



Key Findings

Kaiser Family Foundation Survey on the V-Chip/TV Ratings System

This survey of 1,000 parents was conducted April 6-26, 1999. The results are compared to a previous Kaiser Foundation survey conducted in April 1998, and released at an event in May, 1998 with Vice President Gore.

Summary of findings: Parents want to use the V-Chip to help monitor their children's television viewing, but they do not have the information they need to do so effectively. Most have never seen anything that explained how the V-Chip will work or what the ratings mean. In the past year, there has been no improvement in parental understanding of the TV ratings system. There has been a decrease in the percent of parents who say they use the ratings to guide their children's viewing. However, about three out of four parents say they would buy a TV with a V-chip and would use it to block shows they don't want their kids to see.

- Nearly three out of four parents (72%) say the next time they buy a TV, they'll choose one with a V-Chip; 77% say if they had a V-Chip in their home, they would use it to block programming.
- A majority of parents say they are concerned "a great deal" that their kids are being exposed to too much sex (66%) or violence (60%) in the TV shows they watch.
- Parents' understanding of the TV ratings system remains poor. Nearly one out of five parents (19%) hasn't even heard of the TV ratings system. Even among those who are aware of the ratings, less than half know that sitcoms, kids' shows, talk shows or soap operas are rated. Only five of the ratings symbols are understood by a majority of those parents who are aware of the ratings system. Just among parents with kids under ten, who are aware of the TV ratings system, only 17% could name one of the ratings used to identify children's shows (TV-Y or TV-Y7), and less than 4% know what the rating "FV" stands for ("fantasy violence").
- Less than 40% of parents have ever seen or heard any explanation of what the ratings mean or how the system works.
- There has been a reduction in the percent of parents who use the TV rating system to guide their children's viewing. A year ago 54% of parents said they "often" or "sometimes" used the ratings to make decisions about what their kids watch; today only 44% do.



The V-Chip Education Project

The Henry J. Kaiser Family Foundation and the Center for Media Education are pleased to announce that they are undertaking *The V-Chip Education Project*, a major national effort to educate parents about the V-chip TV ratings system

The educational campaign will include free booklets for parents on how the ratings system and the V-chip works. The booklets will be available to parents through a toll-free telephone number or a web site. The free parent information will also be promoted through partnerships with TV manufacturers, retailers, parents' organizations, newspapers, magazines and television stations. The campaign will be officially launched early this summer, when the first chip-equipped TV sets are expected to hit the market.

CME and the Foundation are calling on media outlets and television manufacturers to help promote the educational effort, using tools such as public service announcements on the TV networks, special inserts in Sunday newspapers, on-line links to the parent education web page, and informational pamphlets to be included with new chip-equipped TV sets.

P R O J E C T
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Kathryn Montgomery, Ph.D.
President
202-331-7833



Vicky Rideout, Director
Program on the
Entertainment Media
& Public Health
650-854-9400

Memorandum

To: Tom Freedman
CC: Drew Altman, Vicky Rideout, Ruth Wooden
From: Matt James *mg*
Date: 05/06/99
Re: Talking With Kids Campaign

"Talking With Kids About Tough Issues" is an ongoing national campaign to encourage and support better parent/child communication on the hard issues kids face every day. It is based on research that shows that open and honest communication between parents and children - - particularly children between the ages of 8 and 12 - - can build trust in families and help kids avoid dangerous behavior.

The campaign is an ongoing effort of the Advertising Council, The Kaiser Family Foundation and Children Now. Major elements of the campaign include television and radio ads, a free guide for parents on how to have effective conversations with their children, a Talking With Kids website and 800 number, and a series of ongoing parenting seminars.

The campaign is endorsed by the American Academy of Pediatrics, the Boys and Girls Clubs of America, Girls Incorporated, the National PTA, the National Association of Elementary School Principles, the National Council of Churches, the National Council of La Raza and the National Association of Secondary Principals. The campaign's honorary committee includes Linda Ellerbee, Rosie O'Donnell, Nickelodeon President Herb Scannell, Dr. Alvin Poussaint and others.

The Kaiser Family Foundation, the Advertising Council and Children Now will work with the Administration to provide the resources to expand the existing campaign to help parents improve communication with their kids. This includes producing a new set of ads for print, radio and television, providing all callers to our 800 number for an updated version of the campaign's parent guide and hosting a national conference on how to improve parent/child communication.

Memorandum

To: Tom Freedman
CC: Drew Altman, Vicky Rideout, Ruth Wooden
From: Matt James 
Date: 05/06/99
Re: Network and Cable Commitments

Over the past few days, the Advertising Council has worked hard to secure commitments from the broadcast television networks and the cable industry to participate in broadcasting a new set of Talking With Kids About Tough Issues ads that would be created following the White House summit on Monday. To date, the major broadcast networks have all said they are positively predisposed to support the campaign, based on seeing new final scripts. In addition, the National Association of Broadcasters (NAB) has pledged that if new television ads are produced that can be adapted for use by local stations (such as allowing local news anchors to encourage parents to call for a free parents' guide) then NAB will distribute the ads.

We have not yet approached print outlets or the radio industry for support, but feel confident that they will also get behind the campaign.

To be clear, what we are looking for from the White House is a strong endorsement of the Talking With Kids campaign coming out of Monday's summit. From the media industry, we are seeking support and commitment to the Talking With Kids campaign.

I would suggest that all organizations involved in the campaign and the White House spend the time before the summit seeking support and commitments from broadcasters and cable operators to get behind the Talking With Kids campaign and the Kaiser/Center for Media Education ratings education project. With strong commitments all parties, including the networks and broadcast industry, can walk out of the summit with an agreement to help parents.

05/06/99 14:13 2413 834 4800 KATSER FAM FOUND

May 6, 1999

This campaign has been very positively received and has operated successfully for over two years. I've attached a more detailed brochure on the campaign and some survey findings on the need for the campaign that might also be helpful.

V-Chip Task Force

The V-Chip is a powerful tool that allows parents to block television programming that they believe may be harmful to their children. In 1998, the Commission adopted rules requiring half of all new television sets with screens 13" or greater to be equipped with a V-Chip as of July 1, 1999 and that all such sets be equipped with a V-Chip as of January 1, 2000. The Commission also found acceptable a voluntary industry system standard for rating video programming that contains violent, sexual or other material about which parents should be informed.

To ensure that the V-Chip is available to help parents direct their children's television viewing, Federal Communications Commission Chairman William E. Kennard established a V-Chip Task Force, to be chaired by Commissioner Gloria Tristani. The Task Force will work with equipment manufacturers, cable and broadcast programming producers, parents and other groups to ensure the effective implementation of the V-Chip.

The goals of the Task Force include:

- ◆ **V-Chip Roll-Out.** Ensure that the blocking technology is available and working in a timely manner. In particular, ensuring that (1) manufacturers meet the July 1, 1999 and January 1, 2000 deadlines for the V-Chip to be installed in new TV sets; and (2) video programming distributors are actually encoding ratings information in conformance with the voluntary industry ratings system.
- ◆ **Parental Awareness/Education.** Work with various organizations to provide information to parents about the industry rating system and how the V-Chip can be used to block programming that they find objectionable. In addition, the Task Force will promote the availability of ratings information through magazines, newspapers and television.
- ◆ **Labeling.** Encourage adoption of a standard label to identify those television sets or set-top boxes containing the V-Chip.
- ◆ **Point of Sale Information.** Encourage retailers and manufacturers to provide information and instruction on the operation of the V-Chip where sets are sold.
- ◆ **Tracking.** Gather information on the availability of the V-Chip, on parents' actual usage of the technology and independent evaluations of the effectiveness of the industry's ratings system.



FCC

*Office of Legislative
and Intergovernmental Affairs*

To: Tom Freedman

Organization:

Fax: 456 - 7431

Phone: 456 - 5587

From: Jamie Davis / Gsanna Zwerling

Date: 5/6/99 Time:

Fax: 202-418-2806

Phone: 202-418-1900

This cover sheet is Page 1 of 5 pages.

If there are any problems with this transmission, call 202-418-1900.

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MEMORANDUM (draft – for eyes only)

We need to empower parents with the tools and information they need to protect their children and guide them in the Digital Age.

Parents and teachers need the technology to block programming with violent content, and the information necessary to lead children to the most enriching parts of our media.

We need a strategy of blocking and leading for television and the Internet.

I. Television

Television is the most powerful medium we have to teach our kids what they are worth and what they can be.

The FCC has a long history of regulating the content of broadcast television and radio for obscene and sexually-explicit material. In fact, the Commission is the only government agency with such a role and expertise.

In two months, half of all new TV sets in this country will have the V-chip. By January, all new sets will be equipped with it. The three-hour rule requiring television stations to provide at least three hours educational children's programming a week is now in its third year.

Blocking

The V-Chip Task Force

Chairman Kennard will announce the creation of a V-Chip Task Force, headed by Commissioner Gloria Tristani, which will work with equipment manufacturers and retailers, cable and broadcast programming producers, the entertainment industry, and parents and other groups to ensure the effective implementation of the V-Chip.

The Task Force will:

Ensure that the V-Chip Works. The task force will take steps to see that the blocking technology is available and working in a timely manner. In particular, ensuring that (1) manufacturers meet the July 1, 1999 and January 1, 2000 deadlines for the V-Chip to be installed in new TV sets; and (2) video programming distributors are actually encoding ratings information in conformance with the voluntary industry ratings system.

Provide Parents with Information and Launch PSA Campaign. The task force will disseminate information to parents about the industry rating system and how the V-Chip can be used to block programming that they find objectionable. In addition, the Task Force will promote the availability of ratings information through magazines, newspapers and television.

Label V-Chip Equipped Sets. The task force will encourage adoption of a standard label to identify those television sets or set-top boxes containing the V-Chip.

Distribute Point of Sale Information. The task force will encourage retailers and manufacturers to provide information and instruction on the operation of the V-Chip where sets are sold.

Track Use and Effectiveness of V-Chip. The task force will gather information on the availability of the V-Chip, on parents' actual usage of the technology and independent evaluations of the effectiveness of the industry's ratings system.

Leading

Violence "Safe Harbor"

Chairman Kennard will endorse the creation of a violence "safe harbor" on broadcast television. Already, programming with sexual content may not be broadcast before 10 PM, when children are likely to watch it. The Congress could propose legislation, such as the bill Senator Hollings has proposed, to extend the prohibition to violent material as well, which the FCC could enforce.

