



UNITED FOR LIFE FOUNDATION

presents

THE CULTURAL SUMMIT INITIATIVE

Using Media, Art, and Entertainment to Raise the Culture to the Summit

One Choice at a Time

A VIRTUOUS CYCLE

Media, art, and entertainment encourage cultural reform in all stages of life.

Young professionals marry and raise stable families that desire uplifting media, art, and entertainment.

Students are encouraged to be an active and positive influence in their community.

Students become young professionals that are ladies and gentlemen.

The United for Life Foundation is a 501(c)(3) non-profit organization.

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UNITED FOR LIFE
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THE MISSION

The United for Life Foundation, a 501(c)(3) non-profit organization, utilizes media and the arts to unify, educate, and empower people to reform culture.

A PRECEDENT FOR SUCCESS

Since its founding three years ago, the United for Life Foundation has set a pattern for success and credibility. One such success is the statewide commercial campaign to reduce crisis pregnancy. Over the past two years, the United for Life Foundation has devoted \$1000 a month to commercials which refer women to crisis pregnancy centers. For every \$12.00 spent on a commercial, a mother called a crisis pregnancy center for help. The United for Life Foundation was also one of the first non-profits to use video feed on the web, providing interviews to people seeking cultural reform. The Foundation has hosted live events, including safe and healthy concerts for high school students. Last November the United for Life Foundation hosted the Birmingham premiere of Bella, and approximately 2000 people attended.

EXPANSION SINCE NOVEMBER 2007

Professional Graphic Designer
Editor
Director Marketing and Development
Professional Musician to Score Commercials
4 College Interns
30 New Volunteers



A PROBLEM: THE MEDIA AND ENTERTAINMENT INDUSTRY ARE HURTING OUR CULTURE

Television, movies, music, and interactive games are powerful learning tools and highly influential media. The average American child spends as much as 28 hours a week watching television, and typically at least an hour a day playing video games or surfing the Internet. Several more hours each week are spent watching movies and videos, and listening to music.

-Joint Statement on the Impact of Entertainment Violence on Children From the Congressional Public Health Summit July 26, 2000

Sexual Content in the Media and Entertainment Industries

- In the 2001-2002 TV season, 61% of all programs had sexual content, with an average of 4.4 scenes with sexually related material per hour;ⁱ 75% of prime time television in the 1999-2000 season included sexual content.ⁱⁱ
- Movies have an 87% likelihood of presenting sexual material.ⁱⁱⁱ
- By the age of 16 or 17, 84% of boys and 60% of girls have viewed pornography on the Internet, and one in five teenage boys uses porn sites on a regular basis.^{iv}

Effects of Sexual Content in Media and Entertainment Industries on Culture

- Teenagers who watch a lot of television with sexual content are twice as likely to engage in intercourse than those who watch few such programs,^v and 12-17 year old young men are most susceptible and vulnerable to mass media sexual portrayals.^{vi}
- Over 90% of teens participating in sexual activity in youth regret their actions.^{vii}
- Teenage girls who are sexually active are three times more likely to become depressed and 6 times more likely to attempt suicide, while teenage boys who are sexually active are twice as likely to become depressed and 5 times more likely to use alcohol and marijuana.^{viii}
- 3 million teens each year contract at least one STD – that's one teen every 10 seconds.^{ix}
 - Almost 1 million teens in the U.S. get pregnant each year,^x 20% of graduating senior girls will have been pregnant at least once before graduation,^{xi} only 1 out of every 3 teenage parents graduates from high school,^{xii} and 80% of teen mothers end up on welfare.^{xiii}
 - Research shows that young people who become sexually active are likely to experience subsequent marital difficulties and involvement in other high risk behaviors.^{xiv}
 - Women who were raised in female-headed families (single-parent homes) are 53% more likely to have teenage marriages, 100% more likely to have teenage and premarital births, and 93% likelier to experience marital disruptions.^{xv}
 - Women who have had abortions can suffer depression, infertility, and cervical cancer.^{xvi}



CONCLUSION

If the media and entertainment industries ceased the trivialization and encouragement of sexual activity, sexual activity among the youth could be reduced by as much as half. This reduction would significantly reduce related problems: depression, crisis pregnancies, abortions, substance abuse, addictions, and marital disruptions. Moreover, if constructive relationships and stable family-life were encouraged by the media and entertainment industries, these problems could be reduced even more, perhaps exponentially.

