Restructuring the Immature Brain

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¹ This study was conducted by The Institute for Media Education, 2008.
PREFACE

NIDA director Nora Volkow also felt that her institute's name should encompass addictions such as pornography, gambling, and food, says NIDA adviser Glen Hanson. (Science, July 6, 2007, Vol. 317, no. 5834, p. 23),

INTRODUCTION

As set forward in this Exhibit A, recent technical advancements in the brain sciences provides evidence that fits historic, literary, legal and common sense observation, as well, arguably, as proprietary psychographic marketing analyses owned by Spencer’s and Playboy. That is, independent science now confirms that the brain’s cognitive and moral decision making skills do not architecturally mature until an individual is twenty-two to twenty-five years of age. Therefore, exposing minors to pornographic images and devices subconsciously restructures millions of immature brains-minds and memories and nullifies their ability to give informed moral and cognitive consent.

Three Components of The Healthy Brain

This Exhibit thus addresses below how the Playboy/Spencer sex and licit and illicit drug addiction lures would alter the sexual, cognitive, and emotional functions of children who see, handle, laugh about and/or purchase such Playboy/Spencer products. Included here are a sample of relevant brain studies that suggest how millions of vulnerable, immature young brains have been and are being violated as they unsuspectingly, trustfully browse in more than 600 of Spencer’s sex and drug international conglomerates now inexplicitly ensconced in our community malls, our new “Main Street” USA.

The following brief multi-disciplinary review of research relevant to the undeveloped, emerging, youthful brain needs to be framed by the three components of a healthy brain, defined by pioneering neurologist A.R. Luria:

1) to be alert, awake, aware of reality;
2) to collect and store environmental data and,
3) to monitor and correct our conduct for health and well-being.²

The realization that the “Teenage brain [is] a work in progress”³ (left) underscores how the three tasks of the human brain are compromised by addiction lures for drugs, alcohol, and

³ Image taken from the National Institute of Mental Health No, 01-4929 at The Brain exhibit at the Smithsonian, December 29, 2001, co-sponsored by the NIMH and the Smithsonian.
pornography at every Universal (Studios) Spencer’s Gift store, exploiting ersatz gag items, posters, books, cards, shirts and the like. Moreover, the research finds that each addiction commonly leads to others, to multiple addictions, dramatically damaging the three main tasks of the brain and directly injuring the health and welfare of millions of Spenser/Playboy underage consumers and salespersons.

I TWEEN AND TEEN BRAINS

The Undeveloped, Immature Brain: Scans Age 5 to 20

1. The above brain scans are taken from a study by Dr. Jay Giedd, chief of brain imaging, the child psychiatry branch at the National Institute of Mental Health (NIH). Dr. Giedd tested 1,800 youths via magnetic resonance imaging (MRI), creating an MRI photo every two years of the growing brain. The photograph above demonstrates typical brain maturation from age 5 to age 20. Says Dr. Giedd:

2. “So if a teen is doing music or sports or academics, those are the cells and connections that will be hard-wired. If they're lying on the couch or playing video games or MTV, those are the cells and connections that are going [to] survive….It’s sort of unfair to expect [teens] to have adult levels of…decision-making before their brains are finished being built….The frontal lobe is often called the CEO, or the executive of the brain. It's involved in things like planning and strategizing and organizing, initiating attention and stopping and starting and shifting attention. It's a part of the brain that most separates man from beast, if you will…." [Emphasis added]

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The Immature Cerebellum is “Very Susceptible to the Environment”

3. “It’s also a particularly cruel irony of nature, I think, that right at this time when the brain is most vulnerable is also the time when teens are most likely to experiment with drugs or alcohol….if they’re doing drugs or alcohol that evening, it may not just be affecting their brains for that night or even for that weekend, but for the next 80 years of their life. …[We] think [the cerebellum] is very susceptible to the environment….This part of the brain has not finished growing well into the early 20s, even…. [We] now know it’s also involved in coordination of our cognitive processes, our thinking processes. Just like one can be physically clumsy, one can be kind of mentally clumsy….And so we think it’s intriguing that we see all these dynamic changes in the cerebellum taking place during the teen years, along with the changes in the behaviors that the cerebellum sub-serves.⁵

4. Until recently, many preferred to see adolescence as a romantic invention of nostalgic Americans for an asexual, vulnerable view of childhood. Says Dr. Giedd, “If we had to pick a number now, we’d probably go to age 25,” confirming that the human brain is structurally immature until well past puberty; These MRI studies (reprinted below) reveal the physiological changes that often explain teenage “emotional outbursts, reckless risk taking and rule breaking…the impassioned pursuit of sex, drugs and rock ‘n’ roll” and even “mental illnesses as schizophrenia and bipolar disorder. These diseases typically begin in adolescence and contribute to the high rate of teen suicide.”⁶

5. Says Dr. Winters, the nucleus accumbens directs motivated behavior with the youthful, developing nucleus accumbens apparently preferring “high excitement.” Winters cites to “real-world observations” in that youngsters are drawn to risky behaviors, such as video

games and substance use as high excitement with low investment. However, this applies as well to youthful use of pornography.7

The Vulnerability of the Teen Brain Should Effect “Policy…Laws”

6. Winter notes the amygdala as “integrating emotional reactions to pleasurable and aversive experiences,” citing the fact that youngsters can unnecessarily react explosively to neutral situations. Moreover, the amygdala is directly associated with all Playboy and any other sexual stimuli as the nexus of fear and sexual arousal.

