of Auto Immune Deficiency Syndrome. In this video we ask where is a quilt or similar memorial to the millions of women who have died as a result of male terrorism?

■ **Erotica**—The term is derived from the name of the Greek god, Eros, referring to sexual love. Visual erotica depicts sexual themes that portray mutual consent, where submission and domination themes are non-existent and where no one is being hurt, coerced or objectified.

■ **Pornography**—Material that combines sex and/or the exposure of genitals with abuse or degradation in a manner that appears to endorse, condone, or encourage such behavior. (Diana E.H. Russell's short definition from *Making Violence Sexy*). The graphic, sexually explicit subordination of women, which must include at least one of the following features in order for women to gain redress for harms: women presented as dehumanized sexual objects, things, or commodities; as sexual objects who enjoy pain or humiliation or who experience sexual pleasure at being raped; as sexual objects tied up, cut up, mutilated, bruised or otherwise physically hurt; presented in postures of sexual submission, servility, or display; body parts exhibited in ways that the women are reduced to those parts; presented as whores by nature; shown being penetrated by objects or animals; or presented in scenarios of degradation, injury, torture, shown as filthy or inferior, bleeding, bruised, or hurt,



● **Stroh Brewery, who uses sexist images in their ads, is being charged with encouraging sexual harassment of their employees.**

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



New York Telephone Graffiti.

in a context that makes these conditions sexual. (Defined by Andrea Dworkin, Catharine A. MacKinnon, *Pornography & Civil Rights: A New Day for Women's Equality*, 1988, Organizing Against Pornography (612) 822-1476.)

■ **Boycott**—To engage in a concerted refusal to have dealings with, for example, a person, a store, or an organization—usually to express disapproval or to force acceptance of certain conditions.

■ **Civil Disobedience**—Principled and deliberate refusal to obey governmental demands. Usually a non-violent and collective protest of the government or unjust laws by a highly visible and staged refusal to obey the laws under protest. Examples of social movements that employed CD: The Boston Tea Party, women's voting rights, Civil Rights, AIDS activists and anti-pornography activists.

■ **Goddess**—The core concept of a female Supreme Being. Ancients defined the Goddess as a full-fledged cosmic parent figure who created the universe and its laws, ruler of Nature, Fate, Time, Eternity, Truth, Wisdom, Justice, Love, Birth, Death, etc. The Goddess is often referred to by her nickname, "God." Goddess-based religions were widely followed during the Neolithic age, when people lived in relative peace, women were not an underclass and society was not rigidly stratified. (Read Riane Eisler, *Chalice and the Blade: Our History our Future* and B. Walker, *The Woman's Encyclopedia of Myths and Secrets*, Harper & Row, 1983, pg. 346).

Documentation

In the order they appear:

■ Just as a dirty environment effects the quality of our physical health, watching 5 hours of television every day effects our daily outlook and emotional health. Most sources continue to say people watch 7 hours of TV a day, but this number declined in 1989 because of the amount of time individuals were watching videos. Bill McKibben, *The Age of Missing Information, Adbusters*, Vol. 2, No. 3, pg. 17. *Big World, Small Screen: The Role of Television in American Society*, by Huston, Donnerstein, Fairchild, Feshbach, Katz, Murray and others.

■ Average Americans will spend seven years of their life in front of the tube. This is a low estimate based on A.C. Nielsen figures that allow for the changing hours spent in front of a television during a person's life.

■ Television is known to numb your mind, leave you in a rotten mood and have an overall negative effect on the quality of family life. Study done by Eron and Huesmann, University of Illinois.

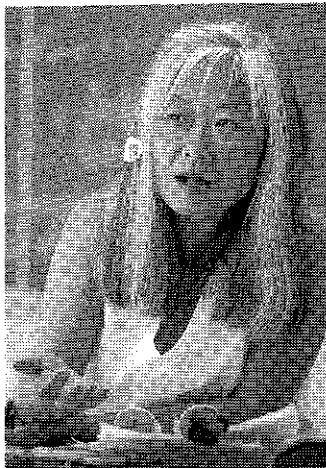
■ Yet it's America's favorite pastime. This study, done in the mid-1960's, reported that Americans favored TV over any other leisure activity.