A PROBLEM: THE MEDIA AND ENTERTAINMENT INDUSTRY ARE HURTING OUR CULTURE

It's challenging for adults to recognize the ways in which children and adolescents are learning from the mass media-but whether we like it or not, media exposure provides some of the most vital and potent information about how our society works, what the social and cultural norms are, and how people do or should behave.

-Renee Hobbes, associate professor of Communication, Babson College, and director of the Media Literacy Project, Clark University, Worcester, Massachusetts.^{xvii}

Violence in the Media and Entertainment Industries

- 61% of broadcast programming produced from 1995 through 1997 portrayed interpersonal violence in an entertaining or glamorized manner, with the highest proportion of violence in children's programs.^{xviii}
- The National Television Violence Study (10,000 hours of television programming sampled) found 60% of TV contained violent scenes, and fewer than 5% of violent programs had anti-violent messages.^{xix}
- 82% of the American public consider movies to be too violent.^{xx}
- Violent music lyrics increase aggressive thoughts and feelings.^{xxi}

The Effects of Violence in the Media and Entertainment Industries

- Adolescents who watch more than three hours of TV daily are more likely to engage in aggressive behavior as adults.^{xxiv}
- Hundreds of studies of the effects of TV violence on children and teenagers have found that children may become "immune" or numb to the horror of violence and gradually accept violence as a way to solve problems. They imitate the violence they observe on television, identifying with certain characters, victims and/or victimizers.^{xxv}
- There's a very well-documented, consistent link in the research between exposure to violent pornography and sexual aggression, in both sexually aggressive attitudes and sexually aggressive behavior.^{xxvi}
- Results show that men and women who were high TV-violence viewers as children were significantly more likely to have pushed, grabbed or shoved their spouses, to have responded to an insult by shoving a person, and to have been convicted of a crime. Such men, for example, had been convicted of crimes at over three times the rate of other men.^{xxvii}

CONCLUSION

If the media and entertainment industries ceased portraying senseless violence, there could be a significant decrease in violent and aggressive behavior, spousal abuse, and criminal activity in the culture. Moreover, if the media and entertainment industries encouraged constructive discourse, then violence and aggression, spousal abuse, and criminal activity could be reduced exponentially.



A PROBLEM: THE MEDIA AND ENTERTAINMENT INDUSTRY ARE HURTING OUR CULTURE

For too long we have heard promises to do better ...Instead we have the industry blaming parents for their lack of oversight of children's television viewing. This is cowardly. -Senator Jay Rockefeller^{xxvii}

THE CURRENT MEDIA AND ENTERTAINMENT INDUSTRIES ARE CREATING A VICIOUS CYCLE

The media and entertainment industry are encouraging destructive behavior.

Families are seriously weakened or destroyed as the result of these problems. Further, children are often less monitored, and gather life lessons from the media and entertainment industries.

Students act on what is encouraged by the media and entertainment industries, which in turn damages these students psychologically and perhaps even physically. Students carry these burdens into their lives as young professionals.

Young professionals, damaged by behavior in childhood, go into family life with less confidence and capability for strong marriages.



THE SOLUTION: THE CULTURAL SUMMIT INITIATIVE

As the current media and entertainment industries are a major source of cultural problems, the people of the United for Life Foundation reasoned that an alternative to the media and entertainment industries was needed. This alternative should utilize the Internet, television/film, publication, and live performance to encourage family solidarity, lady-like and gentlemanly behavior, and stewardship. In this way there can be a significant reduction in the problems that the media and entertainment industries encourage. The plan to create alternative media, art, and entertainment is called the Cultural Summit Initiative.

