

January 2011: Anticipating Children's Media Policy in the Obama Era

A Roundtable Discussion Sponsored by
The Kaiser Family Foundation and The American Center for Children
and Media
February 25, 2009





Monitoring Content

THE HENRY J.
**KAISER
FAMILY**
FOUNDATION



American Center
for Children
and Media

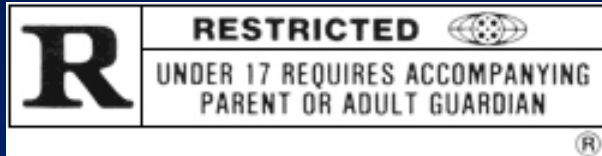
Indecency

	TV	MVPD	Games	Mobile	Internet
Obscene Child Porn	Outlawed	Outlawed	Outlawed	Outlawed	Outlawed
Indecent	> 10 PM	V-Chip or channel block	Ratings	Guidelines	Filters & blocking
	V-Chip				
Sex					

- Broadcast television
 - 2 court challenges
 - Supreme Court decision pending
- Cable television
 - Channel blocking
 - A la carte
- Mobile phones
- Internet
 - COPA status

- **Broadcast television**
 - Rockefeller Bill
 - FCC 2007 report to Congress
 - V-chip and ratings not effective
 - Congress could require
- **Video games**
 - Congressional legislative proposals
 - State/local laws found unconstitutional

- MPAA, TV, Video games, Internet, Wireless



- FCC actions
 - DTV transition
 - Child Safe Viewing Act – 2009 report
- FTC actions
 - Reports on marketing violent entertainment to children

- COPPA
- State AGs report
- SAFETY Act of 2009



Monitoring Content

THE HENRY J.
**KAISER
FAMILY**
FOUNDATION



American Center
for Children
and Media

"An FCC in an Obama Administration would be more active on kids and media issues than the current FCC."

- Senator Barack Obama, Common Sense Media Presidential Candidate Questionnaire, December 2007

“Parents should be able to get better information right away by improving the voluntary rating system we currently have... Broadcasters need to improve the system to include full screen, detailed ratings that give parents a more precise understanding of exactly what content will be shown in their programs.”

- Remarks of Senator Barack Obama, Kaiser Family Foundation, November 9, 2005

“[I]f the industry fails to act, if it fails to give parents advanced controls and new choices, Congress will.”

- Remarks of Senator Barack Obama, Kaiser Family Foundation, November 9, 2005

"It is very difficult to regulate our way out of this problem. And for those of us who value our first amendment freedoms and our freedoms of artistic expression, we wouldn't want to."

- Remarks of Senator Barack Obama, Kaiser Family Foundation, November 9, 2005

“I am pushing for legislation that would give the Federal Communications Commission explicit authority over violent programming. My legislation also expands the FCC’s regulatory authority over indecent content to include cable and satellite programming.”

- Remarks of Senator Jay Rockefeller, March 2007

"We're going to have to parent better, and turn off the television set, and put the video games away, and instill a sense of excellence in our children, and that's going to take some time."

- Remarks of Barack Obama, Campaign Speech, Houston, Texas, February 19, 2008

“I would require that Internet service providers clearly offer parents control technologies that empower them to decide whether to block or monitor their children’s access to a broad range of sites, including social networking sites, and to block children from disclosing personal information online.”

- Senator Barack Obama, Common Sense Media Presidential Candidate Questionnaire, December 2007

Encouraging Excellence

THE HENRY J.
**KAISER
FAMILY**
FOUNDATION

 American Center
for Children
and Media

Federal support for children's educational media:

- E-rate
- Ready to Learn initiative
- National Science Foundation
- Public broadcasting

Educational/Informational Programming:

- The “Three Hour Rule”

Research:

- The Children's Media Research Advancement (CAMRA) bill
- The National Center for Research in Advanced Information and Digital Technologies
- Stimulus package funding for The National Institutes of Health and the Department of Education

Encouraging Excellence

THE HENRY J.
**KAISER
FAMILY**
FOUNDATION

 American Center
for Children
and Media

"[W]e should also fight to prevent any attempts to gut funding or support for the public broadcasting system."

- Remarks of Senator Barack Obama, Kaiser Family Foundation, November 9, 2005

"These are very tough economic times, and although we provide an extraordinary service to the American public, we can't assume that just because we've done great work in the past that we should be recipients of funding going forward. So we'll be working very hard to make our case."

- Remarks of Paula Kerger, President of PBS, to the Television Critics Association, January 6, 2009

“We need to make clear that the free use of the public airwaves continues to come with certain specific obligations and we also need to make clear that for both broadcasters and their competitors there are larger civic obligations to the American public.”

- Remarks of Senator Barack Obama, Kaiser Family Foundation, November 9, 2005

“[T]here is legislation out there [CAMRA] which would study the effects of media on the health and development of our children... It has bipartisan support in Congress and I think it is a good idea to pursue.”

- Remarks of Senator Barack Obama, Kaiser Family Foundation, November 9, 2005

Considering Commercialism

THE HENRY J.
**KAISER
FAMILY**
FOUNDATION

 American Center
for Children
and Media

- FTC report
- Task force
- Senate hearing
- Inter-agency working group
- CFBAI
- Kunkel research
- Key players: Brownback, Harkin, Markey and Copps

Interactive Advertising



- 2004 FCC ruling
- Key players: Copps, Adelstein, Rockefeller

Embedded Advertising



- FCC 2008 NPRM
- Key players: Adelstein, Copps

- Behavioral advertising
 - FTC self-regulatory guidelines
- New media marketing techniques
 - Viral marketing, push marketing, videos
- Key players: Boucher, Stearns, Markey, Leibowitz

Considering Commercialism

THE HENRY J.
**KAISER
FAMILY**
FOUNDATION

 American Center
for Children
and Media

“I question whether legislating to control certain types of advertising is going to help our children in the long run.”

- Senator Barack Obama, Common Sense Media Presidential Candidate Questionnaire, December 2007

“[The FCC] need(s) to make sure that broadcasters have a concrete obligation to provide public service announcements at times when people actually see them... If they do not do this, Congress should.”

- Remarks of Senator Barack Obama, Kaiser Family Foundation, November 9, 2005

January 2011: Anticipating Children's Media Policy in the Obama Era

A Roundtable Discussion Sponsored by
The Kaiser Family Foundation and The American Center for Children
and Media
February 25, 2009

