

Violence

**Families, Children And The Media:
The President's Leadership In Working To Give Parents The Tools To Protect Their Chi**

The President, Vice President, First Lady and Mrs. Gore have each worked for years to give parents more tools to control what their children are exposed to in our popular culture. Below are excerpts from some of President Clinton's major statements on this topic.

June 30, 1993

Letter to Television Networks on Use of Program Violence Warnings

"Millions of parents are rightly concerned that their children are exposed to far too many graphic pictures of murder and mayhem... For the health of our society and the American family, we must continue to find ways to limit the excessive portrayal of violence in our television programming."

**December 4, 1993
California**

Remarks at the Creative Artists Agency Reception in Beverly Hills,

"There are few things more powerful in any time and place than culture. The ability of culture to elevate or debase is profound.... And so I ask you, while you entertain the rest of us, let us together do something to rebuild the bonds of community, to restore the spirit of these children... We must rebuild this country fundamentally. And we need to have the support of people who can shape our culture to do it."

**January 24, 1995
Union**

Address Before a Joint Session of the Congress on the State of the

"For people in the entertainment industry in this country, we applaud your creativity and your worldwide success, and we support your freedom of expression. But you do have a responsibility to assess the impact of your work and to understand the damage that comes from the incessant, repetitive, mindless violence and irresponsible conduct that permeates our media all the time."

July 10, 1995

Remarks at the Family and Media Conference in Nashville

"It's commonplace to say that most of us believe that there's too much indiscriminate violence...in various parts of our media today. I believe the question is, so what? What we ought to be talking about today is what are we all going to do about that?"

September 18, 1995 Letter to the Chair of the Federal Communications Commission on the Children's Television Act of 1990

"I believe the public interest should require broadcasters to air at least three hours per week, and preferably more, of quality children's programming at reasonable times of the day."

**January 23, 1996
Union**

Address Before a Joint Session of the Congress on the State of the

"To the media, I say you should create movies and CD's and television shows

you'd want your own children and grandchildren to enjoy. I call on Congress to pass the requirement for a V-chip in TV sets so that parents can screen out programs they believe are inappropriate for their children."

February 8, 1996

Statement on Signing the Telecommunications Act of 1996

"I am especially pleased that the Act requires new televisions to be outfitted with the V-chip, which will empower families to choose the kind of programming suitable for their children."

February 9, 1996 Remarks in a Roundtable Discussion on the V-Chip With Families in Alexandria, Virginia

"Just this week we have seen another major study chronicling the destructive impact on young children of hours and hours and hours of mindless violence and the so numbing impact it has on our young children. So that's what the V-chip is designed to do.... [I]t will rapidly come to be a very important part of American family's arsenal of tools for raising children."

February 10, 1996 The President's Radio Address on Families And Our Future

"Just this week, another national study confirmed the destructive impact on children of being permitted to watch excessive violence on television for hours and hours a day, year after year after year.... We must do a better job of dealing with these challenges.... Just this week I signed the Telecommunications Act of 1996 into law which gives parents the V-chip so they can take greater responsibility for their children's lives and help them to kick the degrading influence of excessive television violence..."

February 29, 1996 Remarks Following a Meeting With Entertainment and Media Executives

"I am pleased to report on a breakthrough voluntary agreement to help parents protect their children from violence and adult content on television. Our purpose in this meeting has been to find out how we can help parents raise their children in the right way and to protect them as they raise them."

March 1, 1996 Remarks in a Roundtable Discussion With Families on Television Programming

"We wanted to have you in here today because we want to get a feel and we want the country to get a feel for what kinds of things parents feel about this [television] rating system and the V-chip.... And of course, we have some advocates and professionals here who can talk about the impact of this on child-rearing in America and on childhood."

March 2, 1996 The President's Radio Address On The Entertainment Industry's Agreement To Implement A Voluntary Television Rating System

"With the V-chip and the [television] rating system, we mark a sea change. We are harnessing technology, creativity, and responsibility, bringing together parents, business, and Government to meet a major challenge to our society. After all, it doesn't do a family any good to have a nice television if the images it brings to our children erodes their values and diminishes their future."

June 24, 1996 Remarks to the Family Re-Union V Conference in Nashville, Tennessee

"I want to take my hat off to the people in the entertainment industry who are coming to grips with this really tough problem of rating television programs.... [I]t's a move in the right direction."

July 29, 1996 Remarks at the Children's Television Conference

"We're here for a clear purpose: to improve and expand educational television for our children.... That's why it gives me great pleasure to announce that the four major networks, the National Association of Broadcasters, and some of the leading advocates for educational television have come together to join me in supporting a new proposal to require broadcasters to air 3 hours of educational programming a week."

October 15, 1996 Remarks on the Second Annual Report on Television Violence and an Exchange With Reporters in Albuquerque

"Nothing is more important than strengthening our families and helping our parents to teach their children good values. We know that television can be a positive force or a destructive force in the lives of our children. Every parent knows that exposure to TV violence can be numbing and send the wrong message to their kids.... Everyone has a responsibility in bringing this kind of change: parents, the entertainment industry, government, each of us as individuals. Step by step, working together, our administration...[has] worked to make television better for our families.... We will continue to sit down, to work with entertainment leaders, to fight for the public interest. I'm confident we will continue to make progress for our families..."

