

**THE WHITE HOUSE**

**Office of the Press Secretary**

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**For Immediate Release**

**March 26, 1997**

**STATEMENT BY PRESIDENT CLINTON ON THE RELEASE  
OF THE SECOND ANNUAL NATIONAL TELEVISION VIOLENCE STUDY**

It is critical that we strengthen our families and help parents pass on their values to their children. Television can be a positive force or a destructive force in the lives of our children. Every one of us knows that exposure to TV violence sends the wrong message to our kids. And parents whose children grew up watching good educational programming know that television can teach, as well as entertain.

The National Television Violence Study released today by The Center for Communication and Social Policy underlines that, while we have taken important measures, there is still more to do. We cannot transform the system overnight, but each of us --parents, the entertainment industry, government --has a responsibility to help bring about change for the better. Step by step, Vice President Gore and I are committed to making television better for our families. We have challenged the entertainment industry to provide more family programming, and challenged parents to do their part as well.

We have made some real progress:

Our new Telecommunications Act requires new TV sets to include a violence chip, a V-chip, that will give parents the ability to screen out violent or inappropriate programming for their young children.

The broadcasters have answered my challenge to develop a voluntary rating system that will enable the V-chip to work. That ratings system has recently been put into effect; parents now have a new tool to help decide what shows their children can watch. Now, in order for this system to work, parents must let the entertainment industry know how it is working, and the industry must respond to that input.

Last summer, we reached agreement with the broadcasters under which they will air three hours a week of educational children's programming. The FCC has adopted the proposal, and the market for educational television for children is now booming. It will soon bring a new wealth of positive programming to America's children.

Today's study shows there is still too much violence on the television, and that we must all continue the important work we have begun.

# CENTER FOR MEDIA AND PUBLIC AFFAIRS

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FOR IMMEDIATE RELEASE  
FEBRUARY 8, 1994

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## SERIOUS TV VIOLENCE DOWN IN PRIME TIME

### SYNDICATED SERIES MORE VIOLENT THAN THE NETWORK SERIES

Washington, D.C. -- Serious TV violence is down this season, according to a new study by the Center for Media and Public Affairs (CMPA). The study also found that syndicated series are far more violent than network shows.

For the past two seasons (1992-93 and 1993-94), CMPA researchers studied the amount of violence on the premiere episode of all prime time fictional series on ABC, NBC, CBS, FOX, and the most widely seen first-run syndicated broadcast series. The latter appear mostly on independent stations, and are seen in at least 60 percent of the country.

The 1992 sample consisted of 74 network and nine syndicated shows; the 1993 sample included 73 network and eight syndicated episodes. CMPA tabulated all scenes involving the use of physical force, but our focus was on "serious" violence involving physical assaults that went beyond a single punch, slap, or push.

**On the network prime time series, the number of scenes involving serious violence dropped 28 percent (from 119 to 93).** The amount of gunplay dropped even more sharply, by 58 percent (from 57 to 24 scenes). However, the total amount of violence actually rose slightly, from 338 to 361 scenes. There was also a drop off of 50 percent in serious violence shown in "promos" for future series and movies.

**The eight syndicated series contained 33 percent more serious violence than all 74 network series in 1993 (124 scenes vs. 93).** Six of the ten most violent shows were syndicated. When measured for serious violence alone, seven of the top ten were syndicated. Results for the 1992 season were similar to these.

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## COMBINED TOTALS

### TEN MOST VIOLENT SERIES

1993	VIOLENT SCENES	
	<u>SERIOUS*</u>	<u>TOTAL</u>
SYN 1) "Highlander"	31	52
SYN 2) "Acapulco H.E.A.T."	25	31
SYN 3) "Renegade"	24	42
FOX 4) "Adventures of Brisco County, Jr."	21	64
SYN 5) "Star Trek: Next Generation"	17	29
SYN 6) "Untouchables"	13	25
NBC 7) "Seaquest DSV"	10	12
SYN 8) "Star Trek: Deep Space Nine"	9	11
CBS 9) "Walker, Texas Ranger"	8	43
CBS 10) "South of Sunset"	7	17

Note: Other series among the top ten in total violence include: "Cobra" (SYN), 5 serious, 20 total scenes; "Moon Over Miami" (ABC), 2 serious, 17 total scenes.

1992	<u>SERIOUS*</u>	<u>TOTAL</u>
SYN 1) "Kung Fu: The Legend Continues"	33	49
SYN 2) "Renegade"	31	52
SYN 3) "Untouchables"	28	33
SYN 4) "Time Trax"	17	24
ABC 5) "Hat Squad"	14	41
SYN 6) "Star Trek: Deep Space Nine"	13	17
SYN 7) "Street Justice"	10	24
ABC 7) "Young Indiana Jones"	10	16
FOX 9) "In Living Color"	9	9
NBC 10) "Quantum Leap"	8	29
NBC 10) "Reasonable Doubts"	8	18

Note: Other series among the top ten in total violence include: "LA Law" (NBC), 7 serious, 26 total scenes; "Commish" (ABC), 5 serious, 18 total scenes.

\*SERIOUS VS. MINOR VIOLENCE. We distinguished between acts that were likely to cause serious harm to the victim and those that were likely to cause only minor harm. Serious violence includes armed and unarmed assaults, gunplay, sexual assaults and suicides. Minor or lesser acts of violence include pushes, slaps, single punches, property destruction and making a threat with a weapon.

This division reflects the role of violence in storytelling, since it avoids equating a pushing match between two children with a barroom brawl or a shoot-out.

March 4, 1994

Crime -  
TV Violence

TO: Bruce Reed

FROM: Jody Greenstone

RE: TV Guide Transcript

I have attached the President's TV Guide transcript. Two points of interest:

1) The President mentioned several times that maybe the White House should be doing more on TV violence. I have called a meeting next week with Peter Edelman and Eldie Acheson to discuss a strategy -- please come if you want. (I will call your office with time and place.) After that meeting, I think we should send a note to the President with a recommendation of what we should do. Please let me know if you agree.

2) "Squash it" is clearly on his radar screen (although poor Jay Winston gets credit for the "seat-belt thing" not drunk driving). We may want to revisit the possibility of an event.

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**MEMORANDUM**

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To: Dick Morris and Tom Freedman

From: Mary L. Smith

Date: August 13, 1996

Re: Violence on Children's TV Programs

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**I. INTRODUCTION**

This memorandum will discuss violence in children's television programs in two respects. Initially, this memorandum will provide a summary of the research and legislation that has addressed violence on television. In addition, this memorandum will describe some of my observations regarding the current programming schedule for children's television shows, both during the week and on Saturday mornings.

**II. SUMMARY OF RESEARCH REGARDING VIOLENCE IN TELEVISION**

For more than forty years, Congress has expressed concern about violence on television. However, a CRS Report for Congress notes that "[h]istorically, after interest in the issue has been brought to the forefront, the television broadcast industry has typically responded by reducing the amount of television violence, usually for a short period of time" and that "[t]his practice is continuing."<sup>1</sup>

**The National Commission on the Causes and Prevention of Violence**

Many studies, conducted throughout the 1960's through the present, have concluded that television violence could contribute to aggression in children and in adults.<sup>2</sup> For instance, in

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<sup>1</sup> Edith Fairman Cooper, "Television Violence: A Survey of Selected Social Science Research Linking Violent Program Viewing With Aggression in Children and Society," CRS Report for Congress at 1 (May 17, 1995) ("The May 1995 CRS Report").

<sup>2</sup> Id. See also The UCLA Television Violence Monitoring Report ("The UCLA Report") (September 1995).

## DRAFT

June 1968, President Lyndon B. Johnson created the National Commission on the Causes and Prevention of Violence. The Commission's Mass Media Task Force contacted Dr. George Gerbner of the Annenberg School For Communications at the University of Pennsylvania to perform a content analysis of violence depicted in television programs. Professor Gerbner and his staff analyzed both the quantity and quality of violence. They analyzed 64 hours of dramatic programming that had occurred in 1967 and 58 ½ hours in 1968.<sup>3</sup>

Professor Gerbner's research indicated that individuals exposed to violent programming could learn to perform aggressive acts under three possible conditions: (1) "when a situation is encountered similar to the portrayal situation in which aggressive acts were learned"; (2) "when there is an expectation of being rewarded for performing the learned aggression or escaping detection"; and (3) "when no disapproval of the portrayed behavior is shown by another person who is exposed to the same portrayals."<sup>4</sup> The analysts felt that more research was required in order to determine whether children who viewed violent programs would actually show more aggression in their day-to-day lives.

Dr. Gerbner's research has continued for nearly 30 years through the "Cultural Indicators" project which "consists of periodic study of television programming and of the conceptions of social reality that viewing cultivates in child and adult audiences."<sup>5</sup>

In the late 1960's, the task force concluded that television violence was "one major contributory factor which must be considered in attempts to explain the many forms of violent behavior that mark American society today."<sup>6</sup>

### Government Landmark Studies

While the general perception was that the report of the President's Commission on the Causes and Prevention of Violence was a good start in establishing a link between media violence and violence in the real world, many believed a more detailed analysis should be performed. In 1969, Senator John O. Pastore (D.-R.I.), Chairman of the Senate Subcommittee on Communications of the Committee on Commerce, requested that the Surgeon General conduct a

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<sup>3</sup> See The May 1995 CRS Report at 3 (citing Robert K. Baker and Sandra J. Ball, The Television World of Violence, A Report to the National Commission on the Causes and Prevention of Violence, Washington, U.S. Govt. Print Off., 1969, p. 318).

<sup>4</sup> Id. at 337.

<sup>5</sup> See The May 1995 CRS Report.

<sup>6</sup> See UCLA Report at 5.

DRAFT

scientific study on the effect of television violence on children and adolescents.

The resulting "Surgeon General's Report" laid a foundation for the conclusion that a causal link exists between the viewing of television violence and real-life aggression.<sup>7</sup> The Surgeon General's Report consisted of six volumes, five of which were social science research called *Television and Social Behavior*. These volumes included technical reports that comprised 23 independent projects and several commissioned papers assessing television's effects on children and youth.<sup>8</sup>

One study in the Surgeon General's Report examined the short-term effects on children. This study by Robert M. Liebert and Robert A. Baron, entitled *Short-Term Effects of Televised Aggression on Children's Aggressive Behavior*, concluded that viewing a violent scene increased the willingness of some children to be aggressors in a laboratory situation.<sup>9</sup>

Another study contained in the Surgeon General's Report conducted by Monroe Lefkowitz *et al.* entitled *Television Violence and Child Aggression: A Follow-up Study* found that the television viewing habits that an 8-year-old had established would influence his aggressive behavior well into his adolescent years. The ten-year longitudinal study found a direct effect between the violence an 8-year-old boy watched and the boy's aggressive behavior at ages 8 and 18. In fact, the link between viewing violence at age 8 and aggression at age 18 was even stronger than the link between viewing and committing violence at age 8.

While these are but two of the studies contained in the Surgeon General's report, as a whole, the advisory committee concluded: "Thus the two sets of findings (laboratory and survey) converge in three respects: a preliminary and tentative indication of a causal relation between viewing violence on television and aggressive behavior; an indication that any such causal operation operates only on some children (who are predisposed to be aggressive); and an indication that it operates only in some environmental contexts. Such tentative and limited conclusions are not very satisfying [yet] they represent substantially more knowledge than we had two years ago."<sup>10</sup>

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<sup>7</sup> See The May 1995 CRS Report at 4 and The UCLA Report at 5.

<sup>8</sup> See The May 1995 CRS Report at 4 (citing The Surgeon General's Scientific Advisory Committee on Television and Social Behavior, *Television and Growing Up: The Impact of Televised Violence, Report to the Surgeon General* (1972)).

<sup>9</sup> See The UCLA Report at 6 and The May 1995 CRS Report at 5-6.

<sup>10</sup> See The UCLA Report at 6.

## DRAFT

The Surgeon General himself, Jessie Steinfeld, in commenting on the Surgeon General's Report before the Senate, stated:

While the Committee report is carefully phrased and qualified in language acceptable to social scientists, it is clear to me that the causal relation between televised violence and antisocial behavior is sufficient to warrant appropriate and immediate remedial action. The data on social phenomena such as television and social violence will never be clear enough for all social scientists to agree on the formulation of a succinct statement of causality. But there comes a time when the data are sufficient to justify action. The time has come.<sup>11</sup>

### **The National Institute of Mental Health Television and Behavior Report**

In 1982, ten years after the Surgeon General's report, the National Institute of Mental Health ("NIMH") published a review of the extensive, existing literature on the subject entitled *Television and Behavior: Ten Years of Scientific Progress and Implications*.

The 1982 report provided a more precise statement about the cause and effect of televised violence and aggressive behavior:

After 10 more years of research, the consensus among most of the research community is that violence on television does lead to aggressive behavior by children and teenagers who watch the programs. This conclusion is based on laboratory experiments and on field studies. Not all children become aggressive, of course, but the correlations between violence and aggression are positive. In magnitude, television violence is as strongly correlated with aggressive behavior as any other behavioral variable that has been measured. The research question has moved from asking whether or not there is an effect to seeking explanations for the effect.<sup>12</sup>

### **Cultural Indicators Study**

Dr. George Gerbner has been conducting the Cultural Indicators research effort for nearly 30 years. This ongoing research has analyzed program content and assessed the impact of television violence on both children and adults.

In analyzing the content of television programs since 1967-68, Dr. Gerbner and his

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<sup>11</sup> See The UCLA Report at 7.

<sup>12</sup> The May 1995 CRS Report at 9-10.

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associates found that the level of violence in prime-time has remained relatively constant at about five acts per hour. In contrast, they found that in Saturday morning cartoons, violence grew much higher to about 20 to 25 acts per hour. Violence in children's television has increased dramatically, peaking at 30 to 32 acts per hour in 1981 and 1982. Other researchers have determined that the average preschooler and school-aged child watches television approximately two to four hours per day. They further estimated that the average child will have seen 8,000 murders, and over 100,000 additional acts of violence on television by the time of completing elementary school. By a child's teenage years, more than 200,000 violent acts would have been viewed.<sup>13</sup>

In the 1992-93 season, the research showed that the frequency of violent acts per hour had decreased to 2.9, about half of what it had been in 1990. Also, in the 1992-93 season, Saturday morning cartoons showed a dramatic decline in violence to 18 acts per hour, down from the 32 acts per hour during the 1990-91 season.<sup>14</sup> In the ensuing seasons, violence again increased to 26.6 acts per hour in the fall of 1993, then decreased to 22.2 acts per hour in the spring of 1994, and is at 20 acts per hour for the fall of 1995.<sup>15</sup>

Dr. Gerbner' basically has found three effects from viewing violence on television:

- (1) A few persons imitate the violence that they have viewed;
- (2) Many more become desensitized to violence; and

(3) In nearly everyone, but in especially heavy television viewers, persons exposed to image of violence experience "mean world syndrome," whereby they overestimate the amount of violence in the world.<sup>16</sup>

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<sup>13</sup> Edith Fairman Cooper, "Television Violence: An Overview," CRS Report for Congress at 3 (January 13, 1995)("The January 1995 CRS Report").

