



MediaWise[®]

Watch what your kids watch.

**2004
ANNUAL
REPORT**

National Institute on
MEDIA and the FAMILY[®]

www.MediaWise.org

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Dear Friends and Supporters,

Media is changing the face of our nation and the National Institute on Media and the Family continues to be the leader in helping parents, educators and concerned citizens interpret and manage an ever-evolving media landscape.

The year 2004 was marked by bold steps into a MediaWise® future. Great strides were made in advancing MediaWise communities in more than ten cities across the country. The Ninth Annual Video Report Card released in Washington, DC in conjunction with a strong public awareness campaign brought us unprecedented attention, with more than a million visits to our website in the days that followed. The release of *Why Do They Act That Way, A Survival Guide to the Adolescent Brain for You and Your Teen*, created a national phenomenon that led to rich opportunities for important discussions in cities everywhere about the health of our nation's youth. Addressing over 200 community forums, the Institute continued to bring the message of connecting with children and balancing the media in our lives to thousands of people.

The **Watch What Your Kids Watch** national Campaign to raise \$20 million for the advancement of the MediaWise program was created and built to kick-off in 2005 with messages and actions to extend around the globe.

Everywhere the Institute visits there is excitement, energy and invitation.

It is an exciting time to be involved with MediaWise. After nine years of building solid programs and messages, we are ready to step out into community partnerships that will create strong resources for our children. It's all coming together.

Media are powerful and the work of the Institute continues to be putting an equal amount of power and awareness into the hands of parents and educators in order that our children learn how to manage the media in their lives.

There has never been a more exciting or crucial time in our history. To ensure that we maintain our national leadership role while helping children fulfill their true promise, we must continue to seek the interest, involvement and support of all who care about the future of our nation and its citizens. Your continued involvement and support is more important than at any other time as we carry MediaWise out into the world together. Thank you for all you have helped make possible and for joining us in all that is to come!



David Walsh, Ph.D.
President and Founder

LEAD



What Happens in Partnership

Though the games are getting more violent by the second and children are being seduced into more and higher levels of media – we are making great strides in bringing awareness and solutions into focus for families and communities.

Here are some of the highlights of 2004:

Community Partnership Building – More than ten communities indicated a strong interest in partnering with the Institute to become MediaWise. Because of this interest, the Institute developed a unique and innovative approach for collaboration between community schools, youth organizations, businesses, faith communities, health and human service providers, government and local media in order to create strong, sustainable change.

Altered Industry – The Software Retailer’s Association credited the Institute for their adoption of more restrictive policies to keep ultra-violent and sexual video games out of the hands of the children.

New MediaWise Website Launch – MediaWise.org was launched in conjunction with the Public Service Announcement – with streamlined resources and a more accessible format.

Early Childhood Program Growth – A very successful 2003 demonstration project provided a clear and compelling case to grow a project that invests in the early intervention and education of parents of young children. In 2004 the planning for extensive growth of this project took place in order to reach a broader area and population of parents and educators. Evidence from the 2003 MediaWise Project funded by the Cargill Foundation showed that early intervention and education has a powerful and positive effect on the media habits of families with young children. Ninety percent of the MediaWise trained parents saying that they changed what TV or videos their children watched after the training.

Why Do They Act That Way, A Survival Guide to the Adolescent Brain for You and Your Child -- This best selling, award winning book written by Institute President and Founder, Dr. David Walsh, has forever changed the national dialogue with and about teens. The fall release and national book tour carried the issues of the importance of connection and the impact of media on the developing adolescent brain into the national spotlight, creating new opportunities for workshops, speaking engagements and critical conversation.

Public Awareness Campaign Impact – The Public Service Announcement produced by Martin Williams Advertising Agency, was introduced and blitzed into the national market in November, 2004. The impact was powerful and generated unprecedented website traffic, attention and interest in video violence.

- More than 1 million hits to the website in the days following the PSA unveiling along with the Video Report Card.
- More than 10 million hits to the web in all of 2004.
- Heightened Press visibility during this period with appearances on all major networks and scores of newspapers around the nation.

BUILD

National Expert – In 2004 the National Institute on Media and the Family continued to be the expert and leader on the issue of media and families. Speakers from the Institute made more than 200 appearances across the nation educating parents, teachers, mental health professionals and others on the importance of managing media in our children’s lives

Obesity Prevention Pilot Program – The preliminary stages of the first obesity prevention and screen time study of its kind, were completed. This collaborative project looks not only at the issue of screen time and the effect on a child’s weight and health, but also creates opportunities for children and families to successfully implement activities, diet, and other programs for children to become healthier.

