



# **White Dot - the International Campaign Against Television and TV Turnoff Week**

**Dear Parent or Teacher,**

**The average TV viewing time in Britain and America is almost four hours. That is half the time we are not sleeping or working. It's too much. And that is why TV Turnoff Week was started over a decade ago.**

**Last year 5 million people worldwide put their TV sets in the closet and rediscovered their real friends, real families, the art of conversation and the joys of goofing around. White Dot, the international campaign against television, runs the Turnoff in Britain. And there are groups promoting the event in dozens of other countries.**

**Television is a huge factor in children's lives. At just the age when they are learning to speak or later, when they should discover their own talents, TV gets in the way. Every year there are more reports linking TV to health problems but the biggest effect on children is the way it limits their imaginations and cuts them off from the world outside.**

**That is why White Dot is asking school children to help us compile an archive of the last pre-TV generation. We are asking kids to turn off their TVs for the last week in April and spend some time talking to adults about what life was like before television.**

**Children need to know about that world, and we are losing the last generation of people who lived there. It offers a great opportunity for children and adults to learn what makes people truly happy, and what might be stopping them.**

**We hope you will consider taking part. Please bring questions and completed surveys to our website. We would love to hear from you.**

**Thanks for your time,**

**David Burke  
British Director**

**[www.whitedot.org](http://www.whitedot.org)  
The international campaign against television**



# **TV Turnoff Week**

## **20 - 26 April, 2009**

### **Learn about life before TV!**

**People didn't always have TVs and video games. Your parents and grandparents did other things. They are the last generation of people who grew up in a TV-free world. Maybe some day no one will remember what it was like to live without TV.**

**Help us talk to older people and find out what they did. Talk to your parents, your grandparents and any older person you know. Ask them about growing up and their free time. Write down the answers and then add them to our Pre-TV Generations Archive at [www.whitedot.org](http://www.whitedot.org). Then lots of other people can read them.**

## **Questions:**

- 1. What did you do for fun before television? What games did you play?**
- 2. Did you ever get bored? What did you do then?**
- 3. What would you do when you got home from school?**
- 4. Were you allowed to play outside when you were my age?**
- 5. Did you see your friends more or less than kids today?**
- 6. What did you talk about? Was it different than today?**
- 7. Were the streets different? What did you do at night?**
- 8. Do you wish you had television when you were a child?**



## **TV Turnoff Week 20 - 26 April, 2009**

**Get rid of TV for a week and  
see what you've been missing!**

Every year, millions of people turn off their televisions for a week. They spend time talking, playing and having a real life. Some do things they never did before. They have more time with real friends and family instead of pretend ones. What have you been missing while watching TV? Join us!

### **Before the TV Turnoff Week:**

- What do you worry you will miss TV?
- What would you like to do?
- How many hours do you spend watching TV every day?
- Do you think it will be hard to turn off TV for a week?

### **During..**

- What do you do now when you get home?
- Is it hard to not watch TV? As hard as you thought?
- What do you do when you get bored?
- How long does being bored last? Time it.
- What would you like to do now?
- What's stopping you?

### **After the Week:**

- Was it easy or difficult to get rid of TV for a week?
- What television did you miss?
- What new things did you do instead?
- How much extra free time did you have?
- Would you turn off TV for a week again?

[www.whitedot.org](http://www.whitedot.org)

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