THE CULTURAL SUMMIT INITIATIVE CREATES A VIRTUOUS CYCLE



THE SOLUTION: THE CULTURAL SUMMIT INITIATIVE

The Cultural Summit Initiative applies media, art, and entertainment to reform culture.

THE PROGRAM OVERVIEW

STUDENTS: THE STEWARDSHIP PROGRAM

We are training students in our internship program, utilizing the Internet, television/film, publication, and live events to give students experience for their resume, a chance for them to help in the community, and, with your generosity, payment for their work. We are also developing a program to outsource students to other non-profit organizations. Finally, we are creating an online community for students and student organizations that promote cultural reform.

YOUNG PROFESSIONALS: THE SOCIETY FOR LADIES AND GENTLEMEN

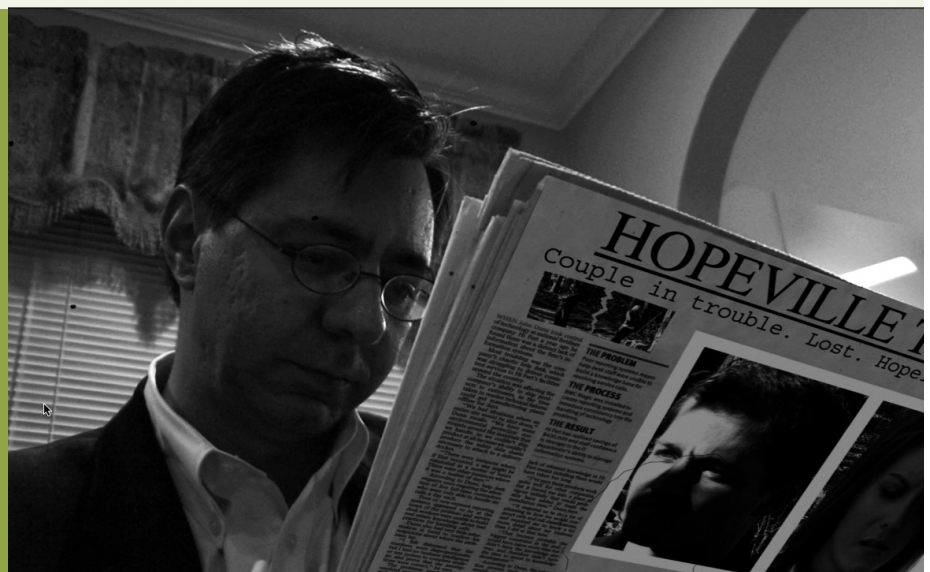
We are giving young professionals a whole new way to look at the arts, providing mainstream entertainment that is healthy, educational, and cutting edge. Our first event is The Ladies' and Gentlemen's Ball, produced by the United for Life Foundation. The Ball features big band music and provides an exhibit presenting famous ladies and gentlemen of history, as well as instruction on how to act as a lady and as a gentleman. We are planning on having at least four such events throughout the year. We are also creating an online community website for young professionals.

FOR FAMILIES: FAMILY RESOURCE CENTER

Using our college interns, we are creating an online Family Resource Center, which will provide original articles, resources, and critical information about early childhood development, nutrition, medical and legal aid, family counselors, housing, health insurance, child care, and more, as well as sources for spiritual and personal development. With your help, organizations in our community will have access to this resource center so that those in need can begin to make a change for the better.

