

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. list	List re: phone numbers and Address (partial) (1 page)	n.d.	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Morse (Subject Files)
OA/Box Number: 21191

FOLDER TITLE:

Taskforce on Media and Entertainment

2011-0619-S

rc279

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
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Children & Families: Children's Television

Objective:

To improve the quality of Children's Television and give parents the tools to guide and monitor what children watch.

Accomplishments:

Leadership on Improving the Quality of Children's Television

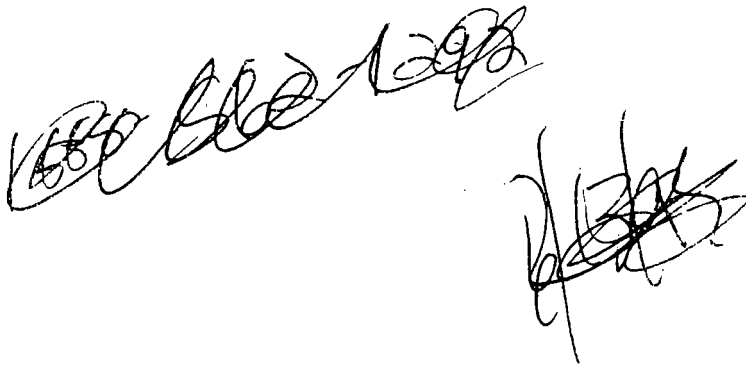
- White House achieved voluntary commitment of industry of 3 hour/week quality children's television; FCC later issues rules on 3 hour/week (9/97)
- Launched Family Critical Viewing Project (2/97)
- Hosted White House Conference on Children's Television: (7/29/96)
- Led V-Chip roundtable discussion with the President, VP and families (2/96)
- PBS Event at the White House (6/26/95)
- Participated in Children NOW Conference on TV violence via satellite (3/4/94)
- Sesame Street appearance (10/14/93)
- Columns: V-Chip (2/29/96), support of public TV/children's viewing habits (8/13/95)

Future Focus:

Consider ways to promote industry commitments to facilitate informed choice on the part of parents when choosing video games, television shows, etc. for their children

Monitor the development and introduction of the V-Chip

Promote the expansion of 3 hour/week rule and of quality children's educational programming

Two handwritten signatures and initials are present. The signature on the left is written in cursive and appears to be 'V. B. 12/98'. The signature on the right is also in cursive and appears to be 'J. B. 12/98'.

Media Violence Labeling Act of 2000
Introduced by Senators John McCain (R-AZ), Joe Lieberman (D-CT)
Tuesday, May 2, 2000

Bill Summary:

- Establishes clear defining language label descriptions of violent content for interactive video games, video programs, motion pictures, and music. *Does Not mention Internet*
- Amends the Federal Cigarette Labeling and Advertising Act to require that the manufacturers and producers of interactive video games, video programs, motion pictures, and sound recording products contain clear defining language describing the nature, context, intensity of violent content, and age appropriateness of the particular media product. The Act's new title -- Federal Cigarette and Media Violence Labeling and Advertising Act -- reflects these additions, and does not change the tobacco advertising provisions or requirements in any way.
- Waives anti-trust laws, and the industries are given six months to work together in developing a standardized product labeling system. The proposal is subject to modification, and final approval of the Federal Trade Commission (FTC).
- Bans domestic sale or commercial distribution of unlabeled products after one year. Further, retailers are required to enforce the age restrictions on such products, subject to a fine of up to \$10,000 for failure to do so. Manufacturers and producers who violate the labeling system are subject to fines up to \$10,000 a-day for every day the product is in the marketplace.
- Does not include TV programs.

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106TH CONGRESS
2D SESSION

S. _____

IN THE SENATE OF THE UNITED STATES

(for himself and Senator Lieberman)

Mr. McCaIN introduced the following bill; which was read twice and referred to the Committee on _____

A BILL

To provide for the development, use, and enforcement of an easily recognizable system in plain English for labeling violent content in audio and visual media products and services, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 SECTION 1. SHORT TITLE.