<sup>14</sup> See The May 1995 CRS Report at 13.

<sup>15</sup> Dr. Gerbner notes that the violence indicators are down in 1995 but that it is too early to tell if this is a trend or a seasonal variation. Dr. Gerbner would be willing to prepare a more complete and comprehensive TV violence report for the Vice-President's use.

<sup>16</sup> See The May 1995 CRS Report at 14; The January 1995 CRS Report at 4; and The UCLA Report at 11.

## Congressional Action and Television Industry Response

For over 40 years, Congress has been interested in the issue of television violence and its effects on children. One commentator has noted that “[s]ince 1952, when the first hearing was held, a cyclical and recurring interest about the issue has been evident.”<sup>17</sup>

After a series of hearings in 1952, Congress concluded that it was the final responsibility of the television stations, not the government, to correct some of the programs that contain excessive violence.

As a the result of these hearings, the National Association of Broadcasters (“NAB”) created a television code that became effective in March 1952. This first code listed standards for network broadcasters to apply to programming and advertising. The emphasis of the code was to encourage broadcasters to air educational and cultural programming.<sup>18</sup>

The NAB Code of 1952 contained explicit prohibitions regarding violence. For instance, provision (1) read:

Violence and illicit sex shall not be presented in an attractive manner nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.<sup>19</sup>

While these codes had positive appeal for the public, there was also the danger that they would be perceived as censorship.

In the 1960's and 1970's, there was a continued tension between governmental regulation and industry self-regulation. In 1974, for instance, the Federal Communications Commission (“FCC”) considered adopting a rule limiting the amount of advertising on children’s programming. In the end, the FCC did not adopt the rule, concluding that the NAB’s voluntary code limit of nine and one-half minutes per hour was sufficient.<sup>20</sup>

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<sup>17</sup> The May 1995 CRS Report at 15.

<sup>18</sup> The May 1995 CRS Report at 15. See also Mark MacCarthy, Broadcast Self-Regulation: The NAB Codes, Family Viewing Hour and Television Violence, Prepared for Columbia Institute for Tele-Information (February 16, 1995) at 5 (“Broadcast Self-Regulation”).

<sup>19</sup> See Broadcast Self-Regulation at 6.

<sup>20</sup> See Broadcast Self-Regulation at 7.

## DRAFT

In 1974, the FCC initiated an industry-imposed "Family Viewing Time" which would encourage a policy that entertainment programming inappropriate for viewing by a general family audience would not be aired between 7 p.m and 9 p.m. Eastern Standard Time. However, after litigation, the NAB abandoned all parts of the Code.

### Recent Legislation Regarding Television Violence

There were five bills introduced during the 104th Congress with respect to television violence.<sup>21</sup> The substance of these bills was incorporated into the Telecommunications Act of 1996, P.L. 104-104, which was signed into law on February 8, 1996. The Telecommunications Act gives the television industry one year to voluntarily develop a ratings system for TV programs. In addition, the Act requires TV manufacturers to equip all 13 inch or greater TV sets with circuitry to block rated shows.<sup>22</sup>

### The UCLA Report

Many other studies, both public and private, conducted throughout the 1970's and 1980's concluded that there is a correlation between viewing violence on television and aggression in children.<sup>23</sup> Despite the conclusions of these numerous studies, it was not until 1993 that the television networks publicly acknowledged that "viewing gratuitous violence could cause adverse effects on viewers."<sup>24</sup> Therefore, it appears that the policy debate has shifted from urging that violence on television causes aggression to the advocating of effective means of assisting parents in monitoring the viewing habits of their children.

In December 1990, the Television Program Improvement Act was signed into law as Title V of the Judicial Improvements Act of 1990 (P.L. 101-650), and is the only legislative measure that ever has been enacted directly relating to television violence. This legislation allowed the television industry, without violating antitrust laws, to meet and jointly agree upon implementing voluntary standards that would lead to reducing violence depicted in television programs. In November 1993, the Justice Department extended the period of antitrust exemptions, permitting

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<sup>21</sup> See the May 1995 CRS Report.

<sup>22</sup> On July 29, 1996, there was a White House Conference on children's programming wherein the four networks agreed to a proposed rule, to be sent to the FCC, to air three hours of children's educational programming a week.

<sup>23</sup> See generally The May 1995 CRS Report and The UCLA Report.

<sup>24</sup> The January 1995 CRS Report at 2.

## DRAFT

network executives to continue discussing ways to reduce television violence.<sup>25</sup>

Senator Paul Simon, as sponsor of this legislation, hoped that the networks' cooperation would eliminate the need for future legislation. However, despite the issuance by the networks of a uniform set of 15 guidelines in December 1992, including one guideline stating that "[a]ll depictions of violence should be relevant to the development of character, or the advancement of theme or plot," violence in television continued to escalate.<sup>26</sup>

With national attention focused on television violence, particularly that aimed at children, two other developments occurred. In June 1993, the networks agreed to implement parental advisories both before and during broadcasts that might contain excessive violence. This advisory would state: "Due to some violent content, parental discretion is advised."<sup>27</sup>

The second development was the agreement by the networks to hire an independent monitor. The broadcast television networks chose the UCLA Center for Communication Policy to conduct the monitoring of television violence over three years. The cable networks chose MediaScope to conduct a parallel study of cable over the same three years.<sup>28</sup>

With respect to children's programming, the UCLA Report concluded that while there have been improvements, there are still many children's shows that contain "sinister combat violence" or shows where "[f]ighting is the main attraction or purpose of the program and the plot only provides justification for the combat."<sup>29</sup> Some of the shows that the UCLA Report found the most problematic were *Batman and Robin*, *The Teenage Mutant Ninja Turtles*, and *The Mighty Morphin Power Rangers*.

The UCLA Report concluded that more monitoring needs to be done, that parental advisories should continue to be used, that television violence should be kept in the forefront by the Government, and that V-chips might be useful.<sup>30</sup>

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<sup>25</sup> See both the January 1995 and the May 1995 CRS Reports.

<sup>26</sup> See The UCLA Report at 12.

<sup>27</sup> See The May 1995 CRS Report at 17, the January 1995 CRS Report at 5, and the UCLA Report at 13.

<sup>28</sup> See The UCLA Report at 13.

<sup>29</sup> The UCLA Report at 102.

<sup>30</sup> The UCLA Report at 151-158.

## DRAFT

### III. OBSERVATIONS FROM JULY 1-10, 1996:

I watched several children's television programs. I was watching these programs for instances of violence. I defined violence as physical harm done intentionally to persons or cartoon characters who possessed human traits. Because I defined violence as intentional acts, I did not note instances where persons were bumped or shoved where the intent appeared ambiguous. Finally, I did not note instances where property was damaged, but no characters on the shows were injured.

Of the morning children's programming, between 6:30 a.m. and 9:00 a.m., many of the shows were not violent such as *Blinky Bill*, *Goof Troop* (which is Goofy), and *Little Pet Shop*. One show that I watched only on 7/02/96, *Mutant League*, was only mildly violent. I noted only four instances of violence on this program.

Of the afternoon children's programming, there were many programs such as *Rimba's Island*, *Eek!- Stravaganza* (which appeared to have an Elvis-like character on the show), *Bonkers* (a cat who is a police officer), and *Taz-Mania* (the Tasmanian devil) that did not appear violent in the least. For instance, on 7/02/96, the story line on *Bonkers* was Bonkers, the police cat, looking for a ghost in a haunted house. On *Taz-Mania*, the Tasmanian devil and his father went shopping for orange juice.

One other show, *Mighty Max*, was mildly violent. The main character on this show was a boy named Max who wears a shirt with a big "M" on it. In this show on 7/02/96, I only noted two instance of violence during one-half of the show, one instance where a pole fell on one of the characters and one instance where one of the characters was tossed in a lava pit.

Of the afternoon children's shows, the two most violent programs appear to be *Batman and Robin* and the *Mighty Morphin Power Rangers*. On these two shows, there were between approximately 8-20 instances of violence on each show. However, *Batman and Robin* seemed to be almost twice as violent as *Power Rangers*. Although only speculation, this observation may be related to the fact that *Batman and Robin* is purely a cartoon and the *Power Rangers* is live action.

Of the Saturday morning shows, the most violent were *The Mighty Morphin Power Rangers* and *The Teenage Ninja Mutant Turtles*. Both of these show gave lip service to finding inner peace and using cunning rather than violence. Nonetheless, despite these so-called positive messages, the shows were almost 30 minutes filled with fight scenes. In fact, inclusion of the positive messages might actually be detrimental because of the continued focus on the violence. My observations from one Saturday viewing are similar to the observations and conclusions contained in The UCLA Television Violence Monitoring Report (September 1995). This report categorized both of these shows under the category of "Sinister Combat Violence," which was

## DRAFT

called "violence for the sake of violence." The UCLA Report concluded that the "Mighty Morphin Power Rangers has serious problems and certainly sits high on the list of shows featuring sinister combat violence." As noted above, the UCLA Report noted that the *Power Rangers* is a live-action show involving real people, and these real people "are much more likely to become role models for the young audience than are animated heroes."

### OBSERVATION OF SPECIFIC INSTANCES OF VIOLENCE:

#### A. **Batman and Robin at 4 p.m. on FOX**

1. 7/02/96

Story line: robots are impersonating real people and taking over the world

- 1) 7 instances of being zapped with a gun
- 2) robot grabs Batman
- 3) wrestling between 2 characters
- 4) woman falls
- 5) Batman is thrown off building
- 6) another man is thrown off a building
- 7) head is cut off a robot
- 8) Batman cuts an elevator cable and a man falls
- 9) a man is kicked
- 10) a man is thrown
- 11) a grenade goes off
- 12) Batman fights with a woman
- 13) a woman is crushed
- 14) a bomb blast

2. 7/03/96

Title: "Joker's Wild"

Story line: A man opens a casino to bait the Joker to destroy it. After the Joker destroys the casino, the man hopes to collect the insurance money and commit fraud.

- 1) Joker shoved a man
- 2) Joker shoves 2 men and they slip on water that the Joker has sprayed on the floor
- 3) Joker throws a man off a moving truck
- 4) Batman breaks and enters a building \*\*\* (doesn't fit my definition)
- 5) fist fight between Batman and a man

**DRAFT**

- 6) smoking grenade
- 7) Joker ejected from moving car
- 8) car explodes
- 9) laser/stun gun
- 10) Joker hits Batman with a 2x4"
- 11) Joker putting Batman on roulette wheel with a grenade
- 12) Batman blows up the Joker
- 13) Joker shooting at Batman from a helicopter
- 14) Batman falls from sky
- 15) fist fight between Joker and Batman

3.     7/10/96

Title: Harlequinade

Story line: The Joker has made a bomb that will destroy the City. Batman and Robin enlist the aid of the Joker's girlfriend, Harley, to help them stop the Joker.

- 1) Joker has a bomb
- 2) Batman hits attack dogs
- 3) Joker's girlfriend throws Batman to the ground
- 4) Batman hits a person
- 5) Robin hits a person
- 6) Men open fire with guns at Batman and Robin
- 7) Robin throws big roulette wheel at villains
- 8) Batman throws other part of building at villains
- 9) Joker has mayor of city tied up
- 10) Joker tries to drown mayor
- 11) Batman kicks Joker
- 12) Joker hits Batman with umbrella
- 13) Batman hits Joker
- 14) Harley ties up Batman and Robin
- 15) Harley hits Joker (because he was not going to save her and their dogs)
- 16) Joker drops bombs on Batman
- 17) Joker aims guns at own henchmen
- 18) Joker drops bombs from airplane
- 19) Joker fires guns
- 20) Harley aims at Joker and knocks him unconscious
- 21) Joker's plane crashes

**B. Mighty Morphin Power Rangers at 4:30 p.m. on FOX**

## DRAFT

1. 7/02/96

Story line: Rita the villain has trapped persons in a dimensional vortex.

- 1) person falls
- 2) a person is zapped
- 3) a sword fight
- 4) a fight between 2 robots
- 5) a robot is zapped
- 6) the Rangers fall from the sky
- 7) sword fight
- 8) lightning strikes persons

NOTE: After the show, the Rangers gave a message to encourage kids to save the environment, to prevent discrimination, and to prevent war.

2. 7/03/96

Title: "A Bad Reflection on You"

Story line: Rita, the villain, has created imposters of the Power Rangers. These imposters wreck havoc on the city.

- 1) imposter Power Ranger shoves guy
- 2) fist fight
- 3) imposter Power Ranger zaps someone with a ray gun
- 4) fist fight with 2 sets of Rangers
- 5) imposter Ranger hits real Ranger
- 6) shot with arrow
- 7) hits with a knife (that looks like a missile)
- 8) hit with a spear
- 9) imposter Ranger kicks Ranger
- 10) sword fight
- 11) lightning comes from sword aimed at Rangers
- 12) shocks
- 13) Power Rangers blasts a knight

NOTE: There is scene with lots of weapons shown, such as a Power bow, Power ax, and Power dagger.

3. 7/10/96

## DRAFT

Title: "Something Fishy"

Story line: Rita, the villain, has created these goo fish who are wrecking havoc on the city.

- 1) someone hits man
- 2) 2 rangers hit persons
- 3) One Ranger, Billy, puts ice chest over Rita's henchmen, the putties
- 4) hits again
- 5) 2 Rangers hit putties (This is an extended scene)
- 6) Rangers zap goo fish
- 7) Rangers fight with swords
- 8) Ranger hits goo fish with sword
- 9) Goo fish put goo on Rangers
- 10) Goo fish zap Rangers
- 11) Goo fish try to put goo on Billy
- 12) Rangers go after goo fish with spears
- 13) Super Zord (robot) and goo monster fight
- 14) Big goo monster uses sword against Super Zord
- 15) Goo monster zaps Super Zord
- 16) Power Rangers uses Power sword

## SATURDAY SHOWS

### I. *Mighty Morphin Power Rangers*

A. Saturday 7/06/96 at 8:00 a.m. on FOX

"Inner Spirit"

Story line: Despite the title of this particular episode, this show was merely about the fight scenes. One of the power rangers named Tommy is Native American, and the premise of this episode was for Tommy to resolve his inner conflicts in order to operate a fighting robot called a Zord. The power rangers' mentor tells Tommy that he must see the Battle Zord or robot as an extension of himself in order to operate it properly. Before Tommy resolves his "inner conflicts," he operates the Zord so that it destroys the city because he has no control over it. In the end, Tommy finds inner peace so that he uses the Zord as extensions of his own limbs in order to fight the evil elements.

