

GIVING PARENTS THE TOOLS THEY NEED TO PROTECT THEIR CHILDREN

The Gore Record --

Giving Families A New Tool -- A Content-Based Television Ratings System. Striving to protect children from violence and adult content on television, the Vice President garnered a breakthrough agreement from the television industry to create a new content-based voluntary ratings system. The new system went into effect October 1, 1997, giving parents the information they need to determine if television shows are appropriate for viewing by their children and to identify which programs they may want to block from their homes through screening technology (the V-chip). The voluntary rating system includes age- and content-based ratings.

Helping Parents Control What Comes Into Their Living Room with the V-Chip. Five years ago, the Vice President Gore used his Family Policy Conference in Nashville to call for V-chip legislation -- to give parents new tools to help them screen out television programs that are not fit for their kids. Under strong leadership from the White House, the following year saw Congress enact the Telecommunications Act of 1996 which included V-chip legislation. As of January of this year, all new television sets 13 inches or larger contain the V-chip.

Hosting the White House Conference on Children's Television. The Vice President also want more positive educational programming on television. In July 1996, the President and Vice President convened the White House Conference on Children's Television to improve and expand educational television for children. Conference participants included parents, industry representatives, advocates, experts and advertisers. At the Conference, the television industry joined with the President and agreed to air more educational and instructional children's shows.

Encouraging More Educational Television. At the President and Vice President's urging, the Federal Communications Commission (FCC) adopted clear and concrete rules to encourage the development and promotion of TV programming that would be both welcomed by parents and watched by children. The rules require three hours of regularly scheduled, half-hour weekly educational and instructional programming as a requirement for license renewal.

Promoting a "Family Friendly" Internet. The Vice President has worked to make cyberspace a safe place for children. In 1997, the Administration has enlisted the assistance of numerous stakeholders, including industry leaders, teachers, parents, Internet users and librarians to work towards the creation of a "family friendly" Internet. The Administration's three part strategy includes: (1) industry commitments to provide blocking, filtering and labeling technology for use by parents and teachers using the 'Net; 2) effective enforcement of existing laws; and 3) increased parental awareness and involvement. This strategy is designed to give parents and teachers the tools they need to prevent children from getting access to inappropriate material on the Internet, and to guide them towards high-quality educational resources.

Keeping Children Safe on the Internet with the Parents' Protection Page. In the wake of the Columbine Tragedy last year, the Vice President announced the parents' protection page, an important new commitment by the country's premiere Internet companies to give parents the resources they need to protect their children from inappropriate material on the Internet. The parents' protection page, now known as GetNetWise.com, provides parents with the tools and knowledge to supervise and guide their children's online activities. In addition to giving parents access to more than 100 blocking, filtering and monitoring tools; this page includes information for parents, teachers and children on how to report crime or other

troubling activity online. The parents' protection page also can serve as a guide to finding the vast array of high quality educational materials online.

**FAMILIES AND MEDIA
A CHRONOLOGY OF INVOLVEMENT**

1995

- January At the Vice President's urging, the President in State of the Union calls on media industry to be more responsible in programming.
- April 4-May 25 Vice President and Mrs. Gore host a series of dinners in preparation for Family Conference with academics; technology community; media industry leaders; entertainment industry leaders; television executives; and advertisers
- July 9-10 President attends Family Conference hosted by Vice President and Tipper Gore in Nashville, Tennessee on "Family and the Media." He repeats support for V-chip legislation.
- August 1 President's statement on H.R. 1555 threatens veto and criticizes House Commerce Committee for not including V-chip provision in telecommunications reform bill.
- August 3 Vice President's statement on H.R. 1555 criticizes House Commerce Committee bill for not including V-chip.
- September 18 President sends letter to FCC Commissioners supporting at least three hours per week per station of educational children's television.
- October 26 President's letter to Sen. Hollings supports inclusion of V-chip in Conference report on telecommunications legislation.
- December 20 Vice President issues statement congratulating Conference for including V-chip in telecommunications legislation conference report.

1996

- January 23 In State of the Union address, President calls upon Congress to pass the telecommunications bill with the V-chip provision, asks the industry to improve programming for children and invites industry to meet with him in the White House by end of February.
- February 1 President's statement on passage of telecommunications reform legislation lauds inclusion of V-chip in final bill.
- February 2 Vice President's statement on passage of telecommunications legislation applauds inclusion of V-chip.

- February 8 President signs Telecommunications Act of 1996 and invites industry to meet at White House on February 29th to discuss TV ratings and children's programming.
- February 8 Vice President meets with industry leaders to discuss next steps after telecommunications reform and White House meeting on TV ratings and children's television.
- February 13 Ad hoc industry group informs White House that they were prepared to abandon litigation in favor of developing a V-chip-compatible ratings system.
- February 15 White House representative meets with television writers to discuss children's television and television ratings, meets with Screen Actor's Guild to discuss same.
- February 16 White House representative meets with Writer's Guild representatives to discuss President's call for TV ratings system.
- February 19 President and Vice President meet with Media Executives where the President reports a breakthrough voluntary agreement for voluntary ratings for television programs.
- March 2 In the President's Saturday Radio address, the President highlights the new agreement and notes that industry promised to have it available to parents by January.
- July 29 The President and Vice President convened a White House Conference on Children's television to improve and expand educational television for children. The President once again urged the FCC to adopt the three hour rule.
- July 29 The President announced an agreement on a compromise proposal that will require broadcasters to air three hours of regularly scheduled, half-hour weekly programs specifically designed to serve the educational and informational needs of children as part of their requirement for license renewal.
- The FCC adopted the proposal and the market for educational television for children is now booming.
- October 15 On the occasion of the 2nd annual report on Television violence, the President held an event in New Mexico and noted progress on the content of what is on Television and also noted that the road ahead is still long.

- November 9 In a Radio address to the country the President talk about what we can do as a nation to help parents as they try to raise their children. He cited the v-chip and ratings system to help parents keep televised violence and explicit sexuality out of their young children's lives.
- December 18 The Vice President meets with family groups on the eve of the ratings announcement to ask them for their feedback after they have used the new ratings system for a while.
- December 19 The President and Vice President meet with TV industry leaders where they announce for the first time a voluntary age-based rating system for television. The President said that parents would now "have to use it, they have to evaluate it, and then they have to communicate back to the industry... where is it inadequate, [and] what suggestions they have for changes." At the Vice President's urging, the TV industry agreed to get continuous input from parents.

1997

- February 5 The Vice President makes clear that there are similar public interest obligation for digital television by announcing that we will establish a special advisory group to assess the public interest obligations of digital broadcasters.
- February 8 In a Radio Address to the nation on the anniversary of the signing the telecommunications bill, the President noted the progress we had made in only the past year. He noted that broadcasters have agreed to air three hours of quality educational programming for children every week. He also noted that the television industry is assigning ratings to its programs, so that parents can make smart choices about what their children watch. He also said that soon parents will have a V-chip to block out shows they deem to be unfit for tender minds.
- April 5 The Vice President wrote the introductory letter for a nationally distributed *TV Guide* insert on "Televisationally Correct" viewing and parents role in watching television with their families.
- April 7 The Vice President kicked off a nationally televised town hall meeting that included television industry leaders, producers, advertisers, child advocates, civic leaders and others to talk about how families can be smart viewers of television in controlling the impact of television on families.
- April 17 At the White House conference on early learning, the First Lady notes that we are giving parents more tools with the v-chip and the television rating system.

- June 6 The Vice President follows up on his December 18 meeting with family groups by meeting with about a dozen representatives of family groups to hear about their feedback and concerns about the current ratings system. The Vice President asks the family groups to work with industry to achieve a content based ratings system. The Vice President tells them he will make sure that industry understands their concerns when he meets with Jack Valenti later in the week.
- June 11 The Vice President meets with Jack Valenti to relay the concerns as expressed by the family groups and to urge industry to revise the ratings system to include content based ratings. The Vice President also released a statement declaring it is time for the industry to put the V back in the V-Chip. "We need a V -- a V to tell us when our youngest children could be exposed to violence. I remain hopeful that the television industry will decide to add V, S and L to the ratings, and that they will make sure that parents are given reliable information about the level of violence in Y-7 rated programs -- the rating for acceptable programming for children over age 7," he said.
- June 16 The Vice president met with parent groups and Congressional leaders as part of his effort to follow up on the work he started when the President signed the Telecommunications Act that required the V-Chip.
- July 10 Vice President Gore announced joined child advocates and members of Congress too announce a new television ratings agreement. The new system he announced builds on the system that the industry put in place last December by adding letter ratings -- S, V, L and D. S for sexual content. V for violence. L for coarse language. And D for mature dialogue. This agreement will also give parents the information they need to know when cartoons or fantasy programs contain violence. While no agreement is perfect, this agreement is a major step forward. As the Vice President had said a few weeks prior, it is time to put the V back in the V-chip -- and this agreement will do just that.
- September 30 The Vice President met with three families to launch the new television rating system (Which began on October 1) which will herald a new era in television for children and families. The Vice President showed some clips of new educational programming that was a result of the 3 hour rule, unveiled some of the first examples of the new rating system in place, and demonstrated a v-chip that works with the new rating system.
- October 22 The Vice President kicks off the new Presidential Advisory Committee on Public Interest Obligations for Digital Television. The Vice President asks the commission to address several critical needs including: the need to

educate and inform our children; the need to give parents the tools to protect their children from what they consider to be harmful influences; the need for free and open political debate, driven not by dollars and soundbites, but by issues and ideas.

1998

May 27 Vice President Gore announced the findings of the Kaiser Family Foundations Survey on TV Ratings which show parents clearly support and use the new TV-ratings, and he repeated his call for the V-chip to help parents monitor their children's television viewing.

December 18 The Vice President receives the final report of the Advisory Committee on Public Interest Obligations of Digital Television Broadcasters urges broadcasters to commit to the practices recommended by consensus by the Committee -- particularly the recommendation to air voluntarily five minutes nightly of free time for political candidates for the 30 days prior to an election. A prompt, broad and deep commitment by broadcasters to this and other recommendations would be a strong signal of their willingness to respond to public interest needs as we enter the digital age. He also encouraged the FCC to work with broadcasters to achieve that goal.

April 28, 1999 Vice President Gore helps to lead a nationally televised town hall meeting on the "Lessons of Littleton" from a high school in Des Moines. NBC anchor Tom Brokaw challenged Gore to take on Hollywood. Gore acknowledged that violence on television and in the movies is "way out of control," and issued a challenge back to Brokaw. Gore said, "I would also formally request that NBC join the other networks in agreeing to rate their programs so that parents will be able to block out the ones they think young children are not ready to handle."

May 5, 1999 Vice President Gore announced an important new commitment by Internet companies to provide parents with easy to find new resources to protect their children from inappropriate material on the Internet. This commitment from the country's premiere Internet companies means that from any access point on the Internet, parents and kids will be just one click away from a comprehensive resource guide that will provide valuable tools, tips and resources for safe surfing on the net. Parents visiting Internet sites that account for 95% of all Internet traffic will be just one click away from the tools and safety tips they need to protect their children in cyberspace.

May 10, 1999 Vice President and Tipper Gore participate in a White House strategy session on children, violence and responsibility. The President launched a

national campaign to prevent youth violence. At the conference, the Vice President talked about the important role of parenting, commended ABC and CBS and most of the cable networks and satellite networks for participating in the V-chip system, and spoke of the important new tools that Internet companies will soon make available to parents.

July 1, 1999 Half of all new TV sets for sale in America now have the V-Chip installed.

July 29, 1999 Vice President Gore Satellited into an event at the National press Club to help launch the new parent's protection page called GetNetWise.com which gives parents the tools they need to protect children from inappropriate material on the Internet. This announcement follows through on a commitment that major Internet companies made when the Vice President first announced this effort in May.

October 20, 1999 Vice President Gore writes FCC Chairman Bill Kennard asking the FCC to open a public proceeding on how broadcasters can fulfill their public interest obligations in the digital era. This letter is believed to be the first letter from the Vice President to the FCC chairman on a policy issue.

January 1, 2000 All new Television sets with screens larger than 13 inches have a V-chip installed.

TV Ratings Family Groups Meetings

Ceremonial Office

2:10 - 2:55 pm, Monday June 6, 1997

Meeting requested by Don Gips

Briefing prepared by Jim Kohlenberger/Carrie Wafford

EVENT

You are meeting with representatives of a number of groups who are involved in the TV Ratings debate. You met with several of these same groups last December before announcing the ratings system to ask them to give it a chance to work and to get back with Valenti's group with suggestions on how it can be improved.

LOGISTICS (As of this writing, subject to change)

- You will be briefed in your West Wing office 5 minutes prior to the meeting by Don Gips and Jim Kohlenberger.
- You will make brief opening remarks and open the floor up to discussions.

YOUR ROLE/CONTRIBUTION

- This meeting serves several purposes.
 - This is the first step in of our strategy to maintain control of the ratings debate.
 - This is a chance to follow up with several of the groups from last December who you then asked to give it some time and to give you feedback on how it can be improved.
 - To deliver the message that we expect them to work this out with industry and to come back to us.
 - Carry the message that the administration has stayed out of the press and is in a unique position to help move industry along.
 - Your goal in this meeting should be to listen to their concerns and ideas but not to negotiate a deal or reach consensus.

STATUS OF NEGOTIATIONS

• Three of the Big 4 TV networks are close to agreeing to add S V and L to the on-screen icon, with NBC as the only holdout. The letters would be added to the

existing ratings to designate sexual content, violence, and language. (See below for details on the possible agreement) McCain pulled together a much publicized meeting last week that included Markey, Coats, Tauzin and industry leaders. McCain has asked the parents groups and industry to work together to show some progress or reach a deal by June 18th when the Commerce Committee is expected to markup a Coats bill that would take away digital licenses without a content based rating.

- **Possible Stumbling Blocks.** In addition to NBC's position, other possible stumbling blocks to an agreement include Lieberman who wants his own code of conduct bill passed, and industry who wants a legislative moratorium for a number of years.

In addition there is some disagreement as to whether the V-Chip should carry only this rating scheme, or carry third party systems as well. Our current position has been that this should be left for the FCC to decide.

OUTLINE OF POSSIBLE AGREEMENT

- **Add New Ratings Codes.** The industry would agree to add four new letters SVL and D to the existing ratings to designate sexual content, violence, language and explicit dialogue.
- **More Visible Icons.** The industry would agree to make the ratings icon larger and to display them longer.
- **More Parental Involvement.** The industry would commit to non-voting parental representation on the ratings board.
- **Our Commitment.** Instead of a legislative moratorium, we would agree to say that industry and parents have proposed a solution, now we should give this solution along with the v-chip chance to work in the market before considering legislation.

OUR STRATEGY FOR THE COMING DAYS

- **Meet with Family Groups Today.** This meeting.
- **VP meeting with Jack Valenti on Wednesday.** You will meet with Valenti tomorrow morning to issue Jack the challenge that he can either stand alone with NBC, or he can lead the group to the ultimate outcome.
- **Call to Bob Wright of NBC.** NBC is the major industry holdout. We think you should call Bob Wright as a friend who has stood with them throughout this

process to give him the advice that they are going to get stranded out there alone unless they come along. You can also tell him that we are going to do an announcement at the White House with a seat for him.

- **Announce a White House meeting around June 17th.** McCain is meeting with industry reps next on June 17th. We could announce a White House meeting before McCain's meeting if we think a deal is imminent.
- **White House Call to McCain.** Erskine Bowles could call McCain to talk about the administration's long term commitment to this issue, acknowledge McCain's involvement, highlight our current involvement, and invite him McCain to the White House announcement and offer him a speaking role.

OTHER RELEVANT DATES

- | | |
|------------------|---|
| June 17th | McCain meets with industry |
| June 18th | Markup of Coats bill -- lose your digital license without content based ratings |
| June 20th | FCC hearing on ratings. |

ATTACHMENTS

- List of attendees
- Talking points

Talking Points

- I want to thank you all for coming today. The effectiveness of television ratings have been a very important topic for me, Tipper and the President since we first announced our support for the v-chip several years ago at my annual family conference in Tennessee.
- We worked hard on this issue when we held our television ratings summit here in the White House too. We were happy that industry decided to try to devise a system that might be acceptable to parents because we did not want the government in the ratings business.
- So last December I met with some of you when the television ratings were first announced. At that time I asked you both in public and in private to give the ratings some time and then to provide feedback on how it could be improved.
- So today I want to follow up on that meeting and hear from you directly how what think the problems are with the current ratings system.
- In the next few days I will be meeting with Jack Valenti and others to help deliver the feedback I asked you for -- I owe you no less. I will tell them that they must work as hard as they can to meet your needs.
- But today, I also want to tell you that you need to work with industry and to come back to us with an agreement that will work. We will all be better off if we can avoid multiple systems and keep the government from having to mandate a system.
- The President and I hope to convene a meeting later this month on this subject. I want you to know that we need to resolve this issue so that parents can take advantage of the best there is to offer.
- This is an important opportunity for us to work together to get a system that is truly useful.

The Participants

The key organizations negotiating with industry --the American Medical Association, American Psychiatric Association, Center for Media Education National, and the National Parent-Teacher Association --want S, V and L added to the current age-based ratings system. These four key groups, the self designated negotiators, also want to see sub-categories of letters to explain the levels of violence, sex or language.

Some of the other groups you will hear from do not agree with combining the two systems and would like to see the industry's age-based system dropped altogether. The American Psychological Association, for instance, feels that the age-based system "entices" children to watch shows designated for an older audience.

You are likely to hear considerable dissatisfaction with the levels of violence being characterized as "TV-PG" under the current system.

PARTICIPANTS

Joanne Dykstra and Arnold Fege (pr. "Paygie")

National Parent-Teacher Association

Concerns: Ms. Dykstra will tell you that she wants the ratings system to have clearer definitions of what "violence" means. She feels that the categories "Y" and "Y-7" are the most problematic for parents because they contain violence. Rather than simply adding "V, S, L" to the age-based ratings, the PTA feels strongly that "Y" and "Y-7" will require sub-categories of "V" to indicate the level of violence involved. The PTA also wants larger icons to be shown on television screens and to be shown for a longer period of time. In addition, the PTA wants to ensure that parents are represented on any oversight board that is created.

Kathryn Montgomery

Center for Media Education

Concerns: Kathryn was among the group that met with you last December. The Center for Media Education strongly believes that the age-based system has failed. They are heartened that Industry has listened to the criticism and is willing to make changes. However, they are not satisfied with Industry's proposal to add the letters, "V, S, L." They would like to add sub-categories to indicate the level of intensity of content. They are also very concerned about ensuring that "Y-7" includes levels and indicators of violence.

Dr. John C. Nelson and Mike Chapman

American Medical Association

Concerns: The American Medical Association is primarily concerned about violence

on TV, more than sex or language. The AMA is currently pushing for a content-based system because the age-based system alone does not provide enough information. Unlike some of the parents' groups, the AMA is interested in seeing the Industry's proposed compromise and remains "open to talking about how that would look."

Dr. Robert Phillips and Julie Schroyer
American Psychiatric Association

Carolyn Breedlove
National Education Association

Sally McConnell
National Association of Elementary School Principals

Concerns: Sally was among the group that met with you last December. The National Association of Elementary School Principals would prefer a strictly content-based system, rather than a combined age-and content-based system because they believe that a combined system would be too confusing. Their second concern is to have the icons aired longer and larger on the screen. They also would like ratings to be published in the TV guides and newspaper listings.

Jeff McIntyre
American Psychological Association

Concerns: Jeff was among the group that met with you last December. The American Psychological Association does not support a combined age and content based system. It is their belief that the proposed compromise --to add the letters, "V, S, L" to the age-based system --would not address the levels of violence in the PG and Y-7 shows. The APA feels adamant that industry pay attention to the large body of research which shows that an age-based system entices children to watch shows that are categorized for older children --what psychologists call the "forbidden fruit effect." The APA wants to be represented on any oversight board created.

Meeghan Prunty
Children Now

Concerns: Children Now would support the addition of content-based letters to the age-based system in order to give parents more information about what their children watch. But, they want sub-categories within the content, for instance "mild violence" instead of "violence." Children Now also wants parents to have a voice on an oversight board.

Dr. Joel Alpert
American Academy of Pediatricians

Concerns: The American Academy of Pediatricians feels the current system has failed because parents need content to know how to judge what their children should watch. They believe most programs are being rated TV-PG --regardless of content

--and that TV-PG can indicate anything from mild language to very graphic violence. Pediatricians want to hear how industry plans to add content. Pediatricians have not had direct contact with the industry.

Kim Wade

Children's Defense Fund

Concerns: Kim was among the group that met with you last December. The Children's Defense Fund feels that their concerns have not changed since December: They still want a content-based system, with the letters "V, S, L" on the screen. CDF is eager to resolve the issue through a compromise with industry.

June 11, 1997

RECOMMENDED PHONE CALL
FROM ERSKINE BOWLES

TO: Senator John McCain

RECOMMENDED BY: Don Gips, OVP
Jim Kohlenberger, OVP

PURPOSE: As we get close to a deal on TV Ratings, we need to ensure that the TV Ratings announcement is a White House announcement and not a hill announcement. John McCain, as Commerce Committee Chairman, is poised to announce a deal when he meets with industry and parents groups on June 18th. We would like you to invite Senator McCain to have a speaking role at a White House event, probably on June 18th, to show the bipartisan nature of the ratings deal and to give him some credit for having moved the ball forward.

BACKGROUND: The Vice President has been working behind the scenes this week to help broker a deal on TV ratings having met separately with the parent groups and Jack Valenti representing industry. The Vice President is also scheduled to call Bob Wright, President of NBC, the only holdout from the industry side. We are very near a deal.

Senator McCain has also been meeting with parent and industry groups. He has asked them to get back to him by June 18th with some sign of progress. McCain believes that the White House cut the deal too early last time and that the deal this time lies with a commitment from Congress not to seek legislation that would undo the deal. McCain is threatening industry that if they come to the White House to announce the deal that he will not support the deal. Industry seems to be very nervous about moving forward without Congress.

Further background is attached.

TOPICS OF DISCUSSION: Talking Points Attached.

CONTACT PERSON AND
TELEPHONE NUMBER(S): 224-7137 (Ellen)
224-2235 (main number)

DATE OF SUBMISSION: June 11, 1997

ACTION:

Television Ratings Update

STATUS OF NEGOTIATIONS

- Three of the Big 4 TV networks are close to agreeing to add S V and L to the on-screen icon, with NBC as the only holdout. The letters would be added to the existing ratings to designate sexual content, violence, and language. (See below for details on the possible agreement) McCain pulled together a much publicized meeting last week that included Markey, Coats, Tauzin and industry leaders. McCain has asked the parents groups and industry to work together to show some progress or reach a deal by June 18th when the Commerce Committee is expected to markup a Coats bill that would take away digital licenses without a content based rating.
- **Possible Stumbling Blocks.** In addition to NBC's position, other possible stumbling blocks to an agreement include Lieberman who wants his own code of conduct bill passed, and industry who wants a legislative moratorium for a number of years.

In addition there is some disagreement as to whether the V-Chip should carry only this rating scheme, or carry third party systems as well. Our current position has been that this should be left for the FCC to decide.

