

VH1 Condemned for Marketing Pornographic Content to Children

The Parents Television Council is urging VH1 not to expose children to its explicit "Dating Naked" interactive billboard which, according to VH1's press release, will encourage pedestrians to "peel away layers of the billboard, to eventually reveal a naked female and male by day's end." The billboard is scheduled to be on display Friday, July 17, at the corner of Hollywood Boulevard and Highland Avenue, right in the heart of Hollywood.

"VH1 has been fully exposed and has nowhere to hide with the contemptible marketing of its pathetic 'Dating Naked' program. The provocative and titillating billboard is less than two blocks from Hollywood High School and at the very intersection that serves as ground zero for millions of Hollywood tourists. Children are nothing more than collateral damage in the network's desperate attempt to put lipstick on the 'Dating Naked' pig," said PTC President Tim Winter.

"We call on VH1 immediately to cease its plans to unveil this billboard. If it won't, then its corporate parent, Viacom, must. Viacom recently demonstrated its understanding of the impact television programming can have on children when it yanked the confederate battle flag from its air. Yet VH1 knowingly promotes its most explicit content to children. In addition to its promotion of the program, VH1 rates 'Dating Naked' as TV-14, suggesting to parents that the content is appropriate for children. And VH1 airs repeat broadcasts of the show at all times of the day, even at times when children are likely to be watching."

VH1 also is partnering with Nüdifier, an app that lets users

create censored nude photos of anyone they choose, and it will be available for free in the App store, therefore exposing even more children to nudity.

“We are also urging Apple to adhere to its steadfast policy not to authorize pornographic Apps on its products. Apple has been a pillar of corporate responsibility for its no-porn Apps policy, and we hope that the company will continue to protect children from companies like VH1 that hope to profit off its partnership,” Winter continued.

“The outdoor billboard is an irresponsible publicity stunt by VH1 to somehow lure more viewers to the second season of its fledgling naked dating reality show. In the process, it proves VH1 doesn’t (expletive) about hurting children and families. It is time for that company to step up and do the right thing.”