

# SANTA FE COUNTY

## Resolution No. 2006 - 106

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### A Resolution Supporting Parents Advocating for Media Literacy

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**WHEREAS**, a free and vibrant media, full of diverse and competing voices, is the lifeblood of America's democracy and culture, as well as an engine of growth for its economy; and

**WHEREAS**, in recent years, massive and unprecedented corporate consolidation has dangerously contracted the number of voices in our nation's media; and

**WHEREAS**, the vast majority of America's news and entertainment is now commercially-produced, delivered, and controlled by a handful of giant media conglomerates seeking to minimize competition and maximize corporate profits rather than maximize competition and promote the public interest; and

**WHEREAS**, the nurturing of character and strong values in children is one of the most important functions of any society; and

**WHEREAS**, the primary responsibility for the upbringing of children resides in their parents; and

**WHEREAS**, the corporate controlled commercial culture has aggressively invaded the relationship between parents and children, and has impeded the ability of parents to guide the upbringing of their own children; and

**WHEREAS**, corporate marketers have sought increasingly to bypass parents, and speak directly to children in order to tempt them with the most sophisticated tools that advertising executives, market researchers and psychologists can devise; and

**WHEREAS**, these marketers tend to glorify materialism, addiction, hedonism, violence and anti-social behavior, all of which are abhorrent to most parents; and

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**WHEREAS**, parents find themselves locked in constant battle with this pervasive influence, and are hard pressed to keep the commercial culture and its degraded values out of their children's lives; and

**WHEREAS**, the aim of this corporate marketing is to turn children into agents of corporations in the home, so that they will nag their parents for the things they see advertised, thus sowing strife, stress, financial burdens and misery in the family; and

**WHEREAS**, the products advertised to children generally are ones parents themselves would not choose for their children: violent and sexually suggestive entertainment, video games, alcohol, tobacco, gambling and junk food; and

**WHEREAS**, this aggressive commercial influence has contributed to an epidemic of marketing-related diseases in children, such as obesity, type - 2 diabetes, alcoholism, anorexia and bulimia, while millions will eventually die from the addictions created by tobacco marketing; and

**WHEREAS**, many corporations have latched onto the schools and compulsory school laws as a way to bypass parents and market their products and values to a captive audience of impressionable and trusting children; and

**WHEREAS**, these corporations ultimately are creatures of state law, and it is intolerable that they should use the rights and powers so granted for the purpose of undermining the authority of parents in these ways.

**THEREFORE, BE IT RESOLVED**, that the Board of County Commissioners of Santa Fe County does hereby endorse the following general principles and specific mandates establishing parents' rights and citizen democracy in the United States. We ask the state of New Mexico and the Congress of the United States to immediately enact legislation establishing these principles as the laws and policies of our great [state and] nation, and encourage all governmental agencies, administrators, regulatory boards and commissions to heed the principles set forth herein to:

- Ban advertising aimed at children under 12 years of age.
- Restore to parents the ability to safeguard the privacy of their own children by giving to parents, in an easy to exercise form, the right to control any commercial use of personal information concerning their children, and the right to know precisely how such information is used.
- Require corporations to disclose who created each of their advertisements, and who did the market research for each ad directed at children under 18 years of age.

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- Prohibit corporations from using the schools and compulsory school laws to bypass parents and pitch their products to impressionable schoolchildren.
- Require corporations to disclose, on packaging and at its outset, any and all product placements or promotional considerations on television and videos, and in movies, radio programs, video games and books, thereby preventing advertisers from sneaking ads into media that parents assume are child friendly.
- It is intolerable that the federal government actually rewards corporations with a big tax write-off for the money they spend on psychologists, market researchers, ad agencies, public relations and paid media in their campaigns to override the values families seek to provide to their children. We propose the elimination of all federal subsidies, tax deductions and preferences for advertising aimed at children under 18 years of age. We also propose the immediate elimination of all federal subsidies, tax deductions and preferences for all products found to cause epidemic harms to children—such as tobacco and alcohol—regardless of the age such products are marketed to.
- Encourage radio and television programming produced by independent creators that is original, challenging, and diverse through laws and policies mandating newspapers, television and radio stations, cable and satellite systems, and broadcast and cable networks be owned and operated by multiple, diverse, and independent owners that compete vigorously and employ a diverse workforce. Laws and regulations allowing media consolidation should be immediately rescinded, and vigorous enforcement of anti-trust policies ought be engaged.
- Internet service should be provided by multiple, independent providers who compete vigorously and offer access to the entire Internet over a broadband connection. Homes and persons using the internet should have freedom to attach any legal device to their internet connection and run any legal application.
- Future media regulatory policies should emphasize media education and public empowerment, not government censorship, as the best ways to avoid unwanted content.
- Require media providers that use public resources (such as the public airwaves or public easements to run cables) provide substantial access to the public for election information at no cost to candidates. Media providers which use public resources should also provide

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civic, children's, educational, and independently produced local and community programming, as well as programming that serves Americans with disabilities and underserved communities.

- Encourage television and radio stations to be locally owned and operated, reflective of and responsible to the diverse communities they serve, and able to respond quickly to local emergencies.
- Provide well-funded local public access channels and community radio, including low-power FM radio stations, and universal, affordable Internet access for news, education, and government information, so that the public can better participate in our democracy and culture.
- Ensure frequent, rigorous license and franchise renewal processes for local broadcasters and cable operators that meaningfully include the public;

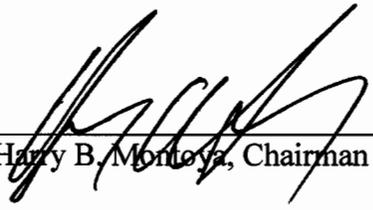
**AND BE IT FURTHER RESOLVED**, that copies of this resolution be delivered [to all appointed officials representing the State of New Mexico, and to New Mexico representatives in United States Congress.

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PASSED, APPROVED and ADOPTED THIS 27<sup>TH</sup> DAY OF JUNE, 2006.

BOARD OF COUNTY COMMISSIONERS

  
\_\_\_\_\_  
Harry B. Montoya, Chairman

ATTEST:  
  
\_\_\_\_\_  
Valerie Espinoza, Santa Fe County Clerk



APPROVED AS TO FORM:  
  
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Stephen C. Ross, Santa Fe County Attorney



COUNTY OF SANTA FE )  
STATE OF NEW MEXICO ) ss

BCC RESOLUTIONS  
PAGES: 5

I Hereby Certify That This Instrument Was Filed for  
Record On The 29TH Day Of June, A.D. 2006 at 10:52  
And Was Duly Recorded as Instrument # 1439880  
Of The Records Of Santa Fe County

Witness My Hand And Seal Of Office  
Valerie Espinoza  
Deputy County Clerk, Santa Fe, NM

