

**THE FORUM OF THE BLACK SEA BROADCASTING
REGULATORY AUTHORITIES (BRAf)
6 September 2013 Kiev-Ukraine**

JOINT DECLARATION ON “PROTECTION OF MINORS”

The Black Sea Broadcasting Regulatory Authorities Forum (BRAf),

Considering the 1989 United Nations Convention of the Rights of the Child, which emphasizes that “no child shall be subjected to arbitrary or unlawful interference with his or her privacy, family, or correspondence, nor to unlawful attacks on his or her honour and reputation”;

Recalling the 1989 European Convention on Transfrontier Television, which stresses “audiovisual programme services, which are likely to impair the physical, mental or moral development of children shall not be scheduled when they are likely to watch them”;

Taking into consideration the 2007 European Union Audiovisual Media Services Directive, which authorizes “Member States to ensure appropriate measures that television broadcasts and on-demand audiovisual media services provided by media service providers under their jurisdiction, which might seriously impair the physical, mental or moral development of minors are only made available in such a way as to ensure that minors will not normally hear or see such on-demand audiovisual media services. In addition, when such programmes are broadcast in unencoded form Member States shall ensure that they are preceded by an acoustic warning or are identified by the presence of a visual symbol throughout their duration”;

Underlining the BRAf Joint Declaration, adopted on 30 June 2008, which expresses its primary purpose as to conduct exchange of opinions and information and make recommendations for further cooperation and coordination and to develop and adopt common ethical and cultural principles and standards for independent, objective, responsible and accountable broadcasting in the Black Sea Economic Cooperation (BSEC) countries, which should contain provisions for protecting human rights and dignity, individual privacy, protection of children, freedom of expression, free flow of ideas, diversity of cultural expressions, respecting intellectual property rights, promotion of democratic debate and participation, intercultural dialogue and mutual understanding;

Acknowledging that audiovisual media is a spectrum for transmission of messages, especially children and young people facing the pressures of electronic transmission are lacking of filters to adapt themselves to these messages. The most disturbing content for them is obscenity followed by violence, fear and people in miserable situations. These messages adversely affect in their physical, mental and psychological health;

Declares that the protection of minors from harmful effects of audiovisual media is a prominent subject which should be dealt with in a comprehensive manner for the BRAf Member States. In this regard, to protect children from the possible harmful effects of TV broadcasts and to raise awareness on the impacts of obscenity, violence and fear on children; several instruments should be utilized such as media literacy education, smart sign systems, media ethic codes as a co-regulation example, public spots, broadcaster’s viewer representative mechanism, “Children! It’s time to go to sleep Project” as an exclusive practice, national and international panels and seminars;

Invites member states to ensure appropriate measures to act against the broadcasts seriously impairing the physical, mental or moral development of minors and to cooperate and exchange of best practices by carrying out exclusive projects among the BRAf Member States.