November 9, 1996 The President's Radio Address on Helping Parents As They Try To Raise Their Children

"Today I want to talk with you about what we can do as a nation to help parents as they try to raise their children.... American parents are working overtime to set good examples only to have the full force of popular culture make their work harder. That's why we gave parents the V-chip and a television rating system so they can keep televised violence and explicit sexuality out of their young children's lives."

December 19, 1996 Remarks Following a Briefing on the Television Rating System

"I want to thank the industry leaders for the television rating system which they have proposed today. Earlier this year, in February, I asked them to do this. They said that they would and that they would do it by January 1st. They are on time, and they have done what they said they would do. And they are going to give America's families more help in choosing appropriate television programming for their children."

July 10, 1997 Statement on the New Television Rating System

"Two years ago, Vice President Gore and I challenged Congress and the television industry to give parents new tools to control the television children watch. We were pleased with their response. Last year, Congress passed legislation giving American families the V-chip and the industry developed a voluntary system of ratings for television programs. Today these tools are being made stronger. The television industry, working with parents, has strengthened its original rating system by agreeing to assign new ratings that will better help families choose appropriate television programming for their children."



U.S. SENATOR JOE LIEBERMAN CONNECTICUT

Violence

Dan Gerstein, Press Secretary 202.224.0414, 202.966.0131 (H)
Kathie Scarrah, Director of Broadcast Comm. 202.224.9965, 703.845.2874 (H), 202.224.6095 (Actualities)
Leslie Phillips, Communications, Governmental Affairs Comm. 202.224.0384, 202.338.3372 (H)
Home Page: <http://www.senate.gov/~lieberman/>

May 4, 1999

Testimony of Senator Joe Lieberman before the Senate Commerce Committee Hearing on the Marketing of Violence to Children

Mr. Chairman, I want to thank you for calling this hearing and working to foster a serious dialogue about the impact the popular culture is having on our children and our country.

This conversation has been percolating beneath the civic surface for some time, as concerns have grown about the influence of the media on our children, and it has now bubbled over in the wake of the horrific shooting in Littleton two weeks ago today and the other massacres that preceded it. Even some of the most reluctant of skeptics are beginning to focus on the culture of carnage surrounding our children, particularly the hyperviolent movies, music, and video games that have apparently mesmerized these child killers, and to consider whether the accumulated weight of this entertainment media violence is contributing to the recurring nightmare of youth violence we are caught up in now.

We must not be simplistic in pursuing this conversation. We must acknowledge and accept the complexities of this problem and the many factors involved in the larger epidemic of urban and suburban youth violence, such as the easy connection kids have to guns and the disconnection many kids feel from their parents, their peers and their community. It is for this very reason that a group of us in the Senate have proposed creating a national commission to step back and thoroughly examine all the possible root causes of this problem to help us understand why too many of our children are senselessly slaughtering each other in classrooms, schoolyards, and on street corners.

We cannot, though, ignore the years of social science research, the pattern emerging from the school shootings, and our reasoned judgment -- all of which tells us that we would be foolish not to ask, as ethicist Sissela Bok wrote in her thought-provoking book *Mayhem*, "what happens to the souls of children nurtured, as in no past society, on images of rape, torture, bombings, and massacre that are channeled into their homes from infancy."

- More -

This morning, Mr. Chairman, you have asked us to consider a more specific question, and that is whether the entertainment industry is directly marketing violence to children. The answer, I am afraid, is not reassuring. While the facts have not to our knowledge been gathered into a conclusive set of findings, the evidence we have strongly suggests that Joe Camel has sadly not gone away, but has been adopted by the entertainment industry instead.

Let me first consider the anecdotal evidence from the movie industry, which indicates that violent films rated for adults only are being marketed to children. Over the last few years we have seen the rise of a new class of teen-targeted films -- referred to by some as "teensploitation" movies -- which has engaged producers and directors in a conspicuous contest to see who can be more violent, more sexually provocative, and generally more perverse to attract youth audiences. A perfect example of this trend is *Very Bad Things*, a supposed comedy about a bachelor party gone wrong, which finds fun in the dismembering of a stripper and the successive mutilation of the partygoers.

The latest entry is *Idle Hands*, which was released just last week. It is promoted as "sick and twisted laugh riot," and it's not hard to see where this description comes from -- according to reviews, the film features a severed hand that fondles a girl before strangling her, a knitting needle that is driven through a policeman's ear, and a decapitation by circular saw blade, all apparently played for laughs.

