

M.P.

717 N. Meadowcroft Avenue  
Pittsburgh, PA 15216

September 5, 1995

**RECEIVED**

SEP - 8 1995

93-48

Commissioner Hundt  
Federal Communications Commission  
Washington, DC 20554

Dear Commissioner Hundt:

**FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY**

As parents of four young children, my husband and I are disappointed and perplexed by the FCC's unwillingness to impose guidelines relating to The Children's Television Act on broadcasters.

In 1990, five years ago, the children's television act was enacted. At that time, Peggy Charren proudly stated, our children will now be protected by our congress. But here we are, five years later and our children are no more protected by congress today than they were in 1990.

In those five years all that you've done is talk because you can't agree on how stringently to enforce this law. All the while these smug, incredibly wealthy broadcasters moan and complain that if they are forced to put on something worthwhile for our children to watch, their rights will be violated and they may not make as much money as they could if they continued to give us a full slate of garbage for our children. Then they add insult to injury by reasoning that they are in compliance with the act because they air so called "educational and informational" shows like "The Flintstones", "The Jetsons" and "GI Joe".

Why do you allow this to continue? We've lost five years,...almost a generation of young people while you sat around scratching your heads. That's not what we expected, nor what our children deserve. Either do away with the law, or enforce it!

Please stop insulting our intelligence by saying you think broadcasters are getting the message. The only message they're getting is that you are willing to put up with their shenanigans and they're laughing all the way to the bank.

Yours truly,

Patricia B .Cappelli

cc: FCC Commissioners

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List ABCDE

1 copy



*From the TelePort of:* Peanut Heaven

**Date:** Tuesday, September 5, 1995

**Number of Pages:** 2

**To:** Commissioner Hundt, FCC

**Fax Number:** 1-202418-2801

**Memo:**





RECEIVED

SEP 8 1995

FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON, D.C. 20541

DOCKET FILE COPY ORIGINAL

September 5, 1995

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
1919 M Street, N.W.  
Room 222  
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Re: Docket MM 93-48

Dear Mr. Caton:

Attached are my comments regarding the proposed amendments to the rules for the Children's Television Act. I am pleased to offer you these and am at your disposal to present them orally at any hearing or other forum you may schedule.

Sincerely yours,

J.R. Johnson  
President

Enc: Comments re: Docket MM93-48

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Docket MM 93-48/VideoTours-

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SEP 8 1995

FEDERAL COMMUNICATIONS COMMISSION  
DIRECTOR OF SECRETARY

Comments Regarding Proposed Amendments to Rules For  
Children's Television Act

by J.R. Johnson,

President, VideoTours and Executive Producer, "Jack Hanna's Animal Adventures"

I am J. R. Johnson, President of Video Tours, Inc., a television production company based in Glastonbury, Connecticut.

The action of the Federal Communications Commission aimed at strengthening the Children's Television Act is good for all Americans. It is also good for the television industry.

To ask that the industry regulate itself when it comes to offering truly beneficial educational shows for children is like asking children to eat their vegetables before they can have any dessert. Most children, naturally, want the dessert first. The television industry, naturally, wants to make money above concerns for quality educational shows.

In a very real sense the "parental involvement" which clearly must be exercised to control what children watch on television must also be exercised as "Commission involvement" when it comes to what is going on the air in the name of "educational and informational" programming.

Just like children learning to eat their vegetables because they are good for them, the television industry must learn that truly educational and informational programming will be good for them over the long term.

A positive outcome of the commission's proposed rule making will be a healthy benefit for children and their families for many years into the future. The commission's exploration of ways to implement the CTA more effectively must be commended.

Television licensees must be encouraged to air educational programming when children are awake.

Because making money is the single most important issue influencing when programs are scheduled to air, some stations place the shows they regard as "compliance" or "FCC-friendly" programs into what those of us struggling to place our shows call "electronic ghettos." These broadcast times are early in the morning or in the middle of the night, far outside more lucrative daytime broadcast hours.

Concerning the Commission's Program Sponsorship Proposal, we are skeptical about its probability of resulting in any positive outcome. Our program, "Jack Hanna's Animal Adventures," is sponsored by the Busch Entertainment Corporation and Petco pet products. These sponsors are willing to support successfully syndicated programming because they know their advertisements will air on major commercially licensed stations at times when there is an audience watching.

