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OCT 16 1995

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FCC MAIL ROOM

To: Federal Communication Commission
1919 M. Street N.W.
Washington D.C. 20554

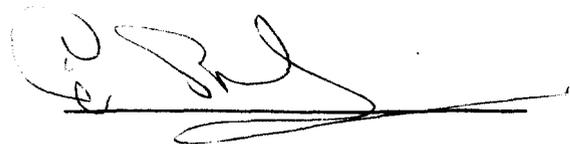
RE: MM-93-48

To whom it may concern,

I am writing in regards to children's educational and informational programming. I am a concerned citizen who would like to request, as a contingency of licensing renewal, that networks provide a minimum of seven hours per week of educational and informational programming between the hours of 7:00am and 8:00 pm. I would also like definitive guidelines to be place on what can be classified as educational and informational programming. In essence, I do not want shows to make one reference to an academic term and be allowed to call it an educational show.

Thank you for giving us an opportunity to be heard. Networks thrive on today's children and it is time for them to invest in tomorrow's adults.

Sincerely,

A handwritten signature in black ink, appearing to be "P. B. J.", written over a horizontal line.

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A handwritten signature in cursive script, appearing to read "Jimmy", is written over a horizontal line.

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Sincerely,

Mike Reed

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Sincerely,

Carolyn E. Lake

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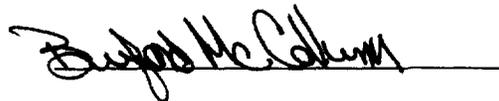
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Sincerely,

Curtis McDowell

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Sincerely,

R.D. Reddy

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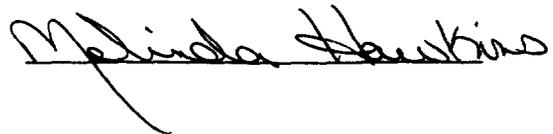
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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

Comments regarding the Children's Television Act MM Docket No. 93-48

By: National Association for Family and Community Education
Carolyn Gargasz, Vice President for Public Policy
P. O. Box 6, Hollis, NH 03049 603-465-7463

October 16, 1995

These comments are from a volunteer organization with a mission to strengthen individuals and families through informal education, leadership development, and community action. The National Association for Family and Community Education (FCE) since 1991 has had a "Children and Television" project with the goals: 1) to create public awareness about the issue of children's television, 2) to increase the demand for educational and informational programming for children by supporting and promoting existing quality programs, and 3) to promote, encourage and support the use of television as an educational tool to enhance a child's readiness to learn. FCE has been educating its members about the Children's Television Act, because enforcement of this act would provide children and parents with more informational and educational programs.

FCE has signed on to comments submitted by the Institute for Public Representation, Georgetown University Law Center; however, this organization also wishes to express its concerns from the viewpoint of grass roots members, many of whom live in small towns and rural areas. FCE's 43,000 membership is in 39 states, 2 territories and the District of Columbia.

FCE has been working with Dr. Edward Palmer, author of *America's Children: A Crisis of Neglect*, and a founder of "Sesame Street" in development of its Children and Television project. In Dr. Palmer's book he states that if children between the age of 2 and 12 watched one hour of informational and educational programming a day, five days a week, it would equal the time of two years spent in school. The unique power of television to educate is a greatly underutilized resource in this country.

The television industry is not in the education business, but in the profit making business. They are able to make a profit with the benefit of free use of the public air waves; and therefore, have an obligation to serve the public interest in return for this use. Although the TV industry does not consider itself "educational," children learn from television viewing, and many times the lessons they are learning are not beneficial.

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FCE supports strengthening the Children's Television Act (CTA) because:

1) Broadcasters have the obligation to serve the public interest. The passage of the Children's Television Act gave specific notice to the broadcasters that providing children's informational and educational programming was a part of the public interest they should serve. However, they have not, in good faith, lived up to the true intention of this Act.

