

To: FCC  
Washington, D C 20554

5-26-98  
826 Las Trampas Rd.  
Lafayette, Ca. 94549

Dear Commissioners,

DOCKET FILE COPY ORIGINAL

It has come to my attention that the FCC has an opportunity (and responsibility) to set a new standard of appropriate network programming for our children. The currently available programs that are being broadcasted are totally unacceptable and inappropriate for our nation's children! They are not educational, and, in fact, are damaging psychologically and culturally to our youth. They teach all the wrong values and make parenting a healthy child more difficult.

You have an opportunity to create a new media environment for our nation's children that will work toward their health and well-being! You must offer quality programs for hours everyday that are during prime time hours. Most of the current programs are heavily loaded with violence, sex, and promote a heavy dose of consumerism targeted at vulnerable children.

Please do what's RIGHT (versus what's profitable) and reclaim America's airwaves for improvement! Our children deserve better!!

Sincerely, Valie Davidson

Valie Davidson

To: FCC  
Washington, D C 20554

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826 Las Trampas Rd.  
Lafayette, Ca. 94549

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Sincerely, Valeri Davidson

Valeri Davidson

PUBLIC SERVICE  
OMB-P100

JUL 5 10 00 AM '95

**ELISIA A. HARKINS**  
**1832 LAKE FOUNTAIN DR.**  
**APT. 613**  
**ORLANDO, FL 32839**  
**(407) 240-8818**

RECEIVED

JUL 03 1995

F-37-112-00

March 14, 1995

Federal Communications  
Commission  
Washington, DC 20554

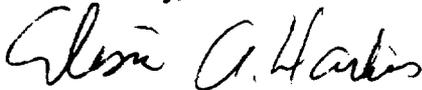
DOCKET FILE COPY ORIGINAL

Dear Sir or Madam:

I am interested in receiving any information that you may have on Children's Programming or on Positive shows for Children. If you do not have this information, then perhaps you can give me the name of another organization that might have it.

Your interest and time is greatly appreciated.

Sincerely,



Elisia A. Harkins

VIDEO SERVICES  
DIVISION

SEP 11 8 00 AM '95

RECEIVED

AUG 18 1995

FCC MAIL ROOM

Tom Munk  
704 Union Street  
Cary, NC 27511

Federal Communications Commission  
Office of the Secretary  
1919 M Street, NW  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

95080278

Dear Sir/Madam,

I am writing to ask that you forcefully address the issue of television content, particularly "children's" television content. I am distressed by the amount of violence in television cartoons. As an educator, a parent of young children, and a Quaker, I strongly believe that we must teach our children the power of non-violent conflict resolution. Violence is never acceptable in our schools as a way to solve conflicts, but children see it modeled daily in the powerful stories they watch on television. The one network that is an exception to this rule is PBS -- I hope that public broadcasting continues to receive the funds it needs to develop quality children's programming.

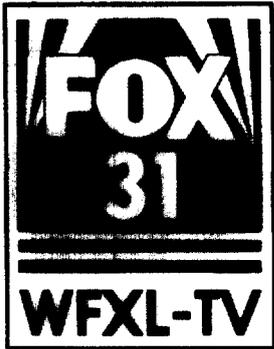
I am also distressed by the commercial barrage our children are subjected to. Young minds are easily influenced and almost always in negative ways by commercials for unhealthy foods and expensive toys. Many popular shows are virtually commercials for toys (Power Rangers, Transformers, GI Joe, etc.). Parents need help to raise children with values that go beyond greed and violence. Please help.

Sincerely Yours,

*Tom Munk*

Tom Munk

RECEIVED  
AUG 10 2 55 PM '95  
FEDERAL COMMUNICATIONS COMMISSION



Secretary  
Federal Communication Commission  
1919 M St. NW  
Washington DC 20554

DOCKET FILE COPY ORIGINAL

RECEIVED  
AUG 25 1995  
FCC MAIL ROOM

Dear Secretary

I have a growing concern about the children's programming and the amount of burden that is continuously placed on the broadcaster. The broadcaster has continued to rally to the commissions demand in children's programming and we have significantly increased children's education and information programming.