What these movies have in common, beyond their violent and offensive content, is that they are rated "R," meaning that they are not meant for children under 17. Yet according to several recent news media reports, most producers and studio executives assume that underage kids can and will get in. "Well, let's hope so," says Roger Kumble, the director of *Cruel Intentions*, the teen remake of *Dangerous Liaisons* which is by all accounts far more salacious than the original. This sentiment was affirmed by Don Mancini, the writer of all four R-rated *Child's Play* horror films, who acknowledged that young teens were the target for his most recent release, *Bride of Chucky*, and other similarly bloody slasher films. "They have grown up watching these movies on home video," he said. "Now that there are new ones coming out, these kids are tantalized."

To apparently help lure in young audiences, these teensploitation movies are heavily advertised on MTV and network series that teens watch regularly, such as *Dawson's Creek* and *Buffy the Vampire Slayer*, and are stocked with actors from these teen-favored TV shows. This pattern succeeded with the teen slasher movies *Scream* and *I Know What You Did Last Summer*, and it continues with the current *Cruel Intentions* -- the director said casting Sarah Michelle Gellar of *Buffy* fame was like "dangling the carrot" in front of young teens. This dangling is apparently working -- according to a recent Gallup poll, half of American teens say they have seen an "R"-rated movie in the last month, including 42 percent of those aged 13-15.

The video and PC and arcade gamemakers are less candid about targeting their marketing to teens than the moviemakers, but the evidence is there just the same. Action figures based on bloodthirsty characters from *Resident Evil 2*, *Duke Nukem*, and *Mortal Kombat* -- three heavily-violent titles that are rated "M" for 17-and-up -- are being sold at Toys-R-Us and similar toy stores. Those same toy stores, which cater largely to children, typically carry those games and many other "M"-rated titles filled with guns and gore.

Equally disturbing is the advertising that publishers place in the various glossy game-player magazines. These magazines are widely read by young gamers, and they are filled with

- More -

perverse and antisocial messages. Here are a just a few: *Carmageddon* boasts it is "as easy as killing babies with axes"; *Point Blank* claims it is "more fun than shooting your neighbor's car"; *Die by the Sword* instructs, "Escape. Dismember. Massacre."; and *Cardinal Syn* features a severed, bloodied head on top of a spear, with the tag line, "Happiness is a Warm Cranium." A good indication these messages are reaching their target audience came from a survey done by the National Institute on Media and the Family last winter, which found that while only five percent of parents were familiar with the game *Duke Nukem*, 80 percent of junior high students knew of it.

Taken together, the evidence here is enough to demonstrate that there is a troubling trend in the entertainment industry, one that it needs to stop now. The marketing of these ever-more vicious and violent products is making a mockery of the various rating systems, telling parents that these products are inappropriate for children but we're going to sell them to them anyway, and reminding us of similar behavior by the tobacco industry. And it is expanding and exacerbating the culture of carnage surrounding our children.

I hope that when confronted with this evidence, the movie studios and the gamemakers and the record companies will stop this trend before it goes any further. None of us want to resort to regulation, but if the entertainment industry continues to move in this direction, and continues to market death and degradation to our children, and continues to pay no heed to the real bloodshed staining our communities, then the government will act. Senator Hatch and I have discussed the possibility of demanding an FTC investigation of these marketing practices, to see if they are engaging in false advertising or unfair trade practices, and we will pursue it if there is no sign of change from the entertainment industry. The FTC and Congress can subpoena marketing plans and internal memos to find out exactly which distributors are pushing violence to our kids.

But the far more preferable option would be for each media industry to strengthen their existing codes of conduct to help us better protect our children. That of course remains the first responsibility of parents, but we are all members of this national community and as such have an obligation to keep kids safe from harm, and that obligation embraces our cultural producers. A good place to start would be for each entertainment industry to ban the targeting of adult-rated products to children, and restore the integrity to the ratings they themselves have adopted and implemented. We should also ask theater owners to uniformly enforce the R-rating prohibition for underage children, and ask video game retail and rental outlets to adopt a similar policy barring the sale or rental of adult-rated games to kids.

In the end, as we have often said, we are not seeking censorship but better citizenship. We are appealing to the industry's conscience, to recognize that you are part of the national community that is endangered by the virus of youth violence, and to work with us to do whatever we can to prevent another local community from feeling the searing pain and grief which visited Littleton and the rest of America over the last two weeks.

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PACT

**Parents And Children Together
To Stop Violence**

Pledge to Make a Difference

Since the tragic shootings in Littleton, Colorado, we've seen an outpouring of emotion. AOL's chat rooms, message boards and polls reflect sadness and confusion, as well as a determination to make sure nothing like this happens again.

We all want to make a difference. So, after hearing from parents, teachers, teens, and children who want to stop violence, we worked with experts to create PACT (Parents And Children Together).

While this is just one small step, we're asking you to join other Americans in taking this pledge. We hope you'll use it in a way that's meaningful to you -- print it as a reminder of what you can do each day, ask your friends to sign or start a family or classroom discussion. After you've signed, you'll find resources that can help to build safer and stronger families, schools and communities.

To participate, click on the appropriate link below.