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TV RATINGS HISTORY

- **President Announces V-Chip.** Two years ago, the President joined the Vice President at his annual family conference to announce our support for the V-Chip to block objectionable material based on a yet to be devised television ratings system and ensure

that it was included in upcoming legislation.

- **President Signs Legislation Requiring V-Chip.** In February of 1996 when the Congress answered the President's call for the V-Chip, the President signed into law the Telecommunications Act which requires all TV sets to have the V-Chip installed and requires a ratings system to make it work.
- **White House Conference on Children's Television.** To spur industry into creating the ratings system, in July of 1996 the President hosted a White House Conference on Children's Television at which point the television industry agreed to develop a rating system for television to use with the v-chip.
- **President Announces Television Ratings.** When industry developed the rating system in December of 1996, industry came back to the White House to announce it with the President. At that time the President challenged parents to let us know if the ratings system was useful to them and make suggestions on how industry could improve it. The event on June 18th would follow up on that commitment.

Talking Points

- John, Television ratings is an issue we both care about a lot. We have a history on this issue as do you.
- We'd like to do an event at the White House that includes you with a speaking role that honors your work and the work of others.
- Industry wants you to be there, we want you to be there.
- This could be a great show of bipartisan unity.

Meeting w/ Jack Valenti

West Wing Office

11:50am - 12:20pm, Wednesday, June 11, 1997

Meeting requested by Don Gips

Briefing prepared by Jim Kohlenberger

EVENT

You are meeting with Jack Valenti and Tony Podesta as a follow up to your meeting with parent groups and to take the next step in your effort to resolve the tv ratings issue. As you know, Jack is very invested in the current system having worked so hard to pull it together in the first place. But now parents groups are demanding that content based ratings be included. Valenti and NBC have been resistant to the makings of the current compromise.

LOGISTICS (As of this writing, subject to change)

- You will be briefed by Don Gips and Jim Kohlenberger 5 minutes prior to your meeting.

YOUR ROLE/CONTRIBUTION

- This is a chance to talk with Jack Valenti as a friend to tell him he needs to move on tv ratings. You and the President are the only political leaders who have stood with him and held your fire while everyone else on the hill has attacked the system. You also want to make clear to him that while you understand the need to have Congressional support for any compromise, the White House must be at the table if a deal is cut. That make you the perfect person to carry the message to Valenti.

PROGRAM NOTES

- **Valenti's Arm Surgery.** As you know, Jack Valenti underwent outpatient surgery on Monday on a ruptured tendon on his right arm. He was injured while playing golf. This is apparently the same surgery on his arm as the President had on his knee. Valenti's arm will be in a sling eight weeks. You put in a call to Jack to wish him well after the surgery.

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ATTACHMENTS

- Talking Points
- Recent article on Valenti and ratings

Valenti Talking Points

- I hope your arm is getting better. I know how painful these things can be.
- I want to talk to you about ratings today. I think we need to step back and take a look at where we may be able to find a reasonable compromise.
- I've stood with you on this the whole way, Jack. As all of the other political leaders on the hill have criticized the current system we have held our fire. But I have to tell you as a friend that the time for a compromise is upon us. I know you have difficulty persuading many of your members, but now is the time for you to lead this process.
- Jack, I was just thinking back to when you announced the ratings system last December. I told you, both privately and publicly, that you needed to listen to what parents have to say and modify the system accordingly.
- I had a good talk earlier this week with many of the parent groups involved in the TV ratings issue. And I'm sure you know what they told me. They told me that parents want content based ratings, more and better information on what the ratings mean, more visible icons and more parental involvement.
- I want to encourage you to think about these modifications. I know you have said you would take parents views into account. I am asking you to take their views very seriously and to come back to us with something that works.
- I know you're under a lot of legislative pressure to do this agreement and do it without the White House. Given that we're the only ones who have supported you thus far, I know I can count on you to make sure that the White House is a part of any agreement. I think the best way to get this done is to do an event here at the White House where we can make sure that all the parties are represented. I also need you to make it clear to industry that they can't go forward without the White House just as they can't go forward without Congress.
- Where do you think we are in this debate?

The Hollywood Reporter
June 9, 1997

Valenti rated absent as TV system totters

BYLINE: Brooks Bolick

When the entertainment industry decided to play ball with lawmakers and develop a ratings system for TV sex and violence, they selected the venerable Jack Valenti to head the effort.

After all, it was Valenti who had experience in that line of work. As head of the MPAA, he developed the ubiquitous movie ratings system. And for more than a year, Valenti appeared to pull off the impossible as he managed to get a fractious industry to support an MPAA-like guide for TV shows.

Lately, however, Valenti has seemed like the odd man out.

Over the past few days key members of the industry coalition have rebelled. In an attempt to silence critics of the system, Fox and ABC want to substantially alter the guidelines that Valenti led them to accept. CBS's support is less than overwhelming. NBC is the only network that is steadfastly opposing any big changes. The cable industry never wholly embraced the system in the first place, and has agitated for major changes that reflect their standards.

And Valenti, who seemed to be everywhere when the system was developed, announced and defended, was conspicuously absent from the high-level meeting Sen. John McCain, R-Ariz., had with the broadcast industry this week. The meeting was attended by all the major network lobbyists and managed to gain 10-camera coverage for the post-confab press conference. It seemed the perfect stage for Valenti.

"I think he's out of it," said one network executive. "He wants to go to the FCC saying he'll make the icons bigger and stuff like that without V, S and L, but that ain't going to cut it." (V, S and L stand for violence, sex and language in ratings argot.)

"He's not in charge of the networks and never has been," countered a Valenti defender. "He's been trying to hold a coalition together that should never have been put together in the first place."

By setting up a system that left something out, Valenti gave the industry maneuvering room that allows the companies to make a deal.

"Jack, in his design, left them a space to move into," said one industry official. "If they'd started with V, S and L, where would they go to now?"

Valenti's presence at the helm of the implementation group charged with developing the TV system not only gave the panel some credibility, it gave the industry a high-profile figure experienced at handling criticism and public relations. Valenti was also thought to be the only one who could hold together the diverse and combative elements of the industry.

"Somebody had to be out front on the issue, and the only one that the broadcast, cable and movie people could agree on was Jack Valenti," said one executive involved in the effort. "He's been around a long time. His record speaks for itself. He may have been right or wrong, but he doesn't play it cute in the corners."

Under the industry's system TV shows fall into one of six different age categories that range from "TV-G," designating material suitable for all ages, to "TV-MA," for mature audiences only. Children's shows will be labeled, using a "TV-Y" as suitable for all youngsters and "TV-Y-7" as appropriate for ages 7 and older.

Child advocacy groups and lawmakers complain that the industry's approach is too vague and will be of little use to parents. They want specific S, V and L warnings indicating the intensity of each in every show.

Valenti was not at McCain's meeting Wednesday because he was in California attending to other MPAA business, participating in discussions on the international piracy, trade and copyright issues that cost the motion picture industry billions in lost potential income.

"I've got immense problems way beyond the importance of a TV ratings system," Valenti said from Los Angeles. "These are really big, cosmic issues."

While Valenti admitted lowering his profile, he denied being cut out of the TV ratings system talks.

"I've been on the phone talking to everyone," he said. "Nobody makes a move without talking to us."

The McCain meeting was with the networks, not the studios, he said. It did not include the top network brass or the chieftains of the companies that own them, nor did it include the other Washington association chiefs: National Cable Television Assn. head Decker Anstrom or National Association of Broadcasters CEO Edward Fritts. Since a deal wasn't going to be done at the

meeting, he didn't need to be there, he explained. Broadcasters agreed to meet with lawmakers in two weeks and update them on the progress.

"The Congress is after the networks," Valenti said. "The broadcasters are the only ones they regulate. They can exert pressure on them by threatening to take away their licenses. That's their Damoclean sword."

That threat is exemplified by legislation McCain plans to have the Senate Commerce Committee consider on June 18, when he has scheduled a vote on a bill introduced by Sen. Dan Coats, R-Ind., that would make a content-specific ratings system a condition for broadcasters' getting their licenses renewed.

McCain's panel approved a bill by Sen. Ernest Hollings, D-S.C., that would either force the TV industry to provide more detailed rating information about violent content or air violent shows only when children are not likely to be watching. It awaits Senate action.

Those bills are having their effect as broadcasters are scrambling to satisfy ratings system critics and head off any more votes.

Fox and ABC are tired of having to defend the system and want to buy some peace by adding V, S and L, but there is a question on how much peace they can buy if all the networks add the classifications.

McCain, Coats and Rep. Ed Markey, D-Mass., said Wednesday that they would attempt to head off any legislative effort of the networks that would add V, S and L. Markey said he also wants the networks to pledge not to use as a dumping ground for programming that runs the gamut from the innocuous to the insulting.

All of this behind-the-scenes maneuvering has now persuaded the players to agree to meet with McCain in two weeks to discuss their progress.

Valenti confidants also complain that the networks made a strategic error this week when leaks emerged that Fox and ABC were ready to make a change. In effect, broadcasters showed their hole cards before the hand was called, they argue.

"There comes a time to cut a deal. You have a public face that you have to maintain, but you don't change that until you have a deal," said one source close to Valenti. "You certainly don't go leak it to the press and then try to make the deal."

Valenti refused to point fingers at anyone, however, and it is unclear how

long he will keep in the background. Valenti has been counted out and rebounded more times than nearly anyone in Washington and it may be premature to count him out now.

"Everything we pledged to do on Feb. 29, we've done," he said. "I've been able to hold together this unlikely coalition for a while."

LANGUAGE: ENGLISH

LOAD-DATE: June 9, 1997

June 11, 1997

MEMORANDUM FOR THE VICE PRESIDENT

FROM: DON GIPS
JIM KOHLENBERGER

SUBJECT: TELEVISION RATINGS UPDATE

As you know, we are close to a deal on Television ratings. The meetings you did this week with the parent groups and with Jack Valenti helped to get us very close to a compromise on television ratings that will be a big win for parents.

The toughest challenge at this point is ensuring that Congress signs on because we want this to be a White House announcement on June 18th. Senator McCain, who has been visible in the press recently on this issue, is threatening industry that he will not support a deal if they come to the White House to announce it. Industry seems to be very nervous about moving forward without Congress. We are now exploring a speaking role for McCain at a White House event. It is going to be hard to get McCain.

STATUS OF NEGOTIATIONS

Three of the Big 4 TV networks are close to agreeing to add S V and L to the on-screen icon, with NBC as the only holdout. The letters would be added to the existing ratings to designate sexual content, violence, and language. McCain pulled together a much publicized meeting last week that included Markey, Coats, Tauzin and industry leaders. McCain has asked the parents groups and industry to work together to show some progress or reach a deal by June 18th when the Commerce Committee is expected to markup a Coats bill that would take away digital licenses without a content based rating.

In addition to NBC's position, other possible stumbling blocks to an agreement include Lieberman who wants his own code of conduct bill passed, and industry who wants a legislative moratorium for a number of years.

In addition there is some disagreement as to whether the V-Chip should carry only this rating scheme, or carry third party systems as well. Our current position has been that this should be left for the FCC to decide.

OUTLINE OF POSSIBLE AGREEMENT

- **Add New Ratings Codes.** The industry would agree to add four new letters SVL and D to the existing ratings to designate sexual content, violence, language and explicit dialogue.
- **More Visible Icons.** The industry would agree to make the ratings icon larger and to display them longer.
- **More Parental Involvement.** The industry would commit to non-voting parental representation on the ratings board.
- **Our Commitment.** Instead of a legislative moratorium, we would agree to say that industry and parents have proposed a solution, now we should give this solution along with the v-chip a chance to work in the market before considering legislation.

TV Ratings Family Groups

Ceremonial Office

11:05 am - 11:40, Thursday June 19, 1997

Meeting requested by Don Gips/Jim Kohlenberger
Briefing prepared by Jim Kohlenberger

EVENT

You are meeting with representatives of a number of parents groups and Democratic members of Congress who are involved in the television ratings debate. You met with many of the same people last Monday. This is an opportunity to get an update on the negotiations, a chance for you to see a video they have produced that shows violence in TV-7 cartoons, and to push for progress for a deal. Still cameras will be in the room. We will issue a statement from you after the event.

LOGISTICS (As of this writing, subject to change)

- You will make opening remarks and ask for an agenda
- Open up the meeting for discussion
- View video
- You will wrap up the meeting

YOUR ROLE/CONTRIBUTION

- This is an opportunity for you to engage in the ratings debate, show you want to push the envelope with the family groups while trying to ensure that the family groups and these members of Congress are all supporting a final deal.

PROGRAM NOTES

- **Hill update.** McCain said Tuesday that he wants industry to come up with agreement by next Tuesday, or to let him know that no agreement is possible. He made statement following meeting of legislators and half-dozen industry leaders, including representatives of networks and Time Warner. Markey, Lieberman and Hollings were part of McCain's meeting. McCain also asked Reed Hundt to postpone his Friday session on TV ratings. While close, it is still unclear when or if the deal will get done.
- **Y-7 a key sticking point.** One of chief sticking points is how to define Y-7 category of programming aimed at children 7 and younger. Parent groups are pushing for V, S, and L designations (violence, sex and language) for that program category along with other categories, chiefly because of violence in cartoons. Networks are resisting and may want a modified descriptor instead of V. In the meeting last night with industry, industry offered to add FV for "Fantasy Violence." The family groups believe FV is misleading. There are no descriptors for the general category below Y-

7. All other categories would have V, S, and L. Fox and ABC are leading the protest against Y-7, although others have objections. The video that you will see will highlight the violence on Y-7 rated cartoons.

- **Hidden indicators.** A second issue is hidden indicators. When a show is rated TV 14 but has sexual or violent behavior at the PG level, the groups feel that it should be given a V or an S. Industry strongly objects to this point. The question is whether the rating should get rounded up or rounded down.
- **Legislative Moratorium.** The final outstanding issue is the legislative moratorium. The industry wants a commitment that Congress will not move legislation related to ratings or content for 3 years. McCain has been willing to commit to a moratorium on ratings but surprised industry by not committing to a moratorium on legislation related to content such as Lieberman's bill. The groups are willing to give on the ratings legislation for an unspecified period and are split on the content issue.
- **Lieberman.** Senator Lieberman does not think the family groups have asked for enough. In fact, Lieberman would not be disappointed if the deal fell apart. This meeting is a good opportunity for you to demonstrate that we are pushing the envelope with the families but that we all must come together for a final deal.

Lieberman thinks television ratings as part of the broader "culture wars." Lieberman predicts the parents' groups will realize that by agreeing to a new ratings system, they will have relinquished much of their leverage to gain concessions in the content of the programs. Television executives, he suggests, will be able to defend any perceived programming excesses by noting that viewers had been warned in advance. Lieberman says parents will be forced "to put their V-chip where their mouth is."

Lieberman has a bill that would create an antitrust exemption for networks and cable so they could agree to create a code of conduct and set aside the 8 p.m. to 9 p.m. hour for family-friendly programming. Last week Lieberman was looking to have the parents groups sign a letter asking for levels of violence i.e. V1 to V5.

Lieberman is important to the deal because industry is at the table seeking a commitment from Congressional leaders that they will not seek further content legislation like Lieberman's.

- **Hollings.** Hollings also has a bill that he wants a vote on. Hollings bill would force broadcasters to provide more information for ratings or channel violent programming into night hours. He believes his bill wouldn't have any effect if they went to content based ratings as they say they will -- so why not have a vote on it. He feels that having a bill is the only way to keep industry honest. Hollings may be late or unavailable because he has a mark-up earlier in the morning.
- **Markey.** Markey has been a key player in the ratings debate. As the original author

of the V-Chip legislation, Markey has been actively involved as a voice for the parent groups. He also managed the Peoria meeting successfully.

Participants

Carolyn Breedlove	National Education Association
Sally McConnell	National Association of Secondary School Principles
Margaret Garikes	American Medical Association
Arnold Fege	Parent Teacher Association
Marjorie Tharp	American Academy of Pediatrics
Meeghan Prunty	Children Now
Kathryn Montgomery	Center for Media Education
June Million	National Association of Elementary School Principles
Robert Phillipps	American Psychiatric Association
Kim Wade	Children's Defense Fund
Jeff McIntyre	American Psychological Association

ATTACHMENTS

- Talking Points
- Recent article

Talking Points

- Let me start by commending all of you in this room for your commitment to fighting so hard on this issue.
- Let me recognize the tremendous leadership of Senator Hollings, Senator Lieberman, and Congressman Markey. The three of you are owed a debt of gratitude from the country. Your most recent efforts have helped to bring us to the point where we are today. But that should not overshadow your historic fight to make television safe for children that all three of you have waged over time.
- As for those of you who representing organizations, not only do you stand up for parents and children every day, but my staff tells me that in these recent negotiations all of you have been working around the clock to try to bring about a real improvement in the ability of parents to control what comes into their homes.
- At our last meeting I asked for you to push for what was right, but to find ways to reach consensus where that was possible. From what I have heard, you have approached these negotiations in exactly that spirit. I understand you have stood up for what matters, compromised where possible and are making real progress. I commend you for that.
- My goal today is to hear from all of you what the best way is to achieve a victory for parents and children. I also want to express my commitment to achieving that goal and reaching an agreement -- an agreement that all of us can stand behind.



Agreement seen nearing on strengthening TV ratings system

INSERTS 3 grafs after 15th pvs, Broadcasters want, to UPDATE with result of meeting; edits to tighten

By JEANNINE AVERSA=

Associated Press Writer=

WASHINGTON (AP) The TV industry is moving closer to an agreement on adding codes for violence, sex and crude language to its 5-month-old program ratings. But sticking points remain.

Senate Commerce Committee Chairman John McCain, R-Ariz., in a meeting with broadcast and cable network representatives Tuesday, gave parties until next Tuesday to come to an agreement.

"I'm very optimistic there will be an agreement" at that time, McCain told reporters after the meeting. If not, he vowed to move forward on legislation that would force the TV industry to adopt stronger ratings.

"The message to the broadcasters is: Time is up. You must no longer delay in giving parents the warnings they need," said Rep. Edward Markey, D-Mass., who wrote the law calling upon the TV industry to rate programs.

After two weeks of negotiations, lawmakers, representatives from broadcast and cable networks and parents groups say progress is being made toward strengthening the ratings system, which took effect Jan. 1.

In general, there's more support in the TV industry for adding "V," "S" and "L" to three ratings categories to indicate violence, sex and potentially offensive language, said representatives involved in the negotiations, who spoke on condition of anonymity.

Those ratings are: "TV-PG," parental guidance suggested; "TV-14," programs unsuitable for children under 14; and "TV-MA," for mature audiences only.

And there's broad support for running the onscreen ratings more frequently and more prominently.

But members of the TV industry are split over adding "V," "S" and "L," to another ratings category: "TV-Y7," which designates children's programs suitable for children 7 and older.

Some broadcasters don't want to add the "V" because it would capture cartoons that now fall into the "TV-Y7" category, industry and government sources said.

Sexual content and crude language are considered less of a stumbling block for broadcasters because few, if any, "TV-Y7" programs include such content.

Instead of adding a "V" to children's shows rated "TV-Y7" some industry members are discussing adding other designations such as "A" for action adventure or "C" for comedic violence.

Another sticking point between industry and parents groups is how to revise a content description that now accompanies the "TV-PG" ratings category to provide parents with more specific information.

The existing content description says that programs "may contain infrequent coarse language, limited violence and some suggestive sexual dialogue and situations." Most programs are rated "TV-PG."

To keep the pressure on the TV industry to act on its own, McCain has scheduled a committee vote on a bill by Sen. Dan Coats, R-Ind., that would force stronger ratings for Thursday one day before the Federal Communications Commission holds its first

hearing on the effectiveness of the TV industry's rating system.

Broadcasters want assurances from Congress that the addition of 'V,' 'S' and 'L' or other changes would effectively short-circuit legislative solutions. While not advocating specific changes, McCain has said he would give such assurance if the TV industry, parents groups and key TV lawmakers come to an agreement to improve ratings.

But that assurance, McCain said, would be limited to halting stronger ratings legislation. It would not extend to legislative efforts to improve the quality of TV shows. Specifically, McCain said his pledge wouldn't apply to a bill by Sen. Joseph Lieberman, D-Conn., that aims to make TV programs more family friendly.

'I think I could prevail in tabling any motion that would affect the ratings systems that everyone agreed to try,' McCain said. But he added: 'I view the ratings system as one issue and the discussion about content of programs another one.'

The distinction doesn't sit well with broadcasters.

Coats' bill would forbid the FCC from renewing TV stations' licenses unless they provide detailed information about a program's sexual and violent content. The bill does not recommend a particular ratings system.

The TV industry, wanting more time to negotiate a deal, is pushing for the FCC to delay Friday's hearing.

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Meeting with Jack Valenti

West Wing Office

6:05 pm - 6:15 pm, Wednesday July 2, 1997

Meeting requested by Don Gips

Briefing prepared by Jim Kohlenberger

EVENT

You are meeting with Jack Valenti to accomplish three things:

- to get an update on where he thinks the TV ratings talks are at
- to urge him to accept the children's advocacy groups latest offer
- to encourage him to seek agreement around the language you used in your press statement "we think it is only fair that we allow sufficient time for the V-Chip and the ratings system to work in America's home."

BACKGROUND

Industry and family groups have the framework of an agreement in place. If there is an agreement, this meeting allows industry to give you some credit for helping broker the deal. We will not be public about this meeting. The negotiators will not meet again until next Monday or Tuesday making a deal before next Friday unlikely.

Jack may ask to have the FCC hearing on television ratings moved back once again. You should remain non-committal.

ATTACHMENTS

- TV Ratings Press Statement

TV Ratings Announcement

Roosevelt Room

12:15 - 12:45pm, Thursday July 10, 1997

Meeting requested by Don Gips

Briefing prepared by Jim Kohlenberger

EVENT

You are joining child advocates and members of Congress to announce the TV Ratings agreement being reached today. The agreement largely mirrors the provisions that you called upon parents and industry groups to make in a previous statement. Among other details that you highlighted, they agreed to include S,V,L and D to note programs that contain sexual content, violence, coarse language or mature dialogue. They will also add an FV rating (fantasy violence) for the TV-Y7 programs deemed suitable for kids aged 7 and older. Industry will make their announcement on paper and thus will not be present at this announcement. This event is **OPEN PRESS**.

LOGISTICS (As of this writing, subject to change)

- Prior to the announcement, Don Gips and Jim Kohlenberger will brief you in your West Wing Office.
- You will begin the program with a statement, and then introduce representatives of the four key organizations who negotiated on behalf of parents. They will each speak for a minute and include:
 - Lois Jean White, Parent Teacher Association
 - Kathryn Montgomery, Center for Media Education
 - John Nelson, American Medical Association
 - Carolyn Breedlove, National Education Association
- You will then introduce Senator John McCain who has been involved in this effort and demonstrates the bipartisan nature of this agreement who will make brief remarks.
- Then you will introduce Congressman Ed Markey who led the effort in the House and was the original author of the V-Clip legislation in the House.

YOUR ROLE/CONTRIBUTION

- In announcing the ratings agreement, you will be continuing the administration's long commitment to giving parents control over what comes into their living rooms. This event allows you to highlight your long involvement in this issue.

Agreement on Modifications to the TV Parental Guidelines

1. **Content Information:** The following content information, where appropriate, will be added to all non-exempt programming to supplement the existing TV Parental Guidelines: in the TV-Y7 category -- FV for fantasy violence; in the TV-PG, TV-14 and TV-MA categories -- V for violence, S for sexual situations, L for language, and D for dialogue.

