

**Files of Melanne Verveer, Assistant to the President and Chief of
Staff to the First Lady
Box 3: Books and Files**

Archived from OEOB 102 by Eric Woodard on April 7, 2000

- White House Conference on Kid TV
- Children of the Americas
- Military Child Development Program (CHILDCARE)

ENCLOSURES FILED OVERSIZE ATTACHMENTS

15617

NANA 13096

BB
WH CONFERENCE
ON KIDS TV

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- Inequality in x disabled + kids
- Federal level of funding
- vouchers

Kenneth Bogging down on other
stuff

script
Draft ask
performing &
a National

THE WHITE HOUSE
WASHINGTON

Dont you think someone
should call on David
Bitt from CTW to
talk about their
experience

PHOTOCOPY
HRC HANDWRITING

REVISED FINAL SEATING CHART -- JULY 29, 1996

✓ Ginny Markell--Nat'l PTA	✓ Augusto Failde--Tropix Media
Nelson Price--Nat'l Council Churches	✓ Jack Myers--TV Prog. Partners
James Hedlund--Assoc. Local TV Stations	✓ Vicky Rideout--Children Now
✓ Elizabeth Thoman--Center Media Literacy	✓ David Kleeman--Am. Center Child. TV
James Steyer--J.P. Kids, Inc.	John Sarsen--Assoc. Nat'l Advertisers
✓ Gary Chapman--LIN TV	✓ Anne MacDonald--Pizza Hut
Whitney Vanderwerff--Nat'l Alliance Non-Violent Prog.	✓ Dr. Kathryn Montgomery--Center Media Ed.
✓ Dr. Robert Phillips--Am. Psychiatric Assoc.	✓ Peter Eio--Lego
Betty Cohen--Cartoon Network/TNT	Jennifer Perry--Children's Action Net.
✓ Fred Rogers--Family Communications	✓ Bill Nye--The Science Guy
✓ First Lady	✓ Mrs. Gore
✓ Jack Valenti--Motion Picture Assoc.	✓ LeVar Burton--Eagle Nation Films
Peter Engel--NBC	Gary Krisel--DreamWorks, SKG
Greg Meidel--MCA	Decker Anstrom--Nat'l Cable TV Assoc.
Neil Hoffman--USA Network	Robert Meers--Reebok
Cindy Mahmoud--Black Ent. TV	✓ Judith McHale--Discovery Channel
Sander Schwartz--Columbia Child. Prog.	✓ Newton Minow--Sidley & Austin
Lucy Johnson--CBS	✓ Ray Rodriguez--Univision TV Net.
Jeff Bewkes--HBO	✓ Herb Scannell--Nickelodeon
Phil Jones--Nat'l Assoc. Broadcasting	✓ Peggy Charren--Action for Children's TV
Barry Baker--River City Broadcasting	✓ David Britt--Children's TV Workshop
✓ Dr. Alvin Poussaint--Judge Baker Children's Ctr.	✓ Margaret Loesch--Fox Children's Net.
John Sie--Encore Media	✓ Rich Frank--Academy of TV, Arts & Sciences
James Goodmon--Capitol Broadcasting	Karen Jaffe--KidsNet

✓ Kathleen Hall Jamieson Univ. PN	✓ Jamie Kellner Warner Brothers TV	✓ Aletha Huston Univ. Kan.	✓ Linda Ellerbee Lucky Duck Prod.	✓ Bill Cosby	President	Vice President	✓ Les Moonves CBS	✓ Geraldine Laybourne Disney/ABC	✓ Ervin Duggan PBS	Edward Fritts Nat'l Assoc. Broad.
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WHITE HOUSE CONFERENCE ON CHILDREN'S TELEVISION

DRAFT AGENDA

July 29, 1996
The White House
East Room
9:30am - 12:00pm

new research

- I. Welcome and Introductory Remarks
- II. Importance of Television as a Positive Force in Child Development
- III. Models of Success in Children's Educational Programming
- IV. Overcoming Barriers to Producing More and Better Children's Television

LE OF THE PRESID
ENT

SCHEDU

FOR

MONDAY, JULY 29, 1996

REVISED FINAL

SCHEDULING DIRECTOR:

ANNE HAWLEY

HOME: 703-553-8940
OFFICE: 202-456-2823
WHCA PAGER: 4039

SCHEDULING DIRECTOR:

STEPHANIE STREETT

HOME: 202-332-5651
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EVENT COORDINATOR:

LAURA GRAHAM

HOME: 703-212-7642
OFFICE: 202-456-2349
WHCA PAGER: 4809

PRESS DESK:

JEREMY GAINES

HOME: 202-362-5475
OFFICE: 202-456-5771
WHCA PAGER: 4194

16:37

as of 28-Jul-1996 16:37 28-Jul-1996

WEATHER:**Washington, DC**

Partly cloudy with a chance of
afternoon showers and
thunderstorms. Wind southwest
at 5 to 10 knots. Low 65 to
70. High
87 to 92.

**SCHEDULE OF THE PRESIDENT
FOR
MONDAY, JULY 29, 1996
REVISED FINAL**

Note: The NSC briefing will be on paper.

tba

MORNING RUN

8:45 am-

MEETING

9:00 am

MAP ROOM

Staff Contact: Leon Panetta

9:00 am-

BRIEFING

9:25 am

MAP ROOM

Staff Contact: Greg Simon

9:30 am-

CONFERENCE ON CHILDREN'S TELEVISION

12:00 pm

EAST ROOM

Remarks: David Shipley

Staff Contact: Greg Simon

Event Coordinator: Tracy Labrecque

POOL PRESS

-- **The President** and the First Lady, the Vice President and Mrs. Gore proceed to the Blue Room for a photo receiving line.

-- **The President** and the First Lady, the Vice President and Mrs. Gore are announced into the East Room and proceed to the head table.

-- **The President** proceeds to the toast lectern and makes remarks.

-- Upon conclusion of remarks, **the President** and the First Lady, the Vice President and Mrs. Gore take their seats.

-- **The President** introduces the First Lady.
as of 28-Jul-1996 16:37 28-Jul-1996

16:37

-- The First Lady makes remarks and opens the discussion.

16:37

as of 28-Jul-1996 16:37 28-Jul-1996

- **The President** concludes the discussion and introduces Mrs. Gore.
- Mrs. Gore makes remarks and opens a second discussion.
- **The President** concludes the discussion and introduces the Vice President.
- The Vice President makes remarks and opens a third discussion.
- **The President** concludes the discussion.
- **The President** makes closing remarks.
- Upon conclusion of remarks, **the President** and the First Lady, the Vice President and Mrs. Gore depart.

12:00 pm-
1:45 pm

PHONE/OFFICE TIME
OVAL OFFICE

1:45 pm-
2:00 pm

BRIEFING
OVAL OFFICE
Staff Contact: John Hilley

2:00 pm-
2:45 pm

CONGRESSIONAL MEETING
CABINET ROOM
Staff Contact: John Hilley
PRESS??

3:00 pm-
3:05 pm

MEETING
OVAL OFFICE
Staff Contact: Stephanie Streett, Anne Hawley

3:10 pm-
3:15 pm

MEETING
OVAL OFFICE
Staff Contact: Doug Sosnik

3:15 pm-
3:30 pm

MEETING
OVAL OFFICE
Staff Contact: Doug Sosnik

3:30 pm-
3:40 pm

BRIEFING
OVAL OFFICE
Staff Contact: John Hilley

3:40 pm-
3:55 pm

BILL SIGNING OF HR 248
OVAL OFFICE

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16:37

Staff Contact: John Hilley
WHITE HOUSE PHOTO ONLY

4:00 pm-

BRIEFING

16:37

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4:40 pm OVAL OFFICE
Staff Contact: Michael McCurry, Neel Lattimore

4:40 pm **THE PRESIDENT** proceeds to the Diplomatic Reception Room

4:45 pm JOINT INTERVIEW WITH THE FIRST LADY FOR
5:30 pm **LADIES HOME JOURNAL**
DIPLOMATIC RECEPTION ROOM
Staff Contact: Michael McCurry, Neel Lattimore
CLOSED PRESS

5:30 pm **THE PRESIDENT** proceeds to the Oval Office

5:40 pm- **AMBASSADOR CREDENTIALS CEREMONY**
6:40 pm OVAL OFFICE
Staff Contact: Tony Lake
CLOSED PRESS

Note: All eleven ambassadors follow the same scenario at four minute intervals.

- The Chief of Protocol escorts the Ambassador and family into the Oval Office and makes introductions.
- **The President** poses for a group photograph with the Ambassador and family.
- Tony Lake, National Security Advisor and representatives from the Department of State enter the Oval Office, at which time there is an exchange of documents.
- **The President** speaks briefly with the Ambassador and family.
- The Ambassador and family depart.

6:50 pm **THE PRESIDENT** departs the White House via motorcade en route the Sheraton Carlton Hotel [drive time: 5 minutes]

6:55 pm **THE PRESIDENT** arrives the Sheraton Carlton Hotel
Greeters: Don Fowler, Chairman, Democratic National

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16:37

Committee
Abraham Fahmy, General Manager, Sheraton
Carlton Hotel

7:00 pm-
8:00 pm

DINNER FOR THE DEMOCRATIC NATIONAL COMMITTEE
CRYSTAL BALLROOM
The Sheraton Carlton Hotel
Remarks: Michael Waldman
Staff Contact: Doug Sosnik
Event Coordinator: Laura Graham
CLOSED PRESS

- **The President**, accompanied by Don Fowler, Chairman, Democratic National Committee, is announced into the room and does a photo receiving line with guests.
- Upon conclusion of the photo receiving line, **the President** proceeds to his seat at the table.
- Don Fowler makes brief opening remarks and introduces **the President**.
- **The President** makes remarks.
- Upon conclusion of remarks, **the President** departs.