FOR PATRONS: THE PATRONS SOCIETY

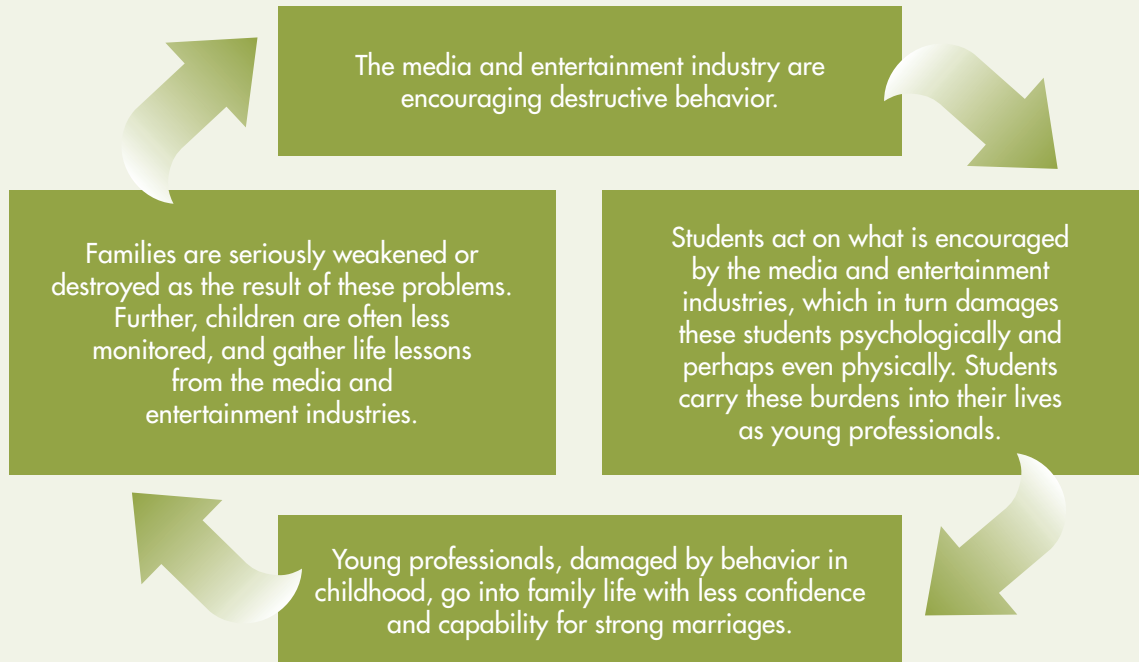
Our patrons want to know cutting edge information about the United for Life Foundation, and we will provide that information at our fundraisers. We also want our fundraisers to showcase our mission. For this reason, our fundraisers will explain our principles while exhibiting artistic expression and providing entertainment. It is our way of saying "thank you."



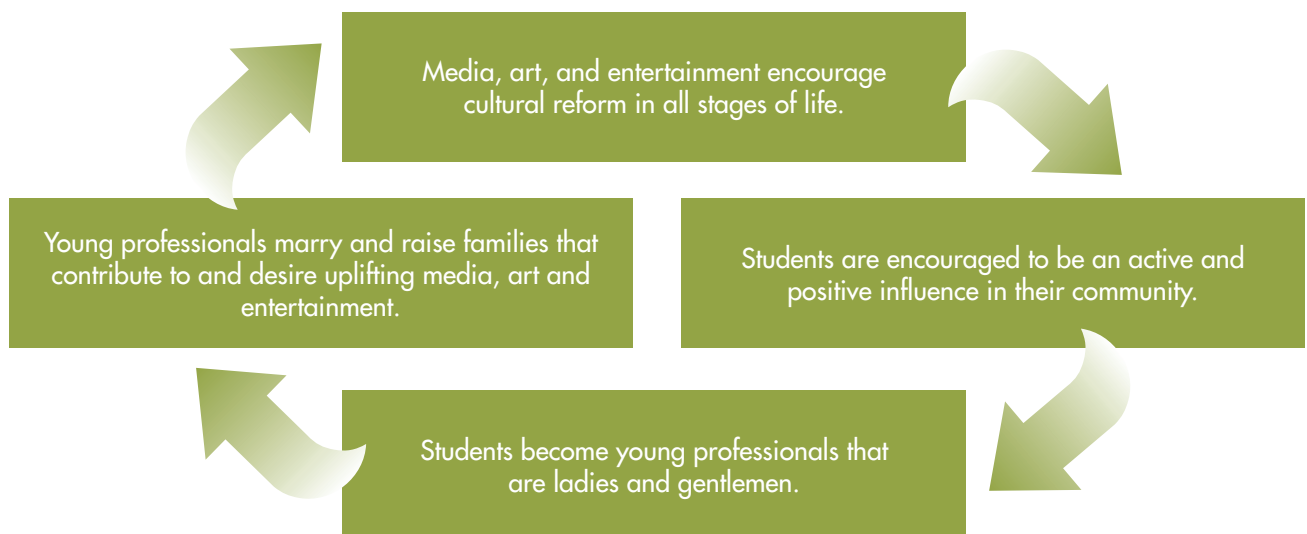
THE SOLUTION: THE CULTURAL SUMMIT INITIATIVE