2. **Descriptions of the Guidelines:** Modifications will be made to the category descriptions as specified in Attachment 1.

3. **Monitoring Board:** Five non-industry members, drawn from the advocacy community and selected by the Chairman, will be appointed to the Monitoring Board as full voting members. Recommendations for appointment to the Board will be offered by advocacy groups and Monitoring Board members.

4. **V-chip:** The industry and advocacy groups will recommend to the FCC that the MPAA movie rating system and the universal television rating system be the only systems mandated for inclusion on the V-chip.

5. **Icons:** Larger icons will appear on-screen for 15 seconds at the beginning of all rated programming and through use of display button thereafter.

6. **Assurances:** Attachment 2 reflects the agreement reached between the industry and advocacy groups on treatment of the relevant proceedings at the FCC and pending and future legislation.

7. **Research and Evaluation:** Independent scientific research and evaluation will be undertaken once the V-chip has been in the marketplace.

8. **Effective Date:** Networks will begin to rate programming using the new universal television rating system by October 1, 1997. The industry agrees to encode and transmit the rating information in Line 21 of the vertical blanking interval 90 days after the FCC's rules on the V-chip standard become effective.

exists today and will soon be making an announcement on the membership of a commission that will assess the public interest obligations in the digital world.

Since V-chip is still several years away from being widely available, how will the proposed ratings be made available to consumers?

The Administration has asked the industry to make its ratings available in the print media. We are working with various newspaper associations and other to reach that goal.

When will the V-Chip be available in the marketplace?

The FCC still has a role to play before adopting this ratings system and setting the requirements for the v-chip. But the V-Chip will be in new television sets beginning next February.

Won't content ratings encourage young people to flock to the shows that have a more sexual or mature rating?

Program ratings are designed to let parents exercise responsibility in what their children see and hear. Ratings will not make people responsible who do not choose to be.

Will these ratings along with the V-chip limit the availability of programs with mature content on television out of fear that the advertiser community will not pay for shows that may be blocked by large numbers of viewers?

Advertisers already screen shows before they advertise on them. Far from limiting serious subject matter on television, the V-chip and a ratings system will help parents plan how they will use and view serious shows with their children without worrying that their children will see those shows when the parents are not there to put them into context.

In addition to the ratings, what steps will the Administration take to reduce the level of violence and sex on television?

The President has challenged the entertainment industry to make shows their children and grandchildren could watch. By fighting for the V-chip and an effective ratings system the President has given families all across the nation an easy way to vote for better programming by turning off shows they find objectionable and supporting shows that are family friendly. These ratings combined with the V-chip are the ultimate market feedback device to tell the industry what families want to watch.

The President recently suggested an Internet V-chip be developed. Are you planning on doing something similar with a V-chip and a ratings system for the Internet?

The President has always talked about giving parents the tools they need to control what comes into their homes. There is technology being developed for the Internet that could be used like the V-chip to allow parents to have control over what comes in over the Internet. The President has said he will meet with industry, parent groups and others in the near future to help create a solution for

allows you to stand with the parent groups showcasing the announcement as a win for parents across the country, and allows you to demonstrate the bi-partisan nature of the agreement-

PROGRAM NOTES

- While the event is open press, you will not be taking any questions and should move to exit as soon as possible after the event.
- Part of our goal today is to highlight your involvement in reaching this agreement. As you recall, in addition to several phone calls, you met with the family groups twice and industry representatives twice to help achieve this agreement.
- While this agreement is a good step forward, no agreement is perfect. On the one side, NBC is not likely to sign up to the agreement citing a creeping infringement on the first amendment. On the other side, the American Psychiatric Association is not signing the agreement because they want a specific commitment that the V-Chip will carry other ratings systems in addition to the industry proposed system. Additionally, Senator Lieberman won't be with us because he believes that in another 6 months parents will still have concerns. Senator Hollings is not on board because he wants a vote on his bill. Despite these holdouts, the agreement has broad support.

ATTACHMENTS

- Details of the agreement
- Previous Statement
- Press Q&A
- List of attendees
- Talking Points

TV Ratings Q&A

With this announcement, aren't you admitting that the system you announced last December is a failure?

When industry announced the system at the White House last December, the President made it clear that we weren't endorsing this particular rating plan. The President specifically asked parents to give their feedback to industry with an eye to how it could be improved. The President also pointed out that the move to a content based rating system, like the one we are announcing with this agreement, would be much easier to achieve with the aged based system that we announced in December in place. So this agreement is made possible because of the groundwork that the President and Vice President laid beginning with the announcement of the V-Chip originally at the Family Conference in Tennessee, convincing the industry to develop a rating system at a White House Summit, challenging parents to find ways to make it better when we announced the system last December, and then urging parents and industry in meetings this month to reach this solution.

Are you going to open this up again if it still doesn't meet parents needs?

This administration has a long history of listening to parents on this issue and on other issues. We aren't going to stop listening to parents needs. However, industry and parents have proposed a solution, now we should give this solution along with the v-chip a chance to work in the market before considering anything more.

Will the Administration support other efforts to limit the violence on television, such as so-called "safe harbor" and "family viewing" legislation or government-sponsored "report cards" on TV violence?

The Administration supports giving families -- not the government and not corporate executives -- the power to control what comes into their living rooms through the television. While we support the concept of limiting violence and sex while children make up a large portion of the audience, we believe the industry should do so voluntarily and do not believe the government should regulate the content of television.

Has the Administration agreed to give the broadcasters free digital licenses in exchange for the industry adopting a ratings system?

Absolutely not. The Administration position was announced long ago long before the V-chip was passed and at a time when the broadcasters were widely expected to sue to block the V-chip once it became law. We believe an auction of the so-called analog spectrum to be returned to the government by the broadcasters will raise more money than an auction of the digital spectrum and will provide a more orderly transition to digital television, especially in smaller communities. However the digital licenses are awarded, we believe they should be accompanied by a much higher public interest standard than

1. Arrangement of Meeting to discuss the TV Program on Tobacco

1. Content Information: The following are all information where the program will be aired and all necessary arrangements to implement the existing TV Parental Control System. The TV Parental Control System is required by the FCC's 1994 and 1996 rules. The program will be aired on the following stations and D for stations.

2. Category of the Program: The program is a public service announcement (PSA) and is categorized as a "D" program.

3. Program Description: The program is a public service announcement (PSA) and is categorized as a "D" program. The program is a public service announcement (PSA) and is categorized as a "D" program. The program is a public service announcement (PSA) and is categorized as a "D" program.

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10. Program Description: The program is a public service announcement (PSA) and is categorized as a "D" program. The program is a public service announcement (PSA) and is categorized as a "D" program. The program is a public service announcement (PSA) and is categorized as a "D" program.

How can this deal go forward without NBC?

We are hopeful that in the end they will join with this broad industry consensus. This is right for parents and its right for America. We hope they will voluntarily join in.

Will you support legislation if NBC does not join in?

We think this agreement is a major step forward. We hope in due course they'll join in. If not we will consult with parents groups and the rest of industry, and Congress before assesing what further action to take.

THE WHITE HOUSE

Office of the Vice President

For Immediate Release
Thursday, June 19, 1997

Contact: 202-456-7035

STATEMENT BY VICE PRESIDENT GORE ON TV RATINGS

Today, I met with parent groups and Congressional leaders as part of our effort to follow up on the work we started when we signed the Telecommunications Act that required the V-Chip.

Today's meeting was the next step after the meetings I had last week with family and industry groups. At those meetings, parent groups made it loud and clear that they want additional content based ratings, and industry representatives gave assurances that industry would work with the parent groups to try to resolve this issue.

Both sides have worked hard to reach common ground. I commend them for their effort thus far and I urge them to do what is right for the country and find a way to reach an agreement.

Now, more than ever, it's time for the industry to put the V back in the V-Chip. We need a V -- a V to tell us when our youngest children could be exposed to violence.

I remain hopeful that the television industry will decide to add V, S and L to the ratings, and that they will make sure that parents are given reliable information about the level of violence in Y-7 rated programs -- the rating for acceptable programming for children over age 7. In return, we think it is only fair that we allow sufficient time for the V-chip and the ratings system to work in America's homes.

To ensure that we have time to resolve this complex issue, I am also announcing that the Administration will officially ask the FCC to move back the date of the FCC's hearing on television ratings now scheduled for Friday.

An agreement that will give parents more information about television programming to help parents make choices about what is appropriate for their children to watch is within our reach. Let's seize this opportunity.

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Groups Strike an Agreement To Add TV Rating Specifics

A1

By LAWRIE MIFFLIN

Continued From Page A1

Negotiators for the television industry and family advocacy groups reached an agreement last night on expanding the industry's six-month-old ratings system to include code letters for violence, sexual content and foul language, ending more than a year of contentiousness on the subject.

The conclusion came in part because of an unusual pledge by several members of Congress who have direct influence over telecommunications law: They promised not to promote legislation about television content, scheduling or ratings for three years.

In exchange, all the major broadcast and cable networks except NBC have agreed to use additional code letters in rating their shows: V for violence, S for sexual content, L for vulgar language, D for suggestive dialogue and, on children's programs, FV for fantasy violence.

About 20 groups representing families or children had objected that the original rating system, devised by an industry panel last year and based on the age-group categories of the movie rating system, did not convey to parents enough information about what kind of content caused a show to have a certain rating.

People involved in last night's negotiations, who insisted on anonymity, said the family advocacy groups wanted to wait until today to announce the agreement because they have been invited to do so at the White House with Vice President Gore.

"It's a done deal," Senator John McCain, the Arizona Republican who heads the Commerce Committee, said last night. "There will be S, V, L and D, and the icons will be brighter, more visible and will stay on the screen longer."

Mr. McCain helped clinch the deal yesterday by securing nine senators' signatures on a letter promising a moratorium on television-programming legislation "for several years."

Among the signers was Senate Majority Leader Trent Lott, Republican of Mississippi.

Representative Edward J. Markey, the Massachusetts Democrat, who sponsored the original legislation mandating a V-chip electronic blocking device in new television sets and a rating system to activate it, presented the industry with such a letter Tuesday, signed by four House members and specifying a three-year moratorium. Rep. W. J. (Billy) Tauzin, Republican of Louisiana and chairman of the House Telecommunications subcommittee, also has written such a letter.

"It is pretty unusual to come to a public agreement not to pass a law," Mr. Markey said last night, adding he could not think of another time it had happened. "Of course, deals get made — 'I promise this if you do that' — but no one advertises them."

Mr. McCain said the purpose of the moratorium was to allow sufficient time for families to get used to the ratings system, and to use it in conjunction with the V-chips, which will not be installed on television sets until early next year.

Many family advocacy groups opposed an age-based rating system from the moment the industry announced in February 1996 that it planned to design a system similar to that used by the Motion Picture Association of America. Representatives of those groups argue that if the industry had listened to them then, it would not have encountered the vociferous opposition it has heard from the advocacy groups ever since.

But many industry representatives believe that the bulk of American families do not want, or will not

bother to use, as complicated a system as the one the advocacy groups pursued, which will be tried starting in the fall. Some networks also fear advertisers will steer clear of shows that have V or S ratings.

NBC has decided not to join the other broadcast and cable networks adding the new code letters. The network said in a statement released last night: "NBC is disappointed that the industry capitulated to political and special-interest pressure and did not look more seriously at the implications of the flawed process in which they engaged."

The statement said that NBC considered the pressure brought on the industry to be a form of government coercion that could lead to censorship. "Viewers, not politicians and special-interest groups, should regulate the remote control," the network said. NBC said it will continue to use the current rating system.

The Public Broadcasting Service and cable's Black Entertainment Television have never used even the age-based system instituted in January, and it was not clear last night if they would change their policies now.

The ratings currently used are: Y (for all children), and Y-7 (may be unsuitable for children under 7); TV-G (for all ages), TV-PG (parental guidance suggested); TV-14 (may be unsuitable for children under 14), and TV-M (adults only). Eventually, parents will be able to activate a microchip to block programs.

"It's a victory for families," said Mr. McCain. "And you have to give credit to the industry for being willing to sit down and negotiate. All politicians are quick to take credit, but the family groups and the industry deserve the credit."

The New York Times

THURSDAY, JULY 10, 1997 |

Continued on Page A24

TV Ratings Agreement Reached

NBC Refuses to Join Deal For Stronger Advisories

A1

By Paul Farhi

Washington Post Staff Writer

Television programmers agreed yesterday to modify the industry's program-rating system and use new symbols to alert viewers about shows that contain sex, violence or crude language.

Starting Oct. 1, cable and broadcast networks will flash new symbols at the start of programs when appropriate: S when a show features sexual depictions, V for acts of violence, L for coarse language and D for suggestive dialogue. Ratings for children's programs will include the additional designation FV to flag "fantasy violence" of the kind featured on programs like "Mighty Morphin Power Rangers." The new symbols are in addition to the much-criticized age-based ratings—such as TV-PG or TV-14—that have been appearing at the start of shows for six months.

Industry representatives and members of the educational and parents groups who worked out the agreement over the past three weeks will formally sign the deal today at a White House ceremony presided over by Vice President Gore.

But the agreement reached in principal last night already has one significant defector. NBC, the top-rated network in prime time, said it would not support the modifications. Instead, it said it would offer its own advisories, similar to the "viewer discretion" warnings that now accompany some programs.

"While we believe that more information is useful to parents, NBC is concerned that the ultimate aim of the current system's critics is to dictate programming content," the network said in a statement last night.

The network is concerned primarily that Congress will not live up to a promised moratorium on legislation the television industry would consider onerous. Congress has been an active player in the negotiations, and several members have introduced bills that would all but force

See RATINGS, A16, Col. 4

RATINGS, From A1

programmers to comply with a rating system that is supposed to be voluntary. Among these are bills that would deny noncomplying TV stations renewal of their broadcast licenses and another that would force networks to restrict violent programming to late-night hours.

That pressure, coupled with constant criticism from parents and others that the current system is too vague to be helpful to parents, effectively forced the industry to the table to work out changes.

Sen. John McCain (R-Ariz.), who chairs the Commerce Committee, yesterday unveiled a letter signed by nine senators that promised "several years" of government forbearance in passing legislation that would affect "television ratings, program content or scheduling."

But at a press conference last night to announce the ratings pact, McCain said the assurances would not extend to NBC or other networks that did not accept the "voluntary" ratings. "This was voluntary in that we [in Congress] did not dictate the terms of the agreement, and yes, we expect everyone to comply with it," said McCain. "Yes, there has been the threat of legislation, but the end result, we think, is something that American families will be very happy with."

Rep. W.J. "Billy" Tauzin (R-La.) said NBC and others that don't like the new ratings may "come around" once they see that Congress can keep its word about legislation.

The revamped system will use larger symbols than those that now appear in the upper left-hand corner of the screen at the start of a program, and will offer greater detail about what's in a show.

A program such as "NYPD Blue," which has been both lauded and criticized for its gritty portrayal of police life, could wind up with a rating like TV-14-SLVD, indicating sex, violence, rough language and racy dialogue appropriate only for viewers over 14. A sitcom such as "The Nanny" might carry a TV-PG-D rating to warn viewers that it has suggestive dialogue.

Eventually, viewers will be able to program their sets to block out shows rated at a certain level by using the V-chip, a little bit of micro-circuitry that Congress mandated be placed in all new sets by February of next year. Rep. Edward Markey (D-Mass.), who wrote the V-chip law in the House, said yesterday that once implemented, the modified ratings "will change forever the relationship between American families and their TV sets."

Network representatives are divided on whether the new ratings will scare off advertisers. Their biggest fear is that widespread blocking of programs—especially children's shows given an FV designation—could reduce the audiences for some series and make them easy targets for boycotts by interest groups.

Foreshadowing still further controversy about the ratings, Hollywood's three leading creative guilds have said they may sue to block implementation of the new system if it affects producers' decisions about what gets on the air.

Further, at least one organization that participated in the ratings negotiations, the American Psychiatric Association, was said by sources to be wavering in its support of the agreement last night.

The Washington Post

THURSDAY, JULY 10, 1997

TV Ratings Event

Roosevelt Room

1:30 - 2:15pm, Tuesday September 30, 1997

Meeting requested by Don Gips/Jim Kohlenberger

Briefing prepared by Jim Kohlenberger

EVENT

Today you are meeting with three families to launch the new television ratings system and herald a new era in television for children and families made possible by three important new tools that you have fought to make available to families. With the V-Chip, the television ratings systems and stations airing at least 3 hours of educational programming a week, this event will highlight your efforts to help parents win back their living rooms and provide an invaluable arsenal for America's parents. You will show clips of new educational programming, give parents their first glimpse of the new ratings system and demonstrate a V-Chip that works with the new ratings. These initiatives are only possible because we have brought so many things together. Harnessing technology, creativity and responsibility, bringing together parents, business and government to meet a major challenge to our society, your efforts on behalf of families are now beginning to pay off. This event is **OPEN PRESS**.

LOGISTICS (As of this writing, subject to change)

- Prior to the announcement, Jim Kohlenberger and Don Gips will brief you in your West Wing Office and show you how to work the V-Chip demonstration.
- In the Roosevelt Room, you will begin the program with brief opening comments.
 - **Three New KidVid Shows.** You will introduce video of three new educational children's shows (Science Court, Kids Sports Illustrated and Beakman's World) made possible by the kidvid rules.
 - **New Television Ratings.** You will show two examples on video of what the new television ratings look like and show parents what they should be looking for in the new television ratings (V,S,L and D, longer times on screen, and bigger).
 - **V-Chip Demonstration.** You will then demonstrate how the new V-Chip will work with these new ratings by setting the V-Chip blocking levels to block shows with excessive violence using the on screen menus (example screen shots attached) and then demonstrate how it blocks by changing the channel first to Sesame Street, then to the Texas Chainsaw Massacre, and then back again to Sesame Street. The channels will be changed by staff when you say to change the channel.

V-CHIP Menu Sequence

(Screen shots attached -- these will be explained in the pre-brief)

- 1) Press [MENU] to Bring up menu screen
- 2) Press 1234 to enter pin number
- 3) Press [1] to Select TV Guidelines
- 4) Press [4] to select TV-PG
- 5) Press [4] to block programs that contain excessive violence
- 6) Press [MENU] 3 Times to return to Sesame Street
- 7) Make reference to "changing channel" and staff will switch to the Texas Chainsaw Massacre, which will now be blocked.

- After the demonstrations, you will lead a discussion with a parent and child from three families (their other family members will be in the audience.) You will end with closing remarks and depart.

YOUR ROLE/CONTRIBUTION

- This event highlights the new television ratings system and your role in winning back family rooms for children and parents with three new tools. This is a day to celebrate how we have brought together industry, parents and government to solve these issues. You are also marking the beginning of a new era in television for children and families.

PROGRAM NOTES

- **Television Ratings.** Tomorrow, stations will begin airing the new television ratings that you announced on July 10th. You will give parents their first glimpse of the new ratings. The new ratings will add S,V,L and D to the existing ratings icons to denote programs that contain sexual content, violence, coarse language or mature dialogue. They will also add an FV rating (fantasy violence) for the TV-Y7 programs deemed suitable for kids aged 7 and older. The icons will be made more visible and the descriptors for the PG rating will be clearer. You will recall that NBC and BET have chosen not to adopt the new system but instead adding more parental advisories. Senator McCain sent them a letter yesterday threatening license revocation if they did not join in the system. It is our view that we should not publicly attack NBC, but if asked just state that we hope they will join with the rest of the industry.
- **KidVid Rules.** As you recall, last year at the White House Summit on Children's Television we announced an agreement with industry on the Kid Vid rules. Last August, the FCC adopted clear and concrete rules to encourage the development of and promotion of TV programming that would be both welcomed by parents and watched by children. The rules that took effect this month require broadcasters to air at least three hours of this programming a week. A Broadcast licensee that can prove that it has met these requirements will have its license

renewed by the FCC. The programs must be specifically designed to meet the educational needs of children, as opposed to general audience programming that has some incidental educational value. The program must air at times when children actually watch TV (between the hours of 7:00 am and 10:00 pm), be at least 30 minutes in length and be a regularly scheduled weekly program. Child Advocacy groups have hailed a few of the new shows but also point out that many networks are just doing the minimum or have just recycled earlier content.

The two new KidVid Shows that will be demonstrated today are:

- **Science Court.** Science Court is a new educational series on ABC this season where kids have to prove science in a court of law. This animated science series throws scientific mysteries and comedy into a courtroom setting as theories are scrutinized by a judge whose voice is that of comedienne Paula Poundstone. On NPR's Talk of the Nation, Science Court creator Tom Snyder noted that had it not been for the new FCC three-hour requirement, he would not have had the opportunity or the incentive to put Science Court on the air.
- **Sports Illustrated for Kids.** CBS has a new show Sports Illustrated for Kids, an offshoot of the magazine, features sports heroes in segments meant to encourage learning and positive values. Each week, one host will join a sports personality in his or her surroundings (encouraging a positive social message). The other host will be on-site elsewhere to present an informative story.

In addition, we will show one preexisting show:

- **Beakman's World.** Scientifically solid "Beakman's World" is an example of a show that is not new but is still educational. This CBS show is geared to ages 5-9, and has plenty to benefit older kids and their parents.

The V-Chip. You will be demonstrating the first V-Chip programmed to work with the new ratings system using a prototype V-chip with on-screen controls. While the V-chip that you will demonstrate is actually in a set-top box, it will look exactly like the V-Chips that will eventually be in televisions because it uses on-screen controls and the set-top box will be out of sight. Under a rulemaking launched by the FCC just last week, the V-Chip will be in at least half of TV sets 13" or larger built in the U.S. starting July 1, 1998. It is likely that set top boxes like the one we are using today will be in the market even sooner. The text of the V-Chip menu screens that you will use are attached. Like the different menus developed by different VCR manufacturers, V-Chip menus will vary by manufacturer.

Newspaper publishing Ratings. In addition to the on-screen ratings, parents can

also find out about ratings through newspaper listings. According to a Newspaper Association of America survey of its membership, more than 60% of newspapers which publish TV listings, are -- or soon will be -- publishing the ratings in weekly and/or daily TV guides. As of today, 12 of the 20 largest U.S. newspapers are publishing ratings. This means that more than 34 million readers now, or in the near future, will have access to the ratings through their local newspaper.

About The Families.

Betty and Richard Sheperd, Jr.

Betty and her daughter, Keisha, 16, will participate in the discussion with you. The Sheperd family has lived in Columbia, Maryland, for twelve years. The Sheperds began building a car dealership in 1995 and opened it last year. Their daughter, Keisha, 16, is a junior in public high school. Keisha recently wrote a paper for her honors English class titled, "Violence in Children's Television." Their son, William, 14, is a sophomore at Valley Forge Military Academy. He will attend the event in his academy uniform. The Sheperd family is African-American.

Ramona and Ken Morrow

Ramona and her daughter, Lauren, 11, will participate in the discussion with you. Ramona and Ken Morrow have lived in Springfield, Virginia, for thirteen years. After retiring from Air Force, Ken began work at the Johns Hopkins Applied Physics Laboratory, where he does contracting. Ramona is a student at Northern Virginia Community College. Ramona is very active in the PTA, and serves on the state board and as the District Manager for Fairfax County. The Morrrows have three children: Amanda, 17; Jennifer, 15; and Lauren, 11. Amanda and Jennifer are both active in the Lake Braddock high school marching band, and Lauren, a sixth-grader, has begun playing the trumpet.