4 This Act may be cited as the "Media Violence Label-
5 ing Act of 2000".

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1 SEC. 2. SYSTEM FOR LABELING VIOLENT CONTENT IN
2 AUDIO AND VISUAL MEDIA PRODUCTS AND
3 SERVICES.

4 (a) DECLARATION OF POLICY.—Section 2 of the Fed-
5 eral Cigarette Labeling and Advertising Act (15 U.S.C.
6 1331) is amended—

7 (1) by inserting “(a) POLICY REGARDING CIGA-
8 RETTES.—” before “It is the policy of the Con-
9 gress”; and

10 (2) by adding at the end the following:

11 “(b) POLICY REGARDING VIOLENCE IN AUDIO AND
12 VISUAL MEDIA PRODUCTS AND SERVICES.—It is also the
13 policy of Congress, and the purpose of this Act, to provide
14 for the establishment, use, and enforcement of a consistent
15 and comprehensive system in plain English for labeling
16 violent content in audio and visual media products and
17 services (including labeling of such products and services
18 in the advertisements for such products and services),
19 whereby—

20 “(1) the public may be adequately informed
21 of—

22 “(A) the nature, context, and intensity of
23 depictions of violence in audio and visual media
24 products and services; and

25 “(B) matters needed to judge the appro-
26 priateness of the purchase, viewing, listening to,

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1 use, or other consumption of audio and visual
2 media products and services containing violent
3 content by minors of various ages; and
4 "(2) the public may be assured of—

5 "(A) the accuracy and consistency of the
6 system in labeling the nature, context, and in-
7 tensity of depictions of violence in audio and
8 visual media products and services; and

9 "(B) the accuracy and consistency of the
10 system in providing information on matters
11 needed to judge the appropriateness of the pur-
12 chase, viewing, listening to, use, or other con-
13 sumption of audio and visual media products
14 and services containing violent content by mi-
15 nors of various ages."

16 (b) DEFINITION.—Section 3 of that Act (15 U.S.C.
17 1332) is amended by adding at the end the following:

18 "(10)(A) The term 'audio and visual media
19 products and services' means interactive video game
20 products and services, video program products, mo-
21 tion picture products, and sound recording products.

22 "(B) The term does not include television pro-
23 gramming, including any motion picture broadcast
24 on television."

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1 (c) LABELING OF AUDIO AND VISUAL MEDIA PROD-
2 UCTS AND SERVICES.—That Act is further amended by
3 inserting after section 4 (15 U.S.C. 1333) the following
4 new section:

5 "LABELING OF AUDIO AND VISUAL MEDIA PRODUCTS
6 AND SERVICES

7 "SEC. 4A. (a) VOLUNTARY LABELING SYSTEM.—(1)
8 Manufacturers and producers of audio and visual media
9 products and services may submit to the Federal Trade
10 Commission a joint proposal for a system for labeling the
11 violent content in audio and visual media products and
12 services.

13 "(2) The proposal under this subsection should, to
14 the maximum extent practicable, meet the requirements
15 set forth in subsection (b).

16 "(3)(A) The antitrust laws shall not apply to any
17 joint discussion, consideration, review, action, or agree-
18 ment between or among manufacturers and producers re-
19 ferred to in paragraph (1) for purposes of developing a
20 joint proposal for a system for labeling referred to in that
21 paragraph.

22 "(B) For purposes of this paragraph, the term 'anti-
23 trust laws' has the meaning given such term in the first
24 section of the Clayton Act (15 U.S.C. 12) and includes
25 section 5 of the Federal Trade Commission Act (15 U.S.C.
26 45).

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1 “(b) REQUIREMENTS FOR LABELING SYSTEM.—A
2 system for labeling the violent content in audio and visual
3 media products and services under this section shall meet
4 the following requirements:

5 “(1) The label of a product or service shall con-
6 sist of a single format which provides a product-spe-
7 cific or service-specific description in plain English
8 of the nature, context, and intensity of the depic-
9 tions of violence in the product or service.