If the money-making incentive for sponsors is taken away by allowing commercial licensees to buy time on other less prominent stations, sponsorships for programs like ours will cease. Station licensees will

quickly take the opportunity to move "educational" programming out of their schedules to make room for shows which will give them the fastest and largest economic return.

We believe that the "tradeability" plan--allowing station licensees to "trade" two hours of educational programming by paying another station to air the shows for them--will result in a new lesser class of television station. Ultimately, if this new category of stations is to grow and be successful, there will be fewer hours of educational programs on the air.

If the "tradeability" plan becomes a regulation, it will have been constructed primarily as a means for station licensees simply to comply. We believe this is flawed reasoning and will result in the eventual failure of the plan. It will fail because it ignores the fact that each station's programming is a universe unto itself. In a perfect world, every station on the air and each basic cable channel would carry an appropriate amount of educational and informational childrens programming at times when children are watching.

What happens under the "tradeability" plan in fringe broadcast areas where only the strongest signals are received? What happens if cable systems do not carry the station to which the broadcast licensee "traded" his responsibility?

As is true with all programming--to be done effectively--educational and informational programming must take place in the commercial marketplace. To allow station licensees to "buy off" their responsibility would be a disservice to their communities, to families, and to children.

There is much that production companies like ours plan to do in the future to enhance the educational and informational value of our programming--but strong commercial sponsorship is required to carry out even the more modest of these plans.

Using as a model the huge commercial successes of childrens programs cross-promoted by toy manufacturers, we believe there is now an opportunity to team up with computer technologies and make powerful use of new media, especially the World Wide Web of the internet.

Half-an-hour is a very short period of time. It is difficult to go into any one subject with much depth and keep a program interesting while remaining entertaining. Using internet, we see a way to make the segments, subjects, issues--even the pictures themselves--a sort of visual "table of contents" for in-depth studies by interested viewers. Starting with a cross-promoted internet web page, we plan to give our viewers the ability to obtain more information on each subject covered in the program by linking them to pictures, academics, and experts in the field.

Since the CTA "authorizes the Commission ... to consider any special non-broadcast efforts by the licensee that enhance the educational and informational value of programming to children..." we are examining

how to establish local partnerships which may promote on-line access and the richness of collateral learning available through it.

It is important that the Commission consider how its action will affect small production businesses as mergers among the mass media giants portend powerful changes. Big business has the power to further reduce the diversity of television programming.

Government controls which offer opportunities to the greatest number of people.. to present the greatest number of ideas.. will lead to the greatest sharing of knowledge.. using what is easily the most powerful medium ever devised by human beings--television.

Thank you.

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Reading time: approximately 22 minutes

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-end

MM 93-48

FILE COPY ORIGINAL

RECEIVED

From: <rweiler@h-e.com>  
To: A16.A16(kidstv)  
Date: 9/7/95 10:31pm  
Subject: "Kids Television"

SEP 8 1995

DOCKET FILE COPY ORIGINAL

FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON, D.C. 20541

You are a scary fellow, Mr. Hundt. In your prepared remarks for "Women in Government Relations," you propose increasing Governmental content regulation, in the name of protecting our Nation's youth.

I agree that much of the programming found on television is abysmal -- geared to titilate, shock, and "out do" the competition in stretching the bounds of decency. There is certainly a market for this type of programming, and it is the duty of parents -- not the government -- to control access to it. One way of accomplishing this is by offering parents choices, such as are promised by the so-called "V-Chip." It is NOT the role of government to raise our children or dictate our mores.

I find it ironic that you advocate additional regulation at a time when you are busily closing field offices, lessening the effectiveness of the Commission's enforcement program, and practically eliminating the last bastion of direct public contact. Your position appears to be that the Commission's Rules should be enforced in courts of law. Apart from the fact that our courts are already clogged, the average person would find it difficult or impossible to seek legal remedies in matters that should be clear. Mr. Hundt, how can you profess to hear the voice of the American people clearly, when you are severing those lines of communication?

In summary, to move further into content regulation, while eliminating other types of regulation and FCC enforcement of its own regulations, makes no sense.