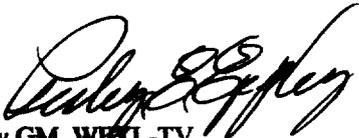
The playing field has been continuously decreased in size for the broadcaster and more and more demands are placed on its shoulders. The current FCC rules are working and to increase this programming and new rules are not needed.

Broadcasters understand the current definition of "educational and informational children's programming", which needs no change. I feel that the broadcaster accepts there responsibility very seriously.

When rules quantifying ( quotas ) the amount are unnecessary --- broadcasters are responding to the Act and the unquantified obligation in the current rules with more and better educational and informational programming for children.

Many short segment programming is important for kids and should get credit. The above directs me to strongly oppose the FCC docket number ,( MMDOCKET No.93-48).

Sincerely

  
Perley E. Eppley GM. WFXL-TV

MM 93-48

Mrs. and Mrs. Richard P. Marshall  
1033 Sunnybrook Drive  
Lafayette, California 94549

RECEIVED

JUN 21,

COMMUNICATIONS

June 5, 1995

Honorable Commissioners  
Federal Communications Commission  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL  
DOCKET FILE COPY ORIGINAL

Dear Commissioners:

Please support bringing the networks into compliance with the Children's Television Act of 1990. Please insist they create more pro-social educational programs, especially for Saturday mornings and school day afternoons. The violence is truly incredible. Power Rangers has some value in the little messages they give, but those messages are between massive doses of violence. TV shows all sell a toy. My kids don't watch much TV, but I have a kid with a disability and he needs to rest watching good TV. He really doesn't need violence as he struggles with making friends because his language is difficult to understand.

Make each network provide an hour a day of educational and informational programming. These shows should be available during childrens TV hours and marked so I can tape them for the boys.

Please, how could the Turtles count towards compliance programming? Educational and informational programming should be such as my boys love on Discovery channel, but those shows are on late.

We need more shows for little kids who have outgrown Sesame Street, but don't need shows about high school students struggling with their identity.

TV before 7am and after 8pm doesn't help our boys.

I enclose 10 copies, please read this, and know thousands of families are represented here. TV is an essential part of a disabled kids life, it should be worth watching.

This issue is so important to us, and our civilization won't survive without decency.

Sincerely,

Richard S. Marshall  
Kathleen Wise Marshall

No. of Copies rec'd  
List A B C D E

10

William Brearton Swenson  
Elaine Gregory Swenson  
106 Songbird Court  
Vacaville, California 95687

RECEIVED  
JUN 19 1995

FCC MAIL ROOM

Office Of The Secretary  
Federal Communications Commission  
Washington, D.C. 20554

June 14, 1995 DOCKET FILE COPY ORIGINAL

Dear Commissioner,

As Public Health Practitioners and Alumni Board Members Of The University Of California School Of Public Health At Berkeley, we wish to encourage you to act quickly to capture minds of young Americans in an educational fashion. What better tool to impact widespread groups of citizens than the medium of television!

Programming which uses Public Airways has a wonderful opportunity to positively impact our youngest citizens. Television aimed solely at increasing consumerism, particularly among youthful audiences does not reflect what our youth need. Our children are vulnerable and readily influenced by what they see and hear on television.

The current epidemic of violence within our nation is a perfect opportunity to utilize the medium of TV to instruct our children in positive and socially productive behaviors such as conflict resolution, the value of self esteem, benefits of group efforts, and cultural diversity.

Your current standard of three hours per week of specially-designed educational and informational programming, regrettably, does not meet the needs of youthful audiences. We recommend daily educational programming.

Many children do not attend schools with access to educational cable programming. These children, nonetheless, reside in homes where television is the sole medium for communication with the world beyond their neighborhood. Why not assure these children, many of them economically disadvantaged, a chance to link with larger society in educationally stimulating ways?

We also recommend that your agency close the loopholes that permit the classification of shows such as GI Joe, Teenage Mutant Ninja Turtles, The Jetsons and the Flintstones as "educational programming". Clearly these cartoon characters provide strictly entertainment and sometimes appear as agents of violence too.