- 1) zaps someone
- 2) 2 robots fight (Power Sword is used)
- 3) puts noose around the neck of someone

## DRAFT

- 4) zaps Rangers' power supply \*used in the context of a big fight scene
- 5) Big Zord (Robot) driven by one of the Rangers named Tommy is destroying the city
- 6) Zaps Zord (big robot driven by Tommy)
- 7) Extended fight with Rangers involving zap guns
- 8) Rangers zap villain (Main Drain --who is draining the power supply of the city)
- 9) Main Drain zaps Zord
- 10) fist fight between Main Drain and Zord
- 11) Laser fight between Main Drain and Zord

## II. *Teenage Mutant Ninja Turtles*

### A. Saturday 7/06/96

Story line: This episode, while giving lip service to using the turtles' wits rather than force, was merely one half hour of glorified fighting. In this episode, the turtles mutated into even more violent adult monster turtles. These "second stage" mutations used violence much more than the teenage versions. When the adult monster turtles used force against the villains, the villains merely multiplied, and, therefore, this violence was not effective. In the end, while the teenage turtles resolve the conflict with less hand-to-hand violence, the hand-to-hand violence definitely comprised a larger portion of the episode.

- 1) fight with swords and sticks
- 2) fist fight between man and big robot
- 3) man turns into robot (Carter is a friend of the turtles)
- 4) Military police shoot at turtles
- 5) Zap guns against turtles
- 6) turtles shoot guns
- 7) Much time to zap gun scene
- 8) Zap at adult turtle monsters
- 9) robot zaps at regular teenage turtles
- 10) slug monster tries to attack Carter, a human friend of the turtles
- 11) zap at adult monster turtles
- 12) adult turtle monsters "annihilate" robot; but it multiplies when force is used against it
- 13) zap turtle monsters
- 14) Carter zaps slug monsters three times
- 15) slug monster fights Carter
- 16) slug monster throws Carter against wall
- 17) fight with robot insects
- 18) Robot zaps regular teenage turtles at least 3 times
- 19) turtles fight insect monsters and make them fall

**DRAFT**

20) explosion at villain's castle, but Dregg, the villain, gets away

III. *The Mask*

A. Saturday 7/06/96 at 9:00 a.m.

"Shadow of a Skillet"

Story line: This show is based on the Jim Carrey movie. In this episode, a villain, Skillet, is stealing the shadows of people in the city. Because the shadows embody the youth of the person, when the shadow is taken away, the person ages rapidly. The Mask saves the shadows.

- 1) monster steals shadow
- 2) monster steals Jim Carrey's shadow
- 3) shadow monster attacks the Mask
- 4) steals Peggy's shadow (Peggy is Jim Carrey's girlfriend)
- 5) fist fight between the Mask and Skillet
- 6) Skillet zaps the Mask's shadow
- 7) The Mask wrestles Skillet

IV. *Ace Ventura Pet Detective*

A. Saturday 7/06/96 at 9:30 a.m.

Story line: This show is also based on a Jim Carrey movie. This show does not contain much violence. This episode was about killer koala bears attacking aborigines, but Jim Carrey saves the day by leading the koalas away with eucalyptus cough drops.



February 1, 1994

Bruce Reed  
Deputy Assistant to the President  
for Domestic Policy  
Domestic Policy Council  
The White House  
1600 Pennsylvania Avenue, NW  
Washington, D.C. 20500

Dear Mr. Reed:

I enclose for your review the NBC statement concerning television violence which outlines our efforts regarding NBC programming, the use of the television medium to address the issue of violence in our society and the broadcast networks' announcement today that they have agreed to an independent outside assessment.

Sincerely,

A handwritten signature in black ink, appearing to read "JHR", with a large, stylized flourish above the letters.



February 1, 1994

The Honorable Paul Simon  
United States Senate  
462 Dirksen Office Building  
Washington, DC 20510

Dear Senator Simon:

On behalf of NBC, I write today to applaud the role you have played in broadening the discussion of television violence to include all elements of the media landscape. In view of this broadening of the debate, NBC has today released the attached Statement on its decision to participate with the other broadcast networks in an annual qualitative assessment of violence in our network programming in the context of other video programming entering American homes.

NBC continues to believe that self-regulation is the proper way to deal with this issue and that legislation is not in keeping with this country's constitution and cultural traditions. The steps the industry has taken both now and previously eliminate any justification for legislation. However, in order to avoid conflicting requirements and inconsistent obligations, NBC reserves the right to suspend the joint assessment program in the event legislation is enacted or new regulations are promulgated.

We look forward to working with you to address the serious issue of violence in American society.

Sincerely,

A handwritten signature in cursive script that reads "Rick Cotton".

Richard Cotton



### NBC STATEMENT

NBC welcomes the decision by the major U. S. cable networks to adopt the type of voluntary self-regulatory practices with regard to television violence that the broadcast networks have utilized for years, including most importantly program standards and more careful scheduling of programs. The cable networks' decision for the first time places the debate about television violence in a larger more appropriate context, focused not only on broadcast television, but on all video media that enter the home: basic and premium cable, independent stations, syndicated programs, home video, video games, etc.

Since the focus of the debate on television violence has now broadened to include the entire media landscape, NBC and the other three broadcast networks (ABC, CBS and FOX) have determined it is appropriate to take an additional step beyond those they have already taken to address this issue. Together we are commissioning an outside expert to conduct an annual qualitative assessment of violence in our network programming in the context of other video programming entering American homes.

Throughout the debate about television violence, we have steadfastly maintained that voluntary self-regulation was the proper way to proceed with this issue and that legislation was not in keeping with this country's constitutional and cultural traditions. The steps the industry has taken both now and previously have eliminated any justification for legislation.

Attached are some additional facts about NBC's efforts to self-regulate violent content in its programming and to address the issue of violence in our society.

## NBC'S EFFORTS REGARDING VIOLENCE

### What's On The Screen?

The steps the broadcast networks have taken to eliminate gratuitous violence from network programs have produced very significant results that can be seen on the screen:

- Every year the broadcast networks air more than 16,000 hours of programming -- about 4,000 of it in prime time. The vast majority of these programs is devoid of violence -- situation comedies, daytime soap operas, talk shows, evening news broadcasts, sports events, etc.
- In the 1992-93 broadcast season, the Top 20 network series programs included only two dramas (Murder, She Wrote and Northern Exposure), neither of which depicts violence. The 18 other Top 20 shows were non-violent situation comedies or news/reality programs.
- More important, the Top 10 network prime time series programs among children last season were all non-violent situation comedies.

Observers of television such as Ed Siegel of The Boston Globe have noted, "This is probably the least violent era in the history of broadcast television, certainly since the early days," and Tom Shales of The Washington Post stated about his own recent viewing experience: "ABC, CBS, NBC and even Fox were showing what was, by comparison [to what was on other media], wholesome and innocuous fare."

### How Did We Get There?

The bottom line is that NBC and the other broadcast networks have made significant strides in reducing violence in their programming. This did not happen by accident. It happened because of their 20-year tradition of a well thought out self-regulatory structure containing all of the elements recommended by the cable industry last week, including the following:

- Each broadcast network has a long-standing set of written program standards that prohibit excessive or gratuitous violence and that are enforced by well trained broadcast standards professionals. These standards are particularly stringent when it comes to programs designed for children. Programs that fail to meet these standards are edited or rejected.
- Each broadcast network also adheres to strict standards regarding scheduling decisions. The networks have always taken special care to schedule programs that may contain material not suitable for children at times of the day when

they are unlikely to be viewing.

- Last year, the three networks adopted an Advance Parental Advisory Plan which is designed to provide viewers with information about the content of programs that may be unsuitable for viewing by some family members because of violent content.

#### What Else Is NBC Doing?

NBC is using the power of television to address the issue of violence in society:

- NBC's public service campaign, "The More You Know," has given increased emphasis to violence prevention. This campaign is in its fourth year and recently received the prestigious Peabody Award and a Presidential citation for private sector initiatives. For the 1993-94 season, NBC produced an additional 20 "The More You Know About Violence Prevention" public service announcements featuring NBC talent. These spots highlight the dangers of violence and encourage non-violent conflict resolution.

- NBC has historically been committed to airing programs that deal with difficult societal issues. Past efforts have included "The Burning Bed" (spouse abuse) and "I Know My First Name Is Adam" (child abduction). Most recently, NBC has devoted an episode of "Blossom" to the issue of handgun use by young people and has broadcast "Good Cop, Bad Kid," a fact-based drama about police officers who, on their own time, work to provide role models to young people. In March, NBC will telecast "Living In Hazard," a unique documentary by the Emmy Award-winning actor-director Edward James Olmos, devoted to gang violence.

- This week (January 23-29) NBC News is devoting unprecedented coverage to the issue of violence in America, involving every news program we broadcast. The programs have featured in-depth exploration of such issues as legalization of drugs, gun control, sentencing guidelines, youth and crime, and media violence. This project will be one of the most thorough explorations of the subject undertaken by a network to date.

- During this week of special news coverage NBC has also scheduled a wide variety of prime time programming -- both dramas and situation comedies -- with anti-violence themes: "Law And Order," "Empty Nest" and movies for television.

- NBC's Saturday morning children's programming consists entirely of live action programs designed for teenagers. NBC is the only network serving this segment of the young audience. One of our teen programs, "Name Your Adventure," won the Silver Apple Award in 1993 from the National Educational Film and Video Festival.

## The Outside Assessment

Today's viewer watches programming not just from broadcast networks but a myriad of sources including independent television stations, syndicators providing programs to independent television stations and to affiliates for non-network time periods, basic cable, premium cable, home video cassettes, laser discs and video games. The cable networks' action of last week recognizes that the breadth of the violence issue goes way beyond the broadcast networks and encompasses a universe that is far more complex than the recent debate about television violence has indicated.

NBC and the other broadcast networks think it is now appropriate to commission an outside expert to conduct an annual qualitative assessment of violence in television programming and to place network programming in the context of all other video programming entering the home. The purpose of seeking this outside assessment is two-fold: First, to provide an independent assessment of the trends in television programming over time. Second, to provide a consistent, qualitative standard by which to conduct this assessment. The search for an outside expert will commence immediately.

The networks' well-established self-regulatory policies -- many of which are being considered by the cable industry -- have proved to be useful and responsible tools in addressing concerns about video violence. However, we want to affirm that we will continue to oppose all attempts by government to regulate in this area. We continue fervently to believe that legislation is fraught with constitutional peril and threatens the ability of free and universal network television to bring to 100% of the American people the best in news, sports and entertainment.

## **NBC TO TELECAST SPECIAL ON GANG VIOLENCE MARCH 4**

**Edward James Olmos Is Producer and Narrator**

**Of "Lives in Hazard"**

**PASADENA, CA, January 7, 1994 -- NBC-TV will broadcast the premiere of "Lives in Hazard," a unique one-hour special on gang violence produced and narrated by Emmy-Award-winning actor/director Edward James Olmos. The special, which casts an unblinking eye on the growing national crisis of violence and its effect on America's young people, will be telecast Friday, March 4 (8-9 p.m. ET).**

**Olmos won an Emmy Award for his performance as the stoic police officer Lt. Martin Castillo on NBC's "Miami Vice" (1984-89) and was an Oscar nominee for the film "Stand and Deliver." "Lives in Hazard" explores the interconnectedness of guns, gangs and drugs and their impact on today's inner-city youth.**

**In "Lives in Hazard," gang members in Olmos's native East Los Angeles, CA, discuss why they joined gangs, share their fears and willingly reveal their bullet or knife scars as evidence of their shattered lives. The program tracks the cyclical undertow awaiting many urban teens who lack role models and are misdirected into glorifying the gang culture and its inexorable links to violence. A comprehensive community outreach campaign, including the development and distribution of educational materials to schools, will augment the telecast of this special.**

**"Lives in Hazard" is one of several recent NBC programs to examine the issue of societal violence, its causes and unfortunate results. NBC recently presented a special titled "Good Cop, Bad Kid," which also dealt with gangs and violence. Additionally, NBC prime-time series often devote episodes to positive anti-violence messages. "Blossom," "The Fresh Prince of Bel-Air," "L.A. Law," "The John Larroquette Show," "Sisters" and "seaQuest DSV" are just some of the series that have produced episodes with pro-social messages.**

**As was previously announced, NBC News will devote a week of special programming to the issues of violence in society, under the banner "America the Violent: Fed Up and Fighting Back." During the week of January 23-29, NBC News programs will include special segments examining the roots of violence in America and focusing on people and programs that are working toward solutions. NBC affiliates will play a major role in the initiative, developing local news programming to accompany the series. (See separate release.)**

**NBC has scheduled a wide variety of special prime-time programming with anti-violence theme: during the week of January 23-30 to reflect the network's commitment to highlighting the network-wide "Anti-Violence Week." The special NBC programming for this week includes the NBC Sunday Night at the Movies World Premiere drama "In the Line of Duty: The Price of Vengeance," an encore episode of the critically acclaimed series "Law & Order," and an original episode of the popular comedy series "Empty Nest" (story details follow).**



*TV Violence*

January 21, 1994

Bruce Reed  
Deputy Assistant to the President  
for Domestic Policy  
Domestic Policy Council  
The White House  
1600 Pennsylvania Avenue, NW  
Washington, DC 20500

Dear Mr. Reed:

I transmit for your review a summary of additional voluntary steps NBC has undertaken on both television violence and the use of the television medium in raising awareness about societal violence. These steps have either been taken in late 1993 or will be taken in 1994.

You will note that the programming goes across both our entertainment and our news divisions. Specifically, we will dedicate an entire week of news programming January 23 to 29 to examine violence in America. During that same week, we will also dedicate anti-violence storylines into more of our series programs, which we started to do last year. Additionally, we will be the first network to air an anti-violence documentary entitled Lives in Hazard -- a one-hour special about gang violence -- on March 4th. Also, we have increased the number of anti-violence PSAs in NBC's The More You Know campaign and expanded affiliates local efforts.

And finally, on Sunday December 19th, NBC broadcast a primetime drama entitled Good Cop ... Bad Kid?, which is about two juvenile offenders who were adopted by the Los Angeles County Sheriff's Department. By experiencing daily patrols of a police officer and accompanying a narcotics officer, the teen criminals see firsthand the true consequences of societal crime. As one commentator noted, this show "inspires rather than exploits".

Best Regards,

Enclosures

## Violence - 2

The entertainment programs that deal with the consequences of violence include the following:

On Sunday, Jan. 23 (9-11 p.m. ET) Dean Stockwell ("Quantum Leap"), Michael Gross ("Family Ties") and Mary Kay Place ("The Big Chill") star in "In the Line of Duty: The Price of Vengeance," the seventh in the series of fact-based movies about law enforcers slain while performing their job. The World Premiere drama is about horrific effect of the death of a Los Angeles Police Department detective who is stalked and killed by a gang leader out for revenge following a routine arrest. Kenneth Kaufman and Tom Patchett are the executive producers of the movie from Patchett Kaufman Entertainment.

On Wednesday, Jan. 26, NBC will rebroadcast the "Law & Order" episode "Volunteers" (10-11 p.m. ET). After repeated harassment and endangerment, frustrated neighbors plot to rid their block of a deranged homeless man (guest-star Marion Killinger) who has resided in front of their building for more than a year. The man has made a ritual of screaming obscenities, threatening bodily harm and even attacking residents as they enter the building. Police and social-service agencies put the man in jail numerous times, but each time he was released, he returned to the same spot to begin his reign of terror again.

