



LIST OF VIDEO CLIPS: Examples of Unlabeled Sex and Violence

<i>Walker, Texas Ranger</i>	TV-PG	USA	January 16, 1998	8:00 p.m.
<i>Danielle Steele's Family Album</i>	TV-PG	LIFETIME	January 25, 1998	2:00 p.m.
<i>The Perfect Getaway</i>	TV-PG, V/L	ABC	February 12, 1998	9:00 p.m.
<i>Under Siege 2: Dark Territory</i>	TV-14	NBC	February 8, 1998	9:00 p.m.
<i>Puppet Masters</i>	Not Rated	KTLA	January 23, 1998	8:00 p.m.
<i>Beast Wars</i>	TV-Y7	KTLA	January 25, 1998	9:00 a.m.
<i>BeetleBorgs Metallix</i>	TV-Y	FOX	February 10, 1998	3:00 p.m.



***RATING THE TV RATINGS:
One Year Out***

***Press Briefing
9:00 a.m.***

***Thursday, September 24, 1998
Park Hyatt Hotel***

Speakers

Drew E. Altman

Drew Altman is President and Chief Executive Office of the Henry J. Kaiser Family Foundation, one of the nation's largest private foundations devoted exclusively to health. The Foundation has an annual philanthropic budget of more than \$35 million, and supports efforts to improve health care in the United States. The Foundation also supports efforts to develop a more equitable health system in South Africa. Dr. Altman is a former commissioner of the Department of Human Services for the state of New Jersey (1986-1989), where he is credited with the design and implementation of the state welfare reform program, the redesign of policies and programs for the homeless, and the development of major school-based initiatives for children. Prior to joining the Foundation in 1990, Dr. Altman was director of the Health and Human Services program at the Pew Charitable Trusts. He was a vice president of the Robert Wood Johnson Foundation from 1981 to 1986. Dr. Altman received his Ph.D. in political science from the Massachusetts Institute of Technology.

Dale Kunkel

Dale Kunkel is an Associate Professor in the Department of Communication at the University of California, Santa Barbara. Dr. Kunkel studies children and media from several diverse perspectives, including television effects research and assessments of media industry content and practices. He recently completed work as a principal investigator on the National Television Violence Study, a three-year examination of the risks associated with different types of violent portrayals, commissioned by the National Cable Television Association. This project systematically evaluated over 10,000 programs and is widely recognized as the largest scientific study of television content yet conducted. Dr. Kunkel is considered an expert on children's media policy and has delivered invited testimony at hearings before the U.S. Senate, U.S. House of Representatives and the Federal Communications Commission. Dr. Kunkel received his Ph.D. in Communication Theory and Research in 1984 from the Annenberg School of Communication at the University of Southern California.

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Jill M. Luckett

Jill Luckett is Vice President of Program Network Policy at the National Cable Television Association (NCTA), a position she has held since October 1995. Ms. Luckett's work focuses on the legislative and regulatory issues that affect NCTA's program network members, such as digital must carry, program access, closed captioning, and content issues, such as TV violence. Ms. Luckett also serves as an advocate for the programmers' public policy positions within NCTA and also at the FCC and in Congress. Before joining NCTA, Ms. Luckett served as Special Advisor to FCC Commissioner Rachelle Chong where she was responsible for cable and wireless issues. Prior to the FCC, she spent 12 years in the office of Senator Bob Packwood (R-Oregon), where she served in a number of positions, including Legislative Director. Ms. Luckett graduated Phi Beta Kappa from Bucknell University where she earned a BA degree in Political Science.

