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001. schedule	Schedule for Hillary Rodham Clinton [partial] (1 page)	09/24/1997	b(6)
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COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Ann O'Leary
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FOLDER TITLE:

Children and Television [3]

2013-0436-S

rc1243

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]

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- b(1) National security classified information [(b)(1) of the FOIA]
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- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

February 24, 1997

THE FAMILY AND COMMUNITY CRITICAL VIEWING PROJECT

DATE: February 25, 1997
TIME: 1:30-2:10 pm
LOCATION: Union Station, Washington, D.C.
FROM: Carrie Greenstein

I. PURPOSE

To present the keynote address at the national launch and premiere of *Taking Charge of your TV*, a video featuring Rosie O'Donnell, designed to make parents and children smarter television viewers.

II. BACKGROUND

The Family and Community Critical Viewing Project

The project is a partnership of the National PTA, National Cable Television Association and Cable in the Classroom. Launched in 1994, the project addresses concerns about television and the impact of television violence and commercialism on children. The project trains cable and PTA leaders nationwide in the key elements of critical viewing, or media literacy, and how to present *Taking Charge of Your TV* workshops for parents, educators and organizations in their communities. The project has been funded by the cable industry including the National Cable Television Association and Cable in the Classroom. The goal is to not to tell families what to watch, but to help them make informed choices in the programs they watch and to improve the way they watch those programs. Parents are encouraged to talk to their kids about what they are watching and how it relates to their own family. Over 15,000 parents have attended the workshops and the project is growing.

Note: The project received the National Parent's Day Coalition's *Clarion Award* for effective use of television to promote responsible parenting in July 1996 at the National Press Club.

Taking Charge of Your TV

Taking Charge of your TV is a video, produced by HBO, featuring Rosie O'Donnell. The video is an overview of the program's key media literacy skills and will be made available to the public, free, through an 800 number. Tuesday's launch will bring the National PTA, the cable television industry, the American Medical Association and the American Academy of Pediatrics together to premier and announce the availability of the video. In conjunction with the launch, the video will be advertised through 30 second television spots and ads in select parenting magazines and TV Guide.

Administration Accomplishments

- With the passage of the Telecommunications Act of 1996 on February 8, 1996, the Administration made great strides toward its goal of providing families with technologies to help them control the kinds of television programs that their children are watching. The act includes a provision calling for a computer chip, the V-Chip, to be installed in every new television set by the year 1998. This provision gives parents control of the television programming that comes into their homes by allowing them to electronically block violent or other objectionable material.
- On February 29, 1996, the President hosted leaders of the entertainment industry at The White House, to discuss how to provide families with better information regarding television programming and how to improve the quality and quantity of children's programming. From the discussions held at this meeting, and in accordance with the President's mandate to provide a V-Chip, a committee of broadcast executives headed by Jack Valenti, President of the Motion Picture Association of America, drafted a television ratings system that was implemented by ABC, CBS, NBC and Fox this January. Although the voluntary ratings system has been widely criticized for not giving parents enough information about the content of the programming, at the recommendation of the President, the current system will remain on a trial basis for 10 months.

Note: The National P.T.A, a key sponsor of this event, oppose the current ratings system and advocates one which screens more specifically for adult language, sexual content and violence.

- At the White House Conference on Children's Television on July 29, 1996, the President announced that the four major networks, the National Association of Broadcasters, and some of the leading advocates for educational television had joined him in supporting the FCC's proposal for three hours of quality educational programming each week. Since that time, broadcasters have agreed to air three hours of quality educational programming for children every week.

III. FORMAT

The audience at Tuesday's event will consist of approximately 125 people from the cable industry, educational associations, the medical profession and government service. Other speakers include Joan Dykstra, National P.T.A; Richard Plepler, HBO; Dr. Steve Shelov, the American Academy of Pediatrics; Dr. John Nelson, the American Medical Association; Congressman Billy Tauzin (R-LA).

IV. PARTICIPANTS

- HRC
- Congressman Billy Tauzin (R-LA)
- Richard Plepler, Senior Vice President, Corporate Communications, HBO
- Decker Anstrom, President, National Cable Television Association
- Joan Dykstra, President, National P.T.A.
- Megan Hookey, Managing Director, Cable in the Classroom
- Dr. John Nelson, Member, Board of Trustees, American Medical Association
- Dr. Steven Shelov, representing the American Academy of Pediatrics

V. SEQUENCE OF EVENTS

- Megan Hookey introduces HRC and participants to stage.
- HRC and participants proceed to seats on stage.
Note: HRC seated next to Richard Plepler and Decker Anstrom.
- Decker Anstrom welcomes and introduces Joan Dykstra.
- Joan Dykstra makes remarks.
- Decker Anstrom intros *Taking Charge of Your TV* video featuring Rosie O'Donnell.
- Video is played (4 minutes).
- Decker Anstrom introduces Richard Plepler, HBO.
- Richard Plepler makes brief remarks.
- Decker Anstrom introduces Dr. Steve Shelov, American Academy of Pediatrics.
- Dr. Steve Shelov makes brief remarks.
- Dr. John Nelson, American Medical Association, makes brief remarks.
- Congressman Billy Tauzin makes remarks.
- Decker Anstrom introduces HRC.
- HRC delivers remarks from podium (stage left).
- HRC remains at podium while Joan Dykstra and Decker Anstrom join to present HRC with a copy of the video.
- Upon conclusion of the presentation, HRC has option to work ropeline from stage right to stage left.
- HRC departs.

VI. PRESS

Open press.

Note: There will be a question and answer session after you depart.

VII. REMARKS

Provided by June Shih

American
Academy of
Pediatrics



STEVEN P. SHELOV, MD, FAAP

Steven P. Shelov, MD, FAAP, is editor-in-chief of *Caring For Your Baby and Young Child: Birth to Age Five*, the childcare book for parents from the American Academy of Pediatrics (published by Bantam).

Dr. Shelov is professor and vice chairman of pediatrics at Albert Einstein College of Medicine and Montefiore Medical Center, Bronx, New York, director of the Division of Pediatric Education and director of pediatric residency programs at Albert Einstein.

He has served the American Academy of Pediatrics in many capacities including terms as chair of the Committee on Communications and as chair of the editorial advisory board for *Healthy Kids: Birth to 3*, the Academy's parenting magazine. He also served as the medical advisor to *Healthlink-TV* (a waiting room television program produced by the Academy and Lifetime Medical Television), and as a consultant to the Academy's member newsletter, *AAP News*.

Dr. Shelov received his medical degree from the Medical College of Wisconsin, Milwaukee, in 1971.



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BIOGRAPHY

JOAN DYKSTRA

NATIONAL PTA PRESIDENT 1995-97

Joan Dykstra represents nearly 6.5 million members in her role as president of the National PTA. During her term, the organization will celebrate its 100th anniversary. Dykstra has been an active member of the PTA for 20 years, including a decade of service on the national board of directors. At the request of Congress and the White House, she has presented testimony on issues including TV violence, support for public broadcasting, federal support for public education, and tougher laws to protect children from tobacco addiction.

Prior to her election as president, Dykstra served as first vice president. She also filled numerous positions on the national board including: vice president of Leadership Services; chairman of the Health and Welfare Commission; chairman of the Strategic Planning Committee; and, chairman of the Leadership Committee.

In her home state of Wisconsin, Dykstra served as vice president and president of the state PTA and represented the organization on a variety of task forces for both the State Department of Education and the Office of the Governor. She also held the position of PTA vice president for Region 4 which included Wisconsin, Illinois, Indiana, Ohio and Michigan.

She has been recognized for her exceptional contributions to society. The Women's Civic Council in Racine, Wisconsin named Dykstra Woman of the Year. The Wisconsin Jaycees and the State of Wisconsin listed her as one of the Ten Most Outstanding Wisconsinites. She has been awarded lifetime memberships from the National PTA and 28 state PTAs.