THE SOLUTION

THE CURRENT MEDIA AND ENTERTAINMENT INDUSTRIES ARE CREATING A VICIOUS CYCLE



THE SOLUTION: THE CULTURAL SUMMIT INITIATIVE CREATES A VIRTUOUS CYCLE



FOR STUDENTS: THE STEWARDSHIP PROGRAM



INTERNSHIPS

Objectives:

- Give paid internships to students who want to reform culture.
- Utilize these students for the Foundation's programs.
- Outsource students to other non-profit organizations.

Since January 2008:

Recruited 4 interns:

- **Kristin Burckel, Nutrition Major, University of Alabama**
Began development of the nutrition section of the Family Resource Center.
- **Joseph Cheney, Political Science Major, University of Alabama**
Learned promotion, business, and event coordination.
- **Chad Colon, Pre-Medicine, University of Alabama**
Began construction of the newborn and crisis sections of the Family Resource Center.
- **Erin Little, Telecommunications and film, University of Alabama**
Served in media promotion, stage management, and camera operation.

For the Rest of 2008:

- Pay interns for their work.
- Raise funds to pay future interns.
- Communicate with other non-profits about their volunteer needs.

For the Future:

- Train and properly fund all interns.
- Outsource interns to other non-profit organizations.



INTERNET

Objective:

Develop a community website

- That is password protected.
- Which has video and information upload capabilities.
- Which provides a calendar of events for student organizations.

Since January 2008:

- Began Construction of the Community website
 - For organizations to post events and information.
 - To give students the ability to upload live video feed, information about community service projects, and practical information that is helpful to students.

For the Rest of 2008:

- Continue to strengthen relationships with student organizations.
- Connect with new student organizations.

In the Next 3 Years:

- Unify student organizations across the state through the community website.
- Give student organizations access to statewide promotion of their events.



FOR STUDENTS: THE STEWARDSHIP PROGRAM

TELEVISION/FILM/PUBLICATION

Objectives:

- Give students internships for production, directing, script-writing, editing, performance, promotions, and business.
- Give them practical experience.
- Instruct them on how to reform culture in their respective field.

Since January 2008:

- Students helped produce the film and show for *A Dream Worth Living Fundraiser*.

For the Rest of 2008:

- In pre-production for two student films (community-service oriented, production begins January 2009).

In the Next 3 Years:

- Produce television/film/publications that promote cultural reform for students.

LIVE EVENTS

Since January 2008:

- All four interns contributed to *A Dream Worth Living Fundraiser* and *The Ladies and Gentlemen's Ball*, serving as recruiters, promoters, advisors, and coordinators.

For the Rest of 2008:

- Help with Acoustic Night.

In the Next 3 Years:

- Provide a steady calendar of live events that encourage good behavior for students.





FOR YOUNG PROFESSIONALS: THE SOCIETY FOR LADIES AND GENTLEMEN

SOCIETY REPRESENTATIVES

Objective:

- Organize a group of young professionals who exhibit and promote the qualities of ladies and gentlemen.

Since January 2008:

- Gathered seven representatives, who contributed to editing, graphic design, acting, and advice for the Foundation.

For the Rest of the 2008:

- Develop rules and guidelines for The Society.
- Set bi-annual meeting times.
- Host Acoustic Night.

