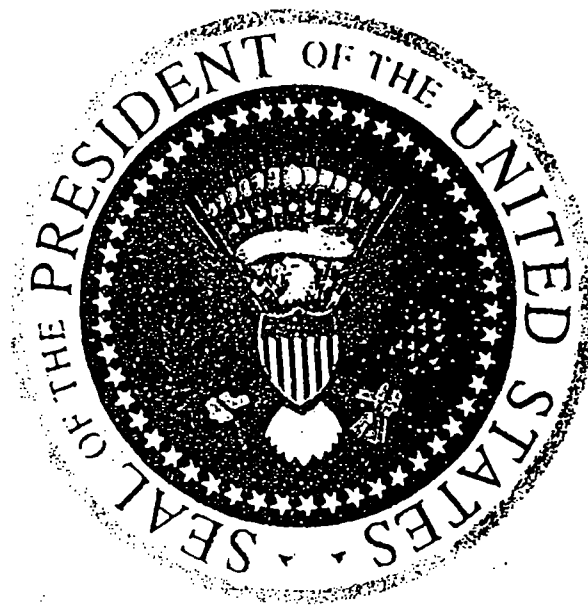

**WHITE HOUSE CONFERENCE ON CHILDRENS
TELEVISION
MONDAY, JULY 29, 1996**



**BRIEFING BOOK FOR THE PRESIDENT, VICE
PRESIDENT, MRS. CLINTON AND MRS. GORE**

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July 27, 1996

WHITE HOUSE CONFERENCE ON CHILDREN'S TELEVISION

LOCATION: East Room
DATE: July 29, 1996
TIME: 9:30 am - 12:00 pm
FROM: Greg Simon and Eric Anderson

I. PURPOSE

To discuss ways to improve the quality and quantity of children's programming. You announced in Glendale, California in June that you would invite leaders of the television networks and the nation's pre-eminent children's programming developers to come to the White House before the end of July. With approval of the three-hour rule, the availability of quality children's programming will become more important.

You and the Vice President had a successful meeting with media leaders in February which resulted in the industry's agreement to develop a ratings system that will be compatible with the v-chip.

II. BACKGROUND

See separate notebook for background paper and format for the meeting.

III. PARTICIPANTS

The President
The First Lady
The Vice President
Mrs. Gore

Decker Anstrom, president and CEO, National Cable Television Association
Barry Baker, president and CEO, River City Broadcasting
Jeff Bewkes, chairman, president and CEO, Home Box Office
David Britt, president, Children's Television Workshop (CTW)
LeVar Burton, TV Actor
Gary Chapman, president and CEO, LIN Television Corporation
Peggy Charren, founder, Action for Children's Television (ACT)
Betty Cohen, president, The Cartoon Network
Ervin Duggan, president and CEO, Public Broadcasting System
Peter Fio, president, Lego Systems
Linda Ellerbee, president, Lucky Duck Productions

Peter Engel, executive, NBC

Augusto Failde, co-founder and president, Tropix Media, Inc.

Rich Frank, president, Academy of TV, Arts, and Sciences

Edward Fritts, president and CEO, National Association of Broadcasters (NAB)

James Goodman, president, Capitol Broadcasting

Dr. Kathleen Hall Jamieson, dean, University of Pennsylvania School of Communication

James Hedlund, president, Association of Local Television Stations

Neil Hoffman, vice president of programming, USA Network

Aletha Huston, University Distinguished Professor of Human Development and co-director of the Center for Research on the Influence of TV on Children, University of Kansas

Karen Jaffe, KidsNet

Lucy Johnson, senior vice president, CBS Entertainment

Philip A. Jones, chairman, National Association of Broadcasting

Jamie Kellner, chief executive officer, Warner Brothers Television Network

David Kleeman, executive director, American Center for Children's Television

Gary Krisel, Dreamworks SKG

Geraldine Laybourne, president, Disney/ABC Cable Network

Margaret Loesch, president, Fox Children's Network

Anne MacDonald, vice-president for consumer marketing, Pizza Hut World Wide

Cindy Mahmoud, vice president of syndication, Black Entertainment Television (BET)

Virginia (Ginny) Markell, vice president for programming, National PTA

Judith McHale, president and CEO, Discovery Channel

Robert Meers, president and CEO, Reebok

Greg Meidel, chairman, MCA Television

Newton Minow, counsel, Sidley & Austin

Dr. Kathryn Montgomery, president, Center for Media Education

Jack Myers, chairman and CEO, Television Programming Partners

Bill Nye, host and head-writer of children's series, "Disney Presents Bill Nye the Science Guy"

Jennifer Perry, executive director, Children's Action Network (CAN)

Dr. Robert Phillips, deputy medical director, The American Psychiatric Association

Dr. Alvin Pouissant, professor of psychiatry, Judge Baker Children's Center

Nelson Price, National Council of Churches

Victoria Rideout, director, Children and the Media Program at Children Now

Ray Rodriguez, president and chief operating officer, Univision Television Network

Fred Rogers, "Mister Rogers Neighborhood"

John Sarsen, Jr., president and CEO, Association of National Advertisers

Herb Scannell, president, Nickelodeon Networks

Sander Schwartz, senior vice president, Columbia Children's Programming

John Sie, CEO and chairman, Encore Media Company

James Steyer, founder and CEO, JP Kids, Inc.

Elizabeth Thoman, founder and executive director, Center for Media Literacy

Dr. Whitney Vanderveft, executive director, National Alliance for Non-Violent Programming

Jack Valenti, President and CEO of the Motion Picture Association of America

IV. PRESS PLAN

POOL PRESS

V. SEQUENCE OF PROGRAM

- You, the First Lady, the Vice President, and Mrs. Gore proceed to the Blue Room for a photo receiving line.
- You, the First Lady, the Vice President, and Mrs. Gore will then be announced into the East Room and will proceed to the head table.

NOTE: The guests will be seated around a U-shaped table. On the table there will be tent cards for each guest with their names and the organizations they represent.

- You will make remarks.
- You, the First Lady, the Vice President, and Mrs. Gore will then proceed to your seats.
- You will then introduce the First Lady who will open the first discussion. The theme of this discussion is the "Importance of Television as a Positive Force in Child Development."
- You will then conclude the first discussion and introduce Mrs. Gore.
- Mrs. Gore will open the second discussion. The theme of this discussion is "Models of Success in Children's Educational Programming."
- You will conclude the second discussion and introduce the Vice President.
- The Vice President will open the third discussion. The theme of this discussion is "Overcoming Barriers to Producing More and Better Children's Television."
- You will then conclude the third discussion and make closing remarks.
- You, the First Lady, the Vice President, and Mrs. Gore will then depart.

VI. REMARKS

Your remarks will be provided.

OVERVIEW

I. OPENING STATEMENT

THE PRESIDENT

II. INFLUENCE OF TELEVISION ON CHILDREN

THE FIRST LADY

Researchers:

Aletha Huston, Distinguished Professor, University of Kansas

Robert Phillips, Deputy Medical Director, American Psychiatric Association

Kathleen Hall Jamieson, Dean, Annenberg School of Communications

Television Ratings Implementation Group:

Jack Valenti, President and CEO, Motion Picture Association of America

Additional Comments:

Margaret Loesch, President, Fox Children's Network

Alvin Pouissant, Professor of Psychiatry, Judge Baker Children's Center

III. WHAT MAKES A SUCCESSFUL CHILDREN'S TELEVISION PROGRAM?

MRS. GORE

Television Personality:

Bill Cosby

Additional Comments:

Bill Nye, "the Science Guy"

Levar Burton, "Reading Rainbow," "Star Trek: The Next Generation"

Fred Rogers, "Mister Rogers' Neighborhood"

David Kleeman, Executive Director, American Center for Children's Television

Geraldine Laybourne, President, Disney/ABC Cable Network

Gary Chapman, President and CEO, LIN Television Corporation

David Britt, President, Children's Television Workshop

Peggy Charren, Founder, Action for Children's Television

IV. BARRIERS TO MORE AND BETTER CHILDREN'S PROGRAMS

THE VICE PRESIDENT

Children's Programmer:

Linda Ellerbee, President, Lucky Duck Productions

Independent Network:

Jamie Kellner, CEO, Warner Brothers Television Network

Children's Programmer:

Jim Steyer, CEO, J.P. Kids, Inc.

Additional Comments:

Judith McHale, President and Chief Operating Officer, Discovery Communications

Rich Frank, President, Academy of Television Arts and Sciences and Chairman and CEO, C-3

Vicky Rideout, Director of Children and Media Programs, Children Now

V. CLOSING REMARKS

THE PRESIDENT

Brief Bios On Conference Participants

Anstrom, Decker-

Decker Anstrom is President and CEO of the National Cable Television Association. Previously, Anstrom served as senior staff member at the Office of Management and Budget and as Assistant Director of the White House Office of Presidential Personnel.

Baker, Barry-

Barry Baker was the President, CEO, and co-founder of River City Broadcasting, which recently merged with Sinclair Broadcast Group. Baker will now serve as President and CEO of Sinclair Communications. In March 1995, Baker was installed as chairman of the Television Bureau of Advertising's board of directors.

Bewkes, Jeff-

Jeff Bewkes, the Chief Executive Officer and President of HBO, was recently also named Chairman in November of 1995. In addition, he is a member of the managing committee of Comedy Central, a trustee of the Walter Kaitz Foundation, and a member of the National Cable Television Association Board of Directors and the Cable Academy Board of Governors.

HBO participated with a Canadian company in producing a series of short films entitled the "Composer's Specials," a series of short films featuring a classical composer and his friendship with a child. The series has won numerous awards, including a 1993 Primetime Emmy for Outstanding Children's Program for "Beethoven Lives Upstairs."

Britt, David-

David Britt has been the President and Chief Executive Officer of Children's Television Workshop (CTW) since 1990, after joining the company in 1971 as assistant director of a CTW project. He is also a trustee of CTW. In 1993 he was elected to serve as the first Chairman of the Board of Governors for the American Center for Children's Television, an organization promoting excellence in television programming. In 1996, he was elected to be a member of the Council on Foreign Relations.

Burton, LeVar-

LeVar Burton, who is best known for his role as Lt. Commander Geordi LaForge on the TV series "Star Trek: The Next Generation," is also the host and co-executive producer of the PBS series "Reading Rainbow." The show introduces children to the world of reading and books. In February, President Clinton nominated Burton to the U. S. National Commission on Libraries and Information Science, which advises the White House and Congress on domestic and foreign library and information services, policies, and plans.

Burton was a board member of the National Endowment for Children's Educational Television created by the Children's Television Act, which did not receive funding over the last two years by Congress.

Chapman, Gary-

Gary Chapman is President and CEO of LIN Television Corporation. LIN-TV is a partner with Disney in the widely acclaimed children's program "Bill Nye the Science Guy." Chapman is on the Board of Directors for the Broadcast Pioneers Library and the Association for Maximum Service Television.

Charren, Peggy-

Peggy Charren founded Action for Children's Television (ACT), a national advocacy organization, in 1968. The 10,000 member group works to encourage program diversity and eliminate commercial abuses in children's television. ACT promote awareness of issues relating to children's television through national conferences, publications, public education campaigns, dialogue with broadcasters, and petitions to federal regulatory agencies. Charren owns and operates Quality Book Fairs, a company that organizes children's book fairs. She also was the co-author of The TV Smart Book for Kids, and Changing Channels: Living (Sensibly) with Television, and is the author of Television, Children, and the Constitutional Bicentennial.