(over)

Congress of the United States
House of Representatives
Washington, DC 20515

CONGRESSMAN BILLY TAUZIN (R-LA.)

Congressman Billy Tauzin of Chackbay, who represents Louisiana's diverse 3rd Congressional District (encompassing all or parts of 14 coastal and river parishes), is currently serving his tenth term in the U.S. House of Representatives. He was first elected in 1980 in a special election to fill the seat vacated by Dave Treen, who resigned from Congress after becoming Governor of Louisiana.

Since then, Congressman Tauzin has won nine consecutive elections, receiving an overwhelming popular vote on each occasion, averaging more than 90%.

In January 1997, Congressman Tauzin became Chairman of the influential House Subcommittee on Telecommunications, Trade, and Consumer Protection, which has jurisdiction over approximately one-sixth of the American economy. Presently, he ranks second in seniority among Republicans on both the House Commerce Committee and the House Committee on Resources. In addition, he is Vice-Chairman of the Finance and Hazardous Materials Subcommittee, and a senior member of two other subcommittees: Fisheries, Wildlife, and Oceans, and Energy and Mineral Resources.

Congressman Tauzin also serves as Deputy Majority Whip, making him the only person in the history of the U.S. House of Representatives to serve in the leadership of both major political parties. What's more, in an effort to promote a spirit of bipartisan cooperation on Capitol Hill, he co-founded and serves as Co-Chairman of the Mainstream Conservative Alliance, better known as Republican "Blue Dogs."

Prior to being elected to Congress, Rep. Tauzin served with distinction in the Louisiana State Legislature. He was Chairman of the House Natural Resources Committee and Chief Administration Floor Leader. Twice he was chosen one of Louisiana's "Ten Best Legislators."

Known as a fiscal conservative, as well as a national leader in the private property rights movement, Congressman Tauzin has been honored on numerous occasions. Most recently he was the recipient of the "Golden Plow Award" given by the American Farm Bureau; the "Guardian of Small Business Award" presented by the National Federation of Independent Business (NFIB); and the "Watchdogs of the Treasury Award" bestowed by the National Association of Businessmen. He also won a spot on the prestigious Concord Coalition's Honor Roll for his efforts to reduce the federal deficit, and, most recently, he was honored by the Christian Coalition for his pro-family voting record.

Congressman Tauzin received a Bachelor of Arts Degree from Nicholls State University in 1964 and a Law Degree from Louisiana State University in 1967. He is married to the former Cecile Bergeron of Crowley, Louisiana, and has five children by a previous marriage.

January 1994

DECKER ANSTROM

Decker Anstrom is President and Chief Executive Officer of the National Cable Television Association. He joined NCTA in November, 1987 and served as Executive Vice President until becoming President and CEO in January 1994.

Prior to coming to NCTA, Mr. Anstrom was President of Public Strategies, a Washington, D.C.-based public policy consulting firm. At Public Strategies, Mr. Anstrom directed a broad range of public policy and economic analyses and political assessments for investment banking and corporate clients. He also advised trade and membership associations on strategic planning, organization and management issues, and government relations activities.

Previously, Mr. Anstrom has served as a senior staff member at the Office of Management and Budget and as Assistant Director of the White House Office of Presidential Personnel.

Mr. Anstrom is an alumnus of Macalester College and attended the Woodrow Wilson Graduate School of Public and International Affairs at Princeton University. He is married to Sherron Hiemstra. They have one son and reside in Alexandria, Virginia.

Partners in Learning

CABLE IN THE CLASSROOM

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Biography of Megan Stevens Hookey

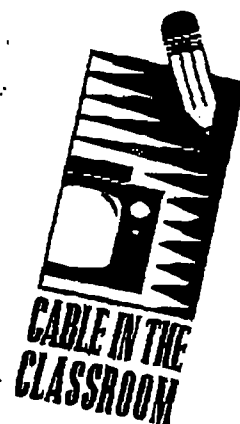
Megan Stevens Hookey was appointed Cable in the Classroom's Managing Director effective July 1, 1996. She reports to the Board of Directors and its Executive Committee. She is responsible for the day-to-day and strategic operations of this non-profit organization, tracks cable industry participation and creates support materials for both the cable and education communities. Additionally, Ms. Hookey conducts teacher training sessions on the use of Cable in the Classroom programming. She joined Cable in the Classroom in June 1990 as Associate Director.

Prior to joining Cable in the Classroom, Ms. Hookey was Director of Public Relations for the National Cable Television Association where she served as a liaison, public speaker and writer of briefing materials for MSO public affairs executives, state associations and local system operators.

Ms. Hookey previously worked for Harron Communications as their Corporate Manager of Training and began her career in cable television working at a system owned by Storer Cable Communications in 1982.

Ms. Hookey is a graduate of Ithaca College in Ithaca, NY, where she earned a B.S. in Communications Management. She resides in Annandale, Virginia, with her husband and two young sons.

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American Medical Association

Physicians dedicated to the health of America



John C. Nelson, MD, MPH, FACOG
Member, Board of Trustees
American Medical Association

John C. Nelson, M.D., MPH, FACOG, was elected to the American Medical Association's Board of Trustees in 1994. He is a board certified obstetrician-gynecologist in private practice in Salt Lake City, Utah.

Dr. Nelson has been active in organized medicine for the past 15 years:

- A 15 year delegate to the AMA policy-making House. Former president of both the Utah Medical Association and the Salt Lake City County Medical Society.
- Spent nine years as a member of the AMA's Council on Legislation and chaired the council for one year.
- Is a diplomat of the American Board of Obstetrics and Gynecology and a fellow of the American College of Obstetrics and Gynecologists.
- He is a charter member of Prospective Payment Assessment Commission (ProPAC), which advises the Secretary of Health and Human Services.

Dr. Nelson has shown community leadership:

- He is a former Deputy Director for Utah's Department of Health and led the governor's task forces on child abuse and neglect, and teenage pregnancy prevention.
- Received the Utah State Office of Education's "Light of Learning" award for his leadership in reforming school health curricula in Utah.

His volunteer work includes:

- Public speaking concerning issues of critical importance such as domestic violence.
- Board member of both the Salt Lake City Boys and Girls Club and the Utah Committee for the Prevention of Child Abuse.
- Dr. Nelson completed medical school and residency at the University of Utah School of Medicine. He completed his internship at Providence Hospital in Portland, Oregon and spent two years in the Army, one of which was spent in Vietnam. He earned a Master's degree in Public Health from the University of Utah in 1993. Dr. Nelson and his wife Linda are the parents of eight children and reside in Salt Lake City.

1996-97

EXCERPTS FROM *IT TAKES A VILLAGE*

Personal stories

(p. 277 - 278) "My parents did not worry so much about the content of the television shows my brothers and I watched as they did about the amount of time we should spend at it, if they let us. They wanted us reading, doing chores, or playing outside, so they regulated our viewing hours strictly. Bill and I restricted both the amount and the kind of television Chelsea watched as a child, and even now we check up from time to time on her TV and movie watching."

The V-chip and other technology

(p. 278) "Parents are beginning to come up with ways of defending themselves and their children from the excessive influence of television. They may eventually get some help from technology, such as the V-chip included in proposed telecommunications legislation. The V-chip is a computer chip with which parents could block television programs designated as containing material unsuitable for children. Making the technology available is only half the battle; putting it to good use will require a strong, clear rating system like the one we now have for movies."

What parents can do

(page 278) **Know what their children are watching:** "In the meantime, parents are on their own in making sure children are not watching inappropriate shows or too much television, period. They can continue to trade their own "ratings" informally. They can encourage the newspapers and magazines that are beginning to gear reviews of movies and music toward parents to cover television in this way as well. They can also teach their children *how* to watch television, the same way they teach them to cross the street: carefully."

