

Organization: Free Speech Coalition
Contact: Kat Sunlove
Legislative Affairs Director
530-888-1554
Sunlove@inreach.com



Topic: What FSC is doing to combat online child exploitation

As the trade association of America's adult entertainment industry, Free Speech Coalition is deeply concerned about the Internet experience of minors and is committed to working with our members and other organizations to protect children from inappropriate exposure to adult material online. We believe that parental empowerment, education and activism is the single most important and effective approach to meeting the goal of providing a safe online environment for our children. To that end, FSC members are proactively involved in the development and distribution of online tools that can help parents fulfill their role in protecting minors while allowing young people access to the online educational and entertainment resources that can enrich their lives and their understanding of the world we live in.

Code of Ethics and Best Practices: Free Speech Coalition is currently inviting comments from our members on our draft Code of Ethics and Best Practices (CE & BP), which are posted on our website at: (<http://www.freespeechcoalition.com/FSCView.asp?action=preview&coid=595>). Following the member comment period, the final CE & BP will be adopted at our membership meeting in January 2007.

Among the practices that FSC encourages its members to adopt are:

- * The use of Best Practices advocated by the Association of Sites Advocating Child Protection (ASACP.org); ASACP is an organization sponsored by adult industry businesses who adhere to high standards of professional behavior intended to protect minors online;
- * The use of the Internet Content Rating Association (ICRA) system meta-tagging scheme or some other appropriate meta-tagging program which allows filters to identify content;
- * The inclusion of links to end-user and parental empowerment tools on their websites;
- * To register their website(s) with appropriate end-user or parent empowerment tool companies;
- * The use of website text and source code that triggers empowerment tools; and,
- * The use of age verification methodologies to prevent unsupervised minors from ordering adult entertainment products.

The 3500 members of Free Speech Coalition are strongly committed to protecting our youth from inappropriate exposure to or involvement in adult entertainment even as we work to protect the rights of adults to have access to legal adult material.