Protecting Children from Exploitation – The Institute became a leader and spokesperson in the national dialogue about keeping our children safe on the web. With growing youth marketing practices, and rampant sexual solicitation, the online world is a critical arena for awareness and advocacy.

Commitment to Research

What's at work and what it all means

DISCOVER

The National Institute on Media and the Family has research as a cornerstone and a commitment. The excellent international reputation that the National Institute on Media and the Family enjoys is based on the quality research that the Institute has conducted and published. Led by researcher, Douglas Gentile, Ph.D., in 2004 we supported the ongoing studies of the impact of media on bullying, youth violence, school performance, obesity and other child health and development issues. This information is used all over the world and has shown that media can cause serious problems in the lives of families, and importantly also leads to solutions to many of these problems.

Highlights from 2004 Research:

Violent Media and Peer Relations

A study of 430 3rd, 4th and 5th graders was conducted and presented at the American Psychological Society conference last May. The findings show that media violence exposure is a very strong and important risk factor for children's aggressive behavior, anti-social behavior, and peer rejection. This research was funded by the Laura Jane Musser Fund.

The Effects of Violent Video Games

With Paul Lynch, M.D. of Beth Israel Medical Center, New York City, we conducted 9-year follow-up study on the effects of violent video games. This type of research is critical for determining the long-term effects of video game violence.

Tot TV Study

In collaboration the Institute of Child Development, University of Minnesota we conducted a study of preschoolers' home media habits and their aggressive and prosocial behaviors in preschool. The research showed that children who watch educational prosocial shows become more prosocial in their interactions with other children.

American Academy of Pediatrics Physician Survey

In collaboration with the AAP and others, including Institute Board member, Marjorie Hogan, M.D., we conducted a survey of Minnesota pediatricians, finding that pediatricians generally agree that media are an important risk factor for children's health on a number of dimensions. The manuscript was published in late 2004 in the journal *Pediatrics*.

Media Ratings Review

We conducted a review of the research literature on the reliability and validity of the major media ratings systems. Our paper is forthcoming in the journal *Adolescent Medicine Clinics*.

Violent Media Effects on Personality

We collected data from 1000 college students regarding their violent media consumption, trait hostility, aggressive attitudes, and tendencies to forgive when transgressed against. Preliminary results suggest that adults who consume more media violence are more hostile, hold more aggressive attitudes, are more aggressive in their behaviors, are more likely to be involved in abusive relationships, and are less likely to forgive others. We presented these data at the APS convention last May

IMPORTANT ONGOING STUDIES

There are numerous studies underway that examine the effect of video games and violent video games on college students all with preliminary indications of increased violent behavior:

- Video games and heart rate, blood pressure and aggressive behavior
- Studying men's playing of video games that include violence against women and its effect on personal relationships.
- Violent media consumption and tendencies toward road rage.

CHANGE

WHAT WILL BE

Investing in future generations: seeing a better way to be.

The \$20 Million **MediaWise Watch What Your Kids Watch Campaign** has been prepared to launch and will take the work of the National Institute on Media and the Family to the next level! The campaign will fund critical MediaWise training in communities across the nation, public education, the growth of MediaWise.org and the MediaWise network and research. This investment will grow a movement and give families and communities the training and resources they need to make important and sustained change.

Powering caring adults & communities to balance the privilege and responsibility of media

If you blink — it will change. This is the lesson of today's media revolution. The speed with which technology is changing adds greatly to the knowledge gap between what children take for granted and what adults don't understand. Babies born today will have an entire world of information, videos, games and communication at their fingertips using technology that we haven't even heard of yet. Everything we know about brain development in children and youth and the connection between media habits and child development demands our most creative, innovative and immediate attention.

- **Cargill and McKnight Foundations Invest in Early Childhood**

Early Childhood Research Projects have clearly and successfully demonstrated that early intervention and training with families, caregivers and educators translates to positive media change for kids — when families hear the MediaWise message they make changes in their family's media habits, 90% of parents made change at home following the program. Particularly for families at risk, this program has a profound impact and a deep benefit.

- **Building Healthy Futures for Youth**

With several national partners the Institute is conducting a very exciting, groundbreaking project to positively modify unhealthy media habits in youth and teens with a high-energy program that works with families to replace some of the screen time using healthy alternatives. Diet, exercise, games and family connection are some of the healthy highlights.