(page 279) **Use television as a learning tool:** "We can ask children why characters act as they do and help them to distinguish between responsible and irresponsible acts. We can get them to talk about how the families on television are different from theirs and from other families they know. We can relate television to real-life situations. When Roseanne and Dan fret over bills because Dan's business is going under, for example, we can explain to our children that sometimes parents need to figure out ways to make sure they can meet all their responsibilities."

"Used wisely, television can help children to distinguish between fantasy and reality -- precisely because the fantasy it projects feels so real to them. Identify aspects peculiar to "TV land" that may seem obvious to an adult but aren't necessarily clear to a child. For instance, when watching a thirty-minute drama or sitcom, point out that it's not realistic to solve a problem in the span of a half hour. Explain that this is how writers and directors adapt to scheduling needs and discuss how the situation might have played out in real life."

(page 279) **Turn the television off:** "There is another option parents might consider: Just turn the televisions, video games, and VCRs off -- for an evening, a week, a regular day each week. When I made this suggestion in an interview with *Woman's Day*, readers responded enthusiastically. Some parents, fed up with not only depictions of violence but the excessive influence of television in general, wrote to say they had already tried out the idea."

Positive examples

(page 278) **The Cable Industry and the PTA:** "A publication entitled "Taking Charge of Your TV: A Guide to Critical Viewing for Parents and Children" is available from the Family and Community Critical Viewing Project, and initiative sponsored by the National PTA and the cable industry to teach television viewing skills to parents, teachers and children. It suggests ways parents can talk to kids about what they are watching, which not only makes television a less passive pastime but transforms it into a learning tool."

(page 279 - 280) **Parents:** "Here and there, parents are banding together and discovering their collective strength. The South Florida Preschool PTA monitors children's programming on the Miami television stations, with members volunteering to watch programming for one- or-two-week blocks to determine whether the stations are complying with the law."

(pages 283) **The Media:** "When he was a news director at WCCO-TV in Minneapolis, John Lansing realized that the more his station's news coverage resembled an entertainment program, the weaker its connections to its community were becoming. He decided to convene town meetings to allow the station to reacquaint itself with the expectations of its viewers. As a result, the news operation dropped its tabloid-style coverage, and WCCO became a pioneer in "family-sensitive viewing," reducing or eliminating descriptions and images of violence during designated early evening hours. Even so, WCCO has managed to maintain its first-place market share."

(page 284) "Television could take a cue from the several newspapers that have developed children's beats and long-term reporting projects focusing on family issues. The Cleveland Plain Dealer, for instance, has added a new "family section" that runs every Saturday. So far, it has run stories on children's television viewing habits (along with tips on how to make TV watching a more constructive activity), on ways grandparents and grandchildren can spend more time together, and on building stronger families (accompanied by personal stories about people in the region.) The section also includes a regular family finance column, with information on everything from the cost of buying a family pet to how to take a family vacation without breaking the bank."

The Children's Television Act and the Federal Communications Commission

(page 280) "The Children's Television Act of 1990 limits the amount of time the networks can devote to commercials during children's programming. It also directs the FCC more broadly to review, as part of the licensing procedures, whether stations air shows that "serve the educational and informational needs of children."

(page 280) "Many parent and consumer groups (are) urging the FCC to enforce its regulations and to strengthen them, by requiring the networks to air more educational programming. In 1951, twenty-seven hours of quality children's programming aired each week. The President and FCC Chairman Reed Hundt would like to see the FCC require each network to broadcast at least three hours a week. As of this writing, the FCC has not taken action on this proposal. In response to public petitions, however, Westinghouse, which has recently purchased CBS, has voluntarily made such a commitment. The FCC's decision will not affect cable stations, since they are considered exempt from government regulations because they do not use the public airwaves."

Research

(page 281) "In May 1995, John Wright and Aletha Huston, professors of human development at the University of Kansas, released the results of a four-year study on how television influences the academic skills, school readiness, and school adjustment of low-income children. They found that preschoolers who watched as little as twenty-five minutes per day of educational children's programs like Sesame Street did significantly better on standardized verbal and math tests when they started school and consistently spent more time on reading and other educational activities than did children who watched primarily noneducational cartoons and adult programming."

Note: For more research, see attached report on violence and youth by the American Psychological Association.

Consumerism

(pages 288 - 292) See attached.

For Release

FIRST LADY HILLARY RODHAM CLINTON
REMARKS TO THE NATIONAL PTA 100TH ANNUAL CONVENTION
WASHINGTON, D.C.
JUNE 22, 1996

Thank you. Thank you so very much. Don't you feel like you were at the Olympics when that music started? You know I'm so excited about the Olympics coming, we had the torch arrival and departure at the White House yesterday, and the night before. And when the music started, I thought of all those times as a little girl when I would sit in front of our television set and watch the Olympics. My brothers and I would go out and race each other around, and my mother one time went to the dime store, you see how old I am, the dime store, and bought ribbons for us.

It is such, a pleasure for me to be with people who care so much about the values that make our country what it is, and who know how important it is to support our children. I want to thank Joan for that introduction, but more than that, for the leadership she has given on behalf on the PTA. She has been a strong, strong voice. And I know she is going to be succeeded by a strong, strong successor. So the leadership of the PTA is in good hands.

And how fortunate we are to be celebrating the 100th anniversary of this important group. I wasn't able to see the slides but I heard some of the laughter and I know that Joan did a quick change from the clothes she was wearing to the clothes she is wearing now. We are celebrating a centennial commitment to the children of this country. And there are lots of parallels between the times when the PTA got started and our times today. I was thinking as I stood backstage that a hundred years ago, we were changing from a society that was primarily agricultural and rural to one that was industrial, where people were leaving the farms and crossing the oceans to come to our cities. Where we faced new challenges about how to educate young people of different backgrounds to be prepared for a new century.

And here we are again, as we move from the industrial age, from the cold war, from the hot wars of this century, to a time when the global economy and technology have changed our world so much, and once again you are ready. You are ready to help us meet our challenges and protect our values. And for that as a mother and citizen, I say thank you -- thank you to the PTA and all of you who are among its leaders.

And during your conference here, I hope you will continue to celebrate your achievements. Since the turn of the century, the national PTA has been at the forefront of our country's efforts to create a better world for all children. Child labor laws, compulsory public education, the national health service, special education, juvenile justice issues, all that we have addressed as a nation in the past hundred years -- in these and many issues, we have seen the strong role that the PTA has played, both at the national level and in countless communities across our country.

And I know that as we prepare for a new century, and for a new millennium, all of us can count on your being there again. On behalf of the President, I want to thank you for helping to put the well-being of our children first in the recent budget negotiations. The PTA was one of the first organizations that realized that threats to programs like school lunches were threats to the well-being of all our children. Your rallies on the Hill and your participation in an active education coalition were key to our efforts to honor America's historic commitment to education, and to providing all children in this country with the knowledge and skills they will need to fulfill their own god-given potential.

And I am so pleased that your priorities and initiatives for the next years will also address these important issues -- protecting children from violence, AIDS education, reaching out to preschool parents, working with schools of education at colleges and universities to make it possible for more parents to be encouraged to participate in their children's education. Parental involvement is the key to how well our children will do.

Some of you know that I do think it takes a village to raise a child, but it takes strong parents who are committed to being their children's first teachers, to make sure those children get a good start in life, and to make sure the village lives up to our responsibilities as well. But despite all of the work you have done and the stands you have taken, we cannot let down our guard. We must stand very firmly on the side of public education and we need an even louder chorus of parental voices in the upcoming fights over the budgets to come. Because, even as teachers and schools prepare to welcome record numbers of students, some fifty-two million this September, and we know that our classrooms will be filled with more children than there were even in the baby-boom generation. And these children will need the time and attention of more teachers. They will need text books, they will need school buildings that are not falling down around their ears.

