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SAY WHAT: SEX TV? WHAT'S REALLY GOING ON?



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I miss the days when you didn't have to watch TV wondering if something overtly sexual would appear. Sure, there has always been "R" and "NC-17" rated content out there, but there was a time when you had to pay for premium channels to access content that wasn't approved for general audiences. I understand that times do change and we must adapt to those changes but, how far is too far?

I'll admit that, as a child I lived a fairly sheltered life. The worst thing I did as a teen was sneaking and watching R-rated content while my mother worked third shift but, this was at 11pm, not 7(pm). I'm a mom, and today it is virtually impossible to monitor all of the junk on TV that my young boys are exposed to. There should never be a half-dressed woman on any kids network; it's tacky and doesn't fit the demographic.

Maybe I'm showing my age a bit but, back when it was just the Big 3 television networks, certain kinds of shows were aired at certain times of the day. Instead of the news there were cartoons on when we got out of school. Then, in the early evening, family sitcoms like Whose The Boss, The Cosby Show, and Family Ties would air, and after the kids (me included) were put to bed parents could watch Miami Vice, Hill Street Blues, and Cheers. Where did this format go? What happened to the shows that the entire family could sit and watch together? They started phasing them out when the Big 3 became the Big 4 and began lobbying to have the FCC's rules skewed in their favor.

A perfect example is the Super Bowl. It's supposed to be a family friendly event, but every year the commercials and halftime shows get more risqué. This year, even Taco Bell pushed the envelope by airing a commercial showing senior citizens getting tattoos, doing drugs, and having casual sex. I know it was meant to be funny but, it had nothing to do with food and was not kid friendly. I won't even talk about Go Daddy's softcore porn ads, or Beyonce's half-naked performance (and I like Beyonce).

Kids emulate what they see, and when the adults creating the shows on TV bombard them with sexual content we can't expect them to behave like decent human beings. My advice for TV and film producers is this; if you want to shock us use your creativity for a change and make something tasteful. We're burnt out on your "sex sells" agenda, kapeesh?

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