

FOR IMMEDIATE RELEASE
MARCH 30, 2007

CONTACT:

Connie Valk
585-295-1000 ext. 248
cvalk@childrensinstitute.net

Jeanne Morey
585-495-6428
jstillman50@msn.com

Ruth Cowing
585-279-8330
ruthcowing@highfallsfilmfestival.com

**SECOND ANNUAL CHILDREN'S FILM FESTIVAL TO RUN DURING
THE MONTH OF THE YOUNG CHILD**

Free Films offered at Libraries and other locations throughout April

Rochester, NY, April 2, 2007 – The 2nd Annual Children's Film Festival, *Through the Eyes of a Child*, featuring free screenings of quality films at libraries, childcare centers, schools, and special programs at the Little Theatre and the Dryden Theatre at George Eastman House International Museum of Photography & Film, will be held during the month of April. The Festival, facilitated by Children's Institute in collaboration with High Falls Film Festival, is a focal point of this year's Month of the Young Child, a celebration of children sponsored by the Rochester Association for the Education of Young Children (RAEYC). This year's Festival includes workshops for early education teachers and caregivers, and information for parents about selecting quality, non-violent films for their young children.

"Media violence has a negative impact on young children," commented Police Chief David T. Moore. "The Police Department is grateful for all efforts that seek new ideas to reduce instances of violence in our neighborhoods. I applaud the early childhood community's willingness to address the impact of media violence on young children through the Children's Film Festival."

According to Connie Valk, early education specialist with Children's Institute and a primary organizer of the festival, "In 1984, children's television shows were deregulated by the Federal Communications Commission. Since then, violence in the media gives children large daily doses of simulated danger, war, and fighting that are often depicted as glamorous and fun. The violence children experience through media often inspires aggressive behaviors. We seek to create awareness of this issue, and help parents and caregivers choose child-safe programming."

On the recommendation of the High Falls Film Festival, the Children's Film Festival is a traveling program, bringing films to familiar neighborhood settings that are within walking distance from where families live. The schedule for this year kicks off with RAEYC's April 2 film screening and workshop for teachers and caregivers at 6:30 p.m. at the Cooperative Extension auditorium.

children's
institute

274 N. Goodman Street, Suite D103 • Rochester, New York 14607
(585) 295-1000 (phone) • (585) 295-1090 (fax) • (877) 888-7647 (toll-free)
www.childrensinstitute.net

Free shows for children, parents and caregivers will be held throughout Monroe County (see attachments for schedule and list of films). Parents who attend screenings will be given information about choosing entertainment for children, with suggested questions to help promote conversations with their children about the film's content. Libraries will also provide parents with a bibliography of films recommended for children.

The 2nd Annual Rochester Children's Film Festival is facilitated by Children's Institute and funded by the Dr. & Mrs. James W. Sayre fund at Rochester Area Community Foundation, RAEYC, the Child Care Council, RCN Family Child Care Satellites of Greater Rochester, Monroe County Libraries, and Early Childhood Education Quality Council, with participation and in-kind funding from the Rochester City School District, the High Falls Film Festival, Children's Institute, and others.

Rochester Association for the Education of Young Children (RAEYC) was founded in 1964 and is one of 450 chapters of the national organization NAEYC. RAEYC has over 500 members who are early childhood professionals. The group sponsors professional development seminars and workshops and provides teachers and caregivers with resources and referrals in the area of child development.

The mission of Children's Institute is to strengthen children's social and emotional health. Through the integration of sound research and practice and proactive engagement with parents, providers and policymakers, we create positive change for children, their families and their communities.

###

Children's Film Festival 2007

Attendees are encouraged to call the location to confirm times of film screenings.

Rochester Public Library – Free Film Screenings

Arnett
310 Arnett Boulevard
Rochester, NY 14619
585-428-8214
Wednesday, April 18 at 3:00 p.m.

Maplewood
1111 Dewey Avenue
Rochester, NY 14613
585-428-8220
Wednesday, April 25 at 3:00 p.m.

Lincoln
851 Joseph Avenue
Rochester, NY 14621
585-428-8210
Wednesday, April 11 at 4:00 p.m.

Phillis Wheatley
33 Dr. Samuel McCree Way
Rochester, NY 14608
585-428-8212
Thursday, April 26 at 4:00 p.m.

The Child Care Council – Free Film Screenings

Monroe County
Child Care Council, Inc.
595 Blossom Road Suite 120
Rochester, NY 14610
(585) 654-4720
Monday, April 9 at 11:00 a.m.
Thursday, April 12 at 11:00 a.m.