Jean and Rick Voigt

Rick and his daughter, Kate, 14, will participate in the discussion with you. Rick Voigt works as a civilian financial manager for the Navy after a career in the military. Jean, a former nurse, is now a full-time mother and homemaker. The Voigts have three children: Michael, 16; Kate, 14; and Sara, 6. As you remember, you and Mrs. Gore accompanied the President to the Voigt home in Alexandria, Virginia, on February 9, 1996, the day after the President signed the Telecommunications Act, to discuss the V-Chip with the Voigts and several other families. At the event, you used a satellite television system to demonstrate how blocking could work as an example of how the V-Chip might work.

Children and Television Factoids.

- ✓ The typical child will watch 25,000 hours of television before his or her 18th birthday.
- ✓ Most children watch an average of 3 to 4 hours of TV per day, approximately 28 hours each week.

- ✓ Watching TV is the #1 after-school activity for 6 to 17 year olds.
- ✓ Each year most children spend about 1500 hours in front of the TV and 900 hours in the classroom.
- ✓ By the time children complete elementary school, the average child will witness more than 100,000 acts of violence on TV, including 8,000 murders. These numbers double to 200,000 acts of violence and 16,000 murders by the time they graduate from high school.
- ✓ Prime-time TV contains about 5 violent acts per hour compared to an average of 26 violent acts per hour during Saturday morning children's TV.
- ✓ Children who watch a large amount of violent programs tend to favor using aggression to resolve conflicts.
- ✓ The more violence children watch on TV, the more likely they are to behave in aggressive or harmful ways toward others, become less sensitive to other's pain and suffering, be more fearful of the world around them, and increase their appetite for violence in entertainment and in real life.

ATTACHMENTS

- V-Chip menu screens
- Details of the agreement
- Talking Points
- Article on new ratings

THE WHITE HOUSE
Office Of The Vice President

FOR IMMEDIATE RELEASE
TUESDAY, September 30, 1997

CONTACT: 202-456-7035

**VICE PRESIDENT LAUNCHES NEW TELEVISION RATINGS SYSTEM
V-Chip, Ratings, Educational Programs Give More Control, Choices To Parents, Children**

WASHINGTON -- Launching a new era in television that will give parents unprecedented control over information that comes into their homes and children more choices among educational programs, the Vice President today (9/30) joined three families to launch the new television ratings system that will begin tomorrow (10/1/97).

"Today, more and more children are being raised by parents who work outside the home. These parents face a continuing struggle to pass on their values and protect their children from inappropriate influences. This is especially true of television programming that has such an impact on our children," the Vice President said.

"That is why the new television ratings system is so important. Combined with the screening technology of the V-Chip, the new ratings system will help parents win back their living rooms. Parents will have unprecedented control over the information that comes into their homes through the television," he said.

Under the leadership of the President and the Vice President, the television industry agreed to a content-based voluntary ratings system to become effective October 1, 1997. The new ratings system will help parents identify which programs they want to block from their homes through a screening device known as the V-Chip. The President signed into law a requirement that the V-Chip technology be installed in all television sets beginning as early as next year.

The Vice President also showed a video of three new educational children's shows: Science Court, Sports Illustrated for Kids, and Beakman's World. Again, under the leadership of the President and Vice President, the television industry has agreed to air more of these types of programs. New Federal Communications Commission rules requiring three hours of educational and instructional programming per week as a requirement for license renewal went into effect this month.

"The teamwork among parents, the television industry and government has been unprecedented," the Vice President said. "Parents can now turn up the volume on the positive power of television and hit the mute button when necessary."

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Summary of TV Ratings Agreement

New Ratings for Sex, Violence, Language and Dialogue. This agreement will add letter ratings -- S, V, L and D -- to the existing TV ratings system for programs that contain sexual content, violence, coarse language or mature dialogue. Networks will begin to rate programming using the new universal television rating system by October 1, 1997.

New Fantasy Violence Rating for children. The TV industry will add a special designation FV for fantasy violence that would apply to cartoons or fantasy programs in the current TV-Y7 rating category which designates programs suitable for children 7 and older.

More Visible Icons. The on screen ratings also will be made bigger and appear longer and more frequently.

Better Descriptors. There's also agreement on making the description accompanying the TV-PG ratings more specific. The new description will be along the lines of "does contain moderate violence." The description now says shows "may contain limited violence." Parents found that most shows now are rated TV-PG. By tightening descriptions, parent groups hope to reduce the number of PG rated shows, which should give parents a better idea of content.

Greater Parental Involvement. Five new full-voting members from the advocacy groups will be added to the existing Monitoring Board that reviews TV shows to determine whether they have been rated appropriately. That board is now filled only with industry members.

About the Families

The Sheperd Family -- Betty and Richard, Jr., and their two children, Keisha, 16, and William, 14. The Sheperd family is from Columbia, MD. Betty and Keisha will participate in the discussion with the Vice President.

The Morrow Family -- Ken and Ramona, and their three children, Amanda, 17, Jennifer, 15, and Lauren, 11, are from Springfield, VA. Ramona and Lauren will participate in the discussion with the Vice President.

The Voigt Family -- Jean and Rick Voigt, and their three children, Michael, 16; Kate, 14; and Sara, 6, are from Alexandria, VA. The Vice President, Mrs. Gore accompanied the President to the Voigt home on February 9, 1996, the day after the President signed the Telecommunications Act, to discuss the V-chip. Rick and Kate will participate in the discussion with the Vice President.

**VICE PRESIDENT GORE HAILS THE BEGINNING OF NEW ERA IN TELEVISION
WITH THREE NEW TOOLS FOR CHILDREN AND FAMILIES**

September 30, 1997

Today Vice President Gore met with families to launch a new era in television for children and families made possible by three important new tools -- two of which are only now available this month and one that will be available beginning next year. With the V-Chip, the television ratings systems and stations airing at least three hours of educational programming a week, the Clinton Administration's initiatives to help parents win back their living rooms constitute an invaluable arsenal for America's parents.

KidVid Rules -- Children Getting More and Better Educational Programming.

The Vice President hailed a new rule that went into effect this month that is bringing children the television programming they deserve. When the President and Vice President saw the opportunity to use the airwaves for something positive -- educational programming as great as our kids -- they embarked on an effort to bring new and better educational and instructional programming to television sets everywhere. The fruits of their efforts have been seen on television sets since the first of September. Now parents have more positive options for their children. After an historic letter from the President and a White House Conference on children's television resulting in a compromise agreement for three hours of educational television per station per week, the Federal Communications Commission adopted clear and concrete rules to encourage the development of and promotion of television programming that would be both welcomed by parents and watched by children. The rules that took effect this month require broadcasters to air at least three hours of educational and instructional programming a week for licence renewal.

Television Ratings -- Parents Knowing about the Shows Their Children Watch

Recognizing that not everything on television is appropriate for young children, the Vice President also launched a new television ratings system that will begin airing October 1, 1997. The additional television ratings came about as a result of negotiations between industry and child advocacy groups as announced by the Vice President on July 10, 1997. The new ratings will add S, V, L and D to the existing ratings icons to denote programs that contain sexual content, violence, coarse language or mature dialogue. There is also a new FV rating (fantasy violence) to let parents know when programming for our most impressionable children may contain fantasy violence that some parents may deem inappropriate. The icons will be made more visible and the descriptors for the PG rating will be clearer.

V-chip -- Parents Controlling What Comes into Their Living Room

The Vice President also demonstrated how the new ratings system puts the "V back in the V-Chip" and announced that he expects V-Chips to be sold in many new televisions as early as next year. The President and Vice President first publicly called for legislation requiring V-Chips in

televisions more than two years ago at the Vice President's annual family reunion conference. Since then Congress answered the challenge and the President signed the V-Chip requirement into law. Now it will be standard equipment in many television sets sold next year. To make the V-chip work, the President and Vice President brought together industry leaders who agreed to develop a voluntary ratings system. When the President and Vice President announced the first ever television ratings system last year, they asked parents for their thoughts. Parents responded with a call for content based ratings. The Vice President met with both industry and child advocacy groups and after an acceptable agreement had been reached, announced the additional ratings at the White House to become effective October 1, 1997.

Children and Television

- ✓ The typical child will watch 25,000 hours of television before his or her 18th birthday.
- ✓ Most children watch an average of three to four hours of television per day, approximately 28 hours each week.
- ✓ Watching TV is the number one after-school activity for 6- to 17-year-olds.
- ✓ Each year most children spend about 1500 hours in front of the television and 900 hours in the classroom.
- ✓ By age 70, most people will have spent about 10 years watching television.
- ✓ By the time children complete elementary school, the average child will witness more than 100,000 acts of violence on TV, including 8,000 murders. These numbers double to 200,000 acts of violence and 16,000 murders by the time they graduate from high school.
- ✓ Prime-time television contains about five violent acts per hour compared to an average of 26 violent acts per hour during Saturday morning children's television.
- ✓ Children who watch a large amount of violent programs often mimic aggression they have seen on television as a way to resolve conflicts.

##

WASHINGTON (AP) Vice President Al Gore was in the White House on Tuesday watching ``Sesame Street.'' He changed the channel and ``The Texas Chainsaw Massacre'' appeared. All of a sudden, the screen went blank.

Gore was demonstrating the new ``v-chip'' technology, which is designed to give parents the chance to block programs they find objectionable.

``It really is a huge help to parents who may be at work and are concerned about their children seeing something like 'Texas Chainsaw Massacre,''' the vice president said.

The Federal Communications Commission, carrying out the wishes of Congress and the Clinton administration, has begun setting technical standards for equipping sets with v-chips.

A 1996 telecommunications law requires that TV sets sold in the United States with screens 13 inches and larger must eventually have the technology built in.

The v-chip will work with TV ratings for sex, violence and language aired on broadcast and cable programs. New, detailed ratings begin Wednesday on ABC, CBS, Fox and major cable networks. NBC will continue using the less-specific ratings now on the air.

The FCC has proposed that the v-chip be designed to accommodate multiple TV ratings systems.

Under the agency's proposal, TV set-makers would need to have the blocking technology in at least half the sets sold in the United States by next July 1 and have the rest equipped by July 1, 1999.

Gore said the v-chip gives parents a third option besides ``throwing out your TV'' or monitoring every show children watch.

Betty Sheperd, of Columbia, Md., told the vice president she would get to sleep in on Saturday mornings now, instead of having to monitor what her two children were watching.

``There'll be a lot of blank stations on the TV,''' said her 16-year-old daughter, Keisha.

APNP-09-30-97 1701EDT

The Reliable Source

By Ann Gerhart and Annie Groer

Suddenly Seeking Sharon

Sharon Pratt Kelly, it seemed, was missing. The local chapter of the National Political Congress of Black Women, which she co-founded, wanted to honor the former mayor tonight. But nobody knew where she was. The usually connected were clueless. "We have called everyone in the city," said Geraldine Boykin, former labor union exec and president of the D.C. chapter.

The city's other mayors, Walter Washington and Mariou Barry, are expected at the Capital Hilton reception tonight, as are original D.C. Council chairman Sterling Tucker and his current counterpart, Linda Cropp. Boykin said the group wants to rally for home rule and defend democracy.

While her political sisters have conducted a search for Kelly, the ex-mayor has conducted a "Search for Meaning," the title of the latest essay on her Web site, <http://www.spiritforamerica.com>.

Underground, Kelly has become such a defender of democracy that she advocates eradicating representation and giving power right back to the people.

The Source reached her on the third ring yesterday. She seemed mystified that she was considered missing. "I have been keeping a little bit of a low profile," said Kelly, who was the capital's mayor from 1991 to 1995, "but I do respond to some of my e-mail." She's been doing "a fair amount" of speaking around the country. "I'm not that mysterious at all," she said. "I'm still quite accessible."

Boykin was completely understanding. Noting the difficulties of mayoralty in this town, she said, "I could understand why somebody would want to go into hiding."

No Blood, Lots of Gore: The Veep & the V-Chip

It was family hour in front of the TV set yesterday at the White House, and Vice President Gore was hugging the remote.

Gore had assembled a group of local children and parents in the Roosevelt Room to promote a new TV rating system, which will go into effect today, as well as demonstrate the "V-chip," which will soon be mandatory in new televisions. The technology lets parents block programming they find objectionable, and the vice president got to show it off, reports The Post's John Harris. One moment, the group was watching "Sesame Street." But when Gore switched channels, there was a brief image of "The Texas Chainsaw Massacre," the gory cult movie classic, before the screen went blank. "That's not too complicated, is it?" Gore cooed.

Gore also rapped NBC—although he didn't mention the network by name—for being the only major network not using the new rating system. The vice president predicted NBC would soon succumb to "moral pressure" and adopt the expanded ratings, which alert viewers to programs with sexual content (S), coarse language (L), violence (V) and fantasy violence of the sort seen in cartoons (FV). If parents used their V-chips to block out all that, there'd be nothing left to watch except campaign finance hearings on C-SPAN.



No "Texas Chainsaw Massacre" on this TV: At the White House, the vice president demonstrates safe surfing.

The Big Library's Big Bash



Jones, hosting.

The Library of Congress, which marks its 200th anniversary in 2000, holds its first-ever fundraiser next month to finance its bicentennial programs.

Velvet-voiced actor James Earl Jones, a TV pitchman for Bell Atlantic's Yellow

Pages, will emcee a black-tie, \$2,500-a-ticket dinner dance on Tuesday.

Actors Avery Brooks and Zoe Caldwell will read from historic works, and opera stars Marilyn Horne and Jerry Hadley will sing in the just-renovated Coolidge Auditorium.

Proceeds from this bash and future fundraisers will pay for programs to promote America's oldest federal cultural institution. After all, the library is home to 112 million items, including the manuscripts of 23 U.S. presidents, countless inventors, poets, writers and, yes, the Bell Atlantic Yellow Pages.

First of all, I'm going to play "What a Friend We Have in Jesus" and "Onward Christian Soldiers." I'm gonna play and play and play and play, till I can't play no more.

Eunice Simpson, after Judge David Perez's final ruling yesterday in Santa Monica, Calif., that a \$20,000 piano in the house of her son, O.J. Simpson, was a 1984 gift from him and then-wife Nicole Brown Simpson and could not be sold to help pay the \$33.5 million in damages a civil jury ordered him to give the family of Ron Goldman, Reuter reported.

The Washington Post
WEDNESDAY, OCTOBER 1, 1997

THE WHITE HOUSE

Office of the Vice President

FOR IMMEDIATE RELEASE:

Thursday, March 12, 1998

Contact:

(202) 456-7035

*Statement by the Vice President of the United States
On the Federal Communications Commission Rulings on
Video Programming Ratings and Technical Requirements
March 12, 1998*

Today, the Federal Communications Commission (FCC) launched a new era in television and in so doing, put parents back in charge of what comes into their living room. By taking the next step in the bringing parents the V-Chip, we are harnessing new technologies in the service of our oldest values.

When the President and I first called for the V-Chip over two years ago, we knew that we had to give families more control over one of the most influential forces in our nation, television. Still today, a typical child watches 25,000 hours of television before his or her 18th birthday.

Now the FCC has taken the next step toward putting this new tool where it belongs, in a parents' hand.

What this means is parents could see V-Chip set-top boxes in the stores by as early as this summer and could see V-Chip equipped television sets by this Christmas.

I am hopeful that television set manufacturers will now compete in the marketplace for the most useful and effective implementation of this new tool for parents to control what their children watch. These manufacturers are free to go beyond the V-Chip's requirements to give parents even more tools like viewing time limitations built into their television.

But it's more than giving parents the ability to block what comes on their set. Parents must also know in advance what programs are appropriate for their children. That is why I am calling on every newspaper to print the ratings information in its TV guides.

Now to make this new system the most valuable to parents, parents need to know when a program may be too violent for their children. There are still some networks who have yet to include the additional content ratings of S, V, L and D. So I call on the hold-out networks to join in one common voluntary rating system so parents can have the "V" for their V-Chips.

Kaiser Family Foundation TV Ratings Event

National Press Club

9:30-10:00 a.m., Wednesday, May 27, 1998

Meeting requested by Jim Kohlenberger

Briefing prepared by Jim Kohlenberger, Audrey Choi

EVENT

You will announce the findings of a new in-depth study that demonstrates that a majority of parents are using the new TV ratings system to help guide their children's viewing and that ~~nearly two-thirds~~ of all parents would use a V-Chip to block certain programming if it were available. This study -- the first survey following the first full season of the new tv ratings -- shows that parents use TV ratings and want the combination of ratings and the V-chip to help them protect their children from inappropriate material.

LOGISTICS (As of this writing, subject to change)

- You will proceed to the Holeman Lounge in the National Press Club for hold. You will be greeted by Kaiser Family Foundation President Drew Altman and Vicky Rideout, Director of the Program on Entertainment, Media and Public Health.
- Drew Altman will proceed into the Ballroom, make brief opening remarks, and introduce you.
- You will enter the Ballroom, make brief remarks and then depart.

YOUR ROLE/CONTRIBUTION

- You will announce the top line results of the Kaiser Family Foundation study on TV ratings at the conclusion of the first television season using the new ratings system.
- You will underscore the Administration's commitment to giving parents the tools and information they need to guide their children's television viewing.
- You will highlight several steps that will pave the way for the V-Chip.

PROGRAM NOTES

- The Kaiser Family Foundation survey, unlike previous surveys of the general public, specifically targeted parents of children (ages 2-17) about ratings. This

survey shows a high level of concern among parents about what their children see on television.

- The survey also shows that parents do use the new ratings system but that they need additional tools for the ratings to be more useful: they need more information about the ratings and they need the V-chip so they can monitor children's viewing habits even when they're not home. 65% of parents say they would use a V-Chip if they had one. 78% of children, age 10-17, said they think the V-Chip is a good idea.
- Following your remarks, Vicky Rideout of the Kaiser Family Foundation, will do an in-depth report of the study results. There will then be a panel discussion with Ginny Markell, president elect of the PTA; Professor Don Roberts, Stanford University; and Peggy Binzel, senior vice president of News Corp./Fox for government relations. Sander Vanocur, former network television journalist, will moderate the panel.
- The event is open press. Around 20-30 reporters are expected.

BACKGROUND INFORMATION

- **V-Chips in the Home** --By next summer, half of all new television sets are required to have the V-Chip, and 18 months from now --January, 2000--all new television sets are required to have the V-Chip installed. Considering that American's buy 25 million new televisions a year, 10% of households will have a V-Chip 2 years from now, and 10% of all TV's will likely have a V-Chip by January, 2001. Set top boxes, Web TV's, and cable boxes all play a part in getting the V-Chip into more homes, but their penetration is dwarfed by the requirement for all TV's to have the V-Chip.

Impediments.

- **TV Ratings Signal Transmission.** In the short term, as soon as broadcasters begin transmitting the coded signal that contains the rating signal, set top boxes containing the V-Chip will appear in retail stores. Set top box manufacturers won't send the boxes to retailers until the signal is aired fearing that consumers will return the boxes because they won't work. Although the NAB claims they will begin airing the rating signals within 30 to 60 days from now, there are indications that others in the chain have been slow to upgrade their equipment to be able to use the signals.
- **Network Holdouts.** NBC and BET are still refusing to use the new content based ratings system. This study tells us that it is these content based ratings that they find most useful.
- **Newspapers.** Not enough newspapers print the ratings, including those that have

editorialized for the ratings, making it difficult for parents to determine in advance if a program is appropriate. This study tells us that parents would like to see changes in the system to make the ratings more prominent.

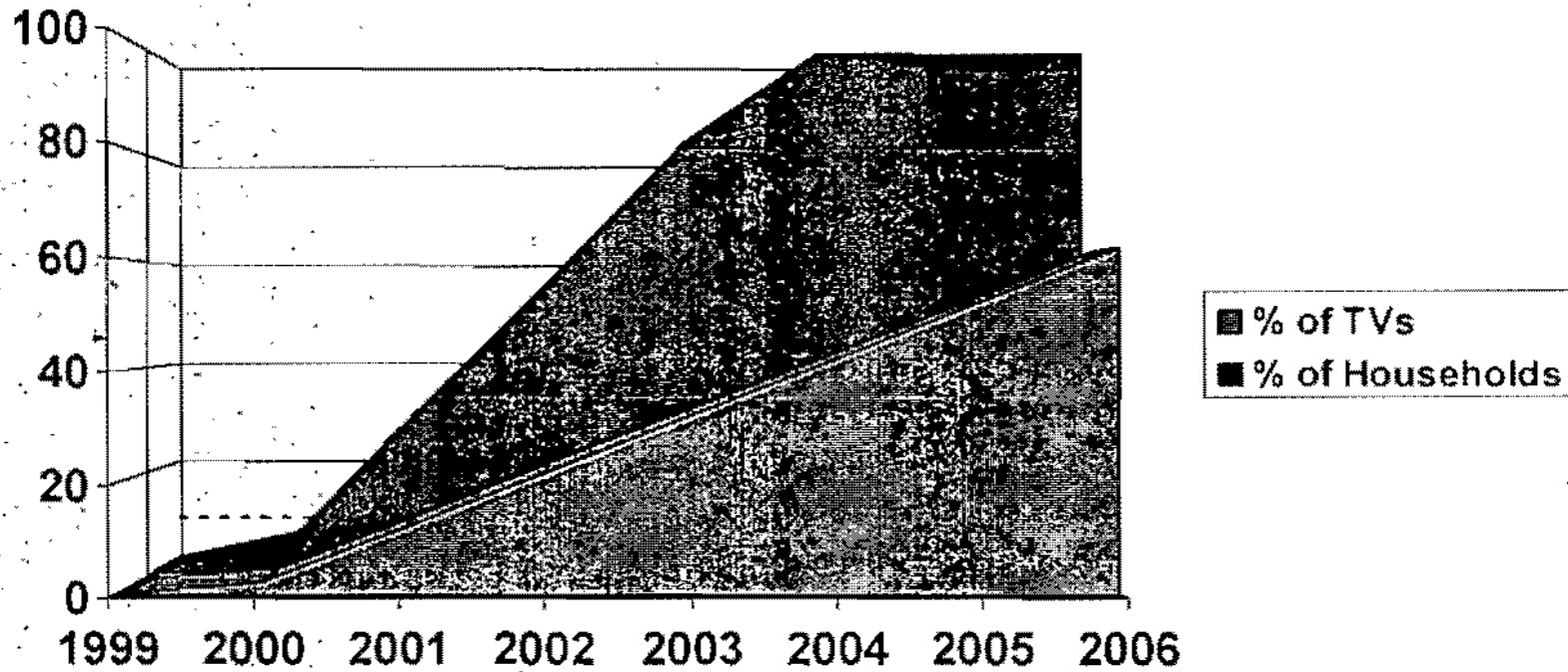
Facts About TV Violence and Children. In the past eight months, in what is a disturbingly familiar pattern, there have been a series of youth shootings at schools killing at least 13 people and wounding more than 40 others. While we may never know what influenced these troubled children, it reminds us about the amount of violence in children's lives.