Very truly yours,

Bob Weller

CC: FCCMAIL.SMTP("rweiler@h-e.com")

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MM 93-48

DOCKET FILE COPY ORIGINAL

RECEIVED

From: <Fernman@aol.com>  
To: A16.A16(kidstv)  
Date: 9/8/95 1:26am  
Subject: Children's Television

SEP 8 1995

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

Dear Sirs,

I am a concerned parent and I agree with the FCC that there ought to be " regulations restricting indecent programming to certain hours"...namely sex and violence. It is appalling to see what passes for entrainment at 8:00 pm at night. Something has to be done to tone down the amount of SEX at that hour.

On the other hand, the FCC should allow the market forces influence the quality and to a certain extent the content of Kid's tv during the morning.  
There are good shows out there which needs to be encouraged through viewership and commercial endorsment. The main emphasis for the FCC is to increase the average hour of the children's educational fare coming from the major networks and doing so by encouraging through positive incentives those networks that do well.

Sincerely,  
Fernando J. Caballero  
Internet: Fernman@aol.com

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August 31, 1995

Secretary  
Federal Communications Commission  
1919 M St., NW  
Washington, DC 20554

RECEIVED  
SEP 8 - 1995  
FEDERAL COMM

re: MM Docket No. 93-48

Dear Secretary:

As a local broadcaster, KPTV has always realized our special obligation to serve the youth in our community. For many years we have done so with pride and distinction. It is hard to believe that there might be another business in our viewing area that has done so much for area youth---not because we have to, but because we want to. Thus, we strongly object to the potential changes regarding the Children's Television Act. There is no need for change.

KPTV has made a major effort to significantly increase children's educational and informational programming in response to the Children's Television Act. In the fall of 1995, KPTV will air a minimum of **four hours** of educational and informational programming per week.

Since the Children's Television Act, KPTV has taken serious steps to purchase syndicated children's educational and informational programming. Many of the programs have been endorsed by various national education groups.

To help augment the syndicated programming, we have also gone to the expense of producing local educational and informational shows utilizing input from teachers, students and children's advocates. (One of our locally produced programs has the involvement and participation of 76 schools in the Northwest.) These actions have been taken because we clearly understand the current definition of "educational and informational children's programming". There is no need for a change in the rules. It is clear that we, as a local broadcaster, realize our children's educational and informational needs and feel rules quantifying the amount of required programming are unnecessary.

Although at this time we receive no credit for short segment programming, we feel it is very important for kids. We deliver educational information to large numbers of kids within entertainment programs that are highly viewed by children. For that reason, KPTV's morning and afternoon children's block contains public service announcements that are exclusively educational and informational, targeting children 12 years of age and under. "The Ramblin' Rod Show", KPTV's long running local children's program, features short educational and informational segments whenever possible. Technically, these features give us no credit for having aired them, but we know we've done something good for the kids as the show is viewed by thousands of children.

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LIST ABOVE

Addressing one of the nation's most important community issues, KPTV has dedicated its "For Kids' Sake" public service campaign to benefit education. With a year-long calendar of informative "For Kids' Sake" news stories, special programs and PSAs, KPTV has embraced the theme of "Making Education Work", a program that encourages parents, community members and businesses to supplement the educational work of schools through modeling, training and support roles.

While the public at large sees the numerous broadcast elements of our "For Kids' Sake" campaign, KPTV---at considerable out-of-pocket expense---features a host of nonbroadcast activities for children. We feel these educational activities are of vital importance. They allow us to provide an added approach in helping meet the educational and informational needs of the youth in our community. We strongly encourage the FCC to consider giving stations more credit for these nonbroadcast activities that help meet the educational and informational needs of children.

Highlights of the "For Kids' Sake" campaign **non-broadcast** activities:

\* "Making Education Work" brochures are available to viewers with tips on how, together, we can make a difference in the education of our children. Over 6,000 brochures have been distributed. (See attached)

\* Adoption of Peninsula Year-Round Elementary School. (See attached letter)

\* Sponsorship of the Red Ribbon Celebration to promote drug-free children.

\* "Future Reader" packets, including the classic children's book "Good Night Moon", a read-aloud book list and a reading activities book, given to new Mothers at various hospitals because it's never too early to read to a child! Over 8,000 packets have been distributed.

\* This summer several hundred parents responded to KPTV's public service announcement offering a free brochure from the U.S. Department of Education called "Summer Home Learning Recipes".