In the Next 3 Years:

- Have a society with
 - Membership guidelines.
 - A code of ethics.
 - An extensive outreach program.
 - An awards banquet for professionals in the community who exhibit qualities of ladies and gentlemen.

INTERNET

Objectives:

- Construct a website for young professional organizations
 - To learn about each other.
 - To have access to each others' events.
 - To give these organizations an effective way to promote their events.
- Post information on ways to be a Lady or Gentleman
- Post information on simple subjects like "how to set a table."
- Post information on more complicated issues like "ethical investing."

Since January 2008:

- Began construction of a website to unify young professional organizations.

For the Rest of 2008:

- Contact the young professional organizations in Birmingham.
- Unify these organizations through a website providing information
 - On young professional events.
 - On young professional organizations.

In the Next 3 Years:

- Feature and promote the latest information on cultured events for young professionals.
- Create a virtual encyclopedia with information on how to behave like a lady and a gentleman.

FOR YOUNG PROFESSIONALS: THE SOCIETY FOR LADIES AND GENTLEMEN

TELEVISION/FILM/PUBLICATION

Objective:

- Provide films, television, and publications that encourage lady-like and gentlemanly behavior.

Since January 2008:

- Created the first Ladies and Gentlemen of History exhibit, presented at The Ladies' and Gentlemen's Ball.
- Began drafting the booklets For the Lady and For the Gentlemen, the first in a series of booklets about propriety and etiquette.
- A Dream Worth Living: The Film.

For the Rest of 2008:

- Publish For the Lady and For the Gentleman.

In the Next 3 Years:

- Extend the For the Lady and For the Gentleman series to discuss more subjects that concern lady-like and gentlemanly behavior.
- Produce webTV that entertains and encourages lady-like and gentlemanly behavior.

LIVE EVENTS

Objectives:

- Select a group of young professionals to serve as representatives to promote the qualities of ladies and gentlemen in culture.
- Have a society that effectively instructs on the qualities of lady-like and gentlemanly behavior.

Since January 2008:

- Recruited Ladies and Gentlemen Representatives to host The Ladies' and Gentlemen's Ball.
- Created the Ladies and Gentlemen of History exhibit.

For the Rest of 2008:

- Host Acoustic Night.

In the Next 3 Years:

- Have four annual events that promote the qualities of ladies and gentlemen to the general public.
- Have several smaller events for The Society members.



FOR YOUNG PROFESSIONALS

FOR FAMILIES: THE FAMILY RESOURCE CENTER

INTERNET

Objective:

- Provide reliable information to help parents
- Raise a solid family.
- Strengthen their marriages.
- Protect their children.
- Get information in crisis situations.

Since January 2008:

- Drafted information
- On nutrition.
- About newborns.
- Crisis situations for those in crisis situations.
- Developed a web model
- Similar to Wikipedia.
- Gives people at different locations the ability to upload information.
- Is password protected to ensure information is reliable.

For the Rest of 2008:

- Recruit professionals and student interns to compile information for this website.
- Compile information to provide original articles, resources, and critical information about early childhood development, nutrition, medical and legal aid family counselors, housing, health insurance, child care, and more, as well as sources for spiritual and personal development.

In the Next 3 Years:

- Build the Family Resource Center to
- Save lives.
- Reform culture.



TELEVISION/ PUBLICATION/FILM

Objective:

- Offer educational productions for film and TV that engage both parents and children.

In the Next 3 Years:

- Begin running a children's educational series on webTV.