The Three-Hour Rule

With the implementation of the three-hour rule, more than three hours of quality children's programming a week is reaching children on each broadcast network.

The Chairman will announce that the three-hour rule is working. Virtually all television stations have reported that they are complying with the rule and are in fact providing an average of four hours of educational programming.

To lead parents to this type of programming, the FCC will link its website to lists of shows deemed educational and informational, and to lists of programs recognized for their portrayals of minorities and women, and able handling of issues important to children and teenagers.

The Chairman will announce that the FCC will consider extending the three-hour rule to digital multi-cast signals.

II. The Internet

Just as you wouldn't send a child off alone in a big city, you wouldn't – and shouldn't – let them explore the vast landscape of the Internet without a chaperone.

The FCC does not regulate the Internet. However, the FCC is the government's expert agency on communications and the regulator of the infrastructure that delivers the Internet.

Moreover, the Commission is charged with implementing the E-rate program, and thus is responsible for the deployment of Internet connections to schools and libraries around the country. Over the past year, the E-rate has connected over 38 million children in over 80,000 schools and libraries to the Internet. On Wednesday, the Chairman announced his support for an additional \$2.25 billion in funding for the E-rate next year which will connect over 550,000 more classrooms.

Blocking

"Parents, Kids, and Communications" Webpage

This week, the FCC unveiled its "Parents, Kids, and Communications" webpage, a comprehensive guide to information about ways that parents can use technology to control what their kids see. This includes filtering software for the Worldwide Web as well as information on blocking 1-900 calls, obtaining a cable "lock-box," and using the V-chip and TV ratings system. It is a "one-stop" shop for information on how families can manage all the communications media that come into their home.

Leading

Acceptable Use Policy

At the roundtable, Chairman Kennard will announce that the FCC is launching a Public Notice to receive comment on the idea that as part of their technical plans to use e-rate money, schools and libraries also must submit acceptable-use plans as well.

Over the past year, the E-rate has connected over 38 million children in over 80,000 schools and libraries to the Internet. On Wednesday, the Chairman announced his support for an additional \$2.25 billion in funding for the E-rate next year which will connect over 550,000 more classrooms. It is imperative that as schools around the country think about how they are going to use technology in the classroom, they should also think about how to use it responsibly.

Filtering software is not enough. It is only a tool, and often an imperfect tool. Many packages will filter out any information on such benign topics as Superbowl XXX, Essex County, New Jersey, and the poetry of Ann Sexton. This software can also filter out important and educational information on topics such as sexually-transmitted diseases,

reproduction, and violent crime. Through library and school portals and staff assistance, we need to point children to resources appropriate for their age and interest. Most schools and libraries are already drawing up such plans, but

Clinton Presidential Records Digital Records Marker

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

This marker identifies the place of a publication.

Publications have not been scanned in their entirety for the purpose of digitization. To see the full publication please search online or visit the Clinton Presidential Library's Research Room.

**How parents
feel (and what
they know)
about TV,
the V-Chip,
and the TV
ratings
system**

**PARENTS
AND THE
V-CHIP:**

**A KAISER FAMILY
FOUNDATION SURVEY**

May 1999

Parents and the V-Chip

A Kaiser Family Foundation Survey

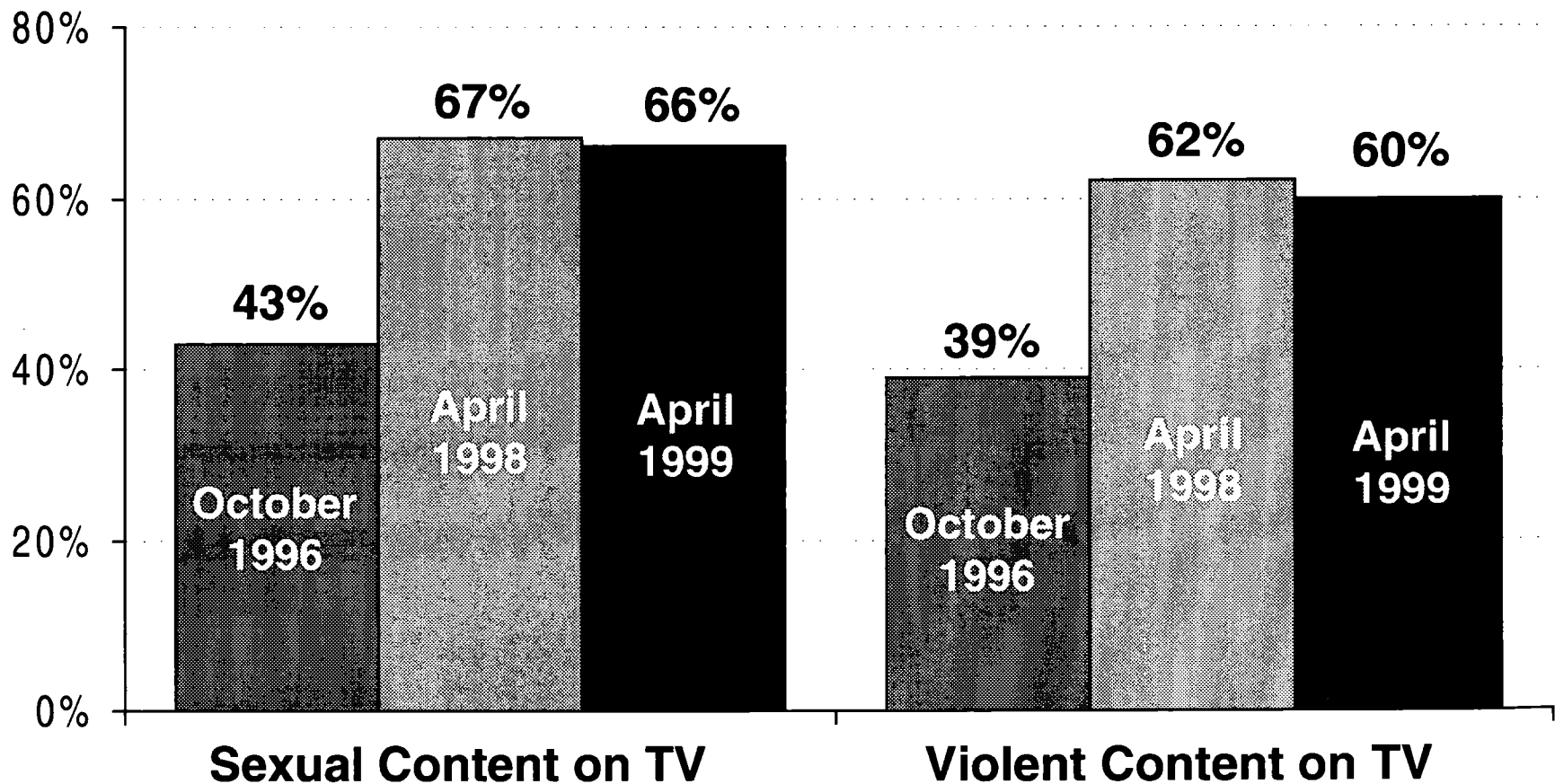
Chart Pack



Chart 1

Parental Concern About TV Content

Percent of parents who say they are concerned “a great deal” that their children are being exposed to too much...

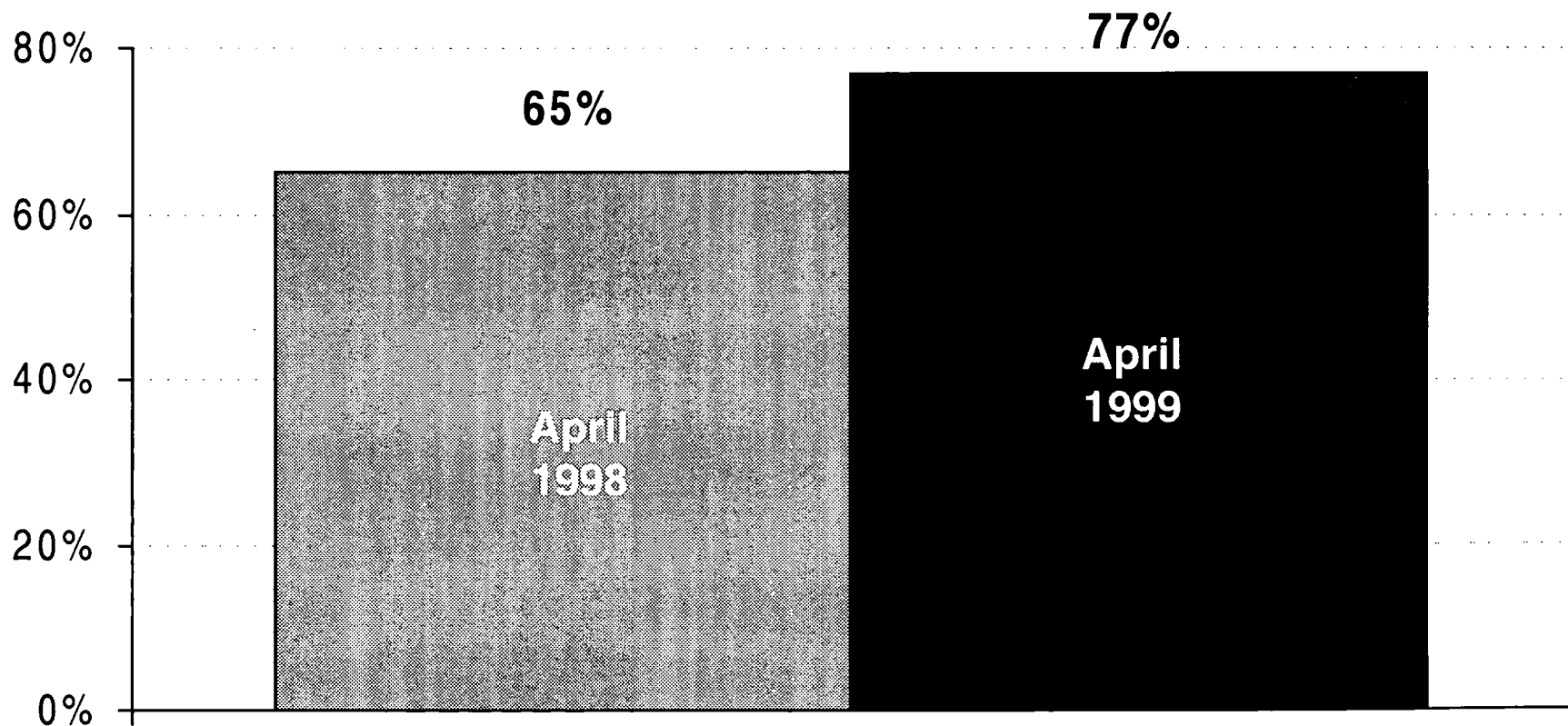


Sources: *Parents and the V-Chip*: A Kaiser Family Foundation Survey, May 1999; *Parents, Children and the Television Ratings System*: Two Kaiser Family Foundation Surveys, May 1998; A Kaiser Family Foundation and Children Now National Survey: *Parents Speak Up About Television Today*, December 1996.