And yet there are some in congress who are proposing to freeze the education budget in the face of this new generation of students who need the same support that I could expect when I was

ing to school. This is a time to invest in education, not a time to retreat from our historic investment.

You know that as our global economy becomes even more competitive and demanding, that all of us -- children and adults -- must sharpen and raise our skills -- we cannot walk away from the higher national educational standards set by Goals 2000. The national PTA helped turn Goals 2000 into law. And it is working well in 46 states. I ask you to help us defend these standards from those who would wish to reverse this progress.

I also want to congratulate American public education; too many people for too long have only accented the negative, and I for one am tired of that. America is filled with good news and positive stories about how people are solving problems. And just recently we saw a report that American students are second to only students in Finland when it comes to reading ability. Let's make sure Americans know that, because we've sure gotten all the bad news about educational achievement in the past.

So we know we can make progress and our students can live up to high expectations, but we have to keep working. And I urge the National PTA to become an active partner in Secretary Riley's "Read Write Now" effort. He is attempting to link one million disadvantaged kids with three hundred thousand reading mentors this summer. It is the one-on-one personal connection that anybody, nobody can argue against. It is what lights the eyes of a youngster who all of a sudden recognizes a word, and it is what warms the heart of the adult who takes the time to work with that child. Just think of what they could do to turn around the lives and school success of young people, if three hundred thousand of us mentor a young boy or girl this summer.

We also know that computer skills are important and the President is attempting to make sure that every school is hooked up in America to the Internet. We do need to make sure that there are technology literacy funds available, but even more so we have to make sure that our teachers are trained to use those computers in the classrooms.

So there is much, as you gather here in Washington, you have every reason to be proud of. I was thinking to myself how in the last few years the National PTA is again at the forefront of our debates about education, and about our children. And we know that parents today need to help. Every one of us has some area where we rely on someone else. Whether it's the teachers or schools, the doctors and nurses or hospitals, the police on our streets, the people we will never meet, who make sure our air and water are clean and that our food is fit to eat -- we are all interconnected. But I want to spend a few minutes today talking about specially the challenges we parents face in today's world. Particularly because we are living in a media dominated age.

It is a topic I feel very strongly about, and I want to expand on the thoughts I shared with some of you at the National PTA Legislative Conference earlier this year.

Specifically, I want to talk about television. Like it or not, and some days I do and some days I don't, TV is a fact of life. Hundreds of channels with everything from up-to-the-date-news to 24-hour-a-day weather channels to talk shows, to violent movies, to what everyone finds as we use our remote control devices. And for many of our children, those television images are disturbing, they are what some call "junk food for the eyes." And we have in every home in America children who are being influenced by the images and ideas that come into those homes through our television sets.

Now for those of us who are parents, trying to raise healthy, well-adjusted, compassionate children, it is easy sometimes to feel helpless against such a barrage of images and negative influences. But, in no small part due to the National PTA's advocacy and leadership on this issue, we are finally on the road to changing this situation. Let me thank you for working with the National Cable Television Association in the Family and Community Critical Viewing Project, which is helping parents to control the effects of television violence and commercialism on their children.

The President and the Vice President have long supported efforts to give parents the tools to make television a positive influence in their children's lives. And I believe that these past few months have marked a hopeful turning point for families and their relationships to those TV sets in their homes.

Earlier this year, the President successfully advocated for what is called a v-chip in TV sets. It is a device that parents can use to block out programming that they consider objectionable. It is totally within the authority of the parents. In February, at a White House meeting, The President helped persuade the nation's television broadcasters and producers to establish a voluntary ratings system that will inform parents about the content of shows they plan to air. That means that when the v-chip is operational, in just a few years, and the ratings system is going, parents will be able to make judgments by looking at this rating system and then programming the TV set to decide whether or not a program will be permitted to be viewed in their homes.

But parents don't just want to tune out bad shows, they also want to tune in good ones for their children. American families need more and better programming for children. This is especially true for elementary school-age children. A study released by the University of Pennsylvania's Annenberg Public Policy Center showed that while 75 percent of programming aimed

at pre-schoolers could be called "high-quality," just 26 percent of programs targeted toward children ages six to eleven could be called good. Nearly half of the programming was rated "low quality."

Now the President, with your help, has been working hard to establish a minimum requirement for television broadcasters: all that we are taking is for three hours a week of educational, child-friendly programming. I don't think that is too much to ask. And the good news is that it's on the verge of happening. A majority of the FCC Commissioners will soon, I believe, take positive action on this issue.

The three-hour requirement is simple, and it is fair. As Vice President Gore noted a few days ago, "It leaves 98 percent of broadcasting time for other programs."

Next month, the President, the Vice-President, Tipper Gore, and I will meet with media executives and children's programmers to discuss ways to strengthen children's television.

We simply must demand more of the people who are producing - and profiting -- from the shows that young people watch. From my point of view, the very popular "Mighty Morphin Power Rangers" show, for example, has no place on any lineup described as "children's programming."

Experts have said that the show is "devoid of any enriching value." "Mighty Morphin Power Rangers" show for the example has no place in any line-up described as children's programming. Experts have said that show is devoid of any enriching value. "Mighty Morphin Power Rangers" is one of the most violent television programs, on television today. Hundreds of acts of violence, from kicking to missile launches, are depicted in each episode. The shows teach children that heroes always resolve any conflict through violence. They convey to children the sinister message that the more powerful your weapon, the more powerful you are. And even though they are zapped, kicked and fired upon countless times, the Power Rangers never feel any pain or suffer any injury.

As a result of the show's popularity, young children on playgrounds across America are imitating these so-called "superheroes," they kick, they punch, they fight each other, as well as the imaginary archvillains Rita Repulsa and Lord Zedd.

Now you and I know that kind of playground activity has been a hallmark of playgrounds for generations. Long before television, and long before specific shows like the "Power Rangers". But the repetition, the intensity of this message that children see over and over again on television is different.

As Dr. Robert Phillips of the American Psychiatric Association explained, "Children are like little VCRs, they see something once and then they repeat it over and over again."

I know this not just from experts and news accounts, but from children themselves. At a roundtable discussion about the V-chip and TV violence with children and their parents, some of whom were PTA members, I met a 10-year old boy who told me that his playmates "just pretend they are Mighty Morphin Power Rangers or the X-Men and then they'll just go around pretending they're killing each other or such things and think nothing of it."

Producers and broadcasters of shows like the "Mighty Morphin Power Rangers" say that they are simply giving children what they want to watch. In truth, they are appealing to the worst in our kids at the very times they are most likely to be watching TV. And, broadcasters are hiding the best children's programming in the least-watched "throw-away" hours.

We must stop showing violent, harmful programs to our kids during prime viewing hours. It is time for our media executives to show some greater responsibility for the children of America.

And as adults and as parents it is time for us to stand up and be counted. Decency and civility are values that are critical to the functioning of our society. Otherwise, in the absence of efforts to reach out to one other to teach each other good and positive lessons about how we work together and about how children grow up together, we will find ourselves and our children so inured to violence and sensationalism that we will not be able to help themselves.

We have enough evidence now from psychological and educational studies which shows that children, particularly from less stable homes, without the kind of structure that many of us have tried to impose, despite the media in our own houses, these children are particularly vulnerable to such messages. And they take those messages to heart. Like those little VCR's and they play back what they have learned.

As parents we cannot wait to act. We are on the front lines. We have to take responsibility, we have to start in our own homes by making clear what is and what is not acceptable television watching. We have to be willing to work with our schools as you have done to help families learn how to watch television critically, and to raise questions so that children know the difference between fantasy and reality. We have to give children something else to do besides watch television hour after hour after hour.

