

MASS MEDIA

A founding purpose the National PTA is to promote safety for children and youth by working to set a standard for the care and protection of children and youth. National PTA realizes the technological advances that have an impact on the welfare of children and their families.

The National PTA urges its members at all levels to monitor, support and advocate for laws, regulations and programs that:

- Offers the right of free speech by individuals and the need to uphold freedom of the press.
- Urges parents to be involved with, and monitor the television programs, movies, interactive video games, concerts, music, and print materials their children select.
- Opposes using children and/or their personal information to gather data to be used as a marketing tool.
- Supports efforts by parents, broadcast media, content providers, and the FCC to support, monitor, and improve the quality of children's programming and productions.
- Urges rating systems for recorded music, television programming, movies and interactive video games to alert parents as to objectionable content contained in such.
- Actively seek the vigorous enforcement of current obscenity laws, laws precluding the use of children in pornography and the prohibiting the distribution of pornographic materials to children.
- Firmly opposes the exploitation and/or use of children in suggestive and seductive commercials.
- Will work to increase awareness of the impact of television, video games, music and movie violence on the children of this nation and encourage development of programs to assist families and children in using critical viewing skills.
- Supports efforts to encourage broadcasters of network and cable stations to refrain from showing adult films and programming during hours when children are at home and during the early evening.

Adopted: by the 2003 Board of Directors