- ✓ **Kids Watch More TV than School.** Each year most children spend about 1500 hours in front of the TV and 900 hours in the classroom.
- ✓ **Kids Witness Too Much Violence.** By the time children complete elementary school, the average child will witness more than 100,000 acts of violence on TV, including 8,000 murders. These numbers double to 200,000 acts of violence and 16,000 murders by the time they graduate from high school. Prime-time TV contains about 5 violent acts per hour compared to an average of 26 violent acts per hour during Saturday morning children's TV.
- ✓ **Research Shows Link Between TV and Violence.** Violence on television has been shown in hundreds of studies to have an influence on aggressive behavior. Over the past 20 years, numerous respected academic and public health organizations and agencies --including the American Psychological Association, the American Medical Association, the U.S. Surgeon General, and the National Institute on Mental Health --have reviewed the existing body of evidence in this area and have unanimously affirmed the validity of that conclusion. Three main effects of viewing televised violence have been noted in the literature: learning aggressive attitudes and behaviors, desensitization to violence, and increased fear of becoming victimized by violence.

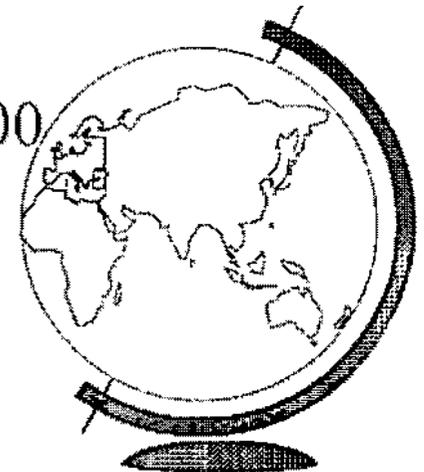
ATTACHMENTS

- Remarks to be provided by speech writing
- Projection of V-Chip Penetration Rates
- Executive Summary and Chart Pack of Survey Results
- Bios of Panel Speakers

V-Chip Penetration



- 10% of **Households** with a V-Chip by April, 2000
- 10% of All **TV's** with a V-Chip by January 2001



News Release

EMBARGOED FOR RELEASE UNTIL:
9:00 a.m. ET, Wednesday, May 27, 1998



2400 SAND HILL ROAD
MEMO PARK
CALIFORNIA 94025

For further information contact:

Tina Hoff
or Matt James

Tel 650 854-9400

Fax 650 854-4800

EMBARGOED

New National Surveys of Parents and Children on TV Ratings System:

Half of Parents Use the New TV Ratings, But Many Say Changes Could Make Them More Helpful

Parents Also Need To Know More About How the System Works

Washington, DC – As the first television season using the new ratings system draws to a close, half of all parents with children ages 2-17 (54%) say they are using the new ratings to help guide their children's viewing, and 45% say they have stopped at least one of their children from watching a particular show because of its rating, according to two new surveys of parents and children by the Kaiser Family Foundation. But more than eight out of ten parents who use the ratings say there are improvements that would make the ratings more helpful, and many do not have a good understanding of how the current system works.

The survey also finds that parental concerns about television content are rising. The number of parents of children ages 2-17 who say they are concerned "a great deal" that their children are being exposed to too much sexual content on TV increased from 43% in an October 1996 Kaiser Family Foundation survey to 67% in April, 1998, when this survey was conducted. The number expressing the same concern about violent content increased from 39% to 62% over the same period.

The TV ratings system was designed to help address concerns about television content by giving parents assistance in monitoring what their children watch. Nearly all of the parents who have ever used the ratings say they have found them "useful" (42% "very" and 51% "somewhat"). A smaller percentage of parents who use the system say the ratings have been "successful" in keeping children from being exposed to inappropriate material (13% "very" and 51% "somewhat").

"Parents say they are more concerned than ever about the impact of TV on their kids," said Drew Altman, President of the Kaiser Family Foundation. "The good news for the ratings system is that many parents are using the ratings and find them helpful, but they do not always understand the system, and there are changes they'd like to see made."

- more -

One out of five parents say (18%) they have not heard about the ratings system. Twenty-seven percent of parents say they have heard of the ratings system but "never" or "hardly ever" use it. The most common reason given by these parents for not using the ratings is that they would rather decide for themselves what is appropriate or not for their children to watch (31% say this is the leading reason).

Many Children Also Use Ratings. In a companion survey of children, a third (36%) of 10-17 year olds report that at least once, one of their parents has stopped them from watching a show because of its rating. The survey also revealed that just over a third (36%) of all children say they themselves have decided not to watch a particular show because of the rating it received. But children have mixed reasons for tuning out: forty percent say it is because their parents wouldn't want them to watch the show, while 26% say it is because they think the show is meant for younger kids.

Parents Say Changes Could Make Ratings More Useful. Most parents who use the ratings (73%) say they learn a show's rating from seeing the symbol on-screen at the beginning of the show, but many (67%) say even when they are looking for the rating they miss seeing it. More than eight out of ten parents who use the ratings say they favor having the rating appear on screen more often (84%) or announced out loud at the beginning of the show (82%), but most do not favor having the rating stay on screen throughout the entire show (42% support, 57% oppose).

Many Parents Need More Information About Ratings. The survey indicated that many parents could use more information about how the ratings system works, including what kinds of shows are rated, who rates programming, and what the different rating symbols mean. Even among those parents who are aware of the ratings system,

- Less than half know that children's shows (49%), talk shows (40%) and soap operas (23%) are rated.
- About half (54%) know what at least six of the eleven rating symbols mean, while 46% know five or fewer.
- Thirty-one percent know that the television industry rates programs itself, while 32% believe that an independent review board does the rating. Nine percent think the government rates shows, and 27% say they don't know who does the rating.

Parents Say Ratings Accurately Depict TV Content. Seventy-one percent of parents who use the ratings say they provide "reasonably accurate" information about TV shows, although half (50%) say they have on occasion disagreed with how a particular show was rated. Only 12% of parents who use the ratings say they know who to complain to in such a situation.

Parents would use a v-chip. Nearly two-thirds of all parents (65%) say that if they had a v-chip in their home, they would use it to block certain programming. But most parents say they are either "not too likely" (24%) or "not at all likely" (45%) to go out and buy a TV with a v-chip (or a set-top box) in the next year or two.



National Surveys of Parents and Children

Parents, Children and the Television Ratings System:
Two Kaiser Family Foundation Surveys

Chart Pack

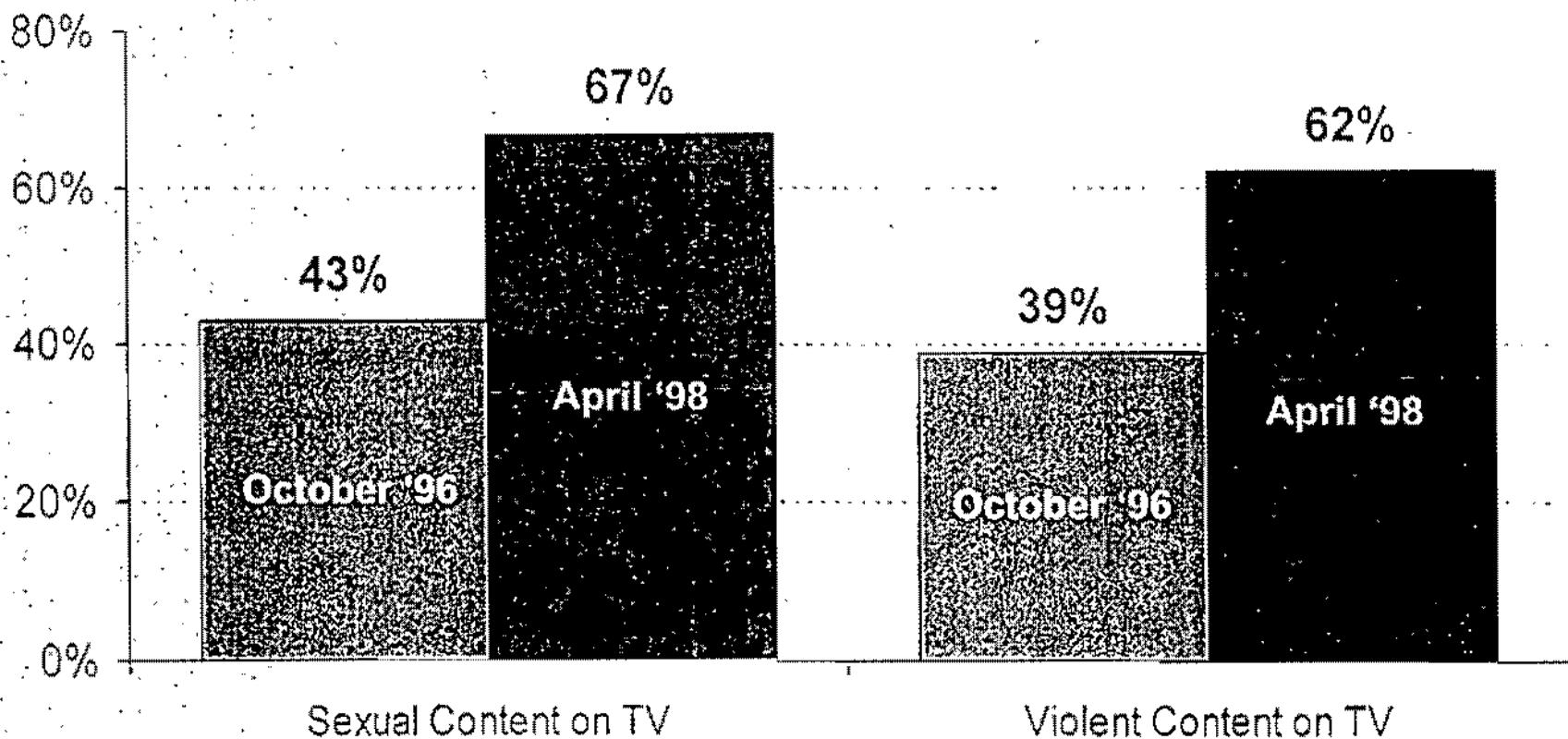
EMBARGOED



Chart 1

Parental Concern About TV Content

Percent of parents of 2-17 year olds today, as compared to 1 1/2 years ago, who say they are concerned "a great deal" that their children are being exposed to too much...

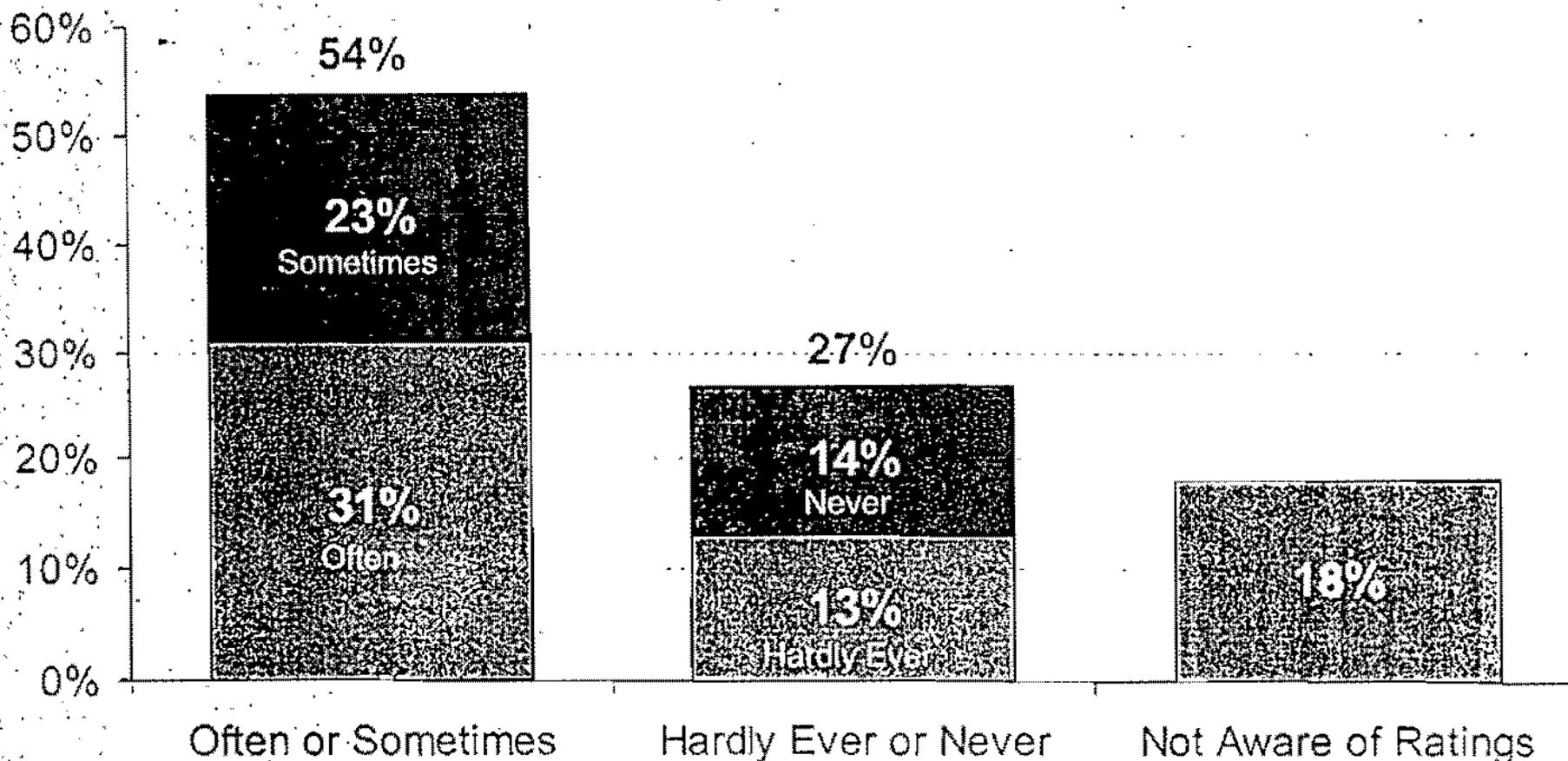


Sources: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998; A Kaiser Family Foundation and Children Now National Survey: Parents Speak Up About Television Today, December 1996

Chart 2

Parents' Use of the TV Ratings System

Percent of parents of 2-17 year olds who use the TV ratings system to help make decisions about what shows their children watch...



*Don't know/Refused responses not shown.

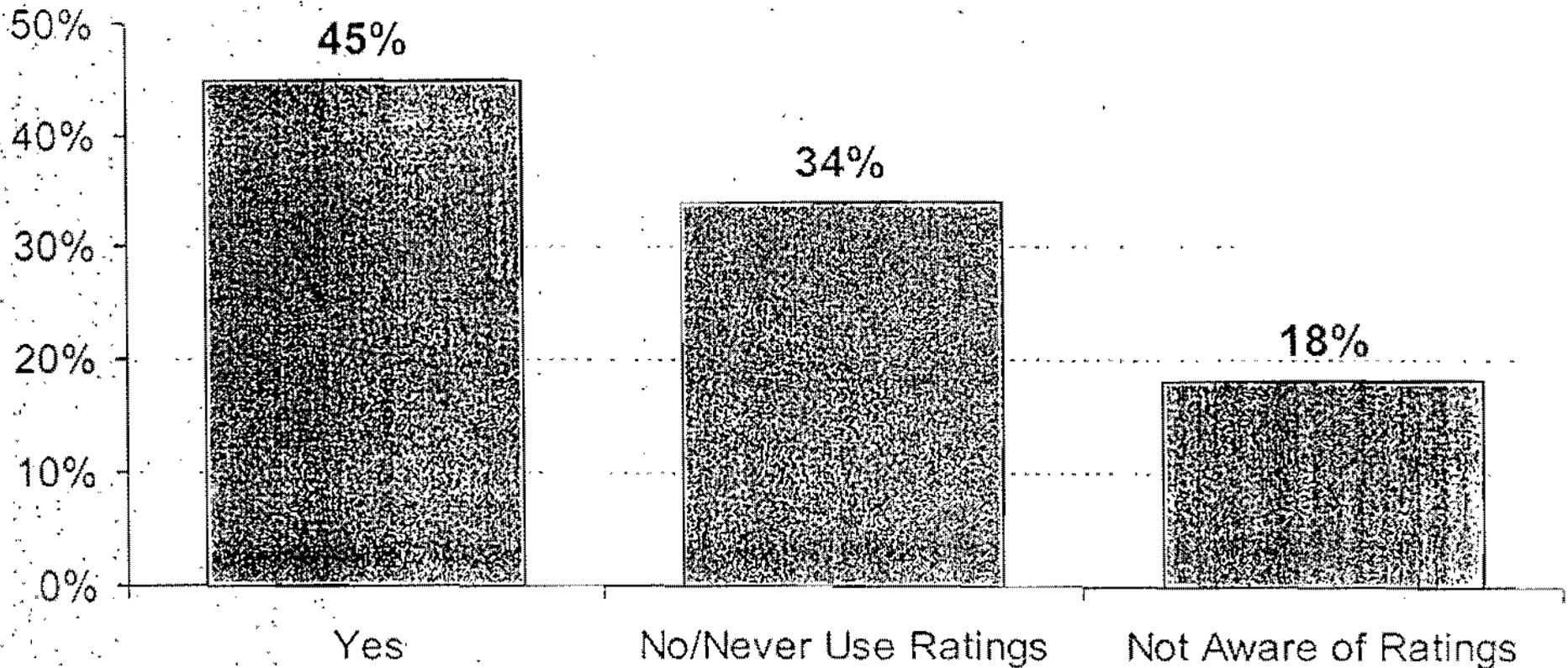
Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 3

TV Ratings' Impact on What Kids Watch

What parents say...

Percent of parents of 2-17 year olds who say they have ever stopped one of their children from watching a TV show because of its rating...



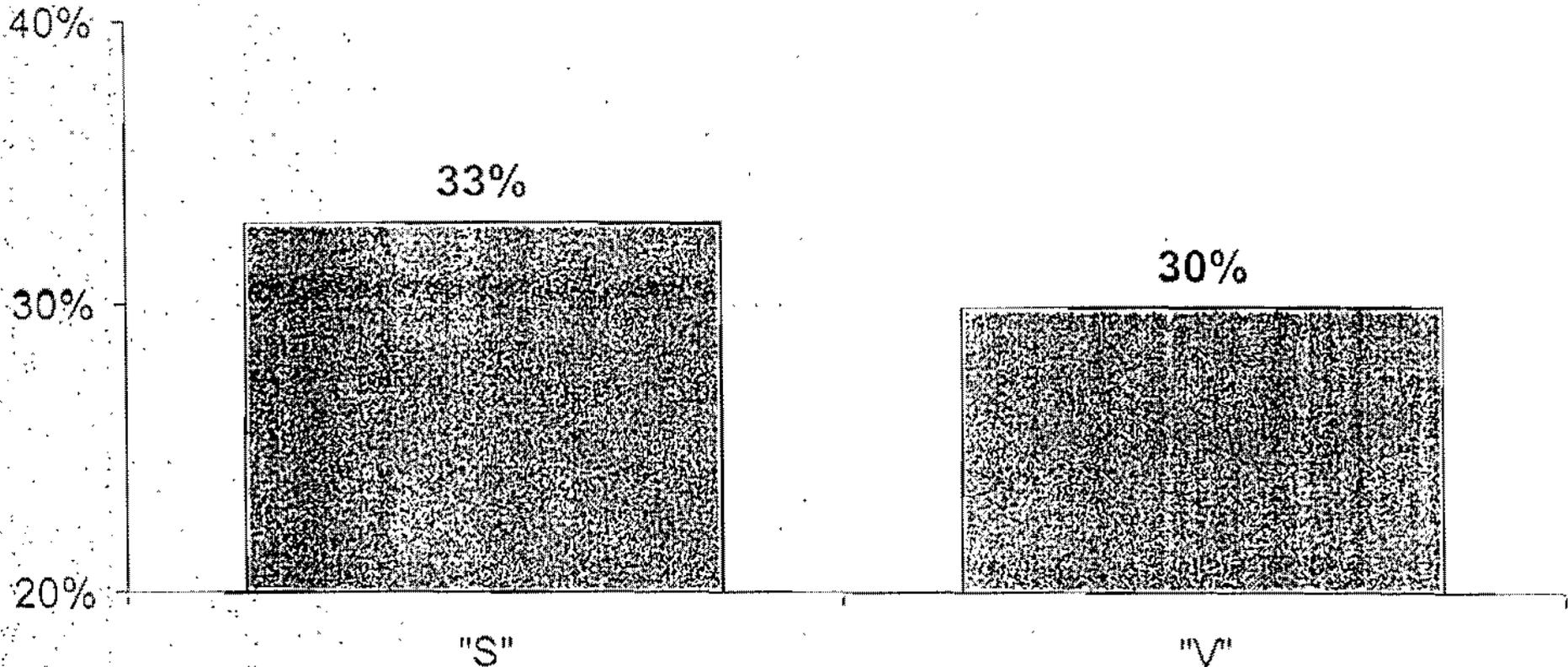
*Don't know/Refused/Stopped for other reason" responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 4

Ratings Most Likely to Cause a Parent to Stop a Child from Watching a Show

Percent of parents of 2-17 year olds who say the rating "S" or "V" has caused them to stop one of their children from watching a TV show...

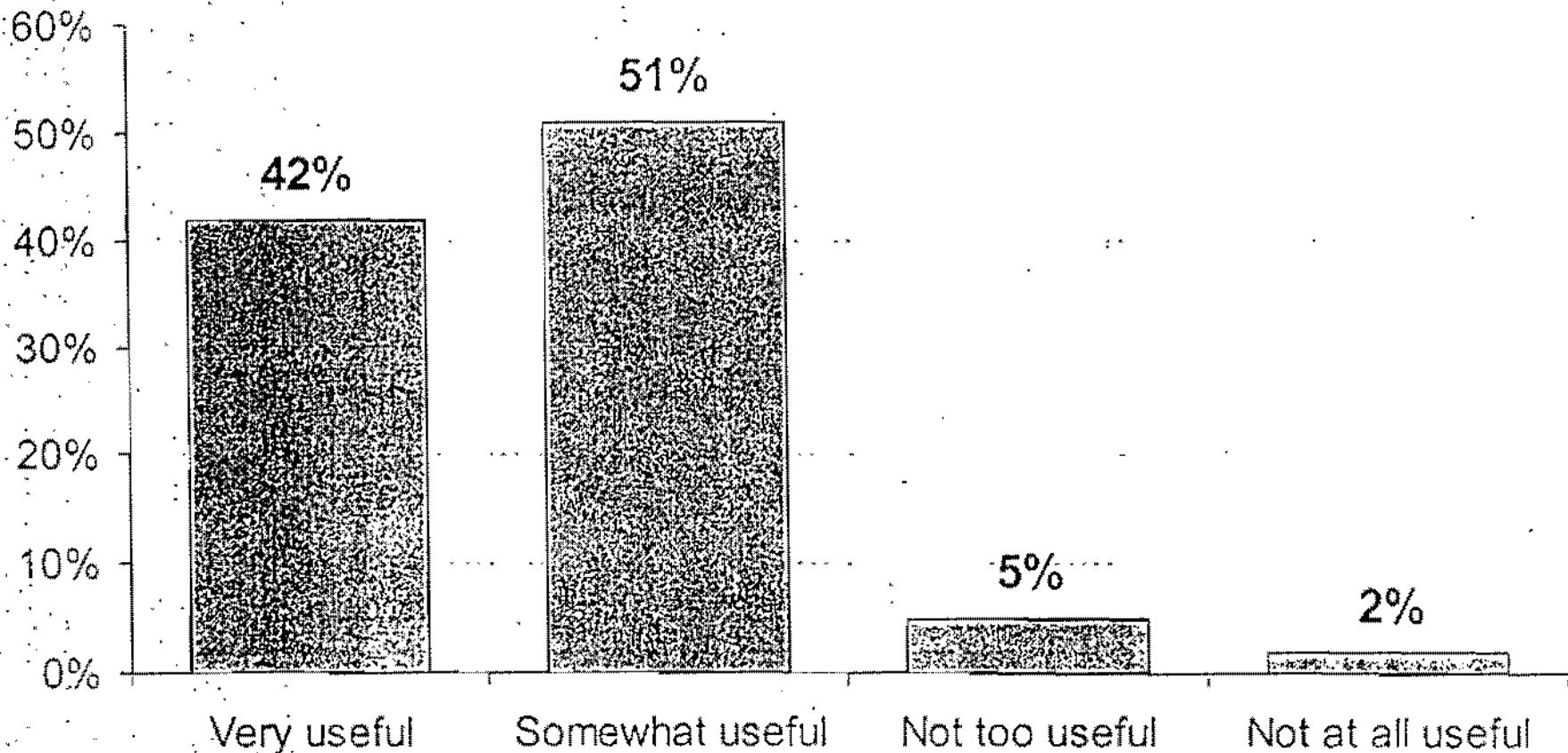


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 5

Usefulness of the TV Ratings

Of parents of 2-17 year olds who have ever used the TV ratings, the percent who say they have been useful in helping guide their family's choices...