■ Only a handful of corporations own the media and they are determined to control your mind. Ben H. Bagdikian, *Media Monopoly*, Boston: Beacon Press, 1987, pg. ix-26.

■ They (media moguls) are just regular men creating dangerous illusions. The three men in order of their appearance are: 1. Rupert Murdoch, who owns London Times Twentieth Century Fox, Harper-Collins, William Collins, and the *TV Guide*. He controls the Satellites that bring you the Fox Channel and the Sky Channel. He is also known for eliminating all the London Print Unions. 2. Steve Ross was co-chairperson and co-CEO of Time Warner Inc. He owned Warner Bros., a chunk of MTV, Lorimar and the biggest record conglomerate of them all (Madonna, Ice-T, U2). In 1988 he asked for 190 million in salary and got it. He negotiated the merger of his Warner Communications with Time Inc. and died of cancer in late 1992. 3. Barry Diller Chairman and CEO of Fox INC. He created a group of high-caliber executives who took over the movie business, his part was 20th Century Fox, but he still has his own network. He now heads QVC Network. *Vanity Fair*, Dec. 1989, *Santa Cruz Sentinel*, Dec. 21, 1992, pg. A-10, *Mother Jones*, July-August 1993, pg. 20.

■ The media fills our world with images of women as sex objects and as an inferior class of human beings. A report by the United Nations' Commission on the Status of Women names advertising as the worst offender in perpetuating the image of woman as sex symbols and an inferior class of human being. *Women's Wear Daily*, July 1, 1987.

