

**House Resolution**

**No. 35**

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**Introduced by Assembly Member Machado**

August 26, 1999

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House Resolution No. 35—Relative to a media code of conduct.

1 WHEREAS, Americans today are deeply worried about  
2 children’s exposure to increasing violence in the media;  
3 and

4 WHEREAS, Violence and explicit sexual content in  
5 television (TV), films, music, and video games have  
6 escalated sharply in recent years; and

7 WHEREAS, By a very young age, many children have  
8 experienced a barrage of images and words that threaten  
9 not only to rob them of childhood innocence, but also to  
10 distort their view of reality and even undermine their  
11 character growth; and

12 WHEREAS, According to a recent CNN-USA  
13 Today-Gallup poll, 76 percent of adults agree that TV,  
14 movies, and popular music have a negative influence on  
15 children; and

16 WHEREAS, According to the same report, 75 percent  
17 of adults report that they make efforts to protect children  
18 from such harmful influences, and nearly the same  
19 number, 73 percent, say that shielding children from the  
20 negative influences of today’s media culture is nearly  
21 impossible; and

1 WHEREAS, There is a growing public sentiment for  
2 the link between our excessively violent and degrading  
3 entertainment culture, and the horrifying new crimes we  
4 see emerging among our children; and

5 WHEREAS, The drive for profit by the media in an  
6 increasingly competitive media marketplace is  
7 contributing to the downward spiral of quality in  
8 entertainment and the disappearance of moral standards;  
9 and

10 WHEREAS, For 30 years, television broadcasters lived  
11 by the National Association of Broadcasters (NAB)  
12 Television Code, which detailed broadcasters'  
13 responsibilities to the community, children, and society,  
14 and prescribed specific standards; and

15 WHEREAS, For years this voluntary code set  
16 boundaries that enabled television to thrive as a creative  
17 medium, without causing undue damage to the bedrock  
18 values of our society; and

19 WHEREAS, Former United States President Jimmy  
20 Carter, former United States President Gerald Ford,  
21 General Colin Powell (ret.), General Norman  
22 Schwarzkopf (ret.), and actor Steve Allen have already  
23 appealed to Hollywood to endorse a new voluntary code  
24 of conduct; now, therefore be it

25 *Resolved by the Assembly of the State of California,*  
26 That the Assembly calls upon executives of the media  
27 industry, as well as chief executive officers of companies  
28 that advertise in the electronic media, to develop a new  
29 voluntary code of conduct, modeled on the NAB code  
30 aimed at renewing our culture and making our media  
31 environment once again healthy for our society and safer  
32 for our children; and be it further

33 *Resolved,* That the new voluntary code would (1)  
34 affirm in clear terms the industry's vital responsibilities  
35 for the health of our culture; (2) establish certain  
36 minimum standards for violence, sexual, and degrading  
37 material for each medium; (3) commit the industry to an  
38 overall reduction in the level of entertainment  
39 violence;(4) ban the practice of targeting of  
40 adult-oriented entertainment to youth markets; (5)



1 provide for more accurate information to parents on  
2 media content while committing to the creation of  
3 “windows” or “safe havens” for family programming;  
4 and, finally, (6) pledge that the industry will take  
5 significant action and steps to develop good family  
6 oriented entertainment; and be it further

7 *Resolved*, That the Chief Clerk of the Assembly shall  
8 transmit copies of this resolution to former United States  
9 President Jimmy Carter, former United States President  
10 Gerald Ford, General Colin Powell (ret.), General  
11 Norman Schwarzkopf (ret.), and actor Steve Allen.

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