All children must be prepared to participate as productive members of society. Every opportunity to teach children the value of learning should be effectively used so that society is continually enriched. America cannot afford to leave any segment of the young behind. America cannot fail to take complete advantage of the power of the medium of television to truly teach.

Sincerely

*Elaine G. Swenson*  
Elaine G. Swenson, MPH, RN  
Public Health Nurse

*William B. Swenson*  
& William B. Swenson, BA, BSN, RN  
Public Health Nurse

William Brearton Swenson  
Elaine Gregory Swenson  
106 Songbird Court  
Vacaville, California 95687

RECEIVED

JUN 19 1995

DOCKET FILE COPY ORIGINAL MAIL ROOM

Office Of The Secretary  
Federal Communications Commission  
Washington, D.C. 20554

June 14, 1995

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Sincerely

*Elaine G. Swenson*  
Elaine G. Swenson, MPH, RN  
Public Health Nurse

*William B. Swenson*

William B. Swenson, BA, BSN, RN  
Public Health Nurse

**13**  
**WJZ-TV**

Television Hill  
Baltimore, Maryland 21211  
Group W Television

Marcellus W. Alexander, Jr.  
Vice President and  
General Manager  
(410) 578-7507

Secretary  
Federal Communications Commission  
1919 M Street NW  
Washington, D.C. 20554

29 August 1995

RECEIVED  
SEP 1 1995  
FCC MAIL ROOM

DOCKET FILE COPY ORIGINAL

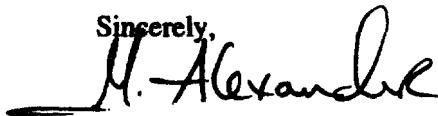
Dear Sir or Madame:

We at WJZ have become aware of the proposed rule to make "numerical quotas" as part of the Children's Television Act. As a broadcaster in Baltimore that enjoys a strong reputation in the community, I can say that our station has been active in responding to the Act. New rules are not needed. Broadcasters understand the current definition of "educational and informational children's programming." With an exception of a few stations around the nation that have paid the price for non-compliance, the spirit of Act has been followed. There is more and better television available to children on broadcast television than ever before. In addition, stations like WJZ are reaching out to the community by providing educational children's specials to school systems for their videotape libraries. These tapes will be provided FREE OF CHARGE, to all county and city school systems in our television market.

Lastly, we are also looking at short segments, such as vignettes for kids. These can run through the day and especially on weekends when kids and parents are watching. Hopefully, the Commission will see the value of such short segments as well.

In conclusion, we at WJZ feel that if all stations make a wholehearted effort to comply with the Act as a part of their everyday working mantra, the cost and effort necessary to establish and "police" numerical quotas will not be necessary, and broadcasters will be free to be creative in the way they service this very important segment of our viewing audience.

Sincerely,



Marcellus W. Alexander  
Vice President & General Manager  
WJZ-TV

cc: Chairman Reed Hunt  
Commissioner James Quello  
Commissioner Andrew Barrett  
Commissioner Susan Ness  
Commissioner Rachelle Chong

*There's only one JZ.*





August 29, 1995

Secretary  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

RECEIVED  
SEP 6 1995  
FCC MAIL ROOM  
DOCKET FILE COPY ORIGINAL

Dear Secretary,

"Quotas" for educational and informational children's programming will not promote quality programming nor will they insure viewership.

There are television stations out here in America that take their "public trust" seriously. They don't need to be coerced to do so.

In early September KGAN NewsChannel 2 will launch its sixth year of "Celebrate Education", an intense year-long programming initiative. The goal is to address important and compelling issues to elementary and high school students. We've carried this out without prodding or coercion from the federal government. We'll do other similar projects because its the right thing to do.

Quotas, frankly, will get in the way. If your agency legislates how, when, and what we can do regarding children's programming, then that's what you'll get but it will diminish the resources we can apply to homegrown initiatives.

One more thought is appropriate. Your EEOC guidelines suggest that we will be judged on conformance with your procedures in spite of the results. That's backwards, and it now seems that you plan to apply the same "backwards" thinking to children's programming. The procedures will be followed and quotas will be met, but creative and innovative homegrown initiatives will suffer.