Cosby, Bill-

Bill Cosby is a well-known actor, TV spokesman, writer, and comedian. For eight years he starred on the TV hit, "The Cosby Show," and in 1994 he began his most recent series, "The Cosby Mysteries." His books include Fatherhood, Time Flies, Childhood, and Love and Marriage. He has released 21 comedy and musical albums. Along with partners Tom Werner and Marcy Carsey, he helped produce "A Different World," which aired on NBC for seven seasons.

Cohen, Betty-

Betty Cohen is the President of Cartoon Network Worldwide and TNT International. In addition, she oversees the educational division of Turner Broadcasting -- Turner Educational Services, Inc. -- which provides selected company resources for use in the classroom. Ms. Cohen also sits on the Board of Governors of the American Center for Children's Television.

Duggan, Ervin-

Ervin Duggan has been the President and CEO of the Public Broadcasting Service since February 1994, where he has committed himself to bringing innovation to education and technology. He was instrumental in the creation of PTV, The Ready to Learn Service of PBS, which helps parents use television to prepare children for school. Duggan was nominated to the FCC by former President George Bush and helped shape policies governing the convergence of broadcasting, cable, satellite, telephone, and computer technologies.

As President of PBS, Duggan has made on-line and other new media educational services a priority. PBS announced a full 6 hours of preschool programming last year. The average PBS station carries 6 hours of educational children's programming every day. PBS has new children's programming in the works, including "Kratts Creatures," a family wildlife adventure series, and "Arthur", a 30-episode daily series about growing up and exploring the world.

Peter Eio-

Peter Eio is President of Lego Systems.

Ellerbee, Linda-

Linda Ellerbee's production company, Lucky Duck Productions, has earned the reputation as a supplier of outstanding children's programming through the TV news and documentary series, "Nick News," which Ellerbee produces, writes, and hosts. The series has dealt with topics as diverse as the conflict in Bosnia, toy guns, domestic violence, and immigration. Ellerbee has received most of TV's highest honors, including several Emmy, Peabody, CableACE, and Columbia duPont Awards. For three years in a row she has been honored by the Television Critics Association for her outstanding achievement in children's programming. Ellerbee's book, And So It Goes, remained on the New York Times bestseller list for five months.

Engel, Peter-

Peter Engel is Chairman of Peter Engel Productions, a subsidiary of NBC which produces children's programming. He joined NBC in 1986 and is the executive producer of such NBC series as "Saved By The Bell: The New Class," "Hang Time," and "California Dreams." Engel has received the Golden Eagle Award, The Humanitas Programs Award, and The Angel Award.

Failde, Augusto-

August Failde is the co-founder and President of Tropix Media, Inc. The company pursues new media ventures targeting the fast-growing U.S. Hispanic and Latin American markets. Failde has successfully assisted several of the country's leading entertainment corporations to leverage their assets into Latino markets at home and abroad.

Frank, Rich-

Rich Frank is President of the Academy of Television Arts and Sciences and the chairman and CEO of C3, a company that he created with cable television/telecommunications giant Comcast Corporation. Frank established the Academy's "Campaign Against Substance Abuse," which dramatically changed the portrayal of drug use in television programming, and he participated in the 1988 White House Conference for a Drug Free America.

Frank made a dramatic speech at a recent National Association of Broadcasters convention calling on this fellow television industry players to make a stronger commitment to children's television. He supports the three hour minimum.

Fritts, Edward-

Eddie Fritts is the President and CEO of the National Association of Broadcasters (NAB). NAB is the largest organization of television and radio broadcasters in the U.S. Mr. Fritts holds seats on the Advertising Council and the National Commission Against Drunk Driving. In 1988 he received the first University of Mississippi Silver Mike Award for his significant contributions to the field of broadcast journalism.

Goodmon, James-

Jim Goodmon is the owner and President of Capitol Broadcasting Co. Capitol owns and operates WRAL-TV (an NBC affiliate), WRAL Mix 101.5, and a new TV station, WRAZ channel 50. Goodmon owns two local minor league sports franchises, the Raleigh Flyers soccer team, and the Durham Bulls baseball team. He is on the Board of Directors for the North Carolina Public Television Foundation and the North Carolina Partnership for Children.

Hedlund, James-

James Hedlund is President of the Association of Local Television Stations.

In many markets the independent stations are the only stations that carry any children's programming during the week. Most of it is cartoons that are purely entertaining, but they have begun to carry some educational programming as well. In 1993 the ALTS (then INTV) filed comments with the FCC advocating a minimum requirement of 2 hours per week (only one hour of core programming). They argued that it was important for broadcasters to have certainty and a level playing field. Soon after filing they have been drawn back into the NAB position of opposition.

direct
Televis

Hoffman, Neil-

Neil Hoffman is Vice President of Programming for USA Network. Kell

Huston, Aletha-

Aletha Huston is University Distinguished Professor of Human Development at the University of Kansas and Co-Director of the University's Center for Research on the Influence of TV on Children. Professor Huston's book, Big World, Small Screen: The Role of Television in American Society, won the award for Distinguished Contribution to Psychology and the Media from the Division of Media Psychology of the American Psychological Association. She has conducted research on television and children since 1970, when she carried out a ground-breaking field experiment investigating the effects of pro-social television and violent programs for the Surgeon General's Scientific Advisory Committee on Television and Social Behavior.

WP

Jaffe, Karen-

Karen Jaffe is Executive Director of KidsNet, a computerized clearinghouse for children's television and radio. This information service currently serves subscribers in the U.S. and abroad including schools, libraries, public TV stations, cable access stations, hospitals, regional media centers and state agencies, as well as producers, distributors, syndicators, cable MSOs, education and industry associations, and public, commercial TV and cable networks.

Jamieson, Kathleen Hall-

Kathleen Hall Jamieson is a Professor of Communications and Dean of the Annenberg School for Communications at the University of Pennsylvania. Ms. Jamieson has also established herself as an author, writing four books. One of these, Packaging the Presidency, won the Speech Communication Association's Golden Anniversary Book Award. Her book Eloquence in an Electronic Age received the Winans-Wichelns Book Award.

Jamieson has headed up the effort at Annenberg to play a role in children's television

issues. She worked with Peggy Charren to propose an Annenberg Blue Ribbon Commission to judge the quality of children's educational programs; the Vice President attended their press conference announcing this Commission. The premise of the Commission is that with a respected independent third party involved, parents will be able to get information about program quality, and the FCC can rely on experts and independent sources to determine whether programs are truly educational.

Johnson, Lucy-

Lucy Johnson is Senior Vice President for Daytime and Children's Programs and Special Projects at CBS Entertainment.

Jones, Philip A.-

Philip Jones serves as President of the Meredith Broadcasting Group, which includes directing the day-to-day operations of Meredith's seven television stations. Jones is Joint Board Chairman of the NAB (National Association of Broadcasters). He serves on the boards of directors of Broadcast Music, Inc., the Television Operators Caucus, and Maximum Service Television, Inc.

Kellner, Jamie-

Jamie Kellner is a founder and the CEO of Warner Brothers Television Network. "Kids' WB!" has rapidly become the second most popular broadcast children's network, carrying programs like Steven Spielberg's Emmy-winning "Animaniacs." In 1985 he became President of the Fox Broadcasting Company and was instrumental in the creation of the Fox Children's Network.

Kleeman, David-

David Kleeman is the Executive Director of the American Center for Children's Television. The Center sponsors the Ollie Awards for excellence in children's programming. The Center works towards excellence in children's media by creating opportunities for skill development and experience exchange among TV, new media, education, research, and child development experts. In 1995 Kleeman was appointed by the Secretary of Commerce to the National Advisory Council on Children's Educational Television. He is the co-founder of the World Alliance of Television for Children. From 1983-1988, Kleeman worked with the Public Broadcasting Service, developing and acquiring children's and cultural programs, and later served as second-in-charge of national scheduling.

Krisel, Gary-

Gary Krisel is a principle with Dreamworks SKG and heads the studio's television animation division. The newest project for Dreamworks is Dreamworks Interactive, an effort in conjunction with Microsoft to create computer games and interactive stories to be produced within the year.

Dreamworks has deals to supply programming to CBS and ABC (now part of Disney). The studio has been seeking joint ventures with networks to produce children's television

programming. Children's programming was so important to Disney that it struck a side agreement in July -- separate from the acquisition deal with ABC -- enabling the studio to control ABC's Saturday morning children's fare as early as this fall.

Laybourne, Geraldine-

Geraldine Laybourne was named President of Disney/ABC Cable Networks in late 1995, after spending fifteen years with Nickelodeon. One of the hallmarks of her tenure at Nickelodeon was the inclusion of children in focus groups when planning new shows. In 1995 she and Nickelodeon were honored with The Spotlight Award from the Creative Coalition for "The Big Help," a national grassroots campaign designed to encourage children to volunteer in their communities. In 1995 she was inducted into the Broadcasting & Cable Hall of Fame. In April she was honored with the New York Women in Communications 1996 Matrix Award for Broadcasting.

Laybourne recently called on advertisers to set aside 10% of their ad budgets for educational shows. She has been praised for successfully introducing positive female TV characters.

ABC plans to overhaul its Saturday morning lineup with a lot of help from new owner Disney, to "be very aggressive in going after the youth market over the next few years," according to ABC President Robert Iger. ABC's fall schedule calls for 60 percent of the Saturday morning programs to be produced by Disney. The lineup includes "Flash Forward," a kids comedy about the social misadventures of 13-year-olds. Also coming from Disney is "The Mighty Ducks," a new animated series that is loosely inspired by two Disney comedy films of the same title. However, this animated series is about "crime-fighting, hockey-playing alien ducks from outer space." ABC will also add "Brand Spanking New Doug," a series based on the popular animated "Doug" series that has aired on Nickelodeon.

Loesch, Margaret-

Margaret Loesch is the founding President of Fox Children's Network. Loesch handpicked such shows as "X-Men," "Goosebumps," the Emmy-Award winning "Where in the World is Carmen San Diego," and "Mighty Morphin Power Rangers." Before going to Fox, Loesch was the President and CEO at Marvel Productions, working with the "Jim Henson's Muppet Babies," and "GI Joe." Loesch was also the Executive Vice President for Programming at Hanna-Barbera Productions and developed the Emmy-Award winning series, "The Smurfs."

Loesch was responsible for the roll-out of the Cub House children's educational programming block each weekday at 8:30 am on FOX. This was the first weekday educational programming on any network since "Captain Kangaroo" went off the air. Many FOX affiliates do not carry this network-provided programming, instead carrying local news programs during that part of the day; some carry it later in the afternoon. In the D.C. market, FOX carries "Bobby's World," which is not its strongest educational program.

MacDonald, Anne-

Anne MacDonald is Vice President for Consumer Marketing with Pizza Hut World Wide.

Mahmoud, Cindy-

Cindy Mahmoud currently serves as the Vice President of Development & Special Projects at Black Entertainment Television (BET). She is responsible for developing such programs as "Teen Summit," "StoryPorch," and "Kimboo & Kids." Ms. Mahmoud was the first African-American female program executive in the history of commercial television. She has won many awards, including Emmies, Irises, CEBA Awards, three Parent's Choice Awards, Five NEA Awards, and two San Francisco state awards.

Markell, Virginia-

Ginny Markell serves as the National PTA Vice President for Programs. She is a former Health & Welfare Commission Chairman of the National PTA. Currently Markell is also a member of the Communications/Marketing Committee, the Headquarters Committee and chairs the Screening Committee.

PTA was one of first groups to testify on the issue of children and television at hearings in the 1950s. They have been outspoken advocates ever since.

McHale, Judith-

Judith McHale is the President and COO of Discovery Communications, Inc. McHale serves on the U.S. Department of State's Advisory Committee on International Communications and Information Policy. She also serves on the Board of Directors for the Congressional Award Foundation, Cable in the Classroom, and Cabletelevision Bureau.

