FAMILY INCOME BECOMING DEPENDENT ON THE CHILD'S APPEARANCE

WHY IT MATTERS

When household finances depend on access to a child

When videos featuring children generate substantial income, the household can gradually become financially dependent on continued access to those children. This creates a powerful conflict between protecting a child's privacy and maintaining the family's income.

Two financial foundations

CHILD

DEPENDENT MODEL

Child appearances

Unstable views

Pressure to continue

ADULT

SAFE MODEL

Adult income

Savings and exit plan

Child free to stop

The safeguarding principle

Child welfare must remain financially possible.

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PRACTICAL SAFEGUARDS • 1–5

1 DON'T BUILD THE HOUSEHOLD BUDGET AROUND THE CHILD

Essential bills shouldn't depend on a child's continued participation.

2 KEEP ADULT INCOME SOURCES

Parents should maintain financial options independent of their children.

3 ALLOW CHILDREN TO STOP

A child's withdrawal shouldn't threaten the family's financial security.

4 DON'T PRESSURE THEM WITH MONEY

Never tell children the family needs them to film to pay bills.

5 SEPARATE CHILD EARNINGS

Money generated through a child's participation should be clearly accounted for.

EXIT

CHILD FREE TO STOP

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PRACTICAL SAFEGUARDS • 6–10

6 PLAN FOR FALLING VIEWS

Online popularity can decline rapidly.

7 AVOID LIFESTYLE INFLATION

Don't create expensive commitments that require increasingly intrusive content.

8 KEEP SPONSORSHIP PRESSURE AWAY FROM CHILDREN

Commercial deadlines belong to adults.

9 HAVE AN EXIT PLAN

The family should be able to stop featuring children without financial collapse.

10 REMOVE THE CONFLICT OF INTEREST

A parent's financial interests should never override a child's welfare.

EXIT

CHILD FREE TO STOP

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BOTTOM LINE

FREE

A CHILD CANNOT FREELY CHOOSE

TO LEAVE THE CAMERA

IF THE FAMILY'S FINANCIAL SECURITY DEPENDS ON THEM STAYING.

BUILD FINANCIAL INDEPENDENCE

Adult income, protected child earnings, savings and an exit plan.