Edward J. Markey

The Honorable Edward J. Markey currently serves as a member of the U.S. House of Representatives (D-Mass., 7th). For six years he chaired the House Subcommittee on Telecommunications and he continues to sit on the panel which also oversees trade and consumer protection. Congressman Markey was instrumental in the multi-year legislative effort that culminated with President Clinton's signing of the Telecommunications Act on February 8, 1996. He successfully amended the Telecommunications bill on the House floor to limit media concentration and to include the "V-chip." In a *Broadcast and Cable Magazine* cover story, he was called "The Man Who Made the V-Chip." Congressman Markey is also the author of the Children's Television Act of 1990, which recently resulted in the adoption of a rule that obliges every broadcaster, as a condition for retaining his/her license, to air at least 3 hours of educational programming for children per week. Congressman Markey has a BA from Boston College and a JD from the Boston College Law School.

Kathryn C. Montgomery

Dr. Montgomery is President of the Center for Media Education (CME), a non-profit public interest group based in Washington, D.C. and dedicated to ensuring that the electronic media serve the needs of children and families. CME has sponsored groundbreaking studies on new and traditional media, providing essential documentation for public interest initiatives, such as: a) revision of the Children's Television Act to require that broadcast stations air three hours per week of educational children's programming; b) the FCC's 1997 issuance of guidelines and 1998 recommendation for legislation to protect children's privacy online; and c) the inclusion of content indicators and creation of a new "FV" category for the new broadcast ratings system for use with the V-chip. Dr. Montgomery is a member of the TV Parental Guidelines Monitoring Board. She has worked as an Associate Professor in the Film and Television Department at California State University, Los Angeles and was a Guest Scholar at the Woodrow Wilson International Center for Scholars at the Smithsonian. Dr. Montgomery authored *Target: Prime Time. Advocacy Groups in the Struggle over Entertainment Television*, and is a regularly featured expert on children's media issues.

Victoria Rideout

Ms. Rideout is the Director of the Kaiser Family Foundation's *Program on the Entertainment Media and Public Health*, which was established to examine the impact of entertainment media in society and to work with the entertainment industry, researchers and policymakers on important public health issues. At the Foundation, Ms. Rideout has overseen studies of television content and surveys on the impact of public health content in entertainment programming; has organized briefings for television writers and producers on public health issues; and has worked one-on-one with TV writers on the content of their shows. Prior to joining the Foundation, Ms. Rideout served as a senior policy advisor to numerous government officeholders and political candidates. She graduated with honors from Harvard University and has a Masters Degree from Syracuse University.

Paul Taylor

Paul Taylor is founder and director of The Alliance for Better Campaigns, a public interest group working to "improve the conduct and discourse of politics, especially on television." The Alliance was launched in January 1998, with grants from The Pew Charitable Trusts and the Annenberg Public Policy Center of the University of Pennsylvania. Its Honorary Co-Chairs are Walter Cronkite, and former Presidents Gerald Ford and Jimmy Carter. Mr. Taylor was a newspaper reporter for 25 years. His last 14 years as a reporter were spent at *The Washington Post*, where he covered national politics and social issues. From 1992 to 1995, he served as the *Post's* Bureau Chief in South Africa. Mr. Taylor left the *Post* in 1996 to found The Free TV for Straight Talk Coalition, also a public interest group. He is the author of *See How They Run* (Knopf, 1990), about the 1988 presidential campaign, and co-author of *The Old News Versus the New News* (Twentieth Century Fund, 1992) about political journalism. He has also served as the visiting Ferris Professor of Journalism at Princeton University and lectured at numerous colleges. Mr. Taylor graduated with a BA in American Studies from Yale University.

Richard L. Taylor

Richard Taylor is Senior Vice President of Public Affairs for the Motion Picture Association of America. He has worked for the Motion Picture Association since 1995. Mr. Taylor previously worked as a Senior Associate with Ogilvy Public Relations Worldwide in Washington, D.C. and also served as a Legislative Assistant to Congressman Jim Chapman (D-TX). Mr. Taylor graduated from Brown University with a BA in history and has studied public policy at American University.

Steven Vest

Steven Vest is Vice President of Government Affairs at the News Corporation Limited, one of the world's largest media companies, and the parent company of Fox TV. Mr. Vest represents News Corporation before Congress, the Federal Communications Commission and other Federal regulatory agencies. Mr. Vest previously worked as Chief of Staff for Congressman Thomas J. Manton (D-NY), where his responsibilities included handling all telecommunications issues before the House Commerce Committee, and as Staff Director for the House Administration Subcommittee on Personnel and Policies. He graduated Magna Cum Laude from James Madison University.