- **Eating disorders are epidemic among girls.** "Anorexia and bulimia strike one million American women a year; 30,000 also become emetic abusers." Naomi Wolf, *The Beauty Myth*, William Morrow & Co., 1991.
- **They (females) are even encouraged to resort to the surgeon's knife, to carve themselves into the person they think they should be. 600,000 people have cosmetic surgery every year—nearly 90% are women.** Between 1981 and 1986 the number of cosmetic operations performed by plastic surgeons more than doubled—from approximately 300,000 to 600,000. This estimate, from the American Society of Plastic and Reconstructive Surgeons (ASPRS), does not include operations performed by doctors in other specialties such as gynecology and dermatology, who are legally allowed to perform many types of such procedures. Women account for 88% of those seeking cosmetic surgery. However, the number of men who undergo such surgery—especially nose alterations and eye lifts has also grown by more than a third during the past two years (1987-1988). Susan Jacoby, *Cosmetic Surgery*, *Glamour*, March 1988, pg. 292.
- **Society loses with the losers because we all live with the pageant's narrow beauty standard that defines 90% of the woman as rejects.** "Only 1 in 40, 000 women meets the requirements of the model's size and shape. Therefore there are 39, 999 women who are evaluating themselves based on these unrealistic and undermining standards of perfection." Naomi Wolf, *The Beauty Myth*, William Morrow & Co., 1991.
- **Rapists often refer to their victims as just objects, just things.** Timothy Beneke, *Men on Rape: What they have to say about sexual violence*, St. Martin's Press New York 1982.
- **The reality is that men do only 1/3 of the world's work, for which they receive 90% of the world's wages.** United Nations Conference on Women in Copenhagen, 1980, statistic reads, "Women provide 2/3 of the world's work hours, receive 10% of the world's income, and own 1% of the world's property." Marilyn French, *Beyond Power: On Women, Men and Morals*, Ballantine, 1985, pg. 259.
- **In the US, women who represent 50% of the workforce, make 70¢ to a man's dollar, less if she's a woman of color.** Susan Faludi, *Backlash*, Crown, 1991, pg. 363-364.
- **Working women do 75% of the housework and child care in addition to outside work.** *Second Shift: Working Parents and the Revolution At Home*, Arlie Hochschild, Avon Pub., 1990.
- **Men on TV outnumber women 3 to 1.** Statistical Survey from the Screen Actors Guild. Women play only one of the three roles in prime time TV and one of four in children's programs. This imbalance was the same in the 1990-91 season as in the 1982-83. *Dialog*, AFTRA, Los Angeles Local, Summer, 1993, Vol. 50, No. 2.
- **One out of four little girls will be sexually molested before the age of 17 and one out of six boys.** *WAC Stats*, pg. 49, (212) 219-9106, *Men are not Cost Effective: Male Crime in America*, June Stephenson, Diemer Smith, 1991.
- **Kids get most of their information about sex from the media.** TV shows more sex than ever before. According to the Center for Population Options there were 20,000 prime time scenes of suggested sexual intercourse, sexual comment or innuendo, up from 9,000 scenes in 1978-79. American adolescents view nearly 14,000 instances of sexual material on television each year. L. Harris & Associates, *Sexual Material on American Network Television During the 1987-88 Season*, Planned Parenthood Federation of America, NY, 1988.
- **Over 1 million girls in the US become pregnant every year. 30,000 of them are under 15 years old.** *Children Having Children*, *Time*, Dec. 9, 1985, pg. 79. Additional information in *The New Teens: What Makes Them Different*, *Newsweek*, Summer-Fall 1990, Special Edition, pg. 52.
- **AIDS among teens has increased 40% in 2 years.** Between 1988-1990 teenage AIDS rose 40%. Act-up, eds., *Women, AIDS and Activism*, Boston: South End Press 1990. "Between 1990-1991, cases reported among women increased 17%, while cases in men increased only 4%. When AIDS was first identified, it was infecting 11 men for every women, now the ratio has dropped to 8 to 1. Among teenagers with AIDS, the male-female ratio is less than 3 to 1. Cases of AIDS attributed in heterosexual transmission of HIV have more than doubled since 1989 among men and women." US Surgeon General's report on AIDS, *Santa Cruz Sentinel*, June 11, 1993, pg. A-12.
- **Only 1 out of 5 high school juniors and seniors who are sexually active use condoms according to a recent survey.** Act-up, eds., *Women, AIDS and Activism*, South End Press, 1990.
- **39% of high school seniors get drunk regularly.** This means they had 5 or more drinks in a row within last 2 weeks. University of Michigan 1987, National High School Senior Drug Abuse Survey. Dr. Johnston's extensive annual survey has involved high school students since 1979, and the percentage dropped to just over 30% in 1989 and 1990. Felicity Barringer, *With Teens and Alcohol, It's Just Say When*, *New York Times*, June 23, 1991, Section 4.
- **In a recent rape survey 50% of the 6 to 9th graders said that any woman who dresses seductively or lets someone spend money on her deserves to be raped.** Rhode Island Rape Crisis Study, reported by Assoc. Press, *Santa Cruz Sentinel*, May 3, 1988.
- **In one study 25% to 60% of the male students admitted to some likelihood of raping a woman if they could get away with it.** Malamuth, Briere, et al, 1981, pg. 4, Dr. Diana E.H. Russell, *Political Psychology, Pornography and Rape: A Causal Model*, Vol. 9, No. 1, 1988.
- **As Sean Connery, the original James Bond, brags, "Women need to be beaten every once in a while."** Connery first used that quote on a Barbara Walters TV special several years ago. It continues to follow Connery. *Father of all Manly Men*, *Santa Cruz Sentinel*, B-9, Feb. 25, 1992.



"It's time we weren't so afraid of having an equal as a partner and learned to honor the beauty in wrinkles and experience." Image of Maxine Hong Kingston, *SF Examiner's Image Magazine*, June 24, 1990.