Sincerely,

Richard Herbst  
President & General Manager

cc: Michael Bock, Vice President of Television  
Guy Gannett Communications

Edward Fritts, President & CEO  
National Association of Broadcasters

Reed Hundt, James Quello, Andrew Barrett, Susan Ness, Rachelle Chong

**KGAN-TV**

600-2 Old Marion Road N.E. • P.O. Box 3131 • Cedar Rapids, Iowa 52406  
319/395-9060 • Fax 319/395-0987

*A Division of Guy Gannett Communications*



RECEIVED

AUG 30 12 30 PM '95  
FCC MEDIA SERVICES  
SR 1 12 30 PM '95

AUDIO SERVICES  
DIVISION  
AM BRANCH

AUG 30 3 37 PM '95

August 28, 1995

415 LACKAWANNA AVENUE • SCRANTON, PENNSYLVANIA • 18503  
(717) 961-2222 • FAX (717) 342-1254

Secretary  
Federal Communications Commission  
1919 M Street, NW  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RE: MM Docket No. 93-48

Mr Secretary:

This letter is submitted to voice my concern regarding the above-referenced Docket currently before the Commission.

Broadcasters have responded to the call to expand educational and informational programming. As our portion of the broadcast spectrum diminishes in the face of new delivery systems, we continue to provide increasing amounts of such programming. The Children's Television Act is working!

Quantification does not assure quality and airing even the most instructional and educational programming does not guarantee we will reach the target audience. Both long-form and short-form programming should be used to entertain AND instruct. Such programming exists today on our networks and at local television stations.

New rules are unnecessary. Broadcasters are acting responsibly in providing children's television. We know our obligations to our viewers and our communities.

Respectfully submitted,

*Harry McClintock*  
Harry McClintock  
Operations Manager  
WYOU-TV

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



**MICHAEL C. MORAN**  
*Vice President &  
Station Manager*

**RECEIVED**

DOCKET FILE COPY ORIGINAL SEP - 6 1995

August 30, 1995

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

William Caton  
Secretary  
Federal Communications Commission  
1919 M Street, NW  
Washington, D.C. 20554

Dear Mr. Caton:

Please accept my comments regarding modifications to the Children's Television Act. I oppose the institution of any numerical quotas for educational and informational children's programming.

Existing guidelines have encouraged an increase response toward doing a better job for children, including ours here in western Massachusetts. It's in the best interest of our younger viewers, some of whom may be future advertisers and employees, and many of whom share their parents with us now at NEWS40.

We respect not only the letter of the law; more importantly, we value the spirit of the law. I hope the Federal Communications Commission permits us to continue to embrace such a philosophy.

Sincerely,

- c: Chairman Reed Hundt
- Commissioner Rachelle Chong
- Commissioner James Quello
- Commissioner Susan Ness
- Commissioner Andrew Barrett ✓



SEP 1 1995

**MICHAEL C. MORAN**  
*Vice President &  
Station Manager*

August 30, 1995

DOCKET FILE COPY ORIGINAL

William Caton  
Secretary  
Federal Communications Commission  
1919 M Street, NW  
Washington, D.C. 20554

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Sincerely,

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

RECEIVED  
SEP 12 1995  
FCC MAIL ROOM

September 6, 1995

FCC

Office of the Secretary  
1914 M Street NW  
Washington, DC 20554

Dear Secretary:

I am writing concerning the content of children's television. I was shocked to find out that very little television is deemed educational. The broadcasters have a responsibility to present quality on the air.

Contrary to their apparent belief, quality need not be boring. There have been a number of very good television programs over the years, programs which were interesting, well written, and ratings successes. Sad to say, that does not define most television today.

Violent programming with sexual content does not belong on television on weekend mornings nor during the pre-nine o'clock hours in the evening. I don't want it, my family does not want it, and our society does not need it.

I was first amused, and then disgusted when I hear some entertainment representative claim that television doesn't shape society, it just reflects what is happening in the real world. That bald-faced lie is ludicrous. Why do advertisers use television if it doesn't influence the viewer? What a character wears on television can directly translate into societal behavior. If it didn't, product placement wouldn't exist.