10 “(2) The content description of a product or
11 service under paragraph (1) shall specify a minimum
12 age in years for the purchase, viewing, listening to,
13 use, or other consumption of the product or service
14 in light of the totality of all depictions of violence in
15 the product or service.

16 “(3) The format of the label for products and
17 services shall—

18 “(A) incorporate each label provided for
19 under paragraphs (1) and (2);

20 “(B) include product-specific or service-
21 specific written text in plain English; and

22 “(C) be identical in visual format for each
23 given label provided under paragraphs (1) and
24 (2), regardless of the type of product or service
25 involved.

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1 “(4) In the case of a product or service sold in
2 a box, carton, sleeve, or other container, the label
3 shall appear on the box, carton, sleeve, or container
4 in a conspicuous manner.

5 “(5) In the case of a time-sequenced product or
6 service that is intended to be viewed, the label
7 shall—

8 “(A) appear before the commencement of
9 the product or service;

10 “(B) appear in both visual and audio form;
11 and

12 “(C) appear in visual form for at least five
13 seconds.

14 “(6) Any advertisement for a product or service
15 shall include a label of the product or service in ac-
16 cordance with the applicable provisions of this sub-
17 section.

18 “(c) FEDERAL TRADE COMMISSION RESPONSIBIL-
19 ITIES.—(1)(A) If the manufacturers and producers re-
20 ferred to in subsection (a) submit to the Federal Trade
21 Commission a proposal for a labeling system referred to
22 in that subsection not later than 180 days after the date
23 of the enactment of the Media Violence Labeling Act of
24 2000, the Commission shall review the labeling system
25 contained in the proposal to determine whether the label-

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1 ing system meets the requirements set forth in subsection
2 (b) in a manner that addresses fully the purposes set forth
3 in section 2(b).

4 “(B) Not later than 180 days after commencing a
5 review of the proposal for a labeling system under sub-
6 paragraph (A), the Commission shall issue a labeling sys-
7 tem for purposes of this section. The labeling system
8 issued under this subparagraph may include such modi-
9 fications of the proposal as the Commission considers ap-
10 propriate in order to assure that the labeling system meets
11 the requirements set forth in subsection (b) in a manner
12 that addresses fully the purposes set forth in section 2(b).

13 “(2)(A) If the manufacturers and producers referred
14 to in subsection (a) do not submit to the Commission a
15 proposal for a labeling system referred to in that sub-
16 section within the time provided under paragraph (1)(A),
17 the Commission shall prescribe regulations to establish a
18 labeling system for purposes of this section that meets the
19 requirements set forth in subsection (b).

20 “(B) Any regulations under subparagraph (A) shall
21 be prescribed not later than one year after the date of
22 the enactment of the Media Violence Labeling Act of
23 2000.

24 “(d) PROHIBITION ON SALE OR DISTRIBUTION
25 WITHOUT LABEL.—Except as provided in subsection (f),

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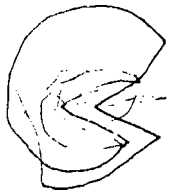
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1 commencing one year after the date of the enactment of
2 the Media Violence Labeling Act of 2000, a person may
3 not manufacture or produce for sale or distribution in
4 commerce, package for sale or distribution in commerce,
5 or sell or distribute in commerce any audio or visual media
6 product or service unless the product or service bears a
7 label in accordance with the labeling system issued or pre-
8 scribed by the Federal Trade Commission under sub-
9 section (c).

10 “(e) PROHIBITION ON SALE IN VIOLATION OF AGE
11 RESTRICTION.—Except as provided in subsection (f), com-
12 mencing one year after the date of the enactment of the
13 Media Violence Labeling Act of 2000, a person may not
14 sell in commerce any audio or visual media product or
15 service to an individual whose age in years is less than
16 the age specified as the minimum age in years for a pur-
17 chaser and consumer of the product or service, as the case
18 may be, under the labeling system issued or proscribed by
19 the Federal Trade Commission under subsection (c).

20 “(f) DEFENSES.—(1) It shall be a defense to a viola-
21 tion of subsection (d) or (e) that the person made a good
22 faith effort to comply with subsection (d) or (e), as the
23 case may be.