8:05 pm

THE PRESIDENT departs the Sheraton Carlton Hotel via motorcade en route the Jefferson Hotel [drive time: 5 minutes]

8:10 pm

THE PRESIDENT arrives the Jefferson Hotel

8:15 pm-
9:15 pm

DINNER FOR THE DEMOCRATIC NATIONAL COMMITTEE
MONTICELLO ROOM
The Jefferson Hotel
Staff Contact: Doug Sosnik
Event Coordinator: Laura Graham
CLOSED PRESS

- **The President**, accompanied by Don Fowler, Chairman, Democratic National Committee and Marvin Rosen, Finance Chair, Democratic National Committee, enters the room, greets guests and proceeds to his seat at the table.

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16:37

- Marvin Rosen makes brief remarks and introduces Don Fowler.
- Don Fowler makes brief remarks and introduces **the President.**

-- **The President** makes remarks and opens an informal discussion with guests.

-- Upon conclusion of the discussion, **the President** departs.

9:25 pm **THE PRESIDENT** departs the Jefferson Hotel via motorcade en route the White House
[drive time: 5 minutes]

9:30 pm **THE PRESIDENT** arrives the White House

BC AND HRC RON THE WHITE HOUSE

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16:37

Scaled-Back White House Conference Will Follow Up on Children's TV Programming

By LAWRIE MIFFLIN

Six weeks ago, President Clinton summoned the chief executives of America's television networks to the White House on July 29 for a high-level discussion on children's television. Since then, the "summit" has been downgraded to a "conference," and the network chiefs have decided to send proxies to Washington today to meet with Mr. Clinton, Vice President Gore, Hillary Rodham Clinton and Tipper Gore.

And the triumph the Clinton Administration had anticipated having as a backdrop for today's event — a new Federal Communications Commission rule requiring TV stations to broadcast each week three hours of educational programming for children — has vanished. A compromise reached among three of the four commissioners in June disintegrated in frustration and name-calling in mid-July, although marathon negotiations to patch it together again continued throughout the weekend.

Mr. Clinton's first meeting with television moguls, last February, produced an agreement by the network leaders to create a voluntary rating system to alert parents to violence or sexual content in television programs they might not want their children to see. Congress had

just passed legislation requiring a "V-chip," or program blocking device, on new television sets, and because a V-chip cannot work without a rating code to trigger it, the discussion produced pragmatic results. It also had at least a veneer of bipartisanship, since the network heads conferred with Republican leaders the same day.

Today's meeting promised no equivalent tangible outcome, because the network chiefs' participation at the White House would not help settle the fight at the F.C.C. over the three-hour proposal. And with the Presidential election campaign in full swing, many network executives expressed fear that they could be seen as lending themselves to a Clinton campaign event.

So instead of meeting with people like Michael Eisner, Peter Lund, Rupert Murdoch and Bob Wright — leaders of the ABC, CBS, Fox and NBC networks, respectively — as he did in February, Mr. Clinton will hear from children's programming executives who report to those men. The goal, according to a White House press briefing on Friday, is to "heighten awareness" about television's influence on children and to discuss obstacles to creating high-quality educational programming that children will watch.

If Mr. Clinton and Mr. Gore want to learn more about such issues, the group attending is better prepared to teach them than network chiefs would be.

It includes Geraldine B. Laybourne, who now heads nonsports cable operations for Disney/ABC but who made her formidable reputation building the Nickelodeon children's

*Last-minute
wrangling over
guidelines puts a
proposal in limbo.*

channel into the highest-rated channel in cable television; her successor at Nickelodeon, Herb Scannell; David Britt, the president of the Children's Television Workshop (makers of "Sesame Street"); and Margaret Loesch, head of the Fox children's network, which is far and away the most successful commercial broadcast network in reaching children.

"I hope it's for sincere reasons," Ms. Loesch said of the White House

conference. "I hope they want to have a meaningful exchange of ideas, rather than a pointing of fingers. And I hope they're not just looking for soundbites for an election year."

In a year when Mr. Clinton has worked assiduously to establish that Democrats care as much as Republicans do about cultural deterioration and family values, today's conference would appear to be a no-lose political proposition for the President.

"What's relevant is not who is or isn't attending but what the summit has caused," Blair Levin, chief of staff for the F.C.C. chairman, Reed E. Hundt, said yesterday. "If you look at the broadcasters' position a year ago or even three months ago, there has been enormous progress toward accepting a three-hour processing guideline without major loopholes."

Mr. Clinton has urged the F.C.C. to pass a rule requiring three hours a week of educational programming from stations as a condition for license renewal. Bob Dole, the presumed Republican Presidential candidate, has taken no public position on the matter.

The National Association of Broadcasters, the stations' trade group, opposes any specific quota as Gov-

ernment intrusion.

But in June, James Quello, a commissioner usually in tune with the broadcasters' positions, agreed to a compromise, proposed by Commissioner Susan Ness. It would give automatic renewal to stations that broadcast three regularly scheduled hours weekly, but would allow those doing less to prove they are meeting their obligations to children in other ways, such as by showing specials or by participating in community public-service or educational efforts.

Once the compromise was written into a detailed regulation by the F.C.C. staff, however, Mr. Quello said it contained over-regulatory language, and rejected it.

Last week, Administration officials worked to negotiate between the F.C.C. and the broadcasting group's board members to find language both sides could accept. They were still talking late yesterday.

"It's obvious I want a deal, but I want something that doesn't put broadcasters in a regulatory strait-jacket," Mr. Quello said Friday.

The Children's Television Act of 1990 ordered stations, as part of the public-interest obligation they incur by having free access to the airwaves, to increase educational and informational programming for children. Since then, the F.C.C. has been

trying to determine how to enforce that law.

"There's a lot more noise and concern now about children and television, among parents, educators, in newspapers," said Peggy Charren, a founder of the movement that led to passage of the 1990 legislation, and who will attend today's conference. "This is about the President using his bully-pulpit power, and what better use of that bully pulpit than to help American families?"

If it also helps Mr. Clinton's reelection effort, many of those planning to attend do not particularly care. As Mr. Scannell of Nickelodeon said, "My sense is that it's going to elevate the issue, and if it puts kids' TV on the American agenda, it's worthwhile."

Also expected to attend are two stars of public television, Fred Rogers, longtime host of "Mr. Rogers' Neighborhood," and LeVar Burton, host of "Reading Rainbow"; Bill Nye, "The Science Guy," whose show is on CBS; Linda Ellerbee, who anchors a news program for children on Nickelodeon, and Bill Cosby, star of network sitcoms who has long expressed concern about educational issues.

With Scores of Tips, and Photos, Bomber's Description Is Emerging

By RONALD SMOTHERS

A1

ATLANTA, July 28 — Federal investigators said today that they had begun assembling composite sketches of a possible suspect in the pipe bombing that struck at the heart of the Olympic Games.

The investigators said they were examining videotapes and scores of photographs turned in by people who were at the scene of the blast early Saturday in Centennial Olympic Park, as well as tapes from four surveillance cameras in the area.

Olympic organizers said the park, a free-of-charge and free-form gathering place that had come to symbolize the Games, would reopen on Tuesday with twice the number of security personnel, more surveillance cameras and observation posts, and random searches of people's bags.

A. D. Frazier, the chief operating officer of the Atlanta organizing committee, said there was a "resounding public demand that the park be reopened in the same fashion originally envisioned."

The blast, which occurred during a late-night rock concert, killed a 44-year-old Georgia woman and wounded 111 others, 16 of whom were still hospitalized. A Turkish television cameraman died of a heart attack while covering the incident.

David Tubbs, a spokesman for the Federal Bureau of Investigation, said that the information provided by the public, including witness accounts and 600 telephone calls to a special tip line, was "significant." But he said that investigators were not ready to release sketches or other

details of the inquiry. "We want to determine the exact value of those leads first," he said.

The Games continued today with a full schedule of events, highlighted this morning by the women's marathon, which snaked through streets jammed with spectators and ended at the 85,000-seat Olympic Stadium, packed to near capacity. Security, which had been increased after the bombing, continued at a high level at some areas today, but appeared more relaxed than Saturday at some.

At the rowing site at Lake Lanier, 80 miles north of Atlanta, there were traffic barriers to slow cars approaching the site. Spectators enter-

Mr. Tubbs said that a pay telephone near the park had been sent to an F.B.I. laboratory in Washington for analysis. The telephone was identified as the one used by a person, identified by the F.B.I. as a "white male with an undistinguished accent," to make a call to 911 at about 1 A.M. on Saturday, warning that a bomb in the park would explode in 30 minutes.

Mr. Tubbs said that there had been no calls since then from anyone claiming responsibility. He said the bombing was still being viewed as a terrorist act, but refused to say whether they were looking at any particular domestic groups.

City police said that they had received "dozens" of calls since the bombing reporting suspicious packages throughout the city. No bombs were found, but Chief Beverly Harvard said that her forces were being stretched thin responding to the reports. F.B.I. officials said that additional officers would be brought in from elsewhere to help with normal police work outside the sites of the competitions.

An investigator, speaking on condition of anonymity, said that the 911 call came at 12:58 A.M. The bomb exploded at 1:25 A.M.

City police officials continued to take a battering from questioners who asked why news of the 911 call had not reached security officers in the park, who had independently found a suspicious bag that contained the bomb and were clearing the area when it detonated.

Chief Harvard said that protocol for reporting and checking the validity of the call was followed.

The first step, she said was to and securing the telephone from which the call was made. The subsequent steps were to notify the "bomb management center" of the security operation, and then officers there were to notify personnel in the field. Notification was about to take place when the explosion occurred, she said.

Mr. Tubbs added that the F.B.I. investigators believed that everything that could be done had been done and the problem was the "lack of specificity" from the caller on the location of the bomb in the 21-acre park.