\* Sponsorship of the "Young Audiences Run for the Arts", which brings art programs into area schools. In the past three years, KPTV has helped raise nearly **one million dollars** for this program!

\* Over the years, hundreds of children have enjoyed KPTV's "For Kids' Sake" reading party series which have included kids from Head Start, Title 1, and numerous elementary schools. Highlights of a reading party include a KPTV personality reading their favorite children's book, words of encouragement to parents to read to and with their child, plus **each child receives a children's book to take home**. In addition, KPTV has donated thousands of children's books to schools and children's groups.

\* A highlight of the 1995 "For Kids' Sake" year will be the evening of November 6th, when KPTV **hosts** a banquet focusing on the school-to-work connection encouraging the role of businesses in mentoring and providing workplace experience for students. J.D. Hoye, national school-to-work director, will be the keynote dinner speaker. During the course of the evening, KPTV will honor six school-to-work success stories.

Secretary, FCC - Page Three

The current FCC rules are working. KPTV is proof with an increased number of children's educational and informational programs; locally originated educational and informational programs produced with the assistance of area schools, educators, and specialists in the area of children's education; short segment programming within widely viewed children's programming; and the "For Kids' Sake" on-air campaign that is backed with a massive amount of non-broadcast elements designed to benefit kids.

There is no need for change.

Yours truly,

A handwritten signature in cursive script that reads "Marvin Rhodes".

MARVIN RHODES  
Program Manager, KPTV

MDR:cj

Attachments

cc: Chairman Reed Hundt  
Commissioner James Quello  
Commissioner Andrew Barrett  
Commissioner Susan Ness  
Commissioner Rachelle Chong  
NAB Legal Department  
Robert B. Giese, VP and Counsel, Chris-Craft Broadcasting



## PORTLAND PUBLIC SCHOOLS

8125 N. Emerald Avenue / Portland, Oregon 97217

Phone: (503) 280-6275

**PENINSULA YEAR-ROUND ELEMENTARY SCHOOL**

Office Of The Principal

August 3, 1995

Marty Brantley  
President, General Manager  
KPTV P. O. Box 3401  
Portland, OR 97208

Dear Mr. Brantley,

The parents, students, staff, and principal (yours truly) of Peninsula Year Round Elementary School wish to convey to you and your colleagues our many heart felt thanks for the support given to us this school year by KPTV and Blue Cross and Blue Shield of Oregon through the "For Kid's Sake" program.

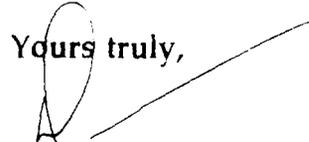
We had been hoping for just such a school/business partnership for some time now. Just when we thought it would never happen the "For Kid's Sake" program showed up on the horizon.

We in education often feel very isolated. We know that we are doing a work that is vital to the fabric of our democratic society, but we have doubts that society in general remembers this.

Today, this job of education is bigger than just what goes on in the school. With many of the traditional mainstays of our community in transition, public reinforcement of what does go on in the school building is more important today than at any other time in our history. We ignore this at our own peril.

Peninsula Year-Round Elementary School looks forward with keen anticipation to your continued support during the 1995-96 school year.

Yours truly,

  
David E. Lindstrom,  
Principal

# FOR KIDS' SAKE

Date: March 21, 1995  
Contact: Bob Dickey or Linda Johns, (503) 222-9921  
IMMEDIATE RELEASE

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SFP 8-1235

503-222-9921

**MAKING THE GRADE**, a For Kids' Sake education special  
produced by **THE 10 O'CLOCK NEWS**,  
airs April 6th at 8:30 p.m. on KPTV-12

Twenty-five percent of Oregon's ninth graders do not go on to graduate with their class! This staggering problem is considered in a **FOR KIDS' SAKE** special entitled **Making the Grade**. KPTV-12's *The 10 O'Clock News* produced the half-hour special which airs Thursday, April 6th, at 8:30 p.m.

**Making the Grade**, hosted by KPTV news reporters Pat Kirk, Jim Hyde and Teresa Luce, highlights the extent of the dropout problem in the Portland metropolitan area and the challenges of keeping at-risk students in school and returning dropouts to the education process. The broadcast takes a look at some of the solutions: peer and adult mentor programs and effective alternative educational programs.