RATING THE TV RATINGS: One Year Out

Resource List

The Monitoring Board for the TV rating system was established to ensure the greatest possible uniformity and consistency in applying the ratings. The Board's responsibilities include: examining programs whose rating may have been inappropriate and reviewing publicly criticized programs to ensure the accuracy of the ratings. The Monitoring Board can be reached at:

TV PARENTAL GUIDELINES MONITORING BOARD

P.O. Box 14097
Washington, DC 20004
Telephone: (202) 879-9364
E-Mail: tvomb@usa.net

The members of the Monitoring Board include:

Peggy Binzel
Senior Vice President
Government Relations
Fox News Corporation

Elizabeth Murphy Burns
President
Morgan Murphy Stations

Hal Cooper
Director

Ann Foley
Executive Vice President
East Coast Programming (NY)
Showtime Networks Inc.

Martin Franks
Senior Vice President
CBS, Inc.

Patrick Guy
Senior Vice President
Business and Legal Affairs
Lifetime Television (NY)

Chris Hikawa
Vice President
Broadcast Standards & Practices
ABC

Neil Hoffman
Vice President
Program Planning & Acquisitions
USA Network – NY

Brook Bailey Johnson
Executive VP/General Manager
A&E Television Networks

Monsignor Francis Maniscalco
Director
US Catholic Conference

Ginny Markell
President Elect
National Parent Teacher
Association

Kathryn Montgomery, PhD
President and Executive Director
Center for Media Education

John Nelson, MD
Trustee
American Medical Association

Denise Rockwell Woods
National Education Association

Johnathan Rodgers
President
Discovery Networks (US)

Sara Rutenberg
Senior Vice President
Legal and Business Affairs
Universal Television

Dolores Sanchez
Director of Corporate Services
Univision Television Network

Arthur Sando
Senior Vice President
Corporate Communications
King World Productions

Leonard B. Stern
President
Producers Guild of America

Beth Sullivan
Executive Director
CBS Productions

Terri Tingle
Senior VP, Standards & Practices
Turner Entertainment Group

Jack Valenti
President
Motion Picture Association of
America

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RATING THE TV RATINGS: One Year Out

Resource List

The following organizations signed on to the July 1997 agreement between the television industry and the advocacy community, which added the content descriptors S, V, L, D and FV to the existing age-based ratings in October 1997:

American Academy of Pediatrics

141 Northwest Point Boulevard
Elk Grove Village, IL 60007
Phone: (847) 228-5005
Website: <http://www.aap.org>

American Medical Association

1101 Vermont Avenue NW
Washington, DC 20005
Phone: (202) 789-7400
Website: <http://www.ama-assn.org>

American Psychological Association

750 First Street NE
Washington, DC 20002-4242
Phone: (202) 336-5500
Website: <http://www.apa.org>

Center for Media Education

1511 "K" Street NW, Suite 518
Washington, DC 20005
Phone: (202) 628-2620
Website: <http://www.cme.org/cme>

Children Now

1212 Broadway, Suite 530
Oakland, CA 94612
Phone: (510) 763-2444
Website: <http://www.childrennow.org>

Children's Defense Fund

24 "E" Street NW
Washington, DC 20001
Phone: (202) 628-8787
Website: <http://www.childrensdefense.org>

Motion Picture Association of America

1600 "I" Street NW
Washington, DC 20006-4010
Phone: (202) 293-1966
Website: <http://www.mpa.org>

National Association of Broadcasters

1771 "N" Street NW
Washington, DC 20036
Phone: (202) 429-5300
Website: <http://www.nab.org>