Discovery Communications has recently purchased 117 Nature Company and Scientific Revolution stores around the country. The Discovery Channel hopes to launch five cable networks this year, including a cable channel called Animal Planet, a 24-hour channel featuring children's programming and nature documentaries.

Meers, Robert-

Robert Meers is President and CEO of Reebok.

Meidel, Greg-

Greg Meidel was named Chairman of the MCA Television Group in October 1995. In that capacity, he is responsible for managing all aspects of MCA's television business. Prior to joining MCA, Meidel was President and Chief Operating Officer of Fox Television's Twentieth Television.

Minow, Newton-

Newt Minow served as Chairman of the FCC under President Kennedy. Among other things, he is well-known for having first referred to television as "the vast wasteland."

Montgomery, Kathryn-

Kathryn Montgomery is Co-Founder and President of the Center for Media Education, a Washington, D.C.-based public interest organization dedicated to educating the public and policymakers about critical media issues. The Center's Campaign for Kids' TV is aimed at

improving the quality of children's television and empowering parents and educators to deal more effectively with the media. Dr. Montgomery wrote a book, Target: Prime Time, which is a key work on the relationships between advocacy groups and network entertainment television.

Myers, Jack-

Jack Myers is Chairman and CEO of Television Programming Partners.

Nye, Bill-

Bill Nye is the host and head writer of the hit children's TV series "Disney Presents Bill Nye the Science Guy." In three seasons the show has been awarded two 1996 Daytime Emmy Awards, two Silver Apple Awards, three Parent's Choice Awards (1993, 1994, 1995), an Environmental Media Award, and a National Education Association Award. Nye's own science career is also off to a start, as he was just issued a patent for his collapsible, water-filled magnifying glass.

Nye's show got started with funding from the National Science Foundation and now has funding from Buena Vista Television (Disney) and the Seattle public television station. Here in DC it is carried at 6 a.m. on channel 50 (Warner Brothers) and on two public television stations. Nye can speak well about the issue of why educational programs don't get good ratings. He could explain that in those markets where the program is on regularly, is not routinely preempted (by, for example, sports broadcasts), and is promoted by the station, the ratings are substantially higher than they are in markets where these efforts are not made.

Perry, Jennifer-

Jennifer Perry is the Executive Director of the Children's Action Network (CAN). CAN serves as the entertainment industry's voice for children. It informs the public about the needs of children by mobilizing the Hollywood community and marshalling the immense power of TV and film. CAN has also been involved with a number of major campaigns to improve the welfare of children. Perry has co-produced several special programs including, "Through our Eyes," an award-winning video on the changing American family, and "Listen Up: Young Voices For Change," a KCBS television special in response to the April 1992 unrest in Los Angeles county.

Phillips, Robert-

Dr. Robert Phillips is Deputy Medical Director of the American Psychiatric Association and serves as Director of the APA Offices of Psychiatric Services and Minority and National Affairs. He has done work with the Justice Department, the National Institute of Mental Health and the Center for Mental Health Services. In May 1993 he was selected as a distinguished Psychiatric Lecturer of the American Psychiatric Association.

Poussaint, Alvin-

Alvin Poussaint is currently a Clinical Professor of Psychiatry and Faculty Associate Dean for Student Affairs at Harvard Medical School. Dr. Poussaint is also the Director of the Media Center for Children at the Judge Baker Children's Center in Boston. Poussaint is a

prominent spokesman on race relations in America. His books include Why Black Kill Blacks and Black Child Care. Poussaint was also a consultant for "The Cosby Show."

Price, Nelson-

Until recently Nelson Price was the President and CEO of Faith & Values Cable Network. He is a trustee and the founding incorporator of National Interfaith Cable Coalition, Inc. The Coalition has grown from having a dozen faith group members to over sixty. The number of cable households it reaches increased from 10 million to 26 million in March 1996. Mr. Price has served on the Communications Commission of the National Council of Churches since the early 1960's.

Rideout, Victoria-

Vicky Rideout is the Director of the Children and the Media Program at Children Now, one of the nation's leading nonpartisan children's groups. Through independent research, policy advocacy, public education, and an annual conference of media industry leaders, Children Now works to improve the quality of news and entertainment media for and about children.

Rodriguez, Ray-

Ray Rodriguez is the President and Chief Operating Officer of Univision Television Network, the nation's leading Spanish-language television broadcasting company. In 1993 Mr. Rodriguez was appointed by the Governor of Florida to serve on the Florida Entertainment Commission. He serves on the board of directors of several organizations, including the United Way, and on the board of the Television Ratings Implementation Group.

Rogers, Fred-

Fred Rogers originated and hosts PBS's longest running program, "Mister Rogers' Neighborhood." The show is produced by Rogers' Pittsburgh-based nonprofit organization, Family Communication, Inc. Select episodes of "Mister Rogers' Neighborhood" were just released as part of the CBS/Fox video series. Rogers has received numerous television awards, including a George Foster Peabody Award.

Sarsen, John Jr.-

John Sarsen, Jr. has been President and CEO of the Association of National Advertisers since May of 1994. He is a member of the Board of Directors of The Advertising Council, Advertising Educational Foundation, Advertising Research Foundation, National Advertising Review Council, and World Federation of Advertisers.

Scannell, Herb-

Herb Scannell joined Nickelodeon in 1988, beginning as a director of programming. In 1990 he was promoted to Vice President of Programming and Development. This year he was appointed President of Nickelodeon Networks, succeeding Geraldine Laybourne. This puts Mr. Scannell in charge of creative and business operations, domestically and internationally, and daytime children's programming.

Schwartz, Sander-

Sander Schwartz is Senior Vice President of Columbia Children's Programming.

Sie, John-

John Sie is the Chairman and CEO of Encore Media Corporation (EMC) and the International Channel. John Sie is also the founder of WAM!, a children's TV channel and subsidiary of EMC. In 1982 Sie was awarded the Robert H. Beisswenger Memorial Award (Vanguard Associates Award) by the National Cable Television Association (NCTA). In 1986 he was honored with the Grand Tam Award from the Cable Administration and Marketing Society. Sie is currently a member of the Board of Governors of the National Academy of Cable Programming, the NCTA's Satellite Network Committee, and Honorary Chair of Cable Positive.

Steyer, James-

James Steyer is the founder and CEO of JP Kids, a new multiple-media venture striving to serve the educational and pro-social needs of children. Currently, JP Kids is focusing its efforts on television programming and multiple media for kids.

Thomas, Elizabeth-

Elizabeth Thoman is Founder and Executive Director of the Center for Media Literacy.

Valenti, Jack-

Jack Valenti is President and Chief Executive Officer of the Motion Picture Association of America. Prior to his involvement with the MPAA, Valenti had a successful career in advertising and was a Special Assistant in the Johnson Administration. Mr. Valenti has written several books and was awarded the Legion D'Honneur by the French Government.

Vanderwerff, Whitney-

Whitney Vanderwerff joined the National Alliance for Non-Violent Programming in 1993 and currently serves as its executive director. The Alliance is a non-profit network of national women's organizations created solely to provide community options to address media violence. She not only develops and implements the Alliance's programs in broad-based community coalitions, but she delivers presentations and conducts hands-on programs focusing on media literacy as violence prevention.

DRAFT 7/26/96 6:00 P.M. VERSION A

PRESIDENT WILLIAM J. CLINTON
OPENING STATEMENT FOR CHILDREN'S PROGRAMMING SUMMIT
THE WHITE HOUSE
JULY 29, 1996

We gather here with a clear purpose: To improve and expand educational television for our children.

I believe this is a positive and hopeful time...an age of enormous possibility...a chance for us to build a country and a world that is stronger and safer and more full of opportunity than any that existed before.

Our success in the next century depends on building strong families today. In the State of the Union, I challenged us to do everything in our power to strengthen our families...to help our parents raise decent, responsible, well-educated children, committed to our basic values. That is why we have worked so hard to give American families more control over one of the most influential forces in our country: Television.

Television is part of our landscape: A typical child watches 25,000 hours of television before his or her 18th birthday. Preschoolers watch 28 hours of television a week -- Presidents, nearly that much.

We have dedicated ourselves to giving parents the power to screen out the television they know their children should not see. I signed the V-Chip into law -- and now parents can stop programs with explicit sexuality and violence from coming into their homes. You in the entertainment industry did your part. Meeting in this very room 5 months ago, you volunteered to rate shows for content. You came together as responsible corporate citizens to give America's families an early-warning system; parents who use the V-Chip will now be able to block objectionable shows before it's too late. Together, these initiatives constitute an invaluable arsenal for America's parents.

But that is only half the battle. As Americans, we do not define ourselves by what we stand against -- but by what we stand for. When we tear down the bad, we have never been content to leave just emptiness behind. We have always wanted to leave something beautiful in its place.

That is what we must do today. With your help, we have made progress cleaning up the television that is harmful to our children. Now we have the opportunity to use those same airwaves for something good: Educational programming that is as great as our kids are.

Television can be a strong and positive force. It can help children learn to count, read, and think. It can reinforce, rather than undermine, the values we work so hard to teach our children -- showing kids every day what it means to share, to respect themselves and others,

to take responsibility for their actions, even to recognize that it's not easy being green.
[Kermit the Frog.]

So this morning, I would like to hear from you about what we can do to broaden the spectrum of quality educational programming for children. I hope we can focus on 3 specific issues. First, I'd like to talk about the new research that shows how kids can learn valuable lessons from TV over the course of their young lifetimes. Second, I'd like to find out more about what good shows look like. And third, I'd like us to talk about how we can break down the barriers to the development and production of quality educational programming for children.

Before we begin, I would like to make an announcement. For the past year, I have been calling on the Federal Communications Commission to require broadcasters to air a minimum of 3 hours of genuine educational programming a week. 3 hours a week -- 180 minutes a week, about 2.5% of the entire schedule.

Such a requirement would halt a steep and troubling slide. In 1984, the 3 major networks aired 11 hours a week of children's educational and informational shows. By 1990, they were down to 2 hours a week. [WHAT NOW?]. The airwaves that broadcasters use belong to us all. In exchange for their use, broadcasters are required to serve the "public interest." I cannot imagine anything that serves the public interest better than seeing to it that we give our children at least 3 hours of educational television a week.

That's why it gives me such pleasure to announce that the 4 major networks, the National Association of Broadcasters, and some of the leading advocates for educational television have joined together to support the FCC's proposal for 3 hours of quality educational programming. Now all the FCC has to do is pass the measure, and the 3-hour rule will be the law of the land. Then we will prove in living color that the powerful medium of television can be a tool to build young lives up rather than tear them down.

We have become too used to talking about television as a scourge -- it either fills our children's heads with bad values or vacuums out their best thoughts. Today, let us work to reimagine television as a force for good. Let us dare to imagine what children's television would look like if it resembled what you all probably imagined it could be when you were children or when you first got started in this business.

In the last week, as families have gathered together to watch the Olympics, we have been reminded of all the good television can bring into our homes. It can bring us together. It can inspire and educate us. This must be our standard. Let's get to work.

DRAFT 7/26/96 6:00 P.M. VERSION B

PRESIDENT WILLIAM J. CLINTON
OPENING STATEMENT FOR CHILDREN'S PROGRAMMING SUMMIT
THE WHITE HOUSE
JULY 29, 1996

We gather here with a clear purpose: To improve and expand educational television for our children.

I believe this is a positive and hopeful time...an age of enormous possibility...a chance for us to build a country and a world that is stronger and safer and more full of opportunity than any that existed before.

