



## The Tennessee PTA

1905 Acklen Avenue, Nashville, Tennessee 37212 - (615) 383-9740  
Fax Number (615) 383-9741

Sigrid Stewart  
1515 Maxwell Road  
Chattanooga, TN 37412

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

October 12, 1995

DOCKET FILE COPY ORIGINAL

Dear Mr. Hundt,

As the Tennessee PTA Legislative Chairman I would like to convey our deep concern about the quality of children's programming on TV.

In 1991 the PTA was a strong supporter of The Children's Television Act (CTA) but this Act has not worked out to our satisfaction. It needs to be redefined and strengthened.

Broadcasters claims that the CTA is unconstitutional is not true. It does not attempt to ban programs, it merely requires the industry to include children in their programming in exchange for receiving a licence. Voluntary means toward improving children's television have not worked if some stations get their licence renewed by listing "The Jetsons" and "The Flintstones" as educational and informative programs.

We agree that parents should share the responsibility for what their children watch, but they need **help**. The market has not responded to voluntary means to provide better and more children's programming, and the parents need the active help of the FCC to improve TV quality by closing some of the loopholes.

I read an article the other day where it pointed out that the statement of "If you don't like it, just shut it off", has the same logic as the statement "If you don't like the smog, stop breathing".

The following is the National PTA Position. We believe 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 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.

Thank you for reading this and we are very much looking forward to the FCC's help in our request.

Sincerely,  
*Sigrid Stewart*  
Sigrid Stewart, Legislation Chair  
of The Tennessee PTA

tele. (423) 894-7368

**"TOUCHING TOMORROW TODAY"**

RECEIVED  
OCT 16 1995  
FCC MAIL ROOM

Oct 10, 1995

Dear FCC:

DOCKET FILE COPY ORIGINAL

You must demand more children's programs during the weeks. Children are not maturing faster on their own - they are responding to T.V.

Believe me, TV has become the #1 threat to our children's healthy development. and we wonder why divorce rises & pregnancy/aids grows.

Help us as parents - because WE DO TURN TV OFF.

Thanks.

Barbara & Bill Felkel

MMB

# MG PRODUCTIONS

333 SOUTH BUNDY DRIVE LOS ANGELES 90049 310 285 6753

COMMENTS ON RULE-MAKING

RE: MM DOCKET # 93-48

Reed Hundt  
FCC Commissioner  
1919 M Street NW  
Washington, DC 20554

ABC

DOCKET FILE COPY ORIGINAL

Dear Mr. Hundt:

With the FCC poised to consider rules about educational and informational TV programming for kids, I thought you might want to hear from an old school-teacher-turned-producer. I taught and coached in high school for 8 years, then turned to TV as a way to get the message across to a much wider audience. After many years in television production, in 1992 I helped start a nationwide newspaper (called *TOMORROW'S MORNING*) for kids, with the idea that we would soon have a TV version that would bring politics, business, sports, and current events to young viewers.

That dream is dead in the water -- along with a Barney/Sesame Street-type musical series and a dramatic/historical series set in the pre-Revolutionary War colonies. The problem seems to be that without violence and merchandising, syndicators and the networks just aren't interested. My last best hope for children's programming is a cache of Japanese-animated Western fairy tales -- ironically something we Americans aren't doing ourselves.

My graduate work with Lawrence Kohlberg at the Ed School at Harvard showed me education's potential for improving kids' lives. Like it or not, TV is the most influential teacher in America today, and the medium could do a world of good for youngsters of all ages if networks and independents were required to be socially responsible and devote a serious block of time to entertaining, educational programming. "Power Rangers" and "GI Joe" will be the death of us all ... UNLESS you tighten the criteria and expand the hours.

Here's a chance to put some teeth in the rules. Do it, and one day down the road, America's kids will thank you.

Sincerely,

  
Joel Fisher

10-11-95

F.C.C.  
1919 M. Street NW  
Washington DC 20554

DOCKET FILE COPY ORIGINAL

RECEIVED  
OCT 16 1995  
FCC BUREAU

Dear Sirs -

I would like to urge you to include more TV air time devoted to children's & family suited shows. I am finding it increasingly harder to find appropriate topics that my pre teen can watch.

If broadcasters won't change, I will have to limit our TV time.

I encourage you to please require broadcasters to have or offer a certain percent of airtime to family & children's programs.

Thank you for your consideration.

Sincerely

G. McDonald, Jr.

Gary A. McDonald, Jr.  
2475 Southern Hills Ct.  
Oviedo FL 32765

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 Farahan Partners  
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James P. Sayer  
 President  
 Lois Salisbury  
 Executive Director

August 22, 1995

DOCKET FILE COPY ORIGINAL

**Chairman Reed Hundt**  
**Federal Communications Commission**  
 1919 M Street, NW  
 Washington, D.C. 20554

Dear Chairman Hundt:

As California business and community leaders and advocates for the rights and interests of children, we are writing to congratulate you on the FCC's latest work toward improving children's access to quality, educational television. We are pleased about the issuance of the notice of proposed rule making (NPRM) and applaud your efforts to fully enforce the intent of the Children's Television Act (CTA).

New guidelines are desperately needed in order to increase educational TV for children. We are concerned that in the absence of further specific guidelines, broadcasters will continue to fill the airwaves with mediocrity, ignoring their vast potential to educate and inform children. With this in mind, we hope you will vote to require broadcasters to air a specific number of hours per week of educational shows.