Reynold Hoover, a former agent of the Federal Bureau of Alcohol, Tobacco and Firearms and an expert in bomb investigations, said in an interview that pipe bombs were "the most common form of bomb we see here in the United States," which makes it likely that the Atlanta device was built by an American or a group of Americans.

Mr. Hoover said that the smell of the bomb after it exploded, as noted by spectators at the scene, was consistent with that of a pipe bomb filled with a black or smokeless powder that is often used in homemade explosives in this country.

He expressed confidence that the bombing in Atlanta "can be solved," and noted that "it's not like the Unabomber."

"This guy purchased everything he used," Mr. Hoover said, apparently including a timer component. "It's just a matter of following it all out. We train for exactly this kind of stuff."

On Saturday Federal agent said they would investigate members of a paramilitary group who had been arrested on explosives charges in April. But today Nancy Lord, the lawyer for the group, the Militia At-Large for the Republic of Georgia, said the group had no knowledge of the bombing and offered to help investigators.

The Associated Press reported that investigators had questioned a north Georgia man after local police learned of suspicious statements he had made about the bombing. Local law enforcement officials said that it appeared that the man had no connection to the bombing, but Mr. Tubbs refused to comment.

Among the wounded who remained hospitalized today was Fallon Stubbs, the daughter of Alice S. Hawthorne, the Albany, Ga., woman who was killed in the blast. Ms. Stubbs, 14, was in stable condition at Georgia Baptist Hospital after coming out of surgery for injuries to her right leg, arm and hand.

The determination to open the park was underscored yesterday by President Clinton, said Mr. Tubbs, who noted that he "made it clear that the park would reopen, period."

Mr. Frazier said that when the park reopened on Tuesday there was likely to be some sort of observance in memory of the bombing victims.

He said that organizers were considering limiting the number of people allowed in the park, but a decision had not been made.

He said the doubling of the security forces in the park would be accomplished by bringing in new, nonmilitary personnel rather than shifting existing state, local and Federal officers. But he declined to say what a doubling of the force would mean in terms of numbers.

While other details of the park's reopening would be announced on Monday, he said that it was the organizers' expectation that the concerts, sponsored by AT&T, would resume there as well.

The possibility of random searches of park visitors raised some legal questions, but Mr. Frazier said that the Atlanta organizers had consulted legal experts and believed they were "on sound legal grounds" with the proposed searches.

Just as the explosion had done little to blunt the enthusiasm of spectators in the streets, it had seemingly had little impact on the spirits of athletes in the Olympic Village.

In meetings yesterday, the sports officials from a number of the countries were urging their athletes to stay closer to the heavily secured village rather than venturing out as many had planned to after their participation in Olympic events was completed.

Carol Millirons, a spokesman for the managers of the village, where nearly 10,000 athletes live, said they had extended the hours of the dance club, arcade and other gathering places in the residential and most highly protected area of the village.

Willie Banks, a former Olympic track and field star and now director of Village services for athletes, said that the bombing had done little to distract the athletes from their events or their celebrations.

"They are so focused that this sort of thing just rolls off their backs," he said. "And they will be going out on the town — win or lose — after they finish because it is the end of months and even years of training and discipline for many of them."

Continued on Page B6, Column 5

Continued From Page A1

ing the Olympic Stadium downtown, however, faced little scrutiny.

At the police barricades two blocks from the closed park, spectators and others who just wanted to feel a part of the Games gathered.

"It hasn't affected our plans at all except that we wanted to go to the park today," said Sondra VanSant, of Chapel Hill, N.C., as she looked past the police barricades. "It seems, though, like the streets have become an extension of the park. It's a festival atmosphere out here."

This evening, the barricades were moved to the park's immediate perimeter, and people peered beyond trying to get a glimpse of the bombing site where a few investigators were finishing their work.

FIRST LADY HILLARY RODHAM CLINTON
REMARKS FOR WHITE HOUSE MEDIA CONFERENCE
JULY 29, 1996

TALKING POINTS

- We all know television is a fact of life. It is also tremendously powerful medium that touches all of our lives - and has a particularly profound influence on our children. This segment of our discussion is about that influence.
- As the President has pointed out, the technology of television is not intrinsically good or bad. Television has the potential to be a powerful force for good in our children's lives. But it depends so much on this: Do the decisions made by the people in control of that technology value children?
- Now more than ever, American families are seeking more and better programming for their children. Parents don't just want to tune out bad shows, they want to be able to tune in good ones -- shows that stimulate, inform, and challenge our children.
- And thanks to research done by people such as Professors John Wright and Aletha Huston, co-directors of the Center for Research on the Influences of Television on Children at the University of Kansas -- who have been at the White House before to talk about their compelling work -- we know what a positive effect educational programming can have on children's intellectual stimulation and academic preparation.
- Today we will hear from Professor Huston just how powerful - and positive -- television's influence can be.

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Seating Chart -- July 29, 1996

Ginny Markell--Nat'l PTA Nelson Price--Nat'l Council Churches James Hedlund--Assoc. Local TV Stations Elizabeth Thoman--Center Media Literacy Greg Meidel--MCA Gary Chapman--LIN TV Betty Cohen--Cartoon Network Dr. Robert Phillips--Am. Psychiatric Assoc. Neil Hoffman--USA Network Whitney Vanderwerff--Nat'l Alliance Non-Violent Prog. James Steyer--J.P. Kids, Inc. Fred Rogers--Family Communications First Lady Jack Valenti--Motion Picture Assoc. Peter Engel--NBC Cindy Mahmoud--Black Ent. TV Sander Schwartz--Columbia Child. Prog. Lucy Johnson--CBS Jeff Bewkes--HBO Phil Jones--Nat'l Assoc. Broadcasting Jamie Kellner--Warner Brothers TV Net. James Goodmon--Capitol Broadcasting Margaret Loesch--Fox Children's Net. Dr. Alvin Poussaint--Judge Baker Children's Ctr.	Augusto Failde--Tropix Jack Myers--TV Prog. Partners Jennifer Perry--Children's Action Net. David Kleeman--Am. Center Child. TV John Sarsen--Assoc. Nat'l Advertisers Newton Minow--Sidley&Austin Dr. Katherine Montgomery--Center Media Ed. Peter Eio--Lego Vicky Rideout--Children Now Decker Anstrom--Nat'l Cable TV Assoc. Robert Meers--Reebok Bill Nye--The Science Guy Mrs. Gore LeVar Burton--Eagle Nation Films Gary Krisel--DreamWorks,SKG Judith McHale--Discovery Channel Anne MacDonald--Pizza Hut Ray Rodriguez--Univision TV Net. Herb Scannell--Nickelodeon Peggy Charren--Action for Children's TV David Britt--Children's TV Workshop Rich Frank--Academy of TV, Arts&Sciences John Sie--Encore Media Karen Jaffe--KidsNet
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Barry	Aletha	Linda	Geraldine	Vice	President	Bill	Kathleen	Edward	Ervin
Baker	Huston	Ellerbee	Laybourne	President		Cosby	Hall	Fritts	Duggan
River	Univ.	Lucky	Disney/				Jamieson	Nat'l	PBS
City	Kan.	Duck	ABC				Univ. PN	Assoc.	
Broad.		Prod.	Cable					Broad.	

Seating Chart — July 29, 1996

Ginny Markell--Nat'l PTA

Nelson Price--Nat'l Council Churches

James Hedlund--Assoc. Local TV Stations

Elizabeth Thoman--Center Media Literacy

Greg Meidel--MCA

Gary Chapman--LIN TV

Betty Cohen--Cartoon Network

Dr. Robert Phillips--Am. Psychiatric Assoc.

Neil Hoffman--USA Network

Whitney Vanderwerff--Nat'l Alliance Non-Violent Prog.

James Steyer--J.P. Kids, Inc.

Fred Rogers--Family Communications

First Lady

Jack Valenti--Motion Picture Assoc.

Peter Engel--NBC

Cindy Mahmoud--Black Ent. TV

Sander Schwartz--Columbia Child. Prog.

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Jennifer Perry--Children's Action Net.

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John Sarsen--Assoc. Nat'l Advertisers

Newton Minow--Sidley & Austin

Dr. Katherine Montgomery--Center Media Ed.

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Robert Meers--Reebok

Bill Nye--The Science Guy

Mrs. Gore

LeVar Burton--Eagle Nation Films

Gary Krisel--DreamWorks, SKG

Judith McHale--Discovery Channel

Anne MacDonald--Pizza Hut

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Herb Scannell--Nickelodeon

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David Britt--Children's TV Workshop

Rich Frank--Academy of TV, Arts & Sciences

John Sie--Encore Media

Karen Jaffe--KidsNet

Barry	Aletha	Linda	Geraldine	Vice	President	Bill	Kathleen	Edward	Ervin
Baker	Huston	Ellerbee	Laybourne	President		Cosby	Hall	Fritts	Duggan
River	Univ.	Lucky	Disney/				Jamieson	Nat'l	PBS
City	Kan.	Duck	ABC				Univ. PN	Assoc.	
Broad.		Prod.	Cable					Broad.	

Rm. 100

Cheri Carter

7/27

Melanne -

Final list & seating

Chart is attached -

This list was given
to Pat Lewis for

Press pkgs - Call
me if you have any
questions -

Cheri

626-62682

home 202-364-1937

**Children's Television Conference
July 29, 1996**

**Decker Anstrom
President and CEO
National Cable Television Association**

**Barry Baker
President and CEO
River City Broadcasting**

**Jeff Bewkes
Chairman, President, and CEO
Home Box Office**

**David Britt
President
Children's Television Workshop**

**LeVar Burton
Eagle Nation Films**

**Gary Chapman
President and CEO
LIN Television Corporation**

**Peggy Charren
Founder
Action for Children's Television**

**Betty Cohen
President
The Cartoon Network**

Dr. William H. Cosby

**Ervin Duggan
President and CEO
Public Broadcasting Service**

**Peter Eio
President
Lego Systems**

Linda Ellerbee
President
Lucky Duck Productions

Peter Engel
Executive Producer
NBC

Augusto Failde
Co-founder and President
Tropix Media, Inc.

