

Subject: FW: Motion-Gratuitous Violence on TV.

Date: Sun, 9 Dec 2001 10:29:31 -0800

From: Ernie Crist <CristE@district.north-van.bc.ca>

To: Nathalie Valdes <ValdesN@district.north-van.bc.ca>

CC: "FONVCA (E-mail)" <fonvca@fonvca.org>

> -----Original Message-----

> From: Ernie Crist

> Sent: Saturday, December 08, 2001 2:59 PM

> To: Nathalie Valdes

> Subject: Motion-Gratuitous Violence on TV.

>

> Notice of Motion

>

> Report Councillor Crist

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> RECOMMENDATION:

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> THAT

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> 1. Council sponsor a community wide seminar which should include but not
> be exclusive to, Churches, Fellowships, Community Groups, Health,
> Seniors, Women, Trade Unions, Youth, Law Enforcement, Judiciary, Social
> Services, "Together Against Violence", Cultural and Sports organizations
> to expose and stop TV advertising and TV programs depicting gratuitous
> violence.

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> 2. the Council of the City of North Vancouver be invited to co-sponsor
> such a seminar; and

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> 3. following such an event determining strategy and action, a resolution
> be drafted and be submitted to the UBCM and the FCM for consideration and
> endorsement in time for the respective UBCM and FCM conventions in the
> year 2002.

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> REASON FOR REPORT:

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> To sponsor a Seminar for the purpose of mobilizing public opinion against
> corporate sponsors of advertising and programs depicting gratuitous
> violence on TV and to submit a corresponding resolution to the FCM and
> UBCM.

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> There is precedent for this in the USA where, several years ago, a large
> group of women organized and promoted a boycott of Mattel toys and, in so
> doing, forced the company to withdraw its "violent" toys from sale in that
> country.

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> There is also a corollary in the struggle to curtail the advertising and
> promotion of tobacco.

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> ANALYSIS:

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> Gratuitous violence depicted on TV is extremely harmful. Young minds are
> especially vulnerable.

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> To divert attention from its effects, the advertisers and sponsors of such
> programs camouflage their endeavor under the guise of freedom of choice
> and the right of the individual to learn from harmful experience, etc.

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- > *Gratuitous violence is insidious since its effects are not seen directly.*
- >
- > *The social cost of manipulating young people's minds is staggering.*
- > *Increased youth crime, increased police and judiciary costs, loss and*
- > *damage to life and property, etc. are but some manifestations. Not*
- > *included is the damage to emotional health, family, social and cultural*
- > *stability. Just as the banning of cigarette advertising on TV has been a*
- > *powerful tool in reducing smoking, so banning of gratuitous violence on TV*
- > *would have a beneficial impact.*
- >
- > *TV simulated violence is particularly harmful in a country like Canada*
- > *which puts fewer resources than any other developed country, other than*
- > *the US, into protecting its children. Protecting children from the ravages*
- > *of gratuitous TV violence must start either in the home under close*
- > *supervision which, in most cases, is only possible for non working*
- > *mothers or those who can afford to pay for expensive professionally*
- > *supervised childcare.*
- >
- > *Canada and the US are the only countries in the developed world without*
- > *universal childcare. To put a child in a professional childcare facility*
- > *can cost up to \$ 700 a month which is simply out of reach for many parents*
- > *including single parent families or families of low income. Many experts*
- > *believe that there is a direct correlation between the absence of*
- > *universal childcare and Canada, with the exception of the US, having the*
- > *highest crime rate, in the developed world.*
- >
- > *According to many psychologists and social economists there is also a*
- > *strong correlation between being subjected to TV violence during*
- > *childhood and the lack of potential for social, cultural and economic*
- > *achievement in later years. In summary - to compete successfully in the*
- > *global economy in later years, children need to be free of having their*
- > *minds filled with poisonous matter. For a society to allow its children*
- > *to be exposed TV violence will inevitably result in a steady decline in*
- > *the standard of living of such a country and Canada is a prime example.*
- > *Most economists agree that the decline of the value of the Canadian Dollar*
- > *is the logical outcome of this scenario.*
- >
- > *In attempting to address the issue of violence, the Together Against*
- > *Violence Network, in a recently published pamphlet, made several important*
- > *points. This included the need for increased public awareness on the*
- > *issues of violence, development of strategies to address violence,*
- > *creation of or amendments to policies to effectively deal with the issue*
- > *of violence and changes in the environment which it claimed will reduce*
- > *the likelihood of violence.*
- >
- > *The problem according to Together Against Violence is that for too many*
- > *people violence is an ordinary way to be entertained. By the age of 18 our*
- > *children have witnessed 200,000 acts of violence on TV including 18,000*
- > *simulated murders. Together Against Violence points to the medical*
- > *profession's opinion on the harmful effects of violence on children - it*
- > *states that the American Medical Association, the American Psychological*
- > *Association and the American Center for Disease Control have reviewed*
- > *media violence studies and agree that violent entertainment of children*
- > *contributes to violent behavior.*
- >
- > *What was not addressed by Together against violence, however, is the need*
- > *for society to demand a stop to the number one offender and contributor of*
- > *violence, namely television promoted gratuitous violence made possible by*
- > *large corporations via paid advertising.*
- >
- > *The solution according to Together Against Violence is to turn the TV off*
- > *for just one day. This is not the solution. This attitude is tantamount to*
- > *capitulation in the face of corporate guilt. Instead of putting the*