- **■ 50% of women will be beaten by their lover or husband more than once in their lifetime.** Study by Lenore Walker EdD., estimates that 50% of all adult women have been victims of violence more than once by the man they live with in a legal or quasi-legal marriage. Walker L.E., *The Battered Woman*, Harper & Row, 1979.
- **■ Average youngsters watch 250,000 acts of violence before they reach the age of 18.** *Big World, Small Screen*, University of Nebraska Press, 1992, pg. 53-54.
- **■ A recent study shows that most girls are depressed by video games, comics and music videos, which are geared toward a predominately male audience, while the boy's moods were elevated.** 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.
- **■ Violence on TV causes later aggressive behavior.** "There's no shortage of major studies on the effects of televised violence. Among them: the National Commission on the Causes and Prevention of Violence (1968); the Surgeon General's Report (1972); the National Institute of Mental Health's Report (1982) and the US Attorney General's Task Force on Family Violence (1984). The NIMH states the consensus: "Violence on television does lead to aggressive behavior by children and teenagers who watch the programs..." Is TV Violence Battering our Kids? New Study New Answers, *TV Guide*, Aug. 22-28, 1992, pg. 11.
- **■ 90% of all children's programs are violent.** The 25 year average of children's programs that contain violence is 92.7%. The figure for 1992 was 76.7% of programs with violence. But the rate of violent scenes per hour is at an all time high of 32 scenes for 1992, compared to the 25 a year average of 22.1 scenes per hour. George Gerbner, Violence on Television, *Challenging Media Images of Women*, Vol. 5, No. 2, Spring 1993.
- **■ One 10 year study found that what kids watch on TV was the best predictor of violent behavior, not their family structure, class or education.** Belson, 1978; Huesmann, Lagerspetz, & Eron, 1984. Eron followed 400 males for 22 years. *Strategies*, Fall 1991, Vol. 4, No. 4, pg. 10, and *Big World Small Screen: The Role of Television in American Society*, pg. 55.
- **■ The more violence we watch the more tense, distrustful, alienated and paranoid we become.** *Santa Cruz Sentinel*, Jan. 25, 1990, *Media Watch*, Spring 1990, Vol. 4, No. 1, pg. 3.
- **■ According to the Nielsen Index, children watch over 18,000 murders before they graduate from high school.** NCTV's latest data, by age 18, the typical child will have witnessed over 200,000 acts of violence on television including 25,000 killings. *NCTV News, Television Research*, Vol. 12, No. 3-5, June-August 1991, pg. 7.
- **■ On an average day in the US, 4 women are murdered by their male sexual partners, 2,000 women are raped and 4,000 women are beaten by their partners.** "Four women a day are murdered as a result of domestic disputes," is the exact wording of statistics compiled by the FBI and the US Dept. of Justice. All statistics are from the FBI The 4,000 a day is calculated from 'a woman is beaten every 18 seconds.' Some newer statistics say women are beaten every 12 seconds, which would mean over 7,000 women are beaten every day by their domestic partners.
- **■ *Appetite For Destruction* by Guns N' Roses sold over 9 million copies.** Jenny Jedeikin, *Rolling Stone*, Nov. 17, 1988, pg. 161.
- **■ According to the FBI, the number of children who commit sex crimes has risen over 70% in the last 10 years. Half are said to be acting out what they saw on TV.** S.L. Wykes, A tough sell: Convincing adults that kids commit sex crimes, *San Jose Mercury*, Sept. 24, 1989.
- **■ Studies show that constant exposure to soft core porn desensitizes men to rape, increases sexual callousness and shifts men's preferences towards hard-core pornography.** D. Zillman and J. Bryant, Pornography Sexual Callousness, and the Trivialization of Rape, *Journal of Communication*, 32:10-21, 1982.
- **■ Exposure to violent pornography increases men's tendencies to be aggressive toward woman and is correlated with the reported incident 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—That these findings are still widely ridiculed and dismissed as invalid, may be due to the fact that 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. 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 that one is automatically an "anti-sex censor" and in violation of the First Amendment.

