

THE HARRY FRANK GUGGENHEIM FOUNDATION

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H. F. GUGGENHEIM FOUNDATION URGES VIGILANCE
AGAINST MEDIA VIOLENCE

-- Calls for Monitoring of TV Networks' Compliance with
Guidelines to Limit Violent Content of Programs --

NEW YORK -- The nation's only private foundation devoted exclusively to the study of violence and aggression called today for new vigilance against violence in television programs and motion pictures. In issuing a report entitled "The Problem of Media Violence and Children's Behavior," the Harry Frank Guggenheim Foundation urged parents, children's advocates, Congress, and the entertainment industry itself to monitor the industry's compliance with new self-imposed guidelines designed to limit violent content in television programs.

"A substantial body of scientific research now documents the damaging effects of exposure to violent media content. Many leading scientists are convinced that media violence promotes real violence," said foundation president James M. Hester. "The entertainment industry plays an important role in the epidemic of youth violence sweeping the nation. Parents, children's advocacy groups, and Congress should hold the networks to their promise to curb violence on television."

The foundation called on the entertainment industry to adhere to a 15-point set of standards issued by the three major television networks in December 1992. ABC, CBS, and NBC developed the guidelines in response to a law passed by Congress that protected the networks from prosecution on antitrust grounds if they coordinated efforts to regulate the amount of violence in their programming. The exemption expires at the end of this year.

"The public is anxious about the problem of media violence, but they don't know what's being done to address it," Hester said. "This report supplies up-to-date information, including an important statement by Professor Leonard Eron of the University of Michigan. We hope it will encourage vigilance in monitoring how well the TV networks live up to their own guidelines. They have made a social contract with the public, and they should be held accountable to it."

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The foundation report also points out that the motion-picture industry and cable television networks have yet to issue similar standards limiting violence.

"The initiative of the television networks is a step in the right direction, but the remainder of the industry has yet to respond to the warnings of scientists and the protests of concerned citizens," Hester said. "Media violence obviously remains a very serious national problem."

The Harry Frank Guggenheim Foundation supports research in a broad range of disciplines in order to illuminate the causes and consequences of human violence. The foundation's goal is to reduce violence and improve relations among people by increasing society's understanding of violence and aggression.

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Full Story F5

Poll finds that 80 percent in U.S. believe TV violence harms society

By Diane Duston
ASSOCIATED PRESS

WASHINGTON — More Americans worry about the effects of watching dramatized TV violence than about the real thing on the news, but they still think news shows pay too much attention to violent crimes, according to a survey released yesterday.

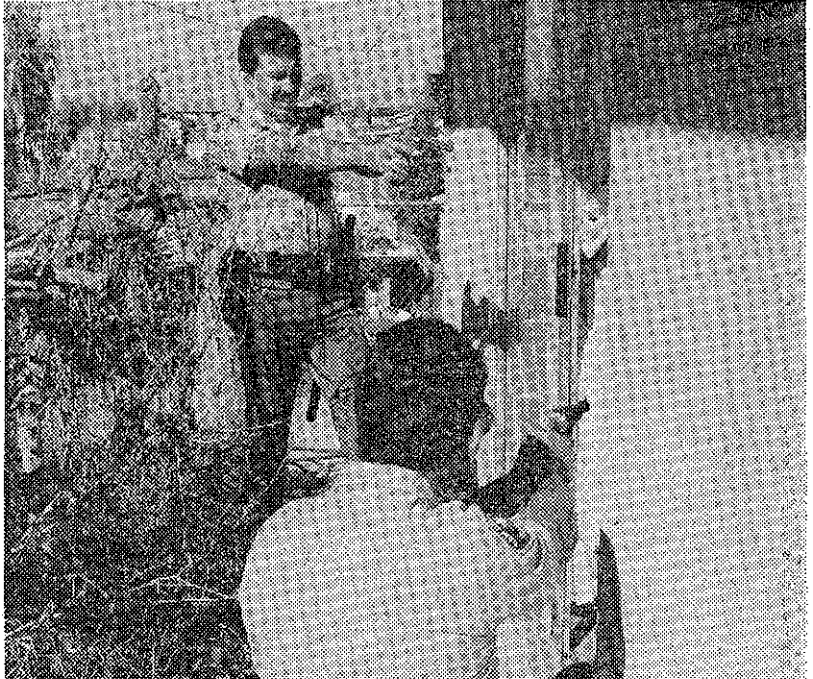
The Times Mirror nationwide poll also indicated that Americans were increasingly disturbed by the violence on TV entertainment shows, and that 80 percent of them believed it is harmful to the nation.

