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Notes: Ann,
This is the background info and draft script for
Kidsnet.

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JUN. 1.2000 7:04PM KIDSNET

NO. 625 P. 1/9

KIDSNET®**"TAP THE POWER OF
MEDIA LITERACY"****FAX****Date:** June 1, 2000**Number of Pages (including cover page):** 9**TO:** Mickie Malley**Organization:** White House**Project code:** 239**Phone:** 202-456-5318**Fax Phone:** 202-456-5340**FROM:**

Karen Jaffe

KIDSNET

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REMARKS: **HOT** **Please Comment** **CC:**

Mickie, here are the draft remarks prepared by us and integrated into the copy from Susanna Zwarling of the FCC.

I'm also enclosing background information on the award and on KIDSNET.

Please make sure that we get a Beta SP tape. The toast will be screened on large video monitors and should be shot in MCU.

Thanks, Karen

P.S. When it's ready we'll send a messenger to pick it up.

JUN. 1.2000 7:04PM KIDSNET

NO.625 P.2/9

KIDSNET

Lamb Chop® Award for Excellence in Children's Programming

Honoring Peggy Charren

Thursday, June 8th

National Museum of Women in the Arts
Washington, DC

Featuring

*Mallory Lewis &
Lamb Chop®*

and

Special Guests

Senator Edward M. Kennedy
Representative Edward J. Markey
Representative John M. Shimkus
U.S. Poet Laureate Robert Pinsky
FCC Chairman William E. Kennard
FCC Commissioner Susan P. Ness

(List in formation)



Number of pages faxed (including cover sheet): 1

To: _____

Company: _____

Fax Number: _____

From: Karen Jaffe, Executive Director, KIDSNET

Pat Mitchell, President & CEO, PBS

Leslie Moonves, President & CEO,
CBS Television

Herb Scannell, President, Nickelodeon,
Nick at Nite, TV Land

Anne Sweeney, President, Disney/ABC Cable
Networks, Disney Channel

Message: On the heels of Friday's announcement of a posthumous Emmy award for Outstanding Performance in a Children's Series for *Charlie Horse Music Pizza*, beloved children's performer, Shari Lewis will be recognized with a permanent acknowledgement of her entertainment genius. The first annual Lamb Chop Award will be presented to Peggy Charren and was created by KIDSNET in Shari's honor and in conjunction with KIDSNET's 15th anniversary.

Reserve your seats today.

**Deadline for the program is
Thursday, 5/25!**

For more information, call Connections Consulting, 703/416-6414

JUN. 1.2000 7:04PM KIDSNET

NO. 625 P. 3/9

Lamb Chop® Award
Page Two

April 20, 2000

A pioneer in her own right, Peggy is known throughout the entertainment industry and by grateful parents all over the United States for her tireless commitment to responsible broadcasting practices through Action for Children's Television, a national child advocacy organization she founded in 1968.

KIDSNET President Karen Jaffe said, "KIDSNET has for a long time wanted to create an award that would draw attention to some off-screen heroes in the area of children's television. The sad passing of Shari Lewis gave us the opportunity to recognize an incredible performer and true advocate of family entertainment and to create a lasting and meaningful tribute to her achievements. Peggy Charren perfectly embodies the spirit of the award and we are excited to have her as its first recipient."

It is fitting that this event will honor two distinguished women who are cultural icons in an historic facility reflecting women in the arts. Co-chairs for the tribute include KIDSNET Executive Director, Karen Jaffe; Pat Mitchell, President and CEO, PBS; Leslie Moonves, President and CEO, CBS Television; Herb Scannell, President, Nickelodeon, Nick At Nite, TV Land; and Anne Sweeney, President, Disney/ABC Cable Networks and President, Disney Channel.

Shari Lewis' daughter Mallory Lewis, an Emmy Award-Winning television writer/producer and novelist who is carrying on her mother's legacy, will be performing Lamb Chop® and playing a key role in the event. Commenting on the new award Mallory said, "I'm thrilled that KIDSNET has created the Lamb Chop® Award in honor of my mom. The wonderfully funny and charming entertainment that Shari brought to

more/...