Chart 2

Parents' Plans for the V-Chip

Percent of parents who would use a V-chip if they had one...

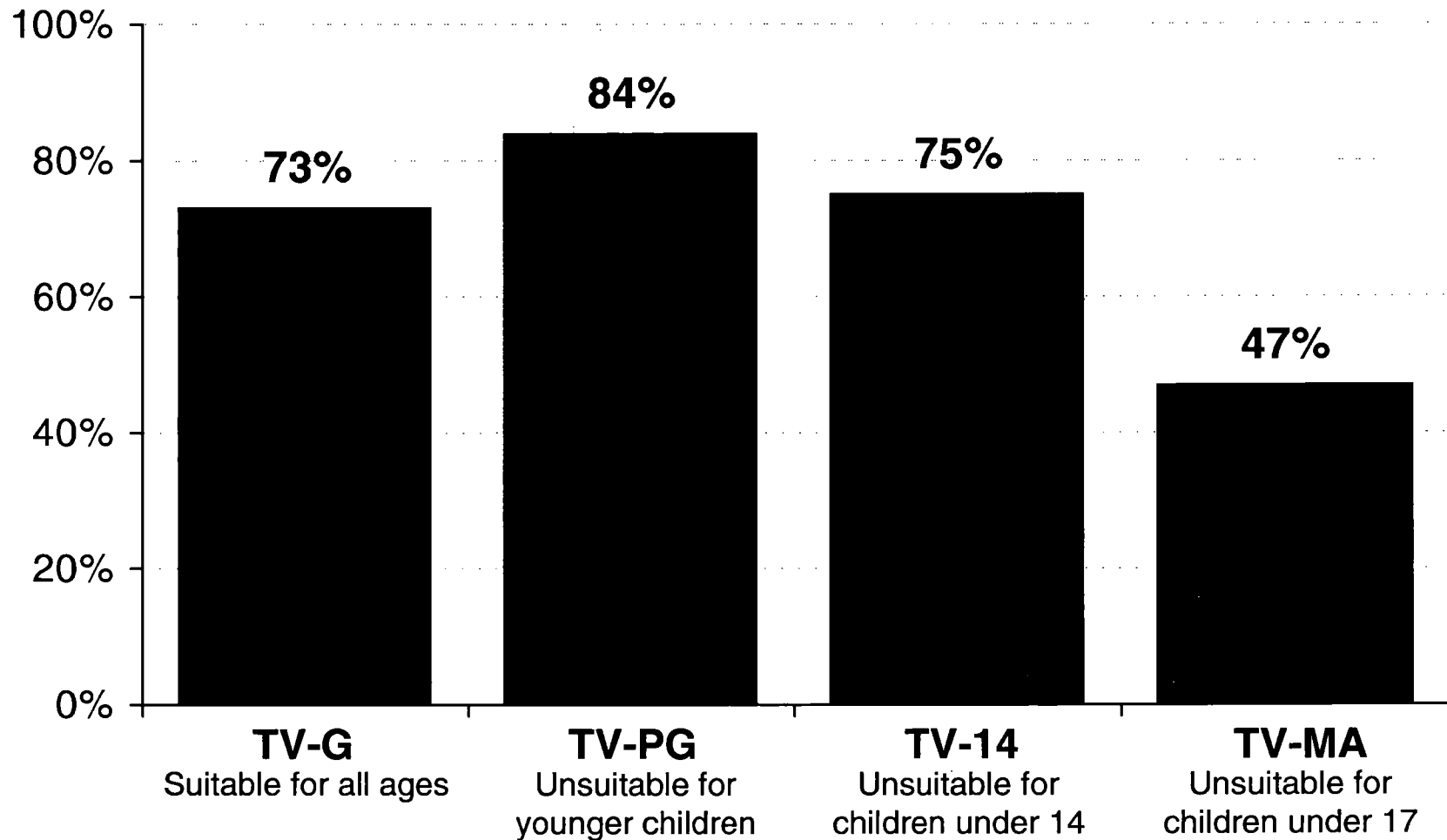


Sources: *Parents and the V-Chip: A Kaiser Family Foundation Survey*, May 1999; *Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys*, May 1998.

Chart 3

Parents' Understanding of the Ratings Symbols

Among parents who are aware of the ratings, the percent who know what the age-based ratings mean...

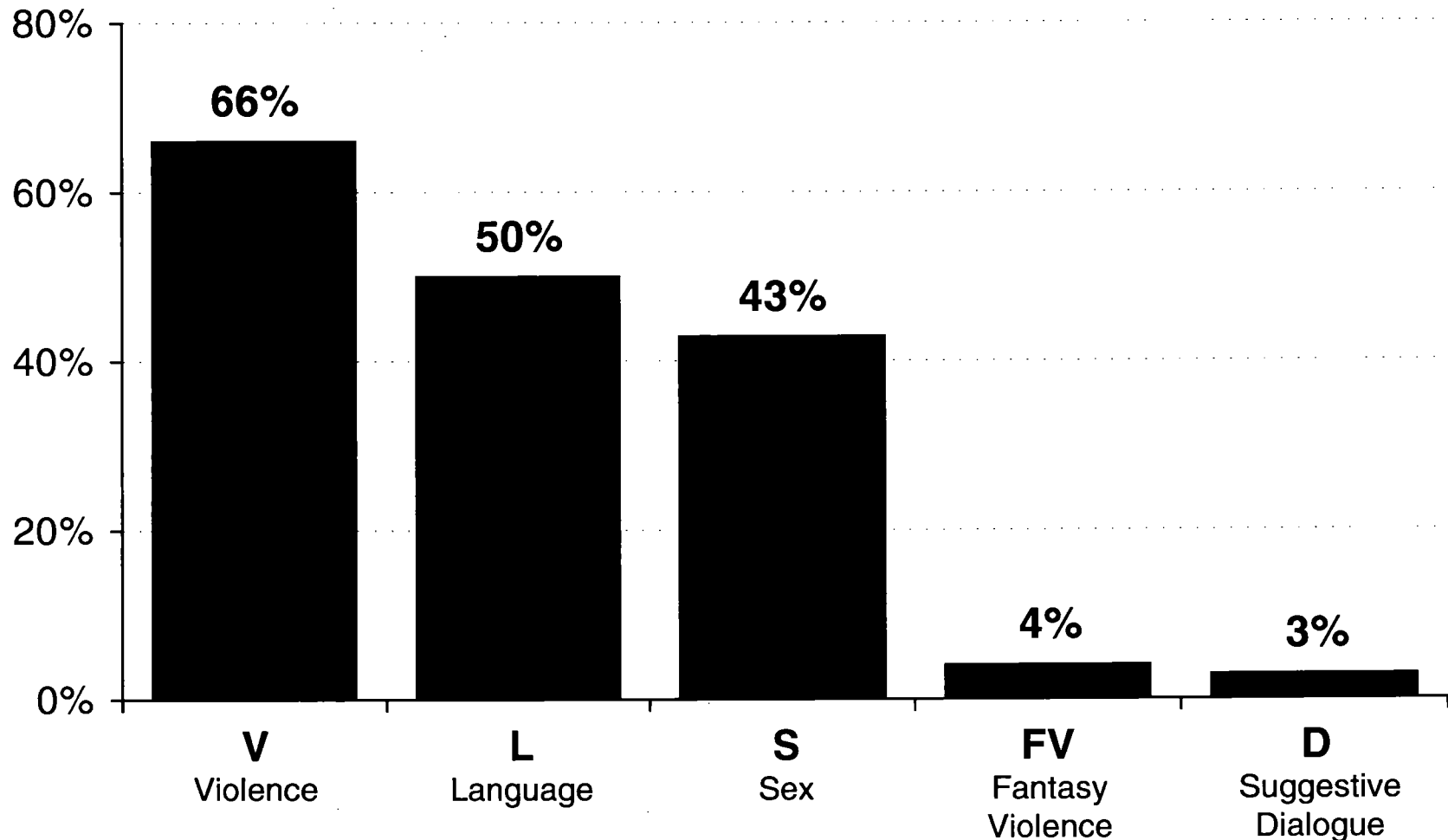


Source: *Parents and the V-Chip: A Kaiser Family Foundation Survey, May 1999.*

Chart 4

Parents' Understanding of the Ratings Symbols

Among parents who are aware of the ratings, the percent who know what the content-based ratings mean...



Source: *Parents and the V-Chip: A Kaiser Family Foundation Survey, May 1999.*

Chart 5

Parents' Understanding of the Ratings for Children's Shows

Among parents who are aware of the ratings *and* have children under 10 years old, the percent who know what the ratings symbols for children's programs mean...