7. In The Primal Teen, Barbara Strauch, NYT medical science editor cites Robert W. Blum, MD, PhD, professor of pediatrics at the University of Minnesota, who says understanding the vulnerability of the adolescent brain “will have huge implications for policy, for laws. It will change the whole way we think about kids. Forever.”8

8. The brain matures back to front. The prefrontal cortex, just behind the forehead (called “the seat of sober second thought”) is the last part of the brain to be fully up and running. This brain area handles complex information, says Winters, “from making judgments, to controlling impulses, foreseeing consequences, and setting goals and plans. An immature prefrontal cortex is thought to be the neurobiological explanation for why teenagers show poor judgment and too often act before they think.”9

The Undeveloped Teen Brain “A Time of Great Risk and Great Opportunity”

UCLA neuroscientist Elizabeth Sowell says, although excess hormones affect hazardous teenage behavior, mapping “where and when the brain changes were happening” finds the “part of the brain that makes teenagers more responsible is not finished maturing yet.” Giedd explains that teenagers have a “surfeit of hormones [and] a paucity of the cognitive controls needed for mature behavior.” Add the “plasticity of the teen brain” and adolescence becomes “a time of great risk and great opportunity.” Dr. Elizabeth McAnarney’s research finds teen “sensation seeking and risk taking” is important to unravel, as adolescent angst is dramatically escalating. Understanding adolescent “brain–behavior mechanisms…should provide insights into the risk of particular adolescents for morbidity and mortality.”10 From the 1972 and 1982 Surgeon General’s Report on Television’s harmful behavioral effects to contemporary mass media hearings and studies, sexually explicit media effects. This is a massive literature (e.g., Zillmann, Bryant, Dines, Weaver, Donnerstein, Malamuth, Lintz, Gerbner, Comstock, Reisman, etc). A few samples follow

“Architectural Brain Change” to Violent Videos is “Almost Immediate”

10. Center for Successful Parenting, 3/24/06, Pot, violent videos alter teenage brains: Exposure multiplies risk of schizophrenia, aggressive behavior, Kronenberger and Mathews, Indiana U. School of Medicine. Exposed to violent videos, neural network patterns of normal, healthy teens resemble chronically aggressive kids in the areas governing emotions and self-control. Dr. Craig Anderson, Iowa State U says 20 minutes playing violent videos results in aggressivity and less willingness to help others. “The brain is reacting biologically to the experiences that the teenagers are having.” The MRI tests support youths’ architectural brain change as almost immediate. This would similarly apply to pornography effects on the teen brain, absent informed consent.

11. Developmental Psychology, I Wish I Were a Warrior: The Role of Wishful Identification in the Effects of Violent Video Games on Aggression in Adolescent Boys, Elly A. Konijn, et al. (July 2, 2007). In Vrije U. Amsterdam, University of Michigan. One boy, “I like Grand Theft Auto…you can shoot at people and drive fast in cars…I would love to do all these things right now!” The investigators conclude that, “identifying with violent characters in the virtual world can influence adolescents to behave more aggressively against others in the real world.”

Early Sexual Exposure to Those With PTSD Unconsciously Endangered

12. Medicine.Net.com reports that ‘Post Traumatic Stress Disorder’ (PTSD) in teenagers and children reveal that over 40% have endured at least one traumatic event, resulting in the development of PTSD....Up to 100% of children who have….endured sexual assault or abuse tend to develop PTSD.” Neuroscientists agree, “memories are stored in the amygdala as rough, wordless blueprints for emotional life.” In his schematic (above left) child trauma specialist, Bruce Perry, M.D., Ph.D., notes that child sexual abuse sets off alarm mechanisms in children that further compromise a child victim’s already immature cognitive and emotional development. It follows then from the data that a molested child, innocently browsing Spencer’s pornography, penises, picture books of sex positions, whips and handcuffs, etc., would often subconsciously re-experience the toxic “alarm” that relives the original or ongoing “traumatic event” (JAR).

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12 Goleman, in Consciousness, Brain, States of Awareness, and Mysticism, ibid., at 22.
13 Image and text taken from the National Institute of Mental Health No, 01-4929 at The Brain exhibit at the Smithsonian, December 29, 2001, co-sponsored by the NIMH and the Smithsonian. Of the millions of Spencer’s child employees and/or customers, roughly 25% of girls and 16% of boys enter and/or work in the store carrying a subconscious or conscious sexual abuse memory. In 1986 the American Medical Association reported one in four girls, and one in eight boys as sexually abused before the age of 18. Two years later, The Handbook on Sexual Abuse of Children, reported one in four girls, and one in six boys sexually abused by age 18. The National Institute of Health repeats that children’s brains are not firm.

“Viewing emotional images…teens... activated the amygdala, a brain center that mediates fear and other “gut” reactions, more than the frontal lobe [rational, cognitive].”
II “EXPOSURE TO SEXUAL CONTENT PREDICTS...SEXUAL BEHAVIOR”

13. Pediatrics, Vol. 101, No. 5, 5, 1998, pp. 949-950, “Secondary Sexual Characteristics and Menses in Young Girls,” is also summarized in The New York Times, 12/24/2000. Principal Investigator, Marcia E. Herman-Giddens writes that the research on nutrition cannot explain why so many girls have breast buds, public hair, and menstrual cycles “earlier than their mothers did.” Since “the female reproductive system is exquisitely sensitive to external influence,” Dr. Giddens suggests that just as sexual images restructure the brain, sexual images also restructure the body. She asks, "Can visual images...act as a premature [reproductive] trigger”? “These [sexual] images are in [a child’s] face, all the time, literally.....what you see can have a biological effect on your body,” adding, you see, someone cut “a grapefruit from across the room, you're going to salivate...” Giddens opines that sexy ads are unhealthy for anyone. However, repeatedly “seeing” these sex images may “be reproductively revolutionizing girl’s bodies.”

