

MM 93-48



Federal Communications Commission
Washington, D.C. 20554

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

OCT 25 1995

Dr. Dale Kunkel
Department of Communication
University of California, Santa Barbara
Santa Barbara, CA 93106

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Dear Dr. Kunkel:

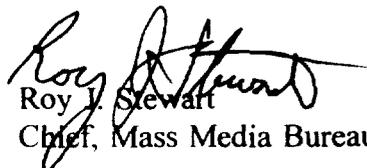
I would like to thank you for your comments in response to the Commission's Notice of Proposed Rule Making on children's television. We appreciate your views and the effort you have made to respond to our request for data. We will consider the information you have provided very carefully.

To assist us in reviewing your data regarding the amount of children's educational programming being aired by television stations, it would be helpful if we had some additional information about the study you conducted. We have attached hereto a list of questions about the study methodology and information we would like to have about the underlying results. This information will help us to interpret your data accurately and to weigh it fully as the Commission considers further action in this proceeding. If you have any questions or concerns about the information we have requested, please feel free to contact me to discuss them.

We welcome your participation in this proceeding, and will pay close attention to the additional information you provide.

For your information, similar requests are being sent to two other parties who submitted studies in this proceeding.

Sincerely,


Roy J. Stewart
Chief, Mass Media Bureau

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Questions for Dale Kunkel

1. Please provide a list of the stations in your sample (as referenced at pages 2-3 of your study). Please include, for each station, the station's channel number, call letters, and the market's name and rank.
2. Please explain the extent to which you believe your sample of stations to be representative of commercial broadcast television stations in the U. S.
3. For each station listed, please provide a hard copy of the data you collected that permitted you to make the calculations displayed in Tables 1-5. Also, if possible, please provide a copy of that data on a 3.5" disk in spreadsheet format (preferably, using Excel for Windows).
4. If possible, for each program listed in response to question 3, please provide a program description that includes the purpose of the program, the characters in it, and typical program material or plot.
5. Please identify the call letters and channel numbers of stations that did not report (as referenced at page 6 of your study) any claims of educational programming specifically designed for children.

For further information about the specifics of this request, please contact Alan Baughcum at (202) 739-0768.