In many neighborhoods we should be working to keep schools open from three to six so that children are not on their own and unsupervised. We should be enlisting ourselves once again in programs, not only to mentor young people but to play with them, more recreational activities. We should take a stand against the

olicies making it more difficult for young people to find extracurricular opportunities.

I was recently in Denver and I young man told me that he had been a wrestler for his first two years in high school, but next year because of budget cutbacks his family was being asked to pay \$150 for him to participate in that extracurricular activity. Many of us saw the Richard Dreyfuss movie, "Mr. Holland's Opus" and we could chart the decline in the drama, music, and art that was available that I took for granted in the 1950's and 1960's in my schools, where children now are not being given those opportunities. Television is being used to fill a void that parents, teachers, schools and communities used to fill with positive, productive activities for young people supervised by adults.

So while we take a stand against what we see on television, we should take a stand as you have done on behalf of providing more opportunities for children to say yes to, to give them something that is positive for them to learn from and be part of. There is wonderful opportunity in our country now, because I feel it as I travel around from place to place. Americans are tired of just wringing our hands at our problems -- we want to roll up our sleeves and get about the business of solving them.

And every where I go I find people who are doing just that. And it doesn't matter if I'm in an inner city school in Philadelphia, or in a school outside of Duluth, or in Corpus Christie, or in the San Frenado valley of California, everywhere I go it is so heartening to me, because every parent I talk with, every teacher, every young person is saying the same thing -- they are saying to me, as a young boy in Philadelphia, in a very tough neighborhood, in an inner city school that was attempting to be a haven against gangs, and graphti, and violence, he looked at me and he said, "You know Mrs. Clinton, most of us are good kids, but the only kids who get the attention are the bad kids, you know they are the only kids who get on television, they are the only kids who people really worry about sometimes, and most of us are really doing the best we can."

And I believe that, I know, I've looked into the faces of thousands and thousands of preschooler, and elementary kids, and middle schoolers, and high school students, and they are good kids. And even the ones who are teetering on the brink of gang pressures and family disruptions, and all of the problems children should not have to contend with, but do in today's world, they are desperate to be pulled back. They want some adult to say to them, 'You are a good young person, don't waste your life, learn to read, get out and do something positive for somebody else. Don't feel sorry for yourself, don't let yourself be turned into a victim.'

That is what the PTA has done for a hundred years. Because you have brought together parents and teachers in a partnership. You have presented a united front to our children that reminds ne

of my late father who used to say "You get in trouble in school, you get in trouble at home." And you know, that's the way it needs to be again.

And that is the crusade you are leading. Our children need to know that the adults in their lives care about them and we care about them so much that we not only love them, we discipline them. And we not only teach them, we guide them. And we're not only trying to do our best at home we are trying to make sure they get their best at school. That is what we owe to our children.

That is what you have done for a hundred years. And I believe that, just as at the time the PTA was formed, you have never been more necessary. You have never been more important to parents, struggling to make sense of a world that is sometimes very difficult to understand. You have never been more important to stand up against the forces of commercialism that would use our children, that would try to sell them products, like tobacco at an early age, that is not good for them.

You have stood against those kinds of pressures, and what we now must do, is with the same level of confidence and optimism that created the PTA, go forth into this next century, just as committed, just as concerned and just as ready to take on the challenges of this century, as were those who came before you.

I am very optimistic, I see positive signs everywhere I go of people taking back whether it's the authority in their own homes over the television set, or parental involvement in the schools. And what I hope each of us will do as we meet our challenges and protect our values, is to make it clear to every American, that commitment to children, to their education, their health and to their well-being is not a luxury. It is central to what of nation and people we will be.

Lady Bird Johnson once said that children are likely to live up to what you believe of them. I want every child in America to have at least one adult in their lives who believes that child has God given potential that will enable that child to be a good productive citizen, a good worker, a good family-member. And if we could just commit ourselves to reaching out to all those children, then I believe our future is in very good hands.

Thank you for what you have done for one hundred years, but do not grow weary doing this work -- we need the PTA now more than ever. Thank you all very much.

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COLLECTED QUOTES BY FIRST LADY
HILLARY RODHAM CLINTON

EXCERPTS FROM REMARKS BY THE FIRST LADY TO THE AMERICAN
NEWSWOMEN'S CLUB
(June 26, 1995)

"...Children who watch about 25 minutes of public broadcasting...every day have, after two to five years of exposure, more success and better readiness for school than children who watch 25 minutes of commercial television.

"We add that information to the more general knowledge we have about the impact of television on our children, and it underscores how important it is that we as adults recognize the differences between children and adults. And those differences are particularly marked in the way children respond to and from television.

"There is no getting around the fact that television is a pervasive influence. And it can either be an influence for the good or for the ill. That is up to us to determine. It is not out of our control...

"...Educational television plays (a positive role) in the lives of children, but particularly in the lives of those children in 40 percent of our families that do not receive cable, who are solely dependent upon the three major networks and public broadcasting, and who, in larger numbers than the rest of the population, often do not have the resources with books and videocassettes and renting movies every week so that their children can have the same kind of opportunities that we try to provide to our own."

EXCERPTS FROM REMARKS AT THE CASEY JOURNALISM CENTER FOR CHILDREN
AND FAMILIES
(June 13, 1995)

"...Issues affecting children are not marginal issues, they are the issues that really are at the core of what kind of country we have, what kind of investments we should make, what our priorities ought to be...Children's issues are not soft issues, but rather the very essence of who we are as a people; how we treat our children and what kinds of support we give them will, I hope, continue to make the case for including concerns about children in everything else that we do...

"...Looking at the business world is as important as looking at government policy. Looking at individual and family responsibility is as important as looking at the cultural norms

as played out in movies or television. They are all part of the culture in which children are being raised...

"...Children are the result of the values of both their families and the broader society in which they are raised, and to pretend that the family is some kind of little fortress immune from the effects of what goes on beyond its walls is as equally irresponsible as pretending that government policy or business policy can substitute for a family's love, concern and attention to children."

EXCERPTS FROM REMARKS BY THE FIRST LADY TO THE NATIONAL
CONFERENCE ON YOUTH VIOLENCE
(August 15, 1994)

"...Think of what it is like today, for the young people in this room and the millions of others like them who are immersed in a culture of violence. A culture that in so many ways glorifies violence. We see it every day on television, we see it in our movies, but worst of all we see it every single day on the streets and neighborhoods where children are trying to grow up. Where many, too many, are in effect raising themselves. In too many neighborhoods, gunfire is a daily ritual of life, and an uzi is a badge of honor, instead of a mark of cowardice, which it truly is. A bullet wound is an emblem of adulthood."

EXCERPTS FROM THE FIRST LADY'S APPEARANCE ON THE OPRAH WINFREY
SHOW
(May 16, 1995)

"...Adults need to be careful about what they say around children and what they portray to children...The kind of dysfunctional behavior that we are subjecting our children to gives them no role models, gives them the feeling that anything goes, that they can do anything with no consequences and get on television...I think that talk shows, combined with the violence, is, in effect, changing the way children feel about themselves in very damaging ways to themselves and our country."

EXCERPTS FROM INTERVIEW WITH THE FIRST LADY BY NEWSWEEK MAGAZINE
(January 4, 1996)

"...I was looking at some research that a political scientist has done showing that young people are by far, in her words, more misanthropic than people our age and older. They don't trust anybody. They have more emotional stress in their lives."

"And the explanation for that has to do with everything from the breakdown of the family and divorce, to the steady diet of what they see on television, to the way they're treated by the

adults in their lives. And I just think we've got to take a step back here and say, "What are we creating? What are we doing to our children?" There aren't any simple answers. You can't say, it's just the government's fault. Or you can't say, it's just those irresponsible parents living in the inner city. The responsibility is spread all the way across society."