Please understand that millions of us in the country are disgusted by the trash on television, but don't write many letters or complain too much, because we have busy lives. But we are fed up enough to complain once in a while.

Sincerely,

  
Scott Spatterbeck  
9034 Rawhide Way  
Sacramento, CA 95826

DOCKET FILE COPY ORIGINAL

VIDEO DIVISION

SEP 11 1995

11 September 1995  
2633 Skidmore Circle  
Vienna, VA 22180

**RECEIVED**

**SEP 12 1995**

**MAIL ROOM**

Federal Communications Commission  
Office of the Secretary  
1975 M Street N.W.  
Washington, DC 20554

Ladies and Gentlemen:

DOCKET FILE COPY ORIGINAL

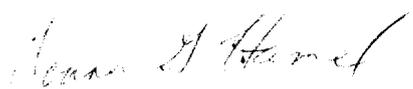
VIDEO SERVICES  
DIVISION  
SEP 15 2 31 PM '95

Please toughen the Children's Television Act. Please prevent our children from being exposed to violence and sex during certain hours of television viewing. Although the current trend is to support less regulation, I do not support this trend and believe that the public needs protection against those powers who would prey on us.

Whether we like it or not, mass media is an important socialization tool, and the mass culture we are exposed to in the various media affects what we personally—and what we as a country—will become tomorrow.

I would also support the FCC being given more power to enforce its fines against mass media, which this Agency can not currently do. The case of Howard Stern's millions of dollars in uncollectable fines is revolting to me, and even more so now that his sponsoring company has paid these fines in expectation of being able to buy more radio stations. Please tell me as a taxpayer how I can best support your mission.

Sincerely,



Donna G. Hamel



VIDEO SERVICES  
DIVISION

September 11, 1995  
SEP 15 3 26 PM '95

MMP

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

DOCKET FILE COPY ORIGINAL

RE: MM DOCKET NO. 93-48

Dear Sirs:

I strongly oppose your proposed rule making concerning quotas for educational and informational children's programming.

Since the passage of the Children's Television Act, there has been an increase in children's educational programming. There is an increased awareness and concern about children's programming at our station, and the Act and current rules are definitely working to accomplish the desired goal.

I encourage you to allow the current system to keep working as well as it has in the past.

Sincerely,

Loren Neuharth  
Station Manager

cc: ~~Chairman Reed Hunt~~  
Commissioner James Quello  
Commissioner Andrew Barrett  
Commissioner Susan Ness  
Commissioner Rachelle Chong  
Edward Fritts, President - National Association of Broadcasters  
Gary Schmedding, Vice President/Broadcasting - Lee Enterprises, Inc.  
Jim Thompson, Vice President/General Manager - KRQE-TV

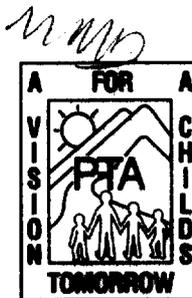


NEW YORK STATE CONGRESS OF PARENTS AND TEACHERS, INC.

BRANCH OF THE NATIONAL CONGRESS OF PARENTS AND TEACHERS

119 WASHINGTON AVENUE, ALBANY, NEW YORK 12210-2284

(518) 462-5326



6 Pavinchal Place  
Poughkeepsie, New York 12603  
October 8, 1995

The Honorable Reed Hundt, Chair  
The Federal Communications Commission  
1919 M Street NW  
Washington, D. C. 20554

DUCKET FILE COPY ORIGINAL

Dear Mr. Hundt:

On October 16, 1995, your committee will make a decision that will have a major impact on our nation's most precious resource, our children. Children deserve to have one hour of educational and informational programming per day. Seven hours per week is such a small part of the total programming, and yet seven hours could motivate a child to a career, inspire a field of interest, or provide needed background to a larger picture. It is important, however, that that hour be truly educational, not just entertainment. It was also be most helpful if parents would serve as advisors to content aired for children.

I urge you to encourage your committee to take this positive position for children. As a parent, I want what is best for my children, as a member of the National Congress of Parents and Teachers, I want what is best for all children. The future of the world depends on the children of today - please vote to provide them seven hours a week of educational TV.

