

***Testimony of Chris VanDeHoef, Executive Director, Connecticut Daily Newspaper Association (CDNA)***  
***Opposition to RB 5504, An Act Concerning Commercial Sexual Exploitation of a Minor***  
***March 19, 2012***

Chairman Coleman, Chairman Fox, and Members of the Judiciary Committee my name is Chris VanDeHoef and I am the Executive Director of the Connecticut Daily Newspaper Association (CDNA). CDNA is comprised of the seventeen (17) daily newspapers from throughout Connecticut.

Thank you for the opportunity to testify in ***OPPOSITION to RB 5504, An Act Concerning the Commercial Sexual Exploitation of a Minor.***

CDNA absolutely supports the intent of the Committee to protect minors and youth from sexual exploitation. The exploitation of a minor is certainly a serious and particularly heinous crime for which ample protection needs to be provided to our youth and those incapable of discerning appropriate and inappropriate contact, behavior and relationships.

However, CDNA cannot support this proposal as currently drafted. As you are aware, many of the newspapers published in this state provide advertising for "personals" or "dating ads" that may be sexual in nature. These ads, as currently published, do not seek infringement on anyone's rights or safety and are cautiously published to not provide information for sexual contact or exploitation of a minor. Specifically, some ads, namely published in some weekly papers across Connecticut, provide advertising for adults seeking services that are currently legal, often providing pictures with their ads. Also, some adult clubs (ie – "gentlemen's clubs" or "strip clubs") advertise in these papers using pictures of people in lingerie or underwear. I've attached the procedures and guidelines for publishing adult ads.

The process for running these types of ads, protected under the 1<sup>st</sup> Amendment, doesn't provide the actual publisher of the newspaper the opportunity to verify – as described in Section 1(d)(2) – the actual age of the person in the picture and while there are standards and best practices for running any ad that is brought to a newspaper, the actual publisher of the paper cannot verify the age of each person in all the pictures.

CDNA is very interested in working with the Committee to find a workable solution. One of the areas that we would be interested in exploring would be to potentially require a copy of the ID of a person in an ad to keep on file with a copy of the ad prior to it running. Logistically we would have to figure out how best to achieve this, but, it is definitely something we would be willing to discuss.

Again, CDNA supports the intent of the Committee. Sexual exploitation and trafficking are serious and heinous crimes that we do not support in any form, including providing advertising for people seeking to commit such crimes. It's our hope that we can achieve workable language while still successfully protecting those at risk.

Sincerely,

Chris VanDeHoef  
Executive Director

**New Mass, Media, Inc.**

**GUIDELINES FOR ADULT CONTENT & RELATED ADVERTISING**

**Updated January 2012**

**General Policy:** NMM reserves the right to publish, reclassify, edit or reject any ad for Adult Advertising.

**All Ad Copy:** NMM will not accept copy or graphics that:

- a. Represent nudity or sexual acts, implied or express;
- b. Make reference to sexual body parts or sexual acts.

**ADULT SECTION**

**Model Guidelines:** Images may show clothed adults but not in staged, implied, or inferred sexual acts. "Fully clothed" means genital areas, buttocks, and breasts must be covered in a non-provocative manner. Ads with thongs and no "stars and bars" should be rejected in most circumstances.

**Adult Retail:** Lingerie, adult video, toy and novelty stores display ads are restricted to the pages reserved for Adult Advertising. All ads should depict fully clothed adults 18 years old or older.

**Strip Clubs and Live Adult Entertainment:** Adult entertainment may run in the Adult section of NMM. Art may consist of only portrait or headshots that do not imply sexual acts, including but not limited to open mouths.

**Escort Services, Referral Services:** Escort and Escort referral services are acceptable only in the Adult Services pages and all copy must conform to the NMM discretionary guidelines listed above. No illustrations are acceptable. Copy similar to that run in the Yellow Pages is acceptable.

**Dating Services:** "900" or other Phone lines and dating services with obvious sexual content, verbiage, or graphics (hetero-or homosexual) must run in the section of the paper reserved for Adult Services. All such ads must conform to the discretionary guidelines listed above. All other "900" or other Phone lines and dating services with no obvious, predominantly sexual content and verbiage may run under the appropriate classifications in the Classified sections or as regular display advertising.

**Adult Chat Lines:** Adult chat lines must run in the section of the paper reserved for Adult Services. All such ads must conform to the discretionary guidelines listed above.

**Multiple Use Establishments:** Many adult advertisers offer multiple services or products under one roof. However, the guidelines that they advertise under should be based on the percentage of space or the amount of revenue the predominant segment of their business brings in. For example if a strip club has a room in which it sells videos, it should still operate under the guidelines of a strip club, because the predominant use of space and revenue generated depends on the strip club.

**Outcall:** Adult Services that contain the words "outcall" and "in call" should be rejected.

**Massage:** Advertisers whose primary business is adult entertainment must run in the adult section of NMM publications. Copy that advertises massage, massage therapy, bodywork or bodywork therapy, or any other derivative term which implies a soft tissue technique or method should be rejected. The discretionary guidelines listed above apply to all such advertisements.

**Websites:** Websites should be reviewed before the address is inserted in an ad, to insure the website address is correct and confirm that the content corresponds to what is represented by the advertiser. If a website advertises Adult content, then it should be placed in the section of the paper reserved for Adult advertising.

### ***ROP Sections***

**Model Guidelines:** Images may show clothed adults but not in staged, implied, or inferred sexual acts. "Fully clothed" means genital areas, buttocks, and breasts must be covered in a non-provocative manner with some type of clothing. Ads with thongs and "stars and bars" should be rejected.

**Costume, Clothing Stores, and Tanning Boutiques:** Clothing stores and boutiques may run R.O.P (run of paper) so long as their ads promote clothing or tanning as the predominant part of their business. All models depicted in the ads should be "fully clothed." Lingerie stores must run in the Adult section of the paper.

Legitimate Full Service spas are not prohibited in any way. Advertisers representing themselves as spas and whose primary ad content is massage must conform to the standards for massage advertising and run in the Mind and Body or List (ROP) sections.

Advertisers who are not certified as therapeutic massage practitioners, and whose primary business is adult entertainment must run in the Adult Services section of NMM Publications, and may not advertise massage, massage therapy, bodywork or bodywork therapy, or any other derivative term which implies a soft tissue technique or method.

**Date Lines:** All "900" or other Phone lines and dating services with no obvious, predominantly sexual content and verbiage may run under the appropriate classifications in the Classified sections or as regular display advertising.