

CHILDREN-T.V. —

Youth Development/After School/
Violence

Ratings and Content Descriptors

Look for these ratings on the front of the package and, for more information, look for content descriptors on the back of the package.



Early Childhood

Titles rated "Early Childhood (EC)" have content suitable for children ages three and older.

Kids to Adult

Titles rated "Kids to Adult (K-A)" have content suitable for persons ages six and older.



Teen

Titles rated "Teen (T)" have content suitable for persons ages 13 and older.

Mature

Titles rated "Mature (M)" have content suitable for persons ages 17 and older.



Adults Only

Titles rated "Adults Only (AO)" have content suitable only for adults.

Rating Pending

Product has been submitted to the ESRB and is awaiting final rating.



Descriptors

Mild Animated Violence
Mild Realistic Violence
Comic Mischief
Animated Violence
Realistic Violence
Animated Blood and Gore
Realistic Blood and Gore
Animated Blood

Realistic Blood
Suggestive Themes
Mature Sexual Themes
Strong Sexual Content
Mild Language
Gaming
Use of Tobacco and Alcohol
Use of Drugs

Early Childhood Descriptor

Some Adult Assistance May Be Needed

800 Help Line

To call the 800 line, Dial 1-800-771-ESRB and type in the first four letters of the product you're interested in. The system will provide you with information confirming the name of the product, the platform it is designed for, the ESRB rating, and any content descriptors awarded by the ESRB.

If you have any questions or require any additional information, please contact the ESRB at 845 Third Avenue, New York, N.Y. 10022.

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A primer for parents

The ESRB's Guide To Interactive Entertainment



Parents Guide To Interactive Entertainment Software Purchases

As a parent today, you are constantly faced with decisions regarding your child's development in this high-tech environment of the the nineties.

These choices can seem especially daunting when you are buying or renting software for children to use on computers and video game systems. Indeed, you can sometimes feel as if you know less about what's in the software than your own kids do.

This is why the Entertainment Software Rating Board (ESRB) has written this Parents Guide To Interactive Entertainment Software Purchases.

Hardware Systems

Let's start with hardware systems, also known as platforms. It wasn't long ago that you associated the word hardware with the hammers, nails and screwdrivers you purchased at neighborhood stores.

But these days, hardware is also the word used to describe a desktop computer or a video game system connected to a television. Following is a list of the many hardware platforms on the market. You should remember that, with few exceptions, the software for one hardware platform will not work on any other system.

Platforms

Apple Macintosh
personal computer
Atari Jaguar
Atari Lynx
CDI
SNK Neo•Geo
Nintendo Entertainment
System
Super Nintendo
Entertainment System
Nintendo Game Boy
Nintendo Virtual Boy
Nintendo Ultra 64
(available in 1996)

Personal computer
(DOS and Windows)
Sega CD
Sega Game Gear
Sega Pocket Arcade
Sega Genesis
Sega Nomad
Sega Pico
Sega Saturn
Sega 32X
Sony Playstation
3DO

Software

Once you have decided on a hardware system, the next question is "What software do I buy for it?" Here are some simple guidelines the ESRB recommends you follow as you decide what to buy.

- Look for ESRB ratings on the front and content descriptors on the back of the package. The ESRB system offers you objective information regarding the age appropriateness and content of many software titles sold today. If the title has an ESRB rating, you will find the distinctive black and white ESRB icon on the front of the package. The ESRB content descriptors, if applicable, can be found on the back of the packages in a black and white box.
- If you can't find a rating, please call 1-800-771-ESRB to obtain rating information. Our 800 number offers you up to date information on the ratings and content descriptors for every title we've reviewed. Elsewhere in this brochure we describe how to use this toll free number.
- ESRB ratings only assess the content of the game. Examine the package carefully to see if the publisher recommends the game for particular age groups based on the skill levels required to get the most enjoyment out of the product.
- Examine the pictures and text on the product's packaging to get an idea of what the title is about.
- Ask the salesperson if you can try the product in the store before purchasing it or whether they can demonstrate it for you.
- Remember to make sure the software you're buying is compatible with your system.

How does the rating system work?

The ESRB is an independent board that has, with the support of the entertainment software industry, developed a standardized rating system for interactive entertainment software products.

Three separate raters, trained in the ESRB criteria and rating process, are selected by computer to review each product to evaluate the content.

When the raters have completed their review, the results are calculated by computer and reviewed by an ESRB staff member to determine the product's final rating.



Look for rating icons in the lower right or lower left-hand corner in the front of the box.



Descriptors are found on the lower right on the back of the box.

EXECUTIVE SUMMARY

file/kid's TV

THE PURPOSE OF THIS REPORT is to provide a critical review of research into the effects of computer games on young people. Strengths and weaknesses of the available research are discussed, gaps in current knowledge are identified and priorities for future research are suggested.

The report is structured in seven sections.
The contents of each section are as follows:

SECTION 1: OVERVIEW OF ISSUES

This section highlights the main findings of the review and provides an introductory overview of the themes to be developed more fully in the remainder of the report.

SECTION 2: RESEARCH METHODOLOGIES

Various research methodologies have been exploited in the research conducted to date; this section provides a discussion of the strengths and weaknesses of the four most favoured methods: case studies, observational studies, experiments and correlational studies. Each method can provide useful information, but each also has its limitations. It is stressed that research findings have to be interpreted with these limitations in mind.

SECTION 3: RESEARCH CONCERNED WITH NEGATIVE CORRELATES AND EFFECTS OF COMPUTER GAMES

Many concerns have been aired about the possible negative effects of computer games. Principal allegations are that they are addictive, that they impair family life and school performance, that they promote aggression in the young and that they are bad for children's health. Research relating to each of these claims is reviewed.

ARE COMPUTER GAMES ADDICTIVE?

Computer game activity is popular among the young, but research reveals that it ranks low compared to traditional leisure activities. Children spend much more time viewing television, or even reading, than playing computer games. Self-report studies, teacher-based surveys, small scale investigations of home usage, and observational/ interview research in video arcades all point to the conclusion that addictive involvement in computer games is quite rare.

DO COMPUTER GAMES IMPAIR FAMILY LIFE AND SCHOOL PERFORMANCE?

Studies of families during the first few months after acquiring computer games indicate that they are played with great enthusiasm at first (often by all family members), but interest tends to subside (though not disappear) subsequently. Researchers have concluded that, with few exceptions, playing computer games is a minor part of children's and adolescents' lives, and usually held in perspective with other activities.

DOES COMPUTER GAME PLAY PROMOTE AGGRESSION?

The amount of research into this important topic is still rather small. Some correlational studies have provided evidence of a modest relationship between video game play in arcades and aggressiveness ratings, but no link between home play and aggressiveness ratings. This leaves us uncertain as to causal direction. Even if we assume a causal relationship due to the video arcade, we cannot distinguish on present evidence whether the problem is the games played or the social milieu of the arcade itself.

A small number of experimental studies have been reported. Either no or minimal effects have been obtained. Some very tentative evidence indicates that aggressive game play may be cathartic (promote the release of aggressive tensions) for some individuals, though this work is open to methodological criticisms. Overall, evidence is limited, but so far does not lend strong support to the claims that computer game play promotes aggressive behaviour.

DO COMPUTER GAMES HAVE NEGATIVE HEALTH EFFECTS?

Computer games have been accused of reducing the fitness of the young, exposing people to risks of tendinitis, and causing epileptic seizures. Very little evidence has been found to support these claims. However, as with any repetitive activity, there is some risk of minor strains and headaches in individuals who spend very long periods playing games. The main conclusions emerging from the medical literature would appear to be that healthy, experienced young game players are unlikely to suffer serious problems. When physical symptoms have been recorded they have usually been found in players' adult relatives who have been caught up in enthusiasms for the games and suffered for their temporary zeal.

SECTION 4. RESEARCH CONCERNED WITH POSITIVE CORRELATES AND EFFECTS OF COMPUTER GAMES

In contrast to the above anxieties, other commentators have predicted benefits to computer game play in young people. The bulk of research into possible benefits has

been conducted by researchers interested in cognitive abilities, symbolic representation and motor skills. Many, though not all, studies in this tradition show gains following practice in specifically designed educational games.

Contrary to some fears that computers inevitably draw people into solitary activities, one major study has found that social play with computer games is twice as high as social involvement in other media use. Studies of home life indicate that computer game play appears to have improved relations within some families, and brought some together in enjoyable joint activities on a scale rarely experienced in many Western homes since the advent of television.

SECTION 5: CHARACTERISTICS OF COMPUTER GAME PLAYERS

Research addressed to the possibility that particular types of individuals are attracted to computer games is reviewed in this section. Studies of personality variables and motivations fail to provide strong or consistent evidence of differences between players and non-playing peers. The main characteristic which does differentiate players from non-players is gender: virtually every study finds greater male involvement in computer game play. The implications for future education and employment are discussed, and explanations of the gender difference outlined.

SECTION 6: POSSIBLE DIRECTIONS FOR FUTURE RESEARCH

Computer game use is likely to remain part of children's and adolescents' media experiences and may well increase as new developments in the medium arrive. It is stressed that before the implications for Australian society can be appraised fully, Australian research needs to be conducted. Possible areas for research include more sophisticated analyses of the uses and meanings of aggressive content, the place of computer games in family lives, peer interactions around computer games, the nature of adolescent use of video arcades, and the scope for socially desirable video game contents.

SECTION 7: CONCLUSIONS

It is concluded that the most dramatic anxieties about the negative effects of computer games have not been supported by the research to date. Some research indicates that there may be positive outcomes associated with computer game play, in terms of cognitive, perceptual and social development. At this stage of our knowledge, neither negative nor positive effects should be overstated but both are important issues in the face of the likely continuing appeal of this form of entertainment among young people.

KEVIN DURKIN PHD

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Entertainment Software Rating Board (ESRB)

ABOUT THE ENTERTAINMENT SOFTWARE RATING BOARD

The Entertainment Software Rating Board (ESRB) is an independent rating system which was established in September of 1994 by the Interactive Digital Software Association (IDSA), the leading trade association for the interactive entertainment software industry. The ESRB is a voluntary rating system which was developed to give parents and consumers information about the content of video and computer games so that they can make informed purchase and rental decisions. As of December 1995, the ESRB has rated over 1,400 titles submitted by over 100 publishers, making it by far the leading entertainment software rating system in the country and the only one which has rated software for all platforms, including personal computers, video game cartridge consoles, and video game CD consoles.

On July 29, 1994, the ESRB rating system was presented to Congress and the media and received a great deal of praise. Senator Joseph Lieberman (D-CT) characterized the ESRB rating system as the "most comprehensive system of any entertainment medium in this country." The system has also been praised by Peggy Charren, founder of Action for Children's Television and one of the country's leading child advocates, by the nation's foremost consumer group, the Consumer Federation of America, and by leading retailers such as Wal-Mart and Toys 'R' US.

► How the ESRB Works

The ESRB rating system is based on the prior review of actual product content and other materials by three raters randomly chosen from a pool of over 100 demographically diverse individuals from all walks of life. All raters undergo extensive training. These raters assign a rating and appropriate content descriptors after reviewing a range of materials including the most extreme content of the product. Thus, ESRB ratings represent the views of typical consumers with no ties to the industry, exercising their independent judgement on how a title should be rated.

The ESRB has five age-based rating categories, and is unique in that it also supplements the ratings with short phrases, called descriptors, which further explain the content of the product. The rating categories are: Early Childhood (ages 3+), Kids to Adults (ages 6+), Teen (ages 13+), Mature (ages 17+), and Adults Only (limited to those ages 18 and older). The descriptors fall into several categories, including: violent content, sexual themes, language, and others such as drug use and alcohol use.

The ESRB has set up a toll-free number for consumers to call for rating information. The consumer hotline received over 200,000 calls since it was established in November.
(over)

► **Consumer and Expert Input and Oversight**

The ESRB system was designed with the direct input of consumers who participated in focus groups aimed at making the system user friendly, easily understood, and informative. In February, 1995, we surveyed consumers again, and found that 90% of parents and players of video and computer games believe the ESRB system is a highly useful tool for evaluating the content of games. Additionally, the vast majority of respondents believe that the video and computer games they were asked to evaluate had been rated properly by the ESRB.

Outside advisors including academics, consumer representatives, children's advocates, and educators also helped shape the system. Moreover, the ESRB has formed an Academic and Consumer Advisory Board which meets periodically to review how the system is working. Membership of this Board includes: Mary Ellen Fise of the Consumer Federation of America; Dr. Parker Page, President of the Children's Television Resource and Education Center; Freddi Greenberg, former Editor-in-Chief of Child Magazine; Karen Jaffe, Executive Director of Kidsnet, a computerized clearinghouse for children's television and radio; Dr. Jeffrey Goldstein of the Department of Social and Organizational Psychology and the Department of Mass Communication at the University of Utrecht (Netherlands) and a recipient of a grant from the Harry Frank Guggenheim Foundation to study the topic of violent entertainment; Dr. Lewis Lipsitt, Professor of Psychology and Medical Science and the Founding Director of the Child Study Center at Brown University; Dr. Rosemarie Truglio, Assistant Professor of Communication and Education at Teachers' College of Columbia University; and Thomas Koerner, Deputy Executive Director of the National Association of Secondary School Principals.

► **Enforcement**

The IDSA has registered the rating icons as trademarks and is policing the use of the trademarks to ensure they are being properly used. If, through spot checks or consumer complaints, the IDSA learns that a publisher may have improperly obtained a particular rating, or is improperly using the trademark, our General Counsel will take action including, but not limited to, revoking the rating, compelling the publisher to resticker the product, or fining the publisher.