14. Pediatrics Vol. 117 No. 4 April 2006, pp. 1018-1027, Sexy Media Matter: Exposure to Sexual Content in Music, Movies, Television, and Magazines Predicts Black and White Adolescents' Sexual Behavior, Jane Brown, et al. The UNC-Chapel Hill Syear NIH, "Teen Media" study of SMD (Sexual Media Diet) concluded that, “Exposure to sexual content in music, movies, television, and magazines accelerates white adolescents’ sexual activity and increases their risk of engaging in early sexual intercourse.” The authors conclude that “high-SMD white males were more likely to read men’s magazines such as Playboy and Maxim” and had the highest rate of sexual activity. Youthful brain restructuring is automatic, such male sexual behavior would be a function of the restructured brain architecture.

Watching Sex on Television Predicts Adolescent Initiation of Sexual Behavior

15. Watching Sex on Television Predicts Adolescent Initiation of Sexual Behavior Pediatrics, 9/04, Rand Corp, UCSB. Rebecca Collins et al., found that adolescents who saw more sexual (reproductive) content were “more likely to [shortly] initiate intercourse and progress to more advanced non-coital reproductive activities [oral, etc]”.
16. TV sex talk or depictions increased teen acting out. Black youth briefed on normal reproductive risks or safety had reduced sex acts. “Although intercourse among youths is common, most reproductively active teens wish they had waited longer to have sex [so] sex is occurring before youths are prepared for its consequences.” Again, in sum, sexually compromised, prefrontal skills would mean pornography violates normal brain tasks absent legitimate informed consent.

Television Has Strong Negative Influence on Child Development

18  Pediatrics, 2005, Sex screen: The dilemma of media exposure and sexual behavior, Michael Rich, Center on Media and Child Health, Children's Hospital, Boston. The impact of media on the sexual attitudes and behaviors of adolescents is discussed.
American Academy of Pediatrics policy statements have declared that television has had a strong negative influence on child development and is an important tool in teaching children about sexual behavior.

Watching Sex on Television Predicts Adolescent Initiation of Sexual Behavior

19 *Pediatrics, 9/04, Watching Sex on Television Predicts Adolescent Initiation of Sexual Behavior*, Rebecca Collins et al., Rand Corp, UCSB. Adolescents who saw more sexual content were “more likely to [shortly] initiate intercourse and progress to more advanced noncoital sexual activities [oral, etc].” TV sex talk or depictions increased teen acting out. Black youth briefed on sexual risks or safety had reduced sex acts. The high rates of black sexual violence related to “white” pornography in the black community is not addressed.

20 *Journal of Child Psychol Psychiatry*, 2006, “Children's subjective emotional reactivity to affective pictures: gender differences and their antisocial correlates in an unselected sample of 7-11-year-olds,” C. Sharp, et al., Menninger Department of Psychiatry, Baylor College studied middle school-aged children. Girls disliked aversive pictures more than boys but both sexes rated arousal the same. These tests can be used to evaluate children’s emotional responses to stimuli in school settings, showing gender differences in emotional reactivity. This could be useful for other related studies.

21 *Psychological Science, When God sanctions killing; Effect of scriptural violence on aggression*, Brad Bushman, 3/07, U Michigan, Ann Arbor. Half of the participants came from Brigham Young University and half the Free University in Amsterdam. Both believers and non-believers were more willing to act more violently when “God” justified it. This confirms the common sense observations that when authorities appear to sanction bad behavior people are more justified in carrying out bad actions.

“[V]iolent video games desensitize players, making them more aggression-prone”


23 *Media Effects: Advances in Theory and Research*, 1994, Eds Jennings Bryant, Dolf Zillmann, Lawrence Erlbaum Associates. Pornography arouses people rating self-arousal and via penile tumescence, vaginal changes, and plethysmography. All of the Zillmann and Bryant studies, confirm the role of sexual images, pornography in negative assessments of marriage, family, ones partner, monogamy; that is the rejection of all normal health-based sexuality.

Violence and Sex Impair Memory for Television Ads Hence Impair Cognition

24 *Journal of Applied Psychology, 2002, Violence and Sex Impair Memory for Television Ads*, Brad Bushman and Angelica Bonacci, Iowa State University, American Psych. Assoc, Inc. Follow-up research found subjects recalled ads better if they were seen during
a neutral rather than violent or sexual program. Violence and sex impaired ad recall for all males and females regardless of their liking of violent/sex program. Almost all advertising and marketing studies find that pornographic displays commonly detract from focus on the advertisement unless the advert is carefully structured to line up the sex to the success of the viewer, etc.

25 *Psychiatric Times*, Science, Technology, and Space Hearing Kansas State U., *Mind Science*, 4/10/03, *Neurobiological Research and the Impact of Entertainment Violence on Children*. John Murray Menninger, this should be listed also in “Post Traumatic Stress Response.” Violent media tends to increased, 1. aggression; 2. desensitization toward others; 3. fear of harm--so increased distrust of others known as the “mean world syndrome.” Children’s brains are structurally and anatomically sculpted in response to visual stimuli. Entertainment violence stimulates high emotional arousal so shuts down cognition, triggers pre-motor cortex-to neuronally mirror the scene in the brain/body. The posterior cingulate is cited for long-term memory storage for significant or traumatic events.