The survey of 1,516 Americans conducted Feb. 20 to 23 showed a link between age and concern about television violence.

Those least concerned about televised violence were young people, nonwhites, men and lower-income groups. Those groups also were the heaviest viewers of "reality" crime-action shows such as *Cops*, *Rescue 911* and *Top Cops*.

People 50 and older were most bothered by televised violence and were the least frequent viewers of reality crime shows. Viewers under 30 were more inclined to watch violent entertainment, and were less likely to think that the news is too full of violence or that TV violence in general is harmful to society.

However, the majority of Americans — 72 percent of those surveyed — said that entertainment television



Real-life crime-action shows, such as "Cops," are most popular with young people, nonwhites, men and lower-income groups.

depicts too much violence. About 25 percent characterized it as a "reasonable amount" and the rest said there is "very little" violence on TV or had no opinion.

The opinion breakdown was virtually the same as found by a national poll taken in 1971.

What's different this year, according to Times Mirror, is that more Americans are troubled by entertainment violence now, and more believe it has a poisonous effect on society.

Americans who said they were "personally bothered" by violence in entertainment shows jumped to 59 percent from 44 percent in 1983, with those saying they were "bothered a great deal" rising to 24 percent from 16 percent.

Furthermore, 80 percent said entertainment violence was "harmful" to society, compared with 64 percent in 1983. The number who think it is "very harmful" increased from 26 percent of the public to 47 percent.

Almost twice as many people — 58 percent compared with 31 percent — said entertainment violence bothered them more than news violence.

Nevertheless, 57 percent said TV news gives too much attention to stories about violent crime — only slightly more than the 53 percent in 1983. However, 55 percent of the respondents believe TV news is not exaggerating the amount of violence in the country.

Parents showed concern about letting youngsters watch violence on the news: Half of those with children between 8 and 13 said they had turned the TV off or changed the channel because there was something on the news they did not want their child to see.

The survey was based on telephone interviews of adults 18 years of age and older. It had a possible sampling error of plus or minus 3 percentage points, and was conducted under the direction of Princeton Survey Research Associates for the Times Mirror Center for the People and the Press.

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Philadelphia Inquirer, March 24, 1993, Section F5

POLL FINDS THAT 80 PERCENT IN U.S. BELIEVE TV VIOLENCE HARMS SOCIETY by Diane Duston (Associated Press)

WASHINGTON - More Americans worry about the effects of watching dramatized TV violence than about the real thing on the news, but they still think news shows pay too much attention to violent crimes, according to a survey released yesterday.

The Times Mirror nationwide poll also indicated that Americans were increasingly disturbed by the violence on TV entertainment shows, and that 80 percent of them believed it is harmful to the nation.

The survey of 1,516 Americans conducted Feb. 20 to 23 showed a link between age and concern about television violence.

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People 50 and older were most bothered by television violence and were the least frequent viewers of reality crime shows. Viewers under 30 were more inclined to watch violent entertainment, and were less likely to think that the news is too full of violence or that TV violence in general is harmful to society.

However, the majority of Americans - 72 percent of those surveyed - said that entertainment television depicts too much violence. About 25 percent characterized it as "reasonable amount" and the rest said there is "very little" violence on TV or had no opinion.

The opinion breakdown was virtually the same as found by a national poll taken in 1971.