■ **Sex offenders claim they used porn to stimulate themselves before committing their crimes.** A study conducted by the Michigan State Police in which 38,000 sexual assaults were analyzed found that in at least 41% of those crimes, pornography was used or imitated just prior to and/or during the act. *Ladies Home Journal*, Oct. 1985.

■ **In every instance of a solved serial murder, police found that pornography was involved.** Ressler, Burgess, and Douglas, *Sexual Homicides: Patterns and Motives*, Lexington Books, DC, Health & Co., 1988. FBI study of 36 serial sex killers, pornography was determined to be the primary sexual interest of 81% of them.

■ **Pornography is an 8 billion dollar a year entertainment industry that makes more profit than the record and film industries combined.** Pornography is an 8 to 10 billion dollar a year industry in the US, estimates the Calif. Dept. of Justice and FACTS—First Amendment Consumer Trade Society, an organization that informally represents the pornography industry. *Ladies Home Journal*, Oct. 1985.

■ **65-70% of the women in pornography are victims of sexual abuse. Most of them are poor; many are runaways.** Andrea Dworkin, Catharine A. MacKinnon, *Pornography & Civil Rights: A New Day for Women's Equality*, 1988, Organizing Against Pornography, (612) 822-1476, pg. 70.

■ **Penthouse actually hung Asian girls from trees in a lynch-like fashion. This was imitated when an 8 year old Asian girl was left strangled, raped and hanging from a tree in North Carolina.** Dec. 1984 issue of *Penthouse* and *New York Times* article on Jean Kar Har Fewel's death, Feb. 4, 1985.

■ **We live in the most violent culture in the world.** According to the National Research Council, the US leads industrialized nations in murder, sexual assaults and other attacks. The study found that the U.S. in general, is more violent than other societies. *Santa Cruz Sentinel*, Nov. 13, 1992. According to a Senate Judiciary Committee, the U.S. is "the most violent and self-destructive nation on earth." *San Jose Mercury News*, March 13, 1991.

■ **More women are admitted to emergency rooms after being battered by their partner than are treated for car accidents, muggings and rapes combined.** *Journal of American Medical Association*. The original study from Hasselt VN, et al, eds., *Handbook of Family Violence*, Plenum Pub. Corp., 1988, pg. 293-318.

■ **We are still uncovering powerful goddess images from societies that existed 5,000 years ago.** Riane Eisler, *The Chalice and the Blade: Our History, Our Future*, Harper & Row, 1987.

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

Resource Guide

Books/Papers for Additional Information

- *1991 Women's Leadership Institute Report, Women, Violence and Human Rights*, Center For Women's Global Leadership, Douglass College, Rutgers University, 27 Clifton Avenue, New Brunswick, NJ 08903, (908) 932-8782, \$8.00.
- *Boys Will Be Boys: Breaking the Link Between Masculinity and Violence*, Myriam Miedzian Doubleday, 1991.
- *Communication Concepts 5: Pornography*, Daniel Linz, Neil Malamuth, Sage Publications 1993.
- *Creative Conflict Resolution*, William Kreidler, Scott Foresman Pub., 1984.
- *Dictating Content: How Advertising Pressure Can Corrupt a Free Press*, Ronald Collins, Center for the Study of Commercialism, 1875 Connecticut Ave., N.W., Suite 300 Washington, DC 20009-5728, (202) 332-9110.
- *Femicide*, edited by Jill Radford and Diana E.H. Russell, Twayne Publishers, 1992.
- *Fraternity Gang Rape: Sex Brotherhood, and Privilege on Campus*, Peggy Reeves Sanday, New York University Press, 1990.
- *Friendly Classroom for a Small Planet*, eds. Priscilla Prutz and others, includes a 7 page bibliography, New Society Publishers, Box 582, Santa Cruz, CA 95061, 1988.
- *Gender Violence: A Development and Human Rights Issue*, Bunch, Carrillo, Center for Women's Global Leadership, Plowshares Press, NJ, 1991.
- *How to Make the World a Better Place For Women in Five Minutes a Day*, Donna Jackson, Hyperion, 1992.
- *Keep the Peace*, Suzanne Wichert, New Society Publishers, 1989.
- *Making Violence Sexy: Feminist Views on Pornography*, edited by Diana E. H. Russell, Teachers College Press, 1993.
- *Men Who Rape*, T. Beneke, St. Martin's Press, New York, 1982.
- *Pornography and Rape: A Casual Model*, D.E.H. Russell, *Political Psychology*, Vol. 9, 1988.
- *Take Back the Night: Women on Pornography* edited by Laura Lederer, William Morrow & Co., 1980.
- *The Question of Pornography: Research Findings and Policy Implications*, E. Donnerstein, D. Linz, S. Penrod, The Free Press, New York, 1987.
- *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, New Society Publishers, 1990.
- *Women Hating*, Andrea Dworkin, E.P. Dutton, New York, 1974.