**Media Arouse “Steroid Hormones Such as Testosterone and Glucocorticoids”**

26 *Understanding and Preventing Violence, Volume 1*, Reiss and Roth, 1993, National Academy Press, National Research Council. Washington, D.C.: All human behavior here addressing aggression and violence, reflect brain architecture and its mechanics of action. Violence may result from permanent or temporary exposure to violent stimuli. These media stimuli arouse “steroid hormones such as testosterone and glucocorticoids [acting on] the brain’s steroid receptors... that may interfere with language processing or cognition.” [Similarly, pornography will arouse steroid hormones, etc.]

27 *American Academy of Pediatrics, Joint Statement on the Impact of Entertainment Violence on Children Statement by six major American medical groups finding violent or aggressive media causal in violent or aggressive behavior in some children, 7/26/2000*. A Academy of Child & Adolescent Psychiatry, American Psychological Assoc., A Medical Assoc., A Academy of Family Physicians and the A. Psychiatric Assoc., reports that “Television, movies, music, and interactive games are powerful learning tools, and highly influential media.” Over 1000 studies” from the Surgeon General, NIMH, key medical and public health figures are in agreement. The consensus of these experts was that there is definitely, “a causal connection between media violence and aggressive behavior is some children.” Such a finding logically extends to pornography, especially as these sexual stimuli are received by immature, plastic youthful brains.

"We're becoming....voyeurs…52.6% increase from 2002” of Offensive Content

28 *Parents TV.org*, 2003, *Reality TV: Race to the Bottom: A content analysis of prime time broadcast reality series*, Aubree Rankin, 2002. Cultural criminologist Mike Presdee, reports: "We're becoming a nation of voyeurs … In Big Brother, people want to know if they're having sex or want to watch them going to the toilet…They had 14.5 instances of offensive content per hour, a 52.6% increase from 2002.” This sexual and scatological voyeuristic increase reflects a much higher increase in real sexual violence nationwide since 1948. Moreover, our individual and collective sense of what is “offensive” has been so overwhelmed and coarsened over the decades that there is no real comparison to what was “offensive” pre 1950.
29 Henry J. Kaiser Family Foundation, 2005, A Biennial Report to the Kaiser Family Foundation, CA, TV sex has almost doubled since 1998—showing and talking; 77% prime time and 70% of all TV with roughly 5 sex scenes per hour. The Kaiser report clearly connects the media diet to the fact that “~4 million kids get an STD annually; roughly 50% of NEW AIDS carriers are under age 25—infected as adolescents.”

30 The Developing Nucleus Accumbens Septi: Susceptibility to Alcohol’s Effects [with focus on adolescence] Rex Montgomery Philpot, Dissertation, 3/2004, U So. Florida, “[M]esolimbic dopamine (DA) activity increases in the nucleus accumbens septi (NAc) with exposure to natural reinforcers.” The study finds that the developmental immaturity of adolescents “renders them susceptible to addiction. That children and have been early exposed to pornography and that pornography is a natural dopaminergic, testosterone, etc., releasing factor. Sexual stimuli should find its influence on the nucleus accumbens septi, a common marker for addiction—hence a marker for pornography addiction in adolescents.

Invisible Nude Images Are Unconsciously Seen By the Brain/Mind

31 A gender- and sexual orientation-dependent spatial attentional effect of invisible images, Yi Jiang, et al. Proc Natl Acad Science U S A 11/7/06, Dpt of Psychology U of Minnesota Invisible male and female erotic images (IAPS)\(^{15}\) yielded gender based attention measured by lever press to side of attention. That “invisible” nudes are unconsciously “seen” by the mind supports the credibility of “subliminal” messages. It’s implications for extant media brain manipulation are significant.

Erotic Images Cause “Emotion Induced Blindness”

32 The naked truth: Positive, arousing distractors impair rapid target perception Steven B. Most, et al. Cognition & Emotion, 8/07, U of Delaware, Newark. Linking emotion to attention is seen as a survival advantage, allowing for speedy response to peripheral dangers. The study display of erotic images caused “emotion-induced blindness” despite monetary incentives to ignore eros, etc. Based on Most’s findings, pornography, or erotica, “spontaneously cause[s] emotion-induced deficits in visual processing.” The arousal caused by rogue pornography displays implicates an evolutionary response that, when un-consummated, would logically yield levels of anger and hostility outside the subject’s awareness.

33 Generation XXX, Pornography Acceptance and Use Among Emerging Adults, Jason Carroll, et al. Journal of Adolescent Research, Volume 23, Number 1, 1/2008, Brigham Young U. Subjects were 813 students (500 women), 18–26 across 6 colleges answering an online questionnaire on pornography, sexual values, substance use, family values; 67% of men and 49% of women said pornography is acceptable with 87% of men and 31% of women saying they were users. These findings cite implications of pornography use and addiction in youth. A high correlation of pornography use with alcohol and drug use reflects the multiple addiction pattern with high risk conduct for both emerging adult women and men, including binge drinking and marijuana use.

