



## CATHEDRAL OF CHRIST THE KING

1410 Baxter Avenue, Superior, WI 54880

Office (715) 392-8511 Fax (715) 392-3457

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

### Father Andrew's Summer Challenge!

*This is an excerpt from an article published by Eyesafe Nielsen Estimates...*

Recent reports from Nielsen suggest that **media consumption has increased 60%** due to COVID-19 and home confinement during March, 2020. Given already high screen time hours, this increase is significant. Eyesafe analyzed the current **Nielsen Audience Report** numbers to develop the “Screen Time Report” which excludes Radio, to understand the actual amount of time the population is in front of devices on a daily basis.

Nielsen has found that in previous times of crisis requiring forced time spent home can lead to a **60% increase in media use**. Additional surveying from Nielsen has found that **working from home results in increased screen time** with worker in the office spending more than 21 hours per week, and workers from home spending 25 hours per week, on work devices.

With a 60% increase in TV and Game Console Media use, and 14% increase in Mobile and Work-Related Device Use, Eyesafe estimates U.S. screen time per person 18+ has increased to 13:28 hours per day in March 2020, up from 10:09 hours per day in Q3 2019.

The Eyesafe estimated per day use of screens for March 2020 in the U.S. includes:

- Live TV: **5:31**
- Time-Shifted TV: **:46**
- Game Console: **:20**
- Internet Connected Device: **:43**
- Internet on a Computer: **:36**
- App/Web on a Smartphone: **4:31**
- App/Web on a Tablet: **:59**
- Total Screen Time Per Day: **13:28**

This shift in screen time is resulting in increased **high-energy blue light exposure**, concerning for children and adults. Further analysis will review this continued trend in screen time consumption globally and exposure to high-energy blue light in our new reality.

**Source:** <https://eyesafe.com/covid-19-screen-time-spike-to-over-13-hours-per-day/>  
**Date Verified:** March 28, 2021

“We unite our hearts to Jesus Christ through study, prayer, and service.”

## *I look at these statistics and I believe that we can do better!*

Now while I admit that there is good programming on television and on the web, I suggest that at times it is difficult to find. **Therefore, I propose a challenge: Take time during the month of May to talk about the role of television, internet, and video games in your house, and consider one of the following for the three great summer months of June, July, and August:**

**1. Cold Turkey.** That's right! Dump the screens and fill your life with 1001 activities that are good for your mind and your body. Unplug the set(s), stop the video games, and shut down the internet wherever possible. Take back your life and CHOOSE for yourself what kind and type of entertainment and recreation is good for you. And if you need "screen time" by all means take it... but only when YOU CHOOSE what and when you watch. If you can't handle this.....

**2. Cut the time.** The average American now watches 38+ hours of television a week (that's 5 hours and 31 minutes a day). Decide for yourselves what you choose to watch and set a goal for each person in the house to watch no more than 10 hours a week (about 1 ½ hours a day). If this is still too much for your electronic addiction then.....

**3. Have a household discussion.** Sit down and discuss what you are watching and come up with a plan. How much TV is too much? What kind of programming is being viewed? How much “surfing” on the web is really useful? What are some alternatives to the mind-numbing effects of the tube? Set limits for yourself.

Talk about the challenge and decide if you would be willing to follow through for 3 months. Some people think that I am crazy to even suggest this, but do we really want our lives completely wrapped around a screen? Do we really want to open our minds and hearts to programming, images, and ideas that are contrary to the Gospel?

*This can be an incredible opportunity* for all of us to rediscover the beauty and power of summer. In the coming weeks I will suggest different activities and ideas.

Now, if you want to really do your homework and learn more (I warn you it will make you rethink the role of TV/internet in your life!) the web does offer a wealth of information in seconds. If you are looking for some solid sources for information about television and movies there is hope!

Common Sense Media

<https://www.common sense media.org/>

Parents Television and Media Council

<https://www.parentstv.org/>

US Conference of Catholic Bishops  
(Catholic News Service)

<https://www.catholicnews.com/movie-reviews/>

## **REMEMBER: while we didn't have a choice about COVID-19, we do have a choice how we respond.**

“We unite our hearts to Jesus Christ through study, prayer, and service.”