Although the IDSA cannot force publishers and retailers to use the system, several major retailers, including Toys R Us and Wal-Mart, have begun requiring that all entertainment software be rated before being placed on store shelves, and other retailers have adopted policies requiring that all video game console software be rated. The ESRB is continually working with publishers, retailers, and retail organizations to encourage their participation in the system.



The National Cable Television Association (NCTA) and the cable industry's educational initiative *Cable in the Classroom*, have joined in a partnership with the National Parent Teacher Association to launch a program to help families make better choices in the TV programs they watch and to improve the way they watch those programs.

- The program is called the *Family and Community Critical Viewing Project* and its goal is to partner and train together local cable television operators and local PTA leaders in the skills of critical viewing. In turn, these PTA/cable "teams" will offer local workshops on media literacy and critical viewing skills to parents and teachers in their own communities.
- The National PTA will facilitate opportunities for training of PTA/cable teams by including the training sessions at many state and regional PTA conventions and meetings. Additionally, the cable industry will sponsor workshops and training sessions throughout the country. Working in partnership with the cable industry and its local systems, the National PTA, with its grassroots constituency, gives the critical viewing message the broadest possible reach nationwide.
- In a hands-on, participatory approach the critical viewing workshops teach such techniques as:
 - How to set rules for television viewing and how to stick to those rules.
 - How to recognize the ways in which television can be used to manipulate viewers.
 - How to talk to children about violence on television.
 - How to turn what we see on television into positive and educational family discussions.
- The critical viewing training sessions are being offered to PTA/cable teams as part of an on-going NCTA project, the Cable Industry Public Affairs Training Program, administered by the Cable Telecommunications Association (CATA).
- In 1994, the NCTA and *Cable in the Classroom* launched *Voices Against Violence*, a successful effort to help train educators to teach critical viewing skills to students. The National PTA, among other national education organizations, was a strong supporter of the project and from its success this new partnership was born.
- The PTA is the nation's largest volunteer child advocacy organization, with nearly seven million members, committed to uniting the home, school and community in promoting the education, health and welfare of children and families. The national PTA has addressed the issue of violence on television since the 1970s. PTA leaders have been involved in both community programs and in the legislative arena.
- *Cable in the Classroom* is the cable industry's \$300 million public service initiative to enrich education through the resources of the cable industry. Created in 1989, *Cable in the Classroom* now serves 65,000 schools, reaching over 35 million students with commercial-free educational programming at no cost to the schools.
- The NCTA represents cable systems serving more than 80 percent of the nation's 60 million cable subscribers. NCTA also represents more than 60 cable programmers as well as hardware suppliers and providers of other services to the industry.

FAMILY AND COMMUNITY CRITICAL VIEWING PROJECT WORKSHOP AND TRAINING DESCRIPTION

Taking Charge of Your TV (course code W or CW)

A Critical Viewing Workshop for Parents and Teachers

The purpose of this workshop is to help families make more informed choices about what they watch on TV and to help them improve the way they watch those programs. By the end of this two-hour workshop, participants will understand 4 key points for taking charge of their TV and will identify specific viewing techniques for use at home. Using video, discussion and role play, the participants will develop viewing strategies which make sense for their own family settings. The tools they receive will help address concerns about all TV programs and especially TV violence.

How to Give a Critical Viewing Workshop (course code T or CT)

Training for Presenters

This 3 hour session is designed for PTA and cable partners who want to present "Taking Charge of Your TV-A Critical Viewing Workshop" to their local PTA or other community groups. The session begins by participating in the workshop, so they can see and experience what they will be expected to deliver. The rest of the training is devoted to answering questions from the participants and discussing what they need to do before, during and after the workshop. To support the discussions, participants receive a tip sheet, detailed presenter guidelines to use during the workshop, reproducible sets of originals for other workshop documents as well as an order form for the video they will use during their own workshop.

How to Give a Critical Viewing Workshop (course code R or CR)

A One-Day Regional Training for Presenters

This full day of training for PTA and cable partners begins with participation in the "Taking Charge of Your TV" workshop. The rest of the morning is devoted to exploring questions the participants have about putting on the workshop at home. During the afternoon, the participants practice pieces of the workshop and receive feedback and delivery tips. All questions not answered in the morning are addressed in the afternoon and participants have the chance to rehearse answers to difficult questions they might encounter. Participants receive sets of all documents necessary for delivering the workshop.

Home Viewing Tips

Ten ways for parents to use television actively with their children

Pre-School/Elementary School

- 1 Ask simple questions about the programs young children watch. It's best if you can watch with them, but even if all you see is a few minutes, show an interest in what they think about the program. You may be surprised about how much they understand once they're asked to explain it.
- 2 Play "real or make believe?" Ask whether a character is made-up or real-life. Could an object move by itself, or an animal talk? Can they guess how an effect was done, if it couldn't happen in real life? Why do they think the effect was done?
- 3 Let TV programs lead to other activities. Draw pictures of the whales you saw in that nature documentary. Make up a superhero, complete with a list of extraordinary powers. Act out or even videotape your own "TV show." Create your own "sport" and decide on the rules.
- 4 During program breaks, ask children what they think will happen next. Compare their prediction with what does happen. Ask if they think the characters would really do what they did. Why or why not?
- 5 Give young children easy-to-understand categories of the different things they see on TV, and make a game of spotting them. For example, is TV trying to "sell" them something, "teach" them about something, or "entertain" them?

Middle School/High School

- 1 Use TV to capture your children's curiosity. Encourage them to go to the library to learn more about issues or ideas raised by programs they like. When sensitive topics are raised on TV, seize the opportunity to open a discussion. Ask how your kids feel about it; explain how you feel.
- 2 Look for connections to books. A movie may be based on a book; a plot line in a sitcom or cartoon may have come from a story; or your kids may become interested in a subject that's covered in a book. Either way, encourage them to read more about it, and then compare what they've read to what they've seen. Were characters or scenes from the book left out? Why?
- 3 Learn geography from TV. Weather reports, news reports, documentaries, even sports all take place somewhere. Keep an atlas or globe near the TV set, and see where those places really are. Make a game of it by putting pins in every location you've "seen" on TV.



- 4 Discuss point of view. Who's telling this story, whether it's a news report, a documentary, or a movie? How would it have been different if someone else—a different character, or the subject of the news story instead of the reporter—had told it?
- 5 Turn the sound off, and add your own narration or sound effects. What kind of music do you think is being played to go with the pictures? What music would be totally wrong?

For more information about ways parents can apply media literacy skills in the home, contact:

- "Cable in the Classroom" magazine, (800) 216-2225. Ask for a free sample copy of the magazine, which lists quality programs by subject area.
- The Center for Media and Values, 1962 S. Shenandoah, Los Angeles, CA 90034, (310) 559-2944. Ask about their "Parenting in a TV Age" workshop kit.
- The National Telemedia Council, 120 E. Wilson St., Madison, WI 53703, (608) 257-7712. Ask about their newsletter and their "Families and Television" workshops.

Brought to you by Cable in the Classroom

Cable in the Classroom is a public service initiative of the cable television industry. It is a joint project of local cable companies and national cable programmers to provide schools with free basic cable service and more than 525 hours of commercial-free educational programming each month.

There are no viewing requirements, and copyright clearances allow teachers to tape and replay programs when they want, how they want. These programs are also available in your home. Since many are scheduled in the early morning, parents may want to videotape them for use at their convenience.



The Orlando Sentinel

November 18, 1994

PTA topic: 'Critical viewing' of TV gore

□ In a pilot program, state PTA officials and cable-TV leaders take a lesson in TV watching to be expanded nationwide.

By Catherine Hinman

OF THE SENTINEL STAFF

While it's clear that Americans are concerned about the level of violence on television, other evidence suggests that parents aren't teaching their children how to cope with it.

The cable industry has joined forces with the Florida Parent Teacher Association to help change that.

Testing a program still in its infancy, cable representatives on Thursday conducted their third PTA workshop in the art of "critical viewing" at the Florida State PTA Convention, which is being held this week in Kissimmee.

About 30 people, including PTA council presidents and local cable representatives, received lessons in how to talk to kids about TV violence. Parents, for example, should discuss which parts of the show are real and which aren't, said Sharon Metcalf, director of the Family and Community Critical Viewing Project for the nonprofit industry group, Cable in the Classroom.

"Sometimes those things seem like common sense," Metcalf said, "but they are not always and we need to be reminded of them."

The project is a joint venture between Cable in the Classroom, the National Cable Television Association and the National PTA. Launched last month in Texas, the program is a grass-roots attempt to blunt the effects of TV violence where it can best be controlled — in the home.

The cable groups expect to offer critical viewing workshops at 10 state PTA conventions around the country. A followup session for Florida PTA members will be in Broward County in February, after which plans for rolling out workshops at the school level will be developed.

"This is kind of a Johnny Appleseed effort," Metcalf said. Those in the workshops will "go and plant the seeds elsewhere."

National attention was focused on TV violence last year during congressional hearings on the issue. A 1992 poll by Strategies for Media Literacy in San Francisco indicated that 58 percent of parents were "uncomfortable" with the TV content their children see.

The group's research, however, suggested that parents are not following through by talking to their children about the violence. Only 4 percent of parents "express disapproval of programming" to children, and only 5 percent of parents "would refuse to allow their children to watch an offensive program in the future."

Kay Luzier, a Port Orange fourth-grade teacher and president of the Florida PTA, said the initiative will be promoted through the state newsletter and possibly through public service announcements that will air on TV.

"From a teacher's point of view, [critical viewing] is a really important skill to give students," she said.

Local cable companies will help PTA councils get the message out. The industry has worked with schools for several years to train teachers on how to use cable programs in education, said Karen D'Agostino, regional marketing manager for Cablevision Industries.

D'Agostino said her company would incorporate critical viewing training in teacher workshops and work with PTA councils to reach families as well. Time Warner Cable has similar plans.

"As a cable company we want parents to know we're concerned about the programming," D'Agostino said.

Helping children watch TV

■ Discuss point of view. Who's telling the story? Is there another angle?

■ Talk about the violence. What are the victim's feelings? What would happen in real life?

■ Discuss the use of violence. How does it reinforce stereotypes of villains, heroes and victims?

■ Note the program's sponsors. What types of viewers are they trying to attract?

■ Observe the show's construction. How is music used to add emotion? How does editing affect sense of time?

Source: Cable in the Classroom

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how to
watch

TV

with
your
kids

Parents get some pointers from PTA, cable industry

BY L.A. JOHNSON
Free Press TV-Eds Writer

Diane Hartwell went through the roof when she discovered her three young children watching "Total Recall" with their father and 19-year-old stepbrother several years ago.

"It was a very gruesome scene (in the movie), blood all over," says Hartwell, 36, of Madison Heights. "Every other word was *you know what*, and my kids were 4, 6, and 8 at the time. ... I was just horrified."

She ordered the three youngsters out of the room. Raymond Hartwell and his older son had sat down to watch the rental movie, and when the younger kids wandered downstairs to watch, he let them stay.

"We got caught up in the movie. The next thing I know, my wife comes home. There's still a hole in the ceiling," he says, now able to joke a little about the incident. "It was a mistake, and it won't happen again."

It doesn't take an R-rated movie to be inappropriate. Even 30-second commercials for network programs and movies sometimes feature sex or violence designed to entice viewers. Those same commercials, and the programs they promote, can be inappropriate for children or frighten them, according to a new series of workshops sponsored by the National PTA, National Cable

See TELEVISION, Page 2C

Television Association and Cable in the Classroom

Diane Hartwell, who attended a recent workshop in Novi, said she and her husband have been more vigilant about what their children watch. The Hartwells judge programs for Kristin, Sean and Brian — now 8, 10 and 12 — based on each child's ability to handle the program. Shows or movies that include vulgar language, sexual situations, terrifying tales and graphic or excessive violence are off-limits.

The PTA and cable industry seminars, Taking Charge of Your TV: A Critical Viewing Guide for Parents and Children, are designed to teach parents and cable operators how to screen what children view and how to talk with children about what they see. They also learned how to teach critical viewing skills to children and other adults through local workshops as part of the Family & Community Critical Viewing Project.

Gwendolyn Lewis, a librarian at Mackenzie High School in Detroit who also operates the "Plant A Seed ... Read!" program, attended the seminar and says when she talks to parents about encouraging their children to read, she also discusses critical TV viewing. Lewis advocates using good television as a springboard to reading and writing.

"They can look at a TV program, but still go to a library or the science center and obtain follow-up material on a subject," Lewis says. "After watching a program, they can write their own story about the character or read a biography about the character."

Open communication between parents and children is paramount, Lewis says.

Jan and Dave Barta agree, carefully monitoring the television viewing of their three children — Amy, Sarah and Carrie, ages 11, 13, and 15.

"I really don't care for my children to watch real graphic horror or blood-and-guts kind of things," says the 39-year-old Redford Township woman, who also attended the seminar. "I really don't care to have them watch bedroom scenes or sensual scenes."

"Dr. Quinn, Medicine Woman" and "Home Improvement" are acceptable, she said. But not "The Simpsons," "Beverly Hills, 90210" or even reruns of "Who's the Boss," about a male housekeeper living with a divorced woman. "That's not a good situation for a man and woman to live together before they are married," says Barta, who is a homemaker. "It's not that I'm trying to raise my kids in a glass bubble, it's just when the opportunity comes along with TV to talk about our values and what we believe in, we do."