\(^{15}\) IAPS (International Affective Picture System). The original IAPS did not include “erotic” images in its test collection; a request for the date of inclusion is currently unanswered.
Increased Pornography Exposure Diminishes Excitation Leading to Habituation

34 D Zillmann & J Bryant in NM Malamuth & E Donnerstein, 1983, *Pornography and sexual aggression.* “Effects of massive exposure to pornography,” *NY Academic Press.* Zillmann et al, find adolescents “repress adverse reactions (e.g., guilt, disgust) and respond with sexual excitedness to portrayals of sexual activities” found “pleasurable.” Zillmann observes that increased pornography exposure diminishes excitation leading to habituation. The pleasure diminishes and the user seeks “harder” novel, sex activities. The Zillmann studies project that as habituation leads to detumescence this leads to abnormal sex, empowered by fantasies that often lead to acting out. It is anticipated that this libidinal force – i.e., the drive to overcome sexual hyporesponsiveness and the subconscious flood of fear /shame/ disgust based emotions, increasingly overpowers the inhibitory neurotransmitters that might have curtailed the harmful sexual conduct of many sexually disinhibited men (and increasingly, women).

35 A new potential of blood oxygenation level dependent, BOLD, functional MRI for evaluating cerebral centers of penile erection, 2001. An award winning study by K. Park, et al- *International journal of impotence research,* Dpt of Radiology, Chonnam Nt U Korea “Erotic and non-erotic” films were shown to healthy and impotent male volunteers. Testosterone supplements restored erections to *erotica.* It appears to be a major discovery that low testosterone levels contribute to impotence. However, pornography arousal would eventually increase impotence by reducing access to reality, cognitive power and *thus informed consent.*

Child Abuse Restructures The Child’s Developing Brain

36 In “Scars That Won’t Heal: The Neurobiology of Child Abuse,” neuroscientist Martin H. Teicher, explains how the developing child’s brain is restructured by the disturbing and traumatic experiences. Teicher says; “child abuse can cause permanent damage to the neural structure and function of the developing brain itself.” He warns that abuse prevention is critical “before it does irrevocable harm to millions of young victims.”16 Arguably, as a social contagion, pornography would contribute to child abuse and serves as a particularly virulent environmental toxin.

III SLEEP REINFORCES, REPLAYS DAYTIME, CONSCIOUS EXPERIENCE

37 “Sweet Dreams Are Made of This.” Science writer, Peter Stern, summarizes the sleep research reported in *Science.*17 “Sleep has been implicated in the plastic cerebral changes that underlie learning and memory. Indications that sleep participates in the consolidation of fresh memory traces come from a wide range of experimental observations.”18 Children and others who cannot read can still instantly decode, “feel” and experience images (e.g.: ice cream, cake, people, animals, some sexual acts). Such largely right hemisphere visual *non-speech* stimuli are decoded in any language, entered into long-term conscious and unconscious memory, and replayed in sleep later by young and old alike. For, the ubiquity of sex offenders suggests that even adults are susceptible to

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17 *Science Magazine,* November 2, 2000, at 1047.
pornographic “impulses” that elude rational control. That such exposure began in childhood is not to be construed as an excuse however for bad or criminal conduct.

38 *Replaying the Game: Hypnagogic Images in Normals and Amnesics, Science.* R. Stickgold and his team confirm that our waking observations are commonly relearned in sleep, reinforcing both consensual and non-consensual (sometimes reenacted as nightmares) experiences. In sleep, “the brain cements connections between a day’s events and stored memories,” especially pictures or other visual events. Participants playing the computer game Tetris reported intrusive, stereotypical, visual images of the game at sleep onset. Three amnesic patients also reported these images although they didn’t remember playing the game, suggesting that such imagery may arise without important contribution from the declarative memory system. In addition, control participants reported images from previously played versions of the game, demonstrating that remote memories can influence the images from recent waking experience.”

39 *Sleep, Learning, and Dreams: Off-line Memory Reprocessing,* R. Stickgold, et al. More evidence supports a role for sleep in the consolidation of an array of learning and memory tasks. “It is 200 years since David Hartley first suggested that dreaming might alter the strength of associative memories…” Recent developments in molecular genetics, neurophysiology, and the cognitive neurosciences have produced a striking body of research that provides converging evidence for an important role of sleep in learning and the reprocessing of memories.” Naturally, any highly stimulating images (picking up strawberry oral sex packages, penis pens or bunny orgasm vibrators or viewing two large posters of semi naked women sexually interacting) would certainly be recalled in the sleep of millions of children, and catalogued as stored memories linked to their arousal states of fear, shame and reproductive awareness and responses. Society must consider the orgasm rewards inherent in pornography when addressing the sleep reinforcement of subconscious stimuli.

40 **NIH, Underage Drinking Research Initiative.** In sum, the teenage brain looks to the mainstream environment for cues to what is desirable and what is morality right and replays, reinforces these directives during sleep. When parents, church and school have similarly been morally restructured by the images and stimuli in the environment, society is faced with widespread toxic social contagion. Research has “shown that the brain is not fully physiologically mature until a person’s mid-twenties” (Gogtay et al., 2004), confirmed by “The Brain” exhibit co-sponsored by the National Institute of Mental Health and the Smithsonian during 2001. There the focus on the “Teenage Brain as a work in progress” stressed the immaturity of human brain development until roughly age

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19 R. Strickgold, Laboratory of Neurophysiology and Department of Psychiatry, Harvard Medical School, Boston, MA 02115, Emphasis added.


25. The `Brain' scientific exhibits demonstrated the highly vulnerable nature of the immature brain to sexual, fearful, confusing stimuli.

