

M M Docket 93-48  
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DOCKET

Yes, I do agree television is bad for  
kids and <sup>also</sup> ~~is~~ further <sup>now</sup> for some adults  
too. They show too much the easy  
way to solve problems - get a gun, kill  
others or sexually abuse others. Whoever  
writes and puts the stuff together must  
not have kids or grandkids or just doesn't  
give a damn as long as they make money.  
Thank goodness for our channel that gives  
us good clean things to watch - PBS.  
Or better yet turn the thing off - give  
the kids something to read or a chore to  
do around the home.

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16 1995

FCC MAIL ROOM

Mrs. Janice  
Bellwood, # 68624

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MM193-48

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

**From:** <sborkow1@ic3.ithaca.edu>  
**Date:** 10/15/95 12:25pm  
**Subject:** Re: your mail

did i miss something here?  
why is everyone writing letters to the fcc and should i be  
writing one too?

i'm so confused

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i just want to cry

**CC:** A16.A16(kidstv),FCCMAIL.SMTP("massmedia@liber.itha...

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MM9348

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From: <lromano1@ic3.ithaca.edu>  
To: A16.A16(kidstv)  
Date: 10/15/95 7:29pm  
Subject: Service Message (fwd)

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--Boundary (ID uusCZ4h96NS7gDHc93YgYg)  
Content-id: <Pine.PMDF.3.91.951015192753.140448X@ic3.ithaca.edu>  
Content-type: TEXT/REPORT; CHARSET=US-ASCII

The following letter is a reply to the FCC's request for public opinion on violence in television.  
Sincerely,  
Leah Romano

----- Forwarded message -----

Date: Sun, 15 Oct 1995 18:02:32 -0400 (EDT) From: POSTMASTER@ithaca.edu  
To: lromano1@ic3.ithaca.edu  
Subject: Service Message

Report on your message to: /R=AM/U=FRITZ/@MR.ITHACA.EDU  
Reason: Failed to transfer; communications failure (0)  
Diagnostic: Maximum time expired (5)  
Extension-id: 1  
Arrival-date: Sun, 15 Oct 1995 18:02:32 EDT

--Boundary (ID uusCZ4h96NS7gDHc93YgYg)  
Content-id: <Pine.PMDF.3.91.951015192753.140448Y@ic3.ithaca.edu>  
MIME-version: 1.0  
Content-type: MESSAGE/RFC822

Received: from liber.ithaca.edu (liber.ithaca.edu)  
by ithaca.ithaca.edu (PMDF V5.0-4 #11318)  
id <01HWFTVQR1GG8X3SLO@ithaca.ithaca.edu>; Sat,  
14 Oct 1995 18:02:03 -0400 (EDT)  
Received: from LIBER1.ITHACA.EDU by LIBER1.ITHACA.EDU (PMDF V4.3-7 #8901)  
id <01HWFTX21E6Q0032A0@LIBER1.ITHACA.EDU>; Sat,  
14 Oct 1995 18:03:08 -0500 (EST)  
Received: from ic3.ithaca.edu by LIBER1.ITHACA.EDU (PMDF V4.3-7 #8901)  
id <01HWFTX0HO0G0031VH@LIBER1.ITHACA.EDU>; Sat,  
14 Oct 1995 18:03:04 -0500 (EST)  
Received: from ic3.ithaca.edu by ic3.ithaca.edu (PMDF V5.0-4 #11318)  
id <01HWFTYJR792002BW9@ic3.ithaca.edu>; Sat, 14 Oct 1995 18:04:19 -0400 (EDT)  
From: lromano1 <lromano1@ic3.ithaca.edu>  
Subject: - no subject (01HWFTVT3YXU8X4BOB) -  
To: kidstv <kidstv@fcc.gov>  
Cc: massmedia <massmedia@liber.ithaca.edu>  
Reply-to: massmedia <massmedia@liber.ithaca.edu>  
Resent-message-id: <01HWFTX21XH00032A0@LIBER1.ITHACA.EDU>  
Message-id: <Pine.PMDF.3.91.951014161629.108729B-100000@ic3.ithaca.edu>  
X-VMS-To: IN%"kidstv@fcc.gov"  
X-VMS-Cc: IN%"massmedia@liber.ithaca.edu"  
Autoforwarded: false  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; CHARSET=US-ASCII  
Importance: normal  
X400-MTS-identifier: [;60208141015991/1796345@ITHACA]  
Comments: List of info for massmedia class offered by Fritz Messere

Leah C. Romano  
Rowland Hall room 215

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11493-48

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SEP 16 1995

From: <sbalaba1@ic3.ithaca.edu>  
To: A16.A16(kidstv)  
Date: 10/15/95 11:19pm

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FCC is now considering what, if any, specific rules could improve the quality of children's programming. Ample evidence tells us violent television viewed by children affects their behaviors. I believe that something needs to be done to stop the negative portrayal of violence.

Specific shows stand out in people's minds when images of violence come into play. One is MTV's Beavis and Butthead. The mother of a 5 year old is blaming this show for her son burning down his family's home (Hudis 10). This particular show was created for audiences made up of teenagers, and young adults (Hudis 10). Beavis and Butthead is a cartoon. Producers should realize that animation will automatically draw in young viewers, regardless of the content. Other animated shows which portray violence are Ren and Stimpy, Wile E. Coyote, even Bugs Bunny and Elmer Fudd contain scenes of violence (Hudis 10). Bugs Bunny is a classic cartoon, but there should be no exceptions to the rule. Violence on children's programming needs to stop. The power of the FCC must try to facilitate the children of today, and stop them from committing acts of violence simply because they see it on TV.