Despite industry claims that children's educational programming has increased since passage of the CTA, we are seeing more and more mediocre shows and fewer quality ones. We are also disturbed to find that stations are attempting to skirt the intent of the CTA by submitting shows such as "The Jetsons" and "The Flintstones" as "educational" programming.

We feel it is essential to specify the number of hours of educational TV that broadcasters must air per week. Given that children spend an average of 28 hours per week watching television, kids and their parents should have the option to make at least a small percentage of those hours educational.

As you know, the Children's Television Act is a product of 20 years of hard work by parents, children's advocates and concerned citizens. Yet since its passage, we have all been frustrated and disappointed by the failure of broadcasters to reach the CTA's intended goal of significantly increasing the amount of children's educational programming. You now have the opportunity to make that goal a reality.

We hope you will seize this opportunity to influence the lives and futures of our nation's children. Broadcasters have at their disposal an invaluable resource for children. Yet the record shows that without stricter regulation, this positive potential for kids will remain unfulfilled. With your vote for substantive and meaningful regulations of the CTA, our kids will have the opportunity to benefit by this vast untapped resource for education and information outside the classroom.

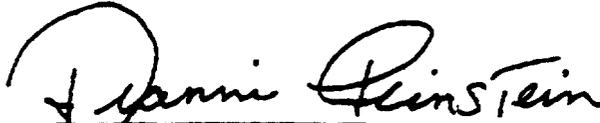
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 Oakland  
 1212 BROADWAY  
 SUITE 530  
 OAKLAND, CA  
 94612  
 510-763-2644

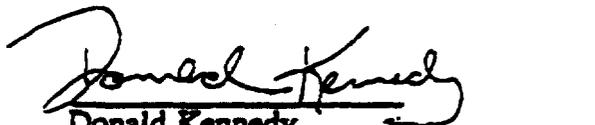
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 Additional Offices  
 .....

LOS ANGELES.  
 SACRAMENTO.  
 WASHINGTON, D.C..  
 NEW YORK CITY

We wholeheartedly encourage you to support a quantitative weekly minimum for full-length, regularly-scheduled educational programming. It is important for our community and for the educational benefit of all our nation's children.

Sincerely,

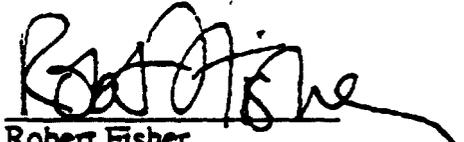
  
The Honorable Dianne Feinstein  
U.S. Senator, California

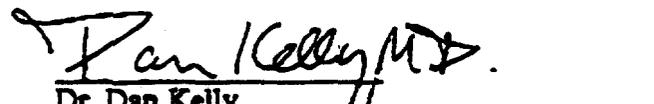
  
Donald Kennedy  
President Emeritus, Stanford University

  
Chancellor Chang-Li Lin  
University of California, Berkeley

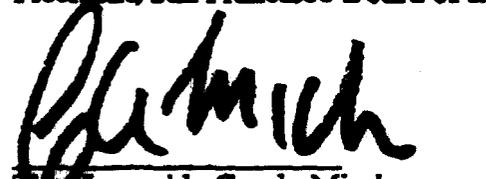
  
George Roberts  
Kohlberg Kravis Roberts & Co.

  
The Honorable Allen E. Broussard  
California Supreme Court - Retired

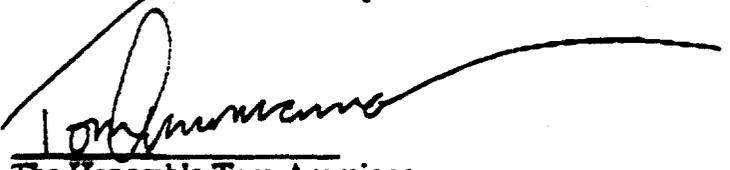
  
Robert Fisher  
EVP & CFO, The Gap Inc.

  
Dr. Dan Kelly  
President, San Francisco Board of Education

  
Richard Atlas  
Goldman, Sachs & Co.

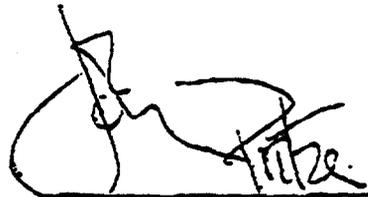
  
The Honorable Carole Migden  
San Francisco Board of Supervisors

  
The Honorable Mabel Tsing  
San Francisco Board of Supervisors

  
The Honorable Tom Ammiano  
San Francisco Board of Supervisors



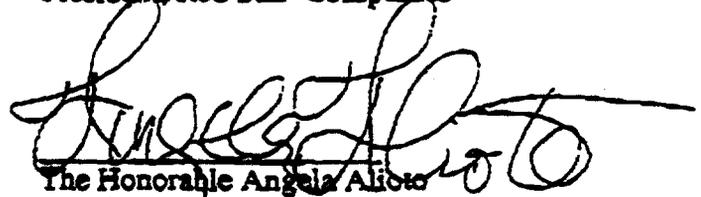
Michael Klein  
Vitel International



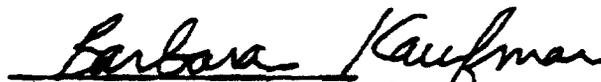
John Pritzker  
President, Red Sail Companies



