

INAPPROPRIATE TELEVISION AND OTHER MEDIA PROGRAMMING

- WHEREAS, Television and other media have become pervasive and persuasive influences of our time; and
- WHEREAS, Children between the ages of 2 and 18 years spend an average of six hours and 32 minutes each day using media, which includes television, commercial or self-recorded video, movies, video games, print, radio, recorded music, computer and the Internet; and
- WHEREAS, More than 1,000 scientific studies have validated the premise that TV violence influences aggressive behavior in some children; and
- WHEREAS, Sexually explicit music and music videos, mature rated violent interactive video games and television programming containing foul language and violent and sexually explicit material on network and cable channels, have increased significantly over recent years; and
- WHEREAS, All televisions since the year 2000 have been built with the parental control feature known as the V-Chip which allows parents to block programs by their rating level and network provided descriptors; and
- WHEREAS, The V-Chip only works if the networks and cable companies/carriers provide content descriptors including D (for sexually suggestive dialogue), L (vulgar language), S (sexual situations; this rating indicates a behavior or visual aspect), and V (violence) for their programming, and few, if any, networks have consistently and accurately provided these descriptors; and
- WHEREAS, Television programming can adversely affect learning and behavior of children and adolescents in significant social, emotional and ethical areas; and
- WHEREAS, The negative effect of television and other media on our children is a prime concern of the Missouri Congress of Parents and Teachers; and
- WHEREAS, The program options of media consumers are increasing tremendously with the evolution and increased availability of electronic technology, including cable, satellite, computers and video games; and
- WHEREAS, The Missouri Congress of Parents and Teachers is concerned about the unrealistic and often misleading portrayal of violence, role models, sexuality, drug usage and the use of vulgar language on television and other media which may contribute, directly or indirectly, to the desensitization of the younger media consumer; and
- WHEREAS, Discriminating television viewing skills can be the vehicle for the examining of other subjects, while teaching students to be discerning, knowledgeable viewers of all video information; therefore, be it
- RESOLVED, That the Missouri Congress of Parents and Teachers, its units and councils, urge local and national networks, stations and cable companies/carriers to refrain from airing programs, movies, music videos and advertising material that emphasize violence, vulgar language, explicit sex, nudity, alcohol, tobacco

and other drug usage, especially during the hours when children are likely to be viewing television; and be it further

- RESOLVED, That the Missouri Congress of Parents and Teachers, its units and councils, encourage networks and cable companies/carriers to provide programs that depict positive, pro-social and non-violent behavior; and be it further
- RESOLVED, That the Missouri Congress of Parents and Teachers, its units and councils, encourage schools and school districts to incorporate the development of discriminating media usage skills in appropriate sections of the current curriculum; and be it further
- RESOLVED, That the Missouri Congress of Parents and Teachers, its units and councils, encourage all parents to alter or control their children's media usage habits by participating in the monitoring of television and other media, and by stressing alternate activities for children and youth; and be it further
- RESOLVED, That the Missouri Congress of Parents and Teachers, its units and councils, promote parent education on the psychological effect of exposure through various media of children to violence and sexual material; and be it further
- RESOLVED, That the Missouri Congress of Parents and Teachers, its units and councils, promote parent education on the usage of the parental control feature known as the V-Chip, its limitations due to network self regulation, and the ratings systems used for television programming; and be it further
- RESOLVED, That the Missouri Congress of Parents and Teachers, its units and councils, support federal regulation of networks and cable channels by a governmentally assigned and funded agency regarding accurate and mandatory V-chip descriptor usage; and be it further
- RESOLVED, That the Missouri Congress of Parents and Teachers, its units and councils, prompt parents to communicate with those who prepare, sponsor, and broadcast television programs, to commend good productions and to explain our objections to those that are inferior and offensive; and be it further
- RESOLVED, That the Missouri Congress of Parents and Teachers, its units and councils, urge parents to show their preference for appropriate programming by considering a boycott of products and services of sponsors who advertise during inappropriate programming and by writing and/or e-mailing those sponsors expressing their views and telling of their intention to boycott.