2) Defining what constitutes informational and educational would give clearer guidelines as to what programming should be considered to meet this requirement. The Act gave the television industry the opportunity to "self regulate" by using its judgment in deciding what met this definition, and in most cases, they did not improve their children's programming. Another outcome was that when they showed informational and educational programs it was at times when children weren't likely to be watching. Two specific examples of the lack of intention to comply by the TV industry include the cancellation of "Cro," an educational cartoon produced by Children's Television Workshop and ABC. In North Dakota, a live children's program was developed; however, when the station ownership changed the program was cancelled.

3) Stations' publicizing the programs that they classify as meeting the informational and educational requirements will assist parents in choosing the programs their children view. There is a concern that defining informational and educational does not mean that quality programs that children will watch will be produced. Perhaps this requirement will help in the awareness of what programs stations consider meet CTA requirements and, if parents question the content, will be given a means to react. However, the process for identifying how to respond to program content needs to be simple, clear and promoted frequently. Stations' records regarding children's programming need to be easily understood and readily available to the public.

If quality children's programs were promoted like other programs the station or network wants viewers to watch, there would be a greater awareness and greater audience.

Use of an icon to identify children's informational and educational programming would be a useful tool for parents. This needs to be in television program guides.

4) A five or seven year period of stations' compliance is too long a time frame when it comes to meeting children's programming requirements. Therefore, an intermediary review is important.

5) Children's informational and educational programming is not a market driven, profitable enterprise. Production of these programs is expensive. The audience is small.

The Endowment for Children's Educational Television was established as a result of the CTA and it needs to be continued and funded so that seed money can be available to those who are developing children's programs.

Any incentive for the TV industry to produce quality programs, such as promotion and recognition of programs, should help to encourage the industry to truly benefit children.

Many countries financially support children's television to a much greater extent than the United States. Is there a way for a small percentage of sponsors' advertising fees to go toward either development or sponsorship of children's programming? The TV industry's contribution would be in development of programming and contribution of on-air time.

6) Programming for children needs to be age appropriate. There are great differences between programming that is appropriate for a two year old and a twelve year old. Stations should be given credit for identifying the target age and especially for targeting an underserved age category.

7) The First Amendment should be protected. However, children have received special protection under First Amendment rights, and the benefits to children from informational and educational programs is a legitimate use of broadcasters' time.

8) Programming to meet the informational and educational guidelines should be shown at times when children are viewing. In addition to other studies conducted, FCE's members interviewed 17,000 children regarding their TV viewing habits. Although a few watched in early morning hours, before 7 a.m. and a few watched in late evening hours, after 10 p.m., the bulk of viewing was in the hours between 7 a.m. and 10 p.m. Another finding from the interviews indicated that children watch TV during week days more than on Saturday and even less on Sunday. Therefore, some programming to meet the CTA requirements needs to take place during week days and not just on Saturday mornings.

9) It is disappointing that the TV industry did not use their self-regulatory opportunity in implementing the CTA. Regulation is less than an ideal solution to accomplishing the intent of the CTA; however, when the industry, in most part, has not exhibited compliance nor improved children's programming, greater regulation is essential.

10) It is crucial that immediate action be taken to improve children's television. Children grow up so quickly and, already, much time has been lost for children. The FCC has the opportunity and responsibility to enforce the intent of the CTA in order that children may have more options to benefit from the television they view.

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93-48

October 12, 1995
6151 Marshall Lake Road
Conover, WI 54519

FCC, Office of the Secretary
1919 M St. NW
Washington, DC 20554

My local paper just printed an article that indicated you are looking for input from the public about educational television for children, and our current inability to identify suitable programs. I appreciate this opportunity to voice my opinion and suggestions.

I applaud Public Television for their efforts. Reading Rainbow is an excellent example of their desire to upgrade children's programs.

As a grandmother, I see my grandchildren sitting as if mesmerized by the current assortment of programs offered on television, most of which do exactly that, and nothing more. Aren't there ways of giving them programs that will inspire their participation once they get past the age of Big Bird? How about programs aimed at the 7-12 year olds. Kids would enjoy a cooking show just for them, for example, on a Saturday morning, offering fun but healthy foods. Or how about a craft show which would encourage them to make their own Christmas or birthday gifts for their families? Or how about a program, similar to a radio program for younger children now on Public Radio, where movie personalities currently popular with young teenagers would read well-chosen classics--what a departure from the music videos that would be. There are so many ideas for programs that would be extremely popular with kids, as well as their parents. Surely the networks could come up with some.