[For Adults](#) | [For Teenagers](#) | [For Kids](#)



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Kathy

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PACT

Parents And Children Together
To Stop Violence

For Adults (Scroll down to sign the PACT)

- I will talk with my children and the children I know, and listen to the issues they think are important.
- I will take a greater interest in my children's free time and their friends.
- I will, in my words and actions, condemn violence as a way to resolve conflict, anger or frustration.
- I will get more involved in my community and our schools.
- If I own a gun, I will make sure that children can't get their hands on it.

Email or AOL Screen Name:

First Name:

Age:

- Select your age - ☐

Zip Code:

Sign the Pact

The information collected above will be used only to compile aggregate, anonymous demographic data. You will receive no email. For more information, please see our [privacy policy](#)

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PACT

Parents And Children Together
To Stop Violence

For Teenagers (Scroll down to sign the PACT)

- I will not put other kids down by labeling them with names or doing anything else that creates hurt feelings.
- I will talk to my parents, teachers or an adult I trust about problems at school, with friends, or anything else that makes me feel bad.
- I will do everything I can to resolve trouble without violence --- and when I can't, I will walk (or run) away
- If I see or hear other kids talking about hurting people, or doing things that could harm others, I will tell an adult as soon as I can.
- I understand that violence is real and has permanent consequences. I will do everything I can to stay safe.

Email or AOL Screen Name:

First Name

Age:

- Select your age - ☒

Zip Code:

Sign the Pact

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PACT

**Parents And Children Together
To Stop Violence**

For Kids Only (Scroll down to sign the PACT)

- I understand that not all kids are the same, and that everyone wants to be liked and accepted.
- I will tell my parents or another adult I trust when I'm upset or angry about school, friends or anything else that makes me feel bad.
- I will look for ways to settle disagreements without violence.
- If I see or hear other kids talking about hurting people, or doing things that could harm others, I will tell an adult as soon as I can.

First Name:

Zip Code:

Sign the Pact

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- Post your thoughts on how to stop violence.
- AOL Members: Build a free Web page to memorialize your promises. It takes just a few minutes on AOL Hometown.
- **Talk to your children.** They can sign their own version of the pact.
- **Tell your friends.** They can visit AOL Keyword: PACT or AOL.com to add their signature to yours.

Resources For Parents

APA: Raising Children to Resist Violence: What You Can Do

FEN: Coping with Violence

National PTA: Violence Kids Crisis | What you can do

Resources For Teachers and Schools

FEN: Rejection and Rage Increasingly Turn Into Violence

National School Safety Center

US Dept. Of Education: Early Warning, Timely Response: A Guide to Safe Schools

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To return to the previous page, click the back button on your browser.



Steve Case

has signed the PACT, promising to
take action to stop violence.

- I will talk with my children and the children I know, and listen to the issues they think are important.
- I will take a greater interest in my children's free time and their friends.
- I will, in my words and actions, condemn violence as a way to resolve conflict, anger or frustration.
- I will get more involved in my community and our schools.
- If I own a gun, I will make sure that children can't get their hands on it.



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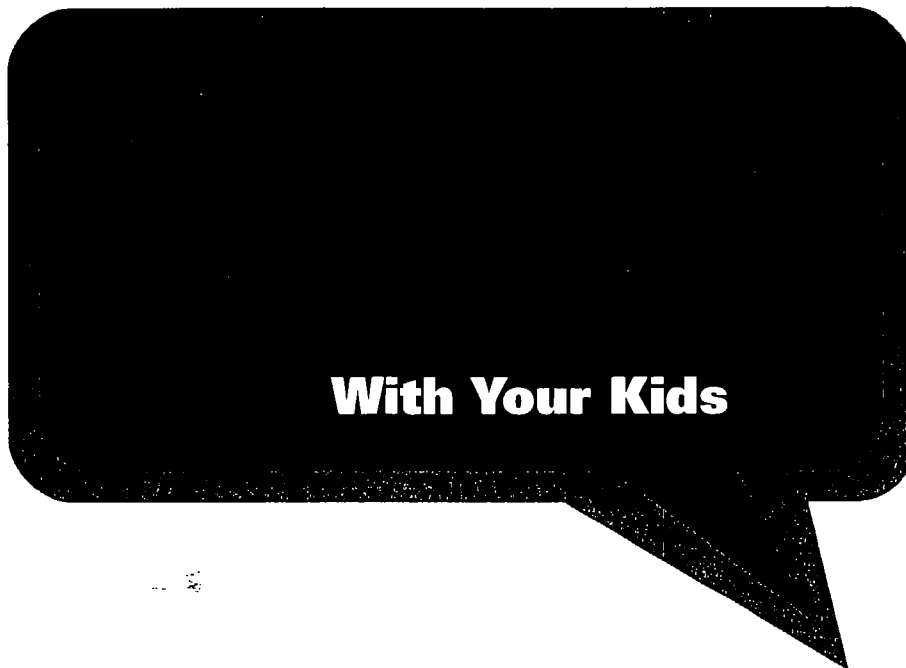
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An abstract black and white graphic design. A large, dark, textured triangle points downwards from the top center. Inside this triangle, the word "WOMEN" is written vertically in a stylized, blocky font. To the right of the triangle, there is a circular element resembling a lens or a camera viewfinder, with a horizontal dashed line passing through its center. The background is a mix of dark, textured areas and lighter, grainy areas, with various geometric lines and shapes scattered throughout.

