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From: <sherryjo@pilot.msu.edu>  
To: A16.A16(kidstv)  
Date: 11/17/96 10:59pm  
Subject: Educational television

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Content-Transfer-Encoding: quoted-printable

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I am writing regarding MM Docket No. 93-48.

As both a researcher in the area of media effects on children and a parent, I am concerned that the FCC find a way to convince broadcasters of the need for quality children's television.

The social science literature on television is clear and compelling-- television can be used as a tool for children's welfare or for children's harm. My own children watch an average of one to two hours of television a day. They are restricted to viewing only PBS programming because, unfortunately, PBS is the only provider that has figured out how to program interesting and educational shows. Programs such as Magic Schoolbus, Kratts Creatures, Wishbone and Sesame Street are highly popular among this age group. I have seen the benefits of these programs in my own children.

I realize that the arguments of big business, filtered through campaign contributions to influential members of Congress, can be very compelling. However, I think that this is one area where honest public servants can take a stand. Do what's best for children and let America know what you are doing. Use the media to let us know the pressure on you and where it is coming from. You have the vast majority of Americans behind you-- no politician or business will want to be in the position of opposing you.

Thank you,

John Sherry  
Department of Telecommunication  
Michigan State University

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