Our success in the next century depends on building strong families today. In the State of the Union, I challenged us to do everything in our power to strengthen our families...to help our parents raise decent, responsible, well-educated children, committed to our basic values. That is why we have worked so hard to give American families more control over one of the most influential forces in our country: Television.

Television is part of our landscape: A typical child watches 25,000 hours of television before his or her 18th birthday. Preschoolers watch 28 hours of television a week -- Presidents, nearly that much.

We have dedicated ourselves to giving parents the power to screen out the television they know their children should not see. I signed the V-Chip into law -- and now parents can stop programs with explicit sexuality and violence from coming into their homes. You in the entertainment industry did your part. Meeting in this very room 5 months ago, you volunteered to rate shows for content. You came together as responsible corporate citizens to give America's families an early-warning system; parents who use the V-Chip will now be able to block objectionable shows before it's too late. Together, these initiatives constitute an invaluable arsenal for America's parents.

But that is only half the battle. As Americans, we do not define ourselves by what we stand against -- but by what we stand for. When we tear down the bad, we have never been content to leave just emptiness behind. We have always wanted to leave something beautiful in its place.

That is what we must do today. With your help, we have made progress cleaning up the television that is harmful to our children. Now we have the opportunity to use those same airwaves for something good: Educational programming that is as great as our kids are.

Television can be a strong and positive force. It can help children learn to count, read, and think. It can reinforce, rather than undermine, the values we work so hard to teach our children -- showing kids every day what it means to share, to respect themselves and others,

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So this morning, I would like to hear from you about what we can do to broaden the spectrum of quality educational programming for children. I hope we can focus on 3 specific issues. First, I'd like to talk about the new research that shows how kids can learn valuable lessons from TV over the course of their young lifetimes. Second, I'd like to find out more about what good shows look like. And third, I'd like us to talk about how we can break down the barriers to the development and production of quality educational programming for children.

Before we begin, I want to mention one other issue that is of great concern to all of us in this room and to families across the country. Not only must we create better programming -- we must see to it that it gets on the air. For the past year, I have been calling on the Federal Communications Commission to require broadcasters to air a minimum of 3 hours of genuine educational programming a week. 3 hours a week -- 180 minutes a week, about 2.5% of the entire schedule.

Such a requirement would halt a steep and troubling slide. In 1984, the 3 major networks aired 11 hours a week of children's educational and informational shows. By 1990, they were down to 2 hours a week. [WHAT NOW?]. The airwaves that broadcasters use belong to us all. In exchange for their use, broadcasters are required to serve the "public interest." I cannot imagine anything that serves the public interest better than seeing to it that we give our children at least 3 hours of educational television a week.

That's why I am so disappointed that the FCC has not moved to make the 3-hour rule the law of the land. Seeing to it that our children have quality, educational TV is an urgent need that we dare not carry out in slow motion. I urge the FCC to pass the 3-hour rule. Then we will prove in living color that the powerful medium of television can be a tool to build young lives up rather than tear them down.

We have become too used to talking about television as a scourge -- it either fills our children's heads with bad values or vacuums out their best thoughts. Today, let us work to reimagine television as a force for good. Let us dare to imagine what children's television would look like if it resembled what you all probably imagined it could be when you were children or when you first got started in this business.

In the last week, as families have gathered together to watch the Olympics, we have been reminded of all the good television can bring into our homes. It can bring us together. It can inspire and educate us. This must be our standard. Let's get to work.

WHITE HOUSE CONFERENCE ON CHILDREN'S TV SCRIPT

I. OPENING STATEMENT (standing at lectern)

THE PRESIDENT (Prepared remarks from David Shipley)

II. INFLUENCE OF TELEVISION ON CHILDREN

THE PRESIDENT INTRODUCES MRS. CLINTON.

MRS. CLINTON (Prepared remarks from Melanne Verveer)

MRS. CLINTON INTRODUCES DR. ALETHA HUSTON:

There is a growing body of information about the positive influence of television. We are fortunate this morning to have with us Dr. Aletha Huston, the co-author of the most recent of these studies. Dr. Huston and her husband, Dr. John Wright, are Directors of the Center for Research on the Influences of Television on Children at the University of Kansas.

Dr. Huston, you have been studying television and children for years, and your early studies confirmed what many of us experience in our own homes -- that educational programs help prepare preschool children for school. What findings from this most recent study do you think would be of greatest interest to parents?

Dr. Huston's presentation.

[Huston has conducted research on television and children since 1970, when she carried out a ground-breaking field experiment investigating the effects of pro-social television and violent programs for the Surgeon General's Scientific Advisory Committee on Television and Social Behavior.]

MRS. CLINTON POSES A QUESTION TO DR. PHILLIPS:

This study tells us that children do learn from television, but it might be helpful to understand why they learn. Dr. Robert Phillips from the American Psychiatric Association is with us, and at earlier discussions on this topic I have been struck by his insights into the power of television on children. Dr. Phillips, can you explain why the television can be such a powerful teaching tool?

Dr. Robert Phillips responds.

MRS. CLINTON POSES A QUESTION TO KATHLEEN HALL JAMIESON:

Another recent study that shed new light on the state of children's television was conducted by the Annenberg Public Policy Center of the University of Pennsylvania under the direction of Kathleen Hall Jamieson. In addition, Dr. Jamieson recently announced the creation of a blue ribbon group to review programs designed for children and to identify those that do the best job.

Kathleen, you are immersed in this issue, what new information on the positive influence of television do you find most surprising?

Kathleen Hall Jamieson responds.

[Jamieson is a Professor of Communications and Dean of the Annenberg School for Communications at the University of Pennsylvania. She worked with Peggy Charren to propose an Annenberg Blue Ribbon Commission to judge the quality of children's educational programs; the Vice President attended their press conference announcing this Commission. The premise of the Commission is that with a respected independent third party involved, parents will be able to get information about program quality, and the FCC can rely on experts and independent sources to determine whether programs are truly educational.]

MRS. CLINTON POSES A QUESTION TO JACK VALENTI:

In February, Jack Valenti announced an industry initiative to rate television shows to help parents guide their children's viewing habits. Jack, can you give us an update on that project?

Jack Valenti responds.

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MRS. CLINTON OPENS THE DISCUSSION. Suggested individuals to call on:

Margaret Loesch, President, FOX Children's Network

[Margaret Loesch is the founding President of Fox Children's Network. Loesch handpicked such shows as "X-Men," "Goosebumps," the Emmy-Award winning "Where in the World is Carmen San Diego," and "Mighty Morphin Power Rangers." Loesch was responsible for the roll-out of the Cub House children's educational programming block each weekday at 8:30 am on FOX. This was the first weekday educational programming on any network since "Captain Kangaroo" went off the air. The average FOX affiliate shows an average of 4 hours a week of educational kids programming.]

Dr. Alvin Poussaint, Professor of Psychiatry, Judge Baker Children's Center.

[Dr. Poussaint is the Director of the Media Center for Children at the Judge Baker Children's Center. He also was a consultant to the Cosby Show.]

MRS. CLINTON OPENS THE DISCUSSION TO ALL PARTICIPANTS.

THE PRESIDENT CONCLUDES THE DISCUSSION:

Talking Points:

- o We have been reminded today that television can just as readily be a powerful positive force in our culture as it can be a negative force.**
- o As parents, and citizens, we need to act accordingly and make sure that we harness that force in ways that contribute to the development of our children.**

III. WHAT MAKES A SUCCESSFUL CHILDREN'S TELEVISION PROGRAM?

THE PRESIDENT INTRODUCES MRS. GORE.

MRS. GORE (Prepared remarks from Skila Harris)

MRS. GORE POSES A QUESTION TO BILL COSBY:

There is no one who's had more success in television than Bill Cosby. So I naturally want to go directly to him and ask a simple question: How do you make us love you so much?

Bill Cosby responds

MRS. GORE OPENS THE DISCUSSION by asking others why their programs have been successful. Suggested individuals to call on:

Bill Nye the Science Guy: One of the most popular shows at our house is all about science. We don't just watch it, we get all the equipment and re-create the experiments. But everyone knows the Vice President loves science. Oh yes...the children watch it too.

[In three seasons Nye's show has been awarded two 1996 Daytime Emmy Awards, two Silver Apple Awards, three Parent's Choice Awards (1993, 1994, 1995), an Environmental Media Award, and a National Education Association Award. The show got started with funding from the National Science Foundation and now has funding from Buena Vista Television (Disney) and the Seattle public television station. Here in DC it is carried at 6 a.m. on channel 50 (Warner Brothers) and on two public television stations.]

LeVar Burton: Every parent knows the joy of reading to a child. LeVar Burton knows the joy of reading to thousands of children in the wonderful program "Reading Rainbow." Those who know him only from "Star Trek" need to know he is not just worried about the future of the universe, he is devoted to enhancing the future of children.

[LeVar Burton, who is best known for his role as Lt. Commander Geordi LaForge on the TV series "Star Trek: The Next Generation," is also the host and co-executive producer of the PBS series "Reading Rainbow." The show introduces children to the world of reading and books. In February, President Clinton nominated Burton to the U. S. National Commission on Libraries and Information Science, which advises the White House and Congress on domestic and foreign library and information services, policies, and plans. Burton was a board member of the National Endowment for Children's Educational Television created by the Children's Television Act, which did not receive funding over the last two years by Congress.]

Mr. Fred Rogers: One face every child knows and loves is their best friend in the neighborhood -- Mr. Rogers.

David Kleeman, Executive Director of the American Center for Children's Television.

[Kleeman is involved with selecting the winner of the Ollie Award for excellence in children's programming. His organization has specific criteria for what it considers to be a "successful" children's program. In 1995 Kleeman was appointed by the Secretary of Commerce to the National Advisory Council on Children's Educational Television. He is the co-founder of the World Alliance of Television for Children.]

Geraldine Laybourne: One of the most successful developers of children's educational programs is Geraldine Laybourne, who made Nickelodeon a leader in children's television. ABC/Disney had the good sense to hire her.

[Laybourne was named President of Disney/ABC Cable Networks in late 1995, after spending fifteen years with Nickelodeon. One of the hallmarks of her tenure at Nickelodeon was the inclusion of children in focus groups when planning new shows. Laybourne recently called on advertisers to set aside 10% of their ad budgets for educational shows. She has been praised for successfully introducing positive female TV characters.]

Gary Chapman - President & CEO, LIN TV. LIN TV is a partner in "Bill Nye the Science Guy." As an owner of local stations, he has a unique view of what it takes to make a successful program.

David Britt - President and Chief Executive Officer of Children's Television Workshop (CTW). CTW produces "Sesame Street."

Peggy Charren, founder of Action for Children's Television and a leading children's TV advocate. Her view of what a successful program is reflects the advocates' perspective.

THE PRESIDENT CLOSES THE DISCUSSION:

Talking Points:

- o Success is in the eye of the beholder. Success can mean a show is profitable, that it teaches children, that it is a good merchandising vehicle or that it's renewed for another season.

- o All parties need to understand each others meaning of success and work to embrace as many of the various components as possible.

IV. BARRIERS TO MORE AND BETTER CHILDREN'S PROGRAMS

THE PRESIDENT INTRODUCES THE VICE PRESIDENT

THE VICE PRESIDENT:

We know from the study released here today that educational television can help children learn. And we know from the successes described here today that we all know good children's programming when we see it.

The question for this last discussion is: Why don't see more of it? What are the barriers to the development and production of more and better children's educational programming, and how do we overcome them?

Linda Ellerbee has built a career on taking on hard issues. Her show "Nick News" provides youth with a different view of the world -- but I'm sure if it were easy to do, she wouldn't be doing it.

Linda Ellerbee responds.

