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## **MEDIA RELEASE**

### **Avoid Fright-Full, Fight-Full Viewing!**

“Scary and violent viewing can harm children’s development” says President of Young Media Australia (YMA) Jane Roberts. “The likely outcomes of long-term viewing of such content are the development of mental scripts about how to solve conflict, with aggression, and of ‘a mean and scary view of the world where you have to go out and get them before they get you.’”

Ms Roberts, was speaking at the launch at The Mercury Cinema on Wednesday 28<sup>th</sup> November of a new resource for parents of children under the age of 7 years: “Choosing fright-free and fight-free viewing”.

She said “We are encouraging parents to avoid TV programs, DVDs and videogames that frighten young children or have violent content. We are trying to make this easier for parents with a unique initiative, providing lists of non- violent media, which we have developed via reviewing many titles over the past 6 months.”

Dr. Glenn Cupit, Senior Lecturer in Child Development at the University of South Australia, supported YMA’s concerns. He said “ there is a growing body of reliable, and cross-disciplinary research that indicates that a diet of media violence increases the risks that children will choose to use violence when placed in a conflict situation. This project makes a cost effective contribution to ‘reducing reel to real violence’ in our society.”

YMA’s “*Reducing reel to real violence*” project is being funded under an Australian Government National Community Crime Prevention Program, Early Intervention grant. YMA is a unique national community organisation with a strong interest and expertise in the role that media experiences play in the development of Australian children. It is committed to promoting healthy choices and stronger voices in children’s media. Parents, caregivers and the general community can access information and advice about the impact of the media on children by calling the YMA Helpline (1800 700 357, national, freecall, 24/7) or visiting the YMA Website ([www.youngmedia.org.au](http://www.youngmedia.org.au)).

*For more information or to arrange an interview,  
please call Jane Roberts on 0410 509 685, or  
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