

#1

The American Medical Association reports in AMA, 1996 that children spend more than twice as much time learning from media as they do from the combined time with parents and teachers¹.

The average American child spends approximately 28 hours a week watching television. In a years time, American school children spend twice as much time watching television as they spend in the classroom.

¹ These statistics are from: Rosen, E. Y., Quesada, A. P., & Summers, S. L. (1998). *Changing the world through media education: A new media literacy curriculum by the Just Think Foundation*. Golden, CO: Fulcrum Resources.

#2

Children's TV shows contain about 26 violent acts each hour. During an average prime-time hour there are five violent acts. MTV has at least one occurrence of violence in more than 50% of its videos. The average adolescent is exposed to some 14,000 sex-related references per year.

Content analysis of television reveals that the average American child will witness 8,000 murders on TV by the time he or she is 12. They will see 20,000 commercials a year, and have viewed over 200,000 acts of violence on television, including 16,000 murders, before he or she turns 18 years old.

#3

People of color make up some 30% of the U.S. population, and a majority of the world as a whole. And yet they get “less than 11% of prime-time [network TV] and three percent of children’s program casts, and, unlike in life, are mostly middle-class. Latino/Hispanic people, nearly 10% of the United States population, get about 1% of prime-time and 0.5% of children’s program casts.”²

“Despite the highest poverty rate in the developed world, poor people are virtually invisible in the U.S. media.” On the news, poor and low-income people get a mere .2 percent of coverage.

² These statistics are from: *Media Empowerment: A Guide to Understanding Media Power and Organizing for Media Justice in Your Community* (co-produced by the United Church of Christ and Fordham University) To download a copy of this manual, go to <http://www.ucc.org/ocinc/> and then click on “media empowerment.”

#4

“Women accounted for only 38% of all characters in the 1998-1999 season. Viewers are more likely to see a female alien or angel in prime-time TV than they were a female Asian or Latina character. Seventy-eight percent of the females were white, 16 percent were African American, 3 percent were other-worldly (aliens, witches, etc.) 2 percent were Asian, 1 percent were Hispanic and 3 percent were Native American.”