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Yr	T I T L E	PGMID	Dur	Nwrk	Exact Date
88	227	2561	30	3	11/26/88-12/2/88
88	A DIFFERENT WORLD <i>Viacom</i>	2604	30	3	11/26/88-12/2/88
88	ANNIE MCGUIRE <i>NBM Entprs</i>	2594	30	2	11/26/88-12/2/88
88	BABY BOOM <i>C2A</i>	2597	30	3	11/26/88-12/2/88
88	COSBY SHOW <i>Republic Viacom</i>	2603	30	3	11/26/88-12/2/88
88	DAY BY DAY	2572	30	3	11/26/88-12/2/88
88	DESIGNING WOMEN: E P PHONE HOME <i>Columbia-Tri-Star</i>	2578	30	2	11/26/88-12/2/88
88	DIRTY DANCING (feature movie?)	2622	30	2	11/26/88-12/2/88
88	DYNASTY	2600	60	1	11/26/88-12/2/88
88	EMPTY NEST	2564	30	3	11/26/88-12/2/88
88	FULL HOUSE	2621	30	1	11/26/88-12/2/88
88	GOLDEN GIRLS	2563	30	3	11/26/88-12/2/88
88	GROWING PAINS	2588	30	1	11/26/88-12/2/88
88	HEAD OF THE CLASS	2589	30	1	11/26/88-12/2/88
88	KATE & ALLIE	2628	30	2	11/26/88-12/2/88
88	MURPHY BROWN (ID duplicate with '89) <i>Warner</i>	2631	30	2	11/26/88-12/2/88
88	NEWHART	2627	30	2	11/26/88-12/2/88
88	RAISING MIRANDA	2560	30	2	11/26/88-12/2/88
88	ROSEANNE <i>Viacom</i>	2584	30	1	11/26/88-12/2/88
88	THE VAN DYKE SHOW	2593	30	2	11/26/88-12/2/88
(more exact dates can be found from the file drawer in rm 126!)					
89	ALF	2648	30	3	11/27/89
89	ANN JILLIAN	2675	30	3	11/30/89
89	CHEERS <i>Paramount TV</i>	2678	30	3	11/30/89
89	COSBY SHOW <i>Republic Viacom</i>	2674	30	3	11/30/89
89	DESIGNING WOMEN <i>Columbia/Tri-Star</i>	2653	30	2	11/27/89
89	DOCTOR DOCTOR	2654	30	2	11/27/89
89	DOOGIE HOWSER MD <i>Wentworth TV</i>	2665	30	1	11/29/89
89	EMPTY NEST	2637	30	3	11/25/89
89	FAMILY MATTERS <i>Warner</i>	2685	30	1	12/1/89

89	FREE SPIRIT	2694	30	1	12/3/89
89	FULL HOUSE	2682	30	1	12/1/89
89	GOLDEN GIRLS	2636	30	3	11/25/89
89	GROWING PAINS	2663	30	1	11/29/89
89	HEAD OF THE CLASS	2664	30	1	11/29/89
89	HOGAN FAMILY	2650	30	3	11/27/89
89	HOMEROOM	2695	30	1	12/3/89
89	JUST THE TEN OF US	2689	30	1	12/1/89
89	LA LAW	2681	60	3	11/30/89
	<i>Twentieth TV</i>				
89	LIVING DOLLS	2633	30	1	11/25/89
89	MAJOR DAD	2647	30	2	11/27/89
89	MR BELVEDERE	2631	30	1	11/25/89
89	MURPHY BROWN	2651	60	2	11/27/89
	<i>Warner</i>				
89	MY TWO DADS	2643	30	3	11/26/89
89	MY TWO DADS	2669	30	3	11/29/89
89	NIGHT COURT	2667	30	3	11/29/89
89	PERFECT STRANGERS	2686	30	1	12/1/89
	<i>Warner</i>				
89	QUANTUM LEAP	2672	60	3	11/29/89
89	ROSEANNE	2658	30	1	11/28/89
	<i>Viacom</i>				
89	THIRTY SOMETHING	2662	60	1	11/28/89
89	WHOS THE BOSS	2655	30	1	11/28/89
	<i>Columbia/Tri-Star</i>				
91	A DIFFERENT WORLD	2749	30	3	6/13/91
	<i>Viacom</i>				
91	ALL IN THE FAMILY	2789	30	2	6/23/91
91	COACH	2740	30	1	6/11/91
91	DESIGNING WOMEN	2732	30	2	6/10/91
	<i>Columbia/Tri-Star</i>				
91	EMPTY NEST	2721	30	3	6/8/91
91	FRESH PRINCE OF BELL AIR	2727	30	3	6/10/91
	<i>Warner</i>				
91	GOOD SPORTS	2724	30	2	6/8/91
91	LA LAW	2754	60	3	6/13/91
	<i>Twentieth TV</i>				
91	ROSEANNE	2737	30	1	6/11/91
	<i>Viacom</i>				
91	SEINFELD	2753	30	3	6/13/91
	<i>Columbia/Tri-Star</i>				
91	SISTERS	2723	60	3	6/8/91
	<i>Warner</i>				
91	SUNDAY DINNER	2788	30	2	6/23/91
91	WHOS THE BOSS	2734	30	1	6/11/91
	<i>Columbia/Tri-Star</i>				