The Honorable Sue Bierman  
San Francisco Board of Supervisors



The Honorable Angela Alioto  
San Francisco Board of Supervisors



The Honorable Barbara Kaufman  
San Francisco Board of Supervisors



The Honorable Susan Deal  
San Francisco Board of Supervisors



The Honorable Willie Kennedy  
San Francisco Board of Supervisors



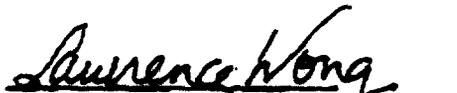
The Honorable Steve Phillips  
San Francisco Board of Education



The Honorable Jill Wynns  
San Francisco Board of Education



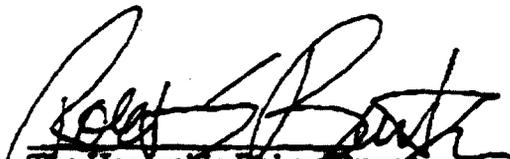
The Honorable Leland Yee  
San Francisco Board of Education



The Honorable Lawrence Wong  
San Francisco Board of Education



The Honorable Leslie Katz  
San Francisco Board of Education



The Honorable Robert Burton  
San Francisco Board of Education



Ms. Betty Louis  
Community Volunteer



MMB

RECEIVED

NOV 7 1995

95090110

August 31, 1995

FEDERAL COMMUNICATIONS COMMISSION  
DEPT. OF COMMERCE

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

DOCKET FILE COPY ORIGINAL

SEP 12 9 52 AM '95

RECEIVED

re: MM Docket No. 93-48

Dear Secretary:

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

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

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

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

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

Secretary, FCC - Page Two

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

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

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

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

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

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

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

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

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

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

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

Secretary, FCC - Page Three

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

There is no need for change.

Yours truly,



MARVIN RHODES  
Program Manager, KPTV

MDR:cj

Attachments

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



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

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

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

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

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

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





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

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

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

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

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

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





Date: August 29, 1995  
Contact: Bob Dickey or Linda Johns, KPTV, 222-9921  
IMMEDIATE RELEASE

**CLASS ACTS, a For Kids' Sake education special  
produced by THE 10 O'CLOCK NEWS,  
airs September 9th at 6:30 p.m. on KPTV-12**

**Class Acts** salutes three of Oregon's finest educators in a KPTV For Kids' Sake special on Saturday, September 9th, at 6:30 p.m. **Class Acts** takes viewers inside the classrooms and beyond the school hallways for an insightful look at several of Oregon's teachers who exhibit educational excellence. This is the second of three 1995 For Kids' Sake programs produced by KPTV-12's *The 10 O'Clock News*.

Elementary school teacher Robin Lindsley is a recipient of the prestigious Milken award which recognizes outstanding educators and is presented annually to 150 educators in 30 states along with an award of \$25,000. Lindsley, a teacher at Boise-Eliot in Portland, was recognized for her work on individualized education and believes a goal of education must be to "make schools fit kids." Lindsley is assisting a North Portland teacher resource center with her award.

Richard Brannan, a math teacher at West Sylvan Middle School, is the winner of a Presidential Award for Excellence in Science and Mathematics Teaching, specifically recognizing his accomplishments in the classroom. This middle school teacher is committed to engaging students to achieve in math while applying mathematical concepts to real-life situations. Brannan has authored a problem solving curriculum used in the Portland Public Schools as well as schools nationwide.

West Linn High School English teacher Barbara Murray is the 1995 Oregon Teacher of the Year as selected by the Oregon Department of Education. Murray has a passion for connecting adolescents with great literature and engaging them in probing thought and lively discussion. She believes schools must set high standards, and she demands a great deal from her students and sees them rise to meet the challenge. In recent years, two senior classes honored Murray by asking her to give the commencement speech.

Join KPTV-12 on Saturday, September 9th, at 6:30 p.m. and see firsthand excellence in education on **Class Acts**. KPTV's For Kids' Sake campaign would not be possible without the generous support of its sponsor Blue Cross and Blue Shield of Oregon.





Date: August 29, 1995  
Contact: Linda Johns, KPTV, 222-9921  
IMMEDIATE RELEASE

**KPTV'S 1995 FOR KIDS' SAKE CAMPAIGN  
FOCUS ON EDUCATION CONTINUES**

KPTV-12's 1995 FOR KIDS' SAKE public service campaign continues to make a difference in the lives of children. This year's focus on education has involved us in a number of activities, and it's time to update you on what FOR KIDS' SAKE is doing!

In September, FOR KIDS' SAKE continues its family literacy project, *Future Reader*. Studies show that the best way to prepare children to become lifelong readers is to read aloud to them daily, beginning when they're babies! 2,000 *Future Reader* packets, which include the classic children's book *Goodnight Moon*, a read-aloud book list and a reading activities book, *Helping Your Child Learn to Read*, will be distributed to mothers who give birth in a number of Oregon hospitals in the month of September.

This summer, KPTV aired a FOR KIDS' SAKE public service announcement encouraging kids to participate in the Oregon Department of Education's Summer Reading Program. We hope this fostered the love of reading in those children who participated! Also this summer, several hundred parents responded to our PSA offering a free brochure from the U.S. Department of Education called *Summer Home Learning Recipes*.

FOR KIDS' SAKE has adopted Peninsula Year-Round Elementary School. This partnership is an excellent one: reading and pizza parties have been held, a field trip to Warm Springs Indian Reservation funded, over 200 books donated to the Title 1 library, speakers were provided for Career Day, and a scholarship given to a teacher to attend a national education conference. We look forward to continuing this relationship with Peninsula during the 1995-96 school year and encourage other businesses to do the same.