In final frustration, two of the tenants decide to take matters into their own hands and plot to get rid of him permanently. Their murderous attempt is unsuccessful, and the homeless man identifies his attackers. The prosecutor, Stone (Michael Moriarty), finds himself facing a sympathetic jury of New Yorkers all weary of the city's homeless problem. Jerry Orbach, Chris Noth, S. Epatha Merkerson, Jill Hennessy and Steven Hill also star. Kent Broadhurst, Stephen Mendillo, Denis O'Hare and Nicholas Coster also guest-star. (repeat of 9/29/93)

Dick Wolf and Ed Sherin are the executive producers for Wolf Films in association with Universal Television. Walon Green is the co-executive producer.

On Saturday, Jan. 29, Dr. Harry Weston (Emmy winner Richard Mulligan) teaches a young patient a lesson about firearms the hard way on "Empty Nest." In the episode "Under the Gun," Harry treats a 13-year-old boy for an ulcer he has developed because he is being teased and picked on at school. When Harry and Maxine (Marsha Warfield) confront the boy with their suspicions that he may be carrying a gun, the weapon discharges in his knapsack and accidentally shoots Harry. Now in its sixth season, "Empty Nest" was created by Susan Harris for Witt-Thomas-Harris Productions. Paul Junger Witt, Tony Thomas, Susan Harris, Fred Freeman and Lawrence J. Cohen are the executive producers.

NBC's public-service campaign, "The More You Know," also addresses societal violence through a series of public-service announcements (PSAs) telecast nationally and locally. The current series of spots, "The More You Know About Violence Prevention," includes 20 PSAs using NBC stars Katie Couric ("Today"), Paul Reiser ("Mad About You"), A Martinez ("L.A. Law"), Joey Lawrence ("Blossom"), Daphne Maxwell Reid ("The Fresh Prince of Bel-Air"), and Chris Noth ("Law & Order") to highlight the dangers of violence and encourage non-violent resolutions to conflict. A select number of spots carry the toll-free number of the National Crime Prevention Council 1-800/WE-PREVENT.

### Violence - 3

A Peabody-Award-winning program, "The More You Know" has included 200 PSAs since its inception five years ago; the spots have been viewed by more than 190 million people in the past year alone. "The More You Know About Violence" was developed with the assistance of various agencies, including the National Crime Prevention Council, the CDC/National Center for Injury Prevention and Control, the Harvard School of Public Health, the Violence Prevention Project and D.A.R.E. Beginning in January 1994, "The More You Know About Violence Prevention" will be expanded to include additional airtime for PSAs and increased local community action by NBC affiliates.

#### **MEDIA CONTACTS:**

Bob Meyer, 818/840-3648 ("Empty Nest")  
Rosemary O'Brien, 212/664-3502 ("Law & Order")  
Brian Robinette, 818/840-3653 ("Lives in Hazard")  
Dorothy Austin, 818/840-3647 ("In the Line of Duty")

Charles Barlie, Electronic Publicity, 818/840-3727

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# NBC



## 'THE MORE YOU KNOW'

NBC's public service campaign "The More You Know" entered its fifth season this year. The campaign was created to raise awareness of the issues affecting education, including such obstacles to successful education as substance abuse, violence and teen pregnancy. Hundreds of "The More You Know" public service announcements have been produced and aired nationally and locally since the program's inception, reaching more than 190 million viewers of NBC and its affiliated stations last season alone.

In 1992 NBC unveiled "The More You Know About Violence Prevention," a segment of the campaign addressing violence. This fall NBC produced an additional series of 20 "The More You Know About Violence Prevention" PSAs featuring NBC stars Katie Couric, Paul Reiser, A Martinez, Joey Lawrence, Daphne Maxwell Reid and Chris Noth, along with Pat Riley of the New York Knicks, to highlight the dangers of violence and encourage non-violent conflict resolution. A select number of these spots carry the toll-free information line of the National Crime Prevention Council, 1-800-WE PREVENT.

In producing "The More You Know" spots and related materials for its affiliates, NBC consults with a variety of educational and social service experts. "The More You Know About Violence Prevention" spots were developed with the assistance of the National Crime Prevention Council, the Center for Disease Control/National Center for Injury Prevention and Control, the U.S. Department of Health and Human Services, D.A.R.E. and the Harvard School of Public Health.

In addition to airing "The More You Know" spots, NBC affiliates provide grass-roots support for the program. A poster study guide is being developed in conjunction with "The More You Know About Violence Prevention" campaign, to be distributed to junior high schools across the U.S. by NBC and its affiliates.

"The More You Know" campaign has received numerous awards including the Peabody Award (1993) and the President's Citation for Private Sector Initiatives (1990). The campaign has also been honored by the National Education Association, the National Conference of Christians and Jews, the National Commission Against Drunk Driving and various state and local education and social service groups.

### **MEDIA CONTACTS:**

Mary Neagoy, Corporate Communications, 212/664-6455

Ellen Hamilton, Entertainment Press & Publicity, 818/840-3637

January 1994

**NBC-NEWS-VIOLENCE**

**NBC NEWS EXAMINES VIOLENCE IN AMERICA, WEEK OF JAN. 23-29,  
WITH 'AMERICA THE VIOLENT: FED UP AND FIGHTING BACK'**

NBC News' comprehensive, division-wide examination of violence in America, "America the Violent: Fed Up and Fighting Back," will be broadcast Sunday through Saturday, Jan. 23-29. During that period, NBC News will devote extensive time and resources to an in-depth look at one of the most troubling and pervasive issues facing Americans today. This considerable project will be one of the most thorough examinations of the subject undertaken by a network to date.

The focus of NBC News' coverage will be on solutions: what people can do and are doing to fight back and regain control of their lives. Topics will include the effects of urban violence on children; how the people who shouldn't can still easily buy guns; violence on television news; and how families are coping with violence. Other topics will include how police officers deal with the stress of increasing violence; crime against businesses; preventing crime on campuses and highways; and how victims are asserting their rights.

NBC affiliates will play a major role in this effort. Affiliates will be offered taped packages and local tie-in opportunities so that NBC stations across the country will be able to be a part of this unique project. The network will also work closely with News Channel, NBC's affiliate news service, to ensure that material dealing with violence can be used by every NBC station.

Each of NBC News' programs -- including "Today," "NBC Nightly News with Tom Brokaw," "Now with Tom Brokaw & Katie Couric," "Dateline NBC," "NBC News at Sunrise," "Meet the Press" and the weekend editions of "Today" -- will be involved in this important endeavor.

NBC News has already been providing solution-driven programming, specifically with series on "NBC Nightly News" such as "Society Under Siege" and "Families in Crisis." Each of those series examined different problems now facing Americans on a daily basis, but also offered solutions by looking at innovative ways average citizens are trying to deal with those problems.

**MEDIA CONTACTS:**

Beth Comstock, News Information, 212/664-3720  
Katherine McQuay, News Information, 212/664-2265

NBC-New York, 12/14/93

HIT SERIES 'BLOSSOM' TACKLES TOPIC OF SCHOOL VIOLENCE

IN SPECIAL EPISODE TO BE TELECAST ON NBC OCTOBER 25

NBC, 'Blossom' Producers, USA Weekend Magazine

Join Forces to Address Critical Issue

NBC-TV and the producers of the hit comedy series "Blossom" have joined forces with the nation's third-largest magazine, USA Weekend, to create a special "Blossom" episode that addresses the tragic presence of violence in today's schools. The episode, titled ".38 Special," will be telecast Monday, Oct. 25 (8:30-9 p.m. ET).

In the episode, Blossom (Mayim Bialik) becomes alarmed when she sees a gun in a classmate's (guest-star Devon Gummarshall) locker, and she struggles with the decision of whether to report the student to school authorities. The episode will feature two of the 65,000 teens that responded to USA Weekend's school-safety survey earlier this year. Series star Ted Wass directs.

Said "Blossom" creator and executive producer Don Reo: "I am horrified by the statistics on violence in schools, and this is an issue we can't ignore. We hope this episode makes more people aware of the problem, which hopefully is the first step toward a solution."

NBC's "The More You Know" public-service campaign continues with its commitment to increase public awareness of the important social issues that affect today's young children and teens. Some of the stars who have participated in this campaign include Joey Lawrence of "Blossom" and Karyn Parsons of NBC's "The Fresh Prince of Bel-Air."

The NBC Television Stations and NBC affiliates nationwide will run spots locally, tying-in to local news programs and engaging in viewer support by implementing community outreach efforts. The stations are provided with PSA copy, news-story suggestions and footage, how-to activity ideas, and resource and referral information to implement the campaign locally.

Said Dr. Rosalyn Weinman, Vice President, Broadcast Standards & Practices, NBC: "Last year, the campaign focused on the critical rise in teenage violence. This new set of public-service announcements will also focus on teen violence plus target a broader audience, including adults. We feel it is important to include parental responsibility and community involvement in this phase of the campaign. We hope to make a strong impact on this problem and promote positive values."

In a recent survey prepared for the Harvard School of Public Health, 59 percent of surveyed school children in sixth through twelfth grade said they "could get a handgun if they wanted one." The poll also revealed that 22 percent of those surveyed said they carried a weapon (gun, knife, and so forth) to school during this school year. Furthermore, according to USA Weekend's survey, 37 percent of its teen readers feel unsafe at school.

Said Dr. Jay Winsten, Associate Dean of the Harvard School of Public Health and Director of the Harvard Project on Guns, Violence and Public Health: ".38 Special' performs an important public



**RON MILLER**

TV Editor



## Guess who's coming to live with us

■ **GOOD COP . . . BAD KID?**  
7-8 Sunday night; **CB, G**

**N**BC pre-empts "I Witness Video" Sunday night to bring us a one-hour, reality-based special — co-produced by James P. McGillen of Pebble Beach, a former president of Lorimar Telepictures — that tells of a most unusual experiment in relations between cops and teen criminals.

In "Good Cop . . . Bad Kid?," host Edward James Olmos introduces us to deputies Brian Lee and Cindy Beck of the Los Angeles County Sheriff's Department, who agreed to "adopt" juvenile offenders Aaron Green and Corina Loman for several days in an effort to better understand them and the troubled urban environment that produced them.

Aaron is a member of the Crips street gang, a youth who admits on camera that he "hates cops." Released from detention, he's assigned to Lee, who tells us he "despises gang members." Aaron not only rides with Lee in his risky patrols through gang territory, but moves into Lee's home and temporarily becomes a member of the cop's family.

### Child of the streets

Corina is a teen drug dealer, the daughter of a drug-dealing prostitute/addict who hooked her on drugs and put her out on the streets. In the experiment, Corina becomes the temporary ward of Beck, who is, of all things, a narcotics officer. The teen addict also moves in with Beck and her husband, Lt. Cmdr. Charles Beck of the Los Angeles Police Department.

"I just hope he doesn't make a fool out of me," Lee tells the camera as he sets off with the initially sullen Aaron.

In the course of their travels together, Aaron learns that Lee once killed a young gang member in the line of duty and is still haunted by it. Together they watch deputies roost gang members on night patrols and slowly Aaron begins to understand what Lee looks for and why gang members are so frequently hassled by cops.

Beck takes Corina on a drug raid, where her drug-scenting dog quickly sniffs out a stash of rock cocaine.

Though juvenile authorities and the sheriff's department may have figured the program would function best by showing delinquent kids what their world looks like from the other side, it's clear something else made a more profound impression on Aaron and Corina.

That would be the insight the program gave them into what it's like to be part of a stable family. Both youth offenders were warmly accepted into the cops' families and quickly involved in their activities. Both youngsters seem entranced by what may seem routine to most kids their age.

### Another world

It's touching to see Lee's wife explain to Aaron what a table napkin is and how it should be used. By the end of their time together, it's apparent the tough street kid now realizes Lee is a real man, but with room for a compassionate soul. Their shy farewell hugs

seem sincere and it's apparent Aaron realizes what his life has been missing.

Even more touching is Corina's eager acceptance of Beck's family life. The robust and self-confident Beck is an expert horsewoman and, during her time off, gets Corina up on a horse for her first ride. Corina tells us how much she admires Beck's life — and how anxious she is to straighten out her own, so she can strive for some of the same things.

"Good Cop . . . Bad Kid?" is offbeat television, a "reality" show that inspires rather than exploits.

**BURRELLE'S**

NEWS EXPRESS

PAGE 3 OF 3

TV Violence

OFFICE OF THE COUNSELOR TO THE PRESIDENT  
DAVID R. GERGENThe White House  
Washington, DC 20500DATE: 1/3/94 NUMBER OF PAGES (w/cover): 9TO: Bruce ReedFROM: Jody GreenstoneFAX NUMBER: -67739

COMMENTS: Bruce - I thought you would be  
interested in this - I don't think  
anyone from WH should go -  
do you? Maybe someone from HHS or  
Justice will stop by - Give me  
a call when you get a chance  
Jody (2195)

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cc. by Bernstein  
 Jose Cerda  
 Susan Solomon Cooke



CBS Inc., 47 West 52 Street  
New York, New York 10018  
(212) 676-1616

Jay L. Kriegel  
Senior Vice President

TO: Listed Organizations

FROM: Preston Padden, Executive Vice President,  
Affiliate Relations, Fox Broadcasting  
Jay L. Kriegel, Senior Vice President, CBS Inc.

RE: National Coalition Against Violence

DATE: December 21, 1993

-----  
For several months, we have been working with various religious, educational, government and social organizations to design a coordinated national campaign against violence.

Based on these discussions, we have developed a structure for launching such an effort in early 1994 and hope that you and your organization will join us in this campaign.

On behalf of the CBS and Fox television networks, we would like to invite you to attend an organizational meeting in Washington on Monday, January 3. At this meeting, we will screen the one-hour network television program "Kids Killing Kids" which we plan to broadcast jointly in early March. We hope this program, which includes four case histories of teenagers using guns, will be broadcast simultaneously on many broadcast stations and cable channels (without commercials) from 8-9 p.m. on a school night in March.

Many of your organizations have expressed enthusiasm about participating in a broad national coalition against violence. We therefore hope that this program can serve, not just as an important hour of television, but also as a catalyst for families, schools and churches, as well as other social and communal organizations, to engage in a national discussion of the issues of youth violence, guns and personal responsibility.

We hope you will join with us for this meeting to discuss ways in which we can work together on this important problem.

While we apologize for calling a meeting on such short notice immediately after a holiday weekend, many of you have indicated how important it would be for your

participation to be able to view this program and learn about other planned activities as soon as possible so you can start to communicate and plan with your own organizations.

To aid in your consideration, we hope to send you in the next few days a brief summary of the television program and an outline of some proposals of how various organizations and constituencies could participate in the launch of this National Coalition Against Violence.

Please feel free to recommend other organizations that should be invited to attend as we seek to have this campaign as inclusionary as possible. For that, and any other questions, call Jay Kriegel at CBS, 212/975-1515 or Fax: 212/975-6488.