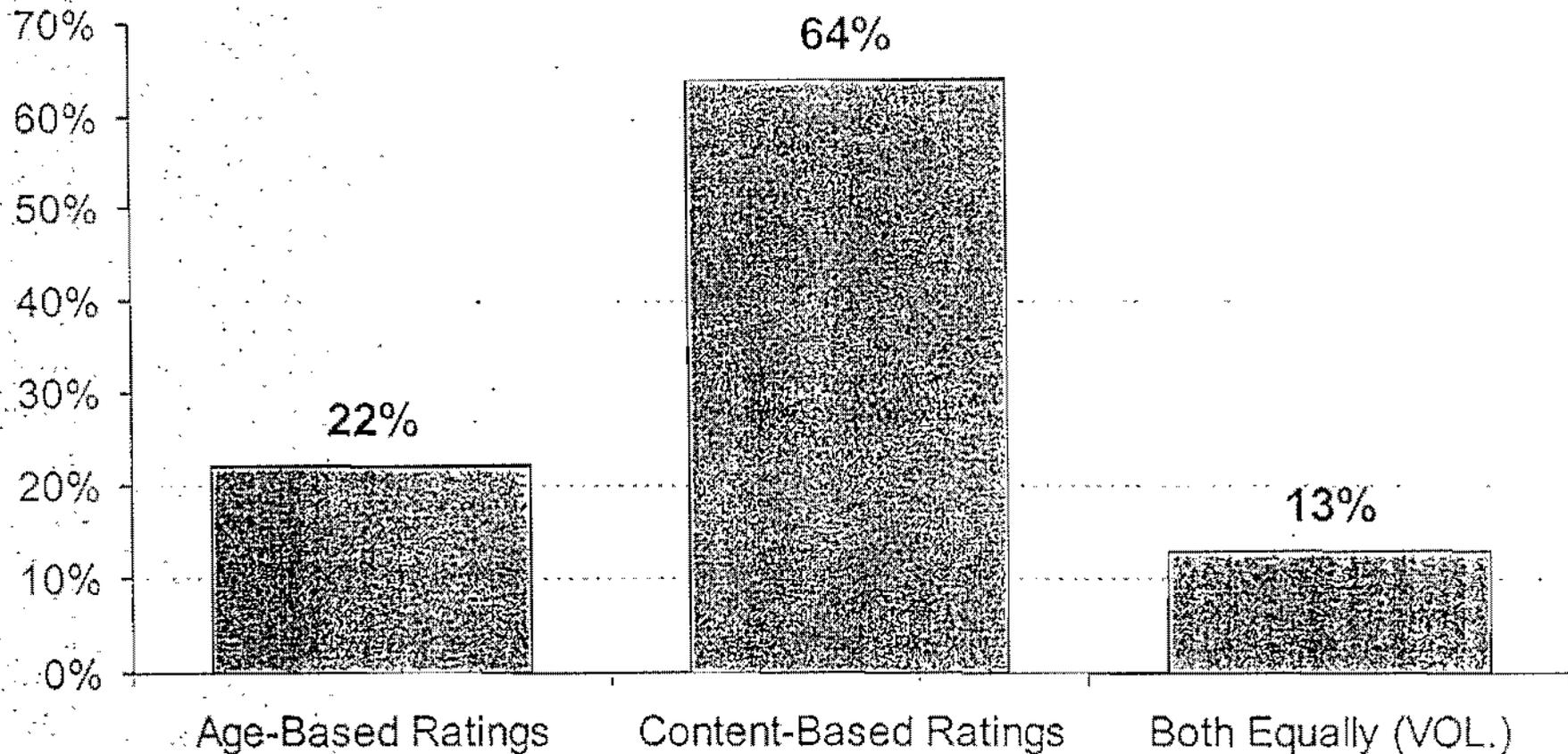


Source: Parents, Children and the Television Ratings System: Two-Kaiser Family Foundation Surveys, May 1998

Chart 6

Usefulness of the TV Ratings

Of parents of 2-17 year olds who use the TV ratings, which part of the rating is most useful to them..



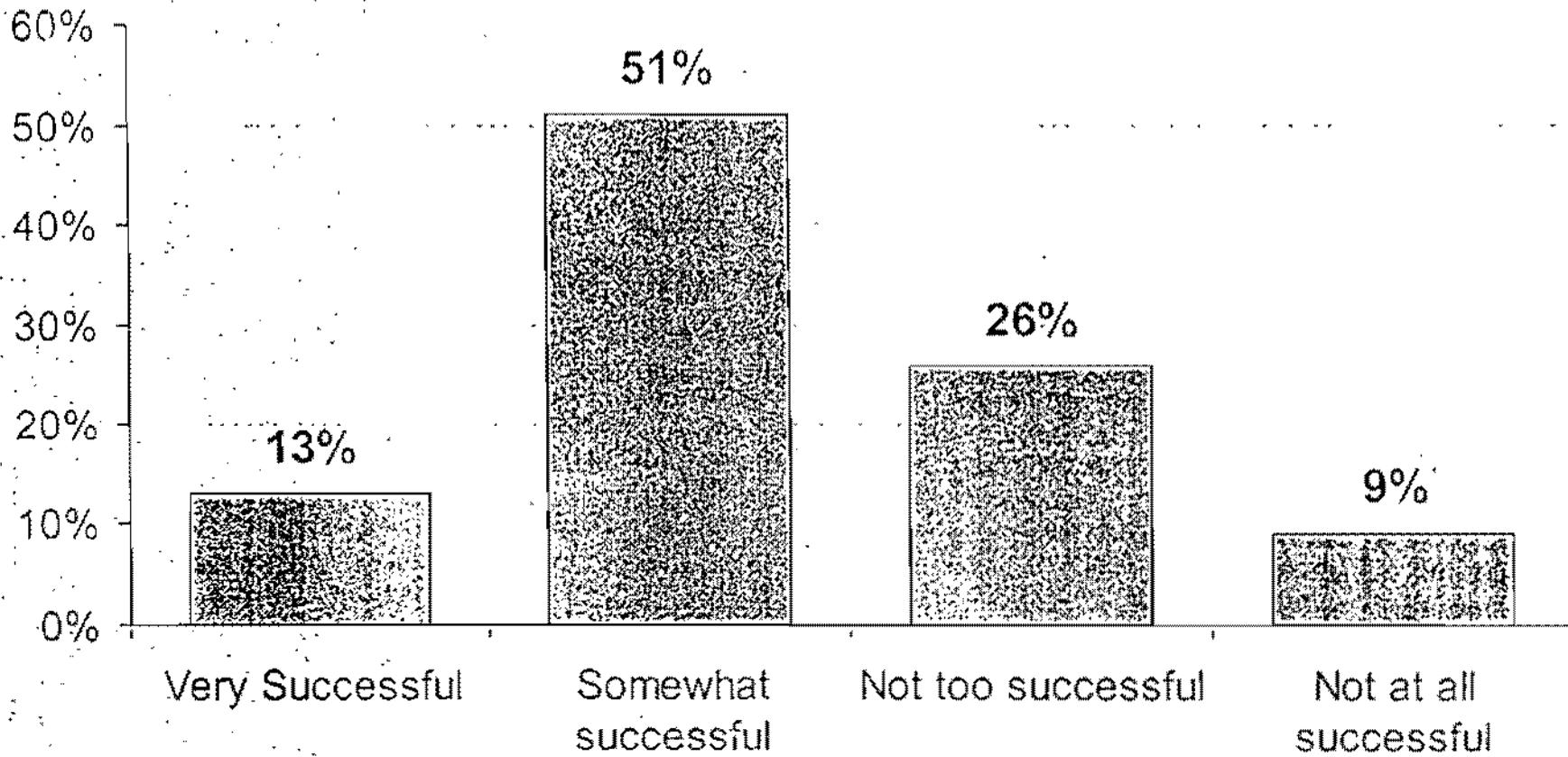
*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 7

Effectiveness of the TV Ratings

Of parents of 2-17 year olds who use the ratings, the percent who say how successful the TV ratings system has been in keeping children from being exposed to inappropriate material...



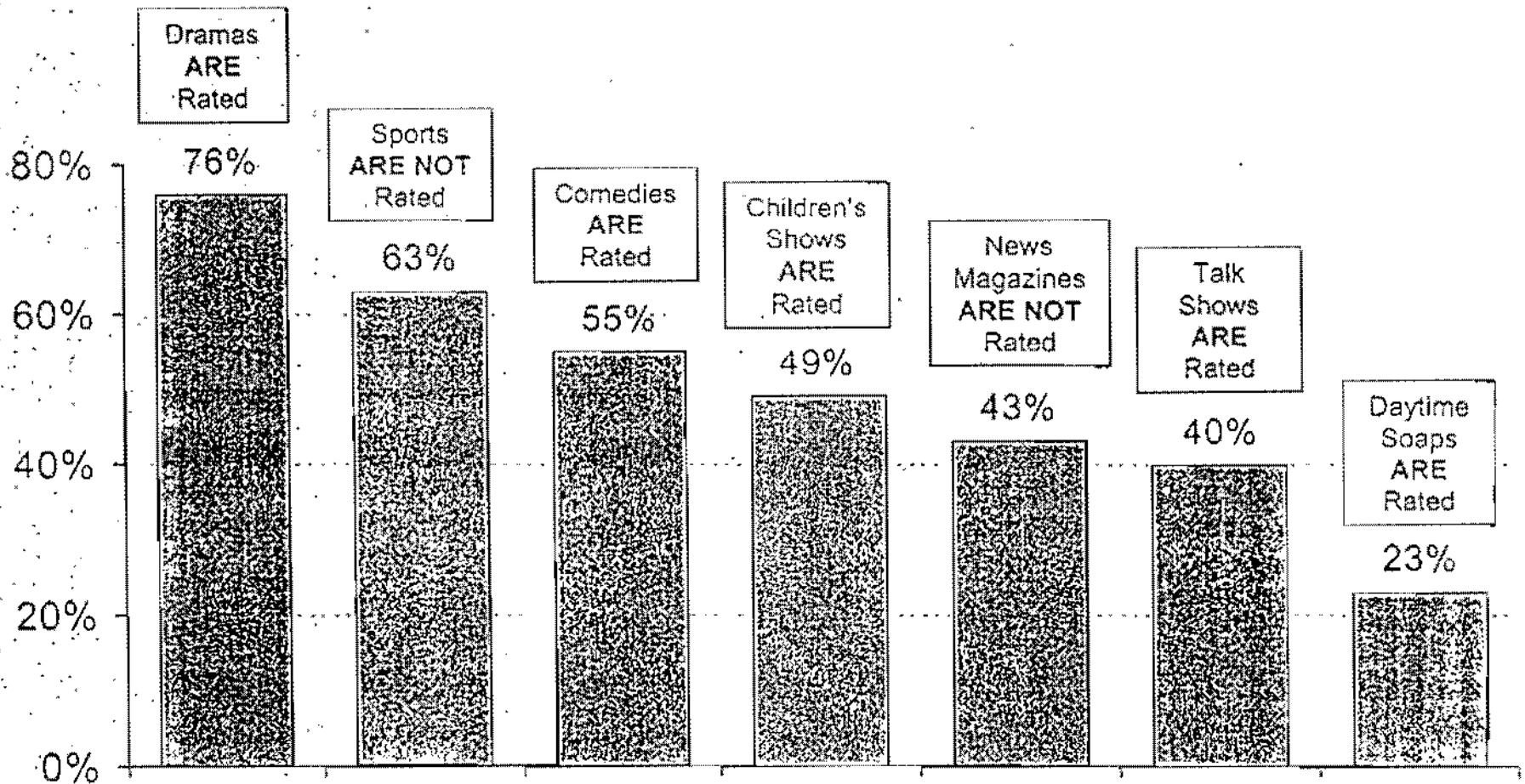
*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 8

Parents' Understanding of Which Shows are Rated

Of parents of 2-17 year olds who are aware of the ratings, the percent who know that...

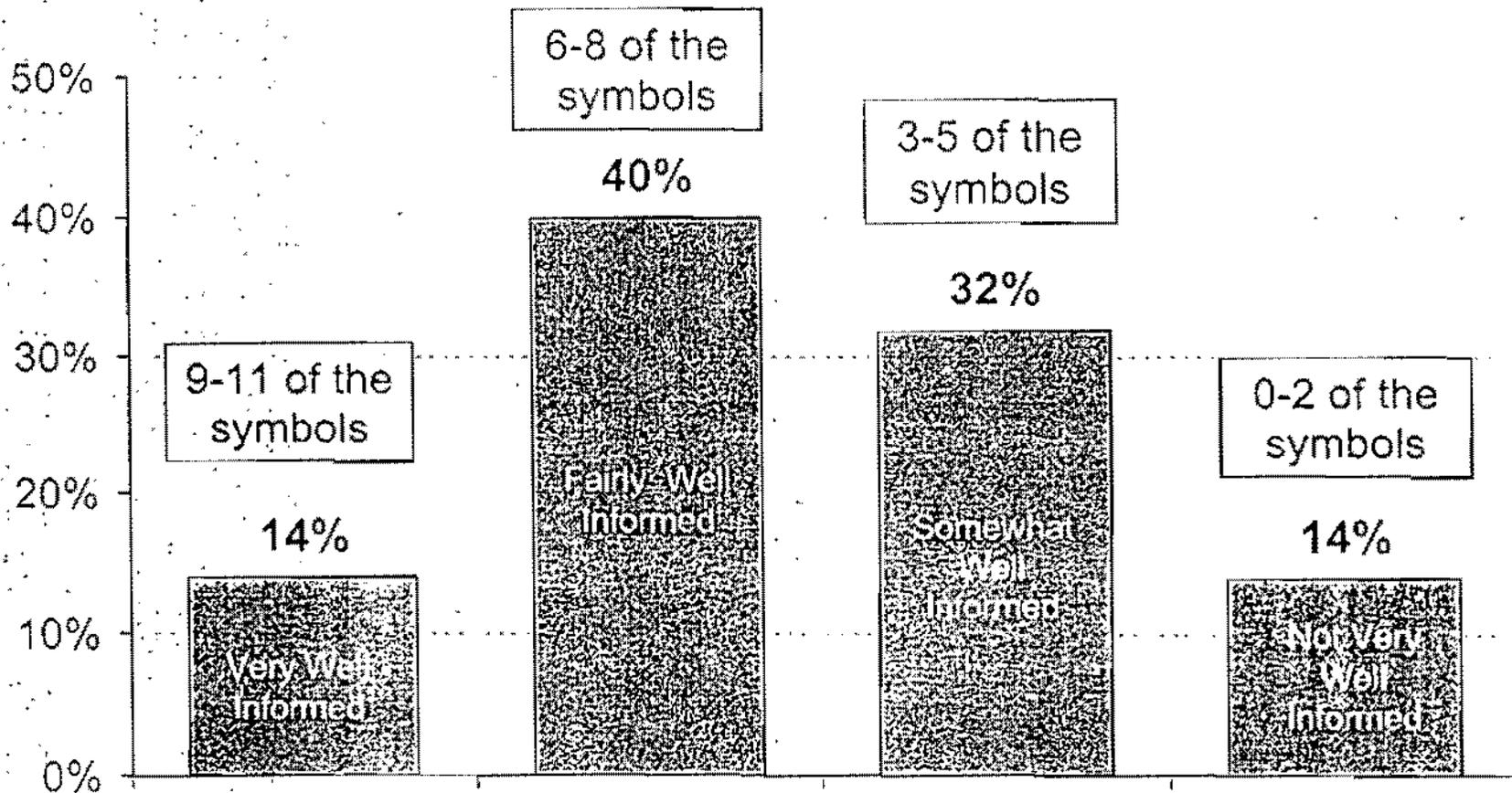


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 9

Parents' Understanding of the Ratings Symbols

Of parents of 2-17 year olds who are aware of the TV ratings system, the percent who can accurately define...

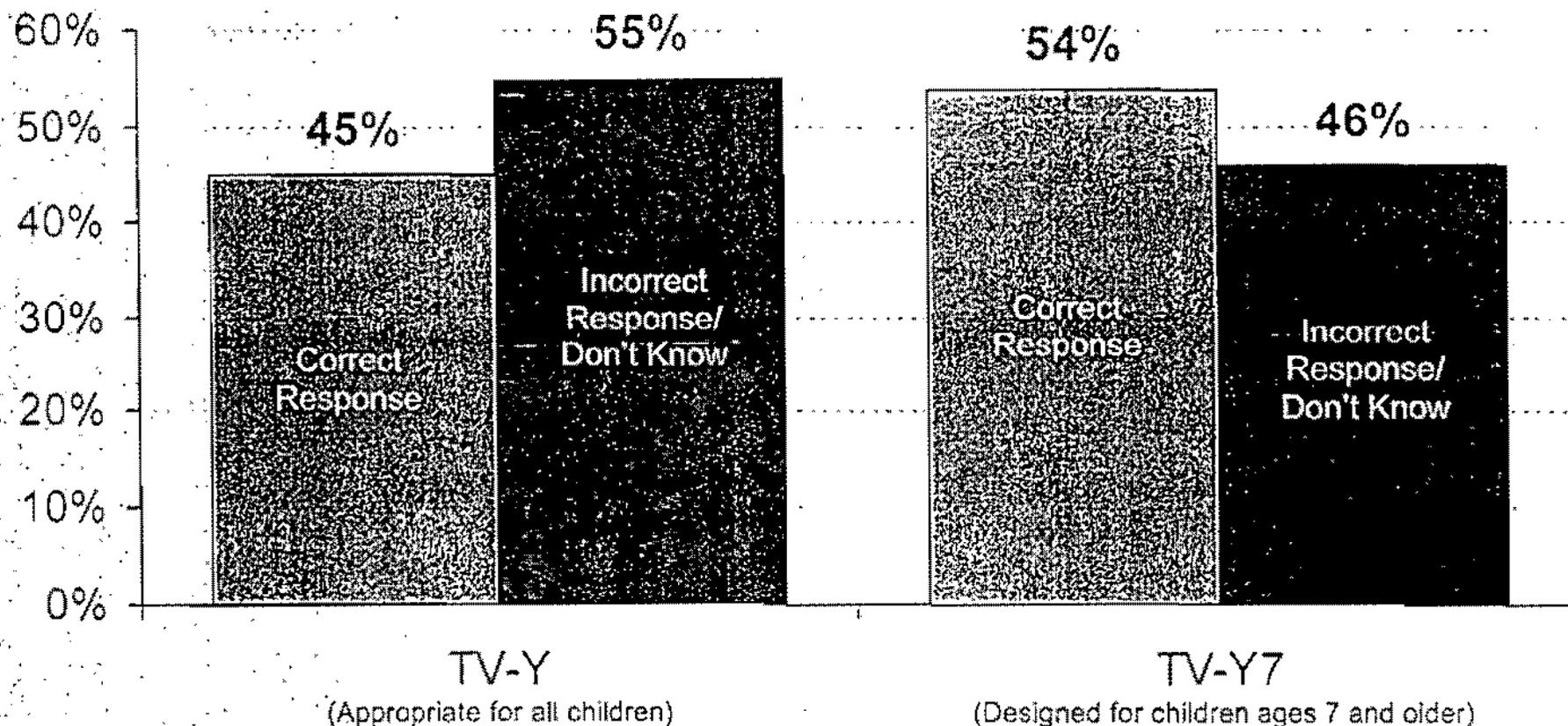


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 10

Parents' Understanding of the Ratings for Children's Shows

Of parents with children under 10 years old who are aware of the ratings, the percent who can define the ratings symbols for children's programs...

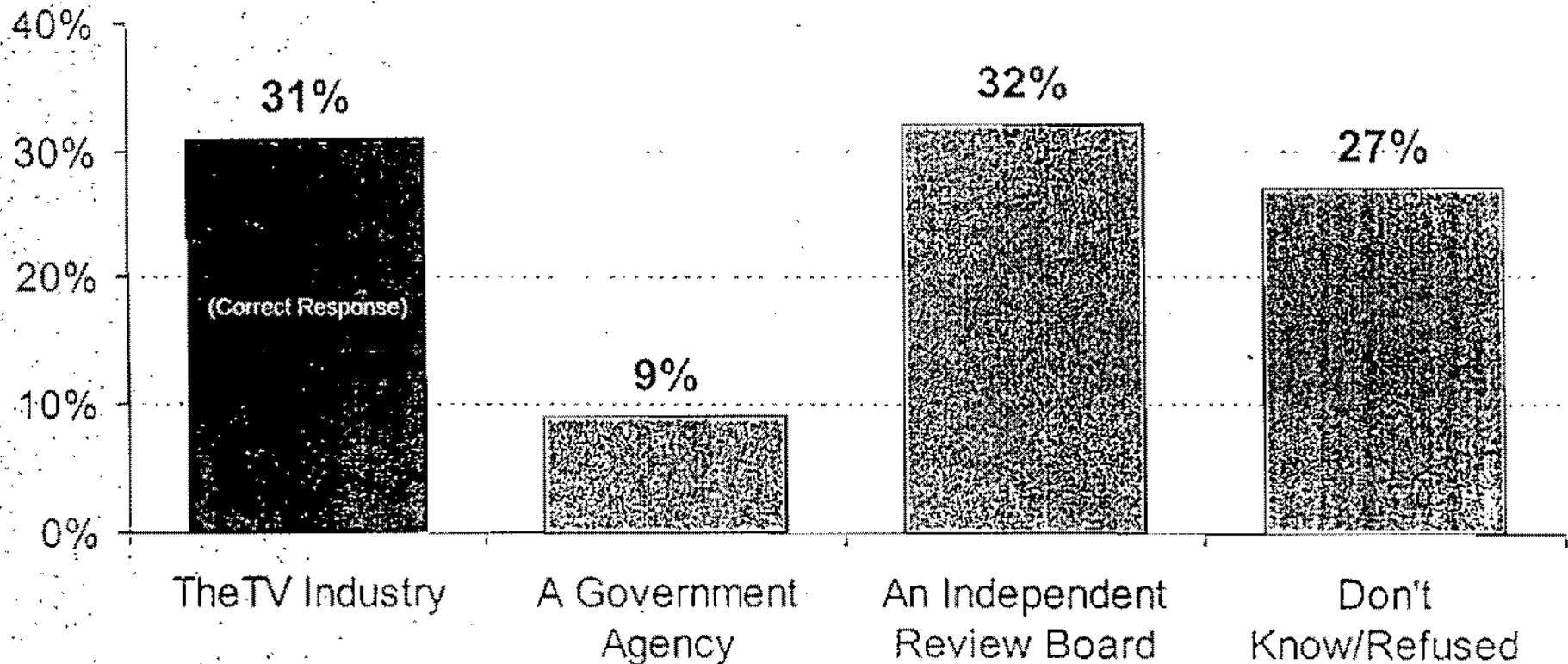


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 11

Parents' Understanding of Who Rates TV Shows

Of parents of 2-17 year olds who are aware of the ratings, the percent who think ... is responsible for rating TV shows.