Our lives are consumed by television. Most of the television viewing audience is children, and their cartoons. Children watch 5000 hours of TV by the first grade, and 19,000 hours by the end of high school (Zuckerman 1). Innocent children do not have the mind capacity to differentiate between real, and falsehood. If children do not commit acts of violence now, who is to say that they come out with these aggressions later on in their adolescent, or adult lives?

Children are exposed to violence in the shows they watch, from news, and commercials. TV is a report on how the world really works (Zuckerman 1). Children today see horrible things going on in the world, and may perceive these acts to be okay, assuming that the good guys are coming to make everything all right. By regulating what children see on TV, we may be rescuing a child from criminal acts of violence. Children let go of the aggressions from forms they see on TV. Children have fun playing teenage mutant ninja turtles, and mighty morphin power rangers. This play should be harmless, not harmful.

If the FCC can control the amount of violence seen by children on television, then we have succeeded in keeping our children safe from violent influences. Television marketing power is evidently what draws so many children into watching it (Cannon 1). We can use this to an advantage by portraying more acts of good than evil.

Sarah Balaban Ithaca College

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**From:** <dglasgo1@ic3.ithaca.edu>  
**Date:** 10/15/95 11:54pm  
**Subject:** Re: your mail

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FEDERAL COMMUNICATIONS COMMISSION  
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I am just as confused.. if anyone knows.. please lemme know what's going on!  
Thanks!

On Sun, 15 Oct 1995 sborkow1@ic3.ithaca.edu wrote:

> did i miss something here?  
>       why is everyone writing letters to the fcc and should i be > >       writing one too?  
> > i'm so confused  
>       > >       i just want to cry  
>

**CC:** A16.A16(kidstv),FCCMAIL.SMTP("massmedia@liber.itha...

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From: <pschmoh1@ic3.ithaca.edu>  
To: A16.A16(KIDSTV)  
Date: 10/14/95 5:45pm

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Dear Fcc Commissioners,

I am a college student at Ithaca College. Trough my studies of Mass Media, the quality of television programming offered to children has come to my attention. I realize the concern that many programs are inappropriate for children.

I've seen that violence on television is on the rise, especially during prime time hours. Sex is also making an impact on many viewers. I realize that there are bills pending in Congress, but most will be thrown out or overlooked. The television industry's ability to rate programs about violence and sex is not enough. There should be a way for parents to protect their children from these programs through technological means.

Parents involvement is critical to the protection of what their children watch. Teaching children about the harmful affects of watching these programs is important. A report from the Education Digest said, "Television is quite potent as a medium through which children learn skills, values and behavior. Unfortunately, it is being used to give misleading and inaccurate ideas about violence."

Studies have shown that behavior is definitely affected by television. Children watch television and absorb what they see. Then they act on their ideas. I realize that this has not gone unnoticed, but you should make programs about effects of television and it's violence.

In the "Media Report to Women" a five-year study showed that "the average child watches 100,000 acts of violence and 8,000 murders within elementary school age. Moreover, watching sexual violence on television increases the probability of obesity in children by 2% per hour."

These statistics are startling and action must be taken. Programming should be educational, creating awareness to the public. I definitely think sexual content should be eliminated or at the least cut down, but I realize this is hard to accomplish. Some technological advances might also improve this issue.

Sincerely,  
Pete Schmohl  
Terrace9-300  
Ithaca College  
Ithaca,N.Y.  
14850-7220

CC: FCCMAIL.SMTP("MASSMEDIA@LIBER.ITHACA.EDU")

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From: <mbrombe1@ic3.ithaca.edu>  
To: A16.A16(kidstv)  
Date: 10/14/95 7:54pm

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

> October 14, 1995

> > Honorable Commissioners:

> The Federal Communications Commission's proposed changes of the > Children's Television Act of 1990 will provide quality programming to > children. Children are widely regarded as a passive audience; many soak > up the information from such programs as "Mighty Morphin Power Rangers" > and "Beavis and Butthead," and reenact harmful, sometimes even deadly > situations. Unfortunately, many single or working parents cannot watch > their children twenty-four hours a day. The new proposals to the > Children's Television Act of 1990, according to the "Journal of > Broadcasting and Educational Media," are the following: "(1) judgments of > the quality of a licensee's programming, educational or otherwise, are > made by the audience, not the federal government; (2) the Commission's > rules and processes should be as clear, simple, and fair as possible; and > (3) broadcasters should be guided by market forces, to the greatest > extent possible, in determining whether they meet their programming > obligations." These proposals will prevent television stations from > airing programs that might harm children. > First, I feel that the key point of the modifications to the > Children's Television Act of 1990 is that the audience will have input > rather than the federal government. Parents and educators are more > familiar with children's behavior than politicians. For instance, when I > was a child, I would repeat the actions of my favorite TV shows. > Sometimes I would repeat "Sesame Street" phrases, but other times I would > fight with other children pretending I was a character from "GI Joe." > When my parents discovered that I had been hurting other children, they > prevented me from watching "GI Joe." Many other children are in a > similar situation; they mimic television programs and characters. The > federal government cannot prevent children from viewing violent or > harmful programs. Parents are better suited to judge whether a program is > appropriate for a child than the federal government. > Next, the Commission's proposal to provide clear, simple, and > fair rules will positively affect the CTA of 1990. Based on the "Journal > of Broadcasting and Educational Media," the CTA of 1990: "has determined > that short-segment content may be counted...toward a station's > fulfillment of its educational programming obligation"; it has "declined > to require age-specific targeting (e.g., to pre-school or elementary > school-aged child audiences) of any educational programming"; and it has > "allowed the broadcaster to determine what programming qualifies as > educational/informational content." These policies do not prevent > stations from airing programs that could be detrimental to children. In > addition, they allow stations to air 30-second commercials at 3 AM and > satisfy their educational requirements. The new proposal will make it > clear that the preceding example is no longer considered an educational > program.