Happy Holidays.

Monday, January 3  
2:00 - 4:00 p.m.

ANA Westin Hotel  
2401 M Street, N.W.  
Washington, D.C.

Room: "The Theatre"

R.S.V.P.  
Rachel Friedel  
202/457-4508

**MEDIA****A. Broadcast Networks:****Broadcast Networks:**

CBS	Martin Franks	202/457-4501	202/628-0801
NBC	Jim Rowe	202/637-4531	202/637-4548
ABC	Mark McCarthy	202/887-7744	202/887-7854
FOX	Preston Padden	202/895-3190	202/895-3193
PBS	Jennifer Lawson	703/739-5163	703/739-0775

**B. Cable Networks:**

HBO	Michael Fuchs	212/512-1364	212/512-4088
Turner	Ted Turner	404/827-1717	404/827-1575
Viacom	Frank Biondi	212/258-6314	212/258-6358
	Tom Preston	212/258-8310	212/258-8303
USA	Kay Koplovitz	212/408-2700	212/408-8863
BET	Bob Johnson	202/337-5260	202/338-3982

**C. Organisations:**

MPAA	Jack Valenti	202/293-1966	202/452-9823
NCTA	Decker Anstrom	202/775-3651	202/775-3695
NAB	Eddie Fritz	202/429-5445	202/429-5410
INTV	Jim Hedlund	202/887-1970	202/887-0959
NFA	Cathy Black	703/648-1000	703/620-0046
RIAA	Jay Berman	202/775-0101	202/775-7253
MPA	Don Kummerfeld	212/752-0055	212/223-6375

**American Association of Advertising Agencies**

John O'Toole, President

212/682-2500 212/682-8391

**Association of National Advertisers**

DeWitt F. Helm, Jr., President

212/697-5950 212/661-8057

**GOVERNMENT**

National Governor's Association  
 Raymond C. Scheppach, Executive Director  
 202/624-5300 202/624-5313

National Association of Counties  
 Larry E. Naake, Executive Director  
 202/393-6226 202/737-0480

National Conference of State Legislatures  
 Carl Tubbesing, Director of Sales and Fed. Rels.  
 202/624-5400 202/737-1069

National League of Cities  
 Frank H. Shafroth, Director of Policy and Fed. Rels.  
 202/626-3000 202/626-3043

U.S. Conference of Mayors  
 J. Thomas Cochran, Executive Director  
 202/293-7330 202/293-2352

**LAW ENFORCEMENT**

Federal Order of Police (FOP)  
 Don Cahill 703/914-0931 703/914-0916

International Brotherhood of Police Officers (IBPO)  
 Chris Sullivan 703/979-0290 703/979-0294

Major Cities Chiefs (MCC)  
 Mark Spurrier 410/887-2201 410/887-4958

National Association of Police Organizations (NAPO)  
 Robert Scully 202/842-4420 202/842-4396

National Sheriffs' Association (NSA)  
 Melinda Lund 703/836-7827 703/838-5350

International Association of Chiefs of Police (IACP)  
 Kevin Patrick 703/836-6767 703/836-4543

**EDUCATION**

NEA Keith Gaiger 202/822-7020 202/822-7974  
 Lyle Hamilton 202/822-7215 202/822-7292

AFT Al Shanker 202/879-4440 202/879-4545  
 Claude Duncan 202/879-4596 202/879-4556

National PTA  
 Arnold Fega 202/331-1380 202/331-1406

National School Boards Association  
 Jerry Floyd 703/838-6722 703/683-7590

National Assoc. of Secondary School Principals  
 Tom Koerner 703/860-0200 703/476-5432

The American Assoc. of School Administrators  
 Gary Marx 703/875-0737 703/528-2146

National Assoc. of Elementary School Principals  
 June Million 703/684-3345 703/549-5568

National Catholic Education Assoc.  
 Sister Catherine McNamee  
 202/337-6232 202/333-6706

**RELIGIOUS AFFILIATIONS**

WISC - Washington Interreligion Staff Council

& Baptist Joint Commission

Dr. James Dunn 202/544-4226 202/544-2094

National Council of Churches

The Rev. Dr. Joan Brown Campbell 212/870-2511

Catholic Bishops Conference

Msgr. Robert Lynch 202/541-3100 202/541-3166

Synagogue Council of America (Religious Action Center)

Rabbi David Saperstein 202/387-2800 202/667-9070

Evangelicals for Social Action

Ron Sider 215/843-9269 or 645-9354 215/645-9395

**MEDICAL AND HEALTH**

American Medical Association  
Margaret Danaher Garikes 202/789-7409 202/789-7485  
American Nurses Association  
Virginia Trotter-Betts 202/554-4444 202/554-2262  
National Assoc. of Social Workers  
Sheldon Goldstein 202/336-8200 202/336-8310  
American Academy of Pediatrics  
Janis Guerney 202/347-8600 202/393-6137  
American College of Emergency Physicians  
Stepyanie A. Kennen 202/728-0610 202/728-0617  
American Psychiatric Association  
Kathy Sullivan 202/682-6322 202/682-6287  
American Psychological Association  
Barbara J. Calkins 202/955-7673 202/955-7689  
American Public Health Association  
Richard Gilbert 202/789-5661 202/789-5661

**LAW****ABA**

Bruce Nicholson 202/331-2685 202/331-2220

**RESOURCE ORGANIZATIONS**

National Rainbow Coalition  
 Rev. Jesse Jackson 202/728-1180 202/728-1192

Handgun Control  
 Richard Aborn 202/898-0792 202/371-9615

Pacific Center for Violence Prevention  
 Andrew McGuire 415/285-1793 415/282-2563

Children's Defense Fund  
 Marion Wright Edelman 202/628-8787 202/662-3580  
 Hattie Ruttenberg 202/662-3596 202/662-3540

NAACP  
 Benjamin Chavis 410/358-8900 410/486-9257

League of Women Voters  
 Lloyd Leonard 202/429-1965 202/429-0854

American Association of Retired Persons  
 John Rother 202/434-3704 202/434-3714

TIAA CREF  
 Matina Horner 212/916-6240 212/916-6230

**FOUNDATIONS**

Conrad Hilton & BEST Foundation  
 Brad Sales 818/382-3860 818/382-2882

Aaron Diamond Foundation  
 Vincent McGee 212/757-7680 212/262-0646

Charles Revson Foundation  
 Lisa Goldberg 212/935-3340 212/688-0633

Joyce Foundation  
 Debby Leff 312/782-2464 312/782-4160

William Caspar Graustein memorial Fund  
 David Nee 203/498-6036 203/498-6078

A.L. Mailman Foundation  
 Luba Lynch 914/681-4448 914/681-5182

New York Community Trust  
 Joyce Bove 212/686-0010 x552 212/532-8528

Tides Foundation  
 Jim Browne 202/833-4663 202/833-4670

Public Welfare Foundation  
 Larry Kressley 202/965-1800 202/625-1348

**LABOR****AFL-CIO**

Robert M. McGlotton 202/637-5000 202/637-5058

Byron Charlton 202/637-5000 202/637-5058

**A.F.S.C.M.E.**

Caryl Vontz 202/429-1175 202/429/1293

**SPORTS****National Basketball Association**

David Stern 212/826-7000 212/888-7931

**National Football League**

Paul Tagliabue 212/758-1500 212/826-3454

**Major League Baseball**

Bud Selig 414/933-4114 414/933-4655

**National Collegiate Athletic Association**

Cadric Dempsey 913/339-1906 913/339-0038

**BUSINESS****National Association of Manufacturers**

Jerry J. Jasinowski, President

202/637-1000 202/637-3182

**Business Roundtable**

Samuel L. Maury, Executive Director

202/872-1260 202/466-3509

**Chamber of Commerce**

Dr. Richard L. Leshor, President

202/659-6000 202/463-5836

**National Federation of Independent Businesses**

S. Jackson Paris, President and CEO

202/554-9000 202/554-2470

**Business for Social Responsibility**

Michael Levett, Executive Director

202/842-5400 202/842-3135

**MISCELLANEOUS BUSINESS****Scholastic Magazine**

Dick Robinson 212/343-6740 212/343-6701

**American Airlines**

Ed Faberman 202/857-4221 202/857-4245



**FAX COVER SHEET**

**NATIONAL BROADCASTING COMPANY, INC.**

**1299 Pennsylvania Avenue, N.W.  
11th Floor East  
Washington, D.C. 20004**

**FAX NUMBER: (202) 637-4548**

**DATE:**

11/30/93

**TO:**

DAVID GILGAN / JOEY ANN GREENSTONE

**FROM: James H. Rowe**

**TELEPHONE: (202) 637-4531**

**Dialcom: 272-4531**

**PAGES SENT (including cover sheet):** \_\_\_\_\_

**MESSAGE:**

NBC Letter to Attorney General Reno



November 23, 1993

The Honorable Janet Reno  
Attorney General  
U.S. Department of Justice  
Constitution Avenue and 10th Street, N.W.  
Washington, D.C. 20530

Dear General Reno:

This response has been prepared quickly to follow up the very frank and productive meeting you requested last week with representatives of the creative industry. Given the short amount of time since the meeting, this response reflects the views of NBC, from President and CEO Robert Wright on down, but not any of the other participants in last week's meeting.

We applaud President Clinton's anti-violence initiative and your historic and ongoing commitment to address the root causes of the violence epidemic raging throughout our society. No other problem today has greater consequences or poses a more complex challenge for every segment of society. You have challenged the entire entertainment industry to reduce the level of violence across the television landscape and to use the power of the medium to shine a spotlight on the epidemic of violence in our society. NBC accepts your challenge.

As we have indicated numerous times, voluntary actions, a greater focus on positive uses of the media and collaborative efforts between government and the entertainment industry, will, in the end, make a far greater contribution to anti-violence efforts than the intrusive measures now pending in the Congress -- and, do so without any unintended consequences that could result from legislation.

With this in mind, we believe the efforts NBC has undertaken have achieved real results and provide a framework for others to follow. At the same time, we plan, as outlined in this letter, to undertake further action, including additional pro-social programming and collaborative efforts with government. Our proposal includes steps that we believe will:

### Decrease Violence Across the Media Landscape

You impressed upon all of us the need to demonstrate concrete results. Here they are: Today the top 25 programs on the broadcast networks consist of non-violent sitcoms, news magazine shows and a few non-violent dramas. As the *Minneapolis Star and Tribune* recently wrote in its comparison of network programming over the last 25 years: "Today's sitcom heavy network TV is a walk in the park." The improvement is most important among, and best demonstrated by, the network broadcast programming watched by children: ten years ago the top ten shows they watched included four action-adventures; today, there are none.

For decades, the broadcast networks have maintained a system of checks and balances, whereby affiliates, advertisers and our audience provide constant feedback on the suitability of our programming. Moreover, the networks have maintained an infrastructure wherein an entire staff of standards editors monitor policies that eliminate gratuitous violence and determine the appropriate time scheduling for shows that have any violent content whatsoever. Most recently, the networks have continued to take the industry's lead by employing parental advisories on programs (and in their promos) that contain violent material. As a result of these actions, many ideas submitted for production never make it onto a network schedule. Movies are edited expressly for network television. And, all network programming is "time-slotted" to ensure that adult-oriented fare runs only in late evening hours when children comprise a smaller share of the viewing audience.

However, it is important to note that all of these steps made by the networks will have a minimal effect of reducing the overall amount of violence shown on television until the other media entities and influences on children match these efforts. The majority of violence on the air is due to the proliferation of non-network channels, both cable and broadcast, who often show uncut, unedited theatricals or action-dramas, which air when children are much more likely to be watching. Therefore, if you could convince every competitor in the video marketplace to match the broadcast network policies, the overall levels of violence on television would be reduced enormously.

NBC is now in a position to build upon our progress in developing and monitoring guidelines for violent content. The research Mark Rosenberg and the Centers for Disease Control and Prevention are doing could be invaluable. Clearly, too little research has centered on determining the most socially constructive manner for depicting violence. Therefore, we intend to work closely with Mark and offer whatever assistance we can in order to make his research as relevant and useful as possible.

### Increase Awareness About Societal Violence

NBC also stands ready to harness the power of the network, in the areas outlined below, in order to fight the growing epidemic of violence in America.

In the area of news today, our network and the vast majority of our affiliates each devote thousands of hours every year to news reports that inform the viewers about violence. For example, our owned station in the city of New York, WNBC, has been running a month long series on the proliferation of guns and gun related violence throughout the New York area. A few weeks ago, in conjunction with NBC's The More You Know campaign, NBC News focused on stories that promoted the value of a good education and provided models of non-violent conflict resolution. More of this type of programming is being planned.

For example, NBC News will devote an unprecedented full week in January of its network Nightly News and each of its time news shows (e.g. Today, Dateline, Meet the Press, Now, NBC News at Sunrise) to probing the root causes of societal violence, what can be done, and what is not being done about it.

On the entertainment side, we have incorporated a number of important story lines into shows with large audiences of children and will continue to do so. Similarly, our movies of the week have included pro-social themes that not only entertain, but enlighten our adult audience. We recently aired "Shattered Trust: The Shari Karney Story," at the end of which we ran a public service announcement for viewers seeking more information about child abuse. This resulted in over 4,000 calls coming into a CHILDHELP hotline featured in the PSA.

Additionally, as a sign of our ongoing commitment to pro-social programming that deals with societal violence, early in 1994, NBC will air an Edward J. Olmos anti-violence documentary, Lives in Hazard, and a fact-based program, Kid & The Cop, which contains two stories about cops who on their own time make a difference to turn kids' lives around. These programs could serve as a vehicle to highlight the Administration's launch of any new anti-violence initiative. They could also be used as a catalyst for the broadcast of news programs that could feature the President, you or other cabinet members, for example. Television stations could be encouraged to feature local news stories that complement the shows. By involving groups like the National PTA and NEA, schools would be able to use these programs as a curriculum tool.

As you are aware, NBC has also been utilizing public service announcements to promote anti-violence and other pro-social themes through The More You Know campaign this season. Recent successes with public health information and education campaigns (e.g. AIDS prevention) suggest that similar efforts through The More You Know can be important parts of the public health approach to violence prevention. Therefore, in the coming months, The More You Know campaign will:

- let people know that violence is a preventable problem and as parents and citizens we all share the responsibility to reduce it;

- give hope to individuals and communities, by providing examples of non-violent conflict resolution and techniques that youngsters can easily adopt;
- and provide referral and resource information to assist individuals and communities in combating violence.

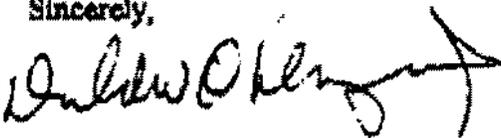
As important as our national reach is, the success of any anti-violence program will depend on its adaptability to local communities. For instance, "The More You Know" PSA's often provide an 800 number, or the name of a government agency or national non-profit organization, but these spots are more beneficial when local stations tailor them in order to direct interested individuals to programs or organizations based in their own communities. Additionally, a local community action component is a critical element of any public service campaign. The federal government has an important role to play here, too, by identifying agencies and their organizations which can help. NBC already works with Children's Defense Fund, DARE, CDC, and many others, but there are many other relationships that could be productive -- i.e., the National Service Program, Teacher Corps, Job Corps, and community policing.