**Historical Evidence of Youth Targets for Nicotine, Alcohol, Pornography**

41 Practical proofs of youthful immature cognitive and moral decision making skills are seen in actuarial studies. Based on their naïveté and their highly plastic and susiable brains, children are historical targets for drug, alcohol, cigarette and pornography addictions. Of 16-year-olds who are nearly 600% more accident prone than drivers 30 to 59. The result? Car rental companies commonly restrict rentals to drivers over age 25. Until the US Supreme Court lowered the voting age to 18 on July 1, 1971, the recognition of youthful immaturity limited the vote to those over age 21.

42 Pre the mass media, three socializing agents historically shaped western society; the home, the church and the school, all three being in general agreement about moral values and conduct. Mass media would change all that. In his Harvard University commencement speech June 8, 1978, Alexander Solzhenitsyn wrote of the role of mass media (he called “press”) in shaping public knowledge and morality.

43 [T]he press [mass media] has become the greatest power within the Western countries, more powerful than the legislative power, the executive, and the judiciary. And one would then like to ask: By what law has it been elected and to whom is it responsible?

**In 1927 Big Tobacco Lures Women & Girls**

44 Addicting children to alcohol and pornography follows the market strategies that were successful in addicting patterns used to addict resistant women and girls into smoking. In 1927 Lucky Strike posed beautiful, slender, traditional yet sophisticated young brides testifying, “Its toasted” and “I do.” Girls were urged to "Reach for a Lucky instead of a sweet" to resemble the Ziegfeld Follies cultural icons at left. Female movie stars and opera singers advertised the smoothness of the smoke.

45. Working for the American Tobacco Company, Edward Berneys, the father of pubic relations, “persuaded women's rights marchers in New York City to hold up
Lucky Strike cigarettes as symbolic "Torches of Freedom." Arguably, mass media created the female smoker. Presenting smoking as cool, daring, sophisticated and identified with celebrities has continued to be a successful method to seduce girls and boys into smoking. Campaign for Tobacco Free Kids reported:

46. “Smoking by actresses in the movies is nearly 50% higher than the national average for women and girls. For every 3 girls who get hooked on smoking, 1 will die prematurely of a tobacco-caused disease….Every four minutes a young woman is shown smoking, talking excitedly about smoking, or displaying a pack of Camel or Winston cigarettes [in] Mona Lisa Smile, Sony Pictures® has a long history of producing other movies for children that feature smoking.”

47. Until Berneys and the Lucky campaign, American women had viewed smoking as a filthy, unhealthy habit, fit for foolish men. However, following the Lucky campaign, from 1925 to 1935 smoking tripled among adolescent girls with Lucky Strike capturing 38% of the American market while female cancer statistics followed in close pursuit.

By The 20th Century, Big Tobacco Lures Children

48. **80% of smokers started before age 18:** Once conquering the female market, Big Tobacco is on record as focusing on children. Briefly, the federal Centers for Disease Control and Prevention reports that roughly 80 percent of smokers started before age 18, while a 2000 study found 12- and 13-year-olds often became nicotine addicts within days of inhaling their first cigarette. Addiction research finds multiple addictions common, with nicotinic receptors a key trigger.

49. Youngsters who smoke, drink or engage in unmarried sex, often engage in all three harmful brain/body activities. Is Spencer’s, a family mall store on the new “Main Street USA,” an accidental or deliberate facade for Big Tobacco, Big Alcohol, and Big Pornography multinational addiction corporations? Whether or not Spencer’s serves as an “Addiction Central” store front, to lure children’s undeveloped minds into one or multiple addictions is a subject for law enforcement.

At right, the contentious “Joe Camel” cartoon and its influence.

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IV THE INFAMOUS “JOE CAMEL” CARTOON CAMPAIGN

**50 Joe Camel.** The infamous R.J. Reynolds marketing “Joe Camel” campaign, was roundly condemned by most major US health agencies and the wider public for the heavy media “cool” seduction of children into nicotine addiction using the “funny” Joe Camel cartoon. Tobacco researcher Dr. Joseph R. DiFranza said children, "have an extremely hard time quitting compared to 18-year-olds," concluding there is "no safe level of use with tobacco.” Like endogenous pornography, exogenous nicotine “can modify crucial brain development during the teen years….particularly in areas like decision-making abilities.”

Spencer/Playboy are prepared, both marketing a desire for marijuana --see Spencer’s shirt at right--and other illicit drugs.

**The Younger They Start The Harder It is to Quit**

**51** A 2002 ABCNews.com survey found, the “earlier adolescents dabble in tobacco, alcohol, or drugs, the harder it is for them to kick the habit later.”40 This conclusion of a survey of 1,025 adults may explain why “63 percent of Americans support raising the minimum legal age to buy cigarettes from 18 to 21.”40 Public service research finds “Big Tobacco” has worked to addict “America’s Kids”41 to nicotine. Big Tobacco’s stable of well funded researchers may have discovered long ago the role of nicotinic receptors in multiple addictions.42

**52 Tobacco Free Kids** supports the communication studies that establishe “humor” as a known technique to legitimize any antisocial conduct. Playboy, alcohol and tobacco deceptions include their product placement in mass media, films and television wherein their products appear not as paid advertisements but as incidental, harmless, even helpful, merchandise. The *Campaign for Tobacco-Free Kids* reported that Brown & Williamson contemplated a “youth cigarette,” campaign for cola and apple flavors, and a “sweet flavor cigarette,” since, “It’s a well-known fact that teenagers like sweet products. Honey might be considered.”43 A recent FCC investigation of these deceptive practices is currently underway.

