



Minutes

Labeling Subcommittee

Wednesday, November 5, 2008

Under Ratings Committee Block: 1:30 p.m. – 6:00 p.m.

Chair: *John McFee, WDMA*

1. Chair called the meeting to order at 1:34 p.m. – antitrust reminder given and reviewed voting requirements
2. Sherri Wendt (Staff) appointed recording secretary
3. Minutes from July 2008 (Chicago, IL) meeting were approved as presented.
4. The agenda was reviewed and approved as presented
5. Reports
 - a. CMA Labeling TG – C. Curcija reported did not have any activity. The CMA label was completed and approved last meeting. Requesting of disbanding the group. Pending CMA documents approval TG will stay retained for future items if needed.
 - b. Permanent Label TG – J. Lewis reported the TG will have a ballot to discuss later
2. Unfinished Business
 - a. None
3. New Business
 - a. PCP Permanent Label ballot:
 - i. Andersen approved with comment: Moved forward.
 - ii. Velux approved with comment:
MOTION: S. Johnson / D. DeBlock moved the motion as persuasive and editorial. Motion passes by unanimous voice vote.
 - iii. Carli approved with comment: Withdrawn
MOTION: S. Johnson / R. Temple Motioned to move successful ballot forward to ratings committee for approval.
 - b. S. Strawn reported that language in the PCP on permanent label for films needs to be reviewed more thoroughly because label for these product types are on the packaging and then discarded. Therefore the “permanent” label is no longer available.
 - c. B. Shultz requested that the PCP TG review and make recommendations to remove “RES97” labels listed in the Appendix B.
4. The meeting was adjourned at 1:47 p.m.