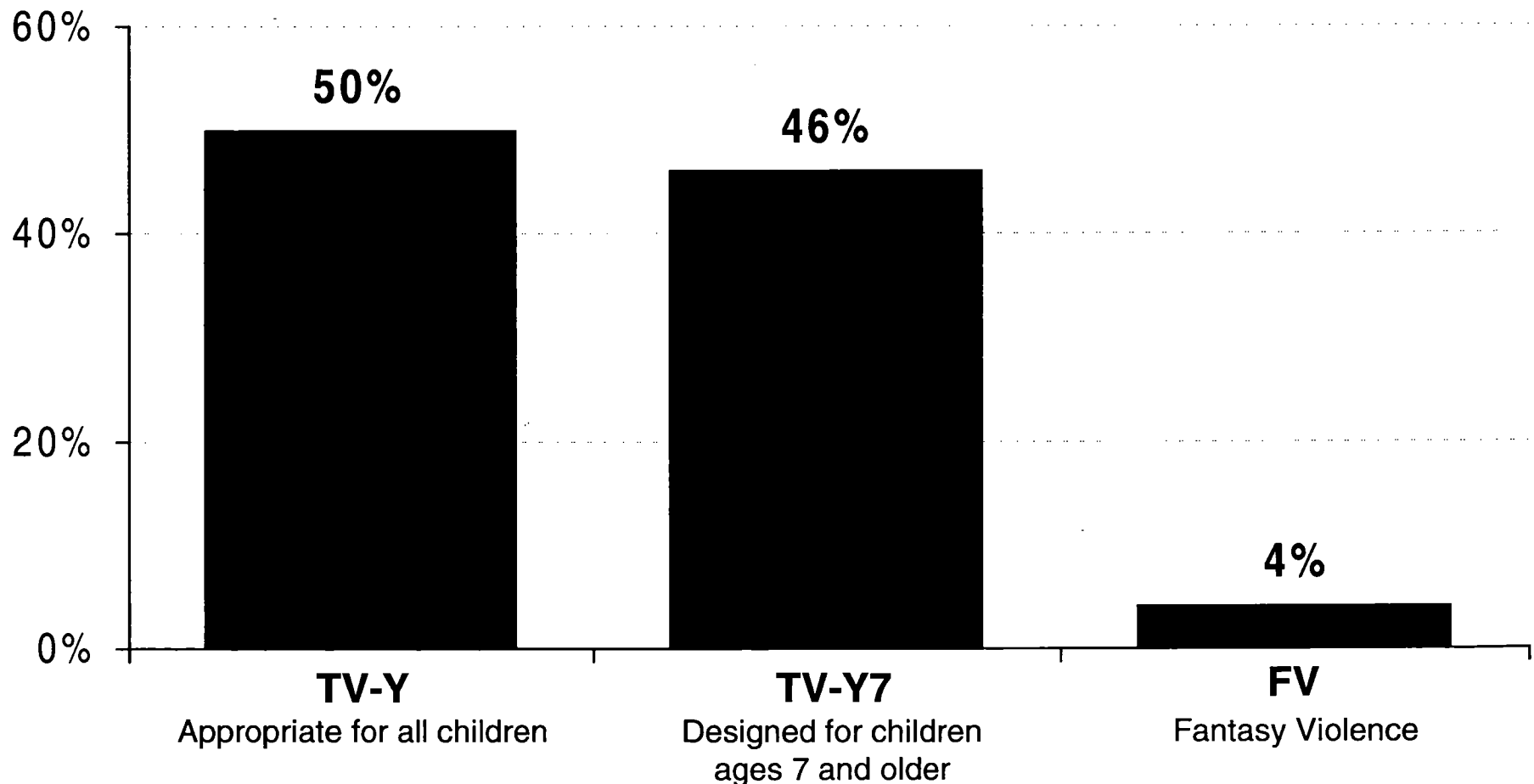


Chart 6

Parents' Understanding of Which Shows are Rated

Among parents who are aware of the ratings, the percent who know that the following types of shows are rated...

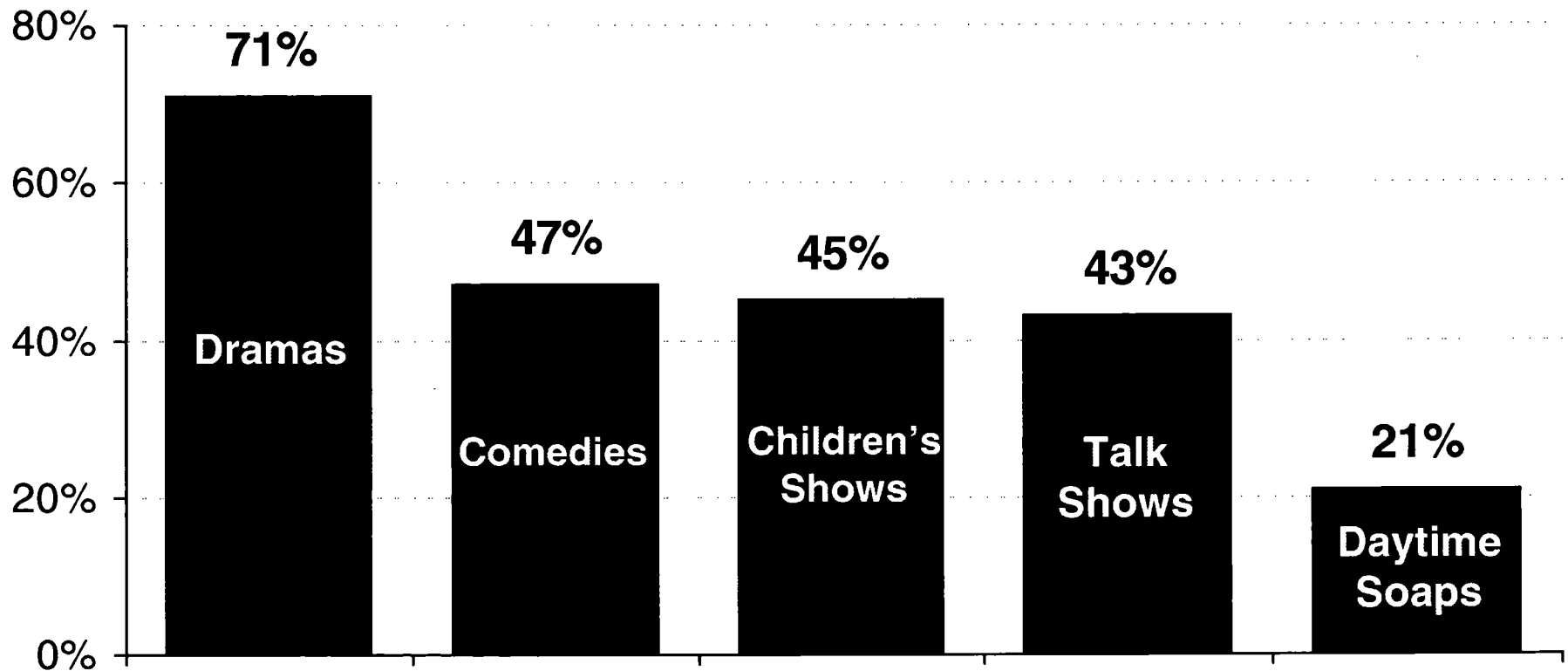
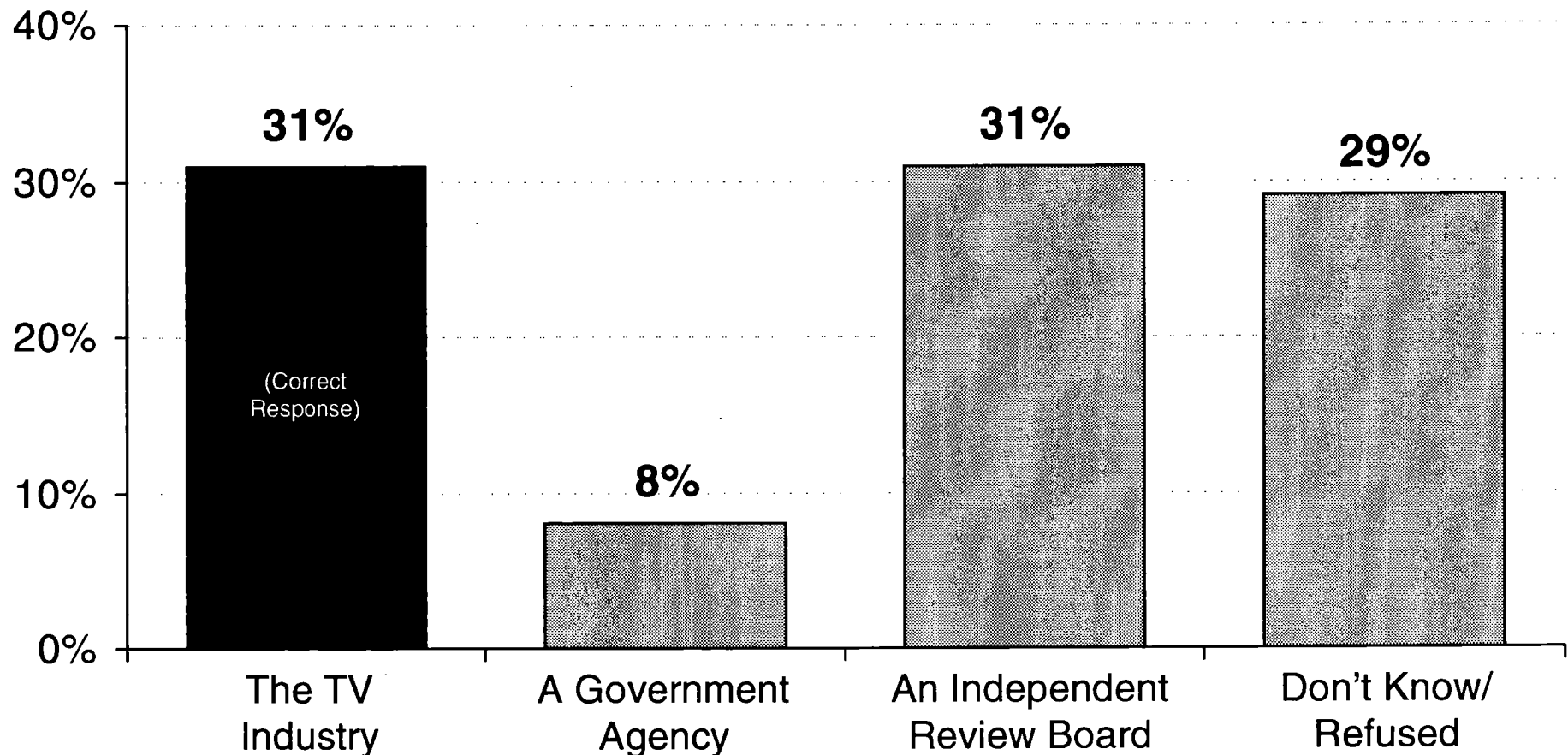


Chart 7

Parents' Understanding of Who Rates TV Shows

Among parents who are aware of the ratings, the percent who think ... is responsible for rating TV shows.