**Disclose Covert “Product” Ads Disguised as News and Entertainment**

**53** The “*Writers Guild Urges FCC to Disclose Product Integration,*” *Advertising Age,* “The FCC is expected to vote later this week to study if TV programs ought to clearly disclose when sponsors paid to have products integrated….The Guild president's missive follows a bevy of public interest groups -- including the Marin Institute, the Free Press and Commercial Alert -- calling for the FCC to establish guidelines requiring on-screen real-time disclosure on TV shows where product integration occurs. Mr. Verrone's letter also calls for a ban on the use of video news releases -- prepackaged segments on local and broadcast news

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37 Professor DiFranza heads family medicine at the University of Massachusetts Medical School in Worcester.
39 See Dr. R. Andrew Chambers, Indiana University School of Medicine a psychiatry professor.
often created by drug companies and marketing departments of other consumer products hoping to tilt media coverage into a more favorable light. "It is amazing to watch at the audacity of both the advertisers and the broadcast affiliates who allow such blatant advertising opportunities to pass as news," he wrote.44

54 Tobacco Free Kids, Chapter 2, details a few of the ways marketers design products to attract new youth smokers, create and sustain addiction, and discourage smokers from quitting….Tobacco companies have carefully designed their products to attract new users, almost all of whom are children. Their internal documents discuss various ways of reducing the harshness of their products and how to make them more appealing …[with] candy, fruit, and alcohol-flavored cigarettes, smokeless tobacco products, and little cigars. They have also introduced products and marketing campaigns aimed at women and girls, and other specific populations…. R.J. Reynolds also recently offered a variety of alcohol-flavored Camel cigarettes, such as SnakeEyes Scotch, ScrewDriver Slots, and BlackJack Gin.45

Big Alcohol Lures Children: Research reported in the Archives of Pediatrics & Adolescent Medicine 46 came up with the same results as did tobacco researchers—the earlier a child starts drinking, the greater likelihood of the child becoming alcohol dependent. Spencer’s “convenient collection of vices” includes luring child browsers via the deceptive “family mall” into “funny” alcoholic experiences. A 2006 national survey of 43,093 adults, found that 47 percent who “begin drinking alcohol before the age of 14 become alcohol dependent at some time in their lives, compared with 9 percent of those who wait at least until age 21.” Aaron White, an assistant research professor in the psychiatry department The Principal Investigator of a Duke University study reported what is arguably true also for early exposure to any pornography: “We definitely didn’t know 5 or 10 years ago that alcohol affected the teen brain differently….Now there’s a sense of urgency. It’s the same place we were in when everyone realized what a bad thing it was for pregnant women to drink alcohol” (Emphasis added). 47

56 In “The Grim Neurology of Teenage Drinking,” the Duke University team reported that alcohol “also appears to damage more severely the frontal areas of the adolescent brain, crucial for controlling impulses and thinking through consequences of intended actions. These frontal areas are “heavily remolded and rewired, as teenagers learn…. how to exercise adult decision-making skills, like the ability to focus, to discriminate, to predict and to ponder questions of right and wrong.” A Public awareness of alcohol damage to the vulnerable young brain helped increase the legal drinking age from 18 to 21. In its official publication “Environmental Influences on Young Adult Drinking,” the National

Institute on Alcohol Abuse and Alcoholism reports: “The images above show the brain activity of a 15-year-old nondrinker, top, and a drinker, bottom.”

**The Immature Brain is Vulnerable to Seduction and to Brain Damage**

57 “Passage of the age-21 law established a norm that drinking by teenagers is inappropriate. This moral force of the law has some effect, even without active enforcement. In other words, many obey laws because it is the right thing to do, not just because of fear of enforcement penalties.”

58 Multidisciplinary research on a broad spectrum of toxic substances, finds the brains of Spencer’s teenage sales persons and their teenage and “tween” consumers highly vulnerable to Spencer’s and Playboy’s marketing of toxic cigarettes, marijuana, alcohol, pornographic and/or obscene poly drug addictions. So long as the “force of law” does not remove these products from the new “Main Street American” public space, these addictive agents become part of the social contagion emitting, stretching and spreading out from Spencer’s Gifts.

**Anheuser-Busch Told To Stop “Selling Alcoholic Energy Drinks.”**

59 **Current Legal Actions Re: “Dirty Tricks” Advertising Kid Lures:** Advertising Age just reported that “state attorneys general and activists” have caused Anheuser-Busch to stop “selling alcoholic energy drinks.” “Energy drinks,” consumed extensively by children, have arguably become a stealth inroad into the child alcohol market. Ad Age notes that “rivals that still market” alcoholic energy drinks are now “in an awkward position.” The Attorneys General and the Center for Science in the Public Interest have threatened to sue A-B and Miller Brewing Co., charging that their alcoholic energy drinks are marketed to underage drinkers and also pose health risks.