April 27, 2000



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1 “(2) In the case of a person who is an employer, it
2 shall be a defense to a violation of subsection (e) by an
3 employee of such person that such person —

4 “(A) carried out a program designed to train
5 employees of such person in techniques and proce-
6 dures necessary to ensure compliance with sub-
7 section (e); and

8 “(B) enforced the compliance of such employees
9 with such techniques and procedures.

10 “(g) INVESTIGATIONS OF IMPROPER LABELING.—(1)
11 The attorney general of a State shall have the authority
12 to receive and investigate allegations that an audio or vis-
13 ual media product or service within such State does not
14 bear a label under the labeling system issued or prescribed
15 by the Commission under subsection (c) that is appro-
16 priate for the product or service, as the case may be, given
17 the nature, context, and intensity of the depictions of vio-
18 lence in the product or service.

19 “(2) For purposes of this subsection, the term ‘attor-
20 ney general’, in the case of a State, means the chief legal
21 officer of the State.”.

22 (d) CIVIL PENALTY.—That Act is further amended
23 by inserting after section 10 (15 U.S.C. 1336) the fol-
24 lowing new section:

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1 "CIVIL PENALTY

2 "SEC. 10A. (a) IN GENERAL.—Except as provided in
3 subsection (f) of section 4A, any person who violates sub-
4 section (d) or (e) of section 4A shall be subject to a civil
5 penalty in an amount not to exceed \$10,000 for each such
6 violation.

7 "(b) DURATION OF VIOLATION.—In the case of an
8 audio or visual media product or service determined to vio-
9 late section 4A(d), each day from the date of the com-
10 mencement of sale or distribution of the product or serv-
11 ice, as the case may be, to the date of the determination
12 of the violation shall constitute a separate violation of sub-
13 section (a), and all such violations shall be aggregated to-
14 gether for purposes of determining the total liability of
15 the manufacturer or producer of the product or service,
16 as the case may be, for such violation; under that sub-
17 section."

18 (e) SHORT TITLE OF ACT.—The first section of that
19 Act (15 U.S.C. 1331 note) is amended to read as follows:
20 "That this Act may be cited as the 'Federal Cigarette and
21 Media Violence Labeling and Advertising Act'".

Youth civic media initiative - ensure there is quality content of for teens on the internet help kids become effective citizens. Make sure sites are advertised etc.

Using the internet for civic participation.

1) digital divide between parents & kids, doing things together w/ the new technology w/ parents & kids.

2) The greatest risk to children is not having access to internet.

1/99 Uniform voluntary rating system as candidate Clinton SOTV POTUS endorsed this system. we are not for the McCain Lieberman bill - rating system only in regard to youth violence. The bill asks the industry to come together on a voluntary basis. We do not want the govt. to actually come up w/ this rating system. * Mtg. w/ industry on joint internet site. McCain & Lieberman may do hearings on the rating system. Scope of the task force create 2 sites 1) parents 2) teens.

Or do we talk about the various rating systems. raise awareness for parents to think about these things. provide a venue for people to discuss these things & make sure parents have tools to use the media. the rating systems down the road. The conversation w/ the industry is Tony Podesta, News, TV, & Video games.

The COPA commissioner - child online privacy act. looks @ a number of questions Don Tlacz. former head of NSF.

* San Francisco list Ann wants it emailed out to participants of the mtg.

Adult verification systems - hearing filtering & Blocking is another hearing-hearing

govt. announced 2 web sites on Tuesday.
1) afterschool.gov website. WWW.americaastars.gov.
bulk of the resources are gov. sites.

Add websites to elementary school teacher's
curriculum. have teachers develop a site.
link them all to our site & have a nationwide
network of all teachers & educational information
on all subjects. where it is interesting & not
simply school related or education.

Virtual way. - hotline issue one # that you
can call for suicide etc.

The next mtg. we need to be more action
oriented. who may be interested in taking
a lead on the various issues.