Barta started monitoring her children's TV viewing when they were very young. "You can't start when they're 11, 13, and 15," she says. "You also can't sit there and watch it and tell your kids not to watch it."

Amy Barta, 11, likes "Dr. Quinn, Medicine Woman" and "Home Improvement." "They're funny and they're good and there's not bad things in them really, like a lot of swearing or shooting or killing or anything," Amy says.

Her sister, Sarah, 13, enjoys shows like "The Fresh Prince of Bel-Air," "Full House," and "Family Matters." But Sarah says she would like to watch "The Simpsons" and "Beverly Hills, 90210," but isn't allowed.

Diane Hartwell was pleased to discover that she and her husband already employ many of the techniques suggested in the seminar. "I have turned the channel on them. Usually it's a movie and actually, it's pretty much my 8-year-old," she says.

"My husband and I deal with our kids by saying, 'This is real or this is true. This might happen. This probably wouldn't happen. This is TV. This is entertainment. This is not real,'" says Hartwell, who works as a school photographer.

Diane Hartwell watches, at most, three hours of television a week, including "Lois and Clark" with Kristin, and some of the ABC TGIF shows — "Family Matters," "Boy Meets World," "Step by Step" and "On Our Own." Raymond Hartwell watches sports, public television and the Learning Channel.

Brian enjoys the adventure and action of "SeaQuest DSV" and "Earth 2" and the humor of "Hangin' With Mr. Cooper" and "The Fresh Prince of Bel-Air." Sean likes the humor in "Taxi" and "Boy Meets World." Kristin watches "Rugrats," and "Lois & Clark" with her mom.

The children watch, at most, two hours of television a day. They are good students and make time for Little League, Scouts and other activities, after school. "Due to the fact that we keep them busily involved in other stuff, they don't have a lot of time to watch TV," says Raymond Hartwell, a reliability engineer for Modern Engineering-GM.

Diane Hartwell, agreeing with Barta, believes it's never too early for parents to begin talking to children about smart and critical TV viewing.

"Starting at 3, 4, 5 years of age, that's when you have to start controlling what they watch," she says. "If you don't, it just gets out of control ... It's like teaching them about proper manners, not smoking and not drinking. To me, it's better to start it early."

The State Journal-Register

Springfield, Illinois

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City edition

Parents urged to develop critical TV viewing skills

By JOHN O'CONNOR
STAFF WRITER

To stop violence, talk back. Talk back to your TV and your kids, cable television consultants told an Illinois PTA state convention workshop Wednesday.

Even true-to-life television programs are "constructions," presenter Anna Cowan said. Parents need to talk to their kids about what's real, what isn't and what their feelings are about what they see.

PTA members and cable TV operators learned how to show parents "critical viewing skills" that will help keep children from repeating the violence they see on the tube.

Silence implies consent in many kids' eyes, said Cowan, and consultant Jim McCaffery of the Cable Telecommunications Association in Washington, D.C.

"Talk back to your TV," McCaffery told the group meeting at the Prairie Capital Convention Center. "As odd as that sounds, on some level, when you're talking back, some values are being taught."

It can be as simple as an offhand remark — "That's not real!" — in a conversation, depending on the child's age, on camera angles, music and special effects and their impact.

The "Family and Community Critical Viewing Project" is sponsored by the National Cable Television Association and the National PTA.

Perhaps parents most in need of learning skills are less likely to be involved in PTA activities. But that won't stop the message from getting through, PTA spokeswoman Harriet O'Donnell said.

"We don't have to have a parent in front of us at a meeting to have an impact," O'Donnell said. "These are tips and ideas that we can put in newsletters and send home, provocative little tips to help parents."

The American Psychological Association, in an influential 1993 report on children and violence, listed "critical viewing skills" as a crucial factor in halting the impact of TV violence, which doctors and experts have documented for two decades.

Letters to producers and advertisers and other forms of protest help.

"But keep in mind, your kids are still at home watching TV while you do those things," Cowan said. "You need to learn critical viewing skills. If they don't watch it with you, they'll watch it with someone else."

There are four keys to media literacy, according to the presentation:

■ TV programs are created for specific results. Parents should discuss with kids what the producers are trying to say and whether that's important. Children should repeatedly be told TV's pretend, not real. With greater accessibility to video cameras, kids can create their own productions to find out how much it takes to make a program.

■ People interpret the same show differently. Parents need to challenge unrealistic portrayals and talk to their children about stereotypes and how conflicts are resolved on TV. But TV also can be an important learning tool.

■ Violence takes many forms. "The Three Stooges," "Home Alone," the Roadrunner and Wile E. Coyote, the news, all get violent. Kids must be asked how the victim might feel and

Student garden to promote peace

By JOHN O'CONNOR
STAFF WRITER

The Oklahoma City bombing left kids at Springfield's Grant Middle School "wonder" and "bewildered," Mary McDonald said.

But it redefined and gave purpose to a well-intentioned idea that needed a little steam: The collection of plantings planned for the 25th Earth Day became a Peace Garden.

The environmental club, student council and science classes will begin planting Friday and dedicate the garden in May. It will include a rock with an inscription that will be chosen through a contest.

"It's a positive, long term thing, a kind of witness to peace, an attempt to counter that violence," said McDonald, a teacher and student council adviser. "We want to get things that are hearty, colorful and can be added to."

Several weeks ago, the environmental club, advised by Judy Prittaman and the student council discovered they both were planning Earth Day commemorations. They combined efforts, and the Oklahoma City bombing gave them new direction.

"They said, 'What can we do? Here's something we can do and we can keep doing it,'" McDonald said, noting that teacher Maureen "Sam" Pletcher is counseling the group on plants that will stand up to the rigors of Monroe Street, where hundreds of seventh- and eighth-graders pass daily.

"When kids work with plants and the earth, there's a rekindling of that spirit of working together," McDonald said. "Kids who have a hard time working together in the classroom have a common purpose outside."

The council and club put up \$500 to \$600 of their money for the garden, to which additions might be made in the future.

how violence might be funny, but that real life doesn't work that way.

■ Never forget that all TV programs have an economic purpose. Ask you kids why they think certain commercials run when they do or whether their sports hero gets paid to say he eats a certain breakfast cereal.

Watch your children as much as the TV,

Cowan advised.

"Observe them, watch their body language and ask questions to find out their reactions to what they're seeing," she said.

To have a critical viewing workshop presented to a group in your area, call the Illinois PTA at (800) 877-9617.

Workshop focuses on TV violence

Group gives critical viewing tips for parents, children

By Marcus Holland

Savannah News-Press

A nationwide effort is building to take control of TV violence where it matters most — in the home.

The issue was showcased in a workshop at the 81st annual convention of the Georgia Congress of Parents and Teachers Saturday at the Hyatt Regency Savannah.

The National Cable Television Association, the National PTA and Cable in the Classroom have joined forces to teach critical viewing skills to parents, teachers and children.

"Instead of bashing each other — the PTAs and television industry — we've decided to work together," said Janice West of Stone Mountain, the outgoing president of the state PTA. "It's a good partnership. We want to get parents more involved on what their children are watching and to give them alternatives to TV."

The presentation started with violent scenes from popular TV shows — people being shot by automatic weapons and cars blowing up, mixed with foul language.

That portion of the morning workshop, "Taking Charge of Your TV," taught critical viewing skills for parents, who can use them to decide what is appropriate for family viewing.

The cable industry is committed to providing families with choices about what they watch on TV, National Cable Television Association president Decker Anstrom said.

"This partnership with the PTA will help families look at TV as carefully as they look at food labels — and that will mean healthier, smarter kids," Anstrom said prior to the convention here.

The national program actually kicked off in Dallas, Texas, in October 1994. It is being taught through a

Points to remember when watching television:

- TV programs and their messages are created to achieve specific results.

- Each person interprets programs and messages differently. Parents need to recognize that children receive and interpret messages differently at different ages. Parents are responsible for guiding and directing the meanings their children make from interpreting TV's messages. Talk openly with them and what they've just viewed.

- Television violence takes many forms, realistic and unrealistic, justified and unjustified, humorous, irrelevant, evil, thrilling, sexy.

- All TV programs have an underlying economic purpose.

- Make TV viewing a conscious, planned-for activity. Chil-

dren should ask permission to watch TV, reinforcing the idea that they watch specific shows. Establish family guidelines for selecting programs and choose programs together. Set limits on how much TV your family watches.

- Make TV viewing a way to stimulate discussion. Let your children hear your values in a non-threatening way.

- Use TV to teach. When a topic on TV sparks your child's interest, get to the library or museum and explore the subject further.

Source: "Taking Charge of Your TV: A Guide to Critical Viewing for Parents and Children" from material by Renee Hobbs, associate professor at Babson College and Director of the Institute on Media Education at Harvard University; and Elizabeth Thoman, founder and Executive Director of the Center for Media Literacy in Los Angeles, Calif.

series of training sessions and workshops across the nation.

The three-day convention that began Friday will end today.

One hundred people packed the room for the workshop on TV violence workshop, said West, adding that they had expected 25 people. Those attending were trained "and will be able to outreach to thousands" when they go home, West said.

"Parents are in the best position to help children make solid decisions on what to view, to know that everything on TV is not real," said Eileen Faucette, the parent of a 14-year-old Richmond County middle school student.

"I'm excited about the partner-

ship," she said, and found the workshop helpful.

TV violence distresses Faucette.

"Actually, we tend to watch very little TV," she said. "We read a lot and play games. But I do let Tina watch TV shows from a list that I've made. I have the ultimate veto power."

Faucette also enjoyed advocacy training that was part of two morning workshops.

"Parents must learn to be more effective ... be an advocate on things that affect their children," she said. "They should be involved in decision-making and promote the needs of their children."

Larry Peterson, president of Cablevision of Savannah, praised the national program.

"It will help curb violence and teach parents how to select what their children should watch," he said. "The way TV commercials are presented to children will also be affected."

TV surfing: Experts say parents can control what children watch

By Jesse Fox Mayshark
News-Sentinel staff writer

Vince and Sallie Hickam were staying in an Atlanta motel with their children when they noticed their 6-year-old son watching a cartoon they'd never seen.

"I asked him, 'What are you watching?' and he said, 'Butthead,'" Vince Hickam recalled. "I said, 'Don't talk to me like that.'"

Hickam soon realized his son wasn't mouthing off but was just repeating the name of the show: MTV's "Beavis and Butthead."

From that terrible twosome to "NYPD Blue," from "The Simpsons" to "Mighty Morphin Power Rangers," parents find a lot to worry about on television.

But they can control what their children watch and what impact it has, two media experts said Friday.

"Obviously, TV is here to stay, so what we're going to try to do is help you all become more intentional and intelligent viewers," Joni Herman told parents attending the state Parent-Teacher Association convention at the Knoxville Hilton.

Herman, representing the National Cable Television Association, said parents and children must become "media literate" to make sense of what they see on television.

She cited studies that show 58 percent of parents object to some of what their children see on television, but only 4 percent express their disapproval.

"For parents, it's not that they don't want to do something, it's that they don't know what to

do," Herman said.

Herman and Barbara Toth-erow, who teaches a high school media literacy course in New Hampshire, suggested several ways for parents to monitor and interpret television shows:

- Watch programs with children and ask them to explain what is real and what is not.

- Talk about television production techniques — camera angles, music, editing, dialogue — and how producers use them to make shows exciting or dramatic.

- Set limits on how much television and what kinds of shows children can watch.

- Explain the economics of television to children — why advertisers place commercials on certain shows, and how commercials manipulate viewers to want certain products.

Friday's workshop was part of a national CATA-PTA partnership to teach critical viewing. While television habits vary from family to family, Toth-erow said the important thing is for parents to consciously decide which programs they want their children to see.

"I really think that a lot of people don't quite realize what's on," she said.

Most of the parents at the workshop said they have television rules of some sort.

The Hickams, from Johnson City, are disturbed by what they see on prime-time television.

"My kids are trying to watch an 8 o'clock show, and whether they're channel surfing or whatever, they can be exposed to something that they should not be," Vince Hickam said.

Parents try to loosen TV's tentacles

BY NIGEL HATTON

TIMES-DISPATCH STAFF WRITER

FARMVILLE — Jacqueline McDonnough of Richmond says she's having a tough time controlling the effect television has on her two sons.

Steven, 12, just got his own television. His favorite program is "that horrible show 'Beavis and Butthead.'" she says. Rhetoric from the program has trickled into the vocabulary of 4-year-old Gabriel.

"The younger one goes around calling people 'Butthead,'" she said.

Yesterday, McDonnough, vice president of the Chandler Middle School Parent-Teacher Association, attended a workshop designed to combat violence and commercialism in cable television programming.

Three organizations — the National Cable Television Association, Cable in the Classroom

and the National Parent Teacher Association — sponsored the workshop that trained participants how to lead similar sessions in their own communities. The partnership has held workshops across the nation, said Megan Hookey, associate director of Cable in the Classroom.

Hookey said Cable in the Classroom, a public interest group for the industry, "promotes the good stuff," in cable programming.

Nearly 50 PTA members, teachers and cable representatives from across the state gathered at Longwood College to learn the art of critical viewing.

Barbara Totherow, a teacher in Hudson, N.H., and Tom Leonhart of the cable industry led a session that was filled with personal and passionate testimony on the need for more parent involvement in their children's television viewing habits.

"You feel like a boob out there when you're trying to fight," the violence in television,

McDonnough said.