Rich Frank
President
Academy of Television, Arts and Sciences

Edward Fritts
President and CEO
National Association of Broadcasters

James Goodmon
President and CEO
Capitol Broadcasting

Kathleen Hall Jamieson, Ph.D.
Dean
The Annenberg School for Communication
University of Pennsylvania

James Hedlund
President
Association of Local Television Stations

Neil Hoffman
Vice President of Programming
USA Network

Aletha Huston
University Distinguished Professor
University of Kansas

Karen Jaffe
Executive Director
KidsNet

Lucy Johnson
Senior Vice President, Daytime and Children's Programs and Special Projects
CBS Entertainment

Phil Jones
Chairman
National Association of Broadcasters

Jamie Kellner
Chief Executive Officer
Warner Brothers Television Network

David Kleeman
Executive Director
American Center for Children's Television

Gary Krisel
DreamWorks SKG

Geraldine Laybourne
President
Disney/ABC Cable Network

Margaret Loesch
President
Fox Children's Network

Anne MacDonald
Vice President of Consumer Marketing
Pizza Hut World Wide

Cindy Mahmoud
Vice President of Development & Special Projects
Black Entertainment Television

Ginny Markell
Vice President for Programming
National PTA

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

Robert Meers
President and CEO
Reebok

Greg Meidel
Chairman
MCA Television

Newton Minow
Counsel
Sidley & Austin

Kathryn Montgomery, Ph.D.
President
Center for Media Education

Jack Myers
Chairman and CEO
Television Programming Partners

Bill Nye
The Science Guy
KCTS

Jennifer Perry
Executive Director
Children's Action Network

Robert Phillips, M.D., Ph.D.
Deputy Medical Director
The American Psychiatric Association

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

Nelson Price
National Council of Churches

Vicky Rideout
Director of Children and Media Programs
Children Now

Ray Rodriguez
President
Univision Television Network

Fred Rogers
Family Communications, Inc.

John J. Sarsen, Jr.
President and CEO
Association of National Advertisers

Herb Scannell
President
Nickelodeon

Sander Schwartz
Senior Vice President
Columbia Children's Programming

John Sie
Chairman and CEO
Encore Media Corporation

James Steyer
Founder and CEO
J.P. Kids, Inc.

Elizabeth Thoman
Executive Director
Center for Media Literacy

Jack Valenti
President and CEO
Motion Picture Association of America

Whitney Vanderwerff, Ph.D.
Executive Director
National Alliance for Non-Violent Programming

WHSO FINAL LAYOUT

a/o 7/28/96: A. Stock, T. LaBrecque

CONFERENCE ON CHILDREN'S TELEVISION

Monday, July 29, 1996

East Room

Guest Arrival: 9:00a.m.

POTUS/VPOTUS/FLOTUS/MEG: 9:30a.m.

Pool Press

U shaped table with approx. 60 participants

Staff seating for 12

8:30a.m. Gates Open. All staff in place. Set up complete in East Room.

9:00a.m. Conference participants arrive at the East Appointments Gate.
List contact: Kim Widdess, Cheri Carter

Participants proceed to the Grand Foyer where they are greeted by Ann Stock and Alexis Herman. Coffee and juice will be available for guests.

9:10a.m. Once all guests have arrived, John Emerson will give an overview of the agenda.

SET UP NOTES: WHCA: Standing mic in Grand Foyer, USHERS: Table in book sellers, Coat rack in China Room, Table with coffee juice in Grand Foyer.

9:00 - **THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON and**
9:30a.m. **MRS. GORE** arrive in the Map Room for event briefing.
contact: Greg Simon, John Emerson, Skyla Harris, Melanne Verveer

9:30a.m. **THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON and**
MRS. GORE proceed to the Blue Room for a receiving line with participants.
(WH photo)

RECEIVING LINE SET UP: All 4 Principals, Announce, Receiving line will flow from Red Room/ Blue Room/ Green Room into the East Room where participants are to be seated by Robyn Dickey & Cheri Carter.

EAST ROOM SET UP: U shaped table w/ POTUS and VPOTUS seated at head of table (south side of East Room), FLOTUS seated on west side of East Room, MEG seated on east side of East Room. 60 participants seated at table, support staff seated by name around room, 10 chairs set up east and west side of press area, 4 press risers set at north end of East Room, Press cut away in SE corner of room.

WHCA: Toast Lectern to be set behind the center of the head table for initial standing remarks by VPOTUS & POTUS (then to be removed), Table mics in front of POTUS, VPOTUS, FLOTUS, MEG; flat mics spread around table. Audio feed in the Blue Room.

USHERS: White table cloth w/ blue skirting, WH pads/pencils on table, small desk clock. Water on table. **CALLIG:** Tent cards w/ first and last names and names of organizations (Robyn).

TABLE SEATING: Table seating chart to be provided by Cheri Carter
STAFF SEATING: Names to be provided by E. Lieberman; seated by name
PRESS NOTE: Pool will be pre-positioned in East Room when participants enter

9:45a.m. **THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON and MRS. GORE** are announced into the East Room from the Blue Room and proceed to the head table. (south side of East Room)

THE PRESIDENT steps to the toast lectern to make remarks.
(all 4 remain standing)

Following, **THE PRESIDENT's** remarks, all four principals take their seats.

SET UP NOTES: WHCA; Toast lectern to be removed, table mic in place. USHERS: A small clock to be placed on the head table for the President and the Vice President to watch. J. Emerson and G. Simon will also monitor time.

10:00a.m. PROGRAM BEGINS

THE PRESIDENT introduces **MRS. CLINTON**.

MRS. CLINTON makes remarks and opens the first discussion.

THE PRESIDENT ends discussion and introduces **MRS. GORE**.

MRS. GORE makes remarks and opens second discussion.

THE PRESIDENT ends discussion and introduces **THE VICE PRESIDENT**.

THE VICE PRESIDENT makes remarks and opens third discussion.

THE PRESIDENT ends discussion and makes closing remarks.

Contact: Greg Simon, John Emerson, Skyla Harris, Melanne Verveer

12:00p.m. **THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON and MRS. GORE** depart.

Program participants depart the East Gate.

NOTE: *Access to the Residence will be limited to those on staff manifest.
UD Officers and a staff person will be posted at the East and West Colonnades.*

Friday, July 26, 1996

TO: **THE PRESIDENT
THE VICE PRESIDENT
THE FIRST LADY
MRS. GORE**

WHAT: **CONFERENCE ON CHILDREN'S TELEVISION**

WHEN: Monday, July 29, 1996

WHERE: East Room/Business Attire/Pool Press
60 participants (approx.)

FROM: Ann Stock

9:00a.m. Conference participants arrive at the East Gate and proceed to the Grand Foyer for coffee and juice.

Once all participants have arrived, John Emerson will give the participants an overview of the conference's agenda.

9:00a.m. - **THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON** and
9:30a.m. **MRS. GORE** arrive in the Map Room for event briefing.

9:30a.m. **THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON**
and **MRS. GORE** proceed to the Blue Room for a receiving line with
participants. (WH photo)

9:45a.m. **THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON** and
MRS. GORE are announced into the East Room from the Blue Room
and proceed to the head table. (south side of East Room)

THE PRESIDENT steps to the toast lectern to make remarks.
(all four remain standing)

Following, **THE PRESIDENT's** remarks, all four principals take their
seats.

10:00a.m.

PROGRAM BEGINS

THE PRESIDENT introduces **MRS. CLINTON**.

MRS. CLINTON makes remarks and opens the first discussion.

THE PRESIDENT ends discussion and introduces **MRS. GORE**.

MRS. GORE makes remarks and opens second discussion.

THE PRESIDENT ends discussion and introduces **THE VICE PRESIDENT**.

THE VICE PRESIDENT makes remarks and opens third discussion.

THE PRESIDENT ends discussion and makes closing remarks.

12:00p.m.

THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON
and **MRS. GORE** depart.

Program participants depart the East Gate.

PHOTOCOPY
PRESERVATION

July 27, 1996

WHITE HOUSE CONFERENCE ON CHILDREN'S TELEVISION

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

I. PURPOSE

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

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

II. BACKGROUND

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

III. PARTICIPANTS

The President
The First Lady
The Vice President
Mrs. Gore

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

Peter Engel, executive, NBC

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

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

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

James Goodmon, president, Capitol Broadcasting

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

James Hedlund, president, Association of Local Television Stations

Neil Hoffman, vice president of programming, USA Network

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

Karen Jaffe, KidsNet

Lucy Johnson, senior vice president, CBS Entertainment

Philip A. Jones, chairman, National Association of Broadcasting

Jamie Kellner, chief executive officer, Warner Brothers Television Network

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

Gary Krisel, Dreamworks SKG

Geraldine Laybourne, president, Disney/ABC Cable Network

Margaret Loesch, president, Fox Children's Network

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

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

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

Judith McHale, president and CEO, Discovery Channel

Robert Meers, president and CEO, Reebok

Greg Meidel, chairman, MCA Television

Newton Minow, counsel, Sidley & Austin

Dr. Kathryn Montgomery, president, Center for Media Education

Jack Myers, chairman and CEO, Television Programming Partners

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

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

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

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

Nelson Price, National Council of Churches

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

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

Fred Rogers, "Mister Rogers Neighborhood"

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

Herb Scannell, president, Nickelodeon Networks

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

John Sie, CEO and chairman, Encore Media Company

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

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

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

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

IV. PRESS PLAN

POOL PRESS

V. SEQUENCE OF PROGRAM

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

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

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

VI. REMARKS

Your remarks will be provided.