To help increase awareness of the importance of childhood immunization, FOR KIDS' SAKE, in conjunction with the Multnomah County Health Department, helped provide over 500 children with free immunizations on August 5th.

A highlight of the 1995 FOR KIDS' SAKE year will be the evening of November 6th, when KPTV hosts a banquet focusing on the school-to-work connection and encouraging the role of businesses in mentoring and providing workplace experience for students. The banquet will be held as an adjunct event to the national Work Now and in the Future Conference sponsored by Northwest Regional Educational Laboratory, with additional banquet involvement from Oregon Business Council. JD Hoyer, national school-to-work director, will be the keynote dinner speaker. KPTV will honor six school-to-work success stories during the course of the evening.

The 1995 FOR KIDS' SAKE campaign has been a busy one! It would not be possible without the generous support of its corporate sponsor Blue Cross and Blue Shield of Oregon.



TO: Federal Communications Commission  
Policy & Rules Div.  
1919 M St.  
Washington, DC 20554

RECEIVED

NOV 7 1995

FEDERAL COMMUNICATIONS COMMISSION  
COMMUNICATIONS DIVISION

Re: Children's Television Act of 1991

DOCKET FILE COPY ORIGINAL

As a concerned citizen, Christian, and supporter of Parents Unplugged, I am writing to you to tell you what should be done regarding the censorship of TV programming. I have 4 children—3 daughters (14, 12, and 10) and 1 son (8). Believe me, I've seen ALL the problems with current, non-cable television.

My two youngest get home about 2:40PM and are told to immediately work on their homework. In some cases, they're done by 3PM. Often a form of relaxation is to watch the TV, and I CERTAINLY don't want them to turn on a TV talk show (e.g. Jerry Springer type), and have them listen to 2 hermaphrodites and 2 transvestites argue about the benefits of their being queer as a \$3 bill. Therefore, all those shows should be OVER by 3PM.

The same goes for the "steamy" soap operas where "stars" lay on each other and see how far they can push the limit of censors in Washington. (Quite frankly, I'm amazed the FCC allows talk shows & soaps to ALWAYS be in the PG-13/R category. An OCCASIONAL inuendo might be acceptable, but it's now the RULE, not the exception.

In the late afternoon, the sitcoms that USED to be later at night are on—Married With Children, Roseanne, even Blossom. These shows are NOT for kids. The minimum age should be about 18, really. CONSTANTLY shows like those, and MANY more later in the evenings, are talking about "having sex", "slept with", homosexuals, breasts, ... the "is that a banana in your pocket or are you just glad to see me?"-type of humor. In fact, I think the unwritten rule in Hollywood is that the word "but!" is mandatory in any given ½ hour sitcom. In fact, if you put in "ass" you get extra points!

WHAT is the matter with the creators of these shows? Have they NO morals? Is L.A. truly the Sodom & Gemorrah it appears to be? Do they not recognize that they need to market a product that is truly acceptable to the people of America, and not just the low-life sector?

Whether they do or not, it's YOUR job to tell them what their limits will be and ENFORCE those limits. And if YOU won't do it, is it because of the current Presidential administration? If so, then that's just one MORE reason why we need a Republican President in '96!

I am NOT a religious nutcase. Yes, I know the Bible, and the people in Hollywood would do well to blow the dust off theirs and do some serious STUDY. WHY be like water and seek your lowest level?

We must not let America self-destruct. Morals MUST be maintained, and at a high standard. If you study past cultures—Greece, Rome, etc.--you will see that they generally kept going down, down, down...becoming more "progressive" toward an anything-goes moral level, with liberal acceptance of homosexuality, man-boy, orgy, etc. activity. It takes EFFORT to walk more of the "straight and narrow" path. It's true that, if things are going too easily, you're probably going DOWNhill.

To renew your remembrance of what is true, read the record about those of unnatural affection in Genesis, in Sodom & Gemorrah. Read a few chapters in Romans that says that those that participate in such actions "are worthy of death." Now I'm not advocating that we execute those who are mentally ill and think they are one sex trapped in the body of another, but I DO expect our governmental leaders to make it clear that these people are morally in the WRONG. It can be tolerated ONLY if they work their disgusting acts in PRIVATE, and not in public. And it CERTAINLY cannot be advocated, promoted, or accepted on TV!

I have to blame BOTH the degenerates in Hollywood and the overseeing bodies in Washington DC for the steep downward trend of TV and movies from Father Knows Best to Married With Children or The Simpsons. YOU must turn yourself around. All of us out here in fly-over country would LIKE to put all those who have contributed to this degradation in the stocks, but we can't. We are limited to just writing our letters and voting every 2, 4 or 6 years. And then, when the new leaders get in, they tend to do whatever THEY want to do, again compromising on the principles we thought they had.

Have some GUTS! Stand STRONG! There is NOthing wrong with censorship, even in light of the 1<sup>st</sup> Amendment. SOME censorship is absolutely critical & mandatory. So often, MUCH of a show is light and funny and appropriate even for kids. Then, ... all of a sudden ... a sentence is thrown in about getting in her panties or "let's go take a shower together" or ... Even with your finger on the Mute button, it's impossible to block such nosedives in time. The sentence or the situation just shouldn't have been in there!