> Finally, the Commission proposes that stations utilize market > forces to guide broadcaster behavior. This will enable stations to air a > certain number of hours on its own station or by sponsoring a number of > hours on another station in the market. Stations will then draw money > from sponsors and fulfill their requirements. > To conclude, the Children's Television Act of 1990 allows > stations to air programs that may corrupt the minds of children and to > air programs that are not necessarily educational. The modifications to > the CTA of 1990 enable stations to gather input from adults, provide > clear, simple, and fair rules to stations, and to utilize market forces > in determining whether they meet their programming obligations. These > changes will benefit children and all of society.

> >  
> >  
>

Sincerely Yours,  
Marc Bromberg

CC: massmedia <massmedia@ic3.ithaca.edu>

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From: <srappap1@ic3.ithaca.edu>  
To: A16.A16(kidstv)  
Date: 10/14/95 9:02pm

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FEDERAL COMMUNICATIONS COMMISSION  
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Secretary: Fcc

As america moves more and more towards a information society we use television as a means of getting information as well as a form of entertainment. Television plays a major role in the lives of many young children in america today. Because television plays such a big role with children, it is important that the viewers see less violence and see more shows concerning education.

"The average preschool child (ages two to five) watches about 28 hours (of television) a week, and the average school-age child (ages six to eleven) watches about 24 hours per week. (Lazar, 67/Nielsen Media Research, 1990)

This fact alone shows us that the impact of television on children is enormous. With parents spending about 40 percent less time with their children than they did twenty years ago, (Lazar, 68/ Mattox, 1991) the role of television is an even more important part of every day life for children today.

Unfortunately the majority of children's broadcasting is situated around violence and does not support structure and well being. Violence is so apparent in television today that "The average child ages four to eight in one year watched 250 episodes of war-related cartoons and more than 1,000 thirty second commercials selling war toys" (Lazar, 68/"Viewpoint Forum," 1987) We can see that some of the social problems apparent today can be linked back to the kind of everyday programming which is on television. What is so badly needed is educational programming that supports structure and influences values that were once given by parents in a time where T.V. did not play such a large role in our lives.

One of the main reasons that educational programming has not become a major influence in the television market is because educational programming will not draw the same kind of advertisers that cartoon "action heroes" can draw. Some children's cartoons have served as almost a half hour commercial. A good example of this is when the cartoon "He-Man" came out in 1983. The He-Man toys were the second best selling product in the industry and made over one billion dollars in licensed product sales (Lazar, 70/Kunkel, 1998). Because merchandise from cartoon action shows sell so well, the companies that make the toys for these shows will pay the television networks big money for air time.

Educational programming has had so much trouble surviving over the years because it does not have the same kind of support that the action cartoons have. If the programs that support education could find interesting characters and ideas, some advertisers might fund these programs.

The need for educational programming is so important that we can no longer just allow the major television networks as well as the local television stations to choose whether or not they air shows supporting education. In the past, bills have been passed attempting to regulate the programming being seen by children. The problem with these bills is that they still allowed the T.V. station to make their own decisions on what was appropriate programming.

What must be done is that the FCC needs to regulate the television stations very closely and make very specific guidelines as to what is educational programming and what is a half hour commercial. If the FCC can make the major networks put on more educational programs, it will benefit the children of today as well as tomorrow.

Scott Rappaport  
Ithaca College  
114 Lyon Hall  
Ithaca, N.Y.  
14851-7221

CC: FCCMAIL.SMTP("massmedia@liber.ithaca.edu")

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KIM 93-48

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**From:** Sandra L. Doggett <sdoggett@umd5.umd.edu>  
**To:** A16.A16(kidstv)  
**Date:** 10/14/95 10:12pm  
**Subject:** docket # 93-48

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Dear FCC, Please force TV stations to provide educational TV for children each day. TV reaches nearly every home in America and it could be a wonderful tool to prepare kids for school, instead it is basically a wasteland of advertising for young children. Please encourage the stations to provide high quality programs that uplift children rather than make them feel bad about what they don't have in life. Give them a head start on learning or back up what they are learning at school. TV could be a great asset to the next generation. Thank you. I am a librarian in a school. Sincerely, Sandra L. Doggett, Myersville, MD

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**From:** <hgoldma1@ic3.ithaca.edu>  
**To:** A16.A16(kidstv)  
**Date:** 10/15/95 1:27am  
**Subject:** violence and television

FEDERAL COMMUNICATIONS COMMISSION  
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October 15, 1995

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To whom it may concern,

I am a twenty year old junior at Ithaca College, currently studying Television/Radio Communications. In my three years at Ithaca College, I have studied a variety of subjects, ranging from politics to religion to communications. This wide variety of classes have opened my mind and broadened my horizons.

Children's television, although entertaining is full of violence. Young children have been found to be influenced by what they view on television. Shows like Power Rangers, Teenage Mutant Ninja Turtles and even Bugs Bunny have tendency to be violent. These shows view violence as being a good thing, although they may be detrimental to young children.

After reviewing several reading materials on violence and children, I feel that television should be censored by parents or guardians. There should be a switch placed in the television so parents can censor what their child watches. Although many children are left alone after school, to tend to themselves, parents should be able to control what their child watches. You should be able to program certain channels and times that you don't want your child to watch.

