

AMENDED IN ASSEMBLY MAY 23, 2005

CALIFORNIA LEGISLATURE—2005—06 REGULAR SESSION

Assembly Concurrent Resolution

No. 64

**Introduced by Assembly Members Chavez and Strickland
(Coauthors: Assembly Members Bermudez, Karnette, La Malfa,
Maze, Pavley, and Villines)**

May 3, 2005

Assembly Concurrent Resolution No. 64—Relative to
Entertainment Ratings and Labeling Awareness Month.

LEGISLATIVE COUNSEL'S DIGEST

ACR 64, as amended, Chavez. Entertainment Ratings and Labeling
Awareness Month.

This measure would proclaim the month of June 2005 as
Entertainment Ratings and Labeling Awareness Month.

Fiscal committee: no.

- 1 WHEREAS, Californians have access to entertainment in vast
2 and ever expanding ways that were never dreamed of by previous
3 generations; and
4 WHEREAS, Every generation of Californians and Americans
5 pushes the limits of what previous generations found acceptable
6 in the entertainment arena; and
7 WHEREAS, California is at the forefront of the creation of
8 new venues and forms of entertainment and its economy is
9 largely dependent on that industry; and
10 WHEREAS, Many California families are concerned about the
11 content of new and innovative forms of entertainment available
12 in the marketplace today; and

1 WHEREAS, In fact, many parents, grandparents, relatives, and
2 concerned friends set limits on the movie, television, and
3 home-based video game content they allow children to have
4 access to; and

5 WHEREAS, It is the ultimate responsibility of parents to
6 monitor the content of entertainment viewed by their children
7 and young guests in their homes, and it is important that they be
8 empowered with knowledge to help them make the best
9 entertainment choices; and

10 WHEREAS, During the summer, as school is in recess for
11 summer break, school age children in California increase
12 consumption of all forms of entertainment; and

13 WHEREAS, Most artists and others involved in the creation
14 and distribution of various forms of entertainment media
15 appreciate and support voluntary rating *and labeling* systems
16 rather than overt censorship of the creative expression contained
17 in their work; and

18 *WHEREAS, The Motion Picture Association of America*
19 *(MPAA) administers the movie rating system, which has become*
20 *the most widely used entertainment rating system employed by*
21 *parents across the nation to guide their children's movie*
22 *viewing; and*

23 *WHEREAS, The Recording Industry Association of America*
24 *(RIAA) has worked diligently for two decades in partnership with*
25 *organizations like the National Parent Teacher Association and*
26 *the Parents Resource Center as well as artists and record labels*
27 *to ensure that music offerings containing explicit lyrics or themes*
28 *carry labels so parents can make educated choices about music*
29 *for their families; and*

30 *WHEREAS, The Entertainment Software Rating Board (ESRB)*
31 *has developed and oversees a multifaceted rating system that*
32 *includes both overall game ratings and additional content*
33 *descriptors to help individuals and families determine which*
34 *games are appropriate for play; and*

35 WHEREAS, In recent years, the entertainment industry has
36 voluntarily made efforts to educate the public about the existence
37 of the various rating *and labeling* systems in order to help
38 individuals and families select entertainment that is best suited to
39 the needs of their families and communities; and

1 WHEREAS, The Digital Media Association (DIMA), the
2 Interactive Entertainment Merchants Association (IEMA), the
3 National Association of Recording Merchandisers (NARM), the
4 National Association of Theater Owners (NATO), and the Video
5 Software Dealers Association (VSDA) have joined together to
6 form the Coalition of Entertainment Retail Trade Associations
7 (CERTA); and

8 WHEREAS, During the summer months, CERTA increases its
9 efforts to make children and families more aware of the different
10 entertainment rating and labeling systems, including what the
11 rating and labeling systems mean and how to use them to decide
12 what movies, music, ~~television shows~~, and video games are
13 appropriate; and

14 WHEREAS, CERTA, representing more than 2,000 retailers
15 and exhibitors across the nation, has declared June 2005 to be
16 “Entertainment Ratings and Labeling Awareness Month” to
17 promote awareness and utilization of existing movie and video
18 game ratings and music labels; now, therefore, be it

19 *Resolved by the Assembly of the State of California, the Senate*
20 *thereof concurring*, That the Legislature hereby proclaims the
21 month of June 2005 as Entertainment Ratings and Labeling
22 Awareness Month; and be it further

23 *RESOLVED*, That the Legislature commends the MPAA, the
24 RIAA, the ESRB, and CERTA on their voluntary efforts to
25 educate consumers about the ratings and labels for various forms
26 of entertainment as well as their efforts to enforce compliance
27 with industry standards and guidelines about ratings and labels;
28 and be it further

29 *Resolved*, That the Legislature urges parents, grandparents,
30 and all Californians who care about children to use this time to
31 familiarize themselves with the voluntary entertainment labeling
32 and rating systems and to use them as a tool to help select
33 entertainment that is appropriate for individual viewers and
34 participants; and be it further

35 *Resolved*, That the Chief Clerk of the Assembly transmit
36 sufficient copies of this resolution to the author for appropriate
37 distribution.

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