Uniting as a massive group and picketing your office, or the Hollywood writers, or the various advertisers, ... is difficult. It's not practical and people are awfully busy to do such things. But we pour our hearts in letter such as these. And, yes, we DO monitor what our kids are watching, but it is, in practicality, IMPOSSIBLE to monitor everything they're watching, or see it before they see it, or sit in the room constantly while they're watching TV. We MUST know what truly IS OK-for-children TV. Have a CONSERVATIVE panel write the rules and list the forbidden situations & words, make the producers stick to those rules, and, IF they do, let them display a special kid's symbol at the beginning of each show, or on the TV guide. We'll then know that, if it DOESN'T have that symbol, ... WATCH OUT!

DON'T write me back and say, "What's disgusting to one person may not be to another" or "Censorship steps on the toes of the 1<sup>st</sup> Amendment" or "We'll get sued if we restrict the TV industry", etc. Call Newt Gingrich or Phil Gramm and get their advice on how to come down on the TV/movie people, and then DO WHAT THEY SAY! Better yet, call Pat Robertson for advice!

I guess you get my point. If you want to know more, call me.

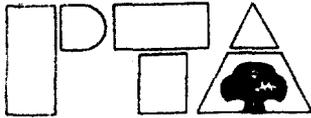
I'd really like a detailed response about my letter and information about what you're REALLY doing about this—things that agree with what I've told you needs to be done. Or write me and tell me you're not going to do it and why. That'll let me know who else I should write, and who I should vote for in 1996.

I look forward to hearing from you.

Sincerely,



Kenn Reinhardt  
10325 Brookville Rd.  
Indpls., IN 46239  
(317) 862-4680  
FAX: 862-6699



FLORIDA CONGRESS OF PARENTS AND TEACHERS

MMB

*Latha Krishnaiyer, 4th Vice President*  
10405 N.W. 6th Street  
Coral Springs, Florida 33071  
(305) 752-8373

**RECEIVED**

NOV 7 1995

October 5, 1995

FEDERAL BUREAU OF INVESTIGATION  
U.S. DEPARTMENT OF JUSTICE

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

ABC  
**DOCKET FILE COPY ORIGINAL**

Dear Mr. Hundt:

On behalf of Florida PTA, I am writing to express our concerns regarding the lack of good children's programs on television. The PTA was a strong supporter of the Children's Television Act and hoped that it would enact the changes necessary to bring educational programming to the airwaves. However, recent studies by the Center for Media Education and UCLA have shown very little change in the quality or quantity of children's programming.

Television serves as the primary source of information and entertainment for most Americans, particularly children. It provides us with a wonderful vehicle by which we can educate, inform and prepare our children to meet the demands of a global economy. Instead, after 30 years of voluntary market opportunities to produce better programming, TV programming has actually gotten worse. Cartoons such as "GI Joe" and "Bucky O'Hare" have been reclassified as educational and violent programs dominate the airwaves.

A 1993 study by the Florida PTA, conducted in cooperation with the Florida Department of Education not only demonstrates the deep concern of parents all over this nation but clearly underscores the prevalence of violence on TV and the lamentable lack of quality programming for children. The study is enclosed for your information.

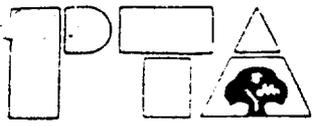
The Florida PTA joins the National PTA in asking the FCC to strengthen the Children's Television Act by adding the following provisions:

1. Set a standard of at least one hour per day of specifically designed educational and information programming on all TV stations;
2. 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;

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.

We fully realize that as parents, we share the responsibility for what our children watch. However, we cannot do the job by ourselves, we need the help of the FCC. We hope that you will help us send a strong message to an industry that has not responded to providing more and better children's programming.

Sincerely,  
  
Latha Krishnaiyer



FLORIDA CONGRESS OF PARENTS AND TEACHERS

## **FLORIDA PTA TV VIOLENCE SURVEY**

**JANUARY 10 - 14, 1994**

## ***VIOLENCE ON TELEVISION: WHAT ARE THE CHILDREN WATCHING?***

### **Background**

According to the National Parent Teacher Association, the average American child sees 100,000 acts of violence and 8,000 murders on television before leaving elementary school. By age 18, teenagers will have witnessed 200,000 acts of violence on television including 40,000 murders. Research indicates that violence on television does have an impact on the behavior of children, especially children who are prone to aggressive behavior. Clearly, violence on television is not the most significant factor affecting juvenile violence and crime in this country, but it is an example of how our society glorifies violence and makes it a part of everyday life through its programming.

Efforts to quantify violence on television are providing teachers, parents, and communities with the hard data they need to take charge of their sets. TV Guide, for example, commissioned the Center for Media and Public Affairs to take a "day-in-the-life-of-TV" photo. This 1992 study found 1,846 individual acts of violence (purposeful, overt, deliberate behavior involving physical force against other individuals) in 180 hours of programming. (The 180 hours of programming constituted viewing of 10 channels -- ABC, CBS, NBC, Fox, PBS, a Washington DC. non-affiliated station (WDCA), WTBS, the USA Network, MTV, and HBO -- over one 18-hour period.) The study concluded that violence remains a pervasive, major feature of contemporary television programming and that it is coming from more sources and in greater volume than ever before.

