

## **OBJECTIONABLE USE OF CHILDREN IN ADVERTISING**

- WHEREAS, The Missouri Congress of Parents and Teachers is concerned about the use of children in advertising media; and
- WHEREAS, The National Congress of parents and Teachers has gone on record at its 1984 convention objecting to the use of children in highly mature and inappropriate roles; therefore, be it
- RESOLVED, That the Missouri Congress of Parents and Teachers show support of the National PTA position by urging its units and councils to convey their objections to the use of children in suggestive or inappropriate roles in advertising to television station managers, advertising agencies and companies whose products are promoted through mass media; and, be further
- RESOLVED, That the Missouri Congress of Parents and Teachers urge its units and councils to commend television stations, advertising agencies and manufacturers for removing advertising which depicts children in roles beyond their maturity levels and/or that are suggestive and seductive.

Adopted 1977  
Reaffirmed 1986