Extensive citations to the use of humor and cartoons in order to subvert cognition and to intrude on the observer’s unconscious are available. We start with:

60 DoJ/OJJDP, *Images of Children, Crime & Violence in Playboy, Penthouse & Hustler*, Judith Reisman, American University, 1986 (see below). Media as causal in copycat and retributive violence is proven by international violence, riots, murders in response to a series of Danish cartoons of Muhammad. This real life unmonitored experiment exposes the toxic impact and copycat role of similarly sexpolotive Spencer cartooned addictive products and Playboy cartoons that promote rape, child molestation, incest and similar actions. See reports of violence over Muhammad cartoons as well as kissing, knifing paintings in museums. Reisman’s Playboy study found child images common alongside women’s breasts and genitalia, systemic endorsement of child sexual abuse, rape, sexual harassment, incest, divorce, bestiality, sadomasochism, homosexuality, anal and oral sodomy, gang rape, ritual sacrifice, illicit drugs, alcohol consumption, etc., by Playboy’s average, upscale, college educated white male consumers pictured as hero/offenders to billions internationally.

Executive Summary

IMAGES OF CHILDREN, CRIME AND VIOLENCE IN PLAYBOY, PENTHOUSE AND HUSTLER MAGAZINES

This research was sponsored by Office of Juvenile Justice and Delinquency Prevention (OJJDP), United States Department of Justice, Project No. 84-JN-AX-K007, and carried out at The American University, Washington, DC, from February 1984 to November 1985 and delivered to OJJDP in November 1987. Principal Investigator was Judith A. Reisman, Ph.D.

While the complete three-volume Reisman Report is available from OJJDP, the agency shelves several drafts of various reports ostensibly written by Dr. Reisman. However, only the November 1987 Reisman Report has been approved by the Peer Review Board and authenticated by the Principal Investigator. The Overview, Volume I, is recommended as a brief (503 page) synopsis of the research project and relevant information. All three volumes total nearly 2,000 pages. For further information contact Dr. Reisman at The Institute for Media Education, Box 7404, Arlington, VA 22207 (703-237-5455).

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**SELECTED FINDINGS**

**Child Depictions**  
**Basic Facts:**  
- 49% (2,971) photographs  
- 34% (2,016) cartoons  
- 17% (1,017) illustrations

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<td>12% Other minority</td>
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**Sample Child Depictions (Nonadditive)**  
- 29% nude/genital display (visuals only)  
- 21% visually exposed/sexualized  
- 20% genital activity  
- 16% sexual encounter with adult  
- 10% force  
- 10% killing/murder/maiming  
- 6% internal genital ("pink") exposure (visuals only coded)  
- 4% sex with animals/objects

**Share of Child Depictions by Magazine**  
- *Playboy*: 8 avg/issue (5% of Playboy cartoons/visuals)  
- *Penthouse*: 6 avg/issue (4% of Penthouse cartoons/visuals)  
- *Hustler*: 16 avg/issue (26% of Hustler cartoons/visuals)  
- *Playboy highest year*: 1971 (N=187, or 16 per issue)  
- *Penthouse highest year*: 1972 (N=131, or 11 per issue)  
- *Hustler highest year*: 1978 (N=228, or 19 per issue)

Over 9,000 scenarios in *Playboy*, *Penthouse* and *Hustler* were identified as depicting characters under 18 years of age. From this population pool, a mere 6,004 scenarios met the project's unusually narrow criteria for the analysis of child depictions.

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**Adult Crime and Violence Depictions**  
**Basic Facts:**  
- 42% (6,273) photographs  
- 36% (5,338) cartoons  
- 22% (3,243) illustrations

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</tr>
<tr>
<td>13% Other minority</td>
<td>16% Other minority</td>
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**Sample Crime and Violence Depictions (Nonadditive)**  
- 56% violent props (Visuals only)  
- 32% nude and/or sexualized victims  
- 14% killing/murder  
- 16% assault/battery  
- 12% sex dealing/prostitution  
- 12% violent sex act  
- 12% other violent activity  
- 11% white collar crime

**Share of Crime and Violence Depictions by Magazine**  
- *Playboy*: 21 avg/issue (12% of cartoons/visuals)  
- *Penthouse*: 16 avg/issue (10% of cartoons/visuals)  
- *Hustler*: 32 avg/issue (26% of cartoons/visuals)  
- *Playboy highest year*: 1976 (N=490, or 41 per issue)  
- *Penthouse highest year*: 1980 (N=271, or 23 per issue)  
- *Hustler highest year*: 1984 (N=568, or 47 per issue)

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**AGGREGATE SHARE OF CHILDREN, CRIME AND VIOLENCE BY MAGAZINE**  
- *Playboy*: 29 average per issue  
- *Penthouse*: 22 average per issue  
- *Hustler*: 46 average per issue

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* The description of "pseudo-child" provided in the Attorney General's Commission on Pornography (1986, Vol. I, p. 618) reads: "Pseudo-child pornography or 'teasers' involve women allegedly over the age of eighteen who are 'presented in such a way as to make them appear to be children or youths.' Models used in such publications are chosen for their youthful appearance (e.g., in females, slim build and small breasts); and are presented with various accoutrements designed to enhance the illusion of immaturity (e.g., hair in pigtails or ringlets, toys, stuffed bears, etc.). "Pseudo-child pornography" is of concern since it may appeal to the same tastes and may evoke responses similar or identical to those elicited by true child pornography."

**For rationale of estimates, see Overview Project (Volume I), Table I, "Average Total Number of Features Per Magazine," and Table II, "Average Number of Cartoons and Visuals Per Issue Containing Child Imagery" (pp. 95-96).**

**For rationale of final 14,854 estimate, (originally 14,692) see Overview Project (Volume I), Table I, "Average Total Number of Features Per Magazine" (p. 95), and Tables "Crime and Violence Data" (p. 133), "Crime and Violence Cartoon Data" (p. 134), and "Crime and Violence Visual Data" (p. 137).**