

COUNTY COUNCIL OF PRINCE GEORGE'S COUNTY, MARYLAND
2008 Legislative Session

Resolution No. CR-71-2008
Proposed by Council Members Knotts and Bland
Introduced by Council Members Knotts and Bland
Co-Sponsors _____
Date of Introduction July 15, 2008

RESOLUTION

1 A RESOLUTION concerning

2 Enough is Enough Campaign

3 For the purpose of expressing the County Council’s support for the Enough is Enough Campaign
4 for Corporate Responsibility in Entertainment.

5 WHEREAS, the Enough is Enough Campaign for Corporate Responsibility in
6 Entertainment (“Campaign”) organized by Reverend Delman L. Coates, Ph.D., pastor of Mt.
7 Ennon Baptist Church, Clinton, Maryland and Citizens for Change, Inc. is a campaign to protest
8 the commercialization and marketing of negative and derogatory images of African-American
9 men and women in the entertainment industry while recognizing the power of media and
10 entertainment corporations to shape American attitudes, opinions, behaviors, and policies by and
11 about people of color; and

12 WHEREAS, the goals of the Campaign are to 1) encourage the Federal Communications
13 Commission to enforce its congressional mandate to regulate indecency on the public airwaves
14 between 6 a.m. to 10 p.m.; 2) encourage Congress to pass legislation in support of consumer
15 choice in the cable industry that would enable consumers to not choose undesirable networks as
16 a part of their cable packages, or to exclude channels that contain adult, obscene, or indecent
17 material from their basic and extended basic cable packages; 3) encourage media and music
18 companies to develop universal creative standards for the music and videos they produce, market
19 and distribute; 4) encourage corporations that advertise on television and radio stations to
20 develop the same universal standards for the networks on which they place advertising; 5)
21 encourage American consumers, and African-American consumers in particular, not to support
22 entertainment companies and other corporations that market, sponsor, and support material that

1 does not conform to these standards; and 6) encourage mutual fund managers, pension fund
2 managers, investment bankers, as well as local, state and federal government to divest funds
3 from investments in publicly traded companies that promote, sponsor, and market material that
4 does not conform to these standards; and

5 WHEREAS, the Parents Television Council (“PTC”) completed a study commissioned by
6 the Campaign entitled “The Rap on Rap: A Content Analysis of BET and MTV’s Daytime
7 Music Video Programming” in April 2008 to assess the quality and degree of adult-themed
8 music video content marketed to and viewed by children; and

9 WHEREAS, the study revealed that daytime music video programming on BET and MTV
10 features sexual, violent, profane and obscene content once every 38 seconds during 14 hours of
11 programming in March 2008 and once every minute during 27.5 hours of programming in
12 December 2007, which accounted for 1,342 instances of offensive/adult content in the 14 hours
13 of programming analyzed during March and 1,647 instances of offensive/adult content in the
14 27.5 hours of programming analyzed during December; and

15 WHEREAS, the PTC’s most recent analysis of prime time broadcast TV Family Hour
16 programming revealed an average of 12.5 instances of violent, profane and sexual content per
17 hour, which is equivalent to one instance every 4.8 minutes; and

18 WHEREAS, the Campaign continues to fight against the explicit adult content reaching
19 large numbers of youth and children and voice concern over its impact on our children; and

20 WHEREAS, the Council recognizes that lyrical and visual content that glorifies violence,
21 encourages drug use and drug dealing, sexually objectifies women, and portrays young men as
22 pimps, gangsters, and thugs is a public safety/public health concern for residents of Prince
23 George’s County, and is regarded as inappropriate, indecent, and obscene according to
24 contemporary community standards; and

25 WHEREAS, the Campaign is commended for the work it has done to bring attention to this
26 issue as it directly impacts Prince George’s County residents.

27 NOW, THEREFORE, BE IT RESOLVED by the County Council of Prince George’s
28 County, Maryland, that the County Council supports the efforts of the Enough is Enough
29 Campaign for Corporate Responsibility in Entertainment and its commitment to removing the
30 negative and derogatory images of African-American men and women in the entertainment
31 industry.

Adopted this 15th day of July , 2008.

COUNTY COUNCIL OF PRINCE
GEORGE'S COUNTY, MARYLAND

BY: _____
Samuel H. Dean
Chairman

ATTEST:

Redis C. Floyd
Clerk of the Council