

MAISEY

Media Awareness Initiative about Sexually Exploited Youth

MAISEY is:

- Media Awareness Initiative about Sexually Exploited Youth.
- A group of community members concerned about the sexual exploitation of children and youth.

The MAISEY mission:

- To assist media outlets covering stories involving girls and boys who are sexually exploited and to enlist the support of the media to end discriminatory language that protects perpetrators of crimes against children.

Child sexual exploitation is:

- "The act of coercing, luring or engaging a child under the age of 18 in a sexual act, involvement in the sex trade or pornography, with or without the child's consent, in exchange for money, drugs, shelter, food, protection or other necessities."

-The Manitoba Strategy Responding to Children and Youth at Risk of, or Survivors of, Sexual Exploitation

Why MAISEY?

- The media is powerful--words chosen to tell a story can influence the reader, viewer or listener to perceive a situation in a particular way.
- Terms such as "teen prostitute," "teen hooker" or "kiddie porn" ignore that these youth are being victimized and imply that they have freedom of choice in their exploitation.
- With youth, some as young as 10-12 years old, this is not a choice or lifestyle; child abuse is a crime.

The MAISEY logo is:

- A silhouette created through the combination of darkness and light, reflecting victims of child sexual exploitation.
- The MAISEY logo reflects the dark implications cast upon these children, but points to the future where light and hope are being shed.

Changing Words ... Changing Minds

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