

Protect our Children

**Morality in Media Committee
Agenda and Work Plan**

Media

- * Print
- * Radio
- * Television
- * Video Games
- * Computers and internet applications

How much TV kids watch?

Source: Yahoo news report: Nielsen report drop in TV Ownership by Molly McHugh, May 5, 2011

- * Children **2-12 years old** watch TV **3.9 hours per day** – which means **27 hours per week** (2006)
- * Teenagers **13-19 years old** watch TV **3.4 hours per day** (2006)
- * **114.7 million** of Filipino households **own TV sets** or **96.7** of total households (2010)

How many kids access the internet?

Source: Wikipedia

- * No. of users : **33.6 million**
- * 15- 19 years old : **65 %**
- * **74 %** of them use **internet cafes**
- * **24%** of Filipino users access the **internet on a daily basis** via **mobile phone**

[video](#)

Music

Source: Children & Media today; The effects of media Today on Our Children

According to the American Academy of Child and Adolescent Psychiatry, the **troublesome lyrics of some teen music:**

- * **Advocate and glamorize the abuse of drugs or alcohol**
- * **Present suicide as a “solution”**
- * **Display graphic violence**
- * **Dwell with the occult with Satanism and human sacrifice**
- * **Describe harmful sexual practices, incest and a devaluing of women**

Video Games

Source: Children & Media Today, The Effects of Media Today on Children

- * **Over dependence** on video games could **foster social isolation**, as they are often played alone.
- * **Practicing violent acts** may contribute more to **aggressive behaviour** than passive TV viewing.
- * **Women** are often portrayed as weaker characters that are **helpless or sexually provocative**.
- * Game environments are often based on **plots of violence, aggression and gender bias**.
- * Many games only offer an **arena of weapons, killings, kicking, stabbing and shooting**.



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FHM ANATOMY QUIZ



Social Media as a Risk

(Clinical Report – The Impact of Social Media on Children, Adolescents and Families)


- * Peer to peer (**cyber-bullying**)
- * Inappropriate content (**sexting**)
- * Lack of understanding of privacy issues (**sharing too much information, posting false information** about themselves or others; what goes online stays online)
- * Outside influences of third-party advertising groups (**behaviour ads** – target people on the basis of their web browsing behaviour.)



What can parents do?

- * **Monitor** what **TV programs** your children watch.
- * Be **selective and attentive** to content when **playing music** around a child.
- * Take **televisions and computers out of children's rooms**. Place these in shared rooms such as the living room, dining room, family den.
- * **Limit the time** for **TV** viewing, and playing **computer games**. Read the labels on games and make sure that these are age-appropriate.

- * **Check the websites** that your children visit and supervise their online activities. Make sure that the site is appropriate for your child's age. Impose time limitation and websites that they can visit.
- * **Use filtering or blocking software** for internet sites that contain unwanted content for children.
- * **Teach children not to share information** (name, address, telephone no.)

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- * **Devise a family online use plan** that involves regular meetings to discuss online topics and checks on privacy settings and online profiles or inappropriate posts.
 - * **Keep an open relationship with your kids** so you know what they are playing. Talk to children and adolescents about on line use and issues that today's online kids face.

Source: Clinical Report– The Impact of Social Media on Children, Adolescents and Families

<http://pediatrics.aapublications.org/content/127/4/800.full.html>



Morality in Media Plan and Proposed Activities

Goals

- * **Create awareness** on the effects of media especially on children
- * **Equip members with resources** to be able to provide **training** and **information** to our families and communities on media awareness, particularly those wanting in education and knowledge;

Goals

- * **Advocate responsible TV and radio programming** and **encourage media** to be **effective** and **wholesome** instruments of communication for all kinds of information, ideas and directives.
- * **Influence content providers** to come up with **educational programs** and content that will **promote Filipino values** and **help in the development** of our children.

Strategies/Approaches

- * Educate
- * Advocate
- * Consolidate

Educate

- * Educate DMI members, parents and students on the use of various media and make them aware of how media affects their children and their way of life.

Suggested Activities

- **Conduct lectures** in PTA meetings on **media awareness**
- **Organize a Speaker's bureau** tapping DMI members, members of the academe, teachers, pediatricians who can be speakers
- **Organize seminars for students** on media awareness
- **Do poster making contests, essay writing contest** to promote **values formation** and **morality** in media
- **Learn from research studies** available in the internet and share these with DMI members, parents and children
- **Disseminate information** about the effects of media on children

Advocate

- * Equip DMI members and undertake initiatives/activities to advocate measures that will promote good and moral media content and emphasize DMI's cause. Identify and support a champion who will push DMI's advocacy in legislative bodies at the local and national level.

Advocacy Agenda

- * **Advocate and partner with NGOs** to support the passage of **anti-child pornography laws**.
- * Ask **MTCRB** to **provide age-appropriate** classification and rating of TV programs viewed by children
- * **Establish linkage with schools** to do media awareness seminars
- * **Advocate Code of Ethics** for practitioners with provisions for ads directed to children

Advocacy Agenda (AIJC Survey)

- * Push for local legislation for public internet cafes to consider separating children's computers from adult computers. Partitions will also help avoid children viewing objectionable content from adult computers.
- * Internet cafes, individually or as a group, should consider adopting a Code of Ethics that may contain provisions which explicitly protect and promote child rights.
- * Internet cafes and other public access points should also install filter software.

Activities


- * Participate in radio and tv programs to push the DMI advocacy agenda
- * Visit / write institutions such as MTCRB, AdBoard, KBP, National Press club about objectionable content that affect the public; make opinions known
- * Identify and engage a Councilor, Congressman or Senator who can support the DMI agenda and sponsor bills that would promote child-friendly media content and responsible media

Consolidate


- * Network with church organizations, NGOs, educational institutions and other groups to strengthen DMI's Morality in Media advocacy program.

Activities

- * Network with other organizations and institutions in advocating media awareness
- * Do joint activities such as media monitoring, advocacy, exchange of information, joint seminars and workshops




“ Let us go back to basics. Strengthen our children’s character with values taught us by our Lord, Jesus Christ, our saints, and our parents.”



“ If we are to move forward, we must go back and rediscover those precious values– that all reality hinges on moral foundations and that all reality has spiritual control.”

Martin Luther King, Jr.



“ Finally, brethren, whatever things are true, whatever things are noble, whatever things are just, whatever things are pure, whatever things are lovely, whatever things are of good report, if there is any virtue and if there is anything praiseworthy, meditate on these things.”

Philippians 4:8