
Mrs. Clinton Calls for Bans on Ads for Preschoolers

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Long Island, NY -- Today, in remarks to the National Council of Jewish Women, Hillary Clinton announced proposals to help parents protect their children from crass commercialism by limiting marketing directed at children. "Too many companies see children as little cash cows they can exploit," Hillary said as she called for an immediate end to all advertising targeting pre-school children, and to advertising to children in public elementary schools.

Hillary made her announcement during "Take Charge of Your TV Week," which focuses on promoting media literacy and helps parents address concerns on impact of TV violence and commercialism on children. "Take Charge of Your TV Week" is a partnership of the cable television industry and the National PTA, launched in 1994 that Hillary has written about in her book, *It Takes a Village*. The initiative addresses concerns about television and control the impact of television violence and commercialism on children.

Bombarding our Children with Ads for More and More Products: Children are exposed to roughly 20,000 ads a year by the advertising industry. [Consumers Union, *Captive Kids*, 1995; *The Buffalo News*, 4/4/2000] Advertisers spend \$2 billion a year marketing to children -- 20 times more than a decade ago. [The Buffalo News, 4/4/2000] Advertising and marketing to kids - many under age 2 - is as aggressive today as it's ever been. [Sacramento Bee, 9/14/2000] One researcher found that children will start asking for brand names at 24 months. Psychologists are telling marketers that at six months, babies are also beginning to recognize corporate logos and mascots. [Consumers Union, *Captive Kids*, 1995]

The ad industry tailors products to satisfy consumption it tries to cultivate and going so far as to hire child psychologists to help figure out what buttons to push in young psyches. Gap Kids is just one of several firms that produce ads speaking directly to children. Ronald McDonald sells fast food and has been joined by a small army of fellow marketing creatures like Chuck E. Cheese. [The Buffalo News, 4/4/2000] In 1999, 4- to 12-year-olds took in \$31.3 billion in income from allowance, jobs, and gifts, and spent 92

percent of it, the highest in three decades of tracking on the spending habits of kids. [The Christian Science Monitor, 9/18/2000]

Hillary: Fighting to Help Parents Protect Their Children

Ending Advertising Targeting Young Children: Today, Hillary called for an immediate end to all advertising targeting pre-school children. She challenged industries to stop directly advertising towards young children, who often do not understand the messages that are sent to them. And she announced as Senator, she would introduce legislation that would restore the Federal Trade Commission's (FTC) full power to ban advertising to young children who cannot fully understand the materials that are targeting them. Twenty-two years ago, the FTC recommended prohibiting advertising directed at children who could not understand it, and in 1980 Congress stripped it of its power.

In 1994, some of those powers were restored; Hillary's proposal would restore FTC's full power to prohibit ads targeting children too young to fully understand them. In addition, the legislation would require that the FTC issue a report on the level of advertising directed at young children and the extent of the problem. Finally, such legislation would prohibit advertising aimed at older children that is deemed harmful, with adverse health or other consequences for children.

Keeping Our Schools Ad-Free: Hillary also would introduce legislation prohibiting advertising to our children in public elementary schools. Marketing to children in the schools is dramatically increasing, though children in school are captive audiences for these ads. In fact, according to Consumers Union, "commercialism in U.S. elementary and secondary schools poses a significant and growing threat to the integrity of education in America." There are now classroom magazines, book covers, corporate-sponsored teaching material containing promotional materials as well as product samples and coupons. In fact, McDonalds has offered schools free curriculum materials on nutrition and the environment. [Consumers Union, Captive Kids, 1995]

The General Accounting Office recently released a report entitled, "Commercial Activities in Schools," which found that while 19 states have laws prohibiting school-related commercial activities, the laws are not comprehensive. The report found that several common commercial practices: direct advertising on billboards and vending machines; advertisements through the media such as Channel One and Zapme! (A company that provides free computer equipment and delivers ads through the Internet); and, indirect advertising such as corporate sponsored textbooks. Hillary proposes eliminating such advertising by ensuring that elementary schools that receive federal funding reject commercial advertising and marketing prices in the schools.

Rick Lazio: Undermining Parental Control by Weakening the V-Chip Lazio Voted to Weaken V-Chip Amendment, Then Against Requiring V-Chip Technology.

Lazio voted to weaken the Markey V-chip amendment to the 1995 Telecommunications bill by changing the language in the measure from "requiring"

broadcasters and programmers to develop v-chip technology, to "encouraging" them to do so. The amendment was accepted. Lazio then voted against another attempt to require the V-chip: the Markey motion to recommit the bill to the Commerce Committee with instructions to require that televisions with screens 13 inches or greater in size include v-chip circuitry to enable viewers to block display of whole categories of programming they deem offensive or inappropriate. The motion was accepted. Lazio then voted for the final bill.