



A Manual of Method and Organization

By -

RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 142 pages. Original publisher: Washington : U. S. G. P. O. , 2009. LC Number: KF27 . E5515 2007b OCLC Number: (OCoLC)312181375 Subject: Racism in mass media. Excerpt: . . . 9 Fortunately, we also live in a time when there is an abundance of tools, technology, and messaging designed to keep the public in-formed of content and enable parents to control what their children are exposed to. TV shows now have a rating system that is promi-nently displayed during the show. Also, technology such as V chip are available through cable and satellite companies that allow par-ents to block certain shows that they may not want their children watching based on the shows rating. At the end of the day, no mat-ter how many tools are available to control content the responsibil-ity ultimately lies with the individual or the parent. I recognize that there is room for almost every interest in the market place, and diversity makes it easy to filter who is exposed to what. One of my favorite public service announcements was cre-ated by the Ad Council in conjunction with industry leaders and broadcasting cable...



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