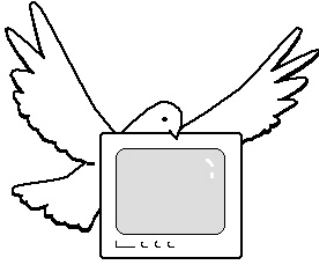


EDUPAX



**CTF-CSQ Campaign on Worst Media
NEA TODAY**

November 2001 issue

«Canadian Kids Vote On the Worst Media»

What's the most toxic music video: Eminem, Marilyn Manson, Limp Bizkit, or Ricky Martin? And what's the worst television show? Students all across Canada will send in their choices in an extraordinary election called "Youth Vote 2001," a joint project of two Canadian educators' unions. The project isn't all about negatives - the students will also pick the best in each media category.

French Canada has done this for 10 years, and now the entire country is involved, through the efforts of the Canadian Federation of Teachers (CFT) and the Centrale des Syndicats du Quebec (CSQ). The unions have been separated since 1970, but five years ago, they founded the Coalition for Responsible Television. "Working for a common cause is always welcome," says Jacques Brodeur, a media consultant and former physical education teacher who developed this project.

Teachers receive an activity kit with ballots and a video explaining three toxic ingredients: sexism, racism, and violence. A student narrator presents four toxic nominees within six categories: children's television, teen television, movies, music videos, video games, and television commercials. After discussion, the students vote. The same activity is repeated with examples of positive video media showing messages of cooperation, nonviolent problem solving, intercultural understanding, environmental protection, equality of men and women. Students view a total of 48 clips; 24 negative and 24 positive.

Brodeur says that when teachers try to discuss media violence with their students-the media consumers-they often hit a wall, because students view the teacher as old fashioned. But Youth Vote 2001 can get through. "Our pedagogical approach is not that teachers know what's good for the students," he says. "It's that we are looking together with the students at some familiar messages to see if some of them have damaging influences." The results will be announced November 20.