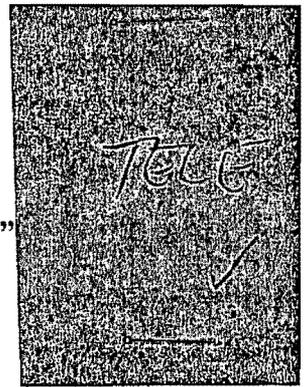


TELEVISION

**FIRST LADY HILLARY RODHAM CLINTON
REMARKS FOR THE LAUNCH OF "TAKING CHARGE OF YOUR TV"
FAMILY AND COMMUNITY CRITICAL VIEWING PROJECT
WASHINGTON, D.C.
FEBRUARY 25, 1997**



Thank you and I am delighted to join all of you in launching this wonderful video. I want to congratulate the National PTA, the National Cable Television Association, HBO, and Cable in the Classrooms for making "Taking Charge of Your TV" possible. Let me thank the American Academy of Pediatrics and American Medical Association for sharing your expertise with the producers of this video.

And though she couldn't be with us today, I want to thank Rosie O'Donnell for taking the time to make this video. I also want to thank her for using her very popular talk show -- which I had the pleasure of appearing on not too long ago -- to demonstrate to her colleagues in the TV industry that family-friendly programming can indeed enjoy ratings success.

I have been following the progress of the Family and Community Critical Viewing Project for quite some time now and am very pleased that through this new video, many more parents across our country will gain another important tool in their efforts to make more informed television viewing choices and to teach their children to be smarter, more critical TV viewers.

Like it or not, television is a fact of life. It is one of the most influential forces of our time. Hundreds of channels with everything from up-to-the minute news to 24 hour-a-day weather reports to violent movies to manipulative and suggestive commercials are just a click of the remote control button away. And to our children -- most of whom will watch 25,000 hours of television by the time he or she turns 18 -- television can transmit values, behaviors, and ideas that can undermine any parent's best efforts to raise healthy, compassionate and well-adjusted children.

Since the 1950s, a steady stream of articles, books and studies have documented the harm television does to children. We know, for instance, that saturating young minds with increasingly graphic and sensational depictions of violence prevents them from developing the emotional and psychological tools they need to deal with the threat and the reality of violence. Shootings, beatings, even killings begin to seem normal and, in an odd way, painless. Children become numbed -- "desensitized" -- to violence. And in some cases, such media images have encouraged antisocial behaviors.

For some years now, parents have felt powerless against this media barrage. But thanks in part to the leadership of the National PTA and the other organizations represented here, we have witnessed several positive steps to help parents shield their children from television's negative influences while taking advantage of the medium's educational potential. The President and Vice-President have worked hard to make sure that all new television sets will be equipped with a V-chip that allows parents to block out objectionable programming. At the White House

Conference on Children's Television in July, broadcasters agreed to air at least three hours of educational children's programming every week. And the entertainment industry has just begun implementing the ratings system promised last year at a White House summit of TV executives. But there's much more to do. Papers need to carry these ratings and parents need to test them and let us know if they work, so that when the V-chip is activated next year, the ratings system will be useful and appropriate.

While this is just a beginning, I am optimistic that if we all remain vigilant and learn to use it wisely, television can eventually become an ally in our efforts to educate our children. There is already much programming on public television and on cable channels such as Nickelodeon and the Discovery Channel that can help prepare our children for the challenges of school. We need to take advantage of and encourage more of these efforts.

Over the past few months, I've been speaking out as part of a national effort to raise awareness about the importance of stimulating a child's intellectual, neurological, and emotional capacities during his or her earliest years. I've been telling parents that they can accomplish this by reading aloud and talking to our infants and toddlers.

And for our older children, we need to make sure that watching television is less of a passive activity. When we watch television with our children, we can ask them why characters act as they do and help them to distinguish between responsible and irresponsible acts. We can get them to talk about how the families on television are different from theirs and from other families they know. And we can relate television to real-life situations. When Roseanne and Dan fret over the bills because Dan's business is going under, for example, we can explain to our children that sometimes parents need to figure out ways to make sure they can meet all their responsibilities.

So I thank you for helping parents to become more media-literate and for providing them with this essential tool for reasserting their authority over what enters their own households. I encourage you to continue pressing for improvements in what our children see and hear, to continue working to transform one of the most influential forces of our time into a certain force for good.

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**FIRST LADY HILLARY RODHAM CLINTON
REMARKS FOR CHILDREN'S TELEVISION MEETING
THE EAST ROOM
MARCH 4, 1996**

Thank-you. The Vice-President, Mrs. Gore, and I are all very happy to welcome so many advocates for children to the White House.

We want to thank you for all you have done and are doing to educate the American public about what our children see on television and what that means for them, their families and our larger American family.

These have been a remarkable few days for parents and children.

By heightening public concern and getting the attention of our political leaders and entertainment executives, you helped create a climate that has made real progress on TV programming possible. One sign of that progress was last week's historic meeting between the President, the Vice-President and the heads of all the major networks and studios.

Today, you will hear from the Vice-President about what has emerged from that meeting. As you know, the industry leaders agreed to a voluntary ratings system. The Vice-President will explain the significance of this step in our common efforts to produce more responsible television. He will also tell you about the V-chip and the very productive discussions that took place with the media executives about improving the quality of children's programming.

But before the Vice-President briefs you on the ratings system and the V-chip, I want to pass along the wisdom of a 10-year old V-chip advocate who sat next to me at a roundtable discussion with the President last Friday. "I like the V-chip because it doesn't automatically do anything, but it gives the parents the power to control [television]," Craig Murphy told the President. "I'm hoping that they can block out the bad programming. And, if nobody's watching it, then they're liable to put good programming in there."

In our world, television is a fact of life. What our children see on TV inevitably colors their perception of the real world they live in. Television programs can either warp or enrich our children's emotional and moral growth. And when parents, the entertainment industry, and our political leaders work together and act responsibly, we can all make sure that television is an enriching experience for our children.

Now, may I introduce the Vice-President of the United States, Al Gore.

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