PHOTOCOPY
PRESERVATION

OVERVIEW

I. OPENING STATEMENT

THE PRESIDENT

II. INFLUENCE OF TELEVISION ON CHILDREN

THE FIRST LADY

Researchers:

Aletha Huston, Distinguished Professor, University of Kansas
Robert Phillips, Deputy Medical Director, American Psychiatric Association
Kathleen Hall Jamieson, Dean, Annenberg School of Communications

Television Ratings Implementation Group:

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

Additional Comments:

Margaret Loesch, President, Fox Children's Network
Alvin Pouissant, Professor of Psychiatry, Judge Baker Children's Center

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

MRS. GORE

Television Personality:

Bill Cosby

Additional Comments:

Bill Nye, "the Science Guy"
Levar Burton, "Reading Rainbow," "Star Trek: The Next Generation"
Fred Rogers, "Mister Rogers' Neighborhood"
David Kleeman, Executive Director, American Center for Children's Television
Geraldine Laybourne, President, Disney/ABC Cable Network
Gary Chapman, President and CEO, LIN Television Corporation
David Britt, President, Children's Television Workshop
Peggy Charren, Founder, Action for Children's Television

IV. BARRIERS TO MORE AND BETTER CHILDREN'S PROGRAMS

THE VICE PRESIDENT

Children's Programmer:

Linda Ellerbee, President, Lucky Duck Productions

Independent Network:

Jamie Kellner, CEO, Warner Brothers Television Network

Children's Programmer:

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

Additional Comments:

Judith McHale, President and Chief Operating Officer, Discovery Communications

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

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

V. CLOSING REMARKS

THE PRESIDENT

PHOTOCOPY
PRESERVATION



Brief Bios On Conference Participants

Anstrom, Decker-

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

Baker, Barry-

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

Bewkes, Jeff-

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

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

Britt, David-

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

Burton, LeVar-

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

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

Chapman, Gary-

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

Charren, Peggy-

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

Cosby, Bill-

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

Cohen, Betty-

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

Duggan, Ervin-

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

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

Peter Eio-

Peter Eio is President of Lego Systems.

Ellerbee, Linda-

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

Engel, Peter-

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

Failde, Augusto-

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

Frank, Rich-

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

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

Fritts, Edward-

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

Goodmon, James-

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

Hedlund, James-

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

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

Hoffman, Neil-

Neil Hoffman is Vice President of Programming for USA Network.

Huston, Aletha-

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

Jaffe, Karen-

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

Jamieson, Kathleen Hall-

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

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

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

Johnson, Lucy-

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

Jones, Philip A.-

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

Kellner, Jamie-

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

Kleeman, David-

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

Krisel, Gary-

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

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

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

Laybourne, Geraldine-

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

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

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

Loesch, Margaret-

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

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

MacDonald, Anne-

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

Mahmoud, Cindy-

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

Markell, Virginia-

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

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

McHale, Judith-

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

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

Meers, Robert-

Robert Meers is President and CEO of Reebok.

Meidel, Greg-

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

Minow, Newton-

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

Montgomery, Kathryn-

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

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

Myers, Jack-

Jack Myers is Chairman and CEO of Television Programming Partners.

Nye, Bill-

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

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

Perry, Jennifer-

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

Phillips, Robert-

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

Poussaint, Alvin-

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

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

Price, Nelson-

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

Rideout, Victoria-

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

Rodriguez, Ray-

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

Rogers, Fred-

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

Sarsen, John Jr.-

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

Scannell, Herb-

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

Schwartz, Sander-

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

Sie, John-

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

Steyer, James-

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

Thomas, Elizabeth-

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

Valenti, Jack-

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

Vanderwerff, Whitney-

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

PHOTOCOPY
PRESERVATION



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

PHOTOCOPY
PRESERVATION



WHITE HOUSE CONFERENCE ON CHILDREN'S TV SCRIPT

I. OPENING STATEMENT (standing at lectern)

THE PRESIDENT (Prepared remarks from David Shipley)

II. INFLUENCE OF TELEVISION ON CHILDREN

THE PRESIDENT INTRODUCES MRS. CLINTON.

MRS. CLINTON (Prepared remarks from Melanne Verveer)

MRS. CLINTON INTRODUCES DR. ALETHA HUSTON:

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

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

Dr. Huston's presentation.

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

MRS. CLINTON POSES A QUESTION TO DR. PHILLIPS:

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

Dr. Robert Phillips responds.

MRS. CLINTON POSES A QUESTION TO KATHLEEN HALL JAMIESON:

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

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

Kathleen Hall Jamieson responds.

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

MRS. CLINTON POSES A QUESTION TO JACK VALENTI:

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

Jack Valenti responds.

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

Margaret Loesch, President, FOX Children's Network

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

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

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

MRS. CLINTON OPENS THE DISCUSSION TO ALL PARTICIPANTS.

THE PRESIDENT CONCLUDES THE DISCUSSION:

Talking Points:

o We have been reminded today that television can just as readily be a powerful positive force in our culture as it can be a negative force.

o As parents, and citizens, we need to act accordingly and make sure that we harness that force in ways that contribute to the development of our children.

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

THE PRESIDENT INTRODUCES MRS. GORE. *Disimaged*

MRS. GORE (Prepared remarks from Skila Harris)

MRS. GORE POSES A QUESTION TO BILL COSBY:

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

Bill Cosby responds

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

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

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

*Minor -
myth could
have a great
program that's
popular &
is value leader
& S. Bill Cosby*

*- done with
down*

① *Size:*
*- primarily needs to
be entertaining*
*- showing girls &
kids & color as
peers do -
huge impact*

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

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

need to be honest with kids - see them if not so. kids not to feel differently

Kids!

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

heal my self esteem => other esteem

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

give things kids can do with their emotions

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

always conveyed he feels the kids

No one has ever become a competent adult w/o the investment of others

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

These are the kinds of people who can feel the TV.

Innovation in programming is key.

In concept - need to like kids + respect them

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

help kids develop it.

So much what's done for kids is to sell to them - not why they matter - parents matter etc.

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

Key things on this day is to focus on way to get involved get good programming

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

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

THE PRESIDENT CLOSES THE DISCUSSION:

Talking Points:

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

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

IV. BARRIERS TO MORE AND BETTER CHILDREN'S PROGRAMS

THE PRESIDENT INTRODUCES THE VICE PRESIDENT

Station manager

worry that edue'l. labeling will backfire

worry when TV dominated by the ads marketing needs

THE VICE PRESIDENT:

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

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

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

Linda Ellerbee responds.

*respect the viewer
Cable has been a leader*

something kids & parents can watch together.

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

THE VICE PRESIDENT CALLS ON JAMIE KELLNER:

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

Jamie Kellner responds.

But never gotten ratings mighty rough & lower ratings gets

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

*To Potter:
get Advertisers to play up to plate*

*I follow up with 5
Advertisers
community* *(Advertisers to
back with a
come with a
series of commitment)*

THE VICE PRESIDENT CALLS ON JIM STEYER:

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

Jim Steyer responds.

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

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

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

Business is good - maybe dig more

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

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

THE VICE PRESIDENT ENDS THE DISCUSSION.

*Cosby -
volunteering
Banks &
talent for
actors for
Kids TV*

*Where were the girls in
Kids TV?
(Advertisers with
Nicolodeon as a mascot
buy now)*

V. CLOSING REMARKS (seated)

THE PRESIDENT

Duggan - Shld make a
distinction between
what's entertaining &
educat'l - Graduate
from the distinction.

Prith - Can make a diff'ce by
putting ed'n &
entertainment together
Can get ratings - Kids
will watch good stuff.
need to have
Promotion

PHOTOCOPY
PRESERVATION





OFFICE OF THE VICE PRESIDENT
WASHINGTON

July 29, 1996

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

FROM:

GREG SIMON 

SUBJECT:

WHITE HOUSE CONFERENCE ON CHILDREN'S TELEVISION

SUMMARY

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

BACKGROUND

The February Meeting

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

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

Children's Programming

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

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

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

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

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

Safe Harbor/Family Viewing

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

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

Spectrum Auctions

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

Media Concentration

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

QUESTIONS ON CHILDREN'S TELEVISION

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

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

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

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

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

Q: Why three hours a week?

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

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

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

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

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

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

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

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

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

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

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

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

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Effects of Early Childhood Media Use on Adolescent Achievement

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

At the University of Massachusetts, Amherst:

Daniel R. Anderson, Ph.D.

Patricia A. Collins, Ph.D.

Kelly L. Schmitt, M.S.

At the University of Kansas, Lawrence:

Aletha C. Huston, Ph.D.

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Deborah L. Linebarger, M.S.Ed.

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

Executive Summary

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

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

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

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

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

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

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

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

Summary of *Children Watching Television*

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

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

Summary of *Making Television Ratings Work*

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

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

Summary of *UCLA Television Violence Monitoring Report*

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

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

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

Summary of *Quality Time?*

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

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

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

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

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

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

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

Q: Why three hours a week?

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

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

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

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

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

A recent study conducted at the University of Kansas found

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

What kinds of programs do you think are educational?

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

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

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

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

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

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

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

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

Of course the obligation is on the station license holder

not the network.

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

HISTORY

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

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

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

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

Why did the Act pass?

Congress reacted to the FCC deregulation and lack of action on children's commercial guidelines by passing a Children's Television Act in 1989. It was vetoed by President Reagan.

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

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

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

What were the requirements of the Act?

The Act contained the following two major provisions:

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

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

What was the purpose of the Act?

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

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

child abuse.

