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Public Comments on Empowering Parents and Protecting Children in an Evolving Media Landscape:=====

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Although I am for facilitating new programs that will increase the media literacy between parents, teachers and children, I do believe that this proposed rule can only do so much when it comes to avoiding inappropriate content that a child may view. As a child grows and learns more about the world and what is within, they are naturally going to be inquisitive as to what is out there. For years, television has benefited children with learning strategies as well as influenced them to chose what they may be interested in, such as clothing brands, music, and even food and drink, but the government can only do so much when it comes to regulating what a child may or

may not be viewing. Empowering parents mean just that;?empowerment?. The parent is and should be the authoritarian when it comes to what the child is to acquire or view. Parents and children can navigate the electronic media landscape safely and successfully simply with communication. If the child is to view a media source in which the parent did not agree with, then it is up to the parent to discipline and change the act. Let?s face it; there is so much to be influenced by in the world today that no matter how the government regulates certain media sources, if the child wants to view it, they will. Putting the responsibility back on the parent should be the resolution. For centuries, parents have guided their children of what should and should not be. There are many different influences that are revealed now more than ever, so that just means the parent has to work harder at teaching what a good influence is and what is not. As far as the parent who is not savvy with new media sources, maybe the government should focus on educating the parents as to what is harmful and what is helpful so they can steer their child in the right direction when it comes to viewing different types of media.