

TrendEntertainment

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Not Mr. Wizard! - Marketing to the Youth of America

In gearing up for the 2010 Dance Competition at Starquest International, I have plans to start utilizing social networking more. In my research to better understand what is the most appropriate, law-abiding, ethical way of marketing to the teen/tween market I ran into some interesting facts about advertising on television.

During children's television programming the FCC has placed safeguards on advertisements to protect the youthful observers who has not yet necessarily figured out that advertisers are out to manipulate you.

I found the following FCC guidelines extraordinary:

- 1) There must be a transition between the program and the advertisements. The purpose of this is to separate the show's influence from the product itself. This is why you hear "After these messages..." & "Now a brief word from our sponsor..." (I never knew why they said those things. It has become such a part of my childhood that I never questioned it).
- 2) Host selling during children's programming is not allowed. Meaning you won't see Mr. Wizard selling you a science kit in a commercial during his own show. (Wait.. Is that show even on the air still? I always wanted to be one of the kids on that show! If the show ever has a comeback I want on it!)
- 3) Products being sold in the advertisement cannot be part of the program content. Meaning, You won't see Golden Grahams as part of the storyline in SpongeBob if they are an advertiser. (I don't think the Sponge would like the cereal anyway...To soggy)
- 4) There must be a "Tombstone Shot" – The product must be in a shot all by itself with out the extra toys and accoutrement that can be purchased separately.

These fantastic facts brought are from the [Future of Children](#) Web Site. Want more about marketing to children. Read the entire document [Children and Electronic Media](#).

This all being said, there is not a whole heck of a lot of regulation that can be put on advertisers since speaking to the public is part of the first amendment. Which brings us full circle to online content. How can online content be monitored and regulated? How can you regulate a website if it is set up in another country? Ahhh.. The future will bring many new policies I'm sure.

More on that as I journey down this road.

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