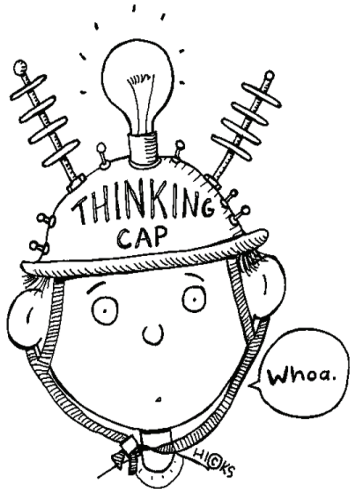


Media Facts:

- In the average year, most youth will see between 20 000 to 40 000 commercials.
- Between television, gaming, internet, music & movies, teens consume about 5 hours of media a day.
- By the time teens graduate, they have spend more time watching television than in school.
- By age 12, most Canadian children have watched 8 000 murders and 100 000 acts of violence on television.
- 56% of 13-17 year olds have televisions in their bedrooms.
- 60-90% of the most popular video games have violent themes.
- Children average 35 hours per week of screen time—including television, video games and videos.



Where are we located?

SAVIS is located on the 2nd Floor of
Hopedale Mall in Oakville
1515 Rebecca Street, Suite 227
Oakville, ON
L6L 5G8

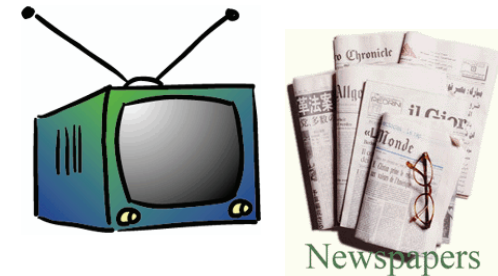
24 Hr Crisis Line (905) 875-1555
Toll Free 1-877-268-8416
Administration (905) 825-3622
TTY: (905) 825-3743
Fax: (905) 825-3755
Email: savis@savisofhalton.org
Website: www.savisofhalton.org

**Oakville/Burlington Transit buses
that come directly to our location:**
Burlington: 13
Oakville: 12, 14, 15, 16, 30, 31

**Funding for core services are
provided by:**
Ontario Victim Services Secretariat,
Ministry of the Attorney General

Sexual Assault
&
Violence Intervention
Services of Halton
(S.A.V.I.S.)

Media & Youth



A User's Guide

"I cannot teach anybody
anything, I can only make them
think."
Socrates

This pamphlet is meant to empower!
Educate yourself & confront
stereotypes, sexism, violence, racism &
discrimination that inhabits as much as
75% of the media we see everyday.

Media:

Buy Nothing Day—24 Consumer Fast. Join the millions out to rethink our unsustainable course.

www.adbusters.org/metas/eco/bnd/

AdBusters—Companion site to the internationally acclaimed Canadian magazine, dedicated to challenging the way we interact with the mass media.

www.adbusters.org

About Face—Promotes positive self esteem in women of all ages, sizes, races and backgrounds. Features a “offenders” list that will supply you with the media contacts if you have something to say. <http://about-face.org/>

Don't Buy It: Get Media Smart—A media literacy web site for young people that encourages users to think critically about media & become smart consumers. <http://pbskids.org/dontbuyit/>

Independent Media Center—An international network of independent non-profit, non-corporate media outlets. www.indymedia.org/en/index.shtml

Listen Up! - A youth media network that connects young video producers and their allies to resources, support and projects. www.listenup.org

Frontline—over 45 documentaries for viewing online. www.pbs.org/wgbh/pages/frontline/

Sex & Sexuality:

Scarleteen—This site covers such issues as STDs, pregnancy, gay and lesbian issues, and answers questions for males and females. <http://scarleteen.com/>

Sexualityandu.ca— An awesome Canadian site that gives you all the information you need to know! www.sexualityandu.ca

Advocates for Youth—This site offers information on many different issues concerning sexuality. Information is available in English, French & Spanish. www.advocatesforyouth.org

Sex, Etc.—A website for teens, by teens on information from pregnancy to body image, to alcohol and drugs. www.sxetc.org

Teen Zines:

Teen Ink—A zine devoted entirely to teenage writing and art. www.teenink.com

Grrl—A great site for checking out new music, movies, art and books. www.grrl.com

Brain Event—A place where kids can come together and find out about the world, flex their mental muscles, share their opinions, give voice to their musings and be inspired to social action. www.brainevent.com

Purple Pyjamas—A great webzine that has one of the best advice columns with advice from guys about girls and girls about guys and everything in between. www.purplepjs.com



Books:

No Fat Chicks: How Big Business Profits Making Women Hate Their Bodies—How To Fight Back, By Terry Poulton

No Logo: No Space, No Choice, No Jobs, By Naomi Klein

Fast Food Nation: The Dark Side of the All-American Meal, By Eric Schlosser

Branded: The Buying & Selling of Teenagers, By Alissa Quart

The Beauty Myth, By Naomi Wolf

Where The Girls Are, By Susan Douglas

Sex Sells!: The Media's Journey from Repression to Obsession, By Rodger Streitmatter

Not So Prime Time: Chasing the Trivial on American Television, By Howard



Did You Know???

The average person is confronted with 300 ads per day—and it's about time we start asking ourselves:

“what are they selling us???”