"We have a whole generation of parents out there who haven't grown up themselves," added another workshop participant.

Totherow and Leonhart outlined "four key points to taking charge of your television."

- Be aware that television programs and their messages are created to achieve specific results. They should point out to their children the use of special effects, tell them that television is pretend, and prompt discussions on the shows' point of view.

- Realize that people interpret programs and messages differently. Use television as a learning tool and relate it to real-life situations. Point out the error of sitcoms solving a complex problem in 30 minutes or less.

- Know that television violence appears in a number of forms. Cartoons, a film rated PG and a television movie advertisement were all

shown as examples of programs containing violence. Totherow advised parents to ask children how the victim of a violent act might feel, and explain that the result of violence in a cartoon differs from that in real life.

- Inform children that all television programs have an underlying economic purpose.

McDonnough came away from the workshop with a bundle of solutions for her family. "We'll schedule our television watching every Sunday. I'll sit with them and watch the programs and do some of the questions," she said.

After the three-hour session, participants continued to fervently cite problems and offer solutions. PTA members and cable representatives exchanged names and numbers, and vowed to hold workshops in their respective communities.

"We have to make sure we use and are using television rather than feeling used by it," Hookey said.



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■ TELEVISION VIOLENCE

Parents get help making viewing choices

By Kenn Marshall
Patriot-News

When a hand grenade explodes before Wile E. Coyote can lob it at the Road Runner, it's funny. But it's also violent.

When Sylvester Stallone as Rambo causes a helicopter to crash into an enormous fireball, does anyone really think about what the pilot felt as he was plunging to his death?

Of course, most older viewers know no one really died in the movie scene. It wasn't real.

But what about the kids? What do they think?

Most parents say they are concerned about the amount of violence their children see on television, but few do anything about it, according to a recent poll of moms and dads. Only a small percentage ever take even the simplest step: turn it off.

The cable television industry and the National Parent Teacher Association have joined forces to help parents make choices about what programs their kids should be allowed to watch and how they should watch them.

"I think a lot of parents are uncomfortable with what they see on television but don't know what to do about it," said cable industry representative Jim McCaffery yesterday at a seminar attended by local cable television officials and members of the Pennsylvania PTA's board of directors.

The nearly two dozen partici-

pants were being trained to conduct workshops on television viewing, designed to help both parents and children become more critical television viewers.

Children of different ages view graphic scenes of violence differently, McCaffery said. Young children may be frightened while older kids actually may be excited by a 30-second commercial for the same late-night TV show that likely will include some violent scenes.

The joint effort between the cable industry and PTA "isn't about telling people what to watch and what not to watch," said workshop trainer Francine Lanar. "It's about getting families to discuss what they're going to watch, and what they are watching, so they can draw their own lines and make their own rules."

Children should be frequently reminded that much of what they see on television is not real, Lanar said.

The only way for parents to really understand how their children feel about a particular scene on TV is to ask them about it, said Lanar. Discuss with them the way conflicts are resolved. Ask them how the victim of violence really would feel. Ask them how they would feel if someone they knew were treated that way.

And, of course, don't forget how to use the on/off switch.

There is little doubt that at least some violence on television — whatever its impact — will

Family viewing tips

Parents can do a lot to reduce the amount of violence their children are exposed to on television. Besides turning off inappropriate shows, parents can:

- Keep reminding children that most television shows aren't real.
- Relate situations on television to real experiences. Television characters routinely find simple solutions to problems, but such is rarely the case in real life.
- Question what you see and hear, and discuss it with your child.
- Ask your child if violence is ever funny, as in cartoons. Remind them that if a person gets hit on the head with a piano or falls off a cliff, he or she will be seriously hurt, or even killed. Ask your child why violence is funny in cartoons, but not in real life.
- Pay attention to what your young child sees you or another adult watching.
- Plan your television viewing. Have children ask permission to watch a specific show rather than just to "channel surf."
- If you aren't sure whether a television show would be appropriate for your child, tape it and watch it by yourself, then decide.

continue.

"We've known for a long time that parents have been complaining about violence on television," said state PTA President Jeanne Stefanac. "I don't know if that will ever go away. I also don't know where else you can learn so much, in so little time, at such a low cost. So it has value too."

Participants in yesterday's workshop were taught to run the

same type of training sessions for local PTAs and other organizations interested in the subject, said Stefanac. She said she hopes representatives from all 589 local units in the state will take advantage of the program, now in its second year.

Cable in the Classroom, another independent organization involved with cable television, also is involved in the "Taking Charge of Your TV" program.

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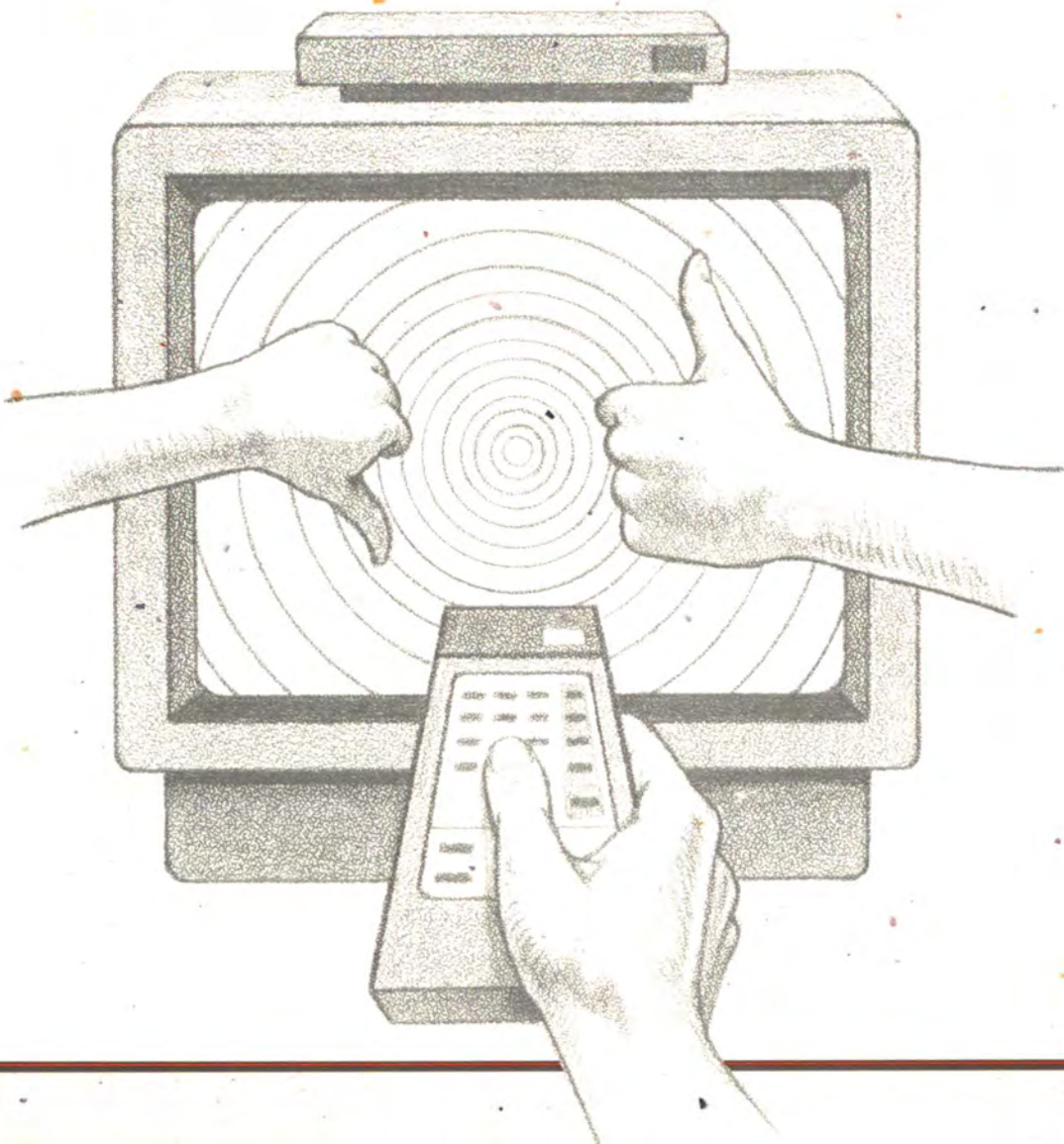
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Taking Charge Of Your TV

A Guide to Critical Viewing for Parents and Children



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440 First Street, N.W.
Washington, D.C. 20001

Ms. Laurie Lipper
Director
Children's Partnership
3606 Quesada Street, N.W.
Washington, D.C. 20015

The Honorable Edward J. Markey
United States House of Representatives
2133 Rayburn House
Office Building
Washington, D.C. 20515-2107

Ms. Prema Mathai-Davis
National Executive Director
YWCA of the U.S.A.
726 Broadway
New York, New York 10003

Mr. James Matlack
Director
American Friends Service Committee
1822 R Street, N.W.
Washington, D.C. 20009

Mr. Alfred McClure
President, North American Division
Seventh-Day Adventist Church
12501 Old Columbia Pike
Silver Spring, Maryland 20904

Ms. Joyce G. McCray
Council for American Private
Education
Suite 703
1726 M Street, N.W.
Washington, D.C. 20036

Mr. Tom McKenna
Executive Director
Big Brothers and Big Sisters
230 North 13th Street
Philadelphia, Pennsylvania 19107

Mr. Gary Mendez
Director
National Trust For the Development
of African American Men
7411 Riggs Road
Adelphia, Maryland 20783

Mr. David R. Mercer
National Executive Director
YMCA of the United States
101 North Wacker Drive
Chicago, Illinois 60606

Mr. Kwesi Mfume
National Association For the Advanceme
of Colored People
4805 Mt. Hope Drive
Baltimore, Maryland 21215

Mr. Newton Minnow
Board of Carnegie Foundation
One First National Plaza
Chicago, Illinois 60603

Ms. Janice Molnar
President
The Ford Foundation
320 East 43rd Street
New York, New York 10017

Ms. Kathleen Montgomery
Center For Media Education
Suite 518
1511 K Street, N.W.
Washington, D.C. 20037

Ms. Evelyn Moore
Executive Director
National Black Child
Development Institute
Number 600
1023 Fifteenth Street, N.W.
Washington, D.C. 20005

The Honorable James P. Moran
United States House of Representatives
Washington, D.C. 20515

Mr. David Moulton
Office of Representative Edward Markey
United States House of Representatives
2133 Rayburn House Office Building
Washington, D.C. 20515

Ms. Veronica Nyhan
International Youth Foundation
Suite 440
6930 Carroll Avenue
Takoma Park, Maryland 20912

The Reverend Paul Ojibway
Acting Executive Director
Interfaith IMPACT For Justice
and Peace
110 Maryland Avenue, N.E.
Washington, D.C. 20002

Mr. Dominic A. Palazzolo
President
National Association of Elementary
School Principals
1615 Duke Street
Alexandria, Virginia 22314

Mr. Doug Parker
Executive Director
Institute For Public Representation
Georgetown University Law Center
Suite 310
600 New Jersey Avenue, N.W.
Washington, D.C. 20001

Bishop Anthony Pila
United States Catholic Conference
3211 4th Street, N.E.
Washington, D.C. 20017-1194

Ms. Catherine Pinkerton
Catholic Network
Number 460
801 Pennsylvania Avenue, SE
Washington, D.C. 20003-2167

The Honorable Bill Purcell
Chair
Select Committee For Children
and Youth
18-A Legislature Place
Nashville, Tennessee 37243

Jere Radcliffe
Chief Scout Executive
Boy Scouts of America
1325 West Walnut Hill Lane
Irving, Texas 75038

Mr. Gordon A. Raley
Executive Director
National Assembly of National Voluntary
and Social Welfare Organizations
Suite 601
1319 F Street, N.W.
Washington, D.C. 20004

Mr. Greg Rhode
Office of Senator Byron Dorgan
United States Senate
Washington, D.C. 20510

Ms. Dorothy Ridings
President-Elect
Council On Foundations
Number 300
1828 L Street, N.W.
Washington, D.C. 20036

Mr. Robert S. Rifkind
President
The American Jewish Committee
165 East 56th Street
New York, New York 10022-2746

Mr. Don Roberts
Professor and Chair
Department of Communications
Stanford University
Stanford, California 94305

Ms. Melissa Rosenthal
Senate Judiciary Committee
United States Capitol
Washington, D.C. 20510

Mr. Bill Rust
Annie E. Casey Foundation
One Lafayette Place
Greenwich, Connecticut 06830

Mr. Khaled Saffuri
1773-B South Hayes Street
Arlington, Virginia 22202

Ms. Lois Salisbury
Executive Director
Children NOW
Suite 530
1212 Broadway
Oakland, California 94612

Mr. Joe Sanders
Executive Director
American Academy of Pediatrics
Suite 400 North
601 13th Street, N.W.
Washington, D.C. 20005

Rabbi David Saperstein
Religious Action Center
2027 Massachusetts Avenue, N.W.
Washington, D.C. 20036

Mr. Samuel G. Sava
Executive Director
National Association of
Elementary School Principals
1615 Duke Street
Alexandria, Virginia 22314-3483

Mr. Steven Schroeder
President
The Robert Wood Johnson Foundation
Post Office Box 2316
College Road
Princeton, New Jersey 08543

Mr. Tom Selleck
TWS Productions
International Creative Management
8942 Wilshire Boulevard
Los Angeles, California 90211