[Ellerbee's production company, Lucky Duck Productions, has earned the reputation as a supplier of outstanding children's programming through the TV news and documentary series, "Nick News," which Ellerbee produces, writes, and hosts. The series has dealt with topics as diverse as the conflict in Bosnia, toy guns, domestic violence, and immigration.]

THE VICE PRESIDENT CALLS ON JAMIE KELLNER:

We're pleased to have here today Jamie Kellner, the CEO of Warner Brothers Television Network. Mr. Kellner and Warner Brothers are actively pursuing the family program market -- and something tells me they're not doing it to lose money or viewers.

Jamie Kellner responds.

["Kids' WB!" has rapidly become the second most popular broadcast children's network, carrying programs like Steven Spielberg's Emmy-winning "Animaniacs."]

THE VICE PRESIDENT CALLS ON JIM STEYER:

Just in the last week, J.P. Kids announced a major deal with the National Association of Broadcasters to produce a 30-minute children's magazine show. I would like to ask James Steyer, Founder and CEO, to discuss how this came about. (Jim was a panelist at the last year's Family Conference.)

Jim Steyer responds.

THE VICE PRESIDENT OPENS THE DISCUSSION. Suggested individuals to call on:

Judith McHale, President and Chief Operating Officer of Discovery Communications.

Rich Frank, President of the Academy of Television Arts and Sciences and the chairman and CEO of C3, a company that he created with cable television/telecommunications giant Comcast Corporation.

[Frank established the Academy's "Campaign Against Substance Abuse," which dramatically changed the portrayal of drug use in television programming, and he participated in the 1988 White House Conference for a Drug Free America. Frank made a dramatic speech at a recent National Association of Broadcasters convention calling on this fellow television industry players to make a stronger commitment to children's television. He supports the three hour minimum.]

Vicky Rideout, Director of the Children and the Media Program at Children Now. They recently hosted a meeting to address the quality of children's programming that specifically addressed the role of advertisers.

THE VICE PRESIDENT ENDS THE DISCUSSION.

V. CLOSING REMARKS (seated)

THE PRESIDENT

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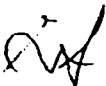


OFFICE OF THE VICE PRESIDENT
WASHINGTON

July 29, 1996

MEMORANDUM FOR THE PRESIDENT
THE VICE PRESIDENT
THE FIRST LADY
MRS. GORE

FROM:

GREG SIMON 

SUBJECT:

WHITE HOUSE CONFERENCE ON CHILDREN'S TELEVISION

SUMMARY

You are meeting with key figures in children's television to promote more and better educational programming. We hope to announce that a compromise has been reached on a rule requiring three hours of educational programming per station per week. If there is no compromise, we will strongly urge action by the FCC. The conference will focus on the importance of television as a positive force in children's lives and education, the different keys to success of today's best shows, and the barriers that must be overcome to produce more and better programming.

BACKGROUND

The February Meeting

In the State of the Union, the President challenged Congress to pass the Telecommunications Act of 1996 that included the V-chip technology to empower parents to block objectionable programming from their homes. On February 29th, the President invited leaders of the entertainment industry to the White House to discuss how to provide families more and better information regarding television programming immediately and to discuss how to improve the quality and quantity of children's programming.

As a result of the meeting, the television industry initiated an effort, led by Jack Valenti, to develop a ratings system that would be compatible with the V-chip. Today's meeting addresses the second issue from the February summit -- providing more educational programming for children.

Children's Programming

The Children's Television Act of 1990 requires that broadcasters provide educational programs for children. For the first time it singled out children as a special audience that broadcasters must serve with special programming. (The Act also set a limit on the amount of commercial time during children's programming -- limiting it to 10.5 minutes per hour on weekends and 12 minutes per hour on weekdays.) In the years following passage of the Act, some broadcasters merely relabeled their existing cartoons as educational or claimed that shows like "The Jetsons" met the requirement.

For some time the FCC has been considering a rule to require broadcast stations to air three hours of children's educational programming per week pursuant to the Children's TV Act. In September 1995, the President sent a letter to the FCC supporting the rule. Representative Ed Markey has submitted to the FCC a letter signed by 260 House members supporting the three-hour rule.

The Commission has been deadlocked 2-2. A recent announcement by Commissioner Quello that he would support a three-hour rule fell through when he objected to the final proposal as too regulatory and relying on an objectionable legal analysis. The compromise now under consideration relies upon a "processing guideline" that avoids the prescriptive detail of a rule but provides clear incentives to do the three hours of regularly scheduled programming.

The processing guideline would allow broadcasters who air three hours of regularly scheduled thirty-minute programming to have the Children's Television Act portion of their license renewal application glide through at the staff level. Those who do less and rely instead on PSA's and specials could make the case to the staff that their programming package is equivalent to a three-hour package. Those who do less or who are deemed to have an insufficient package would have to go to the entire Commission for license approval at considerable cost of time and money.

CBS and FOX currently have agreed voluntarily to show three hours per week of children's TV. ABC and NBC have not. The National Association of Broadcasters (NAB) has vigorously opposed the rule. Children's advocates, Congressman Markey, Chairman Hundt and the Administration have strongly supported a rule, not a voluntary agreement, in light of the industry's creativity in avoiding airing more, truly educational fare.

Safe Harbor/Family Viewing

Senator Hollings has introduced a bill to require that no violent programming be shown at times when children are watching. This is modeled on the ban on indecent programming between 6:30 a.m. and 10 p.m. Senator Lieberman supports a voluntary code of conduct to require a family viewing hour between 8 and 9 p.m.

Previous attempts to require set family times were found to have constitutional problems. While supporting the idea of family viewing times, we have never endorsed these legislative efforts; we have focused instead on providing parents the information they need to control their children's viewing. If asked, we need to reaffirm that we don't think government should do this and that industry must take the lead.

Spectrum Auctions

There has been a considerable effort in the press to link the issue of TV ratings to the issue of digital spectrum auctions. Because we oppose such a linkage, we should oppose discussing the issue of spectrum auctions in the meeting. Our position has been to auction the returned analog spectrum after the conversion to digital television. **Whether the digital spectrum is auctioned or awarded to existing licensees, we have always supported requiring a higher standard of public service to accompany the licenses.**

Media Concentration

During the telecommunications debate, we opposed efforts to remove limits on media concentration. While we reluctantly accepted allowing one owner to own TV stations reaching 35% of the national market (up from 25%), we opposed allowing one owner to own two TV stations in the same market, to own an unlimited number of radio stations in one market, to own a TV station and a newspaper in the same market and to own a TV station and a cable company in the same market. We prevailed on those issues.

QUESTIONS ON CHILDREN'S TELEVISION

Q: When will the FCC make a decision on this issue?

A: The FCC could adopt the proposed compromise at its earliest business meeting. Those are currently scheduled for August 1st and August 8th. .

Q: If Congress, in passing the Act, did not require a specific number of hours of educational programming, why should the FCC mandate a number?

A: The Act did not require a minimum number in statute, but it did not preclude the FCC from setting a minimum number as a way to enforce the Act.

The lack of clear guidelines is leading to a lack of compliance with the act. The clear guidelines for commercial time limits has resulted in greater than 90% compliance with those limits. In addition, broadcasters, including the association of independent broadcasters (INTV) have argued that greater certainty is needed. INTV recommended a minimum of 2 hours a week.

Q: Why three hours a week?

A: The Administration is recommending a minimum of 3 hours -- and preferably more -- a week of programming specifically designed to educate. We hope that most broadcasters will air more than 3 hours a week of educational programming.

Although the NAB has testified that the average station airs 3.5 hours a week, many of these hours are filled with shows that are primarily entertainment programs rather than programs specifically designed to educate children.

We feel that 3 hours should be an absolute minimum, and hope that many broadcasters do more.

Q: Does educational programming actually make a difference? Why is it important?

A: Most parents know very well that their children learn from television. But studies over the years have found that educational programming contributes to children's success in school.

A recent study conducted at the University of Kansas found that half an hour a day of viewing educational programming had a positive impact on children's learning.

Q: What kinds of programs do you think are educational?

A: The Act states that educational programs can promote cognitive or social development. The key is whether the program was designed primarily with education in mind, or whether the program is primarily designed to entertain.

Most people are familiar with the more than 6 hours of educational programming every day on PBS. Much of that programming is definitely entertaining, but its primary purpose is to educate. Of course entertainment is required to keep kids attention, but the overall design, as in "Sesame Street" or "Cro," which used to be on ABC, is to get across an educational concept.

If you ask someone at "Sesame Street" what they are trying to teach, they can easily tell you, and it passes the laugh test. "The Jetsons" teaching about life in the 21st century does not. I think that is a good test.

Q: There are a lot of new children's programs on. Aren't broadcasters complying with this law voluntarily? Why a mandate or quota?

A: The FCC in its inquiry beginning March 1993 found that there had not been any significant change in the amount of educational children's programming. Take a look at the TV listings for today in Washington. Its almost impossible to find a single educational children's program on a commercial station during the entire day. That is not serving the public. That is a failure to meet their obligations to children under the law.

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Page 1

Effects of Early Childhood Media Use on Adolescent Achievement

A report by the staffs of the "Recontact" Project:

At the University of Massachusetts, Amherst:

Daniel R. Anderson, Ph.D.

Patricia A. Collins, Ph.D.

Kelly L. Schmitt, M.S.

At the University of Kansas, Lawrence:

Aletha C. Huston, Ph.D.

John C. Wright, Ph.D.

Elizabeth McElroy, M.A.

Deborah L. Linebarger, M.S.Ed.

The authors acknowledge the generous support of the Markle Foundation of New York City, and its President, Lloyd N. Morrisett. We are especially grateful to the more than 570 young people and their families in Springfield, Massachusetts, and Topeka, Kansas, who participated in this research both as preschool children, and much later as adolescents.

Executive Summary

Two groups of preschoolers were observed in separate studies during the early 1980s — one in Massachusetts and one in Kansas. In 1994, when they were 15 to 18 years old, these young people were interviewed, and their high school transcripts were obtained. One major purpose was to determine whether early viewing of educational television programs predicted later academic achievement.

The results support the hypothesis that curriculum-based child informative programs contribute to children's educational development. We call this the Early Learning model of TV effects. With statistical controls for parents' education, viewing of child informative programs during preschool was positively related to high school academic achievement, academic self concept, and the value the participants placed on academic attainment.

The results contradict the popular notion that preschool exposure to rapidly paced programming (especially *Sesame Street*) leads to reduced attention span and consequently to poor academic achievement, and disinterest in such activities as book reading. *Sesame Street* viewing was positively associated with academic achievement and book reading.

The findings also contradict the hypothesis that attractively produced children's educational television leads to an inattention to language and hence to poor language skills. *Sesame Street* viewing was positively related to preschool vocabulary and to a high school grades in English.

Viewing educational television in preschool appears to contribute to children's academic performance many years later. It is obvious that the content learned at age 5 cannot influence high school performance directly. Instead, a rich diet of educational television may help children to enter school with the academic skills required for the tasks they encounter, increasing the likelihood of early success. They may also have higher expectations for themselves and make a correspondingly greater investment of time and effort toward mastery of the knowledge and skills taught in school. Teachers may view such children as good students and offer them

Summary of *The Impact of the Children's Television Act*

This study examines the response of the television market to the Children's Television Act of 1990, in order to identify institutional, economic and attitudinal barriers to successful implementation of the law. Findings are based on interviews with producers, broadcasters, distributors and network executives involved in what the industry defines as educational programming. The interviews display definite patterns in promotion, production and scheduling for "FCC friendly" programs. Children's television often receives low budgets, inadequate promotion, and pre-dawn scheduling. This trend is particularly severe in the syndicated television market, making it impossible for high quality kids programming to really gain a foothold in the market. This study also concludes that regulation can help especially when followed by firm threat of enforcement. The Center for Media Education urges the Federal Communications Commission to adopt clearer and stronger regulations defining and protecting children's programming.

condensed from- *The Impact of the Children's Television Act on the Broadcasting Market*.
by Patricia Aufderheide, Ph. D. and Kathryn Montgomery, Ph.D. (in attendance). Center for
Media Education.