JUN. 1.2000 7:05PM KIDSNET

NO. 625 P. 4/9

KIDSNET[®]

FOR IMMEDIATE RELEASE

FIRST LAMB CHOP[®] AWARD CREATED BY KIDSNET

Award Commemorates Beloved Children's Performer

WASHINGTON, D.C.: April 20, 2000: KIDSNET has announced the First Annual Lamb Chop[®] Award honoring excellence in children's programming in electronic media. KIDSNET decided to create this award to acknowledge the organization's commitment to the dissemination of information about the best in children's electronic media. In conjunction with the 15th Anniversary of KIDSNET the inaugural award will be presented on June 8 at the Museum for Women in the Arts in Washington, D.C.

The Lamb Chop[®] Award commemorates Shari Lewis, one of the true pioneers and visionaries in children's media, who with her sidekick Lamb Chop[®] and other fabulous, fuzzy characters entertained millions of children and their parents for more than thirty years. Shari Lewis won many accolades during her lifetime, including 12 Emmy Awards and a Peabody Award. Shari was a founding board member of KIDSNET and very much believed in its mission to help parents and professionals identify excellence in children's media. This year she has been nominated posthumously for an Emmy award for 'Best Performer in a Children's Series' for "Charlie Horse Music Pizza" (PBS).

The inaugural Lamb Chop[®] Award will be presented to Peggy Charren.

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**Lamb Chop®Award
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April 20, 2000

audiences through her books, music and videos as well as through her television performances, was all based on solid research and educational values. It was her genius that she was able to educate while seeming only to effortlessly entertain. As Shari's long-time producer and biggest fan, I'm honored to continue her work and to be a part of this wonderful event that recognizes Shari's own commitment to providing excellence in children's media with this award to Peggy Charren."

Since 1985 KIDSNET has offered educators, health and social service professionals, as well as families, an informed guide to the educational opportunities available from TV, radio and multimedia sources. KIDSNET curricula have been used by millions of educators to support radio, television, and multi-media in both formal and informal learning environments. The KIDSNET website, www.kidsnet.org, lists programs by curriculum area, grade levels, special needs, and includes references to literature as well as ratings. By encouraging media literacy for youth and a commitment to excellence in broadcasters and producers KIDNSET has played an important role in improving the quality and quantity of children's electronic media. For parents and teaching professionals KIDSNET harnesses the power of this media to enlighten and educate. KIDSNET is an educational nonprofit 501(c)3 organization.

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KIDSNET: Jennifer Chrest (202) 291-1400

JUN. 1.2000 7:05PM KIDSNET

NO.625 P.6/9

KIDSNET

Since 1985 KIDSNET has offered educators, health and social service professionals, as well as families, an informed guide to the educational opportunities available from TV, radio and multimedia sources. KIDSNET print and online curricula have been used by millions of educators to support radio and television programming in both formal and informal learning environments. By encouraging media literacy for youth and a commitment to excellence in programming, KIDSNET has played an important role in improving the quality and quantity of children's electronic media. For parents and teaching professionals KIDSNET harnesses the power of this media to enlighten and educate. KIDSNET is an educational nonprofit 501(c)3 organization. www.KIDSNET.org

Shari Lewis - KIDSNET Board Member 1985 - 1998

For over thirty years, Shari Lewis entertained millions of children and their parents with her fuzzy friends Charlie Horse, Hush Puppy, and most notably Lamb Chop. An accomplished actress, producer, orchestra conductor (performing with over 100 orchestras worldwide), recording artist, ventriloquist, puppeteer and author, she received honors in virtually every creative pursuit. In addition to the Peabody Award, the John F. Kennedy Center Award for Excellence and Creativity, and an Action for Children's Television Award, Shari has won 12 Emmys and was inducted into the Parents Choice Hall of Fame.

Best known for delighting television audiences with her lovable sidekicks, the prolific entertainer has produced a wide assortment of children's books (60 in all), audio cassettes and over twenty home video titles.

Shari entered show business in 1952 when she won the Arthur Godfrey Talent Scout TV show. Five years later, she introduced Lamb Chop on the "Captain Kangaroo Show." From 1968 until 1976 Shari had her own TV series on BBC-1 in England and produced specials for Canadian and Australian TV. In 1992 Shari launched "Lamb Chop's Play-Along" on PBS, followed by "Charlie Horse Music Pizza" on the same network.