Studies show that violence on television affects children's perception of what's right and what's wrong. To quote from Harvard's Educational Review, Volume 65, No.2, Summer 1995, "Children are often the victims of random gunplay, and too often other children are doing the shooting. There has been a great deal of outcry about violence on television."

The government is trying to make a law requiring all new television sets to be made with a "V-chip". According to the New York Times, July 13, 1995, the V-chip will be installed by television manufacturers, and the television industry would set up a rating system for violence. This would allow adults to regulate what their children watch on television. Children wouldn't be exposed to as much violence, therefore limiting their knowledge of violence.

Parents should be the ones to decide what their children watch on television, not the television industry. The television industry should not be the ones to instill values into these children, parents should. Although many people are against the new V-chip, I think it would be beneficial to our society. Violence on television teaches us that it is alright to fight, when we all know that it is wrong. The big question here shouldn't be about infringement on First Amendment rights, but who should raise these children; the television industry or parents?

**CC:** mailserv <mailserv@ic3.ithaca.edu>

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From: <GreatJove@aol.com>  
To: A16.A16(kidstv)  
Date: 10/15/95 10:48am  
Subject: CHILDREN'S TELEVISION ACT

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OFFICE OF SECRETARY

DEAR SIRs,  
PLEASE TAKE NECESSARY ACTION TO PROMOTE THE EDUCATIONAL INTEREST OF CHILDREN  
VIA THE AIRWAYS.

BROADCASTERS IN AMERICA ARE GIVEN USE OF THE PUBLIC'S DOMAIN SO FAR THEY USE  
IT TO INCREASE THEIR WEALTH WITHOUT REGARD TO THE RESPONSIBILITY THEY  
MUST BEAR ONCE GIVEN THIS PRIVILEGE! IF THE FCC IS TO JUSTIFY ITS EXISTANCE IT MUST  
ASCERTAIN

OUR SOCIETY THAT OUR CHILDREN WILL BE PROTECTED  
FROM CORRUPTION AND THAT THEIR INTELLECT WILL BE ENRICHED.

PLEASE ENSURE THAT THE FOLLOWING TAKES PLACE:

PROGRAMING DURING PRIME TIME HOURS HAVE SUCH CONTENT THAT INSURES THE  
PROTECTION OF CHILDREN

AGAINST EXPOSURE TO CORRUPTING VIOLENCE AND SEX.

NETWORKS NEED TO DEDICATE AT LEAST 10 HOURS A WEEK

OF QUALITY, EXCITING, EDUCATIONAL, CHILDREN'S PROGRAMING . WITHOUT USING  
CARTOONS OR OTHER NON EDUCATIONAL PROGRAMMING TO FILL THE QUOTAS.

WE THE MIDDLE CLASS OF AMERICA, THE PARENTS, THE TAX PAYERS DEMMAND THAT  
YOU TAKE IMMEDIATE ACTION TO JUSTIFY YOUR EXISTANCE AND DO YOUR DUTY TO REGULATE THE  
AIRWAYS TO WHICH THESE GREEDY BROADCASTERS BEAR NO RIGHT . THE  
REVENUES THAT THEY ENRICHED THEMSELVES WITH BEAR WITNESS TO  
THE POWER OF TELEVISION, LET US THEN USE TELVEVISION  
TO ADVANCE OUR SOCIETY NOT TO DESTROY IT.

CC: FCCMAIL.SMTP("71154.1006@compuserve.com")

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**From:** <msekeis1@ic3.ithaca.edu>  
**To:** A16.A16(kidstv)  
**Date:** 10/15/95 7:49pm  
**Subject:** Children's Television Act

OCT 16 1995

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

Dear Secretary of the Federal Communications Commission,

For a recent project in my mass media class at Ithaca College, I had to research violence and children's television. By the end of my study, I was disgusted with the information that I had found. Media violence is a growing problem for our society. In a research project by TV Guides Center for Media and Public Affairs, it was found that an act of violence occurs every six minutes on television - right before our children's eyes. Our society needs you, the FCC, to regulate and improve the quality of the television programs offered to our children.

The family hour of television has been long gone. As a Wall Street Journal news story put it in a recent headline, "It's 8p.m. Your kids are watching sex on TV." Where does children's programming come in? Children learn from what they see. If they don't have anything rewarding to watch, they will learn nothing that will reward them. In other words, they will learn violence. By forcing broadcasters to air educational programs, more children will be rewarded with education.

Without government intervention, broadcasters will not produce quality programming for children. Children need the education that is brought by quality children's programming. Look at Barney, Sesame Street and Mister Rogers Neighborhood, three educational programs that proved to be nothing but rewarding for children. More television shows like those need to be aired.

The Children's Television Act needs to be strengthened, requiring stations to air more quality kids' programming. The more children's TV shows with less violence, will be much of a delightful reward for children big and small.

Amanda Sekelsky  
Terrace Two Room 304  
IC 953 Danby Road  
Ithaca, NY 14850-7202

**CC:** FCCMAIL.SMTP("massmedia@liberserv.ithaca.edu")

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From: <sstowel1@ic3.ithaca.edu>  
To: A16.A16(kidstv)  
Date: 10/15/95 9:14pm  
Subject: Children's TV Guidelines (fwd)

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Date: Wed, 11 Oct 1995 20:59:23 -0400 (EDT) From: sstowel1@ic3.ithaca.edu  
To: kidstv@fcc.gov  
Cc: massmedia@liber.ithaca.edu, fritz@ithaca.edu  
Subject: Children's TV Guidelines

October 11, 1995

Secretary of the FCC:

There has been alot of discussion lately concerning the guidelines for children's television programming. As it is now, I do not think that there is a sufficient amount of children's television programs on television. Our children are turning to the tube more and more everyday and the values of the media are enforcing are far from "educational."