Summary of *Children Watching Television*

This report was a direct result of the May 1996 Children Now conference and expresses the need for advertisers and programmers to work together in favor of improved children's programming. They believe Congress should increase the amount of commercials permitted during educational programs by one minute per hour. Other suggestions include the idea that companies should use their financial weight to push positive programming into quality time slots, as well as development of a ratings system, separate from the Nielsen system, specifically for children's programming. Endorsement for a Children Now "seal of approval" on quality television was wide spread. Other opinions expressed were the fact that advertisers and networks should work together to give educational programming a complete makeover, including increased promotion for children's shows and network self-regulation for ad buying during educational programming.

condensed from- *Children Watching Television: The Role of Advertisers*. report by Children Now. supervised by Director Vicky Rideout (in attendance). July 1996.

Summary of *Making Television Ratings Work*

This report suggests rating systems designed for television, should not only apply to the age appropriateness of the program, but also to specific categories of advisories (i.e. sexual content, violence or adult language) maximizing the information available to parents. The report states that other than sports and hard news, all television programming should be rated and that those ratings must be more specifically age based than the current movie rating system; in addition, unlike the movie ratings, television ratings should be based on scientific data available from child development studies. Rating information must be published in a format easily accessible to parents in order to guarantee the success of a television rating system.

condensed from- *Making Television Ratings Work for Children and Families*. report by Children Now. supervised by Director Vicky Rideout (in attendance). June 1996.

Summary of *UCLA Television Violence Monitoring Report*

This report monitors television programming for inappropriate violent content and makes recommendations to the industry, the government, the schools, the parents and even the children about protecting kids from unnecessary exposure to violent programming. Primarily, they express the opinion that everyone is responsible for ensuring improvement in children's programming.

The study reports that violent television programming should only be aired after the eight o' clock hour or later, and promotions for this specific type of programming should not be aired during children's television shows. They also suggest that any theatrical movies containing 30- 50 scenes of violence or more and that television movies based on violent crimes should be eliminated from the programming schedule. Advisories need to be applied properly and regularly to this type of programming and networks should be responsible for creating commissions to enforce proper advisory notices for all violent programming. In conclusion, the Center calls on the government to present a unified front when attempting to regulate or deal with the television industry.

condensed from- *UCLA Television Violence Monitoring Report*. report by UCLA Center for Communications Policy. supervised by Director Jeffrey Cole. September 1995.

Summary of *Quality Time?*

The Task Force feels that public television must be re-invented to serve the public properly. Their report concludes that the mission of public television should be to enrich and strengthen American society by reinforcing our basic societal values. They believe the system of public television needs a large fundamental structural change including the elimination of federal funding for local stations. The Task Force believes federal funding should be put towards national programming and that individual stations should be supported by their communities. If federal funding was earmarked for national programming, then the Task Force would like to see the amount allotted raised and the source of the funding coming from non-taxpayer sources (i.e. spectrum auctions and spectrum usage fees). Educational programming must be expanded, while commercialization is cut back; delivery and dissemination of this quality programming must be upgraded as well. The Task Force is also of the opinion that the selection process for the Corporation Public Broadcasting board members must be improved by removing the process from political influence.

condensed from- *Quality Time?* report by The Twentieth Century Fund Task Force on Public Television. 1993.

Q: If Congress, in passing the Act, did not require a specific number of hours of educational programming, why should the FCC mandate a number?

A: The Act did not require a minimum number in statute, but it did not preclude the FCC from setting a minimum number as a way to enforce the Act.

Clearly, the lack of clear guidelines is leading to a lack of compliance with the act. The clear guidelines for commercial time limits has resulted in greater than 90% compliance with those limits. In addition, broadcasters, including the association of independent broadcasters (INTV) have argued that greater certainty is needed. INTV recommended a minimum of 2 hours a week.

Q: The NAB says that the Act specifically prohibits a minimum requirement for children's educational programming.

A: The Act makes it clear that Congress is not setting a minimum number of hours by statute. It does not preclude the FCC from setting a minimum number of hours.

Q: Why three hours a week?

The Administration is recommending a minimum of 3 hours a week, and preferably more, of programming specifically designed to educate. We hope that most broadcasters will air more than 3 hours a week of educational programming.

Although the NAB has testified that the average station airs 3.5 hours a week, many of these hours are filled with shows that are primarily entertainment programs rather than programs specifically designed to educate children.

We feel that 3 hours should be an absolute minimum, and hope that many broadcasters do more.

Q: Does educational programming actually make a difference? Why is it important?

Most parents know very well that their children learn from television. But studies over the years have found that educational programming contributes to children's success in school.

A recent study conducted at the University of Kansas found

that half an hour a day of viewing educational programming had a positive impact on children's learning.

What kinds of programs do you think are educational?

The Act states that educational programs can promote cognitive or social development. The key is whether the program was designed primarily with education in mind, or whether the program is primarily designed to entertain.

Most people are familiar with the more than 6 hours of educational programming every day on PBS. Much of that programming is definitely entertaining, but its primary purpose is to educate. Of course entertainment is required to keep kids attention, but the overall design, as in Sesame Street or Cro that used to be on ABC, is to get across an educational concept.

If you ask someone at Sesame Street what they are trying to teach, they can easily tell you, and it passes the laugh test. The Jetsons teaching about life in the 21st century does not. I think that is a good test.

There are alot of new children's programs on. Aren't broadcasters complying with this law voluntarily? Why a mandate or quota?

The FCC in its inquiry beginning March 1993 found that there had not been any significant change in the amount of educational children's programming. Take a look at the TV listings for today in Washington. Its almost impossible to find a single educational children's program on a commercial station during the entire day. That is not serving the public. That is a failure to meet their obligations to children under the law.

Doesn't FOX have a half hour a day of educational programming?

This year, for the first time since the 1970's, a network has on educational children's programming during the week. FOX has made a commitment to children with this programming. It is not on every affiliate, for example, it is not on in Washington, and that's too bad. But there daily programming, where it is on, is a great commitment to children.

How much educational programming do ABC, NBC and CBS have on for kids?

Of course the obligation is on the station license holder

not the network.

ABC used to have Cro - but they replaced it with Dumb and Dumber. NBC has Saved by the Bell and California Dreaming. CBS has the Little Mermaid and Its Your Adventure -- that's a great show. Some of these programs are stretching the definition of educational.

HISTORY

The Federal Communications Commission (FCC) began regulating children's programming in 1960. In 1984, the FCC eliminated regulations governing children's programming that had been adopted over the years. Specifically, the FCC issued a broadcast deregulation order repealing many policies pertaining to both programming and advertising practices.

Television licensees were relieved of requirements to maintain program logs open to the public and to ascertain the program needs of their local community. Arguing that "marketplace forces can better determine appropriate commercial levels than our own rules," the FCC dropped long-standing commercial time guidelines, including guidelines for children's television.

In June, 1987, the U.S. Court of Appeals (D.C. Circuit) ruled that the FCC had not justified sufficiently its repeal of advertising guidelines for children's television and ordered the FCC to review its decision. (Action for Children's Television v. FCC, 821 F.2d 741, 744 (1987)).

In response to the remand, the FCC issued a Further Notice of Proposed Rulemaking/Notice of Inquiry in 1987 seeking comments on the issue of commercialization guidelines for children's television. Although comments were filed by numerous parties, no FCC action was taken.

Why did the Act pass?

Congress reacted to the FCC deregulation and lack of action on children's commercial guidelines by passing a Children's Television Act in 1990. It was vetoed by President Reagan.

In 1990 Congress enacted the Children's Television Act. Noting the profound influence of television on children and the limited number of educational programs for children, Congress concluded that television broadcasters needed to do better in

providing positive informational programs for children. A report by Squire Rushnell, former vice president for children's programs at ABC-TV, found that the availability of educational programs for children had gone from approximately 11 hours per week on the average network in 1980, prior to deregulation, to approximately 1.5 hours per week in 1990.

In addition, Congress was concerned about the over-commercialization of children's television -- essentially, programs that were really half hour commercials for toys.

What were the requirements of the Act?

The Act contained the following two major provisions:

1) reinstatement of commercial time limits during children's programming to not more than 10.5 minutes/hour on weekends and not more than 12 minutes/hour on weekdays.

2) a requirement that commercial television broadcast licensees, as part of their public interest obligations, meet the educational and informational needs of the child audience through their overall programming as well as through programming specifically designed to meet the educational and informational needs of children.

What was the purpose of the Act?

The Act was designed to increase the amount of educational and informational television programming available to children and to protect children from over-commercialization of programming. In passing the Act, Congress noted that children's programming then consisted primarily of reruns of adult or family comedy, variety or dramatic programs. In addition, on average, each of the networks aired an after-school special one day a month during the school year and independent stations tended to offer programs to children during the week that consisted of animated cartoons, often with commercials for toys based on the program's characters associated with them.

The Act required licensees to demonstrate at renewal how they have served the educational and informational needs of children, including serving their cognitive/intellectual or social/emotional needs. Congress suggested that examples of educational or informational shows might include programs like "Fat Albert and the Cosby Kids" which dealt in a meaningful way for children with issues such as drugs, divorce, friendship and

child abuse.

The Act also required the FCC to complete its Rulemaking/Notice of Inquiry initiated in 1987 on program length commercials. The FCC was directed to consider the cognitive abilities of children in requiring sponsorship identification for children's broadcast material. The Act directed that commercials should be clearly separate from programs for children and that sponsorship identification must be presented in a manner reasonably designed to assist children in understanding it.

On April 12, 1991, the FCC issued a Report and Order defining a "program length commercial" as "a program associated with a product, in which commercials for that product area aired." The FCC stated that this distinction between programs and commercials in the form of programs "...directly addresses a fundamental regulatory concern, that children who have difficulty enough distinguishing program content from unrelated commercial matter, not be all the more confused by a show that interweaves program content and commercial matter." Program length commercials directed at the child audience are not permitted under the order.

How did broadcasters respond to the passage of the Act?

Broadcasters have testified that the average station now carries 3.5 hours every week of children's educational programming. Some of the network programs that are listed as educational include: Cro on ABC - recently replaced with Dumb and Dumber; NBC - Saved by the Bell, (some activists argue that this program is not designed to educate); CBS - Little Mermaid - some activists argue this is not primarily educational, CBS argues it teaches women to be independent; FOX - half hour every morning of CubHouse that most people agree is educational. Not every affiliate carries it, for example, DC affiliate does not.

What do activists say?

In September of 1992, the Center for Media Education (CME) released a study of stations' compliance with the Act. The study focused on what broadcasters submitted as programming specifically designed to meet the educational and informational needs of children. It contained three major findings:

- * entertainment shows such as the Jetsons or Yo Yogi were being submitted as educational programming

- * very few new programs for kids had been created since passage of the Act

- * the few new programs often were aired at times inaccessible to children

The CME study concluded that rather than add new programming designed to serve the educational and informational needs of children, many stations had simply redefined their existing children's programming as educational.

The study further concluded that those few stations that had created new educational programming generally were airing those programs at times inaccessible to the child audience. According to CME, nearly 60% of new programming developed to comply with the Act was scheduled between 5:30 and 7:00 a.m.