**Thru the Lens:
Women, Girls
and Violence**

1/16/2000



...before everyone else does.

Talking with Kids About Tough Issues

A National Campaign to Support Parents by Children Now and the Kaiser Family Foundation

PHOTOCOPY PRESERVATION



CHILDREN NOW

1212 Broadway, Fifth Floor
Oakland, CA 94612
Tel: (510) 763-2444
Fax: (510) 763-1974
www.childrennow.org

Stella Richardson,
Sr. Communications Associate

Oshi Jauco Owens,
Sr. Communications Associate



KAISER FAMILY FOUNDATION

2400 Sand Hill Road
Menlo Park, CA 94025
Tel: (650) 854-9400
Fax: (650) 854-4800
www.kff.org

Ashley Koff, *Project Manager*

HONORARY COMMITTEE

Linda Ellerbee (Chair)
*President, Lucky Duck
Productions*

Rosie O'Donnell
Talk Show Host

Herb Scannell
*President, Nickelodeon/
Nick at Nite*

Kobe Bryant
The Los Angeles Lakers

Dr. Alvin Poussaint
*Professor of Psychiatry, Harvard
Medical School*

Dr. James Comer
*Maurice Falk, Professor of
Child Psychiatry
Yale Child Study Center*

Kevin Leyden
*Manager of Children
Services, IBM*

Susan Ungaro
*Editor-in-Chief,
Family Circle Magazine*

Dr. Richard Gallagher
*Director of the Child Study
Center Parenting Institute,
New York University*

Lynne S. Dumas
*Author of "Talking With Your
Child About a Troubled World"*

Lois Salisbury
President, Children Now

Drew E. Altman
*President & CEO,
Kaiser Family Foundation*

NATIONAL ENDORSERS

American Academy of Pediatrics

Boys & Girls Clubs of America

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Elementary School Principals

National Association of
Secondary Principals

National Council of Churches

National Council of La Raza

VISIT THE WEB SITE:
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PRESERVATION

With Your Kids

...before everyone else does.

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Family Circle Bonus

How to Talk to Your Kids About Absolutely Anything

Why is
drinking so
bad?
You do it.

What is
safe sex?

There are many daunting things parents have to do. Among them is discussing topics that are cause for alarm, concern and embarrassment. The biggest of these that parents have to deal with are sex, AIDS and other sexually transmitted diseases, drug and alcohol abuse, and violence.

Some parents mistakenly believe that discussing these things with children might give rise to unwanted actions. As a result, they leave a lot unsaid. In fact, when we avoid difficult topics, children are left on their own to make important decisions. Since they lack experience, they may turn to other kids for advice. Sometimes they formulate opinions based on erroneous information. At times, they feel guilty because they have thoughts or feelings they sense are tacitly disapproved of.

Parents should instill in children a willingness to talk about absolutely everything: politics, friends, school, music, baseball scores. If you estab-

Talk
with your kids

...before everyone else does.

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National Association of Elementary School Principals
National Association of Secondary Principals
National Council of Churches
National Council of La Raza

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Stella Richardson,
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Sr. Communications Associate

KAISER FAMILY FOUNDATION

2400 Sand Hill Road
Menlo Park, CA 94025
Tel: (650) 854-9400
Fax: (650) 854-4800
www.kff.org

Ashley Koff, *Project Manager*

J. WALTER THOMPSON OF NEW YORK

466 Lexington Ave.
New York, NY 10017
Tel: (212) 210-7000
Fax: (212) 210-6810
www.jwt.com

Julie Vale,
Account Representative

AD COUNCIL

261 Madison Ave.
New York, NY 10016-2303
Tel: (212) 922-1500
Fax: (212) 922-1676
www.adcouncil.org

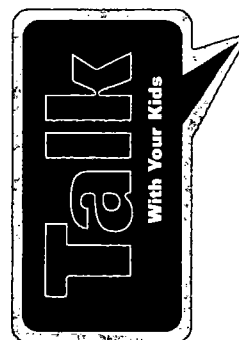
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Campaign Manager

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...before everyone else does.



...before everyone else does.

TALKING WITH KIDS ABOUT TOUGH ISSUES

1212 Broadway, Fifth Floor
Oakland, CA 94612

**Talking With Kids About Tough Issues
A National Campaign to Support
Parents by Children Now and the
Kaiser Family Foundation**

Talking With Kids About Tough Issues

The Issues

In today's world, kids are confronting issues about sex, relationships, violence, alcohol, drugs, and other tough issues at increasingly early ages. Experts identify ages 8-12 as an important "window of opportunity" when children want to hear about tough issues from their parents.

Parents want to protect their kids, educate them, and impart their values, but they often express uncertainty about how and when to do so. Having conversations with a child about sex and other tough issues can be difficult for parents, but it is essential.