National Association of Elementary School Principals

1615 Duke Street
Alexandria, VA 22314
Phone: (800) 38-NAESP
Website: <http://www.naesp.org>

National Cable Television Association

1724 Massachusetts Avenue NW
Washington, DC 20036
Phone: (202) 775-3550
Website: <http://www.ncta.org>

National Education Association

1201 16th Street NW
Washington, DC 20036
Phone: (202) 833-4000
Website: <http://www.nea.org>

National Parent Teacher Association (PTA)

330 North Wabash Avenue, Suite 2100
Chicago, IL 60611-3690
Phone: (312) 670-6782
Website: <http://www.pta.org>



RATING THE TV RATINGS: ONE YEAR OUT

The Kaiser Family Foundation

9:00 a.m.

Thursday, September 24, 1998

Ballroom C, Park Hyatt Hotel

AGENDA

- Welcome:** **Drew Altman, Ph.D.**
President, Kaiser Family Foundation
- Study Methodology:** **Dale Kunkel, Ph.D.**
University of California, Santa Barbara
- Presentation of Key Findings:** **Vicky Rideout**
*Director, Entertainment Media and Public Health Program
Kaiser Family Foundation*
- Comments:** **The Honorable Edward J. Markey**
Congressman, U.S. House of Representatives
- Panel Discussion:** **Paul Taylor, Moderator**
*Executive Director
The Alliance for Better Campaigns*
- Jill M. Lockett**
*Vice President, Program Network Policy
National Cable Television Association*
- Kathryn C. Montgomery, Ph.D.**
*President
Center for Media Education*
- Richard L. Taylor**
*Senior Vice President, Public Affairs
Motion Picture Association of America*
- Steven Vest**
*Vice President, Government Relations
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Survey of Parents on the TV Ratings

Survey Methodology: Results are based on a national, random-sample survey conducted by International Communications Research from September 3-8, 1998 with 547 parents of children ages 2-17. The margin of error for this survey is $\pm 4\%$.

Last year, the television industry introduced a rating system, designed to help parents decide whether a TV show is appropriate for their family to watch. Some of the ratings used are TV-G, TV-PG and TV-14. Have you seen or heard anything about the TV rating system?

Yes, aware	79%
No, not aware	20%
Don't know/Refused	<u>1%</u>
	100%

The following question is based on parents who are aware of the TV ratings (n=456).

How frequently, if ever, do YOU use the TV rating system to help make decisions about what shows YOUR CHILDREN will watch...

Often	32%
Sometimes	19%
Hardly ever, OR	17%
Never	<u>32%</u>
	100%

The following questions are based on parents who use the TV ratings (n=306).

The TV rating system has two parts – one part tells you what AGES a show is appropriate for, using symbols like TV-Y and TV-PG; another part tells you about a show's CONTENT, using symbols like "S" for sexual content and "V" for violence. Which provides the most useful information for YOU as a parent...

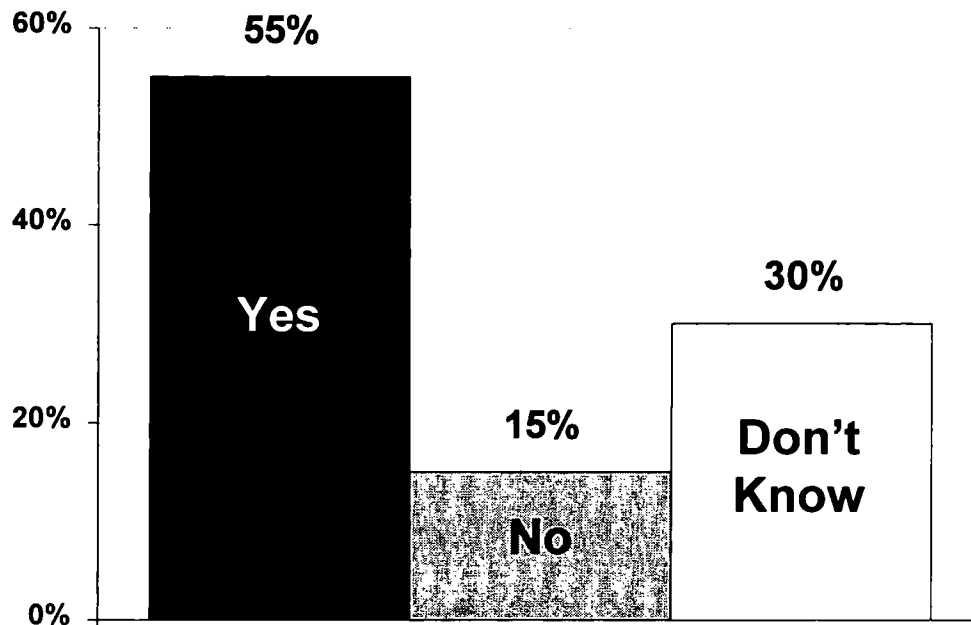
The age-based ratings	13%
The content-based ratings	67%
(VOL.) Both equally	18%
Don't know/Refused	<u>2%</u>
	100%