Terry Shafer
International Secretary
Kiwanis International
3636 Woodview Trace
Indianapolis, Indiana 46268

Mr. Albert Shanker
President
American Federation of Teachers
555 New Jersey Avenue, N.W.
Washington, D.C. 20001

Mr. Cecil E. Sherman
Coordinator
Cooperative Baptist Fellowship
Post Office Box 450329
Atlanta, Georgia 30345

Ms. Adele Simmons
President
John D. and Catherine T. MacArthur
Foundation
Suite 1100
140 South Dearborn Street

Chicago, Illinois 60603-5285

The Honorable Paul Simon
United States Senate
Washington, D.C. 20510

Ms. Marilyn Smith
Executive Director
National Association For the
Education of Young Children
1509 16th Street, N.W.
Washington, D.C. 20036

Mr. Ralph Smith
Director
Annie E. Casey Foundation
701 St. Paul Street
Baltimore, Maryland 21202

The Honorable John M. Spratt, Jr.
United States House of Representatives
Washington, D.C. 20515

Ms. Suzanne Stutman
President
Institute for Mental Health Initiative
Suite 311
4545 42nd Street, N.W.
Washington, D.C. 20016

Ms. Cathy Trost
Director
Casey Journalism Center For
Children and Families
College of Journalism
University of Maryland
College Park, Maryland 20742

Dr. C. DeLores Tucker
National Chair
National Political Congress of
Black Women, Inc.
Suite 1125
600 New Hampshire Avenue, N.W.
Washington, D.C. 20037

Dr. Betty Turock
President
American Library Association Washingto
c/o Ms. Carol Henderson
1301 Pennsylvania Avenue, N.W.
Washington, D.C. 20004

Ms. Whitney Vanderweff
National Alliance For Non-violent Prog
1846 Banking Street
Greensboro, North Carolina 27408

Mr. C.J. Vanpelt
YMCA of the USA
Number 903
1701 K Street, N.W.
Washington, D.C. 20006

Rien Van Gendt
Executive Director
Van Leer Foundation
Post Office Box 82334
2508 EH the Hague
THE NETHERLANDS, Foreign Country

Valora Washington, Ph.D.
W.K. Kellogg Foundation
One Michigan Avenue East
Battle Creek, Michigan 49017

Ms. Ellen Whitman
Children Now
1555 Connecticut Avenue
Washington, D.C. 20036

Mr. Grant Wilson
Carlisle Foundation
201 Concord Street
Carlisle, Massachusetts 01741

Ms. Marie Wilson
President
Ms. Foundation For Women
120 Wall Street
New York, New York 10005-3904

Mr. John Windhausen
Senate Commerce Committee
United States Capitol
Washington, D.C. 20510

Ms. Oarlene Wingate
President
National Association For Family
and Community Education
Post Office Box 835
Burlington, Kentucky 41005

Mr. Jay Winsten
Harvard School of Public Health
677 Huntington Avenue
Boston, Massachusetts 02115

The Honorable Frank R. Wolf
United States House of Representatives
Washington, D.C. 20515

Mr. John Wright
Center For Research On the Influences
of TV On Children
University of Kansas
Lawrence, Kansas 66045

SOCIAL OFFICE DRAFT 1
a/o 02/27/96;S. Farnsworth

**BRIEFING TO ADVOCACY GROUPS
FLOTUS, VPOTUS, MRS. GORE
Monday, March 4, 1996**

Remarks: East Room (Open Press)
Rec. Line: Blue Room
Tea: State Dining Room

Invite time: 2:00 p.m. (EV Gate)/ 180 guests
EV Gate opens: 1:30 p.m.
Principal time: 2:30 p.m.

1:20 p.m. IN PLACE TIME.
1:30 p.m. East Visitor Gate opens for guest arrival. Guests proceed to the Book Sellers to complete rec. line info cards.
List contact: Kim Widdess

GROUND FLOOR SET UP NOTES: Two skirted tables in the Book Sellers; 2-3 WHSO vols; coat check in Family Theatre.

2:15 p.m. Approx. time. Guests are seated in the East Room. Enter via Cross Hall.

EAST ROOM SET UP: 10x16 stage in front of gold curtain w/3 chairs (OFDR) on stage; toast lectern w/monitor; front steps; ferns; stanchions down center aisle only; tbd number of chairs; press set up along west walls - riser count to be confirmed.

RESERVED SEATING: tbd - Members of Congress, Cabinet

NOTES: String quartet w/piano in Grand Foyer; Tea reception in State Dining Room; announce mic in Blue Room w/monitor for rec line

2:30 p.m. **MRS. CLINTON, THE VICE PRESIDENT, and MRS. GORE** arrive in the Blue Room for event briefing.
Briefing participants: Melanne Verveer, Skila Harris, tbd

NOTE: Currently, no pre-event clutch is necessary. To confirm based on attendance by Members of Congress and Cabinet. If there is a pre-event clutch, then event briefing will be held in the RED ROOM. (Meet and greet following in the Blue Room.)

2:45 p.m.

Upon conclusion of briefing, the program will begin.

SPEAKING PROGRAM:

- **THE THREE PRINCIPALS** are announced into the East Room (Enter: Cross Hall) and proceed to seats on stage.
- **MRS. CLINTON** makes remarks (welcoming remarks, sets stage for event) and introduces **THE VICE PRESIDENT**.
- **THE VICE PRESIDENT** makes remarks (gives report on Thursday's announcement) and introduces **MRS. GORE**.
- **MRS. GORE** makes remarks (advocates roles, call to action).
- **MRS. CLINTON** returns to lectern and invites guests to a receiving line in the Blue Room and a reception in the State Dining Room.

3:15 p.m.

(Approx. time) Upon conclusion of speaking program, **THE THREE PRINCIPALS** proceed to the Blue Room for a receiving line.

RECEIVING LINE NOTE: Receiving line will flow from the Red Room through the Blue Room into the Green Room and out into the Cross Hall. Guests will proceed to the State Dining Room first.

4:00 p.m.

(Approx. time) Upon conclusion of receiving line, **THE THREE PRINCIPALS** depart the State Floor.

Guests will exit the East Gate.

2

white → Barbara Simpson - parents w/ kids in

black Elise Stallworth - parent

regular
ideas/
strong opinions
on
T.V.

→ Jim Murphy

rec → knowledgeable
interest in 4 g's

→ chmed in school member.

→ PTA

Teacher

President's List

**BRIEFING TO ADVOCACY GROUPS - TV RATINGS - Monday MAR 4 1996 - 2:00 PM East Room -
Business - East Visitors Entrance**

THE VICE PRESIDENT AND FIRST LADY

Page 1

REPORT DATE: March 4, 1996
REPORT TIME: 12:31 PM

Accepts and No Responses

Mr. William S. Abbott

President, National Foundation To Improve Television

Mr. Gordon Ambach

Executive Director, Council of Chief State School Officers

Mr. Bruce J. Anderson

President, The Danforth Foundation

Ms. Martha Pillow (Substitute for: James Andrews)

Mrs. Virginia Q. Anthony

Executive Director, American Academy of Child and Adolescent Psychologists

Guest: Ms. Tamara Q. Hodge-Wells

Ms. Quarntina Avery

Ms. Mary Ann Banta

National Coalition on Television Violence

Ms. Rebecca Maria Barrera

Corporate Fund For Children, David and Lucille Packard Foundation

Ms. Lynda Lancaster (Substitute for: Christime Benero)

Ms. Ann Sparks (Substitute's Guest: Christime Benero)

Mr. Andrew Blau (Substitute for: Charles Benton)

Director, Communication Policy Project, Benton Foundation

Mr. Ronald Blackburn-Moreno

ASPIRA

Ms. Jill Bond

Washington, DC

Ms. Kathy Bonk

Dr. Daniel Johnson (Substitute for: Lonnie Bristow)

Mr. David V.B. Britt

President, Children's Television Workshop

Ms. Eve Brooks

Executive Director, National Association of Child Advocates

Father Robert Brooks

The President Bishop's Staff Officer, The Episcopal Church

Ms. Judith Conover (Substitute for: Becky Cain)

Mr. Robbie Callaway

Senior Vice President, Boys and Girls Clubs of America

REPORT DATE: March 4, 1996
REPORT TIME: 12:31 PM

Accepts and No Responses

Dr. Joan Campbell

General Secretary, National Council of the Churches of Christ in the USA

Dr. Norman Abeles (Substitute for: Dorothy Cantor)

Mrs. Jeanette Abeles (Substitute's Guest: Dorothy Cantor)

Mr. Hodding Carter

Mainstreet TV Productions, Inc.

Mr. Michael D. Casserly

Executive Director, Council of Great City Schools

Ms. Peggy Charren

Action for Children's Television

Mr. Jeffrey Chester

Executive Director, Center for Media Education

Ms. Marguerite Belisle (Substitute for: Nancy Chupp)

Ms. Ann B. Garvin (Substitute's Guest: Nancy Chupp)

Mr. Robert Clampitt

President, Children's Express

Ms. Beverly T. Clarke

President, National Child Care Association

Ms. Margaret L. Palmiter (Substitute for: Bob Cohen)

Dr. Jeffrey I. Cole

Director, UCLA Center for Communication Policy

Dr. Lorraine Cole

Executive Director

Hon. (Sen.) Kent Conrad

Senator, United States Senate

Guest: Mr. Bob Foust

Mr. Anthony Pharr (Substitute for: Arthur Cribbs)

United Church of Christ

Ms. Martha Cruz

Mr. Kevin Curtin

Minority Staff Director, United States Senate

Mr. Adolph Falcon (Substitute for: Jane Delgado)

Hon. (Sen.) Byron L. Dorgan

Senator, United States Senate

Guest: Mr. Greg Rhode

REPORT DATE: March 4, 1996
REPORT TIME: 12:31 PM

Accepts and No Responses

Ms. Nancy Walker (Substitute for: James Dunn)

Mr. Leonard Dunston
National Association of Black Social Workers

Mr. Thomas Koerner (Substitute for: Timothy Dyer)

Ms. Joan Dykstra
President, National Parent Teachers Association

Mr. Dennis Smith (Substitute for: Marian Edelman)

Hon. John B. Emerson
Deputy Assistant to the President & Deputy Director of Intergovernmental Affairs

Dr. Mary Jane England
President, American Psychiatric Association
Guest: Dr. Robert T.M. Phillips

Mr. Tom Epstein

Mr. J. Scott Punk (Substitute for: Michael Faenza)

Mr. Charles Fant

Reverend Thom White Wolf Fassett
General Secretary, General Board of Church Societies

Mr. Arnold Fege
Dir. Governmental Relations, National PTA

Mrs. Jamie Grodsky (Guest of: Dianne Feinstein)

Mr. Ronald H. Field
Senior Vice President, Family Service America

Ms. Carolyn J. Breedlove (Substitute for: Keith Geiger)
National Education Association

Mr. Howard Bauleke (Guest of: Richard Gephardt)
Office of the Democratic Leader

Ms. Elenora Giddings-Ivory
Director, Washington Office, Presbyterian Church (USA)

Ms. Susan Gorin
Executive Director, National Association of School Psychologists

Mr. Nehad Awad Hammad
Executive Director, Council on American-Muslim Relations

Ms. Skila S. Harris
Special Assistant to the Vice President and Chief of Staff to Mrs. Gore, Office of the Vice President

REPORT DATE: March 4, 1996
REPORT TIME: 12:31 PM

Accepts and No Responses

Mr. Lance Wickman (Substitute for: Gordon Hinkley)

Mr. John Hollar

Senior Advisor to the President for Strategic and Corporate Planning, Public Broadcasting Service

Chairman Reed E. Hundt

Member, Federal Communications Commission

Ms. Kari Arfstrom (Substitute for: Paul Huston)

Mr. Larry Irving

Assistant Secretary for Communications & Information, NTIA

Ms. Karen Jaffe

KidsNet, Inc.

