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The North Carolina Conference of the United Methodist Church

Youth Ministry

700 Waterfield Ridge Place, Garner, NC 27529

August 5, 2013

Federal Comm. Commission
Attn: Mignon Clyburn
445 12th St. SW
Washington, DC 20554

Received & Inspected
AUG 14 2013
FCC Mail Room

Dear Mignon Clyburn,

I am writing on behalf of the North Carolina Conference of the United Methodist Church Youth. Enclosed is a copy of a resolution that we as a body have approved and feel is important to share with you. We are sharing this with you because you are either directly involved with the following issue and its outcome, or have been affected by the issue.

We as a body come together each year at a week-long event called Annual Conference Session for Youth (ACS). This event takes places at Methodist University in Fayetteville, North Carolina and during this event, we meet each day in sessions of Legislative affairs. These sessions are headed by our Youth Conference President and Legislative Affairs Person, and they are in place to discuss current events that we feel as a body we should voice our opinions on. Before ACS occurs, youth who feel strongly about an issue draft a resolution; it is presented before the body and either passed or denied. The body at ACS asked for you to receive a copy of a resolution that was passed, that resolution is enclosed.

We feel it is important that as equal members of the United Methodist Church that we share our views with you. We pray that you will consider our suggestions, opinions, etc. prayerfully before making a judgment. We also want to thank you beforehand for your time and open minds as you read these ideas over. If you should wish to contact me regarding the resolution enclosed, or for any other matter, my email is listed below.

Best Regards in Christ,

A handwritten signature in black ink that reads "Jacob T. Blount".

Jacob T. Blount

NC Conference of the United Methodist Church Youth Secretary 2013-2014

jtblount0@gmail.com

Resolution Concerning Explicit Advertising

Whereas, explicit advertising would be any material that is open in the depiction of nudity or sexuality (Merriam-Webster); and

Whereas, clothing companies, along with cologne and perfume companies, present advertisements on televisions, store windows, and billboards which promote an obscene sexual nature, billboards in Times Square are seen by 1.5 million people daily (<http://www.timessquarenyc.org/index.aspx>); and

Whereas, the lack of viewer discretion on these billboards when it comes to younger audiences is unacceptable, these young minds do not need to see men and women in less than acceptable clothing in provocative positions. It is unsuitable for their innocent minds to be exploited in such a way; and

Whereas, these images depict for both males and females the "it body". These advertisements give an unrealistic expectation of what men and women should look like. Advertisements that are risqué set a standard for a person's body image that for many would be unhealthy to achieve. These images encourage eating disorders and low-self-esteem; and

Whereas, "Although these messages permeate the whole of society, including adolescent boys and girls, girls are often targeted by media and social body image ideals and are more likely to suffer negative health outcomes associated with body dissatisfaction" (<http://www.naswdc.org/>); and

Whereas, it is not just females that experience low self-esteem and dissatisfaction due to these advertisements, it also affects males as well, as shown in a study by Daniel Agliata and Stacey Tantleff-Dunn at the University of Central Florida, titled "The Impact of Media Exposure of Males' Body Image". Results indicated that participants exposed to ideal image advertisements became significantly more depressed and had higher levels of muscle dissatisfaction than those exposed to neutral ads" Not only do these images pressure young people about their body image but it also sets a standard of modesty that is less than acceptable. Giving the impression that lack of clothing is acceptable in society today; and

Whereas, these images on the television, store windows, and billboards encourage a sexual atmosphere, these pictures imply that dressing obscene and behaving this way is permissible. Putting images in young people's minds that suggest that sexually immorality is a flippant topic, is dangerous. These images play up provocative actions and using them to sell a product is simply vulgar. The phrase "sex sells" is what these companies are using to sell their products in public places such as streets and malls, this is an unjust way to advertise a product, nor is it fair for young children to be exposed to this material.

Therefore, be it resolved, that we, the 62nd Annual Conference Session of the United Methodist Youth of the North Carolina Conference of the United Methodist Church encourage the Federal Trade Commission and the Federal Communications Commission to begin efforts to minimize explicit advertising and encourage stricter enforcement to protect the American public from obscene material.

Therefore, be it further resolved that copies of this resolution be sent to President Barack Obama, the North Carolina Congressional Delegation, Acting Chairwoman of the Federal Communications Commission Mignon Clyburn, Chairwoman of the Federal Trade Commission Edith Ramirez, CEO of Hollister, and Abercrombie and Fitch Mike Jeffries, CEO of American Apparel, Dov Charney, CEO of Victoria Secret Lori Greeley, CEO of Marc Jacobs Robert Duffy, CEO of Calvin Klein Paul Thomas Murry III, and Bishop Hope Morgan Ward.