92	A DIFFERENT WORLD <i>Viacom</i>	2874	30	3	11/14/91
92	BABY TALK	2889	30	1	11/15/91
92	CAROL BURNETT SHOW: A FAMILY MOMENT	2885	5	2	11/15/91
92	CAROL BURNETT SHOW: MISS ABIGAILS ENCHANTED	2887	5	2	11/15/91
92	CHEERS <i>Paramount</i>	2875	30	3	11/14/91
92	COACH	2861	30	1	11/12/91
92	DESIGNING WOMEN <i>Columbia Tri-Star</i>	2854	30	2	11/11/91
92	DOOGIE HOWSER MD <i>Twentieth TV</i>	2865	30	1	11/13/91
92	EERIE, INDIANA <i>Home Entertainment</i>	2892	30	3	11/17/91
92	EMPTY NEST <i>Touchstone TV</i>	2841	30	3	11/9/91
92	FLESH N BLOOD <i>Paramount TV</i>	2883	30	3	11/15/91
92	FULL HOUSE <i>Warner</i>	2857	60	1	11/12/91
92	GOLDEN GIRLS	2837	60	3	11/9/91
92	LAW AND ORDER	2859	60	3	11/12/91
92	MAJOR DAD	2851	30	2	11/11/91
92	MURPHY BROWN <i>Warner</i>	2853	30	2	11/11/91
92	NIGHT COURT	2867	30	3	11/13/91
92	NIGHT COURT	2893	30	3	11/17/91
92	PERFECT STRANGERS <i>Warner</i>	2884	30	1	11/15/91
92	ROSEANNE <i>Viacom</i>	2860	30	1	11/12/91
92	SISTERS <i>Warner</i>	2844	60	3	11/15/94
92	THE COSBY SHOW <i>Viacom</i>	2872	30	3	11/14/91
92	THE TRIALS OF ROSIE ONEILL	2891	60	2	11/15/91
93	BLOSSOM <i>Evana Vista</i>	2948	30	3	11/9/92
93	BROOKLYN BRIDGE <i>Paramount</i>	2930	30	2	11/7/92
93	CAMP WILDER <i>Mathew Carlson / ABC Disney</i>	2986	30	1	11/13/92
93	CHEERS <i>Paramount</i>	2975	30	3	11/12/92
93	COACH	2959	30	1	11/10/92
93	DINOSAURS <i>Walt Disney TV</i>	2984	30	1	11/13/92
93	FULL HOUSE <i>Warner</i>	2953	30	1	11/10/92
93	HEARTS AFIRE <i>New World Entertainment</i>	2947	30	2	11/9/92
93	LIFE GOES ON	2937	60	1	11/8/92
93	LOVE AND WAR	2951	30	2	11/9/92