Thank you for your serious consideration of this subject.

Sincerely,

*Jane M. Bernhard*

Jane M. Bernhard



# THE OREGON PTA

*Oregon Congress of Parents and Teachers*

531 S.E. 14th Avenue  
Portland, Oregon 97214  
(503) 234-3928

DOCKET FILE COPY ORIGINAL

October 13, 1995

**The Honorable Reed Hundt, Chair  
The Federal Communications Commission  
1919 M Street, NW  
Washington, DC 20554**

Dear Sir:

As you no doubt know, the Children's Television Act (CTA) went into effect in 1991. This law requires broadcasters to serve educational and informational needs of children, as a condition for license renewal. A report released last year by the Center for Media Education showed that the industry has paid little attention to the mandate of this law. Why is this allowed? And at the expense of the future of this country . . . all children?

Working in a school I come in contact with children 'acting' out "sinister combat violence" from Saturday morning television shows every day during recess. On many occasions, I have sat down with my teenage children to watch television and, I'm appalled at the lack of parent advisories and the limited children's program selection.

I am in complete agreement with the National PTA's position, who advocates on behalf of all children, that the FCC should: set a standard of at least one hour per day of specifically-designed educational and information programming on all TV stations; redefine "educational informational" programming in order to close the regulatory loophole; count only standard length, regularly-scheduled educational programs as meeting a station's "core" programming obligations under the Act; and, exclude programs aired before 6 am or after 10 pm from counting toward the core requirement of children's programming.

Now is the time for FCC action - to vote for children. The airwaves belong to the public - that's me and, as a PTA parent, I'm writing to implore the FCC to mandate requirements that will improve TV quality for ALL children in this country.

Sincerely,

Debi Rocco  
Vice President of Legislative Activity



## DISTRICT XIII PTA

Sumter - Lee - Clarendon

134 Henrietta Drive  
Sumter, S.C. 29150-5558

October 16, 1995

Smooth and Serene in District 13

Mr. Reed Hundt, chair  
Federal Communications Commission  
1919 M Street, NW  
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Mr. Reed:

On behalf of our District PTA, which numbers over 8,500 members, I write to urge the FCC to strengthen the Children's Television Act by adding the following language to the rules:

1. Require the following for "educational programming":
  - programming that has education as a "significant purpose"
  - programs that air between the hours of 6:00 AM and 11:00 PM
  - programs that are regularly scheduled and of substantial length (at least 15 minutes).
  - written statements provided by stations on the educational objectives and the child audience targeted by the programming
2. Require stations to identify educational children's programming when it airs to help parents choose these shows.
3. Mandate that stations air a minimum of three hours per week of educational shows for children. To rise to five hours per week over a period of several years.

Thank you in advance for your consideration of this request.

Sincerely,

Patricia M. Ali  
President

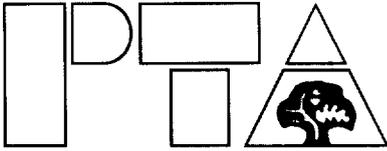
Dear Chairperson,

October 9 ,1995

I am interested in strengthening the Children's Television Act.(CTA) As a mother of two elementary school children and a teacher of preschool children, I am very concerned about the direction that television programming is taking. I grew up watching the shows that promoted family values and positive role models for the entire family. "Leave it to Beaver" and "Father Knows Best" demonstrated what society expected from us as we became adults and raised our own families. We laughed as the characters stumbled and bumbled their way through awkward situations but ultimately figured out a viable solution. We need shows that teach our children values that produce responsible, educated adults. Many of today's children don't have the luxury of having a parent waiting when they get home from school. I worry about the messages they get from the programming that is on during the day and early evening hours. The Power Rangers tell our children that physical strength and violence is acceptable behavior and is a good way to solve differences. I honestly believe that if we can teach our children to verbalize their feelings and negotiate their problems , the violence will be left behind. There are good programs that teach the positive life lessons. Some examples are Sesame Street, Reading Rainbow, Bill Nye- The Science Guy, Step by Step, Little House on the Prairie, and Highway to Heaven . As a member of our local P.T.A. Advisory Board, I know that the PTA feels that the FCC should 1) set a standard of at least one hour per day of specifically-designed educational and informational programming on all TV stations 2) redefine your definition of "educational and informational" programming in order to close the regulatory loophole which permits stations to list programs such as "The Jetsons" and "The Flintstones" on their licence renewal forms 3) Count only standard length, regularly-scheduled educational programs as meeting a station's "core" programming obligations under the Act 4) Exclude programs aired before 6:00 a.m. or after 10:00 p.m. from counting toward the core requirement of children's programming. I do not think these expectations are unreasonable. We need specific guidelines to define what constitutes a "sufficient" amount of educational and informational programming. It is obvious that voluntary means toward improving children's television has not worked. We as parents share the responsibility for what our children watch but we cannot do it alone. The television market has not responded to providing more and better children's programming. We need the active help of the FCC to improve TV quality. I hope you will find it in your heart to help us parents improve the messages that we send our children over the television networks and channels. Thank you for taking the time to listen to a mother's concerns.

