

### **75.16 Control of Advertising Directed at Children**

Whereas, Television advertisers, by the use of sophisticated audio-visual techniques, create anticipation of possession of an advertised item among children of all socio-economic circumstances; and,  
Whereas, Revenue sources, such as advertising, are essential for the operation of television networks and private stations;  
therefore,

RESOLVED, That the National Council of Women of Canada ask the Government of Canada to promote policies that would encourage broadcasters of children's programs to seek alternative sources of revenue to underwrite the cost of production, such as foundations, trust funds and corporations; and,  
RESOLVED, That a tax incentive be provided to Canadian companies, or Canadian subsidiaries of foreign companies, that would encourage these companies to provide "good quality" public service, commodity and institutional advertising on children's programs.