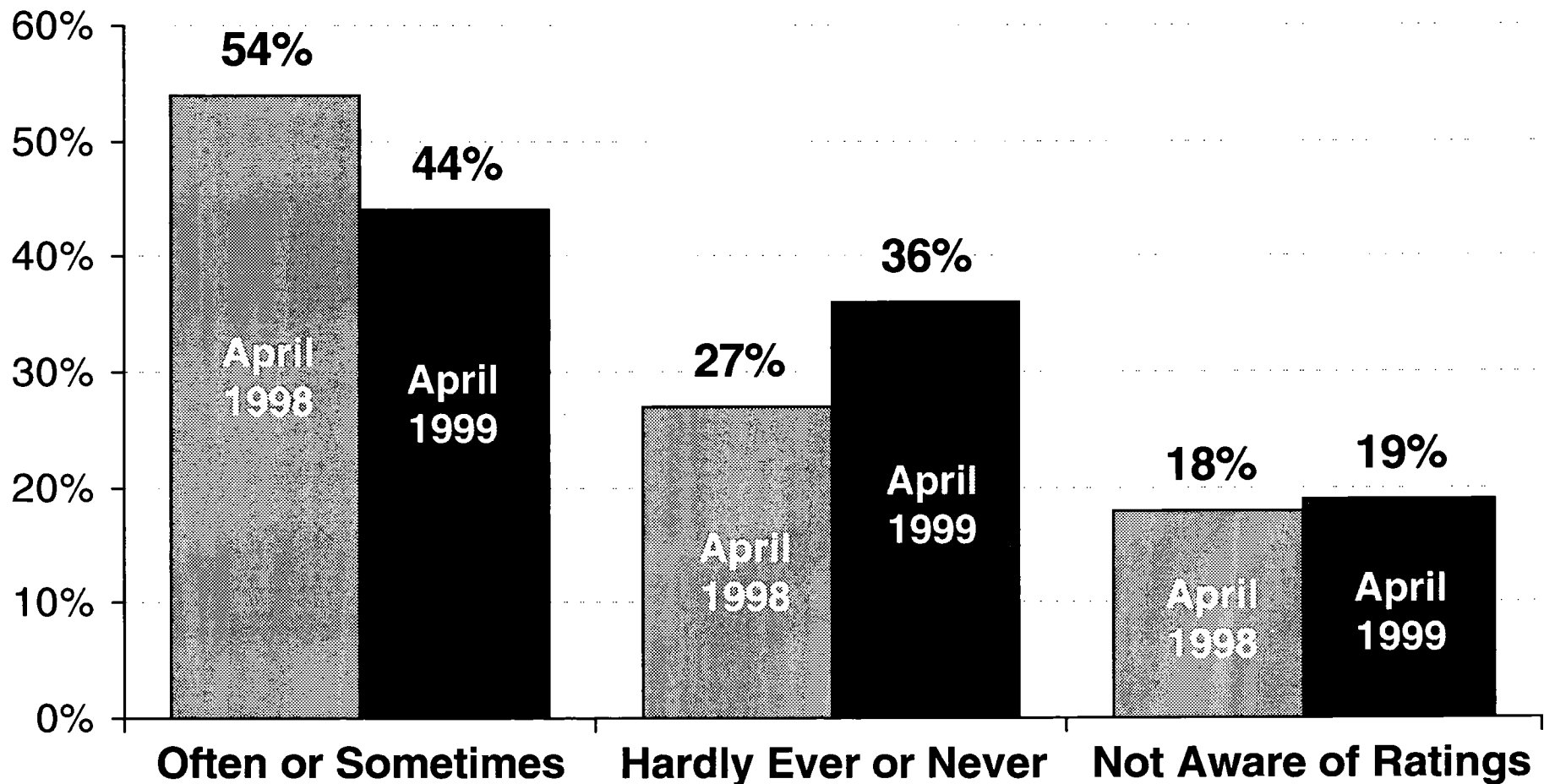
* "Other" responses not shown.

Source: *Parents and the V-Chip*. A Kaiser Family Foundation Survey, May 1999.

Chart 8

Parents' Use of the TV Ratings System

Percent of parents who use the TV ratings system to help make decisions about what shows their children watch...



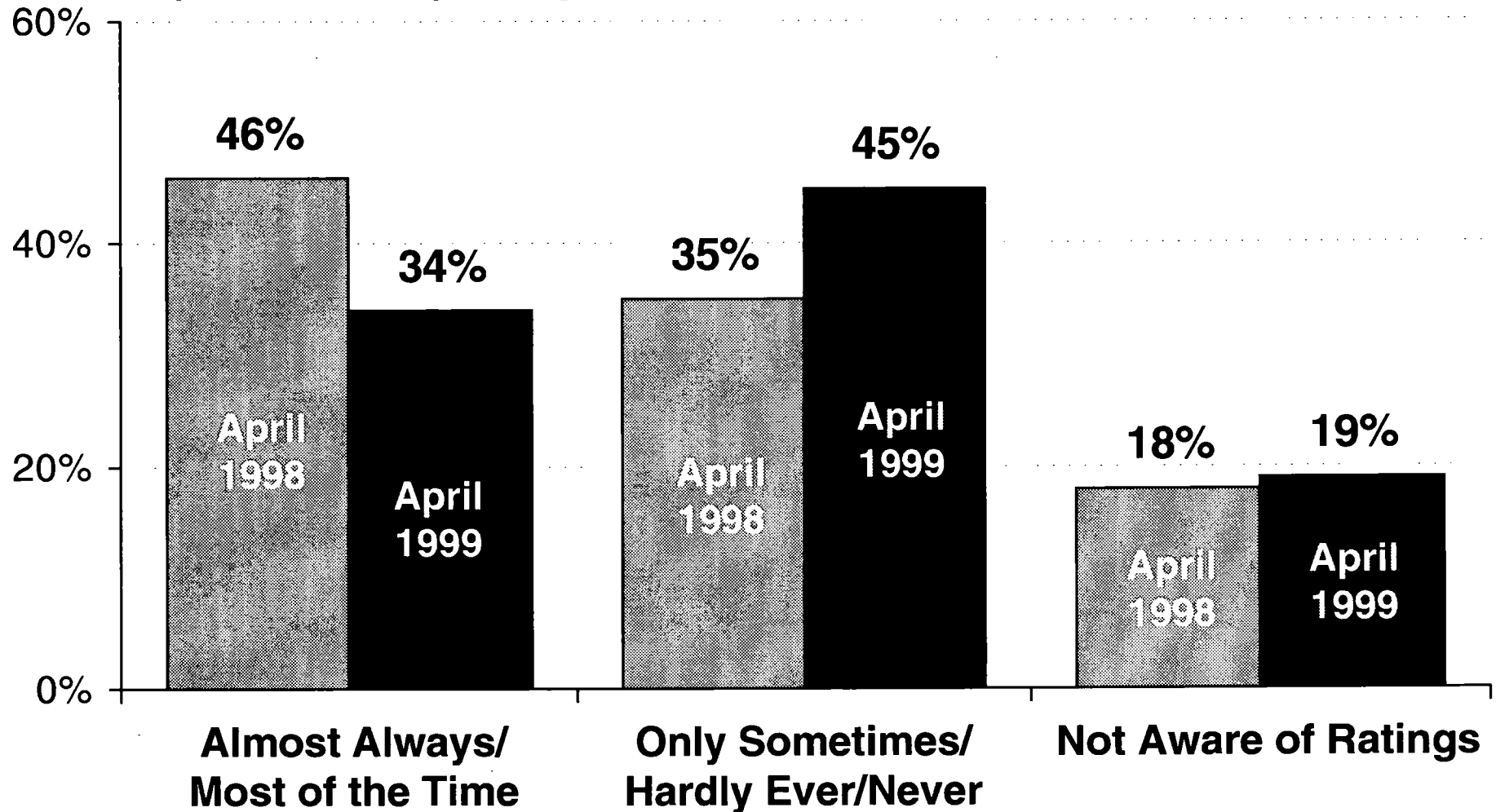
*Don't know/Refused responses not shown.

Sources: *Parents and the V-Chip*: A Kaiser Family Foundation Survey, May 1999; *Parents, Children and the Television Ratings System*: Two Kaiser Family Foundation Surveys, May 1998.

Chart 9

Parents' Use of the TV Ratings System

How often parents know the rating of the show their child is watching today, as compared to one year ago...



*Don't know/Refused responses not shown.

Sources: *Parents and the V-Chip*: A Kaiser Family Foundation Survey, May 1999; *Parents, Children and the Television Ratings System*: Two Kaiser Family Foundation Surveys, May 1998.

Methodology

Parents and the V-Chip reports on the results of a national, random sample survey designed by the Kaiser Family Foundation and Princeton Survey Research Associates (PSRA), and conducted by PSRA by telephone between April 6-26, 1999. 1,001 parents of children ages 2-17 were interviewed. The survey updates a previous Foundation survey, *Parents, Children and the Television Ratings System*, conducted in April, 1998.

For results based on the total sample, one can say with 95 percent confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. The sampling error for the sub-sample of those parents "aware of the ratings," (n=807) based on question 1 in the topline, is plus or minus 4 percentage points.

Some of the interviews included in the survey on which this chart pack is based were completed after the Littleton, Colorado school shootings. A total of 698 interviews were fielded prior to the Littleton incident, and 303 after. Responses did not vary based on whether the interview took place before or after the Littleton incident, except for questions 2e, 5, and 30, where statistically significant differences did exist based on pre- and post-Littleton responses. The pre- and post-Littleton results for these questions are included in the topline (which are included in the publication package #1477).

Additional free copies of this publication package (#1477) are available on our website at www.kff.org or by calling the Henry J. Kaiser Family Foundation's publication request line at 1-800-656-4533.



5/6/99

VICKY RIDEOUT
DIRECTOR,
ENTERTAINMENT MEDIA AND
PUBLIC HEALTH PROGRAM



Tom —

Here is a final
version of the actual
survey & chart pack,
& a draft of our press
release.

Vicky

DRAFT

NEWS RELEASE



EMBARGOED FOR RELEASE UNTIL: 10:30 a.m. EST, Monday, May 10, 1999

CONTACT: Debra Roth, Center for Media Education, 202/331-7833, ext. 38
Missy Krasner, Kaiser Family Foundation, 650/854-9400, ext. 268

CAMPAIGN TO EDUCATE PARENTS ABOUT THE V-CHIP ANNOUNCED

New Survey Finds Most Parents Want to Use the V-Chip,
But Aren't Well Informed About How to Do So

WASHINGTON, D.C. – A national campaign to educate parents about the V-Chip TV ratings system was announced today by the Center for Media Education (CME) and the Henry J. Kaiser Family Foundation. *The V-Chip Education Project* will teach parents how to use the V-Chip to screen TV content inappropriate for children, should they choose to do so. As required by Congress, half of all new TV sets must be available with a V-Chip by July 1, 1999, with the remaining half by January 1, 2000.