Democracy citizenship oriented toward teens
Alliance for Justice - how youth can get involved
Commercially sites are successful. incorporate
success stories of youth that empower young
people. educate the media & adults that
youth are doing positive things. civic & political
contributions.

Youth, parents, routines, & feedback system are the
four issues that we are concerned with.

Kim Budnick - OSDP parents.

Run in parents.

Def & Am on Rating system.

FA should be @ the next mtg.

LD online learning disability outline 1 page back in a week

conference call on Friday: 12th of May -

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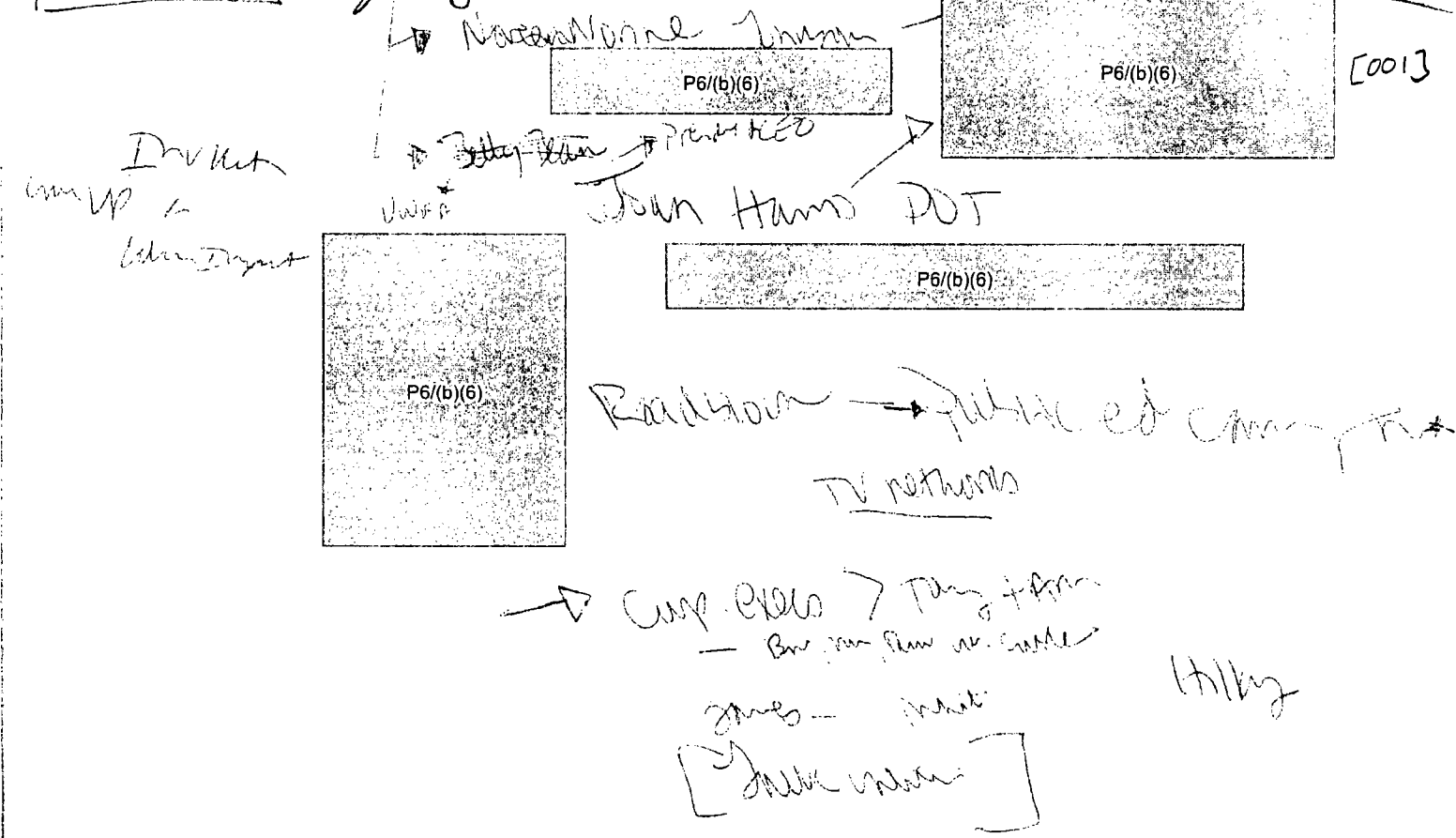
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 * Catherine Montgomery



Administrative & other things

to talk about task

Navigating the New media.

follow up mtg Friday afternoon.