### **The Florida Survey**

Parents throughout Florida, in a joint venture between the Florida Parent-Teacher Association (PTA) and the state Department of Education, recently decided to take an incisive look at violence in television programming throughout the state. This initiative has three goals:

- 1) To encourage parents to watch television with their children and use the medium more selectively, actively, and productively.
- 2) To assert to the television networks and local television stations that parents are aware of what their children are watching, and they want to have a say about the type of programming being offered to them.
- 3) To equip parents and communities with information that will lead to their involvement in legislative deliberations regarding violence on television.

For the PTA effort, hundreds of parent volunteers monitored television during the week of January 10 - 14, 1994. The targeted viewing hours were from 3 - 11 p.m. Viewers watched programming on ABC, CBS, NBC, FOX, MTV, and Nickelodeon. Seven major Florida

television markets (Miami-Ft. Lauderdale, Tampa Bay, Jacksonville, Orlando-Daytona Beach, West Palm Beach, Fort Myers, and Pensacola/Mobile\*) were included in the study. Volunteers completed 3,235 "Florida PTA Violence Rating Sheets." Of these program viewings, 52.1 percent were coded as containing violence. "Violence" was broken down into several categories including: serious verbal or physical threat; slap or punch; threat with weapon; person killed; gunplay/shoot-out; strike with weapon; unarmed person shot; fist fight; stab or cut with sharp object/knife; rape/sexual assault, and other types of violence.

At its state convention, many PTA volunteers and market area coordinators were trained in the use of the survey. The instrument was designed and the data analyzed by staff in the Florida Department of Education. Because a large number of volunteers took part in the survey, the results do not have a high degree of scientific validity. The PTA and the Department wanted to get parents involved in critiquing the viewing habits of their children rather than have a scientific study of the amount of violence on television. The survey summarizes the perceptions of parent viewers as to the frequency and type of violence contained in the programs included in the sample.

## Major findings

- The top five animated programs with the greatest number of violent acts are shown after school from 3 - 5 p.m. each day. These programs are: Batman, Bonkers, Captain Planet, Looney Toons, and Tom & Jerry.
- The top five non-animated programs with the greatest number of violent acts are: Code 3, Adventures of Brisco County Jr., Get Smart, NOW, and Terror in the Night.
- Among the top 15 violent programs, the most appeared on Fox (7), with Nickelodeon second (3). No other network broadcasts more than one from the top 15 programs. Six of the seven violent programs aired by Fox are in the after-school time slot.
- The animated program with the greatest frequency of violent acts is Bonkers, which is aired in the after-school time period. The non-animated program with the greatest frequency of violent acts is Code 3, which is aired in the 10 - 11 p.m. time slot.
- Almost one third of the violent acts depicted on television during the 3 - 11 p.m. time period resulted in death of one or more persons.
- The 6 - 7 p.m. time period has the highest average incidence of violence.
- The 4 - 5 p.m. and 7 - 8 p.m. time slots tied for second highest with 7.8 acts of violence per hour. These slots are often times of local and syndicated programs.
- The third most violent time period is from 9 - 11 p.m. at night, when movies are most often televised.

- Among the program viewings perceived to have violent acts, the most prevalent acts of violence were:
 

threats with and without weapons	64%
battery (including rape and use of weapons)	53%
fighting	50%
violence that resulted in death	32%
- Across all seven viewing markets included in the survey, there was little variation in the average number of violent acts per hour of television.
- One notable variation in the amount of violence across markets is that the Miami/Ft. Lauderdale market included about half the amount of violent incidents per hour in after-school programming than the state as a whole.

## Recommendations

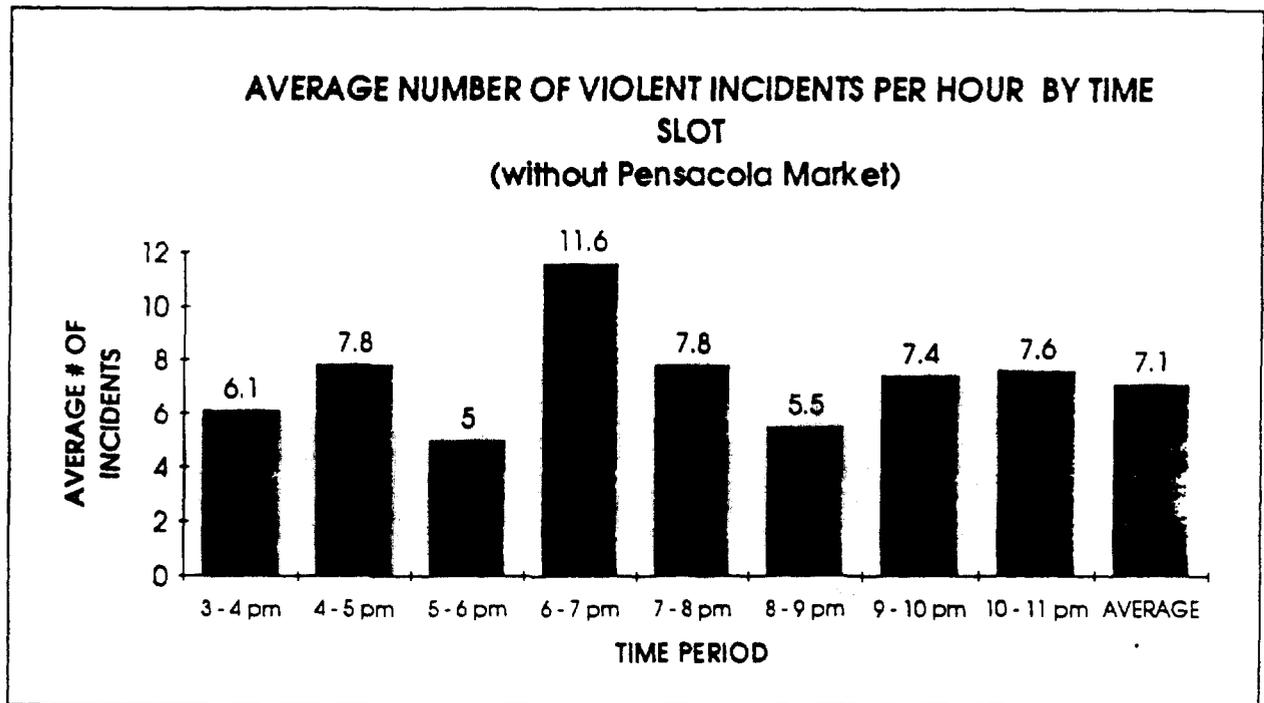
Networks and local stations should strive to offer more nonviolent and educational television to youth after school. The television industry is a valuable education partner and has an important role to play in supporting the goals of educators and families.

