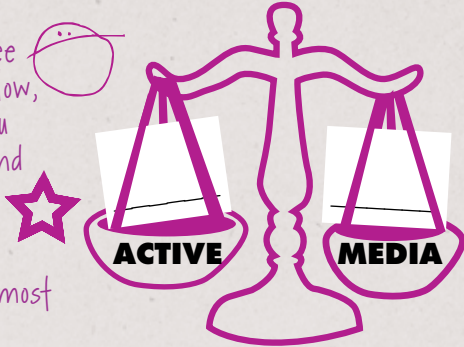


BE MEDIA SMART

Some days we spend lots of time interacting with media and other days...not so much. Take a moment to think about what you know about the messages you see and hear and how you interact with media on a daily basis by completing the activities below.

1. How do you balance your free time? On the balance scale below, write the number of hours you think you spend being active and the number of hours you spend using media each day.

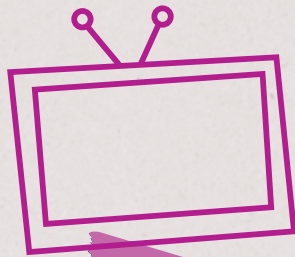


2. Which mediums do you use most often?

- Television
- Books or magazines
- Computer
- Video game consoles
- Radio
- Cell phone
- Other _____

3. Do you believe everything you see in the media?

- ALWAYS
- SOMETIMES
- NEVER



4. What words describe most of the people you see in the media?

5. Do you agree that these words describe most of the people you know?

- YES
- NO
- SOMETIMES
- UNDECIDED



6. What kind of questions do you have about the mediums you use?

7. It's important to balance your time between activities that get you moving and those you do while relaxing so you can stay healthy. Try recording the amount of time you spend being active and using media over the 3 days in the log below. Then compare your log with your answers on the opposite page. Do you think you keep a good balance?

BALANCING ACT



ACTIVE TIME



MEDIA TIME



DAY 1

DAY 2

DAY 3



8. You can be media smart by balancing your active time and media time and by asking questions about the messages you see and hear. It's important to do this because these messages have been created to make an impression on you!

Some of the questions you have might be:

- HOW DID THEY DO THAT?
- WHAT DOES HE/SHE REALLY LOOK LIKE?
- WHAT KINDS OF EQUIPMENT AND TECHNIQUES HAVE BEEN USED TO MAKE WEIRD THINGS LOOK SO REAL?
- WHY IS IT IMPORTANT FOR ME TO KNOW WHAT GOES ON BEHIND THE CAMERA?



The more you know about media, the more you will learn to use it wisely, enjoy it more and feel good about yourself. Concerned Children's Advertisers is hard at work on a new campaign related to media literacy and feeling good about who you are. To find out more, visit www.cca-kids.ca.

