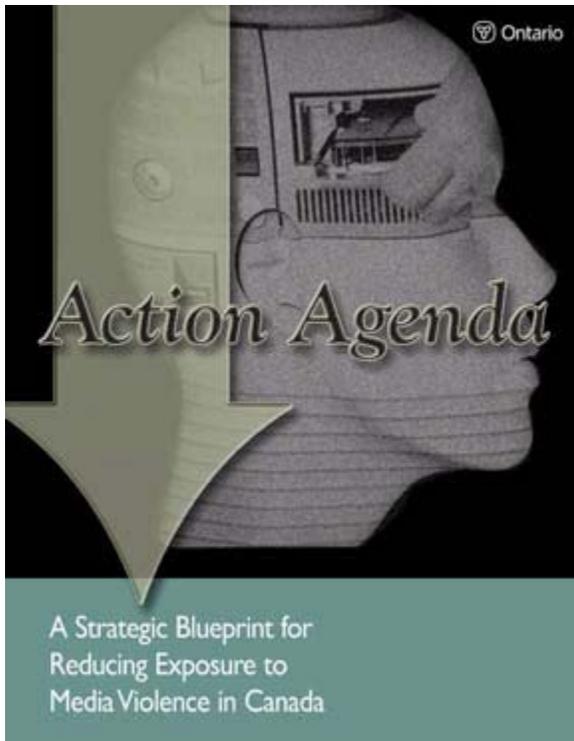


NOW AVAILABLE -
AN ACTIVIST GUIDE TO COMBATING MEDIA
VIOLENCE IN CANADA

Toronto, Ontario, November 26, 2004: In 1997, the American Academy of Pediatrics issued this statement:

The level of violence to which [children] are exposed through the media has reached such horrific proportions, health professionals, parents, legislators and educators agree that something has to be done.

Tragically, nothing meaningful has been done since that time, with the result that the entertainment industry continues to ratchet the level of violence well past "horrific". Last year's success of the movies *Kill Bill: Vol.1* and *Texas Chainsaw Massacre* caused a Denver Post columnist to comment that, "Once-unspeakable violence has moved from the unbalanced fringe into the middle of our surround-sound home



theatre systems." We've gone, he said, from the "post-September 11 death of irony to the postmodern death of revulsion." This situation comes with a price, one we are **all** paying with increasing levels of real-life violence.

The debate over whether entertainment violence contributes to violence in society is over; the verdict is in, and the verdict is... **Guilty**. "The conclusion of the public health community, based on over 30 years of research, is that viewing entertainment violence can lead to increases in aggressive attitudes, values and behavior, particularly in children. Its effects are measurable and long-lasting." Those words are from an unprecedented joint statement issued by the American Academy of Pediatrics, American Psychological Association, American Academy of Child & Adolescent Psychiatry, American Medical Association, American Academy of Family Physicians and the American Psychiatric Association, in July 2000.

Canadians now have a new tool for addressing this problem, the *Action Agenda: A Strategic Blueprint for Reducing Exposure to Media Violence in Canada*.

Written by long-time media activist, Valerie Smith, the report is a compendium of crucial information: political history, research, legislation/regulation, Supreme Court of Canada decisions, industry self-regulation/classification, media consumption statistics, information on filing civil lawsuits and much more, including 42 recommendations for action specifically tailored to the Canadian situation.

The report was funded by the Government of Ontario, Ministry of the Attorney General, Office for Victims of Crime (OVC) Research/Revictimization Prevention Grant Program, from the Victims' Justice Fund. The OVC is distributing the *Action Agenda* and both authorizes and encourages reproduction for non-commercial purposes such as education and research. The report is available for downloading from the following web sites: Canadian Centre for Abuse Awareness (Media section) www.abusercovery.net, Victims of Violence www.victimsofviolence.on.ca, and the author's web site at www.fradical.com.