

NLWJC - Kagan

DPC - Box 027 - Folder 006

FCC - Television Ratings

SCHEDULING REQUEST

July 24, 1998

 ACCEPT REGRET PENDING

TO: Stephanie Street, Director of Scheduling and Advance

FROM: Rahm Emanuel, Senior Advisor to the President
Bruce Reed, Assistant to the President for Domestic Policy

REQUEST: To unveil the results of the largest report on t.v. ratings on the one-year anniversary of the implementation of the t.v. rating system.

PURPOSE: To highlight the President's commitment to t.v. ratings and children's television.

BACKGROUND: The President would be joined by television media executives, who also support the t.v. ratings system, as well as parent and children advocacy groups. The President will unveil the findings of a new University of California Santa Barbara study commissioned by the Kaiser Family Foundation. The study examines which ratings were applied to different shows and will provide an opportunity to help explain to parents why the rating system is important. At the same time, the study will reveal that certain shows have gone un-rated, and the President could challenge industry to do more to implement the rating system thoroughly.

DATE & TIME: September, 1998

LOCATION: Los Angeles, CA or D.C.

PARTICIPANTS: POTUS, VPOTUS, FLOTUS, Secretary Shalala, Governors, children's health groups.

OUTLINE OF EVENTS: TBD

REMARKS REQUIRED: Yes.

MEDIA COVERAGE: Yes.

RECOMMENDED BY: Bruce Reed/Tom Freedman

Fcc - Television ratings



BR / Ek -
This is the
Study Rahm would
like to release
in late sept. in
LA or Chicago.
Tom.

THE TV RATINGS SYSTEM: A COMPREHENSIVE CONTENT STUDY

HENRY J. KAISER FAMILY FOUNDATION

- I should get
their results
next wk

The Kaiser Family Foundation has commissioned from researchers at the University of California, Santa Barbara, one of the largest television content studies ever conducted, designed to examine the implementation of the new television ratings system. Release of the study will be timed to coincide with the first anniversary of the implementation of the ratings system (the system was launched on October 1, 1997).

The Foundation has no position on the ratings system. The study is a systematic content analysis, based on a coding framework designed by expert researchers. Coding is rigorously monitored to ensure scientifically acceptable levels of reliability and objectivity. The study will meet the highest possible academic standards.

More than 2,000 hours of television content will be analyzed, across ten major networks and channels.

The study is designed to measure the extent to which the ratings categories differentiate meaningfully between different types of content, and the consistency of the ratings as applied across different genres and networks. For example, the study will examine what percent of shows in the different ratings categories contain violent content; the level of intensity of the violence in shows that receive certain ratings; and whether shows with violent content are being designated with a "V".

The study will be released at a briefing for members of the press in late September, 1998. Every effort will be made to ensure that representatives from various interested parties are available to comment on the findings - including parents groups, academic experts, and members of the television industry.