93	MAD ABOUT YOU	2968	30	3	11/11/92
93	MURPHY BROWN	2949	30	2	11/9/92
93	<i>Warner</i> NORTHERN EXPOSURE	2952	60	2	11/9/92
93	NURSES	2934	30	3	11/7/92
93	<i>Touchstone TV</i> PICKET FENCES	2988	60	2	11/13/92
93	<i>Twentieth TV</i> ROOM FOR TWO	2973	30	1	11/12/92
93	<i>Warner Bros.</i> ROSEANNE	2956	30	1	11/10/92
93	<i>Viacom</i> SEINFELD	2966	30	3	11/11/92
93	<i>Columbia/Tri-star</i> STEP BY STEP	2982	30	1	11/13/92
93	<i>Argo Films</i> THE WONDER YEARS	2961	30	1	11/11/92
	<i>New World</i>				

N: 1=ABC 2=CBS 3=NBC

SORTED BY YR & TITLE

Top 100 violent Prime Time Programs 1993 backwards. Pgms with **DURVA >= 10 sec.**
 (Actually this list contains about 110 pgms because some pgms should be left out)

89	227	2632	30	3	11/26/89
89	ANYTHING BUT LOVE	2668	30	1	11/29/89
89	BAYWATCH	2684	60	3	12/1/89
89	<i>Fremontte Intl / Talbot TV</i> BEAUTY & BEAST	2699	60	2	12/7/89
89	<i>Republic</i> CHINA BEACH	2670	60	1	11/29/89
89	DISNEY: PARENT TRAP	2640	60	3	11/26/89
89	FALCON CREST	2690	60	2	12/1/89
89	HARDBALL	2688	60	3	12/1/89
89	HUNTER	2638	60	3	11/25/89
89	<i>Official Films</i> IN THE HEAT OF THE NIGHT	2660	60	3	11/28/89
89	JAKE & THE FAT MAN	2666	60	2	11/29/89
89	<i>Viacom</i> KNOTS LANDING	2680	60	2	11/30/89
89	LIFE GOES ON	2639	60	1	11/26/89
89	MAC GYVER	2646	60	1	11/27/89
89	<i>Paramount</i> MANCUSO FBI	2691	60	3	12/1/89
89	MATLOCK	2656	60	3	11/28/89
89	<i>Viacom</i> MIDNIGHT CALLER	2697	60	3	12/5/89
89	MISSION: IMPOSSIBLE	2673	60	1	11/30/89
89	PARADISE	2692	60	2	12/2/89
89	SNOOPS	2683	60	2	12/1/89
89	<i>Viacom</i> TOUR OF DUTY	2693	60	2	12/2/89
89	WONDER YEARS	2657	30	1	11/28/89
89	<i>New World</i> YOUNG RIDERS	2676	60	1	11/30/89
91	AMEN	2718	30	3	6/8/91
91	BROKEN BADGES	2751	60	2	6/13/91
91	CHINA BEACH	2741	60	1	6/11/91
91	DOOGIE HOWSER MD	2746	30	1	6/12/91
91	<i>Twentieth TV</i> FAMILY MATTERS	2758	30	1	6/14/91
91	<i>Warner</i> GABRIELS FIRE	2750	60	1	6/13/91
91	GOING PLACES	2762	30	1	6/14/91
91	GOLDEN GIRLS	2720	30	3	6/8/91
91	GROWING PAINS	2744	30	1	6/12/91
91	GUNS OF PARADISE	2756	60	2	6/14/91
91	HUNTER	2757	60	3	6/14/91
	<i>official films</i>				