In closing, a couple of summary thoughts: we believe that NBC essentially has put its house in order by eliminating gratuitous violence from our programs, providing advisories when appropriate, and practicing time-slotting. We are continually evolving our broadcast standards policies with particular care to those few shows which contain violence. In addition we have taken many positive steps on our own to promote pro-social behavior and have prepared this plan to give you additional ideas of the ways the industry can contribute.

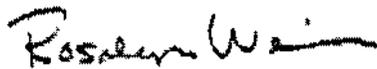
The voluntary framework described here, not government regulation, is the only way to accomplish our mutual goals while preserving the creative freedom and spirit of the entertainment industry. But such voluntary efforts cannot succeed in the media landscape of the 1990's unless all video competitors -- cable, syndicators, independent stations, home video, video games, music videos, movie studios and broadcast networks -- embrace them.

Together, government and the media can be an enormously powerful team to combat violence across our nation.

Sincerely,



Donald W. Ohlmayer  
President  
NBC West Coast



Rosalyn Weinman  
Vice President  
Broadcast Standards and Practices

TO: David Gergen 202/456-2883  
Peter Edelman 202/  
Rahm Emmanuel 202/456-6423  
Jody Greenstone 202/456-2883  
Bruce Reed 202/456-7028  
Ricki Seidman 202/456-2461  
George Stephanopolous 202/456-6703  
Christine Varney 202/456-2983



CBS Inc., 51 West 52 Street  
New York, New York 10019  
(212) 678-1515

Jay L. Kriegel  
Senior Vice President

TO: David Gergen  
Counsellor to the President  
The White House

FROM: Jay L. Kriegel

DATE: February 17, 1994

RE: A Week of Anti-Violence Activities

---

As we finalize our plans for a week of anti-violence activities, I wanted to provide you and your colleagues with a status report.

A broad range of national organizations have now come together to sponsor a week of activities across the country focusing on youth violence, guns, alternative to conflict, personal responsibility, etc. The core groups involved are the national education organizations (NEA, AFT, school boards, principals, etc.) and the major religious denominations (National Council of Churches, Catholic Bishops' Conference, Baptist Joint Commission, Evangelicals, Synagogue Council, Black Churches). Additionally, major organizations for mayors, police, medical and legal, civil rights, youth services, business, media, etc. are all participating.

Rather than appearing to form a new organization or "coalition," the groups have chosen to join together for this one week of activities to be conducted in cities across the nation, and not to have a national organizational structure. The entire week will be called "Kids Killing Kids."

It is important to note that this is not a "television" or "network" project. While the week involves the broadcast of a one-hour program called "Kids Killing Kids," this schedule of events has been planned by these various constituencies and gives them each a role and an opportunity to emphasize their particular issues within this seven-day period.

Beyond the announcement, there are several ways the Administration could participate in the week's activities, which can be discussed at a later date. These include:

Monday, April 25 - "Physicians on Violence" -

Participation by the Surgeon General, the Secretary of HHS and others in events that dramatize the impact and cost of gun violence;

Tuesday, April 26 - "Families Talk About Violence"

The First Family could urge every American family to watch the program "Kids Killing Kids" together and then to discuss it as a family (an emphasis on parental involvement, family dialogue and family responsibility);

Wednesday, April 27 - "Focus on Schools" -

The President and Mrs. Clinton could participate in a "Listen In" in Washington or some other city, going into a school and listening to kids. (Our version of a "Teach In" modelled after the President's and Vice President's recent visits to a Washington, D.C. school). Other high ranking members of the administration could do the same.

Thursday, April 28 - "Violence and The Law"

The Attorney General, the Director of the FBI and others could participate in gun enforcement activities with local police.

Friday, April 29 - "Heroes" -

Members of the Administration (perhaps the Vice President) could attend local recognition ceremonies in various cities

The days of the week have therefore been "themed" as follows:

Monday, April 25 "Physicians on Violence"  
Tuesday, April 26 "Families Talk About Violence"  
Wednesday, April 27 Focus on Schools -  
"Listening to Kids"  
Thursday, April 28 "Violence and the Law:  
Enforcement and Prevention"  
Friday, April 29 "Heross"  
Saturday/Sunday  
April 30 - May 1 "Prayers for Non-Violence"

The attached memo provides a summary of the purpose of each day. While this is a national framework, the focus of activities will be local -- in each city. We expect mayors and police chiefs to play a leading role in coordinating the planning for the week's activities in their own cities by convening meetings of the various constituencies and organizations involved -- medical and public health for Monday; schools and media for Tuesday/Wednesday; police and lawyers for Thursday; the non-profit service sector for Friday; and religious leaders for Saturday/Sunday. (The U.S. Conference of Mayors has just asked 1200 mayors to start this planning process. The letter is also attached.)

Each day, there will be visible activities in cities across the country, especially hospital-based medical events on Monday; school-based activities on Wednesday; police/law enforcement/bar association on Thursday; support services on Friday; and churches and synagogues on Saturday/Sunday.

We have targeted a public announcement of these plans during the week of February 28 through a press release. We will have:

- a) the schedule of the week and themed days;
- b) a Steering Committee with the head of 25/30 of these national organizations (education, religious, mayors, police, business, civil rights, etc.); and
- c) a list of participating national organizations.

If there is any interest in having the White House participate in this announcement, we would be delighted to work with you to find an appropriate vehicle.

for citizens and organizations that help kids in trouble and work to prevent crime. (There could also be a national recognition event.)

Saturday/Sunday  
April 30 - May 1

"Prayers for Non-Violence"

The First Family could attend services and lead the nation in listening to sermons and praying for peace in our streets.

The immediate issue is whether you have any interest in participating in some form in the initial announcement (scheduled now for the week of February 28).

Of course, at any time before April 25, you could convene a White House meeting with leaders of the various constituencies -- educators, mayors, police, religion, medical, legal, civil rights, non-profit service, business, labor, etc.

I look forward to hearing from you.

cc: Peter Edelman  
Rahm Emmanuel  
Jody Greenstone  
Bruce Reed  
Ricki Seidman  
George Stephanopolous  
Christine Varney

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
INITIALS: POS DATE: 8/2/05

WORKING DRAFT - CONFIDENTIAL

KIDS KILLING KIDS

America Focuses on Youth Violence and Its Prevention

APRIL 25 - MAY 1

THE WEEK'S SCHEDULE

Monday, April 25	"Physicians on Violence"
Tuesday, April 26	"Families Talk About Violence"
Wednesday, April 27	Focus on Schools - "Listening to Kids"
Thursday, April 28	"Violence and the Law: Enforcement and Prevention"
Friday, April 29	"Heroes"
Saturday/Sunday - April 30-May 1	"Prayers for Non-Violence"

A SUMMARY OF ACTIVITIES

Monday, April 25 - "Physicians On Violence"

Focus on the medical and public health aspects of gun violence, especially the impact on medical resources, individual health and the cost of gun injuries.

Medical associations, hospitals, medical schools and public health agencies to sponsor local activities, including release of data analyzing and quantifying the impact of gun violence; forums for discussion of issues; press conferences. The participation of individual victims with their physicians would graphically illustrate in personal terms the actual cost and impact of gun injuries.

Tuesday, April 26 - "Families Talk About Violence"

Telecast of the one-hour television program "Kids Killing Kids" at 8 p.m. EST with the focus on making this an hour of "Family Viewing." Through the schools, students will be urged to view the program with their families as a "homework" assignment. Television promotion and newspaper editorial material will urge each family to come

together, watch together and talk together -- urging parental involvement, dialogue and family responsibility. Newspapers will be asked by publish a "Family Viewing Guide" that includes questions and topics for parents to talk about with their children after watching the program.

Wednesday, April 27 - Focus On Schools - "Listening to Kids"

The central event of the week will be the discussion in schools across America of the television program "Kids Killing Kids" and the issues it raises -- dealing with anger and conflict, gun use, dispute resolution, support services, individual responsibility and values. Teachers will be provided with "Teacher Guides" to help structure classes and other activities.

While teachers will lead and organize these activities, the primary theme will be LISTENING TO KIDS -- listening to what students say about the television program and their concerns about violence. Students can organize anti-violence activities for this day either in school or their communities, ranging from assemblies, essay contests, dramatizations or rap contests, petition drives, rallies, etc.

Additionally, Teach-Ins can be organized to bring into the schools local leaders from all walks of life (government, business, labor, police, legal, medical, civic, sports, media, etc.) to go to classes and assemblies, both talking to and listening to students. Parents can also be brought into the process.

Thursday, April 28 - "Violence and the Law: Enforcement and Prevention"

Police, prosecutors and other criminal justice officials, as well as lawyers and bar associations, to organize activities that focus on legal issues relating to gun violence such as statistical analyses of gun crimes, enforcement of existing laws, gun buy-back and safety programs, how citizens can organize to prevent violence, the legal rights of those injured by gun violence and possible changes in the law relating to guns.

Friday, April 29 - "Heroes"

A focus on local "heroes," individuals and programs that are doing outstanding work on youth violence,

crime prevention and youth services. This day will salute the extraordinary efforts of the private sector in providing a vast array of support services and advocacy for young people. Activities could involve local award ceremonies and recognition events, the spotlighting of outstanding local organizations and service programs, and the promotion of programs and hot-lines that are available to provide counselling and guidance to kids in distress.

Saturday/Sunday, April 30-May 1 - "Prayers for Non-Violence"

Religious leaders and institutions speak out and participate through sermons and other activities such as special prayer services, issue forums, community projects and service programs.

\* \* \* \* \*

Within this general national framework, each city can design its own local programs. We expect the mayors to play a leading role in convening meetings of the various organizations and constituencies involved and to coordinate planning for the week's activities. While the national organizations would endorse this thematic schedule, events would be dependent on local leadership and planning -- medical and public health for Monday; school boards, administrators, principals, and teachers for Tuesday/Wednesday along with local media (newspapers and television); police, law enforcement and legal groups for Thursday; the non-profit service sector for Friday; and religious leaders for Saturday/Sunday.

# THE UNITED STATES CONFERENCE OF MAYORS

400 B YH STREET, NORTHWEST  
WASHINGTON, D.C. 20006  
TELEPHONE (202) 293-7330  
FAX (202) 293-2332



February 14, 1994

Dear Mayor:

Violent crime was the central theme of our Winter Meeting last month in Washington, with several panels and presentations on the seriousness of the problem and on potential solutions to it. One of the most challenging proposals was presented to us by Jay Kriegel, a CBS Senior Vice President.

CBS and FOX television networks have joined with a broad range of national organizations -- including virtually all major educational and religious groups, as well as police, business, labor, civil rights, sports, media and service organizations -- to sponsor a national week of anti-violence activities, April 25 - May 1.

While a formal public announcement of this plan is still two weeks off, mayors can play a central role in the activities and should find that the week offers an excellent opportunity to focus local resources and media attention on the problem of youth violence and on local efforts to combat it.

At the core of the week's activities will be a one-hour program on network television about the consequences of kids using guns and about the alternatives to guns that are available to them. The program, "Kids Killing Kids," will be shown at 8:00 p.m. EST on Tuesday, April 26. There will be no commercial interruptions.

The week has been structured to emphasize a different theme each day (detail of schedule is attached):

- Monday.....Physicians on Violence
- Tuesday.....Families Talk About Violence
- Wednesday.....Focus on Schools: Listening to Kids
- Thursday.....Violence and the Law: Enforcement and Prevention
- Friday.....Heroes
- Saturday/sunday.....Prayers for Non-Violence

- President**
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Mayor of Louisville
- Vice Presidents**
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- PAUL SOKOL  
Mayor of Madison
- ORICE TOOD  
Mayor of Austin
- LEON VALLE  
Mayor of Tucson
- Executive Director  
J. DORIS COCHRAN

Page 2

A handbook to help your city plan the week's activities will be sent to you soon. The structure outlined above is intended to make it relatively easy for each city to participate, and the heavy involvement of both the television and newspaper industries should ensure that your efforts will be highly visible.

Planning for this special week's activities should involve local school officials, police and law enforcement, leaders of the medical and legal communities, religious leaders, major business, labor and civic groups, and service organizations. Members of all of these groups also are being contacted by their national organizations and encouraged to participate in the activities.

If you choose to become involved in this initiative, your office may wish to convene a planning meeting of these constituencies within the next two weeks to start discussing possible local activities.

In addition, your designation of a staff coordinator for "Kids Killing Kids" week would help us coordinate your activities with those of other cities across the nation and get information to you in a timely manner. Babette Penton, Assistant Executive Director, will be coordinating the project for the Conference of Mayors. Please contact her by fax (202/293-2352) with your intention to participate in "Kids Killing Kids" week, together with the name of a contact in your office for this project.

I hope you can join in what could become the most highly visible national anti-violence campaign we have seen.

Sincerely,



Jerry Abranson  
Mayor of Louisville  
President

Enclosure

## KIDS KILLING KIDS

### America Focuses on Youth Violence and Its Prevention

#### THE WEEK'S SCHEDULE

April 25 - May 1

- |                                     |   |  |
|-------------------------------------|---|--|
| Monday, April 25                    | - | Physicians on Violence                           |
| Tuesday, April 26                   | - | Families Talk About Violence                     |
| Wednesday, April 27                 | - | Focus on Schools: Listening to Kids              |
| Thursday, April 28                  | - | Violence and the Law: Enforcement and Prevention |
| Friday, April 29                    | - | Heroes   |
| Saturday/Sunday<br>April 30 - May 1 | - | Prayers for Non-Violence                         |

#### A SUMMARY OF ACTIVITIES

##### Monday, April 25 - Physicians on Violence

Focus on the medical and public health aspects of gun violence, especially the impact on medical resources, individual health and the cost of gun injuries.

Medical associations, hospitals, medical schools and public health agencies to sponsor local activities, including release of data analyzing and quantifying the impact of gun violence; forums for discussion of issues; press conferences. The participation of individual victims with their physicians would graphically illustrate in personal terms the actual cost and impact of gun injuries.

##### Tuesday, April 26 - Families Talk About Violence

Telecast of the one-hour television program "Kids Killing Kids" at 8 p.m. EST with the focus on making this an hour of "Family Viewing." Through the schools, students will be urged to view the program with their families as a "homework" assignment. Television promotion and newspaper editorial material will urge each family to

come together, watch together and talk together – urging parental involvement, dialogue and family responsibility. Newspapers will be asked to publish a "Family Viewing Guide" that includes questions and topics for parents to talk about with their children after watching the program.

### **Wednesday, April 27 - Focus on Schools: Listening to Kids**

The central event of the week will be the discussion in schools across America of the television program "Kids Killing Kids" and the issues it raises – dealing with anger and conflict, gun use, dispute resolution, support services, individual responsibility and values. Teachers will be provided with "Teacher Guides" to help structure classes and other activities.