A roundtable discussion of the issue features state education and community leaders: Norma Paulus, state superintendent of public instruction, Charles Moose, Portland chief of police, Yvonne Katz, superintendent of Beaverton schools, Jack Bierwirth, superintendent of Portland public schools, Vera Katz, mayor of Portland and chief architect of the Oregon school reform bill and Lew Frederick, spokesperson for the Portland school district.

**Making the Grade** airs Thursday, April 6th, at 8:30 p.m. on KPTV-12. Parents, educators, business leaders and citizens concerned about the welfare of our children will find this a "must-see" half-hour. This is the first of three **For Kids' Sake** specials on education to be produced by *The 10 O'Clock News* in 1995. KPTV's **For Kids' Sake** campaign would not be possible without the generous support of its corporate sponsors, Blue Cross and Blue Shield of Oregon and your local Coca-Cola bottler.



# FOR KIDS' SAKE

Date: January 27, 1995  
Contact: Linda Johns, KPTV, 222-9921  
IMMEDIATE RELEASE

MM 93-48

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SFD 8 - 1995

## KPTV'S 1995 FOR KIDS' SAKE CAMPAIGN FOCUSES ON EDUCATION

KPTV-Channel 12's public service campaign, **FOR KIDS' SAKE**, devotes its fifth year to an emphasis on education. In 1995, **FOR KIDS' SAKE** directs its efforts towards creating an environment where the educational needs of our children might be explored and better served. To that end, **FOR KIDS' SAKE** blends a great deal of broadcast time of locally produced specials and public service announcements, with community events. This vital project would not be possible without the generous help of our sponsors, your local Coca-Cola bottler and Blue Cross and Blue Shield of Oregon.

Highlights of this **FOR KIDS' SAKE** year include:

- ✎ Three half-hour specials focusing on education issues produced by KPTV news department
- ✎ Weekly **FOR KIDS' SAKE** stories on *The 10 O'Clock News*
- ✎ *Making Education Work* brochures available to viewers with tips on how, together, we can make a difference in the education of our children
- ✎ Adoption of Peninsula Year-Round Elementary School
- ✎ Sponsorship of the *Red Ribbon Celebration* to promote drug-free children
- ✎ 30 second on-air vignettes focusing on children and education, and spotlighting those individuals exhibiting excellence in education
- ✎ *Future Reader* packets, including the classic children's book *Good Night Moon*, given to new moms at various hospitals because it's never too early to read to a child!
- ✎ Gala dinner featuring a prominent, inspirational speaker

Joining with parents, businesses, community members and schools, together, we can make a brighter future as we take the time to care about education . . . **FOR KIDS SAKE!**

###



# FOR KIDS' SAKE

**K**PTV's public service campaign, For Kids' Sake, began several years ago to better meet the needs of children in our communities. Joined by our corporate sponsors — Blue Cross and Blue Shield of Oregon and your local Coca Cola bottler — For Kids' Sake is dedicated to helping make a positive difference in the lives of children.

**T**oday's schools and the students they serve face many challenges. That's why For Kids' Sake is committed to exploring the various ways each of us can help. In addition to presenting news stories and special programs which highlight positive examples of students, parents and teachers working together, we're here to give you a look at the many opportunities available for you to get involved. We hope you'll join us, take the time and make the effort to care about education — For Kids' Sake.

Here are some organizations to contact for more information:

**Oregon Department of Education  
School Improvement Program**

255 Capitol Street NE  
Salem, OR 97310  
(503) 378-8004

**Portland Public School District  
Department of Public Information**

501 North Dixon  
Portland, OR 97227  
(503) 331-3304

**United States Department of Education  
Goals 2000**

Washington, DC 20208-5570  
1-800-USA-LEARN

**Oregon Congress of Parents and Teachers**

531 SE 14th Avenue  
Portland, OR 97214  
(503) 234-3928

**Oregon COPE Project, Inc.**  
(For families with children/youth  
with disabilities)

999 Locust Street NE  
Salem, OR 97303  
(503) 373-7477 V/TDD

**Oregon Business Council**

1100 Southwest Sixth Avenue  
Standard Plaza, Suite 1608  
Portland, OR 97204  
(503) 220-0691

**Associated Oregon Industries**

Post Office Box 12519  
Salem, OR 97309-0519  
1-800-452-7862



A guide for parents,  
business and community members  
who want to  
help schools educate  
our children.