Please tell me whether each of the following statements about the TV rating system is true or false -- OR if you're not sure whether it is true or false. The first one is...(READ) (Is this true, false, or aren't you sure?)

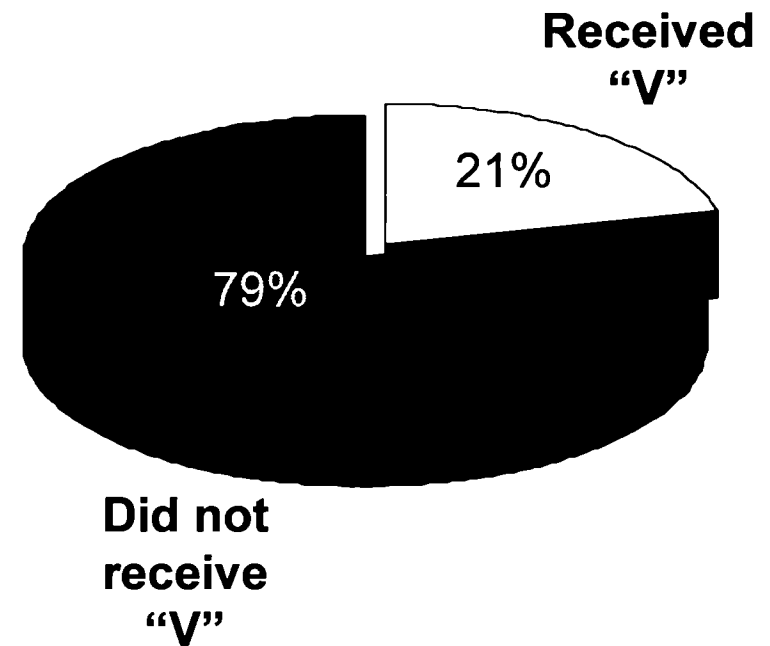
	<u>True</u>	<u>False</u>	<u>Not sure</u>	
Shows rated "TV-Y", designed for children as young as two, are not supposed to contain any violence	61%	12%	27%	=100%
Under the ratings system, the rating "V" for violence is supposed to be used for ANY TV show containing violence, besides news or sports	55%	15%	30%	=100%

Most parents who use the TV ratings think any show with violence is supposed to get a “V” label...

But, 79% of general audience shows with violence are not labeled with a “V”...