Sex, drugs and violence dominate the majority of television content. We, the people and the media, need to understand that children are like wet cement, everything leaves an impression. By subjecting our children to shows like, "NYPD Blue", "Married with Children", and "Melrose Place" the media is conveying the idea that the values and morals presented in those shows are correct. If kids grow up watching and believing these false "values" they are going to have an unrealistic view of society, and possibly cause harm to themselves or others. Especially now, in the era of the "latch-key" we should monitor television content more closely.

As television programming exists now, quality educational programming is lacking. The stations that do claim to run educational programming, other than PBS, air the shows on Sunday mornings at 5:30, when alot of kids can't see them. Few shows are going to be viewed under these conditions.

According to a sales chief for one major syndicator, "stations will tell you that there isn't enough educational programming available, but, if they assume that kids won't watch it, they program it at low-viewership times and don't promote it. It's a self-fulfilling prophecy."

I suggest that all major networks air three to four hours of childrens programming a day, between the hours of 8 and 11 a.m. or 2 and 5 p.m. Stations must make greater efforts to comply with the Children's Television Act of 1990. Studies show that most stations now are only airing the minimal amount of educational programming required. I think each station should publish a yearly newsletter or parent guideline, describing the content of each show it airs. The guide should give a brief description of the series, the time it will air and certain age restrictions they feel apply. Also, the FCC should monitor each station monthly to be sure they are complying with all the rules and regulations. I strongly disagree with the proposal by networks to pay other stations to air their shows for them. Each station should be responsible for their own programming. By enforcing this rule, it would provide a broader spectrum of educational programs for parents and children to choose from. In this respect, parents would have more lee way in what they want their children to watch.

In closing, I would like to urge the FCC to use it's power to strongly enforce networks to air more educational programming. It will benefit our children and our nation in the long run.

Samantha Stowell  
Ithaca College  
Ithaca, New York

CC: FCCMAIL.SMTP("friz@ithaca.edu", "massmedia@liber.i...

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From: <mbrombe1@ic3.ithaca.edu>  
To: A16.A16(kidstv)  
Date: 10/15/95 9:29pm

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OFFICE OF SECRETARY

October 15, 1995

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Honorable Commissioners:

The Federal Communications Commission's proposed changes of the Children's Television Act of 1990 will provide quality programming to children. Children are widely regarded as a passive audience; many soak up the information from such programs as "Mighty Morphin Power Rangers" and "Beavis and Butthead," and reenact harmful, sometimes even deadly situations. Unfortunately, many single or working parents cannot watch their children twenty-four hours a day. The new proposals to the Children's Television Act of 1990, according to the "Journal of Broadcasting and Educational Media," are the following: "(1) judgments of the quality of a licensee's programming, educational or otherwise, are made by the audience, not the federal government; (2) the Commission's rules and processes should be as clear, simple, and fair as possible; and (3) broadcasters should be guided by market forces, to the greatest extent possible, in determining whether they meet their programming obligations." These proposals will prevent television stations from airing programs that might harm children.

First, I feel that the key point of the modifications to the Children's Television Act of 1990 is that the audience will have input rather than the federal government. Parents and educators are more familiar with children's behavior than politicians. For instance, when I was a child, I would repeat the actions of my favorite TV shows. Sometimes I would repeat "Sesame Street" phrases, but other times I would fight with other children pretending I was a character from "GI Joe." When my parents discovered that I had been hurting other children, they prevented me from watching "GI Joe." Many other children are in a similar situation; they mimic television programs and characters. The federal government cannot prevent children from viewing violent or harmful programs. Parents are better suited to judge whether a program is appropriate for a child than the federal government.

Next, the Commission's proposal to provide clear, simple, and fair rules will positively affect the CTA of 1990: Based on the "Journal of Broadcasting and Educational Media," the CTA of 1990: "has determined that short-segment content may be counted...toward a station's fulfillment of its educational programming obligation"; it has "declined to require age-specific targeting (e.g., to pre-school or elementary school-aged child audiences) of any educational programming"; and it has "allowed the broadcaster to determine what programming qualifies as educational/informational content." These policies do not prevent stations from airing programs that could be detrimental to children. In addition, they allow stations to air 30-second commercials at 3 AM and satisfy their educational requirements. The new proposal will make it clear that the preceding example is no longer considered an educational program.

Finally, the Commission proposes that stations utilize market forces to guide broadcaster behavior. This will enable stations to air a certain number of hours on its own station or by sponsoring a number of hours on another station in the market. Stations will then draw money from sponsors and fulfill their requirements.

To conclude, the Children's Television Act of 1990 allows stations to air programs that may corrupt the minds of children and to air programs that are not necessarily educational. The modifications to the CTA of 1990 enable stations to gather input from adults, provide clear, simple, and fair rules to stations, and to utilize market forces in determining whether they meet their programming obligations. These changes will benefit children and all of society.

Sincerely yours,

Marc Bromberg

CC: FCCMAIL.SMTP("massmedia@liber.ithaca.edu")

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MM93-48

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FEDERAL COMMUNICATIONS COMMISSION  
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**From:** <hgutste1@ic3.ithaca.edu>  
**To:** A16.A16(kidstv)  
**Date:** 10/15/95 9:40pm  
**Subject:** MASSMEDIA FCC letter

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Honorable Commissioner,

I believe that it is imperative that something shall be done about the violence on television. Television viewing in general is highest among families with children. Films and music videos are now being viewed primarily on cable television which is most common in homes across the United States. Sex, violence, and extreme graphic language on television are issues that must be faced immediately.