The *Talking With Kids About Tough Issues* campaign helps parents take advantage of the "window of opportunity" and gives them tools to have open and honest talks with their kids.

10 Tips for Talking With Kids About Tough Issues

1. Start early.
2. Initiate conversations with your child...
3. ...Even about sex and sexuality
4. Create an open environment
5. Communicate your own values
6. Listen to your child
7. Try to be honest
8. Be patient
9. Use everyday opportunities to Talk
10. Talk about it again. And, again.

The Campaign

Talking With Kids About Tough Issues is a national initiative by Children Now and the Kaiser Family Foundation to encourage parents to talk with their children earlier and more often about tough issues like sex, HIV/AIDS, violence, alcohol and drugs.

The campaign includes a national media component that has resulted in significant coverage of this issue over the last two years, public service messages that have appeared in major media outlets from *The New York Times* to prime time television broadcasts, corporate and media partners, and event sponsorship through organizations such as the Boys and Girls Clubs and PTAs.

Most importantly, the campaign provides resources for parents, including the *Talking With Kids* guide, a mini-booklet, and listings of national and local parent resources. These are available by calling **1-800-CHILD44** or on the internet at www.talkingwithkids.org.

In the first two years, some 250,000 booklets have been distributed through the campaign, and the advertising has received more than \$56.6 million in donated media time and space.



...before everyone else does.

The Components

- A free parent guide offered through the campaign's toll free number:
1-800-CHILD44
- Radio, print, television public service announcements, posters and a video to create awareness for our message
- Information and campaign materials available online at:
www.talkingwithkids.org
- Fact sheets with up-to-date information on sex, HIV/AIDS, alcohol and drugs, violence and the importance of parent/child communication

The Collaboration

The Campaign is a collaboration between Children Now, a non-partisan child-advocacy organization grounded in innovative research and communications strategies, the Kaiser Family Foundation, a foundation that focuses on major health issues that face our nation, and the Advertising Council, the leading producer of public service advertising in the United States. The print, television, and radio messages used in this campaign were designed by J. Walter Thompson of New York.





...before everyone else does.

Talking **With Kids About Tough Issues**

Children Now is a nonpartisan, independent voice for America's children. Using innovative research and communications strategies, Children Now promotes pioneering solutions to problems facing America's children. Recognized nationally for its policy expertise, up-to-date information on the status of children, and leading work with the media, Children Now focuses particular attention on the needs of children who are poor or at risk while working to improve conditions for all children by making them a top priority across the nation.

The Henry J. Kaiser Family Foundation is a non-profit, independent, national health care philanthropy, not associated with Kaiser Permanente or Kaiser Industries. Established in 1948, the Foundation makes approximately \$40 million in philanthropic expenditures each year, emphasizing efforts to improve the health and life chances of the disadvantaged. The Foundation serves as an independent, non-partisan source of facts and analysis for policy-makers, journalists, and the general public.

The Advertising Council is a private, non-profit organization which has been the leading producer of public service advertising in the United States since 1942. The Council supports campaigns for the public good which are national in scope, generating strong, measurable results for the causes it serves. Ad Council campaigns have helped to save lives and resources, educate the public about issues and concerns of the day, and make America a healthier country in which to live.

J. Walter Thompson, NY is the flagship office of one of the largest and best known global communications companies. Founded in 1864, JWT's NY office currently serves over 20 clients representing over 60 brands. JWT's James Webb Young was instrumental in founding the Advertising Council, and JWT has maintained a strong commitment to public service advertising ever since. Thompson NY created Ad Council campaigns for the American Red Cross for over 35 years. In addition to JWT's new work for Children Now and the Kaiser Family Foundation, recent public service efforts include work for New York Cares and the Multiple Sclerosis Society.

CHILDREN NOW
1212 Broadway, Fifth Floor
Oakland, CA 94612
Tel: (510) 763-2444
Fax: (510) 763-1974
www.childrennow.org

KAISER FAMILY FOUNDATION
2400 Sand Hill Road
Menlo Park, CA 94025
Tel: (650) 854-9400
Fax: (650) 854-4800
www.kff.org

J. WALTER THOMPSON
466 Lexington Ave.
New York, NY 10017
Tel: (212) 210-7281
Fax: (212) 210-6810
www.jwt.com

AD COUNCIL
261 Madison Ave.
New York, NY 10016-2303
Tel: (212) 922-1500
Fax: (212) 922-1676
www.adcouncil.org

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KAISER FAMILY FOUNDATION/CHILDREN NOW

Talking with Kids about Tough Issues: A National Survey of Parents and Kids

Talking with Kids about Tough Issues

A National Campaign to Support Parents

By the Kaiser Family Foundation and Children Now

March 1, 1999

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April 1, 1999

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Talk With Your Kids

...before everyone else does.

first things first

Q&A

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Talking with Kids about Tough Issues is a national campaign that seeks to help parents by providing them with information on "how" and "when" they should be talking with their kids about tough issues: [sex](#), [HIV/AIDS](#), [violence](#), [drugs and alcohol](#), and [television](#).