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

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

How did broadcasters respond to the passage of the Act?

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

What do activists say?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Excerpted Statements regarding Children's Television

President Clinton

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

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

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

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

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

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

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

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

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

January 23, 1996 (State of the Union Remarks)

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

Vice President Gore

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

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

Mrs. Clinton

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

"We simply must demand more of the people who are producing and profiting from the shows that young people watch . . . From my point of view, the very popular Mighty Morphin Power Rangers show, for example, has no place in any line up described as children's programming. "

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

"As parents, we cannot wait for others to act. We are on the front lines and we have to take responsibility. We have to start in our own homes by making clear what is and is not acceptable television watching . . . We have to be willing to work with our schools as you have done to help families learn how to watch television critically and to raise questions so children know the difference between fantasy and reality."

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

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

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

Mrs. Gore

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

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

CHRONOLOGY

1987

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

1993

June

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

1994

March 25

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

1995

January

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

April 4-May 25

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

June 15

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

June 26

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

July 9-10

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

August 1

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

August 3

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

September 18

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

- October 26 President's letter to Sen. Hollings supports inclusion of V-chip in Conference report on telecommunications legislation.
- December 20 Vice President issues statement congratulating Conference for including V-chip in telecommunications legislation conference report.

1996

- The First Lady publishes It Takes a Village.
- January 23 In State of the Union address, President calls upon Congress to pass the telecommunications bill with the V-chip provision, asks the industry to improve programming for children and invites industry to meet with him in the White House by end of February.
- February 1 President's statement on passage of telecommunications reform legislation lauds inclusion of V-chip in final bill.
- February 2 Vice President's statement on passage of telecommunications legislation applauds inclusion of V-chip.
- February 8 President signs Telecommunications Act of 1996 and invites industry to meet at White House on February 29th to discuss TV ratings and children's programming.
- February 8 Vice President meets with industry leaders to discuss next steps after telecommunications reform and White House meeting on TV ratings and children's television.
- February 13 Ad hoc industry group informs White House that they were prepared to abandon litigation in favor of developing a V-chip-compatible ratings system.
- February 15 White House representative meets with television writers to discuss children's television and television ratings, meets with Screen Actor's Guild to discuss same.
- February 16 White House representative meets with Writer's Guild representatives to discuss President's call for TV ratings system.

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Implementation Group for Television Ratings

Background

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

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

Purpose

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

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

Target deadline

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

Challenges

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

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

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

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

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

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

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

Influences

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

Central Underlying Issue

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

PHOTOCOPY
PRESERVATION



EDWARD J. MARKEY

7TH DISTRICT, MASSACHUSETTS

COMMERCE COMMITTEE

RANKING MEMBER

SUBCOMMITTEE ON
TELECOMMUNICATIONS AND
FINANCE

RESOURCES COMMITTEE

COMMISSION ON SECURITY AND
COOPERATION IN EUROPE

Congress of the United States

House of Representatives

Washington, DC 20515-2107

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May 1996

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

Dear Commissioners:

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

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

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

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

Sincerely,

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

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

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

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

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

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

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

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

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

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

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

In fact, we have with us today representatives of organizations that have knocked on more doors and sent more letters on behalf of the "Three 4 Kids" rule than practically any issue in Washington today. Many of these good people participated with me last fall when we declared last October 11 to be Children's TV Day in Washington. We held a press conference and

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

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

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

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

This is a MAJORITY OF THE HOUSE OF REPRESENTATIVES.

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

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

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

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

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

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

American Psychiatric Association - represents 41,000 psychiatrists worldwide

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

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

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

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

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

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

National Black Child Development Institute - affiliate network of 42 cities

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

National Education Association - 2.2 million members

National PTA - 7 million members

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

Children Now

Children's Television Workshop

U. S. Catholic Conference

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Children Watching Television: The Role of Advertisers



ADVERTISERS & ADVOCATES CHALLENGE THE LIMITS OF THE MARKET PLACE

A Children Now Special Report

PHOTOCOPY
PRESERVATION

1996 National Media Literacy Conference

CITIZENSHIP IN A Media Age:

Media Literacy
and the
COMMON GOOD



October 3-6, 1996

Los Angeles, California

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3 Pages

Three (3) Advertising
Cards for the Center
for Media Literacy
1996 Conference

1996 National Media Literacy Conference



The USA is now the world's first information superpower with Los Angeles its glittering capital.

This fall, 500 media literacy professionals will gather in this city to talk about what it means to live, learn and create in our media culture.

As we meet, the Class of 2000 will enter high school. Only 6% of them will receive any media literacy education.

The average citizen will see 16,000 advertisements. In one day.

American voters will again sort out what they can from a torrent of media images and messages... to pick a President.

It is, for all of us, a challenging and appropriate time to gather, to learn, to grow.

Join Us.

The Center for Media Literacy in collaboration with the UCLA Department of Communications Policy invites you to the 1996 National Media Literacy Conference, October 3-6 in Los Angeles.

Join leading media literacy experts and educators in an exploration of democracy and citizenship in a media age.

Create a new dialogue about media culture among professionals in the entertainment and news media.

Engage health advocates, media artists and multi-media innovators in a conversation on how to make media and democracy work for everyone, especially children.

CENTER FOR MEDIA LITERACY

4727 Wilshire Blvd., Ste. 403 Los Angeles, CA 90010
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cmli@earthlink.net

For More Information:
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1996 National Media Literacy Conference

CITIZENSHIP IN A Media Age:

Media Literacy
and the
COMMON GOOD



October 3-6, 1996

Los Angeles, California

The USA is now the world's
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Join Us.

1996 National Media Literacy Conference
October 3 - 6, 1996
UCLA Conference Center

hosted by the
CENTER FOR MEDIA LITERACY
For registration brochure:
call 800-226-9494 or FAX: 213-931-4474

1996 National Media Literacy Conference

CITIZENSHIP IN A Media Age:

Media Literacy
and the
COMMON GOOD



October 3-6, 1996

Los Angeles, California

1996 NATIONAL MEDIA LITERACY CONFERENCE

October 3-6, 1996
Los Angeles, California

PROSPECTUS

Hosted by

CENTER FOR MEDIA LITERACY

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Los Angeles, California 90010
213-931-4177 / Fax: 213-931-4474
E-mail: cml@earthlink.net

Contact:

Viveca Greene, *Conference Coordinator*

OVERVIEW

GOALS OF CONFERENCE

1. Create national visibility for media literacy education in the 1990s.
2. Focus attention on how the "morphing" of media and politics define our contemporary political, cultural and social environments.
3. Bring together differing media literacy interest fields: prevention community, media production educators, religious community, media artists and alternative media producers along with language arts and social studies educators, where media literacy usually resides.
4. Create a constructive dialogue between educators and the news media /entertainment industry.
5. Engage participants in innovative teaching methods and new technologies for media literacy education in the home, school, and community.

THEME OF CONFERENCE

"Citizenship in a Media Age: Media Literacy and the Common Good."

As Americans prepare to elect the last U.S. President of the 20th century, they will again encounter the rush of televised images on their way to the voting booth. At the same time, the Class of 2000 will start high school, and only 6% of them will receive any media literacy education. In Los Angeles, we will begin public discourse on what it means to live, learn and create in our media culture. The main theme of the conference will be the impact of media on American politics and governance, with particular attention on how media influence the electoral process and redefine citizenship in an age of sound bytes, photo-ops and news polls, and the corresponding urgency for media literacy education.

CONFERENCE FEATURES

- **"3 ON 3"**
Three media literacy educators engage leading Hollywood writers in a dialogue about what it means to create, produce, learn and teach in a media culture
- **Seven Great Debates of Media Literacy**
Media literacy educator Renee Hobbs, Ph.D., leads a panel that challenges conference participants to engage the major issues — practical and theoretical — facing educators in media literacy today.
- **Worlds of Media Literacy — Where It All Happens**
A series of breakout panel sessions exploring how media literacy occurs in the home, in the classroom and in the public arena. Topics will include the use of childhood development research on the new TV ratings, the implications of Channel One in the classroom and the effect of the Internet on media literacy education.
- **Over 40 Breakout Sessions**
Participants will choose from over 40 media literacy workshops, presentations and demonstrations. There are also "special interest tracks" or session themes on the Internet, independent media production, religious education, prevention programs and media literacy across the curriculum.
- **Bookstore and Interactive Media Literacy Resource Center**
Participants will be able to examine the latest media literacy books, video and curriculum, view student and independent videos, interact with new multi-media products and access on-line media literacy resources via the Internet.

WHO WILL ATTEND

PARTICIPANTS

Because of its multi-disciplinary nature, a conference on media literacy education will draw a wide variety of participants. The conference is designed not only to provide an umbrella of activities to meet common interests but also, through special interest tracks, meet the specific needs of several targeted audiences, e.g.

- classroom teachers K-12: especially language arts, social studies, art
- advocates and professionals from the prevention community: drugs/gangs/violence
- parent/child/media advocates and educators
- political media advocates and activists
- academic researchers and leaders from schools of education
- youth ministers and religious educators from mainline denominations
- journalists and media professionals, including both commercial media industry leaders and alternative /public access media producers.

COLLABORATING ORGANIZATIONS

Collaborating organizations will assist in making the conference a success by endorsing the conference, by convening special gatherings (luncheons, breakfasts) or break-out sessions, by providing scholarships or travel grants for their representatives to attend.

Cable in the Classroom — NCTA/PTA Critical Viewing Skills Project
California PTA

Catholic Connections to Media Literacy Project / Catholic Communication Campaign and National Catholic Educational Association and the National Association of Catechetical Media Professionals
Center for Media Education (CME)

Center for Media Literacy (host)

Citizens for Media Literacy (North Carolina)

Fairness and Accuracy in Reporting (F.A.I.R.)