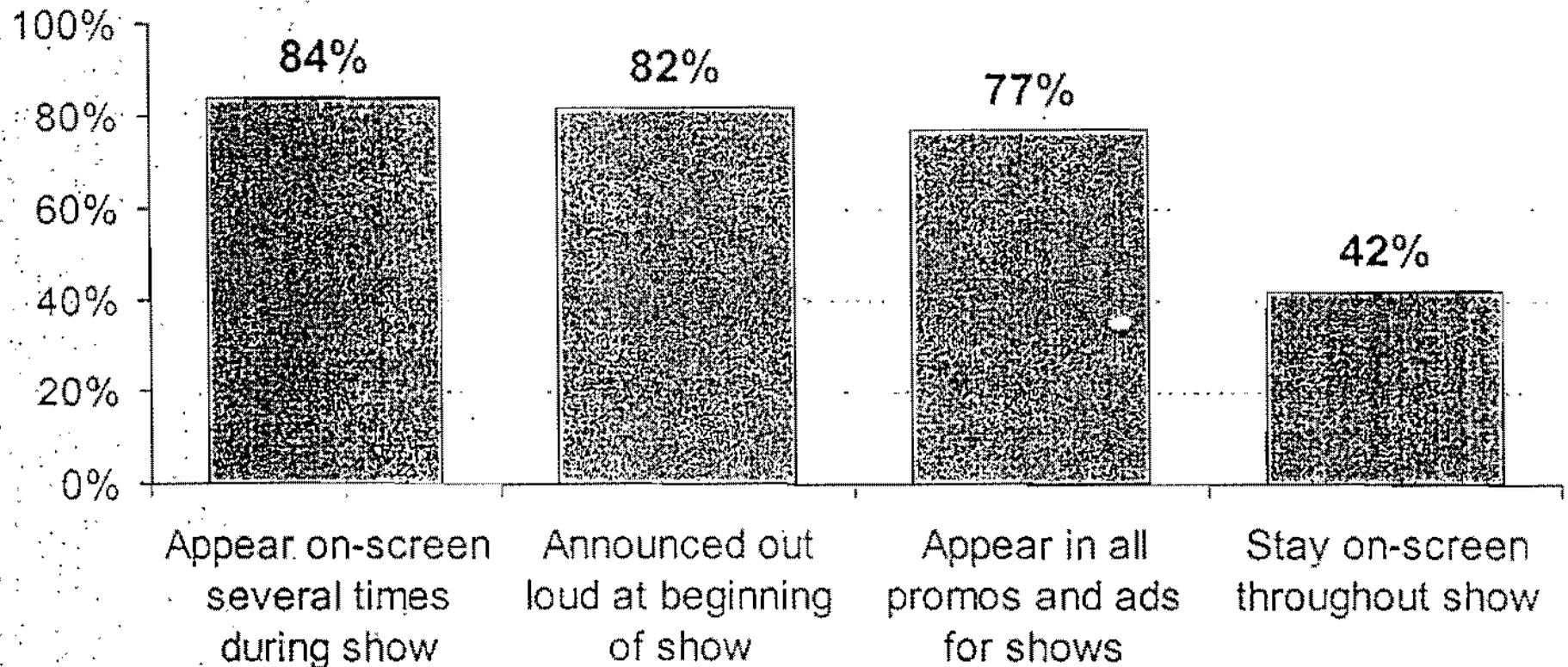
* "Other" responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 12

Changes Parents Want in the TV Ratings

Of parents of 2-17 year olds who use the system, the percent who say they would like to see the rating symbol...

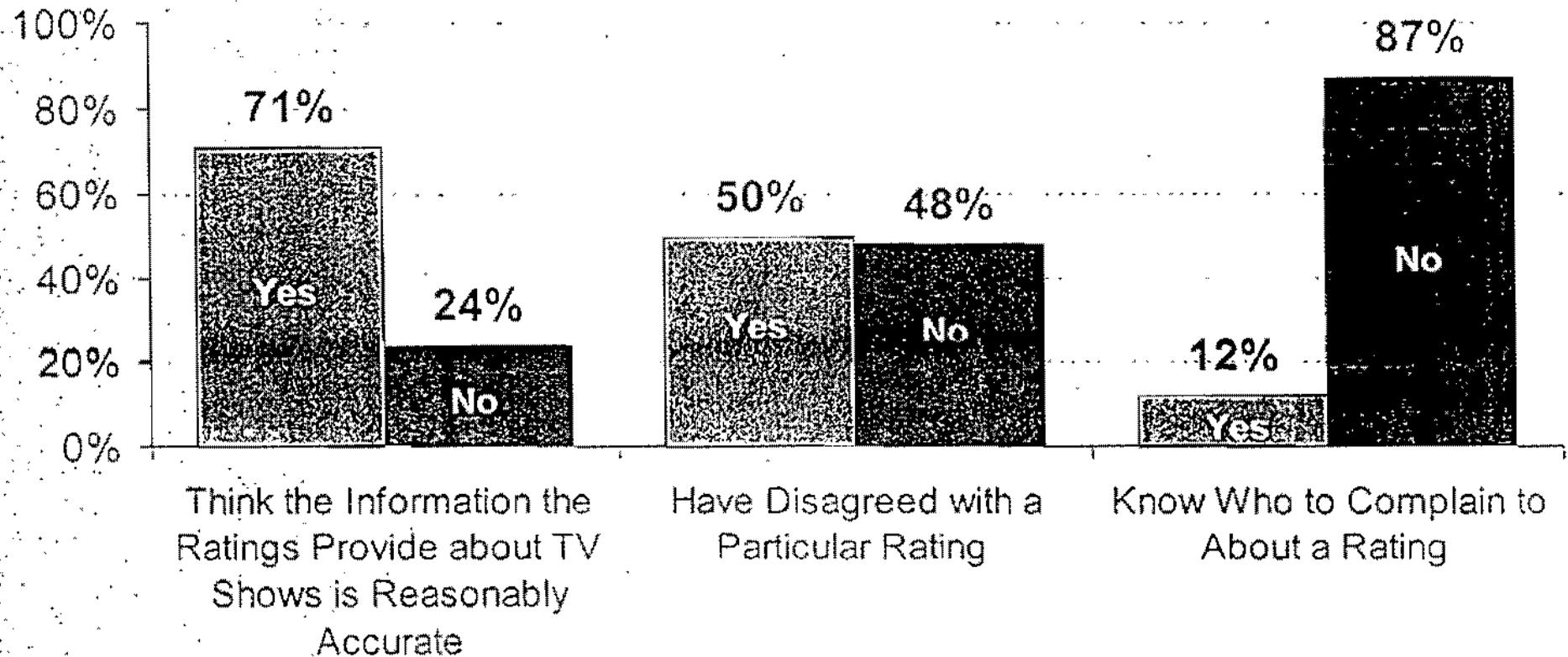


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 13

Perceived Accuracy of TV Ratings

Of parents of 2-17 year olds who use the ratings, the percent who...



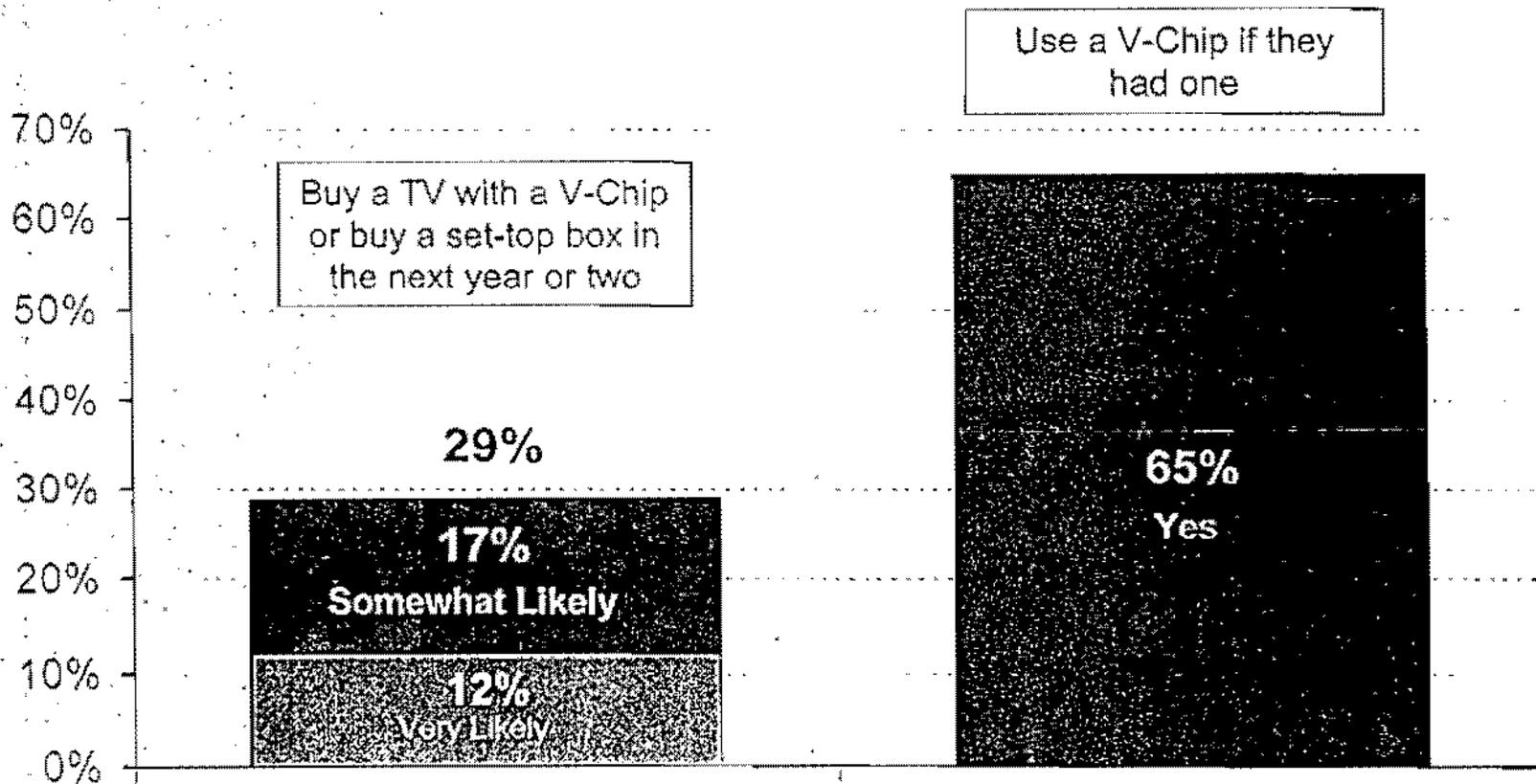
*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 14

Parents' Plans for the V-Chip

Percent of parents of 2-17 year olds who would...



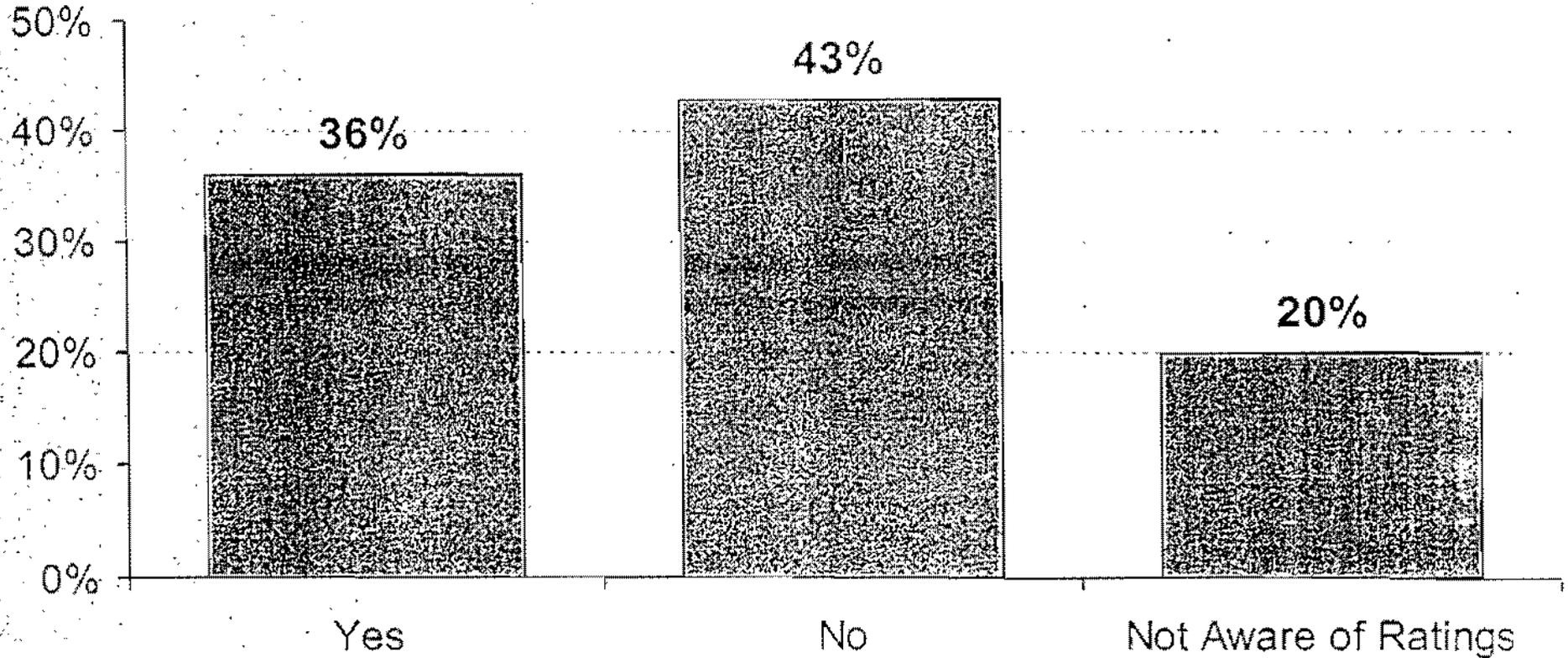
Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 15

TV Ratings' Impact on What Kids Watch

What children say...

Percent of children ages 10-17 who say a parent has ever stopped them from watching a TV show because of its rating...



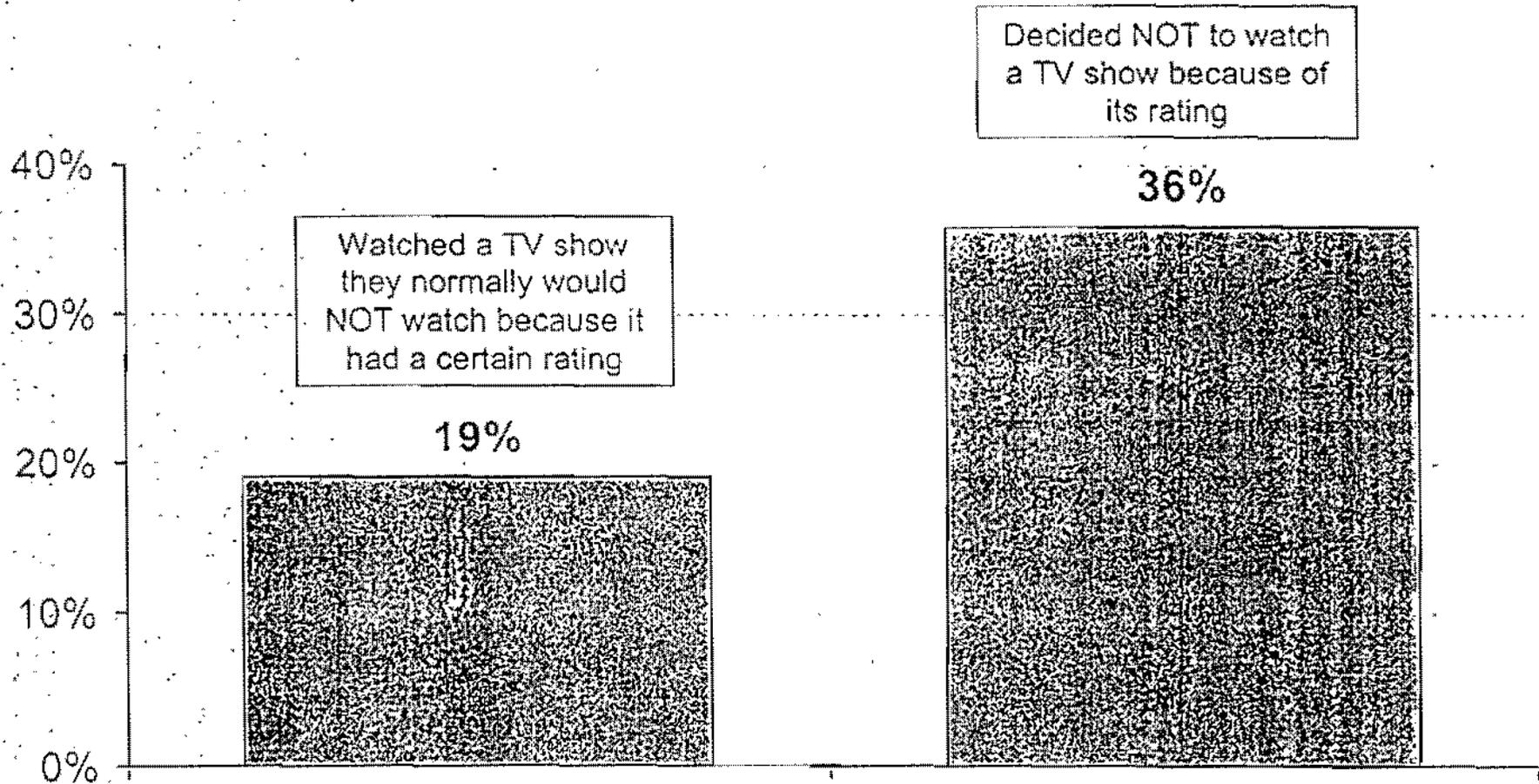
*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 16

Children's Use of the TV Ratings

Percent of children 10-17 years old who have ever...

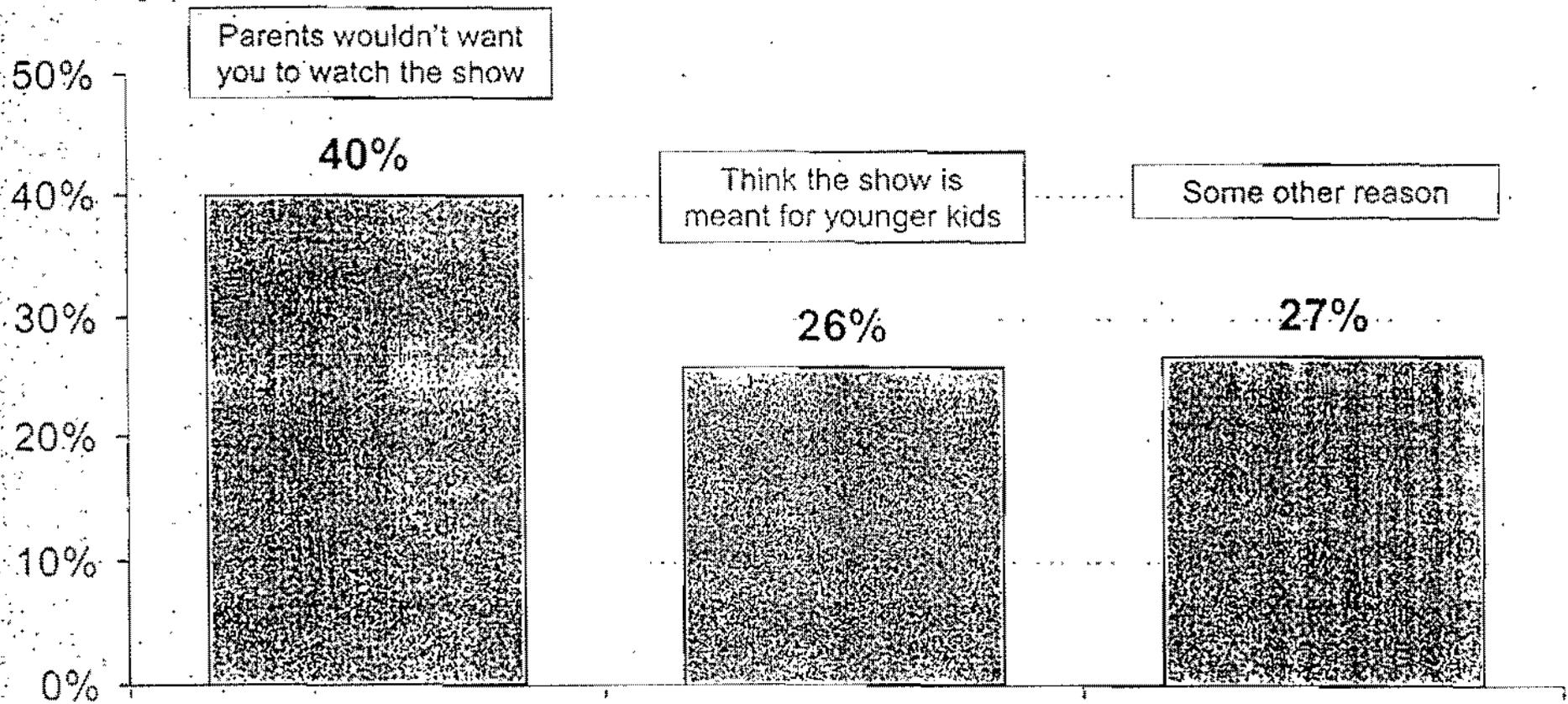


Source: Parents, Children and the Television Ratings System; Two Kaiser Family Foundation Surveys, May 1998

Chart 17

Children's Use of the TV Ratings

Among children 10-17 years old who have ever decided not to watch a show, the reasons they have decided NOT to watch a show with a certain rating...