Need press paper



Youth Civic Media Initiative

A number of prominent educators have expressed deep concern about the political disengagement of American youth. While the roots of this problem may be complex, it is clear that the electronic media have not played the most positive role in the last decade in promoting a healthy political process—among youth *or* adults. The rise in negative political advertising, the pervasiveness of “sound-bite” journalism, and the demise of serious public-affairs programming have all contributed to a media culture that fosters cynicism and alienation among many citizens.

But the information revolution and the growth of the Internet have raised hopes for a genuine democratic renewal in the Digital Age. According to this vision, new interactive services, offering an abundance of information on politics, community, and culture would become a central part of a new, *engaging* media system. For youth, who are among the most avid users of the new media, the promise of new media technologies is particularly significant.

The Internet has already spawned a number of “civic media” projects for youth, including nonprofit Web sites and services that emphasize community building, collaboration, and participation. Many projects are community-based, inner-city initiatives, providing important links between the virtual and the real worlds. And some are the only means available in low-income communities for overcoming the barriers to technology.

Unfortunately, there are no assurances that these services, scattered across the World Wide Web and often undertaken by undercapitalized organizations and well-intentioned individuals, will be sustained over the long run. Strong commercial forces are already defining both the range of content and the nature of its distribution in the expanding online world. In the process, nascent noncommercial and civic services could become increasingly overshadowed by commercial interests, or could disappear from public view altogether.

We believe that the need for a children’s civic culture must be placed prominently on the public agenda, encouraging a national dialogue with policy makers, industry leaders, and key nonprofit officials. Our efforts in this regard will include the

exploration of a secured funding base, new programming services, and strategies to promote meaningful distribution.

To help accomplish this goal, CME has developed a research and public education project for civic media and youth. Through a series of reports, we will assess the major economic, institutional, and technological forces that are shaping the emerging new-media youth culture, gauge the potential viability of a noncommercial “civic sector” for youth in the new-media landscape, and define a public-policy agenda for ensuring its growth and long-term sustainability. In particular, we will examine how public television is responding to the new opportunities for civic content made possible by the expanding palette of interactive digital technologies.

Activities:

- **Assessment of the current state of the online civic sector**, surveying children’s web sites and analyzing commercial and noncommercial, public and private initiatives, policies, and practices that might affect the development of this new civic sector. Questions to be addressed will include:

What are the present online projects that are emblematic of the promise of new media to serve youth as citizens, rather than just consumers? What are their sources of funding? What are their institutional affiliations? What are their common features? What are their prospects for survival? Potential barriers?

How is public television responding to the new opportunities for civic content made possible by interactive digital technologies?

What are the funding models that could build and sustain a healthy civic media sector? Are there viable alternatives to either advertiser-supported or government supported media? Can “public-private partnerships” work in this area?

Are there promising models in other countries or regions? What are the prospects for international cooperation among stakeholder groups and individuals?

- **Development of a set of principles and parameters** for a more robust civic sector (focusing, for example, on whether it must be wholly noncommercial, what its main goals should be, how they can best be achieved, etc.). Included in this effort will be a comparative analysis of different business models and support structures, to be circulated among key individuals, organizations, and policymakers.

- Hosting of a **Web site** that provides links to especially useful civic sites, identifies other organizations working on this issue, maps out civic areas that need to be fostered online, and articulates the importance of developing a sustainable online civic culture. Additionally, a new listserv will provide electronic updates on policies and developments in the online civic sector.
- Devoting a major portion of CME's upcoming **conference**, "Youth and New Media: Commerce, Community, and Citizenship," to the issue of civic media culture for youth.