

# **Title: Ban on Marketing to Children: Media Educators Learn About the Benefits**

## **SUBMISSION TYPE: Roundtable or conversation**

**Sub-title:** TV broadcasters are in the business of catching kids' attention and sell it to marketers. Few jurisdictions have adopted legislation banning ads to children. 30 years after one jurisdiction started doing it, researchers from Illinois and Canada have evaluated the benefits. This presentation will allow participants to learn about these benefits.

**PARTICIPANTS:** This presentation will help media educators to understand not only the power of marketers on decision making in our democracies, but also how to share information with students, parents, public deciders and citizens about the benefits of banning marketing to kids.

**ABSTRACT:** In 1976, legislators in Québec, Canada, voted to ban advertising directed at children younger than 13 years. In 1989, the Supreme Court of Canada ruled that the ban did not contravene the Constitution. During that same decade, in the U.S., the FCC deregulated TV programs for kids, which allowed huge increase of child-targeted marketing, including more violence in programs for children. While GI Joe and Transformers carried 84 and 81 acts of aggression/hour, both heroes helped Hasbro to dictate which toys adults should buy. Similar strategy was used with the Ninja Turtles, the Pokemons and others. In 2011, SpongeBob was found guilty of spreading ADHD. Ritalin increased its sales to fight ADHD. TV characters inspired not only kids' behavior, but also preferences for food, while obesity makes victims across the world. While damages to kids' health increased, two researchers evaluated the benefits of banning ads targeting kids. This presentation will allow this study published in 2011 to be summarized. The reasons why big media ignored it will be debated. Media educators must learn about child abusive strategies by marketers and the benefits of protecting youth from them.

**KEYWORDS:** capturing children's attention, advertising to kids, child abusive marketers, commercial-free childhood, screen entertainment, mobilising parents & society to protect kids from predators