

QUALITY OF LIFE PORTRAYED ON TELEVISION

Adopted by Convention Delegates May 11, 1979

Reviewed by Board of Managers January 2010

- WHEREAS,** PTA recognizes that television exerts a powerful influence on American life and contributes to the entertainment, culture and education of children and youth; and
- WHEREAS,** Television programs and commercials often provide children with unrealistic portrayals of lifestyles and may present inadequate, distorted and even dangerous ideas about personal and sexual conduct; and
- WHEREAS,** Sexually oriented programming has been substituted for much of the violent programming that has been attacked by the National PTA's TV Action Plan; therefore be it
- RESOLVED,** That the California State PTA urge its membership through its units, councils and districts to continue to monitor television programming and commercials for unrealistic and distorted portrayals of life and to report their views and findings; and be it further
- RESOLVED,** That the California State PTA members encourage advertisers to wield their economic power to improve the quality of television by sponsoring exemplary programs with appropriate commercials; and be it further
- RESOLVED,** That the California State PTA forward this resolution to the National PTA for consideration by the delegates at the National PTA convention in 1979.

###

BACKGROUND SUMMARY

Parent education has been a long-time function of the PTA. PTA believes that parents play a key role in the emotional and physical health, the education, and the moral and spiritual development of their children. Children should be provided a warm and stable family life.

Delegates to the 1975 National PTA convention asked by resolution that the TV networks and local stations reduce the amount of violence portrayed on all TV programs and commercials. Violence has been reduced but new series program offerings have concentrated on "exploitation" themes. Such programming is contrary to the quality of life most beneficial to children and youth.