I’ve witnessed ideas that media (TV, internet, etc) is at fault and we should simply ignore it. I personally believe that this is a case of short sighted judgement and a sort of denial for many of us. We seem to always look for causes outside of ourselves or our close environment. Media is a business and as with many other businesses (if not all of them) they are striving to provide **you** with what they think **you** are interested in seeing!
So, even if “turning off the TV” is a way to show your “lack of interest” for that type of coverage a much better solution would be for all of us to be aware of our enabling effect we have towards all businesses. When any one of us buys directly or indirectly (by choosing to watch a TV channel) we fuel a type of activity to happen. And no business will ever be able to “stop” or change its customers if they are willing to pay for any item. Only social laws (restrictions) are able to do so if there is support and cooperation from most of the members of that group.

In the end it is all in our own hands, please don’t blame the businesses for something you can control with your wallet or your remote or mouse!

Sandy Hook

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