Wayne County
Child Care Council, Inc.
1173 East Union Street
Newark, NY 14513-9201
(315) 331-5443
Monday, April 2 at 6:30 p.m.
Future dates to be announced

Livingston County
Child Care Council, Inc.
5995 Big Tree Road Suite J
Lakeville, NY 14480-0670
(585) 346-6050
Friday, April 27 at 11:00 a.m.

The George Eastman House will present shorts from the High Falls filmmakers and its own collection on Thursday, April 12 at 2:00 p.m. Admission is \$2 per person, or \$6 maximum for a family. For more information, visit <http://www.dryden.eastmanhouse.org> or call (585) 271-3361.

The Little Theatre will present films featuring animation during its Little Buddies series on Saturday, April 28 at 10:00 a.m. Admission is \$5 per person. For more information, visit www.little-theatre.com and click on Little Buddies, or call 585-258-0400 during business hours.

Children's Film Festival 2007

- DANCE ELI DANCE!
Director: Ava Hess, age 15; Echo Park Film Center, US
Eli dances her way through city streets, making her mark on the urban landscape.
- THE DOG WHO WAS A CAT INSIDE
Director: Siri Melchior, UK
When you're a cat inside a dog's body, things can be complicated. A lesson in acceptance and...teamwork!
- THE FIRST SNOW OF WINTER
Director: Graham Ralph, UK
The delightful, award-winning tale of Sean Seamus Aloisious Dermot McDuck, a duck run amok!
- GUINEAS OF THE CARIBBEAN
Director: Anya and Sera Gearhart, ages 8 & 10, US
This infectious stop-motion animation made by two sisters under the age of 10, pits toy guineas against a giant octopus.
- LIGHT STAINS
Director: Sandra Cheng, US
In this mind-bending 3-D (glasses supplied!) animation based on a true story, an astronomer recalls how she started out as the maid of a Harvard professor.
- MOONWALKING
Director: Jutta Schuenemann, Germany
A gentle tale of a man and his dog, out to capture the moon.
- SINGING STICKS
Director: Christine Panushka, US
A joyful animated celebration of movement and color, made entirely with hand-cut rubber stamps.
- UPSIDE DOWNED
Director: Valerie LaPointe, US
Big sisters can be nags, but every now and then turns out...they're right!
- WINTER
Director: Mar Elepano, US
A beautiful animated accompaniment to Vivaldi's "Four Seasons: Winter Symphony," performed by Itzhak Perlman and the Israeli Philharmonic.



Some Things You Should Know About Media Violence and Media Literacy

- Media violence can lead to aggressive behavior in children. Over 1,000 studies confirm this link.
- By age 18, the average American child will have viewed about 200,000 acts of violence on television alone.
- The level of violence during Saturday morning cartoons is higher than the level of violence during prime time. There are 3 to 5 violent acts per hour in prime time, versus 20 to 25 acts per hour on Saturday morning.
- Media violence is especially damaging to young children (under age 8) because they cannot easily tell the difference between real life and fantasy. Violent images on television and in movies may seem real to young children. They can be traumatized by viewing these images.
- Media violence affects children by:
 - Increasing aggressiveness and anti-social behavior.
 - Increasing their fear of becoming victims.
 - Making them less sensitive to violence and to victims of violence.
 - Increasing their appetite for more violence in entertainment and in real life.
- Media violence often fails to show the consequences of violence. This is especially true of cartoons, toy commercials and music videos. As a result, children learn that there are few if any repercussions for committing violent acts.
- Parents can reduce the effect media violence has on children by:
 - Limiting the amount of television children watch to 1 to 2 hours a day.
 - Monitoring the programs children watch and restricting children's viewing of violent programs.
 - Monitoring the music videos and films children see, as well as the music children listen to, for violent themes.
 - Teaching children alternatives to violence.
- Parents can help children develop media literacy skills by:
 - Helping children distinguish between fantasy and reality.
 - Teaching them that real-life violence has consequences.
 - Watching television with children and discussing the violent acts and images that are portrayed. Ask children to think about what would happen in real life if the same type of violent act were committed. Would anyone die or go to jail? Would anyone be sad? Would the violence solve problems or create them?
 - Asking children how they feel after watching a violent TV show, movie, or music video.

Sources:

"Media Violence," AAP Committee on Communications, in *Pediatrics*, Vol. 95, No. 6, June 1995.

"Suggestions for Parents: Children Can Unlearn Violence," in the Center for Media and Values (now the Center for Media Literacy) *Media and Values*, No. 62, 1993, "Media and Violence: Part One: Making the Connections."