National Academy of Television Arts and Sciences (NATAS) / Critical Viewing Project

National Association for Media, Arts and Culture (NAMAC)

National Association of Professional Prevention Advocates (NAPPA)

National Council of Teachers of English (NCTA)/ Assembly of Media Arts

National Telemedia Council (NTC)

New Mexico Media Literacy Project

Strategies for Media Literacy

CORPORATE CO-SPONSORS (BOLD INDICATES COMMITMENT AUGUST 22, 1996)

American Academy of Television Arts and Sciences

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The Lear Charitable Trust

National Academy of Television Arts and Sciences

National Cable Television Association

PBS

Sage Publications

The Los Angeles Times

Time Warner, Inc.

Turner Broadcasting

Universal Studios

Westwood One / Radio Network

Writer's Guild of America, West

BACKGROUND TO THE CONFERENCE

The 1990s has seen exponential growth in media literacy education in the United States. Even the term, "media literacy," has come from near obscurity in the 1980s to the lips of educational, political and cultural leaders around the country.

By the end of 1995, media literacy had become the topic of a White House Conference and a key element in the President Clinton's National Drug Control Strategy. The emergence of the movement was covered on the front page of the *Washington Post*, the *Los Angeles Times* and by network television news.

In North Carolina and New Mexico, media literacy is now established in state educational standards with Texas, Massachusetts, Hawaii and other states also beginning to recognize the importance of students having not four but five language arts/literacy skills: reading, writing, speaking, listening *and viewing*. University-based summer institutes and workshop opportunities for teachers are increasing each year.

The National Catholic Educational Association has identified media literacy as a core "competency of the future" and the National Council of Churches has challenged all of its member churches to become "centers of media literacy" for their communities.

With the support of foundations including the Carnegie Corporation, the Robert Wood Johnson Foundation and others, new challenging curricula has been developed in areas such as media violence and tobacco and alcohol advertising. The cable television industry has also contributed to the development of curricula and to training programs to help teachers (and parents) learn new analytic and critical skills to pass on to children.

In the fall of 1995, the National Telemedia Council and Appalachian State University hosted the first National Media Literacy Conference in Boone, N.C. Nearly 400 people attended, furthering the groundswell of support for media literacy from several academic disciplines. The Second National Media Literacy Conference, to be hosted by the Los Angeles-based Center for Media Literacy, will build on this foundation and expand to incorporate conversation and collaboration with the media industry and a growing number of religious, family and youth serving agencies.

1996 NATIONAL MEDIA LITERACY CONFERENCE

CITIZENSHIP IN A MEDIA AGE: MEDIA LITERACY AND THE COMMON GOOD

October 3-6, 1996 / UCLA Conference Center / Los Angeles, CA

You're Invited

The Center for Media Literacy cordially invites you to join leading media literacy educators *Renee Hobbs, Mark Crispin Miller, Elizabeth Thoman, Bob McCannon, Gloria DeGaetano, Frances Trampiets, David Considine, John Pungente* and others in an exciting conference exploring democracy and citizenship in a media age and new possibilities for the future of media literacy education.

Join us also to create a new dialogue among media literacy educators and leading writers, directors and producers in the entertainment and news media industries.

Diverse representatives from independent media production, drug/alcohol/violence prevention programs, religious education and new media technologies will also be on hand, giving workshops and presentations and bringing their unique perspectives on media literacy education.

Conference Features

Interactive Panels

Three on Three. Media literacy educators engage leading Hollywood writers in a dialogue about what it means to create, produce, learn and teach in a media culture.

Seven Great Debates of Media Literacy. Media literacy educator Renee Hobbs, Ph.D., leads a panel that challenges conference participants to engage the major issues — practical and theoretical — facing educators in media literacy today.

Worlds of Media Literacy — Where It All Happens. A series of breakout panel sessions exploring how media literacy occurs in the home, in the classroom and in the public arena. Topics will include the use of childhood development research on the new TV ratings, the debate over Channel One in the classroom and the effect of the Internet on media literacy education.

Over 40 Breakout Sessions

Participants will choose from over 40 media literacy workshops, presentations and demonstrations. There are also "special interest tracks" or session themes on the Internet, independent media production, religious education, prevention programs and media literacy across the curriculum. Sessions include:

- Analyzing Political Campaign Ads
- Media Literacy Basics for Teachers New to Media Literacy Education
- Easy Video Production Techniques in the Classroom
- Building Media Literacy Programs Within the Broadcast Industry

- Demonstration of the *KnowTV Project, Beyond Blame* and *Adsmarts Curriculum*
- Broad-based Community Coalitions: The Reality
- Media Literacy and the World Wide Web
- The Celluloid Classroom: Movies and the Curriculum
- Seven Steps to Teaching Teachers

Bookstore and Interactive Media Literacy Resource Center

Participants will be able to examine the latest media literacy books, video and curriculum, view student and independent videos, interact with new multi-media products and access on-line media literacy resources via the Internet.

Who Should Attend

- classroom teachers, K-12
- professionals from the prevention community: drugs/gangs/violence
- school principals and administrators
- political media advocates and activists
- academic researchers and leaders from schools of education
- journalists and media professionals from the TV, film and print media industries
- parent/child advocates and educators
- PTA directors and organizers
- youth leaders and religious educators
- independent media artists & producers
- media center directors and librarians

Funding Possibilities

You can lower your conference costs by seeking funding from a variety of sources:

- Contact your State Arts Agency for funding guidelines and application to attend national conferences.
- Request sponsorship from local community or educational agencies.
- Register now for early-bird rates and book your plane reservations early!

Corporate Support

Thanks for the following corporate sponsors for their early support in organizing this conference:

Apple Computer, Continental Cablevision, Discovery Communications, Inc., Time-Warner Cable, Turner Entertainment Group

REGISTER NOW!

Conference registration will be closed when maximum of 500 participants is reached!

REGISTRATION FEES

*fees include Friday and Saturday
box lunches, breaks and receptions*

☐ \$35 ☐ \$50 ☐ \$100 ☐ Other _____

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For Early-bird Rates
Register Before July 1

CITIZENSHIP IN A MEDIA AGE: Media Literacy and the Common Good

HOSTED BY THE CENTER FOR MEDIA LITERACY

Friday, July 26, 1996

TO: **THE PRESIDENT
THE VICE PRESIDENT
THE FIRST LADY
MRS. GORE**

WHAT: **CONFERENCE ON CHILDREN'S TELEVISION**

WHEN: Monday, July 29, 1996

WHERE: East Room/Business Attire/Pool Press
60 participants (approx.)

FROM: Ann Stock

9:00a.m. Conference participants arrive at the East Gate and proceed to the Grand Foyer for coffee and juice.

Once all participants have arrived, John Emerson will give the participants an overview of the conference's agenda.

9:00a.m. - **THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON and**
9:30a.m. **MRS. GORE** arrive in the Map Room for event briefing.

9:30a.m. **THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON**
and **MRS. GORE** proceed to the Blue Room for a receiving line with participants. (WH photo)

9:45a.m. **THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON and**
MRS. GORE are announced into the East Room from the Blue Room
and proceed to the head table. (south side of East Room)

THE PRESIDENT steps to the toast lectern to make remarks.
(all four remain standing)

Following, **THE PRESIDENT's** remarks, all four principals take their seats.

10:00a.m.

PROGRAM BEGINS

THE PRESIDENT introduces **MRS. CLINTON**.

MRS. CLINTON makes remarks and opens the first discussion.

THE PRESIDENT ends discussion and introduces **MRS. GORE**.

MRS. GORE makes remarks and opens second discussion.

THE PRESIDENT ends discussion and introduces **THE VICE PRESIDENT**.

THE VICE PRESIDENT makes remarks and opens third discussion.

THE PRESIDENT ends discussion and makes closing remarks.

12:00p.m.

THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON
and **MRS. GORE** depart.

Program participants depart the East Gate.

Friday, July 26, 1996

TO: **THE PRESIDENT
THE VICE PRESIDENT
THE FIRST LADY
MRS. GORE**

WHAT: **CONFERENCE ON CHILDREN'S TELEVISION**

WHEN: Monday, July 29, 1996

WHERE: East Room/Business Attire/Pool Press
60 participants (approx.)

FROM: Ann Stock

9:00a.m. Conference participants arrive at the East Gate and proceed to the Grand Foyer for coffee and juice.

Once all participants have arrived, John Emerson will give the participants an overview of the conference's agenda.

9:00a.m. - **THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON and**
9:30a.m. **MRS. GORE** arrive in the Map Room for event briefing.

9:30a.m. **THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON**
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THE PRESIDENT introduces **MRS. CLINTON**.

MRS. CLINTON makes remarks and opens the first discussion.

THE PRESIDENT ends discussion and introduces **MRS. GORE**.

MRS. GORE makes remarks and opens second discussion.

THE PRESIDENT ends discussion and introduces **THE VICE PRESIDENT**.

THE VICE PRESIDENT makes remarks and opens third discussion.

THE PRESIDENT ends discussion and makes closing remarks.

12:00p.m.

THE PRESIDENT, THE VICE PRESIDENT, MRS. CLINTON and MRS. GORE depart.

Program participants depart the East Gate.



CENTER FOR MEDIA LITERACY

July 29, 1996

President Bill Clinton
The White House
Washington, D.C.

Dear Mr. President,

Thank you so much for the opportunity to join you, the Vice President, Mrs. Clinton and Mrs. Gore today in our conversation about quality children's television. Your commitment to promoting a healthy, responsive dialogue among all those involved in the creation and consumption of media is just what our children need to see modeled instead of pointing fingers and laying blame about what's wrong with TV and media!