Studies have been shown that children who watch television containing violence are dramatically effected in several types of ways. For example, a 10 year old girl was watching MTV. She viewed the music video "Thriller" by Michael Jackson. In conclusion to this, the little girl began to cry and later experienced frequent nightmares. There should be some form of awareness shown on television before a frightening scene appears on T.V. so a child can be warned in advance.

Another example of a study I read about in a article, is about a group of young boys watching violent movies on HBO. During the movie guns were shown being held by gang members and they were referred to as a "cool" group of people. Therefore, the group of boys viewing the movie thought it was "cool" to use a gun too and stole his fathers gun from the drawer at home. They were playing around one day and the gun accidentally went off and killed another boy. The proposal to label and warn parents about violent programs is essential because if nothing is done to prevent these unfortunate occurrences, the children will continuously be the ones getting hurt.

Sincerely,  
Hillary Gutstein  
Ithaca College  
Bogart Hall-Rm. 318  
607-275-2256

**CC:** FCCMAIL.SMTP("massmedia@liber.ithaca.edu")

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OCT 16 1995

From: <aravaco1@ic3.ithaca.edu>  
To: A16.A16(kidstv)  
Date: 10/15/95 11:03pm

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

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

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It has become apparent in society today that children are spending considerable time in front of a television set. A child watches approximately 19,000 hours of TV before graduating high school (US News & World Report, August 2, 1993). While this growing trend in TV watching spreads, everyone should question the long term effects of all of this television on our children.

Many parents, experts, teachers, and doctors argue that enormous TV consumption is detrimental to a child's growth and development. I, on the other hand tend to argue that TV has become a huge part of a child's life. Children learn morals, family values, and the ability to discern between right and wrong. Without a child's escape into a fantastical world, the often harsh and dangerous reality can become overwhelming.

Critics of violence in children's television, place blame on parents for not spending enough time with their children or for letting the TV "baby-sit" them. I find these critics completely unjust. As the number of one parent households skyrockets, the parents lose partial responsibility of their children. I believe society should pick up some of the parenting aspects that are so hard to find in every family.

Television needs to reflect society's influence on children rationally and within reason. I acknowledge the lack of censorship of violent acts in television but I don't think that preventing viewing is the answer as shown in many inner city homes. Telling kids to go outside and play doesn't hold up when outside, drive by shootings are common, drugs flow as easily as sewage, and guns are hidden in every pocket and handbag. Suddenly, an afternoon spent inside with Bugs Bunny seems harmless, and it is. I believe violence has become a part of our society. It has infiltrated our schools, street corners, and now our homes. It's appearance in cartoons is not a recent occurrence. Violence in television is merely a reflection of society. As long as we keep it from controlling and dictating our lives, we shouldn't lay blame with the parents who are trying to keep their families safe.

The first step to facing violence as a societal problem is to join together. Violence is a problem the whole country must confront as a group. We must stop blaming parents, teachers, and children's television. The entire country needs to approach the street violence that keeps those children inside and in front of the television.

Sincerely,

Aimee Ravacon  
Ithaca College  
School of Communications

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From: <espring1@ic3.ithaca.edu>  
To: A16.A16(kidstv)  
Date: 10/14/95 7:25pm  
Subject: Proposed Rulings

OCT 16 1995

FEDERAL COMMUNICATIONS COMMISSION  
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To Whom It May Concern,

It has recently come to my attention that the FCC has proposed a new series of rulings designed to address the issue of children's television programming. As a student of Ithaca College, I feel compelled to respond to this issue and your proposed rulings.

The first proposal that would inform watchers of children's television of a "contact person" is a good idea, yet I feel that it would be necessary for the name to be aired after every children's program so that parents or supervisors of children would be able to get in touch with the person responsible for every individual station's broadcasting. This would enable parents to have input into what their children are exposed to and the content of that material rather than have them resort to some other method such as the proposed v-chip. Ginia Bellafante, in her July 1995 article in "Time" asserts that "...forcing all T.V. to conform to a safe for kids standard seems a bit unfair to adults." With the implementation of the v-chip, the issue of censorship arises. However, allowing parents a means for input on what their children are watching and combining it with the ideas of other parents, the programming would not only improve in quality, parents would appreciate being able to address concerns.

The October 1994 article "Media Violence" cites the statistics of the American Psychological Association: "...if children watch two to four hours of TV a day, they will have witnessed 8,000 murders and more than 100,000 other acts of violence by the time they finish elementary school." The author of this "Parents" article, Anita Diamant contests that "There is no way to insulate children from violent media images"; what of the research done by "TV Guide's" Center for Media and Public Affairs, also cited in this article, that "an act of violence occurs every six minutes on television". I do not feel as though it is necessary to limit acts of violence but it is necessary to provide more informational and educational programming that is entertaining to children. Perhaps conferring with teachers and psychologists, as well as the entertainment industry would make this possible. This kind of programming would draw attention away from the lure of violence because programming specifically aimed at children with an educational and entertainment slant would please both children and their parents.

However, as for your second proposal, identifying that the show is educational and informative at airing time would most likely turn kids off to that program. As an eight year old, I would have turned any program off that advertised it would be "informative". Perhaps, specific phrasing would prevent potential viewers from switching channels, or just listing the program as educational and informing in programming guides would be effective.

Letting the audience know where to acquire a listing of station programming for children would be effective if broadcast over the air at such times it would be likely that adults would be watching. Having this listing "easily accessible" also seems positive.

