



RESPONSIBLE MARKETING TO CHILDREN COMMITTEE CHARTER

MISSION STATEMENT

The primary purpose of the Responsible Marketing to Children Committee (the “Committee”) is to assist the Board of Directors (the “Board”) of the Association by reviewing and recommending strategies, policies and procedures that will protect children while also preserving the toy industry’s right to communicate to children and acknowledging and promoting corporate social responsibility in such outreach.

KEY OBJECTIVES AND RESPONSIBILITIES

- Monitor domestic, regional and international developments regarding marketing to children that affect the toy industry in North America, including compliance with Children’s Advertising Review Unit (CARU) Guidelines, the Children’s Online Privacy Protection Act (COPPA) Rule and other state and federal legislative and regulatory proposals and/or self-regulatory guidelines.
- Anticipate and make recommendations regarding appropriate action in response to current and emerging trends or issues likely to negatively impact the toy industry and its stakeholders regarding communications to children.
- Provide direction and oversight for the development and implementation of appropriate TIA policies, positions and activities to address defined needs.
- Help empower parents, children and families to make informed choices regarding the toys, games and other products they purchase.
- Articulate the positive benefits of toys and play.
- Contribute to continuous improvement of the toy industry’s reputation.
- Coordinate with the TIA Strategic Marketing and Communications Committee, TIA Federal and State Government Affairs Committees, International Council of Toy Industries (ICTI) and its members, and Toy Industries of Europe (TIE) and its members.

The Committee shall also perform any other activities consistent with the By-Laws of the Association and other governing laws, or as the Board or the Committee shall deem appropriate.

SELECTION AND TERM OF COMMITTEE CHAIRPERSON AND BOARD LIAISON

The Chairperson of the Committee shall be selected by the Association’s Chairman. If the Committee Chairperson is not a member of the Association’s Board, then the Chairman of the Association shall also select a member of the Association’s Board to act as liaison between the Committee and the Board.

The Committee Chairperson can serve a maximum of two (2) consecutive one-year terms. There is no limit on the length of service for a Board liaison.

NUMBER, TERM AND QUALIFICATIONS OF COMMITTEE MEMBERS

Committee members shall be appointed by and serve at the discretion of the Committee Chairperson with consideration given to balancing the need for a certain level of continuity of service on the Committee, limits on the length of service by a member, and to achieving balanced representation from various segments of the industry and categories of products. The Committee Chairperson may appoint a Vice-Chairperson if such a position is determined to be necessary. The Committee shall consist of between six (6) and twelve (12) regular members including the Committee's Chairperson and Vice-Chairperson, if applicable.

Members of the Committee should have familiarity and experience with issues regarding marketing to children and the ability and willingness to invest the necessary time for attendance at meetings and participation in teleconferences, meetings and requests for input.

All regular TIA members shall be eligible to name a representative from their company as a "corresponding" member of the Responsible Marketing to Children Committee for the purpose of receiving all communications relating to the Committee's deliberations and having an opportunity to communicate the positions and interests of their company to the Committee. These representatives will not have voting rights but may attend meetings of the Committee.

SUBCOMMITTEES AND ADVISORY COUNCILS

When necessary, the Committee Chairperson may appoint additional subcommittees or advisory councils to address a specific program objective or project. The Committee Chairperson shall appoint a chair (who must be a member of the Committee) of any subcommittees and advisory councils and shall approve the members of all subcommittees and advisory councils. Members of a subcommittee must be regular members of the Association. Members of an advisory council may include regular or associate members and non-members of the Association.

CONDUCT OF COMMITTEE BUSINESS

The Committee Chairperson shall preside over meetings of the Committee. It is the responsibility of the Chairperson to set committee meetings. A minimum of half of the members of the Committee shall constitute a quorum for doing business. All actions of the Committee shall be taken by a majority vote of the members of the Committee present at the meeting, provided a quorum is present.

The Committee shall report to the Board. The Board liaison, if applicable, shall determine the extent of his/her involvement in the regular activities of the Committee. The Board liaison's primary responsibility will be to maintain communications with the Committee Chairperson and to report to the Board as necessary.