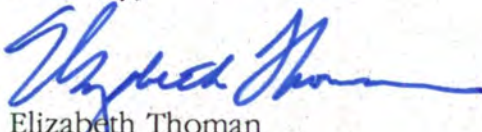
I want to extend this opportunity to be at the White House by delivering this invitation, on behalf of the conference organizing committee, for you to speak at the 1996 National Media Literacy Conference in Los Angeles. The conference will take place October 3-6 at the UCLA Conference Center. We would like you to address our opening plenary on Friday morning, October 4 on the conference theme: "Citizenship in a Media Age: Education for the 21st Century."

On hand will be over 500 of the very teachers, educators, parents, children's advocates and media artists working to provide young people (and their families) with the media education they need to be the informed and involved citizens of the future. Thus the conference provides a valuable opportunity to address an audience very receptive to your commitment as well as to further your own views on this important agenda. We also anticipate a representative group from the Writers Guild and others in the media's creative community in order to dialogue about common issues and the educational needs of children growing up in today's media culture.

And considering the conference time and location, it would make an excellent campaign stop in your re-election effort!

Enclosed with this letter are materials that describe the conference in greater detail. For obvious planning purposes, I would appreciate being in contact with your appointments office to confirm arrangements as soon as possible. My telephone number is 213-931-4177. I'll look forward to hosting you in Los Angeles in October!

Sincerely,



Elizabeth Thoman
Executive Director

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MAKING NEWS THAT MATTERS

Were he still broadcasting, Walter Cronkite might end his newscast with "and that's the way we say it is" to better represent the tenor of today's news media. Processed and packaged, the news has become a peculiar hybrid of entertainment, advertising and information. So if news is sold rather than told, is the public served? Inside, the making of the news.

A PUBLICATION OF THE CENTER FOR MEDIA LITERACY / LOS ANGELES

CONNECT

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CENTER FOR MEDIA LITERACY

Vision

The Center for Media Literacy is dedicated to a new vision of literacy for the 21st Century: the ability to *communicate* competently in all media forms, print and electronic, as well as to *access, understand, analyze* and *evaluate* the powerful images, words and sounds that make up our contemporary mass media culture. Indeed, these skills of media literacy are *essential* for both children and adults as individuals and as citizens of a democratic society.

Mission

Our mission is to help children and adults prepare for living and learning in a global media culture by translating media literacy research and theory into practical information, training and educational tools for teachers and youth leaders, parents and caregivers of children.

Objectives

- Educating the public about the impact and influence of print and electronic media in our culture and in our lives.
- Pioneering and publishing new methods and resources for teaching critical thinking about media (including television, film, video, radio, print and advertising) to children and young people, parents and adults.
- Working with educational, religious, family and child advocacy organizations to educate these groups and their members about a range of issues related to mass media in daily life.
- Developing and sponsoring training opportunities for classroom teachers, parent educators, youth leaders and program coordinators in religious and community centers locally and nationally.
- Serving as a resource to the local and national press on the media literacy movement and on social issues in the media from gender portrayals to the impact of new technological innovations.
- Monitoring and evaluating media industry trends and media policy developments that affect children, young people and families.
- Serving the Los Angeles area with practical media scholarship, a comprehensive resource library and a knowledgeable professional staff of media educators, writers and social commentators.
- Providing leadership to the field of media literacy education in North America.

The Center for Media Literacy is a nonprofit 501(c)(3) membership organization.

4727 Wilshire Blvd, #403, Los Angeles, CA 90010 • 213-931-4177 • FAX: 213-931-4474
e-mail: cml@earthlink.net • WWW: <http://www.earthlink.net/~cml>



CENTER FOR MEDIA LITERACY

Ongoing and Special Projects and Activities

Located in Los Angeles (the media capital of the world!) the Center for Media Literacy is the national support organization for media literacy in the United States. To that end we have both ongoing and special projects:

- **A Membership Program** with networking links to almost everyone in the field, whether a classroom teacher, a youth minister in a church — or executives behind the NCTA/PTA Critical Viewing Skills Workshops program. The Center currently has 2000+ members, both individuals and institutions, and a service base of over 10,000 teachers, leaders and organizations.
- **Development and publication of resources for the field** — from a periodic newsletter, *Connect*, to innovative media literacy curriculum, such as *Parenting in a TV Age* Workshop Kit or the *Beyond Blame: Challenging Violence in the Media* community education program. For 1996 we hope to bring to market a four-part video series on television and a new media literacy curriculum for middle school students as well as a series of "Promising Practices" case studies in media literacy.
- **Dissemination of information about the field of media literacy.** In 1995, the Center responded to over 2500 requests for information including more than 100 interview requests from print and electronic media. We also maintain an Internet Web site at <http://www.earthlink.net/~cml>.
- **Consulting and Sharing of Expertise.** Center staff provide a wide variety of convention keynote addresses, workshops and training events, both nationally and locally. In 1995, the Center contributed significantly to putting media literacy on the country's educational agenda by helping to organize and resource a White House conference on Media Literacy and Drug Deglamorization as well as testifying before the Senate Commerce Committee on innovative approaches to the current media violence controversy. In Los Angeles, hundreds of area teachers and leaders have attended the Center's monthly "Crash Course in Media Literacy."
- The Center also serves the field with a **"one-stop shopping" mail order distribution service** to assist busy teachers and librarians (parents, too) in locating and obtaining books, videos and curriculum — even storybooks for children.
- A special project for 1996 is to host the **1996 National Media Literacy Conference** for 500+ teachers, scholars, and activists in the field October 3-6 at the UCLA Conference Center under the theme: "Citizenship in a Media Age: Media Literacy and the Common Good."

Seven Tips for TV Viewing in the Home



- 1** **Decide how much TV your family will watch.**
Set limits on the number of hours you and your family will watch each week and stick to it!
- 2** **Plan your TV viewing.**
Encourage a family attitude that television should be turned on only to watch a specific show, not just to "see what's on." Choose your shows ahead of time, using a weekly television program guide.
- 3** **Develop family guidelines for selecting programs.**
Be sure to discuss values you believe are important and the reasons for your choices. Check channel listings, including cable, and note reviews of programs with themes and subjects that match your family guidelines. Look for shows and videos that offer different viewpoints and help in your child's education.
- 4** **Make TV watching an interactive family event.**
Television doesn't have to end family discussion and interaction. Watch it together, and use every opportunity to talk about what you are seeing and hearing. Use storylines or characters to stimulate conversation on topics that can be difficult to discuss: family relationships, feelings, appropriate sexual behavior, divorce or death. Try "thinking out loud" as a non-threatening way to let your children hear your values and prompt their response.
- 5** **Talk back to your TV.**
When appropriate, express your opinions by "talking" directly to the TV as you watch. Respond to sexism, racism and unnecessary violence, but point out positive portrayals as well. Don't forget to challenge commercials and the way they try to sell us not only products, but attitudes and lifestyles.
- 6** **Let TV expand and enlarge your world.**
Find related books and magazine articles at your public library, and go on family outings based on ideas you've seen on TV. Keep an atlas or globe next to your television and find places mentioned in the news.
- 7** **Be positive about TV's contribution to our world.**
Television is the dominant force in our media culture and an important part of children's lives. It should be evaluated fairly, not denigrated.

The Center for Media Literacy is creating a broader view of literacy by helping people understand, analyze, and evaluate the media. The Center believes media literacy education is the sensible alternative to censorship.

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Siete consejos para ver TV en casa



- 1** Decida por cuánto tiempo verá la TV su familia.
Fije un límite al número de horas semanales que su familia verá la TV y hágalo cumplir.
- 2** Prepare un plan para ver la TV.
Promueva una actitud en la familia de que la televisión se debe encender solamente para ver un programa específico, no para “ver qué hay.” Escoja sus programas por adelantado, usando una guía semanal de programas.
- 3** Establezca pautas para escoger programas.
Asegúrese de conversar sobre los valores que usted considera importantes y las razones para su selección. Revise las listas de programas, incluyendo los de cable, y tome nota de comentarios sobre programas con temas y materias que se ajusten a estas pautas familiares. Busque programas y videos que ofrezcan puntos de vista diferentes y que ayuden a la educación de sus hijos.
- 4** Haga del ver la televisión un evento de participación familiar.
La televisión no tiene que acabar con la conversación y la interacción entre la familia. Véanla juntos, y utilice cada oportunidad para hablar sobre lo que ven y escuchan. Use los diálogos o los personajes para estimular la conversación sobre temas que pueden ser difíciles de tratar: las relaciones interfamiliares, los sentimientos, la conducta sexual apropiada, el divorcio o la muerte. Pruebe el “pensar en voz alta” como una forma no intimidante de dejar que sus hijos escuchen sus valores morales y solicite sus respuestas.
- 5** Dialogue con su televisor.
Cuando sea apropiado, exprese sus opiniones hablándole directamente al televisor mientras lo ve. Responda al sexismo, racismo y la violencia innecesaria, pero también señale las representaciones positivas. No se olvide de contradecir los anuncios comerciales y la forma en que tratan de vendernos no solamente productos, sino actitudes y estilos de vida.
- 6** Permita que la TV amplíe su horizonte.
Busque libros y artículos de revistas en la biblioteca pública que estén relacionados con ideas recibidas de la TV y organice excursiones con su familia aplicando esas ideas. Mantenga un atlas o mapamundi cerca de su televisor y busque los lugares mencionados en las noticias.
- 7** Sea positivo sobre la contribución de la TV a nuestro mundo.
La televisión es la fuerza dominante en nuestra cultura de medios de comunicación, y una parte importante en la vida de los niños. Se la debe evaluar con justicia, no denigrarla.

El Centro para Alfabetización en los Medios de Comunicación está creando una visión más amplia de la alfabetización al ayudar al público a comprender cómo analizar y evaluar dichos medios. El Centro cree que la educación alfabetizadora de los medios es la alternativa sensata a la censura.

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