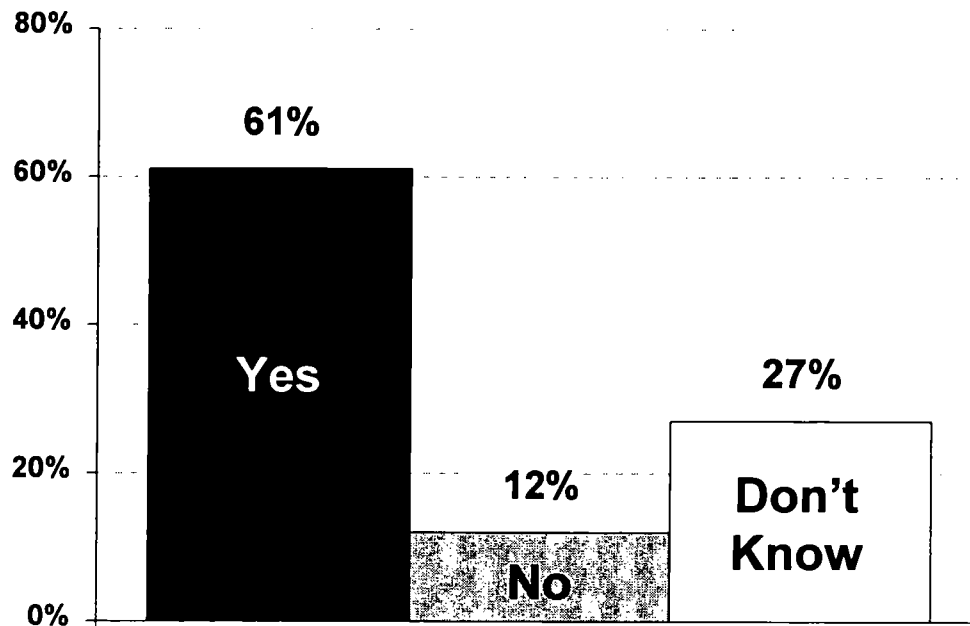
Source: A Kaiser Family Foundation Survey of Parents on the TV Ratings, September 1998



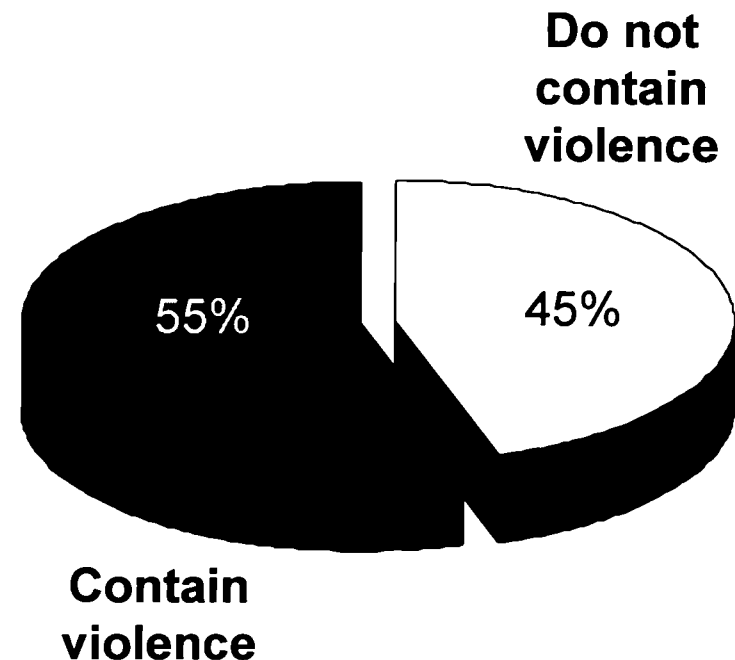
Source: Rating the TV Ratings: One Year Out. A Report to the Kaiser Family Foundation, September 1998

Most parents who use the TV ratings think shows rated TV-Y are not supposed to contain violence...

But, 55% of TV-Y shows contain violence...



