

88.6 Guidelines for Sexually Explicit or Violent Advertisements

Whereas, Many ads and program promotions which contain violent or sexually exploitive and/or explicit materials are shown during the hours when children are watching; and,
Whereas, Some children are sensitive to the images presented and are frightened; and,
Whereas, It is not always possible for parents to monitor these momentary interruptions in what is considered acceptable programming; and,
Whereas, The Canadian Association of Broadcasters has adopted a voluntary code on television violence; therefore be it,

RESOLVED, That The National Council of Women of Canada urge the CRTC to monitor for such advertisements and program promotions on a regular basis, notify broadcasters of perceived deviations from the voluntary guidelines, and consider the findings of the monitoring when broadcasters' licenses come up for renewal.