In August, 1998 Shari died while undergoing treatment for uterine cancer.

Peggy Charren

Peggy Charren is the founder of Action for Children's Television, a national child advocacy organization that has encouraged responsible broadcasting practices since 1968. Ms. Charren is a visiting scholar at the Harvard University Graduate School of Education, where she serves on the Technology Council. She is also a member of the Board of Trustees of WGBH TV and a Director of the New England Foundation for the Arts, National Video Resources, and the Jewish Women's Archive. She was a member of the White House Advisory Committee on Public Interest Obligations of Digital Television Broadcasters, and an advisor to the Library of Congress, the Children's Museum, the 20th Century Fund, The American Repertory Theatre, the Carnegie Commission, the National Science Foundation, the National Women's Political Caucus, and the Massachusetts Civil Liberties Union.

Ms. Charren was awarded the Presidential Medal of Freedom in 1995, a Peabody Award in 1992 and an Emmy in 1988. She holds academic honors from Radcliffe College and Connecticut College and honorary degrees from nine colleges and universities. Ms. Charren is author, or co-author, of *The TV-Smart Book for Kids*, *Television, Children and the Constitutional Bicentennial*, and *Changing Channels: Living (Sensibly) with Television*. Her insights and opinions are published regularly and internationally in respected international newspapers, periodicals and journals.

JUN. 1.2000 7:05PM KIDSNET

NO.625 P.7/9

KIDSNET's First Annual Lamb Chop Award

Honoring Excellence in Children's Programming

In Commemoration of Shari Lewis

2000 Recipient: Peggy Charren

Description:

The Lamb Chop Award is an annual tribute to an individual, company or organization that represents excellence in children's programming in electronic media. The purpose of this award is to promote a continued commitment to the field of children's media that reflects the best in education, information and entertainment.

Eligibility:

All individuals and organizations in the following categories are eligible, including but not limited to production, talent, writing, creating, direction, networks, organizations, and executives and advocates committed to children's programming.

Selection:

Following the inaugural tribute, winners will be selected by the Board of KIDSNET based on a solicitation process open to the entire country.

Annual Tribute:

Opportunity for leaders in the entertainment industry, government and the community who share a commitment to children's media to pay tribute to excellence in children's programming.

4/4/00

JUN. 1.2000 7:06PM KIDSNET

NO.625 P.8/9

THE KIDSNET BOARD OF DIRECTORS**Chair: Karen Jaffe, Executive Director**

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and Public Policy Counsel
Comcast Corporation

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Founding Partner
Newmentum

JUN. 1.2000 7:06PM KIDSNET

NO.625

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From: Susanna Zwerling <SZWERLIN@fcc.gov>
To: internet:kidsnet2@cais.com <internet:kidsnet2@cais.com>
Date: Thursday, June 01, 2000 6:45 PM
Subject: Draft statement

Throughout my career I have worked hard to protect America's children, and to give them the tools they need to thrive in this increasingly complicated world. Among the tremendous accomplishments of our Administration in this area was the adoption of rules ensuring that every television station in this country provide enriching programming for our children.

But the credit for these rules - rules that have produced an abundance of new programming for children - resulted from the cheerful persistence of Peggy Charren.

For nearly three decades Peggy has been speaking for our children, demanding that broadcasters provide children the same sort of variety of quality programming that the adult audience takes for granted.

According to a recent study by the Kaiser Family Foundation, children watch almost three hours of television each day. You all know that we cannot underestimate the effect of this television viewing on young children. But thanks in large part to Peggy's unflagging efforts there will be plenty of the sort of children's programming that Peggy calls "delicious" to continue to educate and delight our children for years to come.

Peggy -- you know how much Bill and I admire your pioneering spirit, your tenacity and your passion for creative freedom. You didn't get that medal for nothing!!

You've done so much for America's children.

It gives me great pleasure to salute you tonight on your much deserved Lambchop Award.

*This can
be cut for
time*

*Should be
under 2 minutes!*

*the occasion of the
15 anniversary of
KIDSNET and*

6/1/00