LIVE EVENTS

Objective:

- Host family events that are entertaining and safe, and air them via webTV on the Family Resource

FOR FAMILIES: THE FAMILY RESOURCE CENTER

FOR FAMILIES

WEB CAPABILITIES

CURRENT:

- Login Membership
- Search Engine for articles, media, members, and more
- Video: Uploaded video capability
- Audio: Podcasts
- Photos: Upload photos
- Original Documents
- Administrative Capabilities
- “Wiki” capabilities (works like Wikipedia)
- Ads space for sponsors

FUTURE:

- Online store
- Directory with updated contact information for all resources in Alabama
- Published Family Resource Center Booklet listing all the information on the site
- Calendar of Events for Alabama wide meetings with resource providers and clients
- Area code specific search
- Resource providers login

THE UNITED FOR LIFE BUDGET 2004-2007

The United for Life Foundation's average annual operating budget for the past three years:

WHAT WE HAVE ACQUIRED

- Office Building
- Utilities, Phone, Internet
- Office Equipment
- Computers and Publishing Equipment
- Video Cameras – Broadcast and High Definition
- Video Editing Equipment
- Studio Equipment
- Field Production Equipment
- Sound System and Projection System

IN-KIND PROFESSIONAL SERVICES

- Accounting
- Legal
- Consulting
- Graphic Design
- Editor
- Volunteers – 1,500 hours per year
- Director – 5,200 hours per year
- Administrative – 1,300 hours per year
- Marketing and Development – 2,000 hours per year
- College Interns – 1300 (325 each) hours per year

AVERAGE EXPENSES OVER THE LAST THREE YEARS

Contract Labor:

Media Production	\$35,000
Marketing Assistant	\$12,000
Commercial Campaign	\$15,000
Internet Servers	\$4,500
Office and Computer Equipment	\$2,500
Marketing and Communications	\$5,000

AVERAGE YEARLY EXPENSES OVER THE LAST THREE YEARS: \$74,000



THE NEW APPROACH: RESOURCE NETWORKING

THE MORE YOU INVEST, THE MORE EFFICIENT WE BECOME.

Because we utilize the Internet, television/film, publication, and performance, our outreach grows exponentially with each dollar invested.

SO...

The more funding we have, the less it costs to reach each person.

MEANING...

With the creation of each new production, the cost of production decreases while the number of people reached increases.

WITH OUR CURRENT BUDGET OF \$74,000

We can reach 10,000 people^{xxix}

At a cost of \$7.40 to reach each person

WITH A BUDGET OF \$294,000

We can reach over 300,000 people^{xxx}

At a cost of less than \$1 to reach each person

HOW DOES THIS WORK? HERE'S AN EXAMPLE:

Without project funding
The Ladies' and Gentlemen's Ball (Live Annual Event) – Cost \$4,000, covered by ticket sales
250 people attend^{xxxi}
At a cost of about \$15 to reach each person

With budget of \$294,000
THE LADIES' AND GENTLEMEN'S BALL
Still Costs \$4,000, but with funding, it's free to attendees
1800 people attend
At a cost of \$2.20 to reach each person

USING TECHNOLOGY

We videotape and televise the event with educational information, impacting more than 10,000 viewers

AND

We distribute the video via Internet video portals, impacting 135,000 viewers
With all costs covered by the budget ...

We reach over 146,000 people at a cost of 50 cents per person.

AND THAT'S JUST ONE PROJECT.

THE NEW APPROACH: RESOURCE NETWORKING

RESOURCE NETWORKING CREATES
THE EFFICIENT CYCLE:



The more funding the United for Life Foundation has,
the less funding its costs to reach each person.



THE UNITED FOR LIFE FOUNDATION'S CULTURAL SUMMIT INITIATIVE BUDGET 2008

BUDGET

Base Staff	\$150,000
Other staff	\$63,000
Accounting	\$2,000
Legal	\$1,500
Consulting	\$2,000
Graphic Design	\$3,600
Editor	\$1,200
Insurance	\$9,500
Office and Computer Equipment	\$8,000
Communications	\$3,000
Internet Servers	\$4,500
Networking Supplies	\$7,000
Educational Materials	\$3,000
Commercial Campaign	\$15,000
Family Resource Center	\$25,000
Student Scholarships	\$30,000
Ladies' & Gentleman's Events	\$16,000
Publishing	\$8,000
Video Equipment	\$15,000
Miscellaneous	\$1,000
Total	\$367,300
In-Kind Services	\$75,700
2008 Budget	\$291,600

ENDNOTES

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