Parents should become more active in monitoring the amount of time children spend watching television and the type of programming they watch. Parents should also encourage children to select programs that educate and provide examples of healthy nonviolent lifestyles.

In striving to achieve the goals of Blueprint 2000, communities and schools should work with parents and community agencies to find wholesome and productive after-school alternatives to unsupervised television watching.

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\*Thirty Leon County viewers participated in the study. Because there were so few viewers, their ratings are not included in the survey results.

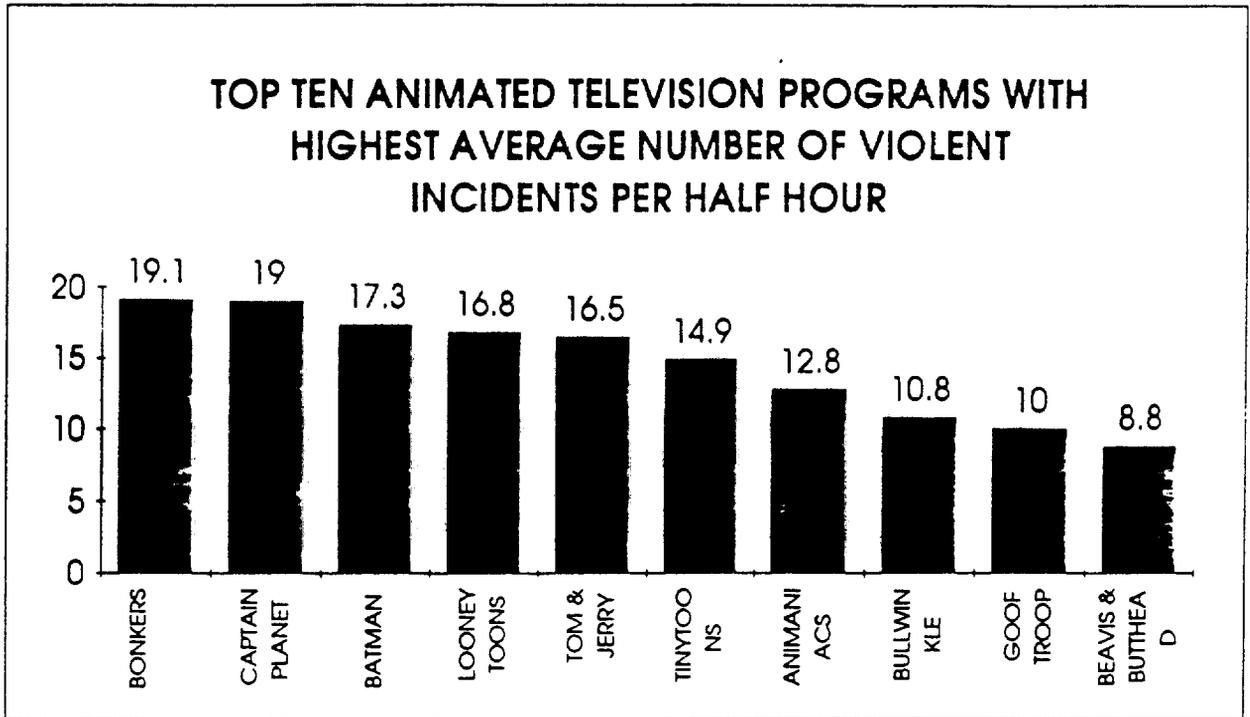


**AVERAGE NUMBER OF VIOLENT INCIDENTS PER HOUR BY TIME SLOT**  
(without Pensacola Market) \*

VIEWING TIME PERIOD	AVERAGE # OF INCIDENTS
3:00 - 4:00 pm	6.1
4:00 - 5:00 pm	7.8
5:00 - 6:00 pm	5.0
6:00 - 7:00 pm	11.6
7:00 - 8:00 pm	7.8
8:00 - 9:00 pm	5.5
9:00 - 10:00 pm	7.4
10:00 - 11:00 pm	7.6
<b>AVERAGE</b>	<b>7.1</b>

\* Pensacola not used due to programs being aired in different time zones.