As for the Commission's other proposals involving the monitoring of stations, I feel as though this is a necessary evil because the Children's Television Act of 1990 incorporated some of the things in this proposal, yet there was not a significant increase in the educational quality of children's programming and actually instead of the three requisite hours per week of quality shows (Wulf, Steve "Television: From Power Rangers to powerless regulators: the medium is mistreating children". "Time", June 26, 1995) such shows as the controversial "Power Rangers" appeared. According to Leslie Prawd, author of "The Negative Effects of Television on Children", a "...graduate from High School will have spent 11,000 hours in the classroom and 15,000 watching television" ("International Journal of Instructional Media, Volume 22, Number 3, 1995). With television moving toward the basis of education of children, albeit indirectly, stations have a responsibility to provide for and meet the needs of these viewers who will learn more from the extra 4,000 hours watching television than in school. Due to this figure, the FCC has its own obligation to watch and monitor the stations to make sure they are meeting this obligation. Perhaps a sunset would be beneficial on this issue, but only with the understanding that if after the monitoring has ceased, the quality children's programming would not.

Logically, a programming standard would be the best choice in this situation, however, I think that allowing the 'sponsors' of the allotment of programming hours onto another station would not be acceptable. Certain stations have specific reputations and children, ever open to the winds of trend, would perhaps protest to watching a station that traditionally has a reputation of 'uncool' programming. By sponsoring educational programming on another

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station, the stations that kids consider cool could continue with the same programming they have now, forcing the educational programming to compete with current cartoons and such and therefore condemn the FCC attempt to upgrade childrens TV to oblivion.

In closing I would like to ask, what ever happened to the great shows i grew up on? Shows like "3-2-1 Contact", "Square One", and as I got older "Degrassi Jr. High". These shows proved that good television programming is possible. However, imagine the intrest if EVERY station had fun, 'educational and informative' programs...thrilled parents, and if the content was as good as the aforementioned shows, ecstatic children.

Thank you for your time,

Elyse Springer  
Eastman 208  
Ithaca College  
953 Danby Road  
Ithaca NY 14850

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MM 93-48

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OCT 16 1995

From: <lromano1@ic3.ithaca.edu>  
To: A16.A16(kidstv)  
Date: 10/14/95 6:04pm

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

Leah C. Romano  
Rowland Hall room 215  
Ithaca College  
953 Danby Road  
Ithaca, N.Y. 14850-7215  
October 14, 1995

DOCKET FILE COPY ORIGINAL

Secretary, Federal Communications Commission  
(MM Docket 93-48) 1919 M Street N.W.  
Washington D.C. 20554

To Whom It May Concern:

I am writing in regard to your request for public comments on television violence's effect on children. I believe that there is too much violence on television today: on children and family shows, made-for-TV-movies, cartoons, and the news. Children who view such violence may develop negative behavioral skills.

Television has a definite impact on children's lives. Children exposed to violence on television can receive a fanciful and sometimes distorted view of how to interact with others within a society. When children watch mighty superheroes destroy the enemy with brutal acts of violence and conclude the fight with a sarcastic comment, these children won't receive a valuable lesson of how to handle situations. When a hero completes an act of "justice" onto the "wrongdoer," why is it that the act must always be one of violence.

Children's television programming should be entertaining, however, it should also contain some sort of lesson factor, a value, for children. It is inevitable that children will imitate behaviors that they witness. It is then important that the FCC find a way to help children's programming.

Newton N. Minow, the man who in 1961, coined the phrase "vast wasteland" to describe television, and Craig L. Lamay, want people to remember the words, "public interest." In the June issue of "Time" of this year, Minow stated:

The Federal Communications Act of 1934 gives broadcasters free and exclusive use of broadcast channels on condition that they serve the "public interest, convenience and necessity." Because the act did not define what public interest meant, Congress, the courts and the FCC have spent 60 frustrating years struggling to figure it out ... The public interest meant and still means what we should constantly ask: What can television do for our country, for the common good, for the American people? Our children are the public interest, living and breathing, flesh and blood. (70,72)

"Parents" printed an article in its October 1994 issue about media violence. The writer of the article, Anita Diamant, found some interesting and chilling statistics:

According to the American Psychological Association, if children watch two to four hours of TV a day, they will have witnessed 8,000 murders and more than 100,000 other acts of violence by the time they finish elementary school. (40)

Children, exposed to television violence, become fearful of the world, are desensitized to the pain of others, and learn that it is normal for adults to resolve conflicts with violence. (Diamant p.40)

If parents allow their children to watch violence on television, without offering a counter opinion, then a message of approval of such behavior is perceived. (Diamant p. 40-41)

Studies show that during daydreaming, children can reorganize information and rehearse their experiences.

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Children can explore and practice their future behavioral options when they dream. It has been shown that daydreaming about violence can stimulate aggression. (Klinger and Leyens, "Communication Research," Vol. 22 No. 3, June 1995 p.268)

I am frightened by the fact that the public allows violent programs to be aired for young audiences. It is not necessary to present violent scenes to young children as a form of entertainment. Children's television shows should be educational, entertaining or both.

Is there a way to shelter the children of today from violence? This is a catch-22 situation. Children should not be shut out from the world. However, they should not witness violence on the television. By watching violence on television, a child assumes that the violence portrayed is accepted behavior.

The "V-chip" may be a possible means of controlling the amount of violence a child sees on television. However, that government control may very well lead to government censorship.

It would be more beneficial for the children if the public and the government collaborate on responsibilities for monitoring violence shown, to young audiences, on television.

"This is a societal problem that requires a societal resolution," said Anita Diamant.