Sincerely,

Anita K. Werman, Legislative Chairperson  
Pleasant Run PTA



ILLINOIS CONGRESS OF PARENTS AND TEACHERS  
901 South Spring Street • Springfield, Illinois 62704  
(217) 528-9617

Brenda Diehl  
Vice-President for District Directors  
410 North McKinley Avenue  
Champaign, Illinois 61821

The Honorable Reed Hundt, Chair  
The Federal Communications Commission  
1919 M Street, NW  
Washington, DC 20554

October 13, 1995

Dear Mr. Hundt:

There is no question that parents should share responsibility for what their children watch on television. The reality is, that they cannot do it alone. The market has not responded to providing more and better children's programming, and parents need the active help of the FCC to improve television quality.

We feel that the FCC should set a standard of at least one hour per day of specifically-designed educational and information programming on all TV stations.

We ask that the FCC redefine its definition of "educational and informational" programming in order to close the regulatory loophole which permit stations to cite programs such as "The Jetsons" and the "Flintstones" on their license renewal applications.

We feel that the FCC should count only standard length, regular scheduled educational programs as meeting a station's "core" programming obligations under the Children's Television Act.

Since most children are not watching television before 6:00 a.m. or after 10:00 p.m., programs aired during those hours should be excluded from counting towards the core requirement of children's programming.

Since voluntary means towards improving children's television have not worked the FCC must revise its rules to ensure compliance with the Children's Television Act.

Thank you for putting Children First!

Sincerely,

Brenda Diehl

*Handwritten:* mme  
**DOCKET FILE COPY ORIGINAL**

MMB

October 15, 1995

Mr. Reed Hundt, Chair  
Federal Communications Commission  
1919 M Street, NW  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Gentlemen:

As a parent, a member of the Ferguson Elementary PTA, and a concerned television viewer, via this letter I am requesting the Commission to strengthen the Children's Television Act by ADDING the following language to the rules of the act. Specifically:

1. Require the following for "educational programming":
  - programming that has education as a "significant purpose"
  - programs that air between the hours of 6:00 a.m. and 11:00 p.m.
  - programs that are regularly scheduled and of substantial length (at least 15 minutes)
  - written statements provided by stations on the educational objectives and the child audience targeted by the programming
2. Require stations to identify educational children's programming when it airs to help parents choose these shows.
3. Mandate that stations air a minimum of three hours per week of educational shows for children. This requirement will rise to five hours per week over a period of several years.

Because of the number of hours children reportedly spend watching television I firmly believe that the above wording will improve children's programming, and I urge the Commission to include these rules to clarify the Children's Television Act.

Sincerely,

*Deanne Hagerman*  
*League City, TX*

DOCKET FILE COPY ORIGINAL

MMB

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Dear Chairman Hundt,

As a parent and PTA President I am very concerned about what the children of this nation are being exposed to through television. They are learning too much about violence and sex, and not enough math, history, and science. The results of this show up every day in Juvenile Courts and low test scores.