**TOP TEN ANIMATED TELEVISION PROGRAMS WITH  
HIGHEST AVERAGE NUMBER OF VIOLENT  
INCIDENTS PER HALF HOUR**

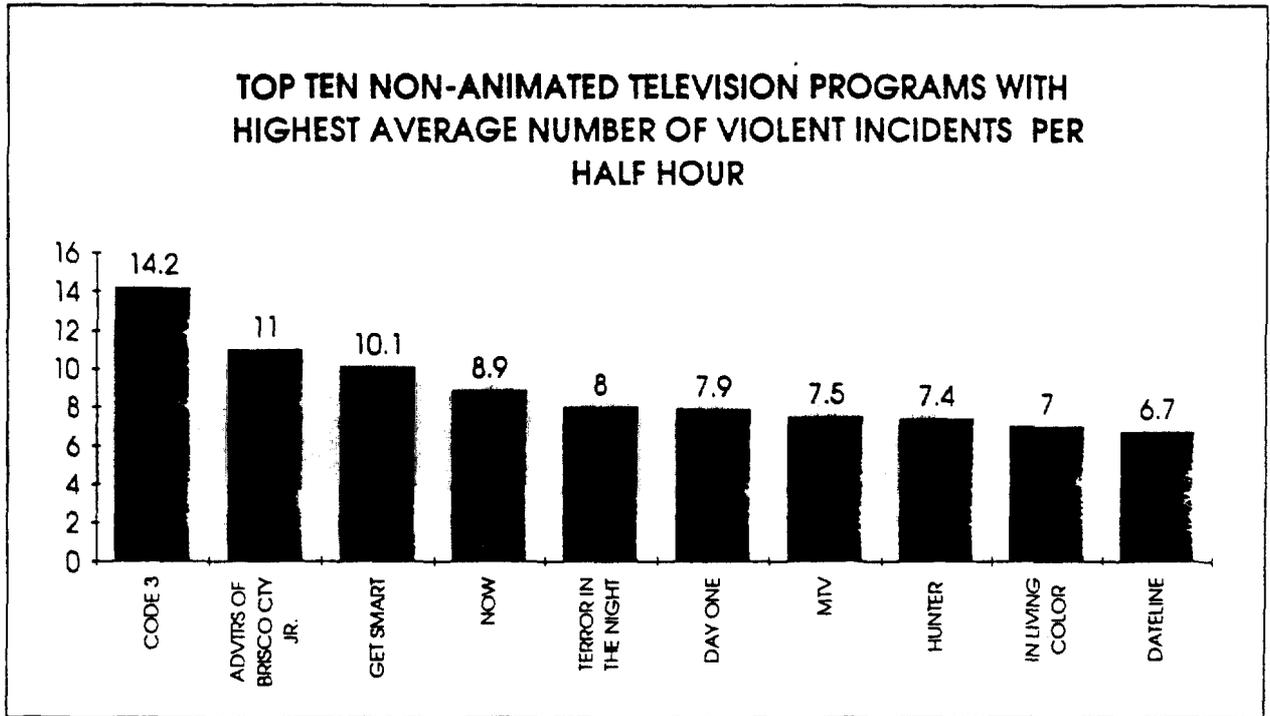


**TOP TEN ANIMATED TELEVISION PROGRAMS WITH  
HIGHEST AVERAGE NUMBER OF VIOLENT INCIDENTS  
PER HALF HOUR**

PROGRAM	AVERAGE INCIDENTS PER 1/2 HOUR	STATION/ NETWORK	TIME PERIOD
BONKERS	19.1	FOX affiliate	after-school (5:00)
CAPTAIN PLANET	19.0	TBS/IND. LOCAL	after-school (4:00)
BATMAN	17.3	FOX affiliate	after-school (3:00)
LOONEYTOONS	16.8	NICK	after-school and news (3:00, 4:00, 5:00, 6:00 or 7:00)
TOM & JERRY	16.5	FOX affiliate	after-school (2:00 or 3:00)
TINYTOONS	14.9	FOX affiliate	after-school (3:00 or 4:00)
ANIMANIACS	12.8	FOX affiliate	after-school (3:00 or 4:00)
BULLWINKLE	10.8	NICK	news (6:00)
GOOF TROOP	10.0	FOX affiliate	after-school (4:00)
BEAVIS & BUTTHEAD	8.8	MTV	

Florida PTA Television Violence Survey

**TOP TEN NON-ANIMATED TELEVISION PROGRAMS WITH  
HIGHEST AVERAGE NUMBER OF VIOLENT INCIDENTS PER  
HALF HOUR**



**TOP TEN NON-ANIMATED TELEVISION PROGRAMS WITH  
HIGHEST AVERAGE NUMBER OF VIOLENT INCIDENTS  
PER HALF HOUR**

PROGRAM	AVERAGE INCIDENTS PER 1/2 HOUR	STATION/ NETWORK	TIME PERIOD
CODE 3	14.2	FOX affiliate	adult (10:00)
ADVENTURES OF BRISCO CTY JR.	11.0	FOX affiliate	primetime/news (7:00)
GET SMART	10.1	NICK	primetime/news (7:00)
NOW	8.9	NBC	primetime (8:00 and 9:00)
TERROR IN THE NIGHT	8.0	CBS	primetime (8:00 and 9:00)
DAY ONE	7.9	ABC	primetime (7:00)
MTV	7.5	MTV	after-school/primetime/adult (3:00, 4:00, 5:00, 6:00, 7:00, 8:00, 9:00, and 10:00)
HUNTER	7.4	ABC	adult (10:00)
IN LIVING COLOR	7.0	FOX affiliate	primetime/adult (9:00, 10:00, or 11:00)
DATELINE	6.7	NBC	adult (10:00)

Florida PTA Television Violence Survey