Protest Songs:
(sung to the tune of
That's Entertainment!)

**First he attacks her in
her home at night.
Then he rapes and
humiliates her for spite,
and it's all on prime
time TV tonight.
That's Entertainment!**

**And the stars get paid
for acting scared,
while they live in guard-
ed homes in Bel Air,
such a big business
exploiting our fears.
So buy TV Guide and
Read TV Guide!
That's Entertainment!**

**(lyrics by Kirsten
Anderberg)**

Alternative Periodicals & Organizations

It's time to balance commercial media's biases and half-truths and subscribe to some of the following publications.

- Action Agenda—Action Committee to End Sexism and Violence Against Women in the Media, P.O. Box 391, Circle Pines, MN 55014-0391, 1 year sub. (6 issues) \$5.00.
- Adbusters Quarterly—Excellent publication and P.S.A.'s: *Ads That Make you Think*. 1243 West 7th Ave., Vancouver, BC, V6H 1B7, Canada. (604) 736-9401.
- Boycott Action News—Latest boycott information. *Co-op America Quarterly*, 2100 M Street, N.W., Suite 310, Washington, DC 20063.
- Boycott Monthly—Especially designed for grocery co-ops and non-profits, \$35 a 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—\$15.00 reg. & low income \$9.00. Quarterly. Box 902, Framingham, MA 01701.

Children's Television Resource & Education Center—Offers *Breakouts*—(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.

Council for Prostitution Alternatives—Great organization with BBC video on Pornography, bumper stickers and more, 710 S. E. Grand, Portland, OR 97214, (503) 238-1219.

Dangerous Promises Campaign: Alcohol Advertising & Violence Against Women c/o LACAAW, 6043 Hollywood Blvd. #200, Los Angeles, CA 90028, (213) 462-1281.

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, Six issues \$10-15, \$25 Intl., P.O. Box 579MO, Naugatuck, CT 06770.

EXTRA—an excellent bi-monthly from FAIR (Fairness and Accuracy in Reporting), offers documented criticism in an effort to correct media bias. \$20-30.00 per year. 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.

GLAAD—Bimonthly on anti-lesbian and gay defamation cases and efforts to fight them. 80 Varick St. #3E, New York, NY 10013.

ICONoclast—Nudists and Naturists Opposing Pornographic Exploitation, P.O. Box 2085, Rancho Cordova, CA 95741.

Institute for Media Education—Research on children, pornography, and violence P.O. Box 7404, Arlington, VA 22207.

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. 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, ONT M3P 3M7, Canada, (416) 394-6992.

The Media MessAge—Relevant information and practical 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, Inc., 10606 Mantz Road, Silver Spring, Maryland 20903-1228.

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.). To order, P.O. Box 618, Santa Cruz, CA 95061-0618, FAX and phone (408) 423-6355.

Media & Values—A quarterly resource for media awareness, \$14.00 a year. Also work books 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.

Memory and Rage—past issues only, from Clearinghouse on Femicide, \$15-25 a year.