Ms. Kathleen Hall Jamieson

Dean, The Annenberg Institute

Mr. Philip Jenks

Ms. Carolyn Johnson

National President, United Methodist Church Women's Division

Mr. Dan Holly (Guest of: Edward Kennedy)

Mr. David W. Kleeman

Ms. Jen Klein

Hon. Madeleine M. Kunin

Deputy Secretary of Education, Department of Education

Mr. Mark Garavaglia (Substitute for: Geoffrey Large)

Ms. Ranny Levy

Executive Director, Coalition for Quality Children's Videos

Mr. Dan Gerstein (Guest of: Joseph Lieberman)

Mr. David Liederman

Executive Director, Child Welfare League of America

Ms. Carmen Delgado-Votaw (Substitute for: Mary Main)

Director, Girl Scouts of the USA

Ms. Mona Mangan

Executive Director, Writers Guild of America, East

Mr. David Moulton (Guest of: Edward Markey)

Office of Rep. Markey

Mr. James Matlack

Director, American Friends Service Committee

REPORT DATE: March 4, 1996
REPORT TIME: 12:31 PM

Accepts and No Responses

Honorable Doris O. Matsui

Deputy Assistant to the President & Deputy Director for Public Liaison, The White House

Hon. Floydetta McAfee

Special Assistant to the President and Associate Director of Public Liaison, The White House

Mr. Don Jacobsen (Substitute for: Alfred McClure)

Ms. Joyce G. McCray

State Liaison, Council for American Private Education

Ms. Viola Bostic (Substitute for: Tom McKenna)

Mr. Gary Mendez

Director, National Trust For the Development of African American Men

Mr. John Brooks (Substitute for: David Mercer)

Ms. Kathryn Montgomery

Center for Media Education

Dr. Evelyn K. Moore

Executive Director, National Black Child Development Institute

Hon. (Rep.) James P. Moran

(D Virginia), House of Representatives

Guest: Mr. Paul Cullen

Ms. Ilene Penn (Substitute for: Douglas Parker)

Bishop Anthony Pila

President, United States Catholic Conference

Ms. Catherine Pinkerton

Catholic Network of Volunteer Services

Guest: Ms. Anne Curtis

Mr. Gordon Raley

Executive Director, National Assembly of National Voluntary Health and Social Welfare Organ

Ms. Anna Rhee

Executive Director for Public Policy, United Methodist Church, Women's Division

Ms. Melissa Rosenthal

Senate Judiciary Committee

Ms. Terry Lewis (Substitute for: Ann Rosewater)

Mr. Bill Rust

Annie E. Casey Foundation

Mr. Khaled Saffuri

Executive Director, American Task Force for Bosnia

Guest: Ms. Layla Sein

REPORT DATE: March 4, 1996
REPORT TIME: 12:32 PM

Regrets

Mr. James Andrews
General Secretary, Presbyterian Church

Mr. Don Argue
President, National Association of Evangelicals

Ms. Susan Bales
Co-Chair, Coalition for America's Children

Ms. Mary Jo E. Bane
Assistant Secretary for Children & Families, Department of Health and Human Services

Dr. Ellen Bassuk
Better Homes Fund

Mrs. Christime Benero
Director-Washington Office, Association of Junior Leagues

Mr. and Mrs. Charles Benton
Chairman of the Board, Films Incorporated

Dr. Lonnie R. Bristow
President, American Medical Association

Mr. Stephen Brobeck
Executive Director, Consumer Federation of America

Hon. (Rep.) John L. Bryant
Representative, House of Representatives
Guest: Mrs. Barbara Crapa

Hon. (Rep.) Dan Burton
Representative, House of Representatives
Guest: Mr. Kevin Binger

Ms. Becky Cain
League of Women Voters of the United States

Reverend Anthony Campolo
Evangelical Association for the Promotion of Education

Dr. Dorothy Cantor
President, American Psychological Association

Ms. Nancy Chupp
Church Women United

Mr. Bob Cohen
Executive Director, National Association of Social Workers

Rev. Arthur Cribbs
Executive Director, United Church of Christ

Mr. Joe Cruikshank
Clark Foundation

REPORT DATE: March 4, 1996
REPORT TIME: 12:32 PM

Regrets

Dr. Jane L. Delgado
President, National Coalition of Hispanic Health

Honorable John D. Dingell
General Motors
Guest: Mr. David Leach

Dr. James M. Dunn
Executive Director, Baptist Joint Committee on Public Affairs

Dr. Timothy J. Dyer
Executive Director, National Association of Secondary School Principals

Ms. Marian Wright Edelman
President, Children's Defense Fund

Ms. Joanne Edgar
The Edna McConnell Clark Foundation

Ms. Marti Erickson
Director, Children, Youth, & Family Consortium of the University of Minnesota

Mr. Michael Faenza
President & CEO, National Mental Health Association

Hon. (Sen.) Dianne Feinstein
Senator, United States Senate

Mr. Ed Fouhy
Director, Pew Center for Civic Journalism

Mr. Keith Geiger
President, National Education Association

Hon. (Rep.) Richard A. Gephardt
Minority Leader, House of Representatives

Ms. Olivia Golden
Commissioner, DHHS

Mr. Colin Greer
President, The New World Foundation

Dr. Jim Henry
President, Southern Baptist Committee

Mr. Gordon Hinkley
President, The Church of Jesus Christ of Latter-Day Saints

Hon. (Sen.) Ernest F. Hollings
Senator, United States Senate
Guest: Mr. John Windhausen

Ms. Aletha Huston
Center for Research on the Influences of Television on Children

REPORT DATE: March 4, 1996
REPORT TIME: 12:32 PM

Accepts and No Responses

Ms. Victoria J. Rideout (Substitute for: Lois Salisbury)

Dr. Ordean Torstenson (Substitute for: Joe Sanders)

Rabbi Lynne Landsberg (Substitute for: David Saperstein)

Associate Director, Religious Center of Reform Judaism, Union of American Hebrew Congregations

Mr. Samuel G. Sava

National Association of Elementary School Pr

Mr. Gregory C. Simon

The White House

Hon. (Sen.) Paul Simon

Senator, United States Senate

Guest: Ms. Susan Kaplan

Mr. Ralph R. Smith

Director, Annie E. Casey Foundation

Hon. (Rep.) John M. Sprat

Representative, House of Representatives

Guest: Mr. Tom Kahn

Ms. Suzanne Stutman

President, Institute for Mental Health Initiatives

Guests: Mr. Michael L. Benjamin, Ms. Kathy Gandal, Ms. Carol Auerbach

Ms. Cathy Trost

Director, Casey Journ. Center-Univ. of Maryland

Ms. C. Delores Tucker

Natl Pol. Congress of Black Women, Inc.

Dr. Betty Turock

President, American Library Association Washington

Ms. Whitney Vanderweff

National Alliance for Non-Violent Programming

Mr. Thomas R. Campbell (Substitute for: C.J. VanPelt)

Ms. Georgina Verdugo

Regional Counsel, Mexican-American Legal Defense and Education Fund

Mr. Grant Wilson

Carlisle Foundation

Ms. Oarlene Wingate

President, National Association For Family and Community Education

Mr. Jay Winsten

Associate Dean for Public and Community Affairs, Center for Health Communications

Ms. Marilyn Yager

REPORT DATE: March 4, 1996
REPORT TIME: 12:32 PM

Accepts and No Responses

Mr. Raul Yzaguirre
National Council of La Raza

REPORT DATE: March 4, 1996
REPORT TIME: 12:32 PM

Regrets

Mr. Paul Huston
American Association of School Administrators

Reverend Jesse L. Jackson
National Rainbow Coalition

Ms. Barbara Jordan
President, The Jordan Trust

Hon. (Sen.) Edward M. Kennedy
Senator, United States Senate

Mr. Geoffrey Large
General Secretary, Rotary Club

Ms. Deborah Leff
President, The Joyce Foundation

Hon. (Sen.) Joseph I. Lieberman
Senator, United States Senate

Ms. Laurie Lipper
Director, Children's Partnership

Ms. Ellen Lovell
Executive Director, President's Committee on the Arts and Humanities

Ms. Mary Rose Main
National Executive Director, Girl Scouts of the USA

Hon. (Rep.) Edward J. Markey
Representative, House of Representatives

Dr. Prema Mathai-Davis
National Executive Director, Young Women's Christian Association

Mr. Alfred McClure
President, North American Division, Seventh-Day Adventist Church

Mr. Tom McKenna
Executive Director

Mr. David R. Mercer
National Executive Director, Young Men's Christian Association

Mr. Kwesi Mfume
National Association For the Advancement of Colored People

Mr. Newton Minnow
Board of Carnegie Foundation

Ms. Janice Molnar
Program Officer, The Ford Foundation

Ms. Veronica Nyhan
International Youth Foundation

REPORT DATE: March 4, 1996
REPORT TIME: 12:32 PM

Regrets

Mr. Paul Ojibway
Legislative Director, Interfaith Impact for Justice and Peace

Mr. Dominic A. Palazzolo
President, National Association of Elementary School Principals

Mr. Douglas L. Parker
Director, Institute for Public Representation

Rep. Bill Purcell
Representative, State of Tennessee

Mr. Jere Ratcliff
Chief Scout Executive, Boy Scout of America

Ms. Dorothy Ridings
President-Elect, Council on Foundations

Mr. Robert Gore Rifkind
President, American Jewish Committee

Hon. Richard W. Riley
Secretary of Education, Department of Education

Prof. Don Roberts
Professor & Chair, Stanford University-Department of Communications

Ms. Ann Rosewater
Washington, DC

Ms. Lois Salisbury
Executive Director, Children Now

Dr. Joe Sanders
Executive Director, American Academy of Pediatrics

Rabbi David Saperstein
Rabbi, Religious Action Center

Mr. Steven A. Schroeder
President, Robert Wood Johnson Foundation

Mr. Tom Selleck
Burbank, CA

Mr. Terry Shafer
International Secretary, Kiwanis International

Mr. Albert Shanker
American Federation of Teachers

Dr. Cecil Sherman
Coordinator, Cooperative Baptist Fellowship

Ms. Adele Simmons
President, John D. & Catherine T. MacArthur Foundation

REPORT DATE: March 4, 1996
REPORT TIME: 12:32 PM

Regrets

Ms. Marilyn Smith

Executive Director, National Association for the Education of Young Children

Mr. Rien van Gendt

Executive Director, Van Leer Foundation

Mr. C.J. VanPelt

YMCA of the USA

Ms. Valora Washington

Vice President & Program Director, W.K. Kellogg Foundation

Ms. Ellen Whitman

Children Now

Ms. Marie Wilson

President, Ms. Foundation

Hon. (Rep.) Frank R. Wolf

Representative, House of Representatives

Mr. John Wright

Center for Research on the Influences of Television on Children

REPORT DATE: March 4, 1996
REPORT TIME: 12:32 PM

TOTAL COUNTS

Number of Accepts:	130
Number of Regrets:	87
Number of No Responses:	4
Number of Unknown Guests:	0
Number of Expected Attendees:	134

file children's TV

AS OF MARCH 1997

SUMMARY
QUALITY MEDIA ADVOCATES

Groups

Action for Children's Television

Peggy Charren, Founder
975 Memorial Bridge Drive #504
Cambridge, MA 02138
T: 508-645-7845

(Attended both PBS and 10/11 WH Meeting)

The Advertising Council, Inc.

Alex Kroll, Chair
Ruth Wooden, Director
261 Madison Avenue
11th Floor
New York, NY 10016
T: 212-922-1500 x210
F: 212-922-1676

American Academy of Child and Adolescent Psychologists

Viginia Anthony, Executive Director
3615 Wisconsin Avenue
Washington, DC 20016
Contact: Tracey Kroll - T: 202-966-7300, F: 202-966-2891

(Jerry M. Wiener, MD, Past President attended 10/11 WH meeting)
(Ms. Marilyn Banolt & Mary Crosby attended PBS event)

American Academy of Pediatrics

Dr. Joe Sanders, Executive Director
George D. Comerici, President
601 13th Street, N.W.
Washington, DC 20005
T: 202-347-8600
F: 202-393-6137

(Lillian Beard, MD, a member of the Committee on Communications,
attended 10/11 WH meeting)
(Leslie Sullivan & Marjorie Tharp attended PBS event)

American Association of School Administrators

Paul Huston
1801 North Moore Street
Arlington, VA 22209
T: 703-528-0700
F: 703-528-2146

(Gary Marx, Executive Director, attended 10/11 WH meeting & PBS event)

American Center for Children's Television

David Kleeman, Executive Director
1400 East Touhy
Suite 260
Des Plaines, IL 60018
T: 847-390-6499
F: 847-390-9435

(Founder of the World Alliance of Television for Children)

American Federation of Teachers

Albert Shanker, President (deceased, position still vacant)
555 New Jersey Avenue
Washington, DC 20001
T: 202-879-4400
F: 202-879-4545

(Harvey Long invited to 10/11 Wh meeting & attended PBS event)

American Friends Service Committee

James Matlack, Director
1822 R Street, NW
Washington, DC 20009
T: 202-483-3341
F: 202-232-3197

American Jewish Committee

Robert S. Rifkind, President
165 East 56th Street
New York, NY 10022-2746
T: 212-751-4000
F: 212-751-4019

(Jason Isaacson attended PBS event)

American Library Association

Carol Henderson, Executive Director
1301 Pennsylvania Avenue, N.W.
Washington, DC 20004
T: 202-628-8410
F: 202-628-8419

Dr. Betty Turock, President
50 East Huron Street
Chicago, IL 60611
T: 312-944-6780

(Mary Summerville, President-elect, attended 10/11 WH meeting)
Contact: Lynn Bradley 202-628-8410

American Medical Association

Dr. Lonnie Bristow, MD, President
Chicago, IL
T: 202-789-7400
F: 202-789-4581

John Nelson, MD, panelist at Fam Conf

American Medical Association Auxiliaries

Sara Brisbee
T: 312-464-4470

American Psychiatric Association

Dr. Harold I. Eist, President
Dr. Robert Phillips, Deputy Medical Director
1400 K Street, N.W.
Washington, DC 20005
T: 202-682-6000
F: 202-682-6114

(Julie Schreyer attended 10/11 WH meeting)
(Robert Phillips, MD, panelist at Fam Conf)
(Mary Jane England, President attended 3/4 briefing w/guest
Dr. Phillips)

**American Psychological Association
(Commission on Youth & Violence)**

Dorothy Cantor, President
705 First Street, NE
Washington, DC 20002
T: 202-232-1951
F: 202-232-5259

(Dr. Henry Tomes attended 10/11 WH meeting)
Jeff McIntyre contact, T: 202-336-6064, F: 202-336-6069

Association of Child Advocates

Eve Brooks, Executive Director
1522 K Street, NW
Suite 200
Washington, DC 20005
T: 202-289-0777
F: 202-289-0776

Association of Junior League

Christine Benero
Director, Washington Office
1319 F Street
Washington, DC 20004
T: 202-393-3364
F: 202-393-4517

(Lynda Lancaster was substitute for Christine at 3/4/96 briefing
with her guest Ann Sparks)