EXCERPTS FROM MIAMI HERALD COLUMN, 'PUBLIC TELEVISION: AN OASIS FOR CHILDREN'

(August 13, 1995)

"...just at that wonderful stage when young children seem to absorb every new word and concept that they come across, educational television provides a unique learning tool. Even watching as little as 25 minutes a day can help. Researchers have found that low-income children between the ages of 2 and 5 who watch a small amount of educational programming do significantly better on tests of reading potential, vocabulary, mathematical reasoning, and overall readiness for school.

"By contrast, kids who spend the same amount of time watching noneducational cartoons and adult programs are not as well prepared for learning in school."

"...I do not mean to suggest that public television is a panacea. Clearly we parents must take responsibility for turning off the television more often and monitoring the shows that our children watch. And we can do more as a society to help our families meet that challenge. A rating system and the proposed V-chip to block our violent programs from individual homes could make a difference.

"But let's not kid ourselves. In a culture such as ours, which is so dominated by television, children's programming is not a luxury enjoyed by a privileged few; it is a necessity for tens of millions of American families."

EXCERPTS FROM REMARKS TO CHILDREN NOW CONFERENCE VIA SATELLITE

(March 4, 1994)

"Over the past few years, a lot of attention has been paid to violence in movies and in television programming, and in the records that young people listen to. And on that score, things are beginning to improve. As the President said earlier this week, the entertainment industry has -- as a result of public concerns -- become much more involved in efforts to reduce violence in network programming. Their willingness to set up a voluntary monitoring system is a step in the right direction."

"...One of the biggest dangers of excessive coverage of violence is that, in a child's eye, the stories validate, sometimes even glamorize, dysfunctional behavior. Violence becomes normal -- and, in an odd way, even painless. It becomes harder for a child to distinguish between fact and fiction...

"The second danger of excessive coverage is that children become numbed -- or, as social scientists say, "desensitized" -- to violence. Children become so habituated to seeing and hearing about violence that shootings, beatings -- even death -- come to seem normal to them.

"They develop an ironic detachment from life, a fatalism that prevents them from trusting anyone or anything. Recently I read a story about young children planning their own funerals. These children were so sure they were going to die violently that they had told their families what clothes they wanted to wear at their funerals, what music they wanted played, all with a casual detachment about what living and dying really means."

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. schedule	Schedule for Hillary Rodham Clinton [partial] (1 page)	09/24/1997	b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Ann O'Leary
OA/Box Number: 19577

FOLDER TITLE:

Children and Television [3]

2013-0436-S
rc1243

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]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

SCHEDULE FOR HILLARY RODHAM CLINTON

WEDNESDAY, SEPTEMBER 24, 1997

FINAL

WASHINGTON, D.C.

CONGRESSIONAL CLUB

LEAD ADVANCE:

DAVID NESLEN

202/365-8285

CELL PHONE

202/332-3686

HOME

WHCA PAGER #

4101

NEWSPAPERS FEATURES

COUNCIL LEAD ADVANCE:

JIM LOFTUS

WHCA PAGER #

4447

CREATORS SYNDICATE

PRESS LEAD:

SAM MYERS, JR.

PREV RON

The White House

9:15am-

COFFEE with

(b)(6)

9:40am

Residence

CLOSED PRESS/WH PHOTO ONLY

PARTICIPANTS:

(b)(6)

9:45am

DEPART South Portico

[drive time: 10 minutes]

9:55am

ARRIVE Congressional Club

2001 New Hampshire Avenue, N.W.

CLOSED PRESS/WH PHOTO ONLY

HRC Holding Room:

Congressional Club Office - 1st Floor

Phone: 202/332-1155

Fax: 202/797-0698

Greeters (inside upon arrival):

-Mrs. Carolyn Hobson, President

-Mrs. Sharon Archer

-Mrs. Karen Minge

-Mrs. Linda Dooley

-Mrs. Caryll Kyl

-Mrs. Lydia Foley

-Mrs. Julie Collins

-Mrs. Mary Clement, Past President

-Mrs. Tricia Lott

SCHEDULE FOR HILLARY RODHAM CLINTON
WEDNESDAY, SEPTEMBER 24, 1997
PAGE 2

10:00am- **CONGRESSIONAL CLUB DRESS UNVEILING**
11:00am 2001 New Hampshire Avenue, N.W.
CLOSED PRESS/WH AND CONGRESSIONAL CLUB PHOTO

FORMAT:

- Mrs. Hobson will escort The First Lady and Mr. de la Renta upstairs to the ballroom and to their seats at Table 1.
- Mrs. Hobson will walk to the podium and make welcoming remarks and introduce Mrs. Clement.
- Mrs. Clement will make brief remarks -- focusing on the history of the club and the dresses -- and introduce Mrs Archer.
- Mrs. Archer will recognize the program organizers and introduce Mr. de la Renta.
- Mr. de la Renta will make brief remarks.
- Upon the conclusion of his remarks, The First Lady will approach the manequin to the left of the podium.
- The First Lady and Mr. de la Renta jointly unveil the dress.
- After the unveiling, The First Lady steps to the podium for brief remarks.
- Upon the conclusion of her remarks, The First Lady steps to the right of the podium for a photo receiving line.

Note: The receiving line will move from left to right and will be done by tables. Each lady will return to her seat after photos.

- As the last photo is taken, Mrs. Lott approaches the podium to close the program.
- Upon conclusion of Mrs. Lott's remarks, The First Lady and Mr. de la Renta depart.

Note: The club members will remain for a buffet luncheon.

PARTICIPANTS: Approx. 100 people to attend.

SCHEDULE FOR HILLARY RODHAM CLINTON
WEDNESDAY, SEPTEMBER 24, 1997
PAGE 3

11:05am **DEPART** Congressional Club
 [drive time: 10 minutes]

11:15am **ARRIVE** the White House

11:15am-
12:00pm **DOWN TIME**

12:00pm **DEPART** South Portico
 [drive time: 10 minutes]

12:10pm **ARRIVE** ANA Hotel
 2401 M Street, N.W.
 HRC Hold:
 Phone: will not have number until Wednesday
 Fax: N/A

Greeter:

Mrs. Corinta Kotula, Executive Director, Creator's Syndicate

12:15pm- **LUNCHEON SPEAKER** at the Newspaper Features Council
1:15pm ANA Hotel - Colonnade Room
 2401 M Street, N.W.
 OPEN PRESS/WH PHOTO

FORMAT:

- Mr. Rick Newcombe makes welcoming remarks then introduces The First Lady.
- The First Lady makes remarks.
- Upon the conclusion of her remarks The First Lady takes questions from the audience.
- Mr. Newcombe will draw the Q&A session to a close with closing remarks.
- Upon conclusion of closing remarks, The First Lady departs.

PARTICIPANTS: Approx. 140 people to attend.
See briefing book for complete guest list.