To help improve this situation, I hope you will strengthen the **Children's Television Act** by adding the following:

1. Require the following for "educational programming": programming that has education as a "significant purpose", programs that air between the hours of 6 a.m. and 11 p.m., programs that are regularly scheduled and of substantial length (at least 15 minutes), and written statements provided by stations on the educational objectives and the child audience targeted by the programming.
2. Require stations to identify educational children's programming when it airs to help parents choose these shows.
3. Mandate that stations air a minimum of three hours per week of educational shows for children, rising to five hours per week over a period of a few years.

The future of this country is dependent on the children, and unfortunately, much of what they learn, they learn from T.V. Thank you for caring enough about the future to look into this matter.

Deborah T. Wilcox



1005 Atlanta Dr.  
Bedford, TX 76022  
(817)354-4733

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**VIDEO SERVICES  
DIVISION**

**Sep 15 2 42 PM '95**

*COB  
TV Branch*

**66 Fernwood Terrace  
Elizabeth, NJ 07208  
July 28, 1995**

**Federal Communications Commission  
1919 M Street, N.W. Consumer Protection Division  
Washington DC 20554**

**DOCKET FILE COPY ORIGINAL**

**Dear Sir/Madam:**

I recently took my three-year-old grandchildren to see "The Indian in the Cupboard". I was shocked when one of the little toy figures, the cowboy, comes alive and one of the first things he does is light a cigarette. This innocent character's reference to alcohol may go over the young audience's head but the fact that he "lights up" surely does not.

My husband and I have noticed for a long time that just about every movie has a scene where one of the main characters smokes and we assumed the tobacco companies own, in one way or another, the film industry.

In view of what we know about tobacco addiction, promoting it subtly to teen-agers and adults is bad enough but suggesting to very small children that smoking is acceptable is criminal. As a society we seem to be moving ahead by big campaigns to help people stop smoking and discouraging public second-hand exposure. But surely prevention is the best way to attack the dangers of smoking and our children must be educated against tobacco use and not introduced to it through innocent entertainment.

**How can the general public take on the huge tobacco industry?**

**Sherry**  
*Patricia T. Verdun*  
**Patricia T. Verdun**  
*(908) 355-5322*

Brassfield Road Elementary School  
PTA Board  
2001 Brassfield Road  
Raleigh, NC 27614  
October 9, 1995

The Honorable Reed Hundt, Chair  
The Federal Communications Commission  
1919 M Street, NW  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Mr. Chairman:

As PTA parents, we are very concerned about the fate of children's television programming. Specifically, we're referring to the Children's Television Act (CTA) passed in 1991. This Act was a great step towards requiring broadcasters to provide educational and informational programs for children. However, studies have shown that the amount of programming for children has not increased despite this Act. Broadcasters have not taken this Act seriously!

Over the years, broadcasters have produced more violent programming and have given less focus to educational, quality programs for children. A recent report by the UCLA Television Monitoring Violence Project, has indicated that our children are being exposed to more violent programming than ever before. Many networks have reclassified cartoons as educational, but, the truth is that these cartoons depict "sinister combat violence" that have toy tie-ins for profit and no educational value. Broadcasters have basically thumbed their noses to us parents who have asked for less violent programming. Voluntary efforts by the networks to provide a "sufficient" amount of children's programs for TV, do not work.

For this reason, the CTA needs to be more specific in its definition and execution. We, the Brassfield Road Elementary School PTA Board parents, support the following CTA revisions recommended by the National PTA:

FCC should:

- Set a standard of at least one hour per day of specifically-designed educational and information programming on all TV stations;
- Redefine its definition of "educational and informational programming" in order to close the regulatory loophole which permit stations to cite programs such as "The Jetsons" and the "Flintstones" on their license renewal applications;
- Count only standard length, regularly-scheduled educational programs as meeting a station's "core" programming obligations under the Act.
- Exclude programs aired before 6:00 a.m. or after 10:00 p.m. from counting toward the core requirement of children's programming.

As parents, we are responsible for what our children watch. But, we cannot do the job alone. Everyone, including parents, broadcasters, and FCC officials, have a responsibility to the next generation to clean up the airways. We all must do our part to invest into the future of American children by providing quality, educational children's television programming.

Sincerely,  
Brassfield Road Elementary School  
PTA Board