Association of National Advertisers

Daniel Jaffe, Executive VP of Government Relations
700 11th Street, N.W.
Suite 650
Washington, D.C. 20001
T: 202-626-7804
F: 202-626-6161

Baptist Joint Committee on Public Affairs

James Dunn, Executive Director
200 Maryland Avenue, NE
Washington, DC 20002
T: 202-544-4226
F: 202-544-2094

Big Brothers and Big Sisters

Tom McKenna
Exec. Dir.
T: 215-567-7000

Boy Scouts of America

Jere Radcliffe
Chief Scout Executive
T: 214-580-2000

Boys and Girls Clubs of America

Robbie Callaway
Sen. Vice President
T: 301-251-6676
F: 301-294-3052

Casey Journalism Center for Children and Families

Cathy Trost, Director
T: 301-405-2482

Catholic Network of Volunteer Services

Catherine Pinkerton
Washington, DC

Center for Media Education

Katherine Montgomery, Ph.D., President
1511 K Street, NW
Suite 518
Washington, DC 20037
T: 202-628-2620
F: 202-628-2554

(Kathrerine Montgomery attended PBS event)

Mr. Jeffrey Chester, Executive Director
Washington, DC

**Center for Research on the Influence of TV on Children/
University of Kansas**

Aletha Huston, University Distinguished Professor
University of Kansas
Human Development and Family Life Office
4001 Dole Center
Lawrence, KS 66045-2133
T: 913-864-0507
F: 913-864-5202

(John Wright and Aletha Huston attended 10/11 WH meeting)

Center for Study of Commercialism

Susan Monaco
T: 202-797-7080
(Susan attended 10/11 WH mtg)

Child Welfare League of America

David Liederman
Executive Director
440 First Street, NW
Suite 310
Washington, DC 20001
T: 202-638-2952
F: 202-638-4004

Children Now

Ellen Whitman
1555 Connecticut Avenue
Washington, DC 20005
T: 202-232-4962
F: 202-232-4963

(Vicky Rideout attended 10/11 WH meeting, T: 510-763-2444)

Lois Sallsbury, Executive Director
Oakland, CA

Children's Defense Fund

(Kim Wade and Jim Will invited to 10/11 WH meeting)
(Marian Wright Edelman attended PBS event)
T: 202-662-3549

Children's Express

Bob Clampitt, President
1400 New York Avenue, NW
Suite 510
Washington, DC 20005
T: 202-737-7377
F: 202-737-0193

(Robert Bisi, Bureau Director, attended 10/11 WH meeting)

Children's Partnership

Laurie Lipper Director
3606 Quesada Street, NW
Washington, DC 20015
T: 202-362-5902
F: 202-362-3598

(Laurie Lipper, Director, attended 10/11 WH meeting)
202-362-5902

Children's Television Workshop

David Britt, President
One Lincoln Plaza
New York, NY 10023
T: 212-595-3456

(Gary Knell, Senior VP for Corporate Affairs, attended 10/11 WH meeting)

(Lisa Sherman Cohen, Publicist attended PBS event)
212-595-3456

Church of Jesus Christ of Latter Day Saints

Gordon Hinkley, President
47 East South Temple
Salt Lake City, UT 84150
T: 801-240-2227
F: 801-240-1899

Church Women United

Nancy Chupp, Legislative Director
110 Maryland Avenue
Suite 108
Washington, DC 20006
T: 202-544-8747
F: 202-543-1297

Coalition for America's Children

Susan Bales, Co-Chair
1634 I Street, NW
12th Floor
Washington, DC 20006
T: 202-638-5770
F: 202-879-4556

Coalition for Quality Children's Videos

Ronny Levy, Executive Director
535 Cordova Road, Suite 465
Santa Fe, NM 87501
T: 515-989-8076
F: 515-986-8477

Communications Consortium

Cathy Bonk, Executive Director
Media Center

1200 New York Avenue, N.W.
Suite 300
Washington, DC 20005-1754
T: 202-326-8700
F: 202-682-2154

Congress of Black Women

C. Delores Tucker
T: 202-625-2900
F: 202-625-0499

Consumer Federation of America

Stephen Brobeck, Executive Director
T: 202-265-7989
F: 202-387-6121

(Brad Stillman attended 10/11 WH meeting)
(Steven Brobeck attended PBS event)
202-387-6121

Cooperative Baptist Fellowship

Cecil Sherman, Coordinator
PO Box 450329
Atlanta, GA 30345
T: 800-352-8741

Council for American Private Education

Joyce McCray, State Liaison
1726 M Street, NW
Suite 703
Washington, DC 20036
T: 202-659-0016
F: 202-659-0018

Council of Chief State School Officers

Gordon Ambach
One Massachusettes Avenue, NW
Suite 700
Washington, DC 20001
T: 202-336-7002
F: 202-408-8072

(Frank Withrow invited to 10/11 WH Meeting)
202-408-5505

Council of Great City Schools

Micheal D. Casserly, Executive Director
Washington, DC

Council of 100

(Faye Anderson invited to 10/11 WH meeting
202-775-5496)

The Episcopal Church

Robert Brooks
110 Maryland Avenue, NE
Suite 309
Washington, DC 20002
T: 202-547-7300
F: 202-547-4457

Evangelical Association for the Promotion of Education

Reverend Anthony Campolo
Eastern College
St. Davids, PA 19087
T: 610-341-5962
F: 202-341-4372

Family Service America

Ronald Field
Senior Vice President for Public Policy
Room 204
1319 F Street, NW
Washington, DC 20004
T: 202-347-1124
F: 202-393-4517

General Board of Church Societies

Thom Fassett
General Secretary
100 Maryland Avenue, NE
Washington, DC 20002
T: 202-488-5600
F: 202-488-5619

Girl Scouts of the USA

Mary Rose Main, National Executive Director
420 5th Avenue
New York, NY 10018
T: 212-852-8000

Carmen Deigado-Votaw, Director of Government Relations

1025 Connecticut Avenue, N.W.
Suite 309
Washington, D.C. 20036
T: 202-659-3780
F: 202-331-8065
(was sub for Mary Main at 3/4 W.H. Briefing)

Harvard School of Public Health

Jay Winsten, Associate Dean for Public and Community Affairs
677 Huntington Avenue
Boston, MA 02115
T: 617-432-1000/1038
F: 617-731-8184

Institute for Mental Health Initiatives

Suzanne Stutman, President
4545 42nd Street, NW
Suite 311
Washington, DC 20016
T: 202-364-7111

(Claire Schimke & Kevin Avenger attended 10/11 WH meeting)
(Suzanne Stutman, President, attended PBS event)

Institute for Public Interest Representation

Douglas L. Parker, Director
600 New Jersey, N.W.
Washington, DC 20002
T: 202-624-8390

Interfaith IMPACT for Justice and Peace

Rev. Paul Ojibway, Acting Executive Director
T: 202-543-2800

(Rev. Paul Ojibway invited to 10/11 WH meeting)

KidsNet, Inc.

Karen Jaffe, Executive Director
6856 Eastern Avenue
Suite 208
Washington, DC 20012
T: 202-291-1400
F: 202-882-7315

(Karen Jaffe attended PBS event)

Kiwanis International

Terry Shafer, International Secretary
3636 Woodview Trace
Indianapolis, IN 46268
T: 317-875-8755
F: 317-879-0204

League of Women Voters of the United States

Becky Cain, President
T: 202-429-1965
F: 202-429-0854

Maryland Campaign for Kids TV

(Latanya Jones attended 10/11 WH meeting)
410-461-0617

Mediascope

Ms. Marcy Kelly, President
Mr. Joel Federman, Director of Research
12711 Ventura Boulevard
Suite 250
Studio City, CA 91604
T: 818-508-2080

National Alliance for Non-Violent Programming

Ms. Whitney Vanderwerff
Executive Director
1846 Banking Street
Greensboro, NC 27408
T: 910-370-0407
F: 910-370-0392

National Assembly of National Voluntary Health and Social Welfare Organizations

Gordon Raley
Executive Director
Suite 601
1319 F Street, NW
Washington, DC 20004
T: 202-347-2080

National Association for Family and Community Education

Oarlene Wingate, President
P.O. Box 835
Burlington, KY 41005
T: 606-586-8333
F: 606-586-8348

(Judy DeWitz, VP for Programs, & Carolyn Gargas, VP for Public Policy, attended 10/11 WH meeting)

National Association for the Advancement of Colored People

Kwesi Mfume
Baltimore, MD
T: 410-486-9104
F: 410-486-9257

National Association for the Education of Young Children

Marilyn Smith, Executive Director
1509 16th Street, NW
Washington, DC 20036
T: 202-328-2605
F: 202-328-1846

(Parker Anderson attended 10/11 WH meeting)
(Marilyn Smith, attended PBS event)
Contact: Barbara Miller, 202-232-8777)

National Association of Black Social Workers

Leonard Dunston, President

T: 313-862-6700

F: 313-862-6998

National Association of Child Advocates

Eva Brooks, Executive Director

1625 K Street, N.W.

Washington, DC 20001

T: 202-828-6950

(Donna Talbert invited to 10/11 WH meeting T:410-461-0617)

(Carol Dongero & Terri Lee Freeman attended PBS event)

National Association of Elementary School Principals

Samuel Sava, Executive Director

Dominic A. Palazzolo, President

June Million, Director of Public Information

1615 Duke Street

Alexandria, VA 22314-3483

T:703-684-3345

F:703-548-6021

(Fred Brown, past President, attended 10/11 WH meeting)

National Association of Evangelicals

Don Argue, President

450 Gunderson Drive

Carol Stream, IL 60188

T: 708-665-0500

F: 708-665-8575

National Association of Secondary School Principals

Dr. Timothy Dyer, Executive Director

1904 Association Drive

Reston, VA 22901

T:703-860-0200

F:703-476-5432

(Dr. Timothy Dyer and Sally McConnell attended PBS event)

National Association of School Psychologists

(Suzin Gorin, Executive Director attended 10/11 WH meeting & PBS event)

Contact: Vicky Stanhope 301-657-0270

National Association of Social Workers

Robert Cohen, Executive Director, interim

T: 202-408-8600

F: 202-336-8310

National Black Child Development Institute

Dr. Evelyn Moore

Executive Director

1023 15th Street, NW
Number 600
Washington, DC 20005
T: 202-387-1281
F: 202-234-1738

(Erica Tollett, Senior Public Policy Analyst, attended 10/11 WH meeting & PBS event)

National Child Care Association

Beverly T. Clark, President
205 Washington Street
Walpole, MA 02032
T: 707-922-8198
F: 707-388-7772

National Coalition on Television Violence

Ms. Mary Ann Banta, President
Bethesda, MD
T: 301-986-0362

National Collaboration for Youth

Gordon Raley, Executive Director
1319 F Street, N.W.
Washington, D.C. 20004
T: 202-347-2080
F: 202-393-4517

National Council of Catholic Women

Ms. Annette Kane, Executive Director
1275 K Street, N.W.
Suite 975
Washington, D.C. 20005
T: 202-682-0334

(Annette Kane and Sheila McCarron attended PBS event)

National Council of Churches of Christ in the USA

Rev. Joan Brown Campbell
General Secretary
Room 880
475 Riverside Drive
New York, NY 10115
T: 212-870-2141
F: 212-870-2817

Betty Thompson
Associate General Secretary for Coms
Room 852
T: 212-870-2048
F: 212-870-2030

National Council of La Raza

Raul Yzaguirre, President
810 1st Street, N.E.
Washington, D.C. 20012
T: 202-289-1380

National Education Association

Keith Geiger
1201 16th Street, NW
Washington, DC 20036
T: 202-822-7740/7239
F: 202-822-7974/7292
(Carolyn Breedlove attended PBS event)
202-822-7310

National Latino Children's Agenda

Rebeca M. Barrera, Executive Director
Corporate Fund for Children
1611 West Sixth Street
Austin, TX 78703
T: 512-472-9971
F: 512-472-5845

National Medical Association

Dr. Lorraine Cole, Ph.D. Executive Director
T: 202-347-1895
F: 202-842-3293

(Shirley Marks, MD, panelist at Fam Conf)

National Mental Health Association

Micheal Faenza, President
1021 Prince Street
Alexandria, VA 22314-2971
T: 703-838-7502
F: 703-684-5968

(Al Guida, VP for Gov't Relations attended PBS event)

National Parent Teacher Association

Joan Dykstra
330 North Wabash Avenue
Suite 2100
Chicago, IL 60611-3690
T: 312-670-6782
F: 312-670-6783

(Lois Jean White attended 10/11 WH Meeting)

(Joan Dykstra, President, & Patty Yoxall attended PBS event)

(Arnie Ferge, Director of Gov't Relations, attended PBS event,
202-331-1380)

National Political Congress of Black Women, Inc.
Ms. C. Delores Tucker
Washington, DC
T: 202-338-0800

National School Boards Association
1680 Duke Street
Alexandria, VA 22314
T: 703-838-6722
F: 703-683-7590

National Sheriffs Association
Melinda Lund
T: 703-838-5323

National Trust for the Development of African American Men
7411 Riggs Road
Adelphi, MD 20783
T: 301-445-3077
F: 301-445-3584

(Gary Mendez invited 10/11 WH meeting & attended 3/4/96 briefing)

Obligations, Inc.
Mr. Jim Metrock
3100 Lorna Road
Suite 311
Birmingham, AL 35216
T: 205-822-0080