# MAKING EDUCATION WORK

For Kids' Sake  
KPTV  
P.O. Box 3401  
Portland, Oregon 97208  
(503) 222-9921

**FOR  
KIDS'  
SAKE**

Printed on recycled paper 

**I**mproving our schools and the education our children receive must be a collaborative effort among parents, businesses and community members. Whatever your contribution — whether it's time, energy or money — you can be assured that your involvement will help teachers provide our children with the skills needed to succeed in tomorrow's world.

It's a smart investment in the future —  
For Kids' Sake.

## PARENTS

Begin reading with your children as soon as they're old enough to sit in your lap. Make reading a pleasant experience that is a reward in itself, and don't forget to set a good example by letting your kids see you read every day.



Take your children to the library and make getting that first library card a special rite of passage. Provide plenty of books and magazines that are interesting to them. Also encourage children to write their own stories and letters.

Closely monitor your children's television viewing habits. Serve as a role model by not spending all of your time watching TV.



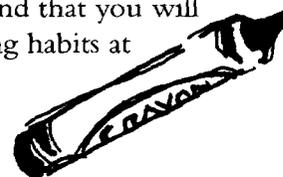
Make education a priority and stress the real-life importance of learning to children. Set aside at least fifteen minutes a day to talk about assignments and school activities, and offer children assistance with their homework — but don't do it for them.

Help your kids set high, yet realistic goals. Praise them for their efforts and their successes while encouraging interest in all subjects, including math.

Initiate or participate in a career day at your children's school. Invite other parents to come talk about their jobs and how important a good education is for success.



Establish positive relationships with your children's teachers. Show that you respect their abilities as educators and that you will reinforce good learning habits at home. Sit in on a class occasionally so you can make informed suggestions to teachers and administrators.



Attend all parent-teacher conferences, PTA meetings and as many school events as possible. Stay up-to-date on school rules, curriculum and budget issues and share your opinions with others.

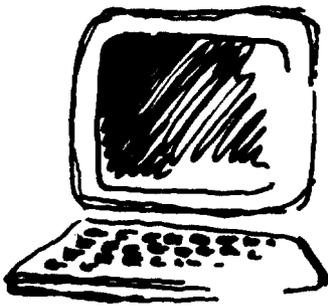
Help your kids feel good about themselves. Children with good self-esteem tend to be better students and grow up to be happier, healthier, more confident adults.

## BUSINESS PEOPLE

Show respect for teachers — they're the front-line managers directly affecting tomorrow's business leaders.

Act as a role model for young people and encourage your colleagues to do the same.

Use your business expertise to show teachers the kinds of skills and educational backgrounds needed in the business world.



Take an active role in the decision-making process which affects schools in your community by attending school board meetings.

Offer your skills or services. Take a group of students on a tour of your company or local college. Speak to a class about the education needed in your field. Or demonstrate a skill — working with a job-specific computer program, for example.

Encourage your company to “adopt” a school or classroom. Or, if that’s not feasible, consider providing valuable guidance by “adopting” a student on your own.

Propose that your company establish a scholarship and/or internship program for students with incentives and rewards for scholastic achievements.



Bolster company involvement through tutoring, development of school-to-work and summer job opportunities or allowing students to attend your company training sessions. All can provide students with valuable on-the-job experience.

Donate equipment to schools. Computers, audio-visual equipment, art supplies, science tools, and industry publications can enhance the learning process.

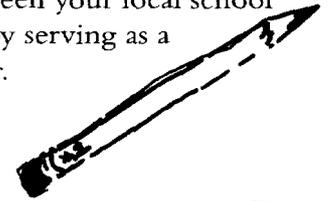
## COMMUNITY MEMBERS

Put your personal expertise to good use by volunteering as a tutor or instructional assistant.

Become a mentor to a student. Mentors become trusted role models and counselors for impressionable young people, providing both guidance and motivation.

Provide a link between your local school and the community by serving as a volunteer coordinator.

Offer to help with school activities. You can provide invaluable assistance in the office or school store, on the playground, or with after-school events.



Help offset the cost of education. Get involved with community groups and help with fund-raising activities for your local school.

Assist and advise school and district administrators.

Volunteer to serve on a local advisory committee — Site-Based Councils or the Chapter 1 Advisory Committee, for example.

