Comments on 18-202, deregulation of children’s television programming

As an individual who has studied how media impacts the development of young children, I understand the importance of quality educational programming for young children. This is especially true for children from households with limited income and limited resources. Deregulating the current, limited expectations for public broadcasters is in the interest of making money in the short term and not in the interest of supporting the development of the next generation of workers. We do not know where technology will take us five or fifteen years from now; perhaps public broadcasting of such programming will be moot. We do know what will happen to the workforce when early quality educational programming is reduced, and children enter into the school system even less “prepared” than they might be now. To choose to deregulate continues to choose immediate profits over supporting long-term investments in children and the next generation’s economy.

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