

"The recording industry takes seriously our responsibility to help parents identify music with explicit lyrics. We believe that not all music is right for all ages and our Parental Advisory Label was created for just that reason. Parents can use the label to identify music that may not be appropriate for their children and make the choice about when – and whether – their children should be able to have that recording. Music can also be an opportunity – an outlet for parents or other adults to talk to kids and an opportunity for adults to tune into what kids are thinking and feeling. Listen to the music they choose and ask them why they like a certain song or album. What do they think the artist is saying?"

- Hilary Rosen
President and CEO, RIAA
April 2000

"Talking with your kids is a must today. Raising your child is one of the most gratifying jobs you'll ever have – and one of the toughest. Try as you might to be the best parent you can be, our complex world challenges you every day with disturbing issues that are difficult for children to understand and for parents to explain. Yet, surveys show that children, especially 8 to 12-year olds, want their parents to talk with them about today's toughest issues – subjects like sex, HIV/AIDS, relationships, violence, drugs and alcohol. And that's great because it allows you to provide accurate information, set in a moral context that you feel comfortable with."

- Lynne S. Dumas
Author, *Talking With Your Children About a Troubled World*

www.parentalguide.org

Today's families have many entertainment choices available to them. There are well-known parental guideline systems in place for movies, records, television and video games that offer parents and caregivers advance, cautionary information so they can better supervise their children's choices.

With www.parentalguide.org, the entertainment industry has come together to provide a central resource for parents and caregivers seeking more information about these guidelines.

www.parentalguide.org sponsored by:



- ENTERTAINMENT SOFTWARE RATING BOARD
- MOTION PICTURE ASSOCIATION OF AMERICA
- NATIONAL ASSOCIATION OF BROADCASTERS
- NATIONAL CABLE TELEVISION ASSOCIATION
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- TV PARENTAL GUIDELINES



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The Parental Advisory
is a notice to consumers
that recordings identified
by this logo may contain strong language
or depictions of violence,
sex or substance abuse.
Parental discretion is advised.

Information on the
Recording Industry Association of America's
Parental Advisory Label Program

Talk with your kids.

The Parental Advisory Label is a tool that alerts parents to explicit content and helps them make the right decisions about the music their children listen to.

In 1985, the Recording Industry Association of America partnered with the National Parent Teacher Association and the Parents' Music Resource Center. That partnership resulted in specifying that music releases which contain explicit lyrics, including explicit depictions of violence and sex, be identified so parents can make intelligent listening choices for their children.

The record industry's Parental Advisory Label lets parents take that responsibility for their families and respects the core American value of freedom of expression that tolerates unpopular speech and frowns upon censorship.

The RIAA created and now administers the Parental Advisory program. Individual record companies, working with their artists, decide which of their releases should be labeled. There are a number of factors that are considered when a record company chooses to release a record. Once a record company signs an artist to a contract, the artist is typically given a recording budget and works independently with producers and musicians to record. Typically, the record company will have more involvement in material and song selections for new artists than established artists, but in all cases the initial recordings are the artist's personal vision.

In some instances, record companies suggest that an artist re-record certain songs or revise the lyrics. Sometimes songs are simply removed from an album. In other instances, the artist and the record company agree that there is musical and artistic credibility in the whole of the work even when the lyrics may be explicit. In those instances, the RIAA's Parental Advisory Label is applied prominently to the permanent packaging. The RIAA and its member companies take the Parental Advisory program very seriously. Indeed, virtually every recording that has

generated controversy in the media has been found to bear the Parental Advisory Label. And artists appreciate that this is a voluntary program that, instead of seeking to censor their words, provides them the opportunity to help parents and families make the right choices for themselves.

The RIAA does not represent the record retailers, but RIAA works closely with the National Association of Recording Merchandisers (NARM) on this issue. Some retail outlets will not carry labeled product. Other retailers have in-store policies forbidding the sale of records containing the Parental Advisory Label to those under a certain age. The decision is made by the retailer according to how that store feels it can best serve its own community.

10 Tips for Talking with Kids about Tough Issues.

1. **Start Early**
2. **Create an Open Environment**
3. **Start Conversations with Your Child**
4. **Trust Yourself**
5. **Talk About Your Values**
6. **Be Honest**
7. **Be Patient**
8. **Listen Carefully and Watch Closely**
9. **Use Everyday Opportunities to Talk**
10. **Talk About It Again And Again**

Talking With Kids About Tough Issues is a national campaign by Children Now and the Kaiser Family Foundation.

FAQ

Q. What does the label mean?

A. It is a notice to parents that recordings identified with the logo contain strong language or depictions of violence, sex or substance abuse. Parental discretion is advised. The label is a non-removable logo that record companies voluntarily place on products to better inform consumers and retailers while also protecting the rights of artists.

Q. Does the label determine appropriateness of certain recordings for certain listeners?

A. The use of the Parental Advisory Label is not a determination as to whether a recording is or is not appropriate for particular listeners. Rather, the non-removable label is a "heads up" to parents (and consumers, retailers and wholesalers) that parental discretion is advised when purchasing the particular recording for children or when listening to the recording in the home.

Q. Who decides what gets labeled?

A. The decision to label a particular sound recording is made by each record label in conjunction with the artist.

Q. How much product gets labeled?

A. Virtually every sound recording to come under public scrutiny has featured a Parental Advisory Label. The fact is, these recordings account for a fraction of the music being produced. For example, in an average record retail store with 110,000 individual album titles, approximately 500 might carry the Parental Advisory Label. That's less than half of one percent of the store's total inventory.

OTHER USEFUL SOURCES OF INFORMATION:

www.talkingwithkids.org

www.drugfreeamerica.org

www.break-the-cycle.org