• **Rich White Men**
• *(sung to the tune of 3*
• *Blind Mice)*

• **Chorus:**

• **Rich white men,**
• **rich white men.**
• **See all they run,**
• **see all they run.**

• **They run most all**
• **of the government.**
• **They say one thing**
• **when another is meant,**
• **you can tell by the way**
• **that the money is spent,**
• **by rich white men.**

• **Repeat chorus**

• **They tell us the way**
• **we're supposed to dress.**
• **They've made this world**
• **one hell of a mess.**
• **We loudly refuse**
• **to be oppressed**
• **by rich white men!**

**THIS
PROMOTES
VIOLENCE
AGAINST
WOMEN**

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



Mainstreaming Pornography—Anna Nicole Smith, Playmate of the Year, and Guess jeans model. Vanity Fair, photo by Matthew Rolstan, Aug. 1993.

- P.O. Box 12342, Berkeley, CA 94701.
- Men Against Rape and Pornography—1628 Steuben St., Pittsburgh, PA 15205, (412) 921-7379.
- Ms. Magazine—Fantastic metamorphosis, Marcia Ann Gillespie edits. No ads! \$35.00 a year, P.O. Box 58249, Boulder, CO 80322-8249.
- NAAFFA—National Association For the Advancement of Fat Americans, P.O. Box 188620, Sacramento, CA 95818.
- 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 or (310) 456-2458.
- National Gay and Lesbian Task Force—Policy institute, 6608 2nd St. N.W., Washington, DC 20012, (202) 332-6483, FAX (202) 332-0207.
- National Organization For Men Against Sexism—794 Penn Ave., Pittsburgh, PA 15221, (412) 371-8007.
- National Telemedia Council—INC. *Telemidium* 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.
- New Directions For Women—\$12 a year, \$18 Canada, \$26 international, P.O. Box 3000, Denville, NJ 07834-3000, (800) 562-1973.
- off our backs—the greatest monthly women's news journal, \$17.00-20.00 a year, 2423 18th St., N.W., Washington, DC 20009.
- O.A.S.I.S.—Organized against Sexism and Institutionalized Stereotypes, 15 Willoughby St., Boston, MA 02135, (617) 782-77609.
- 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, catalog available, 339 Lafayette St., New York, NY 10012, (212) 420-9045.
- Parent's Music Resource Center—*The Record* newsletter, Tipper Gore's group. 1500 Arlington Blvd., Arlington, VA 22209, (703) 527-9466, FAX (703) 527-9468.
- Project Censored—Publishes 10 top censored stories each year (1976-93). Stories are usually not by women or minorities. Sonoma State Univ. Rohnert Park, CA 94928, (707) 664-2500.
- Screen Actors Guild—Affirmative Action Office, 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. Newsletter and group, P.O. Box 10491, Oakland, CA 94610, (415) 530-2056.
- Sexism Illustrated—8 pg. critique of *Sport Illustrated's* Sexist Swimsuit Issue. Great analysis w/50 postcards, and mailing labels for fans to call a foul 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.
- Sojourner: The Women's Forum—Monthly, \$19.00 a year. 42 Scaverns Ave., Jamaica Plains, MA 02130.
- Sojourners Magazine—2401 15th St., N.W., Washington, DC 20009, (202) 328-8842.
- Stopping Violence Against Women—8029 S.E. 68th St., Portland, OR 97207, (503) 777-2796.
- 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.

The Nat. Council for Research on Women—*Directory of Work in Progress 1992*, \$30.00 plus postage, 47-49 E. 65th St. New York, NY 10021, (212) 570-5001.

Trouble & Strife—The Radical Feminist Mag., T. & S. is cockney rhyming slang for “wife”. Quarterly, \$25.00 overseas. P.O. Box 8 Diss Norfolk IP223XG, ENGLAND

Utne Reader—a digest of some alternative presses. Bimonthly \$24.00 year. Box 1974, Marion, OH 43305.

VQT—Viewers for Quality Television, Inc. \$18.00 year, P.O. Box 195, Fairfax St., VA 22039.

