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## MEDIA EDUCATORS APPLAUD "KIDS' TAKE ON MEDIA" SURVEY

TORONTO – Canadian media educators from across the country are applauding the results of the "Kids' Take on Media" survey on childrens' and adolescents' attitudes toward media. Released by the Canadian Teachers' Federation (CTF), the survey is a landmark national survey of 5,756 Canadian students in Grades 3 to 10.

John Pungente, President of CAMEO (Canadian Association of Media Education Organizations) called the survey necessary and timely and commended the CTF for undertaking this research. "This survey confirms that media literacy is a life skill we need to be teaching our students," he said. "Even the students themselves see the need for more class time to be spent on acquiring media literacy skills." Pungente said, "The survey shows that nearly half of those surveyed receive no parental guidance on which TV programmes they can watch. Clearly, we need to have some qualified and well trained teachers giving students the tools to think critically and analytically about the media they are consuming."

Pungente said he was pleased to see that students found many things of value in the media they consumed. "That school children are watching the news and are concerned about the messages they receive is a good thing," he said. "Students are also showing an awareness of the messages and rich story telling power of the movies they watch. It is rewarding to see that the students are aware of the choices they need to make when they go to see movies. They report that "feel good" movies can motivate them in positive directions."

Wayne Blair of Edmonton, the past-President of the Alberta Association for Media Awareness, said the AAMA strongly supports further research into this area. "We hope that this survey will give governments and special interest groups further reason to put more priority on this research so we can continue to monitor and have a clearer picture of these important needs," said Blair.

Mike Gange of Fredericton, the President of the Association for a Media Literate New Brunswick said the research is a much needed step in the right direction, calling the survey a confirmation of the importance of strengthening media education in the provincial curricula. In addition to the traditional literacies of reading and numeracy, students need to learn to understand and analyze some of the messages they see and

hear in the media. They need to learn how to make their own forms of media communications, to contribute their own voices and opinions about the world around them," said Gange.

Pungente is hopeful the survey will help underline the importance of helping our children become more literate about the media. "Although media literacy is a required part of the Language Arts curriculum in every province across the country, there is little or no funding available anywhere for training teachers to teach about the media. We are hopeful this survey will remind the various ministries of education that more has to be done to support those who are teaching about the mass media."

CAMEO is a national non-profit organization that represents media educators.

A summary of the findings of Kids' Take on Media is available at [www.ctf-fce.ca](http://www.ctf-fce.ca)

-30-

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