A survey released today by the Kaiser Foundation found that six out of ten parents say they are concerned "a great deal" that their children are being exposed to too much sex (66%) or violence (60%) in the TV shows they watch. Nearly three out of four parents (72%) say the next time they buy a TV they will choose one with a V-Chip, and that if they had a V-Chip in their home they would use it to block shows they didn't want their children to see (77%).

But the survey also revealed that less than four out of ten (39%) parents has ever seen or heard anything explaining the TV ratings system, and that most parents do not have enough information about how the ratings work to be able to use the V-Chip effectively. In fact, use of the TV ratings has declined over the past year, according to the survey. Forty-four percent of parents say they use the TV ratings "often" or "sometimes" to help make decisions about what shows their children will watch, down from 54% of parents one year ago.

"Parental concern about sex and violence on TV has never been higher," said Drew Altman, Ph.D., president of the Kaiser Family Foundation. "But parents who want to use the ratings and the V-Chip need to understand how they work first. That's the goal of this educational campaign."

(-more-)

P R O J E C T
C O O R D I N A T O R :
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T E L 202-331-7833
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Kathryn Montgomery, Ph.D.
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Program on the
Entertainment Media
& Public Health
650-854-9400

CAMPAIGN TO EDUCATE PARENTS ABOUT THE V-CHIP ANNOUNCED

EMBARGOED UNTIL: 10:30 a.m. EST, Monday, May 10, 1999

Page Two

DRAFT

"Children today are surrounded by an electronic media culture that often reverberates with violent images," said CME president Kathryn C. Montgomery, Ph.D. "The V-Chip was designed to give parents a choice in determining what level of violence, adult language and sexual expression they want to allow children to view," Montgomery continued. "That choice is meaningless unless they understand how the V-Chip works."

According to the Kaiser Foundation survey, nearly one out of five parents (19%) has not even heard of the TV ratings system. Even among those parents who are aware of the ratings system:

- Only five of the 11 ratings categories are understood by a majority of parents (TV-G, TV-PG, TV-14, V and L; TV-Y, TV-Y7, TV-MA, S, D, and FV are not understood by most parents);
- Less than half of parents know that sitcoms (47%), children's shows (45%), talk shows (43%), or soap operas (21%) are rated;
- Among parents with children under 10, only 17% can name one of the ratings used to identify shows specifically designed for children (TV-Y, TV-Y7), and only 4% know what the rating "FV" means (it stands for "fantasy violence" and is the only rating that indicates whether a children's show contains violence).

Even before the tragic events in Littleton, Colorado, CME and the Kaiser Foundation had been planning *The V-Chip Education Project* to coincide with the July 1 deadline for the availability of V-Chip equipped TV sets in retail stores. The educational campaign will include the distribution of free booklets for parents on how the ratings system and the V-Chip works, and will guide viewers on how to best watch television with children. The free parent information will be promoted through a toll-free telephone number, newspaper inserts, a new Web site, and an outreach effort involving the nation's leading parent, education and health groups.

Methodology: *Parents and the V-Chip* is a national random sample survey of parents of children ages 2-17. The survey was designed by the Kaiser Family Foundation and Princeton Survey Research Associates (PSRA) and was conducted by PSRA by telephone between April 6-26, 1999. The margin of error is plus or minus 3 percentage points. The survey updates a previous Foundation survey, *Parents, Children and the Television Ratings System*, conducted in April, 1998. In the current survey, some interviews were completed after the Littleton, Colorado school shootings. None of the findings reported in this release had statistically significant differences between the pre and post Littleton respondents.

(-more-)

**CAMPAIGN TO EDUCATE PARENTS ABOUT THE V-CHIP ANNOUNCED
EMBARGOED UNTIL: 10:30 a.m. EST, Monday, May 10, 1999
Page Three**

The Henry J. Kaiser Family Foundation, based in Menlo Park, California, is an independent national health care philanthropy and not associated with Kaiser Permanente or Kaiser Industries. This survey was conducted as part of the Foundation's Program on the Entertainment Media & Public Health, which was established to examine the impact of entertainment media in society and to work with entertainment industry leaders to help them convey important health messages to the public.

The **Center for Media Education (CME)** is a national nonprofit organization dedicated to creating a quality media culture for children, families and their communities. Founded in 1991, CME fosters telecommunications policymaking in the public interest through its research, advocacy, public education and outreach initiatives.

Copies of the survey questionnaire and complete results are available online at www.kff.org, or by calling the Kaiser Family Foundation's publications request line at 1-800-656-4533 and requesting publication #1477.

(-end-)



The V-Chip Education Project

The Henry J. Kaiser Family Foundation and the Center for Media Education are pleased to announce that they are undertaking *The V-Chip Education Project*, a major national effort to educate parents about the V-chip TV ratings system

The educational campaign will include free booklets for parents on how the ratings system and the V-chip works. The booklets will be available to parents through a toll-free telephone number or a web site. The free parent information will also be promoted through partnerships with TV manufacturers, retailers, parents' organizations, newspapers, magazines and television stations. The campaign will be officially launched early this summer, when the first chip-equipped TV sets are expected to hit the market.

CME and the Foundation are calling on media outlets and television manufacturers to help promote the educational effort, using tools such as public service announcements on the TV networks, special inserts in Sunday newspapers, on-line links to the parent education web page, and informational pamphlets to be included with new chip-equipped TV sets.

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F A X 2 0 2 - 3 3 1 - 7 8 4 1



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Key Findings

Kaiser Family Foundation Survey on the V-Chip TV Ratings System

This survey of 1,000 parents was conducted April 6-26, 1999. The results are compared to a previous Kaiser Foundation surveye conducted in April 1998, and released at an event in May, 1998 with Vice President Gore.

Summary of findings: Parents want to use the V-Chip to help monitor their children's television viewing, but they do not have the information they need to do so effectively. Most have never seen anything that explained how the V-Chip will work or what the ratings mean. In the past year, there has been no improvement in parental understanding of the TV ratings system. There has been a decrease in the percent of parents who say they use the ratings to guide their children's viewing. However, about three out of four parents say they would buy a TV with a V-chip and would use it to block shows they don't want their kids to see.

- Nearly three out of four parents (72%) say the next time they buy a TV, they'll choose one with a V-Chip; 77% say if they had a V-Chip in their home, they would use it to block programming.
- A majority of parents say they are concerned "a great deal" that their kids are being exposed to too much sex (66%) or violence (60%) in the TV shows they watch.
- Parents' understanding of the TV ratings system remains poor. Nearly one out of five parents (19%) hasn't even heard of the TV ratings system. Even among those who are aware of the ratings, less than half know that sitcoms, kids' shows, talk shows or sopa operas are rated. Only five of the ratings symbols are understood by a mjaority of those parents who are aware of the ratings system. Just among parents with kids under ten, who are aware of the TV ratings system, only 17% could name one of the ratings used to identify children's shows (TV-Y or TV-Y7), and less than 4% know what the rating "FV" stands for ("fantasy violence").
- Less than 40% of parents have ever seen or heard any explanation of what the ratings mean or how the system works.
- There has been a reduction in the percent of parents who use the TV rating system to guide their children's viewing. A year ago 54% of parents said they "often" or "sometimes" used the ratings to make decisions about what their kids watch; today only 44% do.



Office of the Deputy Attorney General
Washington, D.C. 20530

WJ

CC:
Mary
Smith

V-Chip

pretty much

To: Leanne

Fr: Nick

Tom-
FYI.
Leanne

For 1215

ROUTING AND TRANSMITTAL SLIP

DATE June 1, 1999

TO: Jose Cerda, III
Special Assistant to
The President

☐ ACTION	☐ FILE	☐ NOTE & RETURN
☐ APPROVAL	☐ FOR CLEARANCE	☐ PER CONVERSATION
☐ AS REQUESTED	☐ FOR CORRECTION	☐ PREPARE REPLY
☐ CIRCULATE	☐ INVESTIGATE	☐ SEE ME
☐ COMMENT	☐ SIGNATURE	☐ COORDINATION
☐ JUSTIFY	☐ FOR YOUR INFORMATION	

REMARKS:

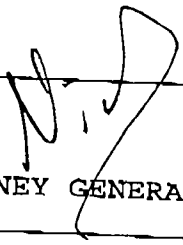
Attached is a description of the "ratings" announcement which the President could make at the National Summit on Children Exposed to Violence on June 24, 1999, along with a list of twelve other deliverables, including 5 funding sources, from which the President could pick and choose.

If the President is not available, we would strongly urge participation by the Vice President and could arrange for participation by both principals as well as the First Lady and / or Mrs. Gore if appropriate.

FROM:

NICHOLAS M. GESS

ASSOCIATE DEPUTY ATTORNEY GENERAL.



ROOM NO.-BLDG. 4208 MAIN
PHONE NO. 305-8060
FAX NO. 514-9368

In December 1998, the President directed the Departments of Justice and HHS to produce a National Summit on Children Exposed to Violence within six months. That National Summit will take place on June 24, 1999, in Washington, after a 2-day meeting of professionals.

As part of an appearance at the National Summit, the President could announce that in partnership which includes DoJ and HHS, educators and parents, the FCC has reached an agreement with the newspaper industry to publish ratings of all entertainment television programs in their TV listings. This important public service serves as the critical link in enabling parents to block violent television programming from entering our homes and reducing our children's exposure to violence.

Up until now, manufacturers and retailers have voluntarily agreed to install the V-Chip into TV sets, and cable and broadcast programmers have agreed to rate and code their programming. But a critical link was missing: Informing parents about program ratings so that they could make intelligent choices about their children's viewing habits. The newspaper industry, in cooperation with the Government, the broadcast industry, and manufacturers, have provided that critical link to help protect children.

The President will also be able to announce on June 24, that all broadcasters are complying with their voluntary agreement to rate their programming and transmit rating codes.

DRAFT
6-1-99

**SAFE FROM THE START:
NATIONAL SUMMIT ON CHILDREN EXPOSED TO VIOLENCE**

ANNOUNCEMENT OF DELIVERABLES BY PRINCIPAL(S):

Publications:

- a. Announcement of Action Plan (OJJDP)
- b. Release of Law Enforcement Monograph (prevention/intervention) (OVC)
- c. Release of Criminal Justice System Resource Guide (OVC)
- d. Release of Legislative Monograph (accountability) (OPD)
- e. Release of HHS/NCJFCJ/DOJ Guidelines for Model Domestic Violence and Child Protection Services Interventions ("The Green Book") (HHS)
- f. Release of Pocket Guide on Computers in Child Sexual Exploitation/ Abuse Cases (OJJDP)
- g. Release of Healing Hearts/Mending Minds: A Curriculum for Young Crime Victims – designed for school educators, youth organizations, v/w assistants (OVC)/other school intervention initiative

Funding:

1. National Center for Children Exposed to Violence: \$ 1.3 million To Yale Child Study Center (DOJ grant)
2. Safe Start: \$ 10 million (already announced)
3. HHS Prevention Funds?
4. COPS/BJA Funds?
5. Other newly funded project (funds to states/localities to form multi-disciplinary teams to intervene early in the lives of children? Challenge to communities to put plan in place like Safe Start? New BJA/COPS program?)