SORTED BY YR & TITLE

Top 100 violent Prime Time Programs 1993 backwards. Pgms with **DURVA >= 10 sec.**
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91	IN THE HEAT OF THE NIGHT	2739	60	3	6/11/91
91	JAKE & THE FAT MAN	2747	60	2	6/12/91
91	<i>Viacom</i> LAW AND ORDER	2742	60	3	6/11/91
91	LIFE GOES ON	2786	60	1	6/23/91
91	MAC GYVER	2725	60	1	6/10/91
91	<i>Paramount</i> MIDNIGHT CALLER	2761	60	3	6/14/91
91	MURDER SHE WROTE	2791	60	2	6/23/91
91	THE FAMILY MAN #2	2745	30	2	6/12/91
91	THE FAMILY MAN	2728	30	2	6/10/91
91	TRIALS OF ROSIE ONEILL	2793	60	2	6/23/91
92	BLOSSOM	2850	30	3	11/11/91
92	<i>Wait Disney Co. Ltd (44.71) 7-34. 8111, Fax 7-34. 5019. Buena Vista Intl. Inc. Tel 818. 560. 1000 Fax 818. 841. 3225</i> DEAR JOHN	2888	30	3	11/15/91
92	DINOSAURS	2863	30	1	11/13/91
92	<i>Wait Disney</i> FAMILY MATTERS	2881	30	1	11/15/91
92	<i>Lantern TV, prod.; Warner Bros.</i> FRESH PRINCE OF BEL-AIR	2847	30	3	11/11/91
92	<i>Warner</i> IN THE HEAT OF THE NIGHT	2856	60	3	11/12/91
92	JAKE & THE FAT MAN	2869	60	2	11/13/91
92	<i>Viacom</i> LA LAW	2878	60	3	11/14/91
92	<i>Twentieth</i> LIFE GOES ON	2897	60	1	11/24/91
92	MAC GYVER	2848	60	1	11/11/91
92	<i>Paramount</i> NURSES	2843	30	3	11/9/91
92	<i>Twentieth</i> PROS & CONS	2873	60	1	11/14/91
92	PS I LUV U	2846	60	2	11/9/91
92	QUANTUM LEAP	2871	60	3	11/13/91
92	REASONABLE DOUBTS	2890	60	3	11/15/91
92	<i>Warner</i> THE COMMISH	2845	60	1	11/9/91
92	<i>Columbia Tri-Star</i> YOUNG RIDERS	2842	60	1	11/9/91
93	CAT SQUAD	2962	60	2	11/11/92
93	CIVIL WARS	2969	60	1	11/11/92
93	DOOGIE HOWSER #1	2963	30	1	11/11/92
93	<i>Twentieth TV</i> DOOGIE HOWSER #2	2967	30	1	11/11/92
93	<i>Twentieth TV</i> FAMILY MATTERS	2979	30	1	11/13/92
93	<i>Warner</i> HOMEFRONT	2974	60	1	11/12/92
	<i>Warner</i>				

SORTED BY YR & TITLE

Top 100 violent Prime Time Programs 1993 backwards. Pgms with **DURVA** \geq 10 sec.
 (Actually this list contains **about 110 pgms** because some pgms should be left out)

93 ILL FLY AWAY	2981	60	3	11/13/92
93 IN THE HEAT OF THE NIGHT	2965	60	2	11/11/92
93 LAW & ORDER	2970	60	3	11/11/92
93 MAJOR DAD	2983	30	2	11/13/92
93 <u>MAX SECURITY: JET THREAT</u>	2941	30	3	11/8/92
93 <u>MAX SECURITY: LARCENY INC</u>	2938	30	3	11/8/92
93 <u>MAX SECURITY: LOCKDOWN</u>	2940	30	3	11/8/92
93 <u>MAX SECURITY: REACH OUT AND ROB SOMEONE</u>	2939	30	3	11/8/92
93 QUANTUM LEAP	2954	60	3	11/10/92
93 REASONABLE DOUBTS	2958	60	3	11/10/92
93 <i>Wamer</i> THE COMMISH	2935	60	1	11/7/92
93 <i>Columbia-Tri-star</i> THE POWERS THAT BE	2931	60	3	11/7/92
93 WILLING TO KILL: TX CHEERLEADER STORY	2943	60	1	11/8/92

N: 1=ABC 2=CBS 3=NBC