Subscribe to our free bi-monthly email tips:

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tv

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The Talking With Kids Campaign is a project of Children Now and the Kaiser Family Foundation. We are a national campaign using radio and television public service announcements, newspaper and magazine ads, posters, and the Internet. The campaign provides helpful materials and connects families with [local resources](#) in their own communities.

CHILDREN NOW

THE HENRY J. KAISER FAMILY FOUNDATION

Document: Done

10 Tips

For Talking With Kids About Tough Issues

1. Start early.
2. Initiate conversations with your child...
3. ...even about sex and sexuality.
4. Create an open environment.
5. Communicate your own values.
6. Listen to your child.
7. Try to be honest.
8. Be patient.
9. Use everyday opportunities to Talk.
10. Talk about it again. And, again.

www.talkingwithkids.org

1-800-CHILD-44

Talk
with your kids

...before everyone else does.

**White House Strategy Session on
Children, Violence, and Responsibility
May 10, 1999**

1/12/99
DRAFT

Proposed Participants

1. **The President**
2. **The Vice President**
3. **The First Lady**
4. **Mrs. Gore**
5. **The Attorney General**
6. **The Secretary of the Treasury**
7. **The Secretary of Education**
8. **The Secretary of Health and Human Services**
9. **General Barry McCaffrey**
10. **Television Slot: Les Moonves, President, CBS Television or Bob Iger, CEO, ABC or Robert Wright, CEO, NBC**
11. **Motion Picture Slot: Edgar Bronfman, Jr., CEO, Seagrams (Universal/MCA) or Howard Stringer, President, Sony USA or Michael Eisner, CEO, Disney**
12. **Steven Spielberg, Dreamworks**
13. **Steve Case, CEO, America On-Line**
14. **Doug Lowenstein, President, Interactive Digital Software Association**
15. **Jack Valenti, President, MPAA**
16. **Hilary Rosen, President, RIAA**
17. **Edward Fritts, President, NAB**
18. **Decker Anstrom, President, NCTA**
19. **Roxanne Spillett, President, Boys & Girls Clubs of America**
20. **Sandra Feldman, President, AFT**
21. **Bob Chase, President, NEA**
22. **Ginny Markill, President-Elect of the Parents-Teacher Association**
23. **Pam Eakes, Mothers Against Violence**
24. **Youth -TBD --KK**
25. **Youth -TBD --KK**
26. **Youth -TBD --KK**
27. **Dr. Prema Mathai-Davis, CEO, YWCA of USA**
28. **Abraham Foxman, National Director, ADL --OPL**
29. **Rev. Thomas McDade, Secretary of Education, US Catholic Conference**
30. **Robert Ricker, Executive Director, American Shooting Sports Council**
31. **Robert Delfay, President and CEO, National Shooting Sports Foundation**
32. **L.E. (Ed) Schultz, President and CEO, Smith and Wesson**
33. **Gun Manufacturer --TBD**
34. **Sarah Brady, Handgun Control, Inc. (HCI) --JC**
35. **Gil Gallegos- National President, Fraternal Order of Police (FOP) and Deputy Chief Albuquerque Police Department or Ron Neubauer- National President, International Association of Chiefs of Police (IACP) and St. Peters, MO Chief of Police or Thomas Scotto- President, National Association of Police Organizations (NAPO) --JC**
36. **Carl Bell, M.D.**
37. **Robert Pynoos, M.D.**
38. **James Garbarino, PhD.**
39. **Nancy Dickey, President, American Medical Association**

Kennard

Glock, Brady, Harman, Heller

Steve
Young
- 428

- 40. State/Local Elected Official
- 41. **Dr. Maya Angelou** —
- 42. **Eli Segal**
- 43. Judge Alan Page --MM
- 44. **Reverend Eugene Rivers**
- 45. Colorado Slot --TBD
- 46. Lauryn Hill or Recording Artist
- 47. Judy McGarth, President, MTV (t)
- 48. **Drew Altman, President and CEO, Kaiser Foundation** —
- 49. Ad Council Slot --TBD
- 50. Members of Congress -- Leadership or designee --JM
- 51. Members of Congress -- Leadership or designee --JM
- 52. Members of Congress -- Leadership or designee --JM
- 53. Members of Congress -- Leadership or designee --JM

Russell

VERY PRELIMINARY – 4/30/99

Key Findings

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 survey 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

EMBARGOEDPRINCETON SURVEY RESEARCH ASSOCIATES for
THE KAISER FAMILY FOUNDATIONFINAL TOPLINE RESULTS
April 30, 1999DETERMINED TO BE AN
ADMINISTRATIVE MARKING
INITIALS: PCR DATE: 06/11/15~~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?¹

<u>Current</u>		<u>9/98²</u>	<u>4/98³</u>
80	Yes, have heard of it	79	82
19	No, had not heard of it	20	18
**	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	31
22	Sometimes	23
19	Hardly ever	13
17	Never	14
19	Not aware of rating system	18
*	Don't know/Refused	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	22
62	Content-based ratings	64
9	(VOL.) Both equally	13
5	Don't know/Refused	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

**MEMO**

TO: Mary Smith, Domestic Policy Counsel, The White House

FROM: Henry Schleiff, President & CEO, Court TV

REF: The White House Summit on Violence

DATE: May 6, 1999

Court TV has a profound interest in joining The White House dialogue on the issue of violence in our schools and among our young people scheduled for Monday, May 10, 1999. We have a three-year track record of successfully addressing this important issue and we could make a significant contribution in furthering the administration's efforts in this regard.