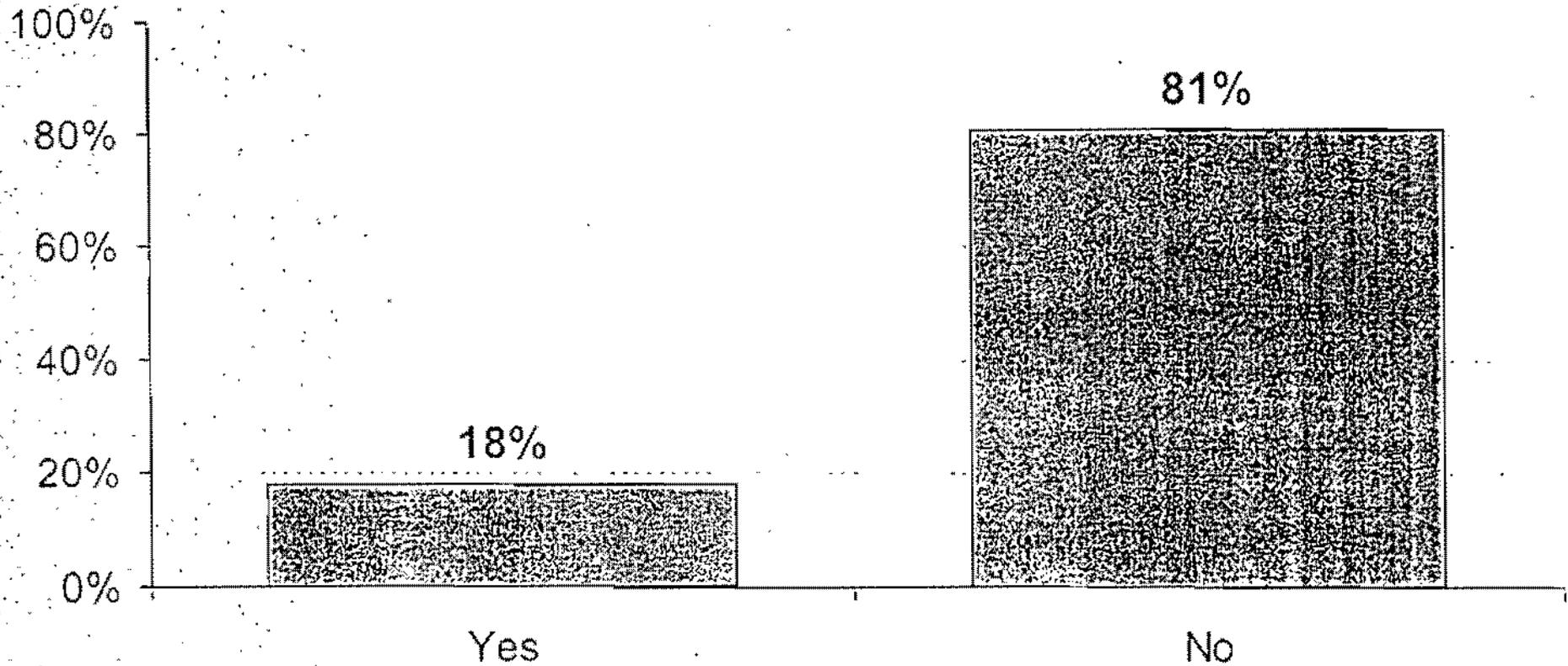
*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System; Two Kaiser Family Foundation Surveys, May 1998

Chart 18

Parents' Perception of Ratings Backlash

Of parents of 2-17 year olds who use the ratings, the percent who have noticed their own children being attracted to TV shows with inappropriate material *because of the ratings...*



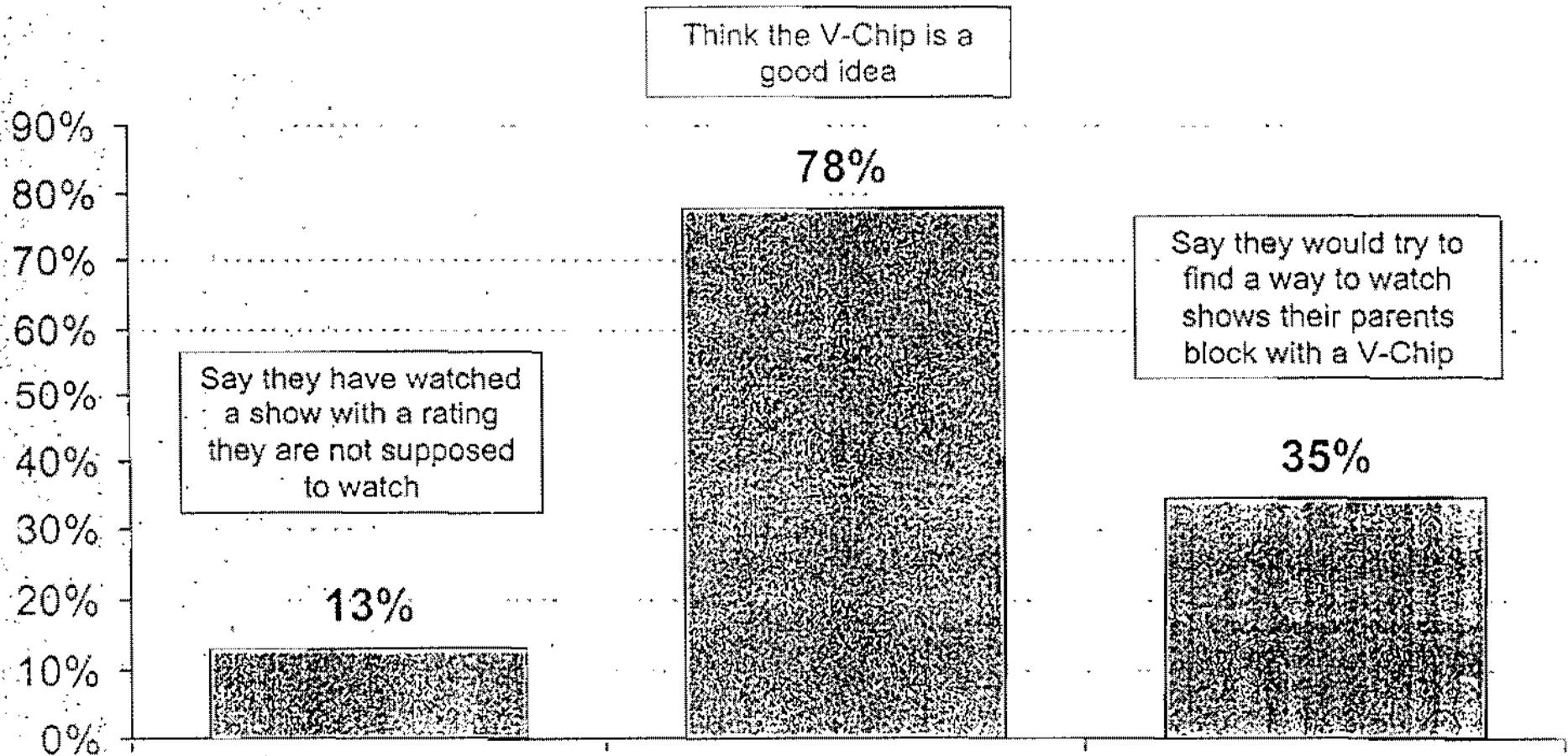
*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 19

Children's Responses to the Ratings and the V-Chip

Percent of children 10-17 years old who...

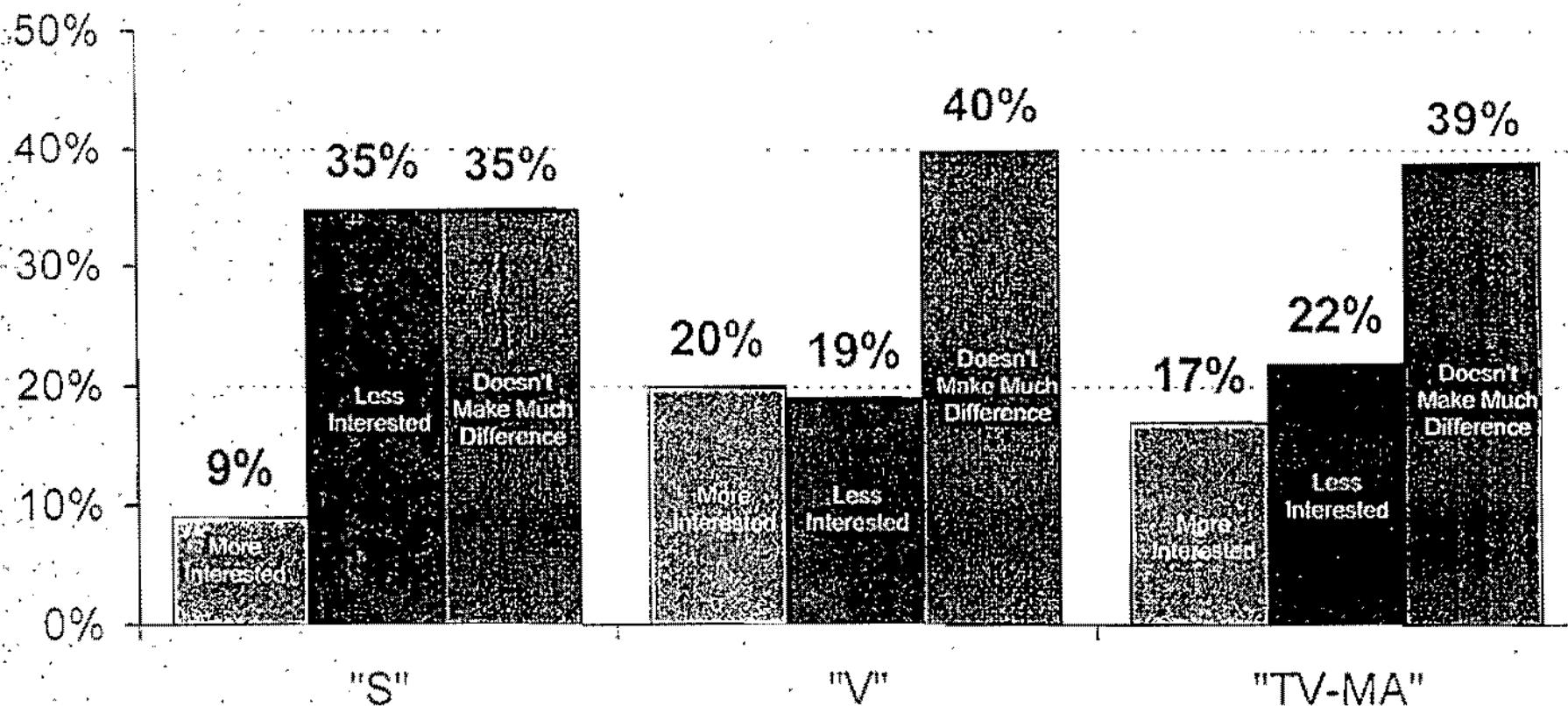


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 20

Influence of Ratings on Children

Of children ages 10-17, the percent who become more or less interested in a show because of its rating...



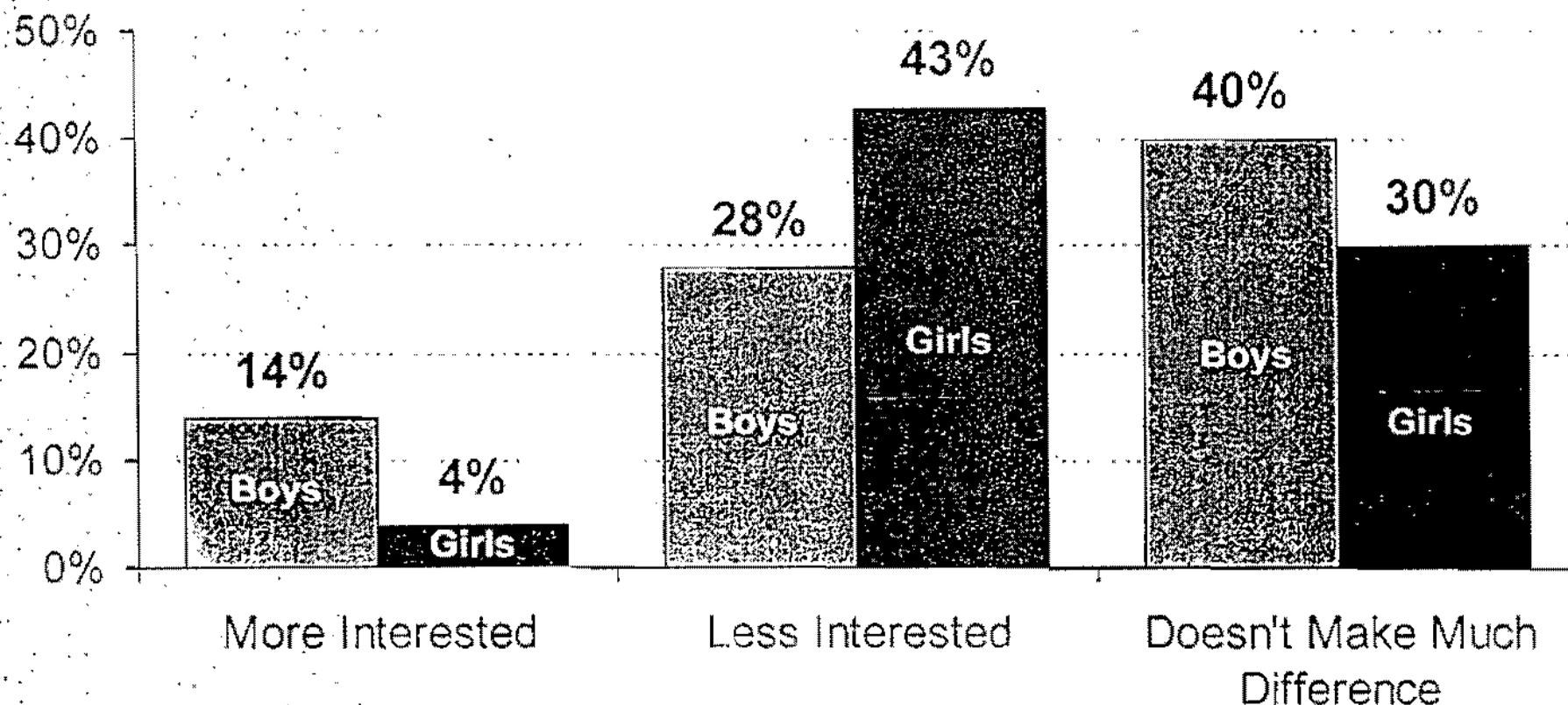
*Don't know/Refused/Not Aware of Ratings responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 21

Influence of Ratings on Children

Of children ages 10-17, gender differences in the percent who become more or less interested in a show that is rated "S"...



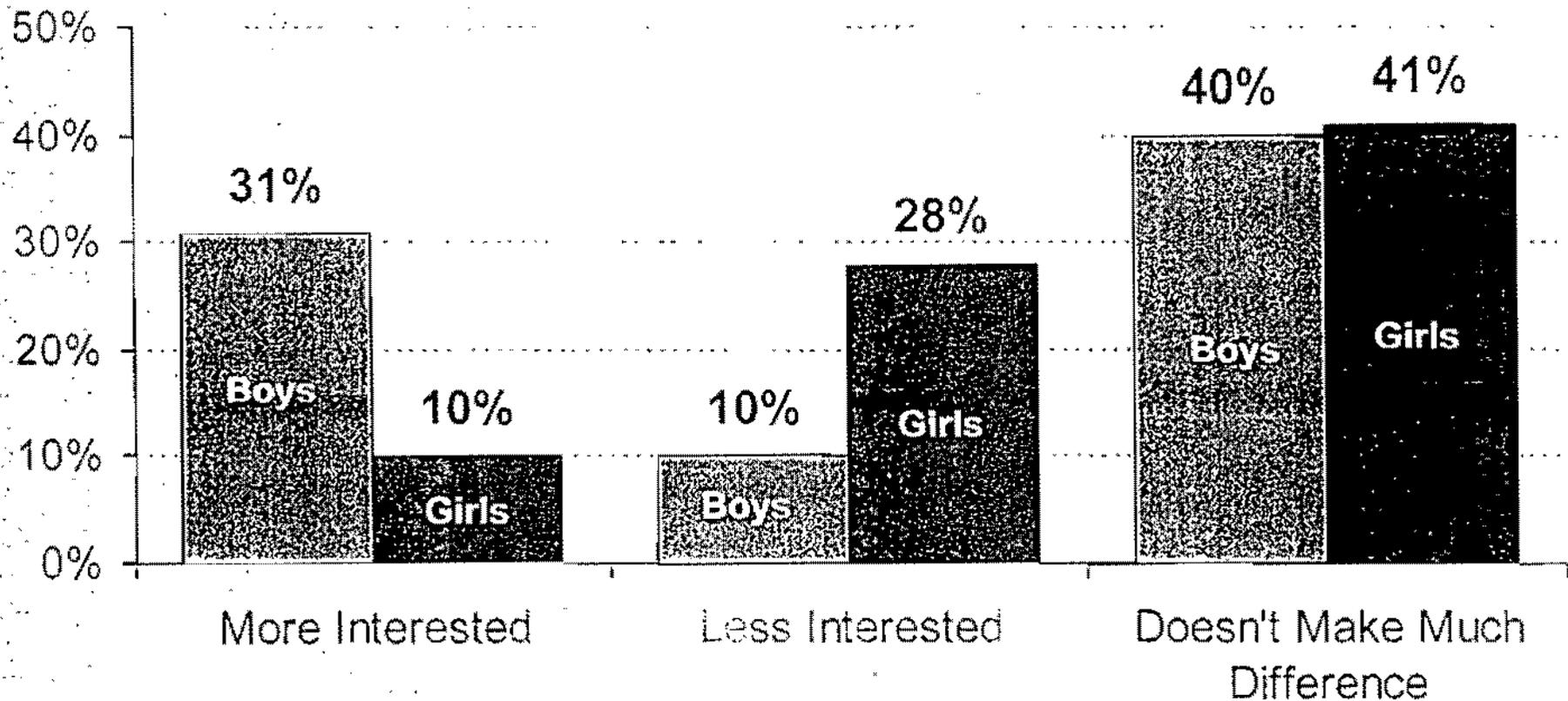
*Don't know/Refused/Not Aware of Ratings responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 22

Influence of Ratings on Children

Of children ages 10-17, gender differences in the percent who become more or less interested in a show that is rated "V"...



*Don't know/Refused/Not Aware of Ratings responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998



Biographies of Speakers

THE GREAT RATINGS DEBATE: What Parents and Children Say About the New TV Ratings After the First Season

Press Briefing
Wednesday, May 27, 1998
National Press Club

Speakers

Drew E. Altman

Drew Altman is President and Chief Executive Officer of the Henry J. Kaiser Family Foundation, one of the nation's largest private foundations devoted exclusively to health. The Foundation has an annual philanthropic budget of more than \$35 million, and supports efforts to improve health care in the United States. The Foundation also supports efforts to develop a more equitable health system in South Africa. Dr. Altman is a former commissioner of the Department of Human Services for the state of New Jersey (1986-1989), where he is credited with the design and implementation of the state welfare reform program, the redesign of policies and programs for the homeless, and the development of major school-based initiatives for children. Prior to joining the Foundation in 1990, Dr. Altman was director of the Health and Human Services program at the Pew Charitable Trusts. He was a vice president of the Robert Wood Johnson Foundation from 1981 to 1986. Dr. Altman received his Ph.D. in political science from the Massachusetts Institute of Technology.

Peggy K. Binzel

Peggy Binzel is Senior Vice President of the Government Relations Office for News Corporation, where she has worked since 1994. She represents the interests of the company before Congress, the Federal Communications Commission and the Administration. Ms. Binzel served as Director of Government Affairs for Turner Broadcasting System, Inc. from 1990 to 1994. Before joining Turner Broadcasting System, she spent nine years on Capitol Hill, including seven years on the staff of the House Telecommunications and Finance Subcommittee. She also worked as a Legislative Assistant to Representative Jack Fields (R-TX), and subsequently as his Legislative Director. Ms. Binzel has a BS in biology from Baylor University.

Virginia Markell

Ginny Markell serves as President-Elect of the National Parent-Teacher Association (PTA). She will assume leadership of the organization in June, 1999. Ms. Markell is former Vice President for Programs and served as Health & Welfare Commission Chair of the National PTA. She is currently a member of the National PTA's Headquarters Committee, the Screening Committee and the Communications/Marketing Committee. A resident of Clackamas, Oregon, Ms. Markell has served as President, Vice President and Secretary of the Oregon PTA, and remains active in her local PTAs. Ms. Markell is a health science teacher for the North Clackamas School District and is a registered nurse. She currently serves on the Clackamas Community College Nursing Advisory Committee. Ms. Markell

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has also participated on several state and local committees responding to the education reform initiative in Oregon. Ms. Markell graduated from Linfield College with a BA, and from Portland State University with a Masters degree in education. She also graduated from Good Samaritan Hospital School of Nursing.

Victoria Rideout

Ms. Rideout is the Director of the Kaiser Family Foundation's *Program on the Entertainment Media and Public Health*, which was established to examine the impact of entertainment media in society and to work with the entertainment industry, researchers and policymakers on important public health issues. At the Foundation, Ms. Rideout has overseen studies of television content and surveys on the impact of public health content in entertainment programming; has organized briefings for television writers and producers on public health issues; and has worked one-on-one with TV writers on the content of their shows. Prior to joining the Foundation, Ms. Rideout was the founding director of the *Children & the Media Program* at Children Now. Ms. Rideout has fifteen years of experience as a senior policy advisor to numerous government officeholders and political candidates. She graduated with honors from Harvard University and has a Masters Degree from Syracuse University.

Donald F. Roberts

Donald Roberts is the Thomas More Professor in the Department of Communication at Stanford University, where he teaches undergraduate and graduate courses on communication theory and research and on children, youth, and media. Dr. Roberts served as Director of Stanford's Institute for Communication Research from 1985-1990 and chaired Stanford's Communication Department from 1990-1996. His primary area of research concerns how children and adolescents use and respond to media, a topic on which he has written extensively. Dr. Roberts has also written comprehensive reviews of the literature on the effects of mass communication. Recently Dr. Roberts helped design a content advisory system to label violence, sex/nudity, and language for the computer software industry and for Internet web sites. He consults nationally and internationally on the issue of media content labeling and advisories. He also assists in developing entertaining educational content to meet FCC requirements for educational programming for children. Dr. Roberts received his AB from Columbia University, his MA from the University of California at Berkeley, and his Ph.D. in communication at Stanford University.

Moderator

Sander Vanocur

Sander Vanocur recently completed a video series on the relationship of the post-war Congress and the media, as well as a video series on television and the presidency, distributed to university and college journalism schools and political science departments. He currently hosts "Movies in Time" seen on cable television's History Channel. Mr. Vanocur has more than 40 years of experience in print, radio and television journalism, beginning with simultaneous jobs as a reporter for *The Manchester Guardian* in London, a commentator for the North American Service of the BBC and a stringer for CBS News. He gained national prominence during his 14 years with NBC News as a White House Correspondent and National Political Correspondent. He later joined ABC News, covering national elections and co-hosting ABC News' "Business World." Mr. Vanocur left ABC News in 1991 to form his own company, Old Owl Communications. Mr. Vanocur has a BA in political science from Northwestern University and spent a year of graduate study at the London School of Economics.