Whisper—Women Hurt in Systems of Prostitution Engaged in Revolt, newsletter, Lake St. Station, P.O. Box 8719, Minneapolis, MN 55408.

Women's Action Coalition—National activist group, and “WAC is watching” media group, P.O. Box 1862 Chelsea Station, New York, NY 10113, (212) 967-7711 ext. 9226.

Women Against Pornography—P.O. Box 845, Times Square Station, New York, NY 10036-0845, (212) 307-5055.

Women of Power—Quarterly \$26 a year, P.O. Box 827, Cambridge, MA 02238-9990.

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. NW, 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!!!! 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.

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 production of the most sexually violent and tasteless heavy metal albums, such as Mentor's, *You Axed For It!* and Cannibal Corpse, who sing about having sex with dead girls and ripping entrails etc. The covers are unspeakable. 18653 Ventura Blvd. #311, 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.

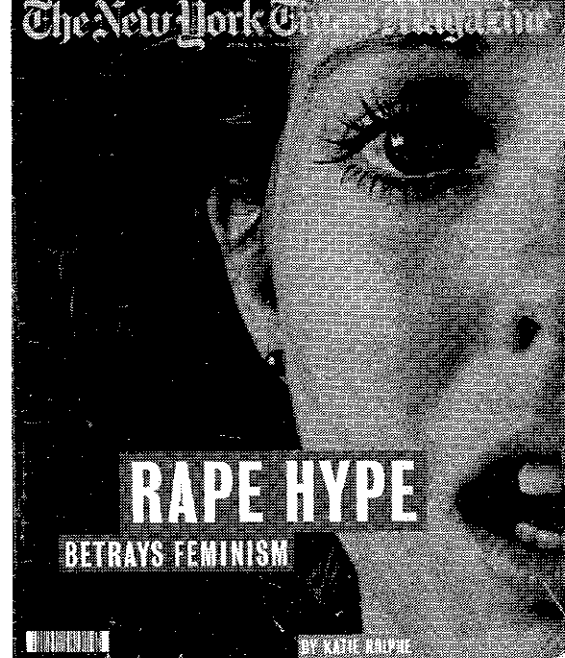
New York Times—began in '91 because of their long history of sexist language, their tabloid-style writing concerning the Palm Beach rape victim and the recent *Rape Hype Betrays Feminism* article, June 13, 1993.

Parker Bros.—began in '90 for their game "Career 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/Parker Bros., 1027 Newport Ave. Pawtucket, RI 02861, (401) 431-8697.

Phillip Dixon—look for his photo credit, he is the most sexist fashion photographer, next to Wayne Maser and Helmut Newton. His signature image portrays dirty, victimized women with male predators. 1107 Fifth Ave, Los Angeles, CA 90291.

RJ Reynolds—began in '89 because of the Camel "Smooth Moves" campaign that uses a penis-faced 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. Mr. Whittle, 333 Main Ave. Knoxville, TN 37902, 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—This "wholesome" meat show hides behind the word "scholarship." Call to find out when to protest the local pageant in your area,

Boycott NY Times magazine for their betrayal of feminists with cover story: Rape Hype Betrays Feminism.

(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 women are all nymphomaniacs who exist to satisfy men.

Slasher and Snuff-films and videos—*Tool Box Murders*, *Texas Chainsaw Massacre*, *Basic Instinct*, *Boxing Helena* are examples. Any and all torture or 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, Pornographic CD Rom Samplers, or PIXIS interactive, (800) 687-4947.

Women's Magazines—like *Cosmopolitan*, *Glamour*, *Vogue*, *Allure*, *Mademoiselle*, *Elle*, *Mirabella*, *Harper's Bazaar* and *Seventeen* contain articles, images and ads that make women feel insecure. We don't need advice on how to firm our thighs. We need substantive articles and diverse role models to help create a world where women can begin to experience their inalienable rights to freedom and happiness!

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 Sep-
• tember 24th.

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., NW 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