Source: A Kaiser Family Foundation Survey of Parents on the TV Ratings, September 1998



Source: Rating the TV Ratings: One Year Out. A Report to the Kaiser Family Foundation, September 1998

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Rating the TV Ratings: One Year Out

An Assessment of the Television Industry's Use of V-Chip Ratings

A Report to the Kaiser Family Foundation

Chart Pack

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Program on the
Entertainment Media
& Public Health

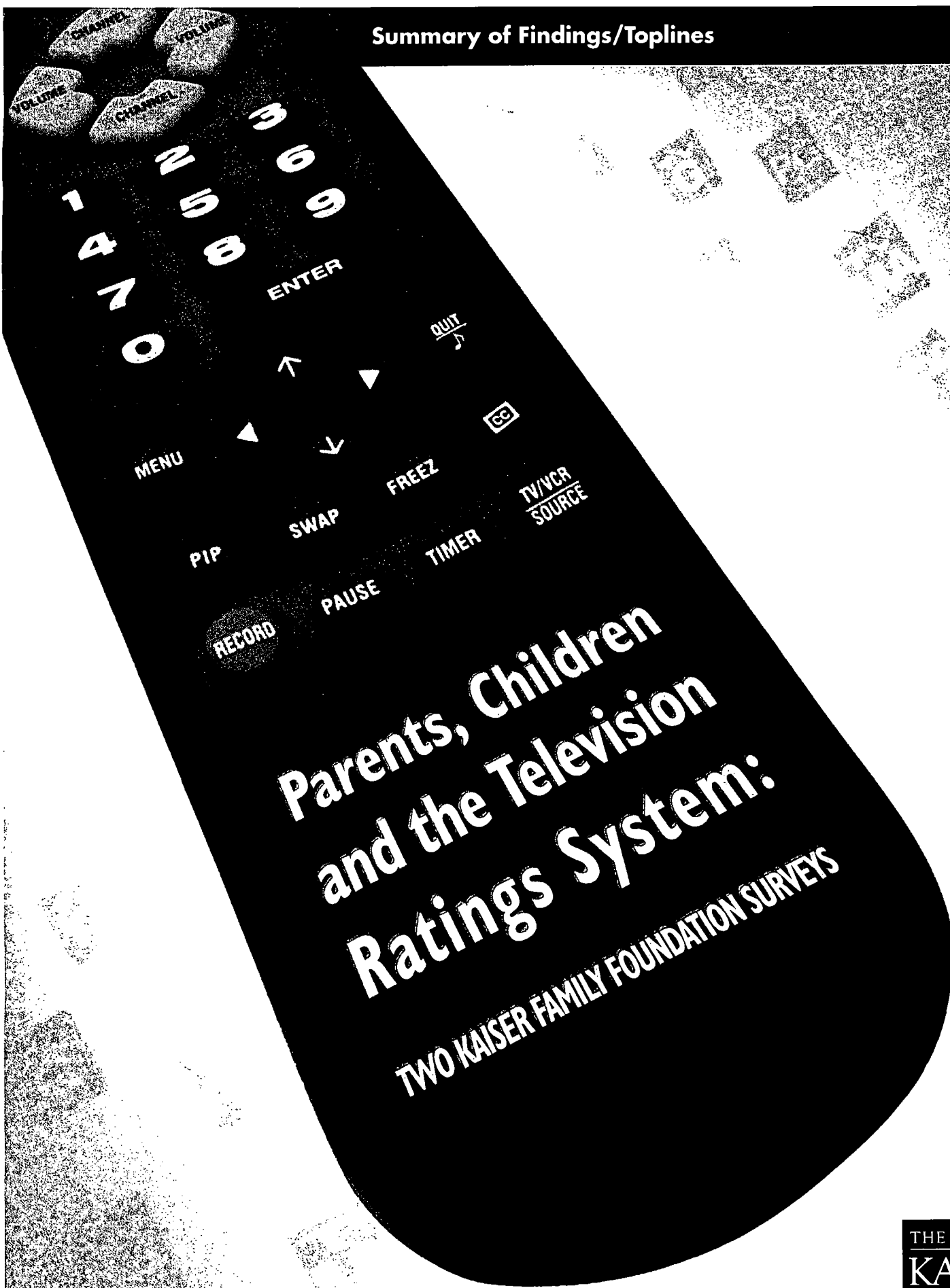
THE HENRY J.
KAISER
FAMILY
FOUNDATION

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Parents, Children and the Television Ratings System:

TWO KAISER FAMILY FOUNDATION SURVEYS