Violence is all around us. Ask yourself: Is it necessary to glorify violence on the television for all eyes to see, including young ones?

I hope to see an improvement in television programming. If the content of television shows does not improve, the FCC should at least consider reviewing time-slots along with audience comments.

The children are our future. If we do nothing to protect children from viewing unnecessary violence, and it's true that children imitate what they see, then our future may very well become our worst nightmare.

Thank you for asking the public to get involved.

Sincerely,

Leah C. Romano

CC: FCCMAIL.SMTP("massmedia@liber.ithaca.edu")

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**From:** <lmaggio1@ic3.ithaca.edu>  
**To:** A16.A16(KIDSTV)  
**Date:** 10/15/95 11:46pm  
**Subject:** re:children's television proceeding

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To Whom It May Concern:

Unnecessary scenes of violence are a major part of children's programming. Many argue that television violence causes children to act aggressively and to behave inappropriately. Much debate exists concerning monitoring children's television and who should be responsible for it. Some say that parents should be responsible, while others demand action from federal regulators. It is my opinion that the responsibility should be shared.

When a person makes the decision to become a parent, per takes on the responsibility of caring for and nurturing another human being. A major responsibility of parenthood involves teaching one's child the difference between right and wrong. Easier said than done! Entailed in this responsibility is a parent's duty to monitor per child's viewing habits and to set necessary restrictions. Programs such as BARNEY, SESAME STREET, and MR. ROGER'S NEIGHBORHOOD provide educational lessons and examples of appropriate behavior for children. They can teach such things as the alphabet, numbers, and safety rules. However, these programs raise aired on the Public Broadcasting System are in the minority. Much of children's programming today is clearly not as educational. For example, one of today's most popular programs, THE MIGHTY MORPHIN POWER RANGGERS, centers around five teenage martial arts experts who constantly engage in battle in order to "save the world from impending doom." This quote was delivered to me from the mouth of my 4 year old babysitting charge Max.

I have taken care of Max since his first birthday. At the outset of my employment his parents asked me not to watch television while he was awake and not to allow him to watch tv as he got older. My time with

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Max for the first two years was spent building blocks and reading traditional fairy tales. When Max was 3 his mother allowed him to watch one half-hour of PBS programming per day. His favorite programs were BARNEY and SHINING TIME STATION. Max loved to build his train tracks for his ever increasing collection of character engines. Max wanted to be a train engineer when he grew up.

During this period Max continued to be a sweet little boy who greeted my arrival with a big hug and a kiss. I was fooled into thinking my little Max would always be this way. One Monday I returned to Max's house after he had a very interesting play group. This sweet little boy was now dressed as the "Red Power Ranger" with a sword hanging from each side and a special laser gun in his tiny hand. My usual hug and kiss had been replaced by a swift kick to the knee and a karate chop to the leg. Our days of BARNEY stories and of building train tracks were gone. From now on we were going to fight evil Rita and kill anybody who got in our way. Max had decided that when he grew up he wanted to be a power ranger. Needless to say, my heart broke.

Max's parents had always monitored his viewing habits but one half-hour at play group undid all of their efforts. Max was sold on his new heroes. If mom and dad were not going to let him watch his show, he would watch it at his friends' houses. Because of Max's rapid deterioration into a Power Ranger follower, despite his parents' efforts to the contrary, I realized how important it is for federal regulators to take responsibility.

Because we live in an economy which requires two working parents for the financial survival of the family, parents are not always home to monitor their child's viewing habits. In an article entitled "Locking Out Violence" by Ginia Bellafante, Ted Turner the cable media mogul agreed that parents in the work force "have no way to effectively control what their children are watching when they're not home." To remedy this

problem, Turner suggests the implementation of the V chip. The V chip allows a parent to select a violence rating of 1-4. Any show which has a rating above the desired level would be deleted by the V chip for that television set. However, Lynn McReynolds of the National Association of Broadcasting points out that, "The V chip won't be able to tell the difference between Terminator 2 and Schindler's List. We have problems with any technology that makes a blanket judgement about programming." For these reasons I believe that the Policy and Rules division of the FCC has a responsibility to produce new rules which will force the networks to place restrictions on their programming.

Presently there exists a system in which networks will issue a warning before a program to alert children and parents of scenes of violence contained in the program. However, I marvel at the fact that a child's television show has the need to issue such a warning. Such shows for which require a warning to alert potential viewers of violence should not be for children. Networks need to produce more shows for children that are educational as well as entertaining. However, because of advertising revenues many networks will not change their line-ups to incorporate more educational programs to replace the higher rated violent programs.

I am writing to beg you, the FCC commissioners to study the effects of children's programming from PBS as compared to the programming for children from the other four major networks: NBC, ABC, CBS, and FOX. I believe that you will find a major difference in attitudes and behaviors between the two groups of children who will view these programs. I think that the more appropriately behaved group will be made up of children who watched programming from the Public Broadcasting System, which is in grave danger of losing a major part of its funding.

I do not venture to guess that reforming television so that it is appropriate for all ages is an easy task. Certain restrictions which are already in place such as hours of programming for children are a

good start in this reform. But I feel that professionals such as yourselves can study the effects of today's children's programming and formulate a plan of action for the networks to follow, more effectively than the average American citizen, such as myself.

I hope that my comments concerning children's television have been helpful in letting you see both sides of this issue. I thank you for your time and consideration.

Sincerely,

Laura Maggiotto  
212 Hood Hall  
Ithaca College  
Ithaca, NY 14850-7213

**CC:** FCCMAIL.SMTP("massmedia@liber.ithaca.edu")