

TELEVISION MEDIA

WHEREAS, Television crosses all social, economic and educational classes in American society and is accessible to all people -- 98% of the homes in the United States have one or more televisions, and only 89% have indoor plumbing; and

WHEREAS, Television is the number one source for mass media distribution and information; and

WHEREAS, Television is the number one after school activity for children; the average child watches 2.5 hours of TV per day, resulting in 1500 hours of TV viewing as opposed to 900 hours of formal education by third grade; and

WHEREAS, Over half of all parents are uncomfortable about what their children see on television but only 5% put restrictions on program viewing; now, therefore, be it

Resolved, That Utah PTA and its constituent bodies encourage parents to utilize the opportunities provided by television to communicate their values and feelings to their children; and be it further

Resolved, That Utah PTA and its constituent bodies educate and encourage parents to properly communicate their positive as well as negative opinions regarding advertising and programming to local stations and affiliate networks; and be it further

Resolved, That Utah PTA and its constituent bodies educate and encourage parents and school personnel in the development and use of television programming to enhance the educational opportunities for students