You could identify these programs as KIDS PLUS (or K+) shows.

As far as commercials are concerned, why couldn't kids actually model or demonstrate the products live, rather than the unrealistic ads that cost the sponsor so much money and don't really give a true representation of the use of the product? That would be most refreshing and, I believe, successful advertising.

I agree that television can be a plus, or a big minus. Please do something to make it the former.

Sincerely,

Gloria Wilger
Gloria Wilger

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WBBJ-TV



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October 12, 1995

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

Dear Mr. Secretary:

This letter is in response to a Notice of Proposed Rule Making, MM Docket No. 93-48. As a local broadcaster trying to be as good as free, local tv should be, I am asking the commission to please consider the long term ramifications of setting numerical quotas for educational and informational children's programming.

We believe that the original Children's Television Act has already had a significant impact in increasing children's educational and informational programming. Both locally, and as an ABC affiliate, we have seen such an increase. Therefore, we believe that the ACT and current FCC rules are working to increase this type of programming and new or more rules are not needed.

Thank you in advance for the courtesy of considering this request.

Sincerely,

JACKSON TELECASTER'S, INC.

Thomas J. Spain
General Manager

CC: Chairman Reed Hundt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong

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346 MUSE STREET
JACKSON, TENNESSEE 38301
(901) 424-4515



Oct. 6, 1995

9348

F. C. C.

1919 M. St. N.W.

Wash. D.C. 20554

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Dear Sirs

We would like to express our opinion with regard to children's programming on television.

We believe that the violence and crime, not to mention the horrible decline of moral standards in our country, are a direct result of the tremendous decline in the moral quality of children's programming.

We implore you to reconsider your position on this critically important influence on our children.

Clean up children's TV! (This also applies to adult programming!)

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Yours for decency,
Fred and Shirley Boonstra
1910 Kelleher Rd.
Burlington, WA 98233

To whom it may concern:
(F.C.C.) DSCKET FILE COPY ORIGINAL 93-48

I URGE YOU TO REQUIRE
BROADCASTERS TO OFFER
AT LEAST 3 HOURS EACH
WEEK OF PROGRAMS TO MEET
CHILDRENS EDUCATIONAL NEEDS.

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Thank you very much

Vic Kopke
& Family!



Kent School District

Administration Center • 12033 SE 256 Street, Kent, Washington 98031-6643 • (206) 852-0560

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FCC MAIL ROOM

October 16, 1995

Federal Communications Commission
Office of the Secretary
1919 M Street N.W.
Washington, D.C. 20554

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Dear Commission Members,

The Board of Directors of the Kent School District appreciates this opportunity to provide input on how broadcasters can best fulfill the Children's Television Act. As citizens, school board directors, and parents, we are strongly requesting that you do all you can to ensure that television programs containing acts of violence, vulgarity, and sex are not aired until after 10:00 p.m. We are seeing an increase in vulgarity, sexual activity, and violent acts in homes, communities, and our schools. Research indicates a correlation between violent acts performed by students and the amount of violence they have been exposed to through the media. Whether or not you believe the research, teachers and administrators will tell you that violence, vulgarity, and sex on television definitely have an effect on student behavior. As one administrator shared, "I was shocked to not only hear a five year old tell a teacher to 'f... off,' but was even more appalled when I found out the student knew what those words meant." This same child had to be taken off of the playground because of his violent play. He was continually mimicking kicks, punches, and karate chops that he saw on TV.

Broadcasters may argue that parents have the responsibility to monitor their children's television viewing. We strongly agree with this statement. However, the reality is that many children are left home unattended until eight or nine at night. We believe it is the responsibility of each and everyone of us to care for our children. After all, they are our future. As you prepare your recommendations for the fulfillment of the Children's Television Act, please keep in mind the welfare of the children. If you can't focus on the children, then think about the world in which you want to spend your retirement.

Again, thank you for the opportunity to provide input regarding violence, vulgarity, and sex on television.