People For The American Way
(Leslie Harris invited to 10/11 WH meeting & attended PBS event)
202-467-4999

Pew Center for Civic Journalism
Ed Fouhy, Director
1101 Connecticut Avenue
Suite 420
Washington, DC 20036
T: 202-331-3200
F: 202-347-6440

Presbyterian Church (USA)
Elenora Giddings-Ivory
Director, Washington Office
Washington, DC

Mr. James Andrews, General Secretary
Louisville, KY

Rainbow Coalition
Rev. Jesse Jackson, Sr., President
T: 202-728-1180
F: 202-728-1192

Recreational Software Advisory Council

Mr. Stephen Balkam, Executive Director
1718 M Street, N.W.
Suite 139
Washington, D.C. 20036
T: 202-293-3055

Religious Action Center

Rabbi David Saperstein, Director
2027 Massachusetts Avenue, N.W.
Washington, D.C. 20036
T: 202-387-2800
F: 202-667-9070

(Rabbi attended PBS event)

Rotary Club

Geoffrey Large, General Secretary
T: 202-638-3555

Seventh Day Adventist Church

Alfred McClure
President North American Division
12501 Old Columbia Pike
Silver Spring, MD 20904
T: 301-680-6000

Southern Baptist Committee

Jim Henry, President
First Baptist Church
3701 LB McCleod Road
Orlando, FL 32805
T: 407-425-2555
F: 407-422-2663

TV - Free America

Mr. Henry Labalme, Director
1322 18th Street, N.W.
Suite 300
Washington, D.C. 20036
T: 202-887-0436

Union of American Hebrew Congregations-Religious Action Center

Rabbi David Saperstein, Director
2027 Massachusetts Avenue, N.W.
Washington, D.C. 20036
T: 202-387-2800
F: 202-667-9070

(Rabbi Lynne Landsberg was sub for Rabbi Saperstein at 3/4/96 briefing)

United Church of Christ

Rev. Arthur Cribbs, Executive Director
2000 M Street, N.W.
Suite 400
Washington, D.C. 20036
T: 202-331-4265

(Anthony Pharr attended 10/11 WH meeting & PBS event & was sub
for Arthur Cribbs at 3/4 briefing)

United Methodist Church

Dr. Thom White Wolf Fassett
General Secretary, Board of Church and Society
100 Maryland Avenue, N.E.
Washington, D.C. 20002
T: 202-485-5600

United Methodist Church Women's Division

Carolyn Johnson, President
NY Office
T: 212-870-3752

Anna Rhee, Executive Director for Public Policy
100 Maryland Avenue, N.E.
Box 56
Washington, D.C. 20002
T: 202-488-5662

US Catholic Conference

Bishop Anthony Pila, President
Washington, DC

(Miriam Crawford & Patricia Garcia attended PBS event)

William Morris Agency

Bill Cosby
151 El Camino Drive
Beverly Hills, CA 90212
T: 310-859-4130
F: 310-859-4440

Writers Guild of America, East

Mona Mangan, Executive Director
New York, NY

Writers Guild of America, West

Carl Gottlieb, Vice President
8955 Beverly Boulevard
Los Angeles, CA 90048-2456
T: 310-550-1000

YMCA of The USA

Mr. David R. Mercer
National Executive Director
101 North Wacker Drive
Chicago, IL 60606
T: 312-977-0031
F: 312-977-9063

CJ Van Pelt, Director
1701 K Street, NW
#903
Washington, DC 20006
T: 202-835-9043
F: 202-835-9030

YWCA of the USA

Ms. Prema Mathai-Davis
National Executive Director
736 Broadway
New York, NY 10003
T: 212-614-2700
F: 212-979-6829

Foundations

Benton Foundation

Mr. Charles Benton
Mrs. Marjorie Benton
Chicago, IL
T: 312-878-7300
F: 312-878-2895

Better Homes Fund

Ms. Ellen Bassuk
Boston, MA
T: 617-964-3834

Carlisle Foundation

201 Concord Street
Carlisle, MA 01741

Contact: Grant Wilson
T: 508-369-9437

Carnegie Foundation

Newton Minnow, Chairman of the Board
One First National Plaza
Chicago, IL 60603

Annie E. Casey Foundation

Mr. Ralph Smith, Director
701 St. Paul Street
Baltimore, MD 21202
T: 410-547-6600
F: 410-547-6624

Bill Rust
Greenwich, CT

The Augusta Clark Trust

Joe Cruikshank
30 Wall Street
NY, NY 10005
T: 212-269-1833
F: 212-747-0087

Anne Peretz
20 Larchwood Drive
Cambridge, MA 02138
T: 617-864-3851
F: 617-864-4416

The Edna McConnell Clark Foundation

Joanne Edgar
250 Park Ave.
NY, NY 10177
T: 212-551-9100
F: 212-986-4558

Corporate Fund for Children/

Rebeca Maria Barrera
1611 West Sixth Street
Austin, TX 78703-5059
T: 312-878-7300
F: 412-472-5845

Corporate Fund for Children/

David and Lucille Packard Foundation
200 2nd Street
Suite 200
Los Altos, CA 94022
T: 415-948-7658
F: 415-948-5793

Council on Foundations

Dorothy Ridings, Pres-Elect
1828 L Street, NW
#300
Washington, DC 20036
T: 941-748-0411
F: 202-785-3928

Danforth Foundation

Dr. Bruce J. Anderson, President
231 South Benniston Avenue, Suite 1080
St. Louis, MO 63105-1903
T: 314-862-6200

Contact: Branda Hostetler, Program Associate

The Ford Foundation

Janice Molnar, President
320 E. 43rd St.
NY, NY 10017
T: 212-573-5000/4796
F: 212-599-4584/0871

International Youth Foundation

Veronica Nyhan
Takoma Park, MD

The Robert Wood Johnson Foundation

Steven Schroeder, President
PO Box 2316 College Road
Princeton, NJ 08543
T: 609-452-8701
F: 609-452-1865

The Jordan Trust

Barbara Jordan, President
30 Stanish Road
Wayland, MS 01778
T: 508-358-2776
F: 508-358-6151

The Joyce Foundation

Deborah Leff, President
135 LaSalle
Suite 4010
Chicago, IL 60603
T: 312-782-2464
F: 312-782-4160

WK Kellogg Foundation

Valora Washington, PhD
1 Michigan Ave., E
Battle Creek, MI 49017
T: 616-968-1611
F: 616-969-0413

The John D. and Katherine T. MacArthur Foundation

Ms. Adele Simmons, Pres.
140 South Dearborn, Suite 1100
Chicago, IL 60603-5285
T: 312-726-8000
F: 312-917-0202

National Foundation to Improve Television

William S. Abbott, President
60 State Street
Suite 3400
Boston, MA 02109
T: 617-523-5520
F: 617-523-4619

The New World Foundation

Colin Greer, Pres.
NY, NY

Ms. Foundation

Ms. Marie Wilson
NY, NY
T: 212-742-2300

Van Leer Foundation

Rien van Gendt, Exec. Dir.
PO Box 82334
2508 EH The Hague
The Netherlands
T: 070-3512040
F: 070-3502373

Academia

Professor Erica Austin
Department of Communications
Washington State University
Pullman, WA 99164-1556
T: 509-335-1556

Professor Christine Bachen
Department of Communication
Santa Clara University
Santa Clara, CA 95053
T: 408-554-4921

Professor Melinda Hornby Barnard
Department of Communication
Sonoma State University
1801 E. Cotati Avenue
Rohnert Park, CA 94928
T: 707-664-3085

Professor Barbara Brown
School of Business
San Jose State University
San Jose, CA 95192-0065
T: 408-942-3500

Professor Peter Christenson
Department of Communications
Lewis & Clark College
Portland, OR 97219
T: 503-768-7614

Delbert S. Elliott, Ph.D.
Institute of Behavioral Science
University of Colorado
Campus Box 442
Boulder, CO 80309
T: 303-492-1266

Professor Bradley S. Greenberg
Department of Communication
511 S. Kedzie Hall
Michigan State University
East Lansing, MI 48823
T: 517-353-6629

Professor Robert Hawkins & Prof. Suzanne Pingree (married couple)
School of Journalism and Mass Communication
University of Wisconsin
Madison, WI 53706
T: 608-263-2845

Professor Lisa Henriksen
Department of Communication
School of Communication, Information & Library Studies
Rutgers University
4 Huntington Street
New Brunswick, NJ 08903
T: 908-939-8569

Jerome Singer
Professor of Psychology
Yale University
Department of Psychology
P.O. Box 208205
New Haven, CT 06520-8205
T: 203-393-3933
F: 203-432-4608

Sr. Mary Peter Travis, O.P.
Professor of Education
School of Education
University of San Francisco
2130 Fulton Street
San Francisco, CA 94117-1080

Individuals

Hodding Carter
Main Street TV
918 16th Street, NW
Suite 400
Washington, DC 20006

Jeffrey Cole
Director, UCLA Center for Communication Policy
400 Hilgard Ave.
Los Angeles, CA 90024-1478

Senator Kent Conrad
724 Hart Office Building
Washington, D.C. 20510
(Robert Foust, Legislative Assistant, Senator Conrad's Office)

Marti Erickson
Dir., Children, Youth and Family Consortium of the University of
Minnesota
12 McNeal Hall
1985 Buford Ave.
St. Paul, MN 55108
T:612-626-1212
F:612-626-1210

Kathleen Hall Jamison
Dean, The Annenberg Institute
University of Pennsylvania School of Communication
430 West Allen's Lane
Philadelphia, PA 19199
T: 215-248-2060

Rep. Bill Purcell
Chair, Select Committee for Youth and Children
18-A Legislature Place
Nashville, TN 37243

Dr. Karen Edwards, Dir.
T:615-741-1041

Don Roberts
Professor and Chair
Department of Communications
Stanford University
Stanford, CA 94305

Tom Selleck
TWS Productions
International Creative Management
8942 Wilshire Blvd.
Los Angeles, CA 90211

ARTER & HADDEN

ATTORNEYS AT LAW

founded 1843

file kids TV

Cleveland
Columbus
Dallas

1801 K Street, N.W. / Suite 400K
Washington, D.C. 20006-1301
202/775-7100 telephone
202/857-0172 facsimile

Irvine
Los Angeles
San Francisco

September 25, 1997

Mrs. Hillary Rodham Clinton
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear Mrs. Clinton:

On behalf of Jay, Elisha and Bruce, we want to thank you and your staff for the courtesies and time extended to them during their meeting with you yesterday.

"Popular Mechanics for Kids" proves that learning can be fun for the viewers, exciting for the producers, and rewarding for families.

Your enthusiasm for our families' future is contagious and has already inspired our producers to include several of your suggestions in our future programs.

And, on top of all that, they met "Socks!" What more can we say except to add our sincere and heartfelt thanks!

Sincerely,


Judy K. Fazio


Dennis E. Eckart

Melanne —

Special Thanks for the Great Meeting!
I'll be in touch soon with the info requested.
Hope to see you soon.



filed TV

*Melanne-
FYI*

E X E C U T I V E O F F I C E O F T H E P R E S I D E

11-Jun-1996 09:43am

TO: (See Below)

FROM: Angus S. King
Office of the Chief of Staff

SUBJECT: Children's TV/ Family talking points

Meeting the Challenge of Cherishing our
Children and Strengthening America's Families
June 11, 1996

"Our first challenge is to cherish our children and strengthen America's families. Family is the foundation of American life. If we have stronger families, we will have a stronger America."

- President Bill Clinton, State of the Union Address, January 23, 1996

Making television a positive influence in our children's lives. Today, President Clinton announced he would convene a White House meeting with leaders of the television networks and leaders in children's programming, to discuss how they can move quickly to improve both the quality and quantity of children's educational programming. This meeting, a follow-up to the one the President held in February, and an answer to his State of the Union challenge, will take place before the end of July. Last year, the President wrote a letter to the FCC supporting their proposed rule requiring a minimum of three hours of children's educational programming per week per station.

President Clinton is making America's families stronger. Throughout his Administration, President Clinton has made it clear that being on the side of families and children is being on the side of America. Together with parents, businesses, religious leaders, communities and schools, President Clinton is making a difference for America's families.

For our children, President Clinton has:

- * Announced a breakthrough agreement with the media and entertainment industry to develop a television ratings system to enable parents to protect their children from violence and adult content.
- * Gave parents greater control over what their children watch on television by requiring the installation of anti-violence screening chips ("V-Chips") in all new televisions.
- * Proposed targeted measures to cut off children's access to tobacco products and reduce their appeal to children.
- * Established a Childhood Immunization Initiative to ensure vaccinations and healthy futures for all children. In 1995,

the immunization rate for two-year old children reached 75 percent, an historic high.

For our families, President Clinton has:

- * Enabled workers to take up to 12 weeks of unpaid leave to care for a family member without fear of losing their jobs, through the Family and Medical Leave Act. A comprehensive, national survey by the bi-partisan Commission on Leave concluded in May of this year that the FMLA is helping families without causing significant hardship to most businesses.
- * Provided tax relief for 15 million working families by increasing the Earned Income Tax Credit to allow more families to qualify for tax rebates.
- * Helped families move from welfare to work by authorizing 37 states to bypass existing welfare rules and set time limits on benefits, require recipients to work or stay in school, provide child care and give employers incentives to hire welfare recipients. These waivers are making work and responsibility a way of life for 75 percent of all welfare recipients nationwide.
- * Helped break the cycle of welfare dependency by requiring teenage mothers to live at home, stay in school and turn their lives around.

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