04/30/99 FRI 13:09 FAX 850 854 7463 KFF 002

VERY PRELIMINARY – 4/30/99

Key Findings

W-CHIP
DRAFT

Kaiser Family Foundation Survey on the V-Chip TV Ratings System

This survey of 1,000 parents was conducted April 6-26, 1999. [The vast majority of interviews were conducted prior to Littleton. I am checking to see if we can separate out the interviews that were conducted after Littleton.] The results are compared to a previous Kaiser Foundation surveye conducted in April 1998, and released at an event in May, 1998 with Vice President Gore.

Summary of findings: In the past year, there has been no improvement in parental understanding of the TV ratings system. There has been a decrease in the percent of parents who say they use the ratings to guide their children's viewing. However, about three out of four parents say they would buy a TV with a V-chip and would use it to block shows they don't want their kids to see.

- Nearly three out of four parents (72%) say the next time they buy a TV, they'll choose one with a V-chip; 58% say they'll do so even if the v-chip set costs more.
- There continue to be very high levels of parental concern about sex and violence on TV.
- Parents' understanding of the TV ratings system remains poor, and if anything has decreased (may or may not be statistically significant).
- There has been a significant reduction in the percent of parents who use the TV rating system to guide their children's viewing, and in the percent of parents who usually know how the shows their kids are watching have been rated. [A year ago 54% of parents often or sometimes used the ratings to make decisions about what their kids watch; today only 44% do. A year ago 46% of parents said they knew "almost always" or "most of the time" how shows their kids watch had been rated; today it's down to 34%.]

TV RATINGS SURVEY -- WAVE 2

EMBARGOED

PRINCETON SURVEY RESEARCH ASSOCIATES for
THE KAISER FAMILY FOUNDATION

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
INITIALS: RLE DATE: 06/09/15

FINAL TOPLINE RESULTS
April 30, 1999

~~CONFIDENTIAL~~

job# 99020

n=1,001 parents of children aged 2-17

Margin of error: plus or minus 3 percentage points

Square root of design effect: 1.08

Field period: April 6-26, 1999

DRAFT

NOTE: Some results will not add to 100% because of rounding.

1. About a year and a half ago, 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. Before this interview, had you ever heard of this TV rating system, or not?

<u>Current</u>		<u>9/98¹</u>	<u>4/98³</u>
80	Yes, have heard of it	79	82
19	No, had not heard of it	20	18
*4	Don't know/Refused	1	*

¹ Wording has changed from "Have you seen or heard anything about the TV ratings system?" to "Before this interview, had you ever heard of this TV rating system, or not?"

² Trend from a Princeton Survey Research Associates poll of parents with children aged 2-17 conducted for the Henry J. Kaiser Family Foundation, 3-8 September, 1998.

³ Trend from a Princeton Survey Research Associates poll of parents with children aged 2-17 conducted for the Henry J. Kaiser Family Foundation, 2-26 April, 1998.

⁴ An asterisk indicates values less than .5%.

2. In addition to television, other entertainment media like movie and recording industries also have rating systems or parental advisory labels to help people decide whether material is appropriate for their family. As I read you some different rating systems and parental advisories, tell me whether or not you have EVER used each one to help guide YOUR OWN family's choices. (First,) have you ever used...

	<u>Yes, Used</u>	<u>No, Never Used/Not Aware</u>	<u>Don't Know/ Refused</u>
a. The ratings for TV shows?			
Current	52	48	*
4/98	54	46	*
b. The parental advisories on CD's and music tapes?			
Current	42	57	1
4/98	41	58	1
c. The rating system for movies in theaters and on video?			
Current	82	18	*
4/98	86	14	*
d. The parental advisories on video and computer games?			
Current	53	46	1
4/98	54	46	*
e. The ratings and parental advisories on Internet Web sites?			
Current	23	76	1
4/98	18	81	1

3. Please tell me how USEFUL each of the following has been in helping guide your family's choices. How useful has this been....: very useful, somewhat useful, not too useful, or not at all useful?

Based on those who have ever used each rating/advisory system

	<u>Very Useful</u>	<u>Somewhat Useful</u>	<u>Not Too Useful</u>	<u>Not At All Useful</u>	<u>Don't Know/Refused</u>	<u>n</u>
a. The ratings for TV shows						
Current	40	50	7	3	*	(527)
4/98	42	51	5	2	*	(728)
b. The parental advisories on CD's and music tapes						
Current	51	37	7	4	1	(437)
4/98	45	42	7	4	2	(538)
c. The ratings for movies						
Current	54	40	4	1	*	(828)
4/98	55	40	3	2	*	(1111)
d. The parental advisories on video and computer games						
Current	42	44	8	4	2	(539)
4/98	43	46	6	3	2	(704)
e. The ratings and parental advisories on Internet Web sites						
Current	54	36	3	4	3	(232)
4/98	43	46	6	2	3	(621)

4. Parents have different concerns about what their children may be exposed to in the TV shows they watch. How concerned are YOU that your children are being exposed to too much...(INSERT--**READ AND ROTATE**) in the TV shows they watch? Are you concerned a great deal, somewhat, not too much, or not at all? (**RECORD RESPONSE AND THEN CONTINUE WITH NEXT ITEM**) How concerned are you that your children are being exposed to too much...

	<u>Great Deal</u>	<u>Some-what</u>	<u>Not Too Much</u>	<u>Not At All</u>	<u>Don't Know/Refused</u>
a. Violent content					
Current	60	26	9	5	1
4/98	62	24	10	4	*
10/96 ⁵	40	34	19	7	*
b. Sexual content					
Current	66	21	6	6	1
4/98	67	21	7	5	*
10/96	43	29	19	9	*
c. Adult language					
Current	59	25	9	7	*
4/98	59	26	10	5	*

5. Which ONE of the following concerns you MOST as a parent? Is it the amount of ... (**READ RELEVANT ITEMS FROM Q.4**) in the TV shows your children are watching?

<u>Current</u>	<u>4/98</u>
23 Violent content (or)	28
27 Sexual content (or)	29
7 Adult language (or)	8
21 (VOL.) All about the same/No one in particular	14
22 No major concerns	21
* Don't know/Refused	*

⁵ Trend from a Princeton Survey Research Associates poll of parents with children aged 5-16 conducted for the Henry J. Kaiser Family Foundation, 3-29 October 1996.

6. Now I'm going to ask you some questions about the TV rating system and how it works. We don't expect you to know all the answers. If you're not sure of something, just say so and I'll go to the next question. As far as you know, what kind of information does the TV rating system NOW provide about a TV show? Does it tell you ...

<u>Current</u>		<u>4/98</u>
12	What AGE level a TV show is appropriate for, OR...	12
14	What kind of CONTENT is in a TV show, such as the amount of sex, violence, or adult language	14
43	Does it provide BOTH age- and content-based information?	48
19	Not aware of rating system	18
11	Don't know/Refused	8

7. Now I'm going to read you some different kinds of TV shows. As I read each one, tell me whether or not you think it is now rated under the TV rating system. (First,) what about... **(INSERT--READ AND ROTATE)** Is this kind of show now rated, or not?⁶

		<u>Yes, Rated</u>	<u>No, Not Rated</u>	<u>Not Aware of Rating System</u>	<u>Don't Know/ Refused</u>
a.	Children's shows like Sesame Street and Saturday morning cartoons				
	Current	36	20	19	25
	4/98	41	20	18	21
b.	Daytime soap operas like Days of Our Lives and General Hospital				
	Current	17	21	19	42
	4/98	19	22	18	41
c.	Talk shows like Oprah and Jerry Springer				
	Current	35	17	19	29
	4/98	33	21	18	28
d.	Live sports like Monday Night Football				
	Current	4	50	19	27
	4/98	5	52	18	25
e.	TV news magazines like Dateline and 60 Minutes				
	Current	18	32	19	31
	4/98	18	35	18	29
f.	Prime time dramas like ER and NYPD Blue				
	Current	58	6	19	17
	4/98	62	6	18	14
g.	Prime time comedies like Frazier and Everybody Loves Raymond ⁷				
	Current	38	17	19	26
	4/98	45	17	18	20

⁶ Wording has changed from "TV programming" to "show."

⁷ Examples have changed from "Seinfeld and Cosby" to "Frazier and Everybody Loves Raymond."

9. The TV rating system uses different numbers and letters to provide information about a show. Do you happen to know ANY of the specific ratings now being used in rating CHILDREN'S SHOWS, such as Sesame Street and Saturday morning cartoons?

	<u>Total parents</u>		<u>Parents with children under 10</u>	
	<u>Current</u>	<u>4/98</u>	<u>Current</u>	<u>4/98</u>
Yes, correct response (TV-Y, TV-Y7, FV)	10	17	13	22
Yes, incorrect response (TV-G)	9	10	8	11
Yes, other incorrect response	5	3	5	4
No, don't know any	57	51	55	46
Not aware of rating system	19	18	19	16
Refused	*	1	*	1

10. One of the specific ratings for children's shows is "TV-Y." Can you tell me what this rating means?

	<u>Total parents</u>		<u>Parents with children under 10</u>	
	<u>Current</u>	<u>4/98</u>	<u>Current</u>	<u>4/98</u>
Yes, correct response (suitable for all children)	36	34	40	38
Yes, incorrect response	3	6	4	7
No, don't know	42	41	37	39
Not aware of rating system	19	18	19	16
Refused	0	1	0	1

11. Another specific rating used for children's shows is "TV-Y7." Can you tell me what this means?

	<u>Total parents</u>		<u>Parents with children under 10</u>	
	<u>Current</u>	<u>4/98</u>	<u>Current</u>	<u>4/98</u>
Yes, correct response (directed to children Age 7 and over)	34	41	37	45
Yes, incorrect response (directed to children UNDER age 7)	12	6	13	7
Yes, other incorrect response	1	1	1	1
No, don't know	33	34	31	31
Not aware of rating system	19	18	19	16
Refused	0	*	0	*

12. Other specific ratings are used for general programming that is NOT specifically designed for children. I'm going to ask you what some specific ratings for general programming mean. Again, if you're not sure of an answer, just say so and I'll go to the next item. (First,) what about the rating... **(INSERT--ROTATE ORDER)** Can you tell me what this means?

a. "TV-MA."