Below are some of the key highlights of our program, *Choices and Consequences*:

In direct response to the National Television Violence Study, Court TV in partnership with the National Middle School Association created a series of curricula designed to teach young adolescents the real life consequences of their actions. These curricula are based on actual court cases involving young people.

1. Court TV was the only network cited by the National Television Violence Study as responding to the study and counter balancing the negative impact of violence in the media.
2. *Choices and Consequences* curriculum was developed in conjunction with the National Middle School Association, Ed Brazee, head of curriculum development, University of Maine and The University of California at Santa Barbara. It was field tested at middle schools around the country with extremely positive results.
3. In June of 1998, The University of California at Santa Barbara at the direction of Court TV undertook a comprehensive study on the impact of our curriculum on behavior. The results of this exhaustive research will be available in several weeks.
4. On April 6, 1999, President Clinton announced that The Department of Justice and The Department of Education will partner with Court TV, AT&T and the Anti Defamation League to create additional curricula aimed at teaching middle schoolers diversity and tolerance.

5. Court TV, as part of this program, has conducted and televised over 55 youth forums across the country. These forums give young people a voice, an opportunity to speak on topics such as, teen depression, self-esteem, stress and gun control.
6. On April 14, 1999 Court TV's *Choices and Consequences* initiative was honored at a bipartisan reception on Capitol Hill attended by Congressman Billy Tauzin, Congressman Ed Markey, Congressman, William Delahunt, and Senator Frank Lautenberg among others. Also, in attendance were members of the Creative Coalition led by Billy Baldwin and Griffin Dunne. They all supported our efforts to keep our nation's youth out of our nation's courts.

If you need to reach me, my office number is 212-973-3366. I can also be reached at home at 212-348-2175 or this weekend at 516-537-0063.



May 4, 1999

VICKY RIDEOUT
DIRECTOR, ENTERTAINMENT MEDIA
AND PUBLIC HEALTH PROGRAM

Mr. Thomas L. Freedman
Special Assistant to the President
Room 213 Old Executive Office Building
Washington, D.C. 20502

Dear Tom,

I just wanted to send you some Foundation materials I thought might be of interest for the White House strategy session on youth violence next Monday, and to encourage you to consider inviting the president of the Foundation, Dr. Drew Altman, to participate in that event.

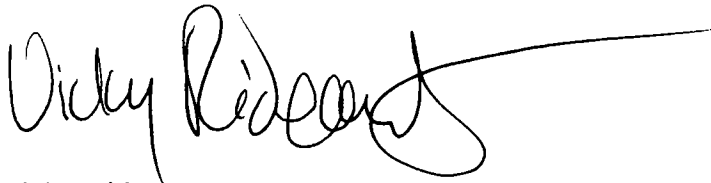
There are two reasons I think his participation would be relevant:

1. **The Foundation is undertaking the largest national public service campaign in the country to encourage parent/child communication.** Our *Talking With Kids About Tough Issues* campaign is conducted in partnership with the Ad Council and Children Now, with co-sponsoring partners such as the Boys and Girls Clubs and the National PTA. The campaign includes television and radio PSAs, and a free booklet for parents that provides tips on communicating with kids about violence, drugs and sex. Hundreds of thousands of booklets have already been distributed. The booklets are available for free through our toll free number for parents, 1-800-CHILD-44. Family Circle recently reprinted 6 million copies of the booklet as a special insert in the magazine. A copy of the booklet and the Family Circle insert are enclosed for your review.
2. **On Thursday May 6th the Foundation is announcing a national campaign to educate parents about the V-Chip.** The *V-Chip Education Project* is being conducted in conjunction with the Center for Media Education. It will include a free booklet for parents about the TV ratings system and the V-Chip, which we will promote through newspaper inserts, a new web site, and an outreach effort involving the nation's leading parents, education and health groups. We are also releasing a major national survey of parents on the V-Chip, a summary of which is enclosed. A brief description of the educational effort is also included for your review. I will get you a copy of the press release as soon as it is ready.

We would love for Dr. Altman to have a chance to discuss these initiatives with the President. In addition, it would be very helpful if the President could mention in his remarks the upcoming *V-Chip Education Project*, and encourage the media leaders who will be at the White House to work with us to help promote this campaign.

I appreciate your interest in our work, and look forward to hearing from you soon.

Sincerely,

A handwritten signature in black ink, reading "Vicky Rideout". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Vicky Rideout