Changing the world

As children can move more easily into alternative entertainment realities, with future possibilities as limitless as our imagination, now is the time to become MediaWise.

- We stand apart and will grow MediaWise communities throughout the nation, with thirteen communities preparing to become MediaWise at last count.
- The MediaWise Networks is up and running and reaches individuals everywhere and gives tools and information needed to make change as well as important tools to spread and grow the MediaWise message. If you haven't checked it out yet, go to www.mediawise.org.

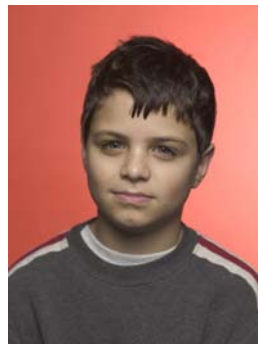
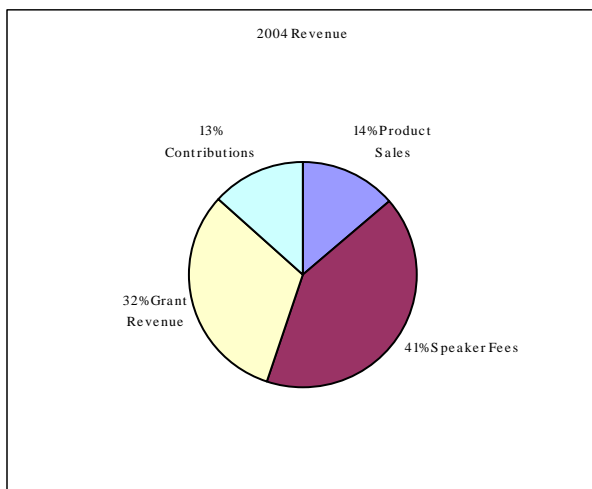
CONNECTING THE POWER OF MEDIA WITH THE POWER OF PARENTS AND COMMUNITY



BALANCE SHEET

	12/31/04	12/31/03
Assets		
Current Assets		
Cash and Cash Equivalents	\$ 370,468	182,541
	<u>16,367</u>	<u>12,999</u>
	<u>386,835</u>	<u>195,540</u>
Equipment, Net of Depreciation	<u>17,983</u>	<u>25,099</u>
Total Assets	\$ <u>404,818</u>	<u>220,640</u>
Liabilities and Net Assets		
Current Liabilities		
Accounts Payable	\$ 24,739	27,921
Due to Fairview	<u>664,699</u>	<u>42,371</u>
	<u>689,439</u>	<u>70,291</u>
Net Assets		
Unrestricted	(299,677)	32,383
Temporary Restricted	<u>15,056</u>	<u>117,965</u>
	<u>(284,677)</u>	<u>150,348</u>
Total Liabilities and Net Assets	\$ <u>404,818</u>	<u>220,640</u>

INVEST



THANKS TO



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\$50,000- \$100,00

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\$10,000 - \$49,000

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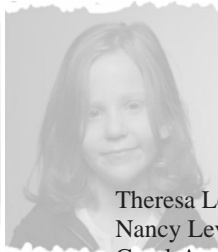
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In Memoriams

Daniel and Joan Wandke Nelson
in memory of Grace C. Wandke

Exceptional Corporate Sponsorship

Since the National Institute on Media and the Family was launched in 1996, our founding sponsor, Fairview Health Services, has generously provided the resources necessary to continue our success. Committed to improving the health of the communities it serves, Fairview once again strongly supported the work of the Institute in 2004 and we are grateful.

GIFT

Martin Williams Advertising Agency, known for their creative excellence around the world, has powerfully supported the MediaWise effort. With contributions of many, many hours in creative time, discounts in printing and other services, Martin Williams has helped give the face and the voice to the powerful MediaWise Movement. Thank You!

We make every effort to be accurate and complete in recognizing our supporters. We apologize if there are any misspelled or omitted names.

Every single program and service is funded by charitable gifts from friends like the individuals, foundations and corporations listed in these pages.

We are deeply grateful for all of our friends and supporters who invest in the National Institute on Media and the Family.

Our mission is to further our mission to maximize the benefits and minimize the harm of media on children and families through research, education and advocacy.

Our vision is to build healthy families and communities through the wise use of media.

PARTNER

*National Institute
on MEDIA
and the FAMILY®*



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