<u>Current</u>		<u>4/98</u>
38	Yes, correct response (for mature audiences/adults/ not for children under 18)	41
1	Yes, incorrect response	*
42	No, don't know	40
19	Not aware of rating system	18
0	Refused	1

b. "TV-14."

<u>Current</u>		<u>4/98</u>
60	Yes, correct response (directed to audiences aged 14 and older/inappropriate for children under age 14/ may contain intense violence, sexual situations, or adult language)	63
3	Yes, incorrect response (directed to children UNDER age 14)	2
1	Yes, other incorrect response	2
17	No, don't know	15
19	Not aware of rating system	18
0	Refused	*

c. "TV-PG."

<u>Current</u>		<u>4/98</u>
68	Yes, correct response (parental guidance suggested/ may be inappropriate for younger children/may contain some violence, sex, or adult language)	70
5	Yes, incorrect response	3
8	No, don't know	9
19	Not aware of rating system	18
0	Refused	*

d. "TV-G."

<u>Current</u>		<u>4/98</u>
59	Yes, correct response (appropriate for all ages/ general audiences)	62
5	Yes, incorrect response	4
17	No, don't know	16
19	Not aware of rating system	18
0	Refused	*

13. The TV rating system uses different letters to provide information about the CONTENT of a program. One of these letters is...(ROTATE) Can you tell me what this letter stands for?

a. "D" as in "David"

<u>Current</u>		<u>4/98</u>
2	Yes, correct response (dialogue/suggestive dialogue/ sexual dialogue)	2
5	Yes, incorrect response	4
73	No, don't know	76
19	Not aware of rating system	18
0	Refused	*

b. "FV" as in "Frank Victor"

<u>Current</u>		<u>4/98</u>
3	Yes, correct response (fantasy violence/cartoon violence)	7
8	Yes, partially correct response (violence with no mention of fantasy or cartoon)	6
10	Yes, incorrect response	4
60	No, don't know	65
19	Not aware of rating system	18
0	Refused	*

c. "S" as in "Sam"

<u>Current</u>		<u>4/98</u>
34	Yes, correct response (sex/sexual content/sexual situations)	44
1	Yes, incorrect response	1
46	No, don't know	37
19	Not aware of rating system	18
*	Refused	*

d. "L" as in "Larry"

<u>Current</u>		<u>4/98</u>
40	Yes, correct response (language/coarse language/ adult language/bad language)	40
1	Yes, incorrect response	1
40	No, don't know	41
19	Not aware of rating system	18
0	Refused	*

e. "V" as in "Victor"

<u>Current</u>		<u>4/98</u>
54	Yes, correct response (violence/violent content)	55
*	Yes, incorrect response	1
27	No, don't know	25
19	Not aware of rating system	18
0	Refused	1

14. Do you know where you can find out what rating a particular show has received under this system?⁸

15. Where can you find out? **PROBE FOR FULL RESPONSE:** Anywhere else?

<u>Current**</u>		<u>4/98</u>
44	Total yes, named any specific source	41
33	TV Guide or other weekly TV magazine	34
4	Newspaper/Newspaper TV listings	6
16	On the TV screen	10
4	Other place	3
*	Yes, but did not name specific source	1
37	No, don't know	47
19	Not aware of rating system	18
0	Refused	2

(**Total of specific yes responses exceeds 44 percent due to multiple responses)

16. Have you ever seen anything -- on television, in newspapers, magazines, or anywhere else -- that explained how to use the TV rating system and told you what each specific rating means?

<u>Current</u>		<u>4/98</u>
39	Yes	43
40	No	37
19	Not aware of rating system	18
2	Don't know/Refused	2

⁸ Wording changed from "what a TV show has been rated under this system" to "what rating a particular show has received under this system."

17. When ONE OF YOUR CHILDREN is watching a television show, how often do you know what rating that show has received?

<u>Current</u>		<u>4/98</u>
16	Almost always/Always (VOL.)	26
18	Most of the time	20
19	Only sometimes	19
18	Hardly ever	11
8	Never	5
19	Not aware of rating system	18
2	Don't know/Refused	1

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

<u>Current</u>		<u>9/98</u>	<u>4/98</u>
22	Often	25	31
22	Sometimes	15	23
19	Hardly ever	14	13
17	Never	26	14
19	Not aware of rating system	20	18
*	Don't know/Refused	0	1

19. Which part of the rating system provides the most useful information for YOU as a parent -- the part that tells you what AGES a show is appropriate for, such as TV-Y and TV-PG, or the part that tells you about a show's CONTENT, such as "S" for sexual content and "V" for violent content?

Based on those who use the ratings system for kids' TV

<u>Current</u>		<u>9/98</u>	<u>4/98</u>
24	Age-based ratings	13	22
62	Content-based ratings	67	64
9	(VOL.) Both equally	18	13
5	Don't know/Refused	2	1
(n=635)		(n=306)	(n=903)

⁹ Wording changed from "how often do you know the show's rating then" to "how often do you know what rating that show has received."

20. One of the four major TV networks only provides age-based ratings, such as TV-PG and TV-14, and does NOT provide any content-based ratings, such as "S" for sexual content and "V" for violence. Do you happen to know which ONE of the major networks does NOT provide content-based ratings? Is it..

<u>Current</u>		<u>4/98</u>
3	ABC	3
1	CBS	2
3	NBC, or	5
15	FOX?	15
59	No, don't know	57
19	Not aware of rating system	18
*	Refused	*

21. We'd like to know what influence, if any, the TV ratings system has had on YOUR OWN family's television viewing. Have you ever stopped a child from watching a TV show because it had a specific rating?
22. About how many times has this happened...

Based on total sample

<u>Current</u>		<u>4/98</u>
39	Total Yes	45
9	once or twice	11
12	three to five times	15
6	six to ten times	8
11	more than ten times	12
1	don't know how many times	*
19	No	20
5	Stopped, but not because of rating	2
17	Never look for ratings	15
19	Not aware of rating system	18
*	Don't know/Refused	*

Based on those who use the ratings system for kids' TV

<u>Current</u>		<u>4/98</u>
61	Total Yes	67
14	once or twice	15
19	three to five times	22
9	six to ten times	11
18	more than ten times	18
1	don't know how many times	1
30	No	29
8	Stopped, but not because of rating	3
*	Don't know/Refused	*
(n=635)		(n=903)

23. We're interested in parents' opinions about the accuracy of the TV ratings. From what you've seen on TV, do you think most shows are being rated in a way that accurately reflects their content, or not?¹⁰

<u>Current</u>		<u>4/98</u>
38	Yes, reasonably accurate	53
27	No, not accurate	20
19	Not aware of rating system	18
16	Don't know	9

8. As far as you know, under the current system, who decides what a TV show's rating should be...

<u>Current</u>		<u>4/98</u>
25	The TV industry itself	26
7	A government agency	7
25	An independent review board	26
2	(VOL.) Other	1
19	Not aware of rating system	18
23	Don't know/Refused	22

24. As you may know, the TV ratings system has been designed to work with a TV programming device called a "V-chip" that will allow you to block shows with certain ratings from your television set. Suppose you were buying a new TV set and could choose the same kind of set either WITH or WITHOUT a V-chip for the same price. Would you choose...

72	A set with a V-chip
23	A set without a V-chip
5	Don't know/Refused

25. How about is a TV set with a V-chip cost about \$25 more than a set without a V-chip? If that were the case, would you choose...

58	A set with a V-chip
38	A set without a V-chip
4	Don't know/Refused

¹⁰ Wording change from "Do you think the age- and content-based information the ratings provide about TV shows is reasonably accurate, or not?" to "From what you've seen on TV, do you think most shows are being rated in a way that accurately reflects their content, or not?"

26. If you had a V-chip in your home, do you think you would ever use it to block shows you don't want your children to see?

<u>Current</u>		<u>9/98</u>	<u>4/98</u>
77	Yes	64	65
20	No	33	31
3	Don't know	3	4

27. Please tell me if you would block shows with each of the following ratings if you had a V-chip in your home today. Would you block shows with this rating, or not... **IF YES, ASK:** Would you block all shows with this rating, or only some shows?

	<u>Block all</u>	<u>Block some</u>	<u>Block none</u>	<u>Don't Know/ Refused</u>
a. TV-PG (parental guidance suggested)				
Current	9	27	61	3
4/98	9	18	72	1
b. TV-14 (not suitable for children under 14)				
Current	25	31	41	2
4/98	20	23	56	1
c. TV-MA (mature audiences only)				
Current	53	20	26	1
4/98	41	19	39	1
d. TV-Y7 (designed for children aged 7 and older)				
Current	5	17	74	4
4/98	4	11	83	2

28. Would you block shows rated "S" for sexual content? **IF "YES", ASK:** Would you block all shows with sexual content, OR would you only block shows with more intense sexual content?

52	Yes, block all shows with sexual content
21	Yes, block only shows with more intense sexual situations
26	No, would not block
1	Don't know/Refused

29. Would you block shows rated "L" for coarse language? **IF "YES", ASK:** Would you block all shows with coarse language OR would you only block shows with more intense coarse language?
- 29 Yes, block all shows with coarse language
 - 34 Yes, block only shows with more intense coarse language
 - 34 No, would not block
 - 3 Don't know/Refused
30. Would you block shows rated "V" for violent content? **IF "YES", ASK:** Would you block all shows with violent content, OR would you only block shows with more intense violent content?
- 28 Yes, block all shows with violent content
 - 40 Yes, block only shows with more intense violent content
 - 31 No, would not block
 - 2 Don't know/Refused
31. Would you block shows rated "D" for adult dialogue? **IF "YES", ASK:** Would you block all shows with adult dialogue, OR would you only block shows with more intense adult dialogue?
- 31 Yes, block all shows with adult dialogue
 - 30 Yes, block only shows with more intense adult dialogue
 - 36 No, would not block
 - 3 Don't know/Refused
32. Would you block shows rated "FV" for fantasy or cartoon violence?
- 41 Yes
 - 54 No
 - 5 Don't know/Refused