

1 [Proclamation]
2 RESOLUTION PROCLAIMING OCTOBER 19, 1999 TUNE OUT THE VIOLENCE DAY.
3
4 WHEREAS, Five to six violent acts occur per hour on prime time
5 television and 20 to 25 violent acts occur per hour on children's
6 programming; and,
7 WHEREAS, 85% of premium cable programming is violent; and,
8 WHEREAS, Children watch an average of 28 hours of television a
9 week; and,
10 WHEREAS, By the end of elementary school, the average American
11 child has seen 8,000 murders and 100,000 other acts of violence on
12 TV; and,
13 WHEREAS, By the age of 18, the average American child has seen
14 200,000 acts of violence on television; and,
15 WHEREAS, Violence is often presented in the media as a way to
16 get what you want and solve problems and is equated with power and
17 glamour; and,
18 WHEREAS, Children exposed to violence in the media can become
19 desensitized to it and repeat it in real life; and,
20 WHEREAS, When they are exposed to violence on television,
21 children can develop a "mean world syndrome" in which they believe
22 real-life violence is more prevalent than it actually is, and they
23 become disproportionately fearful and distrustful of the world; and,
24 WHEREAS, The overwhelming conclusion of 30 years of research
25 conducted by the Surgeon General, the National Institute of Mental

SUPERVISOR BECERRIL *Teng*
BOARD OF SUPERVISORS

1 Health and the American Psychological Association is that media
2 violence is linked to real-life aggression and violent behavior; and,

3 WHEREAS, The YWCA of the U.S.A. and the National Association of
4 Attorneys General have joined forces to draw attention to media
5 violence and the impact it has on children by declaring October
6 19,1999 Tune Out the Violence Day; and,

7 WHEREAS, The YWCA of the U.S.A. and the National Association of
8 Attorneys General ask parents to closely monitor the television
9 programs their children are watching as part of Tune Out the Violence
10 Day; and,

11 WHEREAS, Parents are asked to demand responsible programming
12 from local television stations, national networks and advertisers on
13 Tune Out the Violence Day; now, therefore, be it

14 RESOLVED, That the Board of Supervisors of the City and County
15 of San Francisco acknowledges the negative impact that violent
16 television programming can have on children and commends the YWCA of
17 the U.S.A. and the National Association of Attorneys General for
18 organizing a campaign against violence on television; and, be it

19 FURTHER RESOLVED, That the Board of Supervisors of the City and
20 County of San Francisco proclaims October 19, 1999 Tune Out the
21 Violence Day.



City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails

Resolution

File Number: 991954

Date Passed:

Resolution proclaiming October 19, 1999 Tune Out the Violence Day.

October 18, 1999 Board of Supervisors — ADOPTED

Ayes: 9 - Ammiano, Bierman, Brown, Katz, Kaufman, Leno, Teng, Yaki, Yee

Absent: 2 - Becerril, Newsom

File No. 991954

I hereby certify that the foregoing Resolution was ADOPTED on October 18, 1999 by the Board of Supervisors of the City and County of San Francisco.

Gloria L. Young
Clerk of the Board

OCT 29 1999

Date Approved

Mayor Willie L. Brown Jr.