While teachers will lead and organize these activities, the primary theme will be LISTENING TO KIDS – listening to what students say about the television program and their concerns about violence. Students can organize anti-violence activities for this day either in school or their communities, ranging from assemblies, essay contests, dramatizations or rap contests, petition drives, rallies, etc.

Additionally, Teach-Ins can be organized to bring into the schools local leaders from all walks of life (government, business, labor, police, legal, medical, civic, sports, media, etc.) to go to classes and assemblies, both talking to and listening to students. Parents can also be brought into the process.

### **Thursday, April 28 - Violence and the Law: Enforcement and Prevention**

Police, prosecutors and other criminal justice officials, as well as lawyers and bar associations, to organize activities that focus on legal issues relating to gun violence such as statistical analyses of gun crimes, enforcement of existing laws, gun buy-back and safety programs, how citizens can organize to prevent violence, the legal rights of those injured by gun violence and possible changes in the law relating to guns.

### **Friday, April 29 - Heroes**

A focus on local "heroes," individuals and programs that are doing outstanding work on youth violence, crime prevention and youth services. This day will salute the extraordinary efforts of the private sector in providing a vast array of support services and advocacy for young people. Activities could involve local award ceremonies and recognition events, the spotlighting of outstanding local

organizations and service programs, and the promotion of programs and hot-lines that are available to provide counselling and guidance to kids in distress.

**Saturday/Sunday, April 30 - May 1 - Prayers for Non-Violence**

Religious leaders and institutions speak out and participate through sermons and other activities such as special prayer services, issue forums, community projects and service programs.

\*\*\*\*\*

Within this general national framework, each city can design its own local programs. We expect the mayors to play a leading role in convening meetings of the various organizations and constituencies involved and to coordinate planning for the week's activities. While the national organizations would endorse this thematic schedule, events would be dependent on local leadership and planning -- medical and public health for Monday; school boards, administrators, principals, and teachers for Tuesday/Wednesday along with local media (newspapers and television); police, law enforcement and legal groups for Thursday; the non-profit service sector for Friday; and religious leaders for Saturday/Sunday.

December 1, 1993

MEMORANDUM FOR CAROL RASCO

FROM: BRUCE REED

SUBJECT: PRESIDENT'S TRIP TO HOLLYWOOD; TV VIOLENCE

I have been working with Carolyn Curiel on the substance of the President's speech to the entertainment industry. She expects to have a draft ready tomorrow afternoon. It won't break much policy ground, but it will include a direct challenge to Hollywood to take responsibility and work with us to be part of the solution to crime and violence. It will not include the threat of censorship if they don't.

So far as I can determine, Justice is not preparing to move forward on any legislation about TV violence (although you never know). The Attorney General testified in favor of legislation to limit violence during certain programming hours. But the White House Counsel's office told me there are unresolved constitutional questions about these approaches, including a recent circuit court decision striking down an FCC rule against adult programming during daytime hours.

In any event, the industry has volunteered and is eager to work with the Administration to play a positive role in speaking out against violence. We'll get more and better things done more quickly by pushing them to take responsibility than by fighting this in the courts.

The industry is thinking big. According to Jay Kriegel of CBS, the four major networks have reached tentative agreement to air a dramatic anti-violence program in a prime time "roadblock" (all four networks at once) early next year. They have not yet been able to agree on the content of the program, or the date it will air (could be February, could be June). They are also planning a far-reaching national campaign to accompany the program, including a national teach-in the day after it airs (with 2 million companion workbooks distributed to schoolkids) and a coordinated effort by churches nationwide to make violence the subject of services the following Sunday. They also envision launching national efforts with major sports figures, the legal profession, doctors, etc. This doesn't even count what individual networks will do to piggyback on the roadblock program -- it will be a kind of violence sweeps week. If nothing else, Americans may decide to give up crime and violent behavior because they'll be so sick of hearing about it on TV.

Kriegel will fax us a memo on Thursday which details the networks' plans. I'll get you a copy. He recommends that we challenge the industry to work with us, and then bring industry leaders to the White House for an event as soon as they've agreed on something.

I've attached the draft recommendations on violence and the media from the interagency group, but there's nothing the President can use. The bully pulpit will have to do.

Crime -  
TV Violence

FROM THE OFFICE OF CABINET SECRETARY

202-456-6280

Date: 12-2-93

Response Needed by: \_\_\_\_\_

- |   |   |
|---|---|
| <input type="checkbox"/> Joan Baggett             | <input type="checkbox"/> Roy Neel                         |
| <input type="checkbox"/> Rahm Emanuel             | <input type="checkbox"/> Bernie Nussbaum                  |
| <input type="checkbox"/> Mark Gearan              | <input type="checkbox"/> Jack Quinn                       |
| <input checked="" type="checkbox"/> David Gergen  | <input type="checkbox"/> Leon Panetta                     |
| <input type="checkbox"/> Marcia Hale              | <input type="checkbox"/> Howard Paster                    |
| <input type="checkbox"/> Alexis Herman            | <input type="checkbox"/> John Podesta                     |
| <input type="checkbox"/> Nancy Hennreich          | <input type="checkbox"/> Carol Rasco                      |
| <input type="checkbox"/> Anthony Lake             | <input type="checkbox"/> Bob Rubin                        |
| <input checked="" type="checkbox"/> Bruce Lindsey | <input type="checkbox"/> Eli Segal                        |
| <input type="checkbox"/> Katie McGinty            | <input checked="" type="checkbox"/> George Stephanopoulos |
| <input type="checkbox"/> Mack McLarty             | <input type="checkbox"/> David Watkins                    |
| <input type="checkbox"/> Dee Dee Myers            | <input type="checkbox"/> Maggie Williams                  |

Bruce Reed

Remarks:

Response:



CBS Inc., 31 West 62 Street  
New York, New York 10019  
(212) 475-1818

Joy L. Krueger  
Senior Vice President

December 2, 1993

Bruce Reed  
The White House  
Washington, D.C. 20500

Dear Bruce:

As you requested, here is an outline of the Violence Project now being designed jointly by the four networks.

The keystone of the project is a one-hour primetime television special on youth violence and guns which would be broadcast in 1994. The program would be "roadblocked" by ABC, CBS, Fox and NBC -- shown simultaneously on all four networks from 8-9 p.m., the hour of high youth viewing, on a week night (school night). We believe that this has never been done before.

In addition, we would make this program available to every other broadcast station and cable network so that it would hopefully not just be on four channels, but on 10 or 20 or 30, including those with heaviest viewing by young people.

The objective of this project is to use the power of network television not just to communicate and educate, but as a catalyst to focus and mobilize the resources of the most important private sector institutions to participate in this debate.

The elements under discussion include the following:

1. Schools: The National Education Task Force on Violence (NEA, School Boards, etc.) plus the AFT and the Catholic Education Association would ask each school and each teacher in America to assign this program as "homework." (Never been done before.)

We hope to distribute more than 2 million Teacher's Guides for the program.

2. Families: More than just "student homework," we will urge that this be true "Family Viewing" -- that every family in America watch this program together.

We are talking to the Newspaper Association of America about their making available to every newspaper a full page "Parents Guide" to the program -- what parents should discuss with their children after watching the program -- and asking that it be published that day in every newspaper.

3. Teach In: The day after the broadcast, not only would every school be asked to discuss the program, but we would seek to conduct the largest Teach In in the nation's history -- hopefully led by the President and the First Lady.

We would seek to connect the schools with adults from all different segments of the community -- political and government leaders, religious leaders, sports and entertainment figures, business leaders, lawyers and doctors -- who would talk to students about violence, guns and personal responsibility.

4. Religious: That weekend the nation's major religious organizations (National Council of Churches, Catholic Bishops Conference, Baptist Joint Commission, Evangelicals, Jews) would suggest that these issues be preached from every pulpit in America.

5. Other Organizations: Other constituencies or organizations that have expressed interest in participating:

- a. American Bar Association
- b. American Medical Association
- c. the major sports leagues
- d. the Hollywood production community led by the MPAA
- e. minority music and entertainment community (coordinated by HBO)
- f. minority media

6. Local Support/"Grassroots": We are simultaneously working from "the streets up" to design locally-based private sector anti-violence campaigns in major cities.

This effort has started in New York and Miami as a partnership of business executives and community leaders ("New Yorkers Against Violence"). The focus is on ways that the private sector can stimulate and support

community-based anti-violence efforts through both enforcement and prevention programs.

In each city, in cooperation with the key government officials and agencies, we will be focusing on such efforts as place-based safety programs in schools and housing projects; gun buy-backs; youth programs; self-help and advocacy groups (block associations, Mothers Against Violence, etc.) and job and entrepreneurial opportunities for youth.

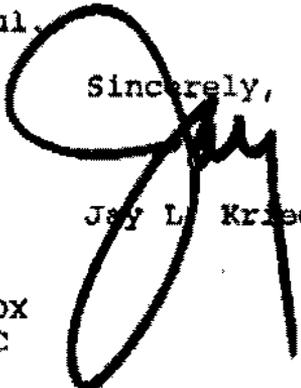
Next week Miami and New York leaders are meeting with representatives of Atlanta, Chicago, Dallas, Los Angeles and Philadelphia -- as well as other private sector groups and the President's Task Force to discuss how to coordinate and expand these local efforts. Peter Edelman has graciously offered to host the meeting at HSS (Tuesday, December 7, 10 a.m. to 2 p.m.).

The grassroots piece will parallel the national effort and help to ensure ongoing local efforts in major cities.

There are also other follow-up pieces to the national campaign, such as PSAs and special programming planned by each of the networks as well as our collaboration with the Harvard Project on Violence.

I hope this is helpful.

Sincerely,



Jay L. Kriegel

cc: Rick Cotton, NBC  
George Vradenburg, FOX  
Steve Weiswasser, ABC

# CBS

CBS Inc., 51 West 52 Street  
New York, New York 10019  
(212) 875-1818

Jay L. Kriegel  
Senior Vice President

*Critique -  
TV Violence*

December 2, 1993

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The White House  
Washington, D.C. 20500

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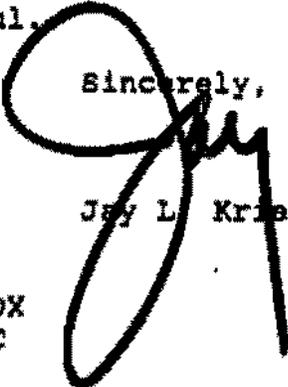
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I hope this is helpful.

Sincerely,



Jay L. Kriegel

cc: Rick Cotton, NBC  
George Vradenburg, FOX  
Steve Weiswasser, ABC



CBS Inc., 51 West 52 Street  
New York, New York 10019  
(212) 675-1515

Jay L. Kriegel  
Senior Vice President

To: Bruce Reed

FROM: Jay L. Kriegel

12/02/93

-----  
Jay Winsten of the Harvard School of Public Health would very much like the President to include in his remarks on Saturday something like the following:

The television industry working with Harvard on the Designated Driver campaign demonstrated how the media can exert a positive influence on behavior with the result of actually saving lives. A similar collaboration regarding youth violence is now in development for launch next year and holds great promise for using the power of the television to encourage young people to withdraw from violent conflicts.

**Memorandum**

To: Distribution List  
From: Carolyn Curiel, Speechwriting  
Re: Ovitz event  
Date: December 3, 1993

· Please call if you have feedback... 456-2777 or 2309.

Thanks.

c.c.

Distribution list:

George Stephanopoulos  
Jody Greenstone  
Mark Gearan  
David Dreyer  
John Emerson  
Bruce Reed  
Eleanor Acheson, Justice, fax 514-2424

President William Jefferson Clinton  
Remarks at Creative Artists Agency  
Los Angeles, California  
December 4, 1993  
[FINAL DRAFT; 12:30 p.m. 12-3-93]

[Acknowledgments]

Today I am here in several roles: as a fan, as your President, as a defender of free speech... and as a partner in a great endeavor to retell the American dream.

Hollywood has been called the Dream Machine. Before me, I see many of the people who have worked that machine. You have brought to life ideas that have captured the imagination... that have amused and provoked... that have touched heart and conscience.

And when the creative community in this town has seen a need in our society, it has not shied away. Rather, many of you have seen a way to use your talents to bring about change.

You have reinforced an awareness and appreciation of the environment. You have battled world hunger... promoted world peace... even helped democracy. If more Americans are able to exercise the right to vote, it's because this community helped with "rock the vote"... and you worked for passage of the motor-voter bill. For all this, I applaud you.

You have served, at various times as a companion, a baby-sitter, a catalyst, an entertainer and an educator. Every day you visit Americans through their televisions, or in the movies, or in their music or video games. You are a dominant part of American life.

But that life has changed since the days of "Ozzie and Harriet" and "Singing in the Rain." Some of the changes have been good: the end of the cold war and the threat of nuclear war... the advancement of civil rights and opportunity for women and minorities... to name a few.

But at the same time, we've also experienced a breakdown of family and community and a surge in violence here at home.

Since I took office, the people in my Administration have been working our hearts out to address these problems. Every day we are trying to bring about the changes we need to make our people more secure in their work, in their lives, in our place in the world.

[recap of economics and progress report]

All of this is putting us on the proper course for tomorrow. But there's something else that I'm committed to doing... and

that's lifting the hopes and aspirations of our people, because I know our people want them lifted... and they need them lifted. And unless we do that, the government can make all the laws it wants and they still won't have lasting success.

But to lift our people, I need help from every American. Last month, I went to Memphis and spoke with ministers of the Church of God in Christ Congregation. I asked them to help us overcome a crisis of the spirit in America by providing structure, love and discipline in lives that otherwise would not know it. All those things can make a difference for a child at risk.

Today, I'm asking you for your help.

This much is clear: Our people are weary of mayhem and madness that have made Americans the most violent people on earth. Many of you here saw firsthand the effects of despair and anger and hatred when this city fought the flames last year. And just two days ago, not far from here, in Oxnard, a gunman shot to death a policeman and three other people.

In our cities, countless children are afraid to venture out of their homes. Every day, 160-thousand children stay home from school because they fear for their safety.

I ask you: What kind of holidays will these children have?

In recent years, gang violence has spread to cities in our heartland, even to Kansas City. And last year in Los Angeles county alone, gang violence killed more than 800 people, leaving behind mothers and fathers, brothers and sisters and even children.

What kind of holidays will they have?

Every 20 minutes, someone in this country is shot... and every three hours... an American child is killed by firearm violence.

Indeed, what kind of holidays can American children at risk ever have?

We've got to let these kids know that life can be better. Right now, popular culture is reinforcing the destructive developments that are already rampant in our society and in their lives.

A child in the inner city, the heaviest of television watchers, spends as much as 11 hours a day in front of the t-v; in fact, television may talk to American children more than anyone else... more than anybody else.

That's a lot of power... but that's also a lot of responsibility.

Let's not kid ourselves. There is no separating culture from behavior... and you know the influence you carry. That's why Hollywood has the Environmental Media Association, Education First and Children's Action Network.