Finally, the CME study concluded that the FCC's reporting requirements allowed stations to combine shows that contain some elements of educational material, but that are primarily designed to entertain, with their listing of programs specifically designed to meet the educational needs of children. The reporting requirements also permitted stations to list programs designed for adults if they contained any information of interest to children, such as a Donahue program with teen-age guests that aired at 10:00 a.m. when kids were in school.

The CME suggested that FCC reporting requirements be revised to require that programs "specifically designed to meet the educational and informational needs of children" are listed separately from those programs that may contain educational information, but are designed primarily to entertain. CME further suggested that adult programs of interest to children should be listed separately from programming specifically targeted at the child audience.

Did the FCC in its inquiry find that broadcasters were complying with the Act?

On March 2, 1993, the FCC released a Notice of Inquiry (Notice) to examine whether stations were complying with the Act and whether reporting requirements should be changed to increase compliance with the law. That notice was followed by an NPRM which is pending.

In the Notice, the Commission reported that broadcasters are in substantial compliance with the commercial time limits

required under the Act. Specifically, the Commission noted that a January, 1992 field audit reviewing broadcaster and cable advertising practices found compliance rates exceeding 90 percent.

On the other hand, the Commission found that there had been virtually no response to the Act's requirements that stations provide educational programming, and that recent renewal applications show little change in available programming that addresses the needs of the child audience. The Commission noted:

- * The number of hours and the time slots devoted to children's programming do not appear to have substantially changed. Further, with few exceptions, the educational and informational programming broadcast appears to be those same few programs set forth in the legislative history for illustrative purposes.

- * Moreover, while practically all licensees filing renewal applications in the current renewal cycle have identified some regularly scheduled, standard-length children's programming aired during their license term, the amount of such programming is, in some cases, very limited. Many of these licensees place substantial reliance on short-segment vignettes and public service announcements to satisfy their [Children's Television Act] obligations.

In this review, the FCC found that while stations were nominally complying with regulations governing children's programming, there had been virtually no change in the amount or type of children's programming since passage of the Children's Television Act. The FCC stated that the level of performance of broadcasters was not, in the long term, consistent with the objectives of the Act. The Commission stated, however, that it did not attribute broadcaster performance to an unwillingness to comply or any intentional disregard for their responsibilities. Rather, the Commission suggested, broadcasters may remain uncertain as to the scope of their programming obligations.

The Commission stated its belief that broadcasters should place their primary reliance in establishing compliance with the Act on standard length programming that is specifically designed to serve the educational and informational needs of children. The Commission further stated that broadcasters should "focus on programming that has as its explicit purpose service to the educational and informational needs of children, with the implicit purpose of entertainment, rather than the converse."

Excerpted Statements regarding Children's Television

President Clinton

July 18, 1996 (Remarks By The President At Ceremony For Boys And Girls Nation)

This month we're challenging members of the entertainment industry who have done a great job on this rating to come to the White House to talk about improving the quality and quantity of children's programming. So the industry is doing it's part.

The truth is that what we need now is for the government to do it's part. The Federal Communications Commission has had before it for a long time now a measure that would require broadcasters to put a minimum of three hours a week of quality educational children's programming on . . . It's less than two percent of the nation's air time.

The initiative is stalled, and some people have opposed it. But the airwaves clearly, under our law, are designed to promote the public interest. I can't imagine anything we could do that would better promote it than to put more quality educational programming for children on television. So I'd like to ask all of you to support that. And I hope very much that the Federal Communications Commission will finally act on it.

June 11, 1996 (Remarks By The President To The Community Of Glendale)

"And today, I want to formally reissue an invitation to the people from the entertainment industry involved in television to come back to the White House before the end of July to discuss that. If we can control, by ratings, give parents the power to deal with what their children are watching on television, surely, surely, we can agree to increase the content of children's television that goes to education."

Saturday, March 2, 1996 (Radio Address By The President To The Nation)

Like the movie ratings have done for 27 years, the ratings for television will help parents to guide their children's entertainment choices. The system will provide families with a standard they can rely on from show to show, from channel to channel. Parents are the best judges of what their children should and shouldn't see, and this new rating system will help them to make those critical judgments. The best programming director for our children is a parent.

At my meeting with the entertainment industry, we also discussed the need for more programming that is suitable for children, and that is educational and attractive to them. I want to preserve public broadcasting and the innovation it has brought in educational shows for children . . . We take the Children's Television Act seriously. We want to continue to work with the industry to do the very best we can for our children in both quantity and quality of children's programming.

The Commission sought comment on whether, to provide clearer guidance to licensees, it may be appropriate to adopt staff processing guidelines specifying an amount and type of children's programming that would facilitate the review of license renewal applications.

January 23, 1996 (State of the Union Remarks)

"To the Media, I say you should create movies and CDs and television shows you'd want you own Children and grandchildren to enjoy."

Vice President Gore

June 11, 1996 (Joint Statement by Vice President Gore and Mrs. Gore)

We join in strong support of President Clinton's call today to bring together leaders of the major broadcast networks and leading developers of children's programming to discuss ways to improve the quality and quantity of children's television . . . We firmly believe that the industry also will meet the challenge put forward by President Clinton today. Families across America overwhelmingly support responsible, regular, and positive children's programming. We are confident that the leaders of the broadcast industry will respond to President Clinton's challenge and hear the demands of the American people for this type of programming, and we look forward to meeting with them to address this vital issue.

Mrs. Clinton

June 22, 1996 (National Parent Teachers Association 100th Convention)

"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 in any line up described as children's programming. "

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

"As parents, we cannot wait for others to act. We are on the front lines and we have to take responsibility. We have to start in our own homes by making clear what is and 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 children know the difference between fantasy and reality."

March 4, 1996 (White House Meeting with Children's Television Advocates)

"What our children see on TV, as you know so well, colors their perception of the real world they live in and television can either warp or enrich our children's emotional and moral growth, and when parents, the entertainment industry and our political leaders

CHRONOLOGY

1987

Tipper Gore publishes Raising PG Kids in an X-Rated Society

1993

June

President sends letters to leaders of broadcast networks applauding their announcement of parental advisories for violence.

1994

March 25

TV Guide interview with President. About the V-chip: "Philosophically, I don't have a problem with it, because that's a matter of a parent controlling access to programming in the home and I think that's OK." About legislation to reduce TV violence: "I would prefer that we do it voluntarily, as a national cause, without legislation. Just work to channel the brilliance and the power of the entertainment industry to try to deal with these things."

1995

January

President in State of the Union calls on media industry to be more responsible in programming.

April 4-May 25

Vice President and Mrs. Gore host a series of dinners in preparation for Family Conference with academics; technology community; media industry leaders; entertainment industry leaders; television executives; and advertisers

June 15

President's statement on S.652 supports Senate's inclusion of V-chip in telecommunications reform legislation.

June 26

The First Lady hosts a White House event on children's television and public broadcasting.

July 9-10

President attends Family Conference hosted by Vice President and Tipper Gore in Nashville, Tennessee on "Family and the Media." He repeats support for V-chip legislation.

August 1

President's statement on H.R. 1555 threatens veto and criticizes House Commerce Committee for not including V-chip provision in telecommunications reform bill.

August 3

Vice President's statement on H.R. 1555 criticizes House Commerce Committee bill for not including V-chip.

September 18

President sends letter to FCC Commissioners supporting at least three hours per week per station of educational children's television.

work together and act responsibly ~~we can all make~~ sure that television becomes the enriching experience for children that it should be."

Mrs. Gore

March 4, 1996 (White House Meeting with Children's Television Advocates)

"We now have a new opening and a new opportunity. . . to use the group that you represent to join together at a new level of cooperation with your coalition that will work in behalf of children. We want there to be more and better programming for children."

October 20

President's letter to Sen. Hollings supports inclusion of V-chip in Conference report on telecommunications legislation.

December 20

Vice President issues statement congratulating Conference for including V-chip in telecommunications legislation conference report.

1996

The First Lady publishes It Takes a Village.

January 23

In State of the Union address, President calls upon Congress to pass the telecommunications bill with the V-chip provision, asks the industry to improve programming for children and invites industry to meet with him in the White House by end of February.

February 1

President's statement on passage of telecommunications reform legislation lauds inclusion of V-chip in final bill.

February 2

Vice President's statement on passage of telecommunications legislation applauds inclusion of V-chip.

February 8

President signs Telecommunications Act of 1996 and invites industry to meet at White House on February 29th to discuss TV ratings and children's programming.

February 8

Vice President meets with industry leaders to discuss next steps after telecommunications reform and White House meeting on TV ratings and children's television.

February 13

Ad hoc industry group informs White House that they were prepared to abandon litigation in favor of developing a V-chip-compatible ratings system.

February 15

White House representative meets with television writers to discuss children's television and television ratings, meets with Screen Actor's Guild to discuss same.

February 16

White House representative meets with Writer's Guild representatives to discuss President's call for TV ratings system.

Implementation Group for Television Ratings

Background

At the meeting between President Clinton and a delegation of media executives on Feb. 29, Jack Valenti announced that he would lead the effort to devise a rating system for television. Other members of the panel include PBS President Ervin Duggan, Rick Taylor from Media Productions Association of America.

The group, ranging from 15-25 people depending on the issue, has met twice a month. Subgroups deal with issues such as audience research, rating dissemination, defining 'newscast' etc (NYT 3/18).

Purpose

To design and implement a rating system for TV programs (not including newscasts or sports) that will provide parents with four kinds of information about television programs: Sexual content, violence, adult language, and age-appropriateness.

Also, Duggan suggests adding a positive rating icon to designate shows with educational value. This icon would distinguish mindless cartoons from shows like CNN Newsroom, Nickelodeon's Launch Box, Court TV's 'Class Action' and CBS 'Schoolbreak Specials.' Duggan said the rating would be based on agreed-upon educational standards determined by the implementation group.

Target deadline

The group aims to develop the rating system by January of 1997 (4/4/96 NYT).

Challenges

Opponents brought up a number of questions and challenges for the implementation group. Here are some examples and the groups responses.

- o How can such a vast quantity of material--1640 hours per day-- be rated?

The group plans to assign a categorical rating for each program series as opposed to rating individual shows.

- o How can such a comprehensive rating system be structured?

The group will use movie association's ratings as a template but will be more specific about age suitability--PG-8, PG-10 for example (NYT 3/18)--and less specific about actual content.

- o How should the ratings be publicized in an objective and understandable format?

The group hopes to display the ratings, once created, in TV guide, on the air during broadcast time as well as during program promotions (Christian Science Monitor 6/27).

Influences

In addition to working within the industry to create the rating system, Valenti says the group wants to hear from people outside the industry. Outside influences include Canadian TV representatives, who are currently conducting V-chip experiments and refining its rating system; church groups; Children Now, a California-based advocacy organization; advertisers and public interest groups.

Central Underlying Issue

How can the rating system actually make television better for children? The group continues to work with this issue in mind. One idea is that Valenti's group should focus on daytime hours, the time that children usually watch TV (NYT 3/17). Also, shows carrying violent warnings will draw a limited audience, sponsors will stop advertising, and the broadcasters will either improve the program quality or be forced off the air.

FORWARDED BY MAIL
TO: DISTRICT OFFICES

COMMERCE COMMITTEE
RANKING MEMBER
SUBCOMMITTEE ON
TELECOMMUNICATIONS AND
FINANCE
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May 1996

The Honorable Reed Hundt, Chairman
The Honorable James Quello
The Honorable Susan Ness
The Honorable Rachelle Chong
The Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

Dear Commissioners:

We are writing in response to recent press reports that the FCC may, at the request of certain broadcasters, abandon its effort to increase the quantity of programming designed to educate our nation's children. This would be a very unfortunate outcome of your children's television rulemaking and open to further question what remains of the public interest in broadcasting licenses. We want the Commission to know how strongly we feel about this rulemaking. We are concerned that the passion and resources devoted to this issue by those with a commercial stake in the outcome is causing the Commission to lose its focus on the mission of effectively implementing the Children's Television Act (CTA) of 1990.