1:20pm **DEPART** ANA Hotel
 [drive time: 10 minutes]

1:30pm **ARRIVE** White House

SCHEDULE FOR HILLARY RODHAM CLINTON

WEDNESDAY, SEPTEMBER 24, 1997

PAGE 4

1:35pm- PHOTO-OP w/❖ Popular Mechanics for Kids❖ co-hosts
1:45pm Map Room
CLOSED PRESS/WH PHOTO ONLY

PARTICIPANTS:

- The First Lady
- Elisha Cuthbert, Co-Host, ❖ Popular Mechanics for Kids❖
- Jay Baruchel, Co-Host, ❖ Popular Mechanics for Kids❖
- Bruce Paisner, Vice President, Hearst Corporation and Deputy Head of Hearst Entertainment
- Dennis Eckart, Attorney for Arter and Hadden

1:45pm- PHOTO-OP with Tome Bestard Bonet (tentative)
2:00pm Diplomatic Reception Room
CLOSED PRESS/WH PHOTO ONLY

PARTICIPANTS:

- The First Lady
- Tome Bestard Bonet

2:10pm- SCHEDULING MEETING
3:30pm Residence
CLOSED PRESS/NO WH PHOTO

PARTICIPANTS:

- The First Lady
- Pam Cicetti
- Kelly Craighead
- Bobbie Greene
- Patti Solis Doyle
- Melanne Verveer

Contact: Patti Solis Doyle
456-2468

3:30pm- CHILD CARE MEETING
4:30pm Map Room
CLOSED PRESS/NO WH PHOTO

PARTICIPANTS:

- The First Lady
- Elena Kagan
- Jen Klein
- Nicole Rabner

SCHEDULE FOR HILLARY RODHAM CLINTON
WEDNESDAY, SEPTEMBER 24, 1997
PAGE 5

-Bruce Reed
-Melanne Verveer

4:30pm-
5:15pm

ADOPTION MEETING
Map Room
CLOSED PRESS/NO WH PHOTO

PARTICIPANTS:

-The First Lady
-Elena Kagan
-Jen Klein
-Janet Murguia
-Nicole Rabner
-Frank Raines
-Bruce Reed
-Donna Shalala
-Gene Sperling
-Rich Tarplin
-Melanne Verveer

RON

The White House

September 23, 1997

PHOTO

DATE:	Wednesday, September 24
TIME:	1:30pm- 1:45pm
LOCATION:	Map Room
FROM:	Brenda Costello

I. PURPOSE

To take a photo with co-hosts of "*Popular Mechanics for Kids*" television series.

II. BACKGROUND

In response to the increasing demand for more quality children's programming, Hearst Entertainment has produced a new television series, "*Popular Mechanics for Kids*". Scheduled to premier in 144 media markets this month, "*PM for Kids*" is a 30-minute live action adventure series designed to stimulate children's natural instinct to know 'why' and 'how' things work. The series explores the remarkable worlds of science and technology through topics ranging from roller coasters to aircraft carriers.

Based on Hearst Magazines' "*Popular Mechanics*", the series is built around exploration and discovery and is designed by both educators and kids. Educational oversight for "*PM for Kids*" is being provided by Lynn O'Brien, Ph.D., an educational consultant to the National Association of Broadcasters.

You will take a photo with Elisha Cuthbert and Jay Baruchel, co-hosts of the new children's television series "*Popular Mechanics for Kids*" which is scheduled to premier this month. Bruce Paisner, Vice President of The Hearst Corporation and Group Head of Hearst Entertainment, and former Ohio Congressman Dennis Eckert will join them. Mr. Eckert is currently an attorney with Arter & Hadden, the firm which represents Hearst.

Bios, program description and episodic story lines are attached.

III. PARTICIPANTS

- The First Lady
- Bruce Paisner, Vice President, The Hearst Corporation and Group Head of Hearst Entertainment
- Elisha Cuthbert, Co-host, "*Popular Mechanics for Kids*"
- Jay Baruchel, Co-host, "*Popular Mechanics for Kids*"
- Dennis Eckert, Attorney, Arter & Hadden and former member of Congress

IV. SEQUENCE OF EVENTS

- The First Lady takes group photo

V. PRESS

Closed press./WH Photo only.

VI. REMARKS

No remarks necessary.

Popular Mechanics

FOR KIDS

BIOGRAPHIES

ELISHA CUTHBERT

Now 14, Elisha began modeling at the age of six and can be seen in the principal role of Sarah in the film "Dancing on the Moon," scheduled for release this month. She recently completed production and appears in the role of Caroline in the film "Nico the Unicorn."

In addition to a burgeoning career as a film actor, Elisha enjoys drawing, photography and playing basketball. As for her co-hosting role in "Popular Mechanics for Kids," she says, "I can't imagine learning so much and having so much fun doing it. This is very cool!"

JAY BARUCHEL

Jay, now 15, became fascinated with film when his Dad bought him his first videotape. His collection which now exceeds 200. Jay's first experience in front of the camera was in a student film entitled "Jori." He loved it, found an agent and never looked back.

Jay's had several featured roles in regional stage productions including "A Midsummer Night's Dream," but his break came when he was cast in the role of Thomas Thompson in the series "My Hometown." Some 26 episodes later, he was a seasoned young veteran.

Jay has appeared in commercials for Pillsbury, done voice work on the documentary "My Parents are Divorced" and is the voice of Nanook on the animated series "Nanook." In his spare time he enjoys writing stories and screenplays. He's set his sights on a film degree, perhaps at NYU and eventually hopes to write and direct his own films.

CHARLES POWELL

Charles Powell plays Charlie, the series' curious and inquisitive fix-it shop owner. Filmmaker Roger Corman gave him his first film role in the Western drama "Cheyenne Warrior." He appeared in Columbia Pictures' "Screamers," Showtime's "Hiroshima," and Hallmark's "The Call of the Wild," followed by their presentation of "The Pathfinder."

His other film credits include "For Hire," "Provocateur," "Affliction" and "When Darkness Falls." Charlie's television credits include "General Hospital," "Sirens," "Kung Fu: The Legend Continues," "Tales of the Wild," "Glory," "War at Sea," and the critically acclaimed CBS mini-series, "Million Dollar Babies."

Charles traveled to Switzerland to work with Richard Chamberlain in "The Lost Daughter" and co-stars in the paranormal suspense thriller "The Nightmare Man" this Fall. He has numerous stage credits, holds a degree from the University of Stephen F. Austin in Texas and enjoys learning French, playing blues on harmonica and winter sports.

PRESS CONTACT: Don DeMesquita, DeMesquita/Patrick Communications, (310) 979-4424



Hearst Entertainment

235 East 45th St., New York, NY 10017 Phone: (212) 455-4000 1 (800) 526-5464 Fax: (212) 983-6379

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Popular Mechanics FOR KIDS

SHOW DESCRIPTION

"Popular Mechanics for Kids," the new 30-minute, live action adventure series for kids explores the limits of science, technology and imagination. Going where few kids have gone before, our intrepid teenage hosts Jay & Elisha, stand at the helm of a nuclear-powered submarine, land on & navigate an aircraft carrier, explore the dark underground world of tunnels and sewers, accelerate faster than a Porsche 911 and experience weightlessness as they free-fall to Earth.

The series is based on Hearst Magazines' "Popular Mechanics," the nation's leading publication for people curious about how things work and built around kids' natural instinct for exploration & discovery. Each week, Jay & Elisha set out on a new adventure, experiencing first hand, on-location, what it's like to be a fighter pilot, ride the scariest roller coaster, cut an elephant's toenail or land a helicopter on the deck of a ship.

"What does it do?" "How does it work?" "When did it happen?" "Where did it come from?" "Who made it possible?" These are a few of the questions asked & answered in the 22 episodes of "PM for Kids," as Jay & Elisha learn about and explore the biggest, strongest, fastest, longest, coolest, newest stuff the world has to offer.

Each episode's theme is introduced through an intriguing topic that sparks Jay & Elisha's curiosity and imagination. Answers to this dynamic duo's questions are revealed by these adventure-seeking teens themselves as they go into the field to discover and explore. Charlie, local fix-it shop owner & friend, offers advice and conducts cool experiments to help the kids understand seemingly complicated concepts in fun and interesting ways.

Included in every episode are "Short Paks," brief segments that offer useful & compelling information related to the central theme of each episode. Painstakingly researched, the series is designed by both educators and kids. When their curiosity flood gates open with questions, "PM for Kids" is on-site with answers, encouraging them to ask even more. For an unforgettable journey into the remarkable world of science, imagination, new technology and fun, this is where you'll find...the series built for curious minds.

