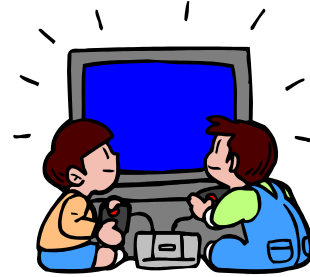


Media Violence is a Hazard for Our Kids

Children are exposed to very high levels of media violence. Research shows that about 5-6 violent acts per hour on prime-time TV and 20-25 violent acts on Saturday morning children's programs. By the time you people graduate from High School, they have viewed over 200 acts of violence. This exposure results in aggressive attitudes and behaviors or being desensitized to violence.

Other unhealthy effects of media violence are:

- *Time spent viewing TV or movies or playing video games is time spent not exercising.*
- *Countless food commercials aimed at children promote unhealthy foods and don't give the full picture about a balanced diet.*
- *TV programs and movies glamorize the use of alcohol, smoking, and drugs, which portray these as risk free.*
- *Sexual activity and violence is commonplace on TV, sending the message that everybody does it and without consequences.*



10 Ways for Parents to Stop Media Violence

1. **Set clear limits:** *Set clear ground rules, or limit daily viewing to one or two hours or less.*
2. **Don't use the TV as a babysitter**
3. **Don't make the TV the focal point:** *Avoid placing the TV in a prominent location in your home, and keep the sets out of your children's rooms.*
4. **Offer other enjoyable activities:** *Encourage reading, music, hobbies, sports, and social activities.*
5. **Choose what to watch:** *Select TV programs with your children. Decide what to watch and turn off the TV afterwards. Avoid channel surfing and never use the TV as background noise.*
6. **Ban unacceptable programs:** *Teach critical viewing skills and be clear about why you avoid certain programs. Make sure your own actions are consistent with the values you enforce.*
7. **Identify high quality programs:** *Teach children to be critical of overly commercial, simplistic, violent, and unrealistic programming.*
8. **Know what your kids are watching:** *Watch at least one episode of your children's favorite TV shows. Discuss both good and bad shows.*
9. **Discuss media violence:** *Talk with your children about how TV characters solve their problems. Discuss alternative ways to resolve conflict.*
10. **Have a voice in local TV programming:** *Call or write your local stations and networks to express your approval or disapproval of children's and adult programming. Get involved with community organizations to "Turn off the Violence".*