We are particularly concerned that the Commission may succumb to the pleas of some that "quality", not "quantity", be the only test of compliance with the CTA. It is unquestionably important to eliminate definitional ambiguity. Moreover, the Commission is correct to suggest that programming aired before 7 am should not qualify. But if the Commission gives up its attempt to specify a minimum amount necessary to guarantee renewal of a broadcast license, unscrupulous broadcasters will rush in to undercut those who have worked to increase their commitment to children's educational programming. The result will be even less quality programming than we now have.

And what we now have is clearly unacceptable. The Commission recognized this reality when it originally proposed a minimum of 3 hours per week of qualifying programming be used as a guide to compliance with the CTA. This is an extremely low standard, particularly when compared to the roughly 140 hours that a typical station airs during the week. Indeed, the National Association of Broadcasters believes that the average broadcaster already exceeds this minimum, and Westinghouse has pledged to meet or exceed this minimum on CBS. Sadly, the 3-hour standard is still several hours more than many broadcasters are currently airing despite the law.

We urge you to defend the rights of children in this rulemaking, and to reject arguments against setting a clear, unambiguous 3-hour threshold for all broadcasters to meet in return for renewal of a license to use the public airwaves. Most broadcasters will gladly meet this standard, and the public will be grateful that a minimum standard has finally been set.

Sincerely,



BY EMAIL

Signers of letter to FCC
urging "Three 4 Kids"
(as of May 29, 1996)

AL	Browder		Thurman		Kildee
	Bevill		Mica		Bonior
	Cramer		Gibbons		Levin
	Hilliard		Meek		Rivers
			Johnston		Conyers
			Deutsch		Collins
			Hastings	MN	Minge
AK		GA	Bishop		Vento
AZ	Pastor		Lewis		Sabo
AR	Lambert Lincoln	HA	McKinney		Luther
	Hutchinson		Abercrombie		Peterson
	Thornton		Mink		Oberstar
	Dickey	ID		MS	Thompson
CA	Fazio	IL	Rush		Taylor
	Matsui		Jackson	MO	Clay
	Woolsey		Lipinski		Gephardt
	Miller		Gutierrez		Skelton
	Pelosi		Collins		McCarthy
	Dellums		Yates		Danner
	Lantos		Porter		Volkmer
	Stark		Costello	MT	Williams
	Eshoo		Evans	NB	Bereuter
	Lofgren		Poshard	NC	Clayton
	Farr		Durbin		Rose
	Condit	IN	Viscloskey		Hefner
	Beilenson		Roemer		Watt
	Berman		Hamilton	ND	Pomeroy
	Waxman		Jacobs	NJ	Andrews
	Becerra	IO	Leach		LoBiondo
	Martinez	KS			Smith
	Dixon	KY	Ward		Roukema
	Roybal-Allard		Baessler		Pallone
	Torres	LA	Jefferson		Franks
	Waters		Fields		Martini
	Harman	ME	Longley		Torricelli
	Horn		Baldacci		Payne
	Millender-	MD	Cardin		Menendez
	McDonald		Wynn	NM	Richardson
	Brown		Hoyer	NY	Lazio
	Filner		Cummings		King
			Morella		Ackerman
CO	Schroeder	MA	Olver		Flake
	Skaggs		Neal		Nadler
CT	Kennelly		Meehan		Schumer
	Gejdenson		Markey		Towns
	DeLauro		Kennedy		Owens
	Shays		Moakley		Velazquez
DE	Castle		Studds		Maloney
FL	Peterson	MI	Stupak		Rangel
					Shays

	Angel		Stenholm
	Lowey		Jackson Lee
	Gilman		Gonzalez
	McNulty		Frost
	Boehlert		Bentsen
	Hinchey		Ortiz
	Slaughter		Tejeda
	LaFalce		Green
	Quinn		Johnson
	Houghton	UT	Orton
NV		VT	Sanders
OH	Hall	VA	Pickett
	Kaptur		Scott
	Stokes		Sisisky
	Brown		L. Payne
	Sawyer		Moran
	Trafigant		Wolf
OK	Brewster		Davis
OR	Furse	WA	Dicks
	DeFazio		McDermott
PA	Foglietta	WV	Mollohan
	Fattah		Wise
	Borski	WI	Kleczka
	Klink		Barrett
	Clinger		Obey
	Holden	WY	
	McDade	DC	Norton
	Kanjorski	AS	Faleomavaega
	Murtha	GU	Underwood
	Coyne	PR	Romero-Barcelo
	McHale	VI	
	Doyle		
	Mascara		
RI	Kennedy		
	Reed		
SC	Spratt		
	Clyburn		
SD	Johnson		
TN	Clement		
	Gordon		
	Tanner		
	Ford		
TX	Chapman		
	Wilson		
	Bryant		
	Doggett		
	Edwards		
	Geren		
	de la Garza		
	Coleman		

STATEMENT OF
REP. EDWARD J. MARKEY
PRESS CONFERENCE ON CHILDREN'S TV
"Three 4 Kids"
May 29, 1996

Today we take a hop, skip and a jump closer to the goal of setting a minimum standard for broadcasters, giving teeth to the Children's Television Act of 1990. Broadcasters who are seeking renewal of their public license from the FCC deserve to know what the public interest requires when it comes to serving the educational and informational needs of children. What we're fighting for is *at least* 3 hours of educational TV for kids *per week* on every station holding a license from the public. There is clear momentum in favor of a "Three 4 Kids" rule, as we will demonstrate in just a moment.

In the past we did not have to specify rules for such things. Serving children used to be an obligation which every broadcaster shouldered gladly, without complaint, in return for being granted the exceptional, protected status as "public trustee" of a slice of the spectrum.

But somewhere in the 1980's, about the time a former chairman of the FCC declared that a television was just another appliance -- "a toaster with pictures" -- to be bought and sold as a commodity, service to children began to suffer and all too many broadcasters lost any shared notion of what constituted the public interest.

That is why, in 1990, I asked Congress to step in and pass the Children's Television Act. This was a proud moment for Congress. In that Act, we required, for the first time, that the broadcaster must serve the educational and informational needs of children as a condition of license renewal.

Unfortunately, cynical attempts by some broadcasters to submit cartoons such as *The Flintstones* and *Mighty Morphin Power Rangers* as educational programming have persisted. In the only independent analysis of this subject, researchers at the University of California, Santa Barbara found no increase in the number of hours claimed by broadcasters in 1994 compared to 1992, and some broadcasters were still making educational claims for *Yogi Bear* and *Biker Mice From Mars*.

Clearly, the FCC needed to strengthen its rules. Reed Hundt, chairman of the FCC, deserves credit for stepping in at this point and crafting a proposed rule that would help everyone. Families would get quality programming for kids, and broadcasters would be given clear standards and definitions which they could rely upon when seeking renewal of their license. Although many in this room, myself included, considered the proposed standard of 3 hours *per week* to be disappointingly low, it was still a clear standard for kids.

That was April 1995. It is now almost June 1996, and the FCC has still not adopted the "Three 4 Kids" rule. This is not for lack of trying. Chairman Hundt has fought for this rule relentlessly. Commissioner Ness has also battled for children and taken a firm stand on the side of "Three 4 Kids." President Clinton, in his only written comment on any FCC rule, sent a letter in October urging that "at least" 3 hours per week be adopted by the FCC for kids. Peggy Charren, founder of Action for Children's Television and one of our guests today, will tell you in a moment how hard she has fought to see this rule adopted.

In fact, we have with us today representatives of organizations that have knocked on more doors and sent more letters on behalf of the "Three 4 Kids" rule than practically any issue in Washington today. Many of these go

meetings with Commissioners and the White House urging action. I'm talking about these people standing behind me. I'm talking about names of groups and participants]

the 7 million member National PTA;
the 26,000 member National Association of Elementary School Principals;
The American Academy of Pediatrics
The American Academy of Child and Adolescent Psychiatry
The Center for Media Education
Children Now
Children's Television Workshop
American Psychiatric Association
The National Association for Family and Community Education

And I'm talking about many others who have helped along the way, like Shari Lewis, creator of *Lamb Chop*, and Bob McGrath, host of *Sesame Street*. Bob recently sent to me a petition signed by over 600 teachers, parents and child caregivers that he had gathered at the University of Wisconsin Early Childhood Conference, urging support for the Three for Kids rule. "I was overwhelmed," Bob wrote, "by the dissatisfaction these people--who spend the majority of their time working with young children--felt about commercial television. The enclosed petition...is evidence that the public is eager to see commercial broadcasters make an honest investment in our nation's children."

So, here we are again, back for more. But this time, we have something extra, something that took a little work, but something which should make a difference to those who are still part of the problem, but would like to be part of the solution. I am about to unroll, literally, ten feet of signatures that I and my colleagues have gathered in the House of Representatives demanding that the FCC adopt a "Three 4 Kids" rule, plain and simple. No more excuses. At last count, we had 220 Members of Congress signing this letter, and the number of Members that ask to join keeps growing.

This is a MAJORITY OF THE HOUSE OF REPRESENTATIVES.

It is not easy to gather so many signatures, no matter how compelling the cause. In fact, it is a logistical nightmare, as my staff will tell you. One of my interns, Elizabeth Malaspina, actually broke a shoe and nearly sprained an ankle in her dedication to amassing this unequivocal statement on behalf of "Three 4 Kids." I personally gathered more than half of these signatures, which means that "Three 4 Kids" has been a major topic of conversation on the House floor for the last two months. Congresswoman Blanche Lambert Lincoln, 8 months pregnant with twins, personally expended her precious energy in this cause at crucial moments. Congresswoman Morella was an early signatory on this petition and is here today to emphasize that this is a joint effort involving both sides of the aisle, Republican and Democrat.

So we would like to unroll this document now, and make it official, that the House of Representatives has come together around the issue of Children's TV and is sending this message to the FCC, that a majority of this body is not interested in vague, unenforceable guidelines on children's TV.

MAKE IT CLEAR, MAKE IT SIMPLE, MAKE IT "THREE 4 KIDS."

**SUPPORTERS OF ADOPTING AT LEAST 3 HOURS OF CHILDREN'S EDUCATIONAL PROGRAMMING
AS THE STANDARD FOR RENEWAL OF BROADCAST LICENSES---**

American Academy of Child and Adolescent Psychiatry - represents 5,200 child and adolescent psychiatrists

American Association of School Administrators - represents 16,000 school superintendents, central administrators, principals, and other school leaders

American Psychiatric Association - represents 41,000 psychiatrists worldwide

Center for Media Literacy - has 2,000 active members and provides service to 10,000 individuals and institutions

Consumer Federation of America - coalition of 240 consumer groups with combined membership of 50 million

National Association of Child Advocates - represents 32 state-based child advocacy organizations

National Association for the Education of Young Children - has 90,000 members and a network of 450 local, state, and regional affiliated childhood organizations

National Association of Elementary School Principals - represents 26,000 elementary and middle school educators

National Association for Family and Community Education - 43,000 members

National Black Child Development Institute - affiliate network of 42 cities

National Council of La Raza - represents 200 community-based organizations

National Education Association - 2.2 million members

National PTA - 7 million members

Office of Communication of the United Church of Christ - union of churches with 1.5 million members

Children Now

Children's Television Workshop

U. S. Catholic Conference