Sincerely,

Edward K. Kosnoski, President
Board of Directors

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93-48

16 1995

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KELLI R. QUINN
703 E. Washington Avenue
Eustis, FL 32726

FEDERAL COMMUNICATIONS COMMISSION
1919 M Street N.W.
Washington DC 20554

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RE: Children's Television Act

I am a 26 year old female who intends to have children in the near future. To say I am disgusted with today's television programming is an understatement. I am completely sick of the sex, violence, profanity, shows which promote poor examples of family life (i.e. Married with Children, and Unhappily Ever After), etc. etc. etc.

I would like to see television return to some of the innocence that was there when my parents were growing up. At the downhill rate at which network programming is going these days, not only will I not allow my future children to watch this junk, but I will not continue to watch it either. I do not currently have cablevision for the same reason.

I also happen to be a sailor, and recent statistics are in. The majority of my sailing group, ranging in all ages, have an average income of \$70-90,000 per year, half of which have children, and only 30% of which watch or have cable TV, for the same reasons I stated above.

Please, let's get back to the basics!!!!

Sincerely,



Kelli R. Quinn
Appraisal Secretary

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MM Docket 93-48

Oct. 12, 1995

re: Children's Television Act

REC'D

from: Scot + Linda Dugay 10/11/1995

50 Prospect St.

S. Hadley, MA. 01076

ECC MAIL ROOM

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We would like to see stricter regulations by government telling broadcasters to stop violent & sexually explicit materials from being aired before 9^{pm} every night. Many shows deemed "family shows" have too many sexual innuendos for this family to allow our 8 & 10 year olds to view shows such as ABC's "Step by Step", "Family Matters"; "Simpson's" & "Married with Children" of FOX network; NBC's "Mad About You" - the list goes on...

We are not "pruders", just parents who want decent, moral shows on television to positively influence our children. They don't need a steady diet of violence & sex, and we don't want them exposed to it, so we strictly limit their viewing of what broadcasters deem appropriate for young families.

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If there was less violent & sexual material on TV, perhaps there wouldn't be as much social delinquency in this country!

Sincerely,
Linda Dugay
Scot M. Dugay

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Washington D.C. 20554

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Sincerely,

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Deborah Mace

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93-48

September 29, 1995

DOCKET FILE COPY ORIGINAL

Federal Communications Commission
Office of the Secretary
1919 M Street N.W.
Washington, D.C. 20554

Gentlemen:

On behalf of the 1,482 elected school board members in Washington state, I welcome the opportunity to comment on the Children's Television Act. Our children are certainly the future of our society, and I believe we must accurately reflect our expectations to our kids. As many studies have shown, sex, violence and vulgarity on television undermine these efforts.

We are on a very dangerous path if we do not address this issue. TV is profoundly affecting thoughts and habits — not only of small children — but of adolescents, young adults and mature adults. Hostility, bitterness, lack of faith in our nation and our government and violence toward humanity are all symptoms of how desensitized we have become.

Negligent television programming rips the heart out of our society. When murder becomes mundane, when lewd and lascivious behavior is commonplace and when violence is routine, our kids receive a vile message: We don't care, because we don't have to.

While we are concerned about excessive government intervention, our concern about the future of our children is even greater. Therefore, we ask that the FCC obtain a commitment by the television industry to greatly reduce the violence, vulgarity and prurience being broadcast. Not only must you receive a firm commitment, but television stations must be held to this agreement. The Washington State School Directors' Association urges the FCC to recommend legislation that will resolve this vital issue.

Our children are our greatest legacy. We must ensure that they are served effectively.

Sincerely,

Scott Rauer
School Director

Orcas Island Public Schools

Eastsound

WA

98245

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23 Jimlin Lane
Racine, WI 53402
October 11, 1995

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Federal Communications Commission
Office of the Secretary
1919 M Street, N.W.
Washington, DC 20554

To the members of the commission

In response to the article in U.S. News & World Report, Sept. 11, 1995, I would like to comment on children's programming.

Since children spend so much time watching TV, there should be quality programming at least three hours each day divided among the networks. The networks could juggle times and program content to cover topics appealing to children.

