



MOM'S CHOICE AWARDS® CONTENT CLASSIFICATION STANDARDS

Mom's Choice Awards®

Honoring excellence in family-friendly media, products, and services.

A) About Content Classification

The Mom's Choice Awards® works to help families grow emotionally, physically and spiritually. Our judges are especially interested in entries that are morally sound and promote good will; are inspirational and uplifting.

Still, we realize there are many important works that deal with disturbing themes or contain what some may see as "objectionable" content. We believe content should be evaluated using educational criteria, and that content must be viewed in the context of the work as a whole.

Banning content with difficult themes and language, or even "the insinuation thereof," would deprive exposure to vast amounts of important material, including Shakespeare and major religious texts such as the Bible.

Content classification is managed by the Executive Committee of the Mom's Choice Awards®. Classification decisions are to give effect, as far as possible, to the following principles:

Minors should be protected from material likely to harm or disturb them, everyone should be protected from exposure to unsolicited material they find offensive, the need to take account of community concerns such as depictions that condone or incite violence and portrayal of persons in a demeaning manner.

The Executive Committee works to classify materials in an "age appropriate" manner – meaning the point at which children have sufficient life experience and cognitive skills to comprehend certain material.

For the purposes of the awards program, the following classification standards have been established. If you are not sure your book, product or service complies with these standards, please don't hesitate to contact us for clarification.

Mom's Choice Awards®
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B) Children's Picture Books & Juvenile Level 1 (Ages 5-8)

Parents and educators should feel confident that children can view content in these categories without supervision. Content should not be harmful or disturbing to children.

Violence

Violence may be very discreetly implied, but should:

- have a light tone
- have a very low sense of threat or menace
- be strongly justified by the narrative or a documentary context
- be infrequent
- not be gratuitous

Nudity and Sex

Nudity and sexual activity should:

- only be suggested in very discreet visual or verbal references
- be strongly justified by the narrative or a documentary context
- be infrequent
- not be gratuitous

Coarse Language

Coarse language should:

- be very mild and infrequent
- be strongly justified by the narrative or a documentary context
- not encourage or promote hate
- not be gratuitous

C) Juvenile Level 2 (Ages 9-12)

Content in this category may contain depictions or references which could be confusing or upsetting, to children without adult guidance. Parents and educators may choose to preview the material for their children; some may choose to view the material with their children. Others might find it sufficient to be accessible during or after the viewing to discuss the content.

Violence

Violence may be discreetly implied or stylized, and should also be:

- mild in impact
- be strongly justified by the narrative or a documentary context
- not shown in detail
- not be gratuitous

Nudity and Sex

Nudity and sexual activity may be suggested, but should:

- be discreet
- be strongly justified by the narrative or a documentary context
- not be detailed
- be infrequent
- not be gratuitous

Coarse Language

Coarse language should:

- be very mild and infrequent
- be strongly justified by the narrative or a documentary context
- not encourage or promote hate
- not be gratuitous

Adult Themes

Supernatural or mild horror themes may be included. The treatment of adult themes should be discreet and mild in impact. More disturbing themes are not generally dealt with at this level.

Drug Use

Drug use should:

- be mild and discreet
- be strongly justified by the narrative or a documentary context
- not promote or encourage drug use
- not be gratuitous

D) Young Adult (Ages 12 & Up)

Content in this category may contain stronger themes and elements, however material which promotes or incites or instructs in matters of crime and/or violence is not permitted. Some material may be offensive to some sections of the young adult community. Parents and educators may want to preview materials in this category.

Violence

Generally, depictions of violence should:

- not be prolonged
- be strongly justified by the narrative or a documentary context
- not promote or encourage violence
- not be gratuitous or exploitative

Nudity and Sex

Nudity and sexual activity may be included, but should:

- be discreetly implied
- not be detailed
- be infrequent
- not be prolonged
- be strongly justified by the narrative or a documentary context
- not promote or encourage promiscuity
- not be gratuitous or exploitative

Coarse Language

Coarse language may be used, but should:

- be infrequent
- be strongly justified by the narrative or a documentary context
- not promote or encourage hate
- not be gratuitous

Adult Themes

Most themes can be dealt with, but the treatment should be discreet, and the impact should not be high.

Drug Use

Drug use should:

- be strongly justified by the narrative or a documentary context
- not promote or encourage drug use
- not include detailed instruction in drug misuse
- not be gratuitous

E) Adult

Content in this category may deal with issues or contains depictions which require an adult perspective. Some material may be offensive to some sections of the adult community. Material which promotes or incites or instructs in matters of crime and/or violence is not permitted.

Violence

Generally, depictions of violence should:

- not be excessive
- be strongly justified by the narrative or a documentary context
- not promote or encourage violence
- not be gratuitous or exploitative

Sexual violence may only be implied and should not be detailed.

Nudity and Sex

Nudity and sexual activity may be included, but should:

- not be detailed
- be infrequent
- not be prolonged
- be strongly justified by the narrative or a documentary context
- not promote or encourage promiscuity
- not be gratuitous or exploitative

Coarse Language

Coarse language may be used, but should:

- be strongly justified by the narrative or a documentary context
- not be gratuitous

Drug Use

Drug use should:

- be strongly justified by the narrative or a documentary context
- not promote or encourage drug use
- not include detailed instruction in drug misuse
- not be gratuitous