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Popular Mechanics

FOR KIDS

EPISODIC STORY LINES

EPISODE #1: BENEATH THE CITY - TRAINS, DRAINS & TUNNEL LANES

Jay & Elisha go on a dark adventure deep underground exploring the mysterious world of sewers & tunnels, checking out where the stuff we flush ends up, how subway trains get their power, where they go to "sleep," one of history's greatest underground escapes and how the biggest drill in the world dug the Channel Tunnel between England and France.

EPISODE #2: RUN SILENT, RUN DEEP - 'CRIMSON TIDE' MEETS 'PM FOR KIDS'

Elisha explores coral reefs in a high-tech 2-man bubble sub, Jay boards a Trident nuclear submarine 15 stories high and two football fields long, Charlie does a pressure experiment on what happens to a sub with imperfections in its hull (SPLATT!), visits Alvin, the sub that searched for the Titanic & tells what kids can do to simulate life aboard a submarine.

EPISODE #3: ROLLER COASTERS - THE ULTIMATE EXPERIENCE

Jay & Elisha go faster than a 911 Turbo Porsche and higher than Niagra Falls to ride the world's ultimate coasters, learn about centrifugal force, safety precautions, the difference between riding wooden coasters and those made of steel, which seats give the wildest rides & why and experience weightlessness on Magic Mountain's 'Superman: The Escape.'

EPISODE #4: PM/FX - SPECIAL EFFECTS TO CURL YOUR BLOOD

Elisha, Jay & Charlie explore the world of special effects, visit a movie make-up artist to make scary faces, create the illusion of being hit by bullets, build a dinosaur, learn about the wizardry of animatronics and computer generated imaging, find out what goes wrong when robots misbehave and even how to make fake blood with stuff you can find at home.

EPISODE #5: ZOOS & BIODOMES - A WALK ON THE WILD SIDE

Jay & Elisha work as interns at one of the world's coolest zoos, learn about biodomes where the mission is to let animals be free and wild in an environment as close to their natural habitat as possible, watch seagulls dive 25 feet into an aquarium for food, cut an elephant's toenails, take a cheetah for a walk and meet rare and endangered species.



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HEADLINE: This show is real garbage: Popular Mechanics for Kids explores composting, sewers and more

BYLINE: KATHRYN GREENAWAY; THE MONTREAL GAZETTE

DATELINE: MONTREAL

BODY:

Elisha Cuthbert and Jay Baruchel had one heck of a summer vacation. The two Montreal teenagers scaled the heights of North America's best roller coaster rides and explored the pungent gloom of Montreal's sewer system. They rode nuclear-powered submarines, exposed a few secrets about film special effects and flew in a hot air balloon.

All in a day's work. Elisha and Jay are the hosts of a 22-episode television series called Popular Mechanics for Kids, which runs Sundays at 11 a.m. on Global.

The show is the first English-language television series for Montreal's table producer of French-language films and television series, SDA Productions, and is inspired by the magazine Popular Mechanics. The show's aim is to examine how and why things function the way they do from a kid's point of view. The co-hosts visit zoos, aircraft carriers, skyscrapers and look behind the scenes at police, ambulance and fire emergency services. They take a look at sports and space flights, bridges and electricity.

Most of the episodes are shot in Montreal and environs, but the two travelled around North America this summer, shooting on location at the Kennedy Space Center in Florida and in cities including Houston, San Diego, Boston, Atlantic City and Toronto.

During the shooting of episode eight in a home in the Montreal area late last month, the subject was garbage -- the mechanics of composting and recycling our food scraps and sundry junk. The garbage was behaving properly. However, a jovial 18-month-old dog was throwing a wrench into the shooting schedule. The mutt was supposed to cheerfully bark at Jay as the two sparred over the remains of a hot dog. But the pup wouldn't bark.

Two hours later, way behind and looking a tad tense, the crew and trainer finally coerced an appropriately cheerful retort out of the animal and he galumphed happily off for a nibble and a nap.

The two hosts weren't so lucky. A brief 15-minute break for a chat with a reporter and it was back to the set to play catch-up with the day's shooting schedule. Ah, life in the biz. A steady diet of hurry up and wait.

"I've learned there are two hard things about acting -- eating food and working with animals," Elisha said. "We did both today."

He looked a tad green around the gills after downing who knows how many hot during the two-hour stint.

Bad food, that's my biggest fear in this business," he said with a mischievous grin.

Bad food and roller coasters. Jay managed to conquer his fear to get the job done during the episode looking at the best rides in North America, but he wouldn't want to repeat the experience.

On the other hand, Elisha found exploring Montreal's sewer system a challenge.

"I saw a mouldy rat with blood pouring out of its head," she said. "It was gross!"

Jay, 15, and Elisha, 14, have a parent with them at every location and a tutor is on standby throughout the shooting schedule to help the two with their studies. Both have been able to maintain above-average marks since they began working in the business. Shooting for Popular Mechanics for Kids began in July and winds up in October.

"When I don't go to school I have a tutor, but I also learn wherever I go," Jay said. "It's great life experience."

The two come to acting from entirely different directions. Elisha began acting when she was six years old and happened upon acting by chance after a friend suggested her mother take her to an audition.

She's appeared in two television series -- Are You Afraid of the Dark and Witchboard III -- and her film credits include Dancing on the Moon and Nico the Unicorn.

"(Elisha) loves what she's doing, but she doesn't bank on a career in acting," said her mother, Pat. "She's always been mature beyond her years and knows how difficult this business can be. She also loves to draw and is a very good artist."

As for Jay, "I remember he still had his baby teeth when he told his dad he was going to make films," his mother, Robyne, said.

But Jay doesn't want to be a famous actor. He wants to write and direct -- be the next Tarantino or Spielberg..

The gregarious teen began attending acting classes when he was 12. His father wanted him to have an extracurricular activity beyond writing stories and screening videos.

During his first class he was asked to appear in a Concordia University student film. He was hooked. He has appeared as a guest on Are You Afraid of the Dark? and completed two seasons of the television series My Hometown.

The Ottawa Citizen, September 16, 1997

"It takes a special kind of person to sit for hours and do scenes over and over again," Robyne Baruchel said as she sat waiting for her son to finish. When he gets to go to school, he finds the hours too easy because he finishes 30 p.m. When he's (shooting the series) 10- or 11-hour days are quite 1."

How do their friends react to the two travelling the map and getting stopped for autographs? (With the show running in syndication in the United States and coast-to-coast in Canada, the two are bound to be recognized on the street with greater frequency.)

Elisha rarely discusses her acting life with her friends.

Jay faces the questions head on. "I just tell them they get a job as a summer camp counsellor and this is my summer job," he said.

They aren't in this Popular Mechanics thing alone. During each episode they are joined by Charles Powell, who plays an outgoing mechanical genius who conducts experiments during a segment called Charlie's Tips. (He eats a worm during the composting experiment!)

Powell, 34, shoe-horned the one-day garbage shoot between film shoots in Fiji and New Zealand where he's working on a two-hour pilot movie called The Nightmare Man. He plays a murderous lunatic.

He's played a few murderous lunatics in recent years and finds the role of Charlie the charming fix-it whiz a nice switch.

"We don't insult the viewer by writing it down to the lowest common inator," Powell said as he sat waiting for the dog to bark. "It's a great They've let us play a bit."

Powell approaches the assignment with a measure of knowledge, having completed a Bachelor of Science degree in his native Texas before heading off to L.A. to wait on tables for five years in between acting gigs.

He moved to Montreal via Los Angeles three years ago after falling in love with Montrealer Bronwyn Booth and has been working steadily ever since in films including Screamers, Hiroshima and The Call of The Wild.

"I don't miss the earthquakes, mud slides and riots," he said with a grin as he headed off in the general direction of a pile of worms.

LANGUAGE: ENGLISH

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