The programmers should assume that children are intelligent--one need not unduly talk down to them--but their limited experience should be recognized as a base on which to build attitudes and information. Content should be entertaining and lively, yet mindful that everything that enters a child's brain teaches something. What TV and other media instill in a child will influence him/her in some way, however small, and will build upon what previous programmers have put in the child's mind. Content then should be quality. Here are my recommendations for program content:

1. Real-life incidents in which children and adults handled and "conquered" a difficult situation by using intelligence and compassion.

2. Stories in which black men and youths are decent people amidst inner-city neighborhoods...stories where once person's actions make a difference.

3. A look at the immigrant population of all ages. Depict scenes from their native country, why they came to the U.S. and how they are faring here. Let people tell their own story.

4. Moments in history, especially U.S. history or where U.S. citizens were involved so that children become aware of their heritage. Examples would be the experiences of the earliest settlers, how the Constitution came to be written, the Pony Express, the reasons why and incidents from the Revolutionary War, Robert E. Lee and the Civil War, the Gold Rush, events told by native Americans such as Chief Joseph, building the Panama Canal, WW I and WW II. The reasons why people acted as they did should be explored, even if in hindsight we see their errors.

5. Great literature; choose an author (such as Hans Christian Anderson) and present a mini-series of his/her works. Authors of the Bible could be chosen for this series.

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6. Lives of the composers including examples of their music. Include modern-day composers.

7. Modern inventions--show the beginnings and dreams of our great minds, how others added to their first ideas. Show the excitement of discovery. Build on the good programs already made on these subjects.

8. The spiritual presence in the world whether it be contact with angels (as some people claim), holy people who were inspired by God or ordinary people with a mission such as Laubach of "Each one teach one" fame. Such programs could literally "Take children out of this world."

Children's programming is really "a drop in the bucket" as to what needs to be done to all programming since children watch whatever is presented. With few exceptions, all programming is children's programming. It is impossible to keep prime-time viewing or even night-time viewing away from young minds.

There needs to be a change in thrust throughout the industry. Responsibility for the attitudes instilled by their choice of topics must be accepted by decision-makers in the TV medium. As I see it, the following detrimental attitudes are prevalent and need to be eliminated:

Sex is the only goal driving a relationship between a man and a woman. Sex with anyone is O.K. You have no responsibility to yourself or the other person in a sexual relationship. Sex is the ultimate experience, so teenagers, start now, or you will miss out.

Solve your problems by getting even or getting rid of whoever stands in your way. Never forgive.

Any evil behavior and how to do it is desirable entertainment.

A recent survey concluded 50% of our children aged 10-14 will engage in behavior that will harm their futures preventing them from reaching their potential as adults. The survey put the blame on attitudes extolled in the media, such as sex at too young an age.

In conclusion, I believe the senseless trivia should be scrapped and replaced by programs that will help teach children how to be the children and (later) adults we want them to be.

Adult programming cannot be kept from children, It needs a major revision not only for children but for adults. Ask anyone.

Sincerely,



Lorraine Pavelcik

93-48

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P.O. Box 141

CH80T VT. 05647

10/12/95

M M Docket 93.48

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OCT 6 1995

DEAR FCC,

FCC MAIL ROOM

you can improve childrens
television by returning Family
television to the public from
AFTERNOON to 9pm. this
means safe television with
out the sex and violence that
its full of now. Even "DR QUINN"
and the "NANNY" seem to have
to ad some sex to compete
for more viewers.

This would be a big step in
helping to mand the country's
problems with APPARENT sex +
violence

Good luck with your
project

Sincerely

Ken Klingler
VT



Fred Meyer, Inc.

Partnering to Build a Learning Community

MM Docket 93-48

RECEIVED

OCT 16 1995

FCC MEDIA ROOM

FCC

Office of the Secretary

Ladies and Gentlemen

Enclosed are 33 signatures from a state representative, a children's welfare organization, and a meeting of United We Stand. All the signatories share grave concerns over the influence TV is having upon our nation - especially our youth.

Please take this opportunity to give this nation a large part of the greatest gift we can give it: the positive education of our youth.

Sincerely
Your Fellow Americans

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