I'll cite another example: the designated driver. Before 1987, no one ever heard of a designated driver.

It was an invention of the Harvard School of Public Health, an idea to curb the number of drunken drivers... and the deaths that go with it. Working with Hollywood studios and the television networks, references to the designated driver were inserted into scripts of all the top t-v shows. That was accompanied by public service announcements; I even did one of those myself.

Now, the designated driver is a household phrase. And when people go out to have a good time, one person is now more likely to stay sober and drive. One study shows that in the three years before the designated driver campaign, there was no drop in alcohol-related traffic deaths. But in the first four years of the Harvard Alcohol Project, the yearly number of such deaths fell by about 20 percent.

You helped to reshape attitudes and thousands of lives are being saved. You helped to make a positive impact.

But conversely, when you've got car chases, bloody shootouts, murders and often just amoral behavior as a regular feature in prime time, in the movies and throughout the entertainment media, how can anyone say the impact is not negative?

How can anyone say it doesn't reinforce the worst expectations of a child who doesn't have a lot of hope to grasp onto in the first place?

*I call on you to bring your creative talents together, as you have done in the past... to shed some light on the parts of life many children don't often see. I call on you to help send a new message to these children... not just a message of anti-violence... but a message that is pro-hope.*

We can show these young people how to resolve conflict with words instead of guns... and if we show them the downside of life, we can also show them positive role models. John Singleton did that in a powerful way in "Boyz N the Hood," showing a father who was strong, responsible and caring. But these examples are all too rare.

We can show these young people that an education can give them something the streets can't: a life with a future.

Of course, parents have a responsibility in this, too. But you've got to help parents do their jobs... not undermine their efforts. You... who have the best access to the instruments that define our culture... you can help.

I can't make your movies and television shows for you and I don't want to. You all know that I met with Salman Rushdie, the author under a death threat because of what he wrote. I felt I needed to meet him simply because I support freedom of expression. It's one of the most precious rights we have and I will always defend it.

But sending the right message to the children is so important that we need to do it together. And to do that you have to lead the way in your world and I have the lead the way in mine.

Today I'm asking that we all consider how a child feels when a friend dies a violent death, or how a parent feels burying a child who had barely begun to live before being cut down by gunfire.

We need to consider how our people should feel about themselves, about their families, about their communities and about the world they live in.

I know that many of you have been thinking about this for some time. The television networks are beginning to air warnings before some programs... and executives also have been meeting to come up with a unified approach in addressing the problem of violence.

All this is progress. But there's so much more to be done in every quarter of the industry, not just the networks and filmmakers, but also cable and satellite operators and the makers of videos... and it should involve everyone -- writers, producers, directors, executives and actors.

Today I'm asking each of you to sign on to a campaign to make a brighter picture for tomorrow by retelling the American dream to a generation that hasn't caught sight of it.

I'm asking you to do what you've done so well in so many areas before: to make a difference for the better. I promise you this: We will work with you.

And I ask each of you to keep this in mind: Somebody's child is watching.

THE WHITE HOUSE  
Office of the Press Secretary

Internal Transcript

March 3, 1994

INTERVIEW OF THE PRESIDENT  
BY T.V. GUIDE

The Oval Office

12:44 P.M. EST

Q Thank you for having us in.

Q Mr. President, I've seen the PSAs, and they're very strong; they're terrific. I'm wondering if you can tell us why you decided to do that and what you expect to come about as a result of those.

THE PRESIDENT: When did I mention this? Last November?

MR. GEARAN: November.

THE PRESIDENT: In November we were having a meeting -- getting ready for Meet the Press, actually -- and I was going to do this interview for Meet the Press's 40th birthday. And we were talking about the -- I'd just been to Memphis not too long before, spoken to the ministers in Memphis about this whole issue of family breakdown, violence and everything -- and I just said, I wish we could do some public service announcements. I wish we could do something that would maybe identify whatever influence the President has with the children and the future and try to change the psychology that leads us so much to this mindless, reactionary violence. And so we contacted the Ad Council and it all happened.

I've always believed that television had a great power for good; that it should entertain, it should inform, but also -- when society is overwhelmingly on the side of certain objectives -- it can also instruct and be used to change people's behavior, to change their attitudes.

Q I noticed that it's focused on children; there's a young girl in the PSAs. Was that a specific intention of yours -- to target children with regard to helping them through this problem?

THE PRESIDENT: Yes. Because I think you've got to get these kids to learn to define nonviolent ways of dealing with their problems. And you've got to get them to not only change their own behavior, but begin to change the culture in which they live; and I really wanted us to focus on kids.

Q What pushed you over the edge, if I may, on children? I'm thinking of some events last summer, but I want to hear it from you.

THE PRESIDENT: Well, of course you remember what happened last summer, and I've just been very moved by all these kids who have been shot in and around their schools, and going to and from school. I was in California and I did a town meeting, this young man told me about how he and his brother wanted to change schools because their school was too dangerous and then his brother was shot in front of him, registering for school.

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I was just in Chicago this week at a little meeting we had on violence as a public health problem. And I talked to a woman whose 22-year old son was killed by his best friend, just impulse killing. I talked to another man who had to tell a woman that her son had been killed by his big brother, fighting over a television channel -- which one they were going to watch. All these things have just made a really deep impression on me. I know that the problem is not confined to children, but I think that young people watch a lot of television, they're at an impressionable age; I think we can still reach them. And they've got to find ways to work out their differences, their frustration, their anger, their desires, that don't resort to violence; and I think it is a cultural change.

I know that everybody's always using this example, but the impact of the public campaign to get people to wear seatbelts, or the impact of the public information on smoking leading to a reduction in smoking -- I mean, I think a lot of these things are big cultural issues, and people really have to collectively decide to change their behavior if we're ever going to solve these problems. I don't think -- a government program or mandate won't do it.

Q Do you see yourself in the mainstream of that sort of anti-drunk driving, pro-seatbelt, and this is sort of the beginning? That's so big -- violence.

THE PRESIDENT: Well, but in this case -- and there are other examples, if I might be -- good and bad on the drug issue. I mean, the more we have these ads telling people that drugs kill you and are bad for you, the more kids don't use them. If we ease up a little bit, drug use starts going up again. So I think that violence is a big thing, I know that; but violence has some pretty concrete manifestations to young people. I mean, most of these violent issues that are there for them involve going to and from school or getting in fights with people that you know; they just do.

So if we can just at least get them to become sensitive to that and to cooperate. We're trying to put a lot more police on the street, we're trying to develop community policing. We have to have willing kids, we have to have people involved. There have got to be ways that they -- we also need -- one of the things we've got in our crime bill is a little money that will help schools and other community organizations to set up programs to teach young people alternative ways of resolving their conflicts and dealing with their frustrations and their angers. But first you've got to have a willing heart -- people have to be able to imagine that it can be done, that it can be different; and that's what we're trying to do up here.

Q Mr. President, in December, you were sort of jawboning the entertainment industry to clean up its act. You said that, "television unintentionally sets what the chain reaction of even more impulsive behavior and the inability to deal with conflict." So you were talking to the industry there. Could you elaborate on what you told them? And have you detected any alteration or the effect of your jawboning?

THE PRESIDENT: Well, I think a number of them -- I think there has been an effort among a lot of the networks to reduce the raw and indiscriminant violent content of their programming. And, of course, they agreed, I think, last month, to have an independent monitor of that. And I was very pleased by that.

What I hope now is that the energies of the industry will also be turned to some affirmative efforts. I know Dr. Winston, the fellow that developed the seatbelt thing, he's working on that "squash it" program.

Q That's right, how do you feel about that?

THE PRESIDENT: Well, I think it's intriguing to me. I mean, I understand the networks may be reluctant to incorporate some things into their scripts that they think is going to mess them up. But I'd like to see them really take it seriously and work through it and see what can be done about it.

I just think that the power of example is a very powerful thing. It's more powerful than just people preaching at you. And when people see it unfold in the drama of television, or even if it doesn't amount to anything more than advertising, I think it's really worth doing.

Q There are nine or ten bills pending in Congress with regard to this general subject. I wonder if you have any feelings about the legislative possibilities of amelioration here. Is it -- can it be done effectively through legislation? Is that a way to go?

THE PRESIDENT: Well, I would prefer that we do it voluntarily, that we all do it as a national cause, without legislation; just because I think if anybody could ever complain about the unfettered freedom of expression, it would be a president -- particularly after all the stuff that I've experienced in that regard. But I still would prefer it if we could have no legislation and we could work to just channel the brilliance and the creative energies and the power of the entertainment industry to try to deal with these things. They're cultural in nature, and they -- people need to really want to change the way they live their lives and do their business.

Q Of course, Attorney General Reno did make a statement in that regard saying that she thought that some of these things might be constitutionally sound. Is there anything that you could say about that?

THE PRESIDENT: Well, we might be able to draft a bill that would be constitutional. I just don't know what my preferred approach would be. And I think that I have seen some evidence that entertainment people are taking their responsibilities quite seriously here. I think there has been an effort to reduce the violent content of some programming. I know there's been a willingness to support this PSA that I did. I think the establishment of an independent monitor who can now kind of keep us in touch with ourselves.

A lot of what happened, I think -- in the entertainment industry on television with the mindless violence and a lot of the other things that happened that I don't think are so good -- it wasn't just an isolated experience; it was sort of the slow cumulation of changing the way things happen. And I think there was no consciousness of that. I think this idea of having a monitor who can at least describe changing patterns and actually quantify instances of things that might have a cumulative destructive impact is a good beginning. I'd just rather see it done that way than by some law.

Q Let's take a step back for a second. Does t.v. violence actually inspire societal violence in your view?

THE PRESIDENT: Well, first of all, the answer is, I don't know; I don't know that anybody knows. But I can tell you what I think. What I think is that any given show is more a reflection of what's going on than a cause of it; but that because there are so many young people today who spend too much time in front of televisions and have too few other things to do, and because their parents permit that to happen, or because they don't have parental supervision, I think that the cumulative impact of it over time is to

make people almost subconsciously more prone toward violence and more willing to accept it -- have a lower pain threshold about it, a lower acceptance threshold.

Q This is a kind of intuitive deduction on your part, rather than based on some study that you've --

THE PRESIDENT: It's what I think. Yeah, and there have been studies that suggest this, of course. And every time a study comes out, I try to assimilate the findings and listen to the arguments. But I frankly think that the common sense conclusion is that you can't say -- with rare exceptions -- you couldn't say a specific show would cause a specific conduct. It's the cumulative impact of all this programming pouring into home after home after home where there is too little family structure, too little organized life around learning and other activities; so that it fills a vacuum in a way that is not constructive. I think that's what's going on.

Q How does your feeling about the violence and the children dovetail with the feelings you expressed in Memphis about what the black community is doing to itself? Is this all of a piece?

THE PRESIDENT: Absolutely. Absolutely it is. I mean, you see this -- those ministers in Memphis, they feel often that they are the collective dam holding back the deluge. Because too many of those kids are growing up without other kinds of structure and order and guidance and direction in their lives, so that the t.v. is basically hitting them in a chaotic atmosphere. It's almost like when you see these pictures of people on space flights and they're floating around, you know, they're not anchored, they're not moored. And it makes them far more vulnerable.

Q So it's our black youth are particularly victimized by this problem.

THE PRESIDENT: Yes, because blacks are, in our country, are more likely to be unemployed, are more likely to live in neighborhoods, are more likely to be exposed to gun violence and to danger. So they are particularly vulnerable to the cumulative impacts of it because of the other problems that they face in their lives.

But it is a problem that is also affecting others. To give you another problem -- out of wedlock births are growing rapidly now among white teenagers and Hispanic teenagers. Those children, in turn, will be more likely as they grow up to be subject to extended periods without a lot of supervision. They will see more of whatever it happens to be on television. They will be more likely to be out in an environment that is somewhat more disorderly, and therefore they will be more vulnerable to the cumulative impact of this. All this is -- you can't see this television issue in isolation from what's happening to the family, what's happening to our communities, whether there is work, what's happening in the schools and whether there is schooling, and whether there is parental supervision over these kids. All this stuff is related.

Q Speaking of parental supervision, do you have any guidelines for your own daughter about what she ought to watch, or what she should not?

THE PRESIDENT: We used to when she had more free time. But we don't really anymore because she has so much homework at night. In other words, it's not necessary. I've been impressed; she shows great discipline. Last night, for example, I was watching the Arkansas-LSU game, and yesterday school was cancelled here, so she had worked a lot -- a major portion of the day -- but she still had a little more to do and she wouldn't come down and watch the game until she had finished her work.

The schools can help a lot; if all of our kids had more homework, they'd have less time to do this. I mean, my daughter, literally, I just -- it is not a problem anymore because of the bulk of her homework.

Q Does it bother you that in a study that we did, the children's cartoons were among the most violent forms of programming on television? And that seems to be correct.

THE PRESIDENT: A lot of people are talking about that and the video games being worse than the mainstream programming.

Q Are you saying that cartoons are worse than mainstream programming?

THE PRESIDENT: I don't know, we don't watch as many. I used to watch cartoons every Saturday morning with Chelsea and the ones that we watched weren't so violent. But I think I would say the same thing -- I think it's something that they ought to look at because especially when you're dealing with young kids, where the compass may be even less firmly anchored, you don't want to inadvertently send out the wrong signals. There are ways to thrill young people, young children with adventure, and even with danger, without being overly violent.

Q That raises a question that I would like to ask. You've said at least on three occasions that I'm aware of in the last two years, that there ought to be -- you've exhorted the entertainment community to join with you in writing the future or forming a pact to improve things without compromising artistic integrity; you always put that caveat in. In Los Angeles you went so far as to say, you don't have to stop entertaining, titillating, frightening, or thrilling -- which covers a whole lot of work thereabout -- and could still somehow face the realities that young people live with. Now, it's always a kind of a balanced thing which, I reckon, sort of leaves us in the middle and I don't see any movement. So I don't understand what remedies you really believe in.

THE PRESIDENT: Well, I just prefer not to have legislative remedies. But you asked me if we could have one that was constitutional, I think we probably could. But I'm just saying that I think that these -- if you look at, there have been great changes in behavior over time in our society; some have been bad, some have been good. Two things that are clearly good is smoking has declined markedly, more people are wearing seatbelts -- that's good. From time to time, drug use has declined markedly. There are cities in our country where crime has declined markedly.

So I guess what I'm telling you is, behavior can change. I believe that sustained efforts by people in the entertainment industry to think about what they can do in the way of public service advertising, what they could do about program content, what they could do outside of all that just as role models and famous people would make a difference. And I was impressed, like I said, I think the appointment of the monitor is a good thing. I believe there will be a fall-off in mindless violence in network programming. The question is; now what affirmative action should we take beyond this?

I don't know, maybe the White House will have to organize and direct that strategy, maybe, to get more real involvement community in an affirmative way. We'll have to organize it out of here and effect it -- I haven't given much thought to that. But I do think that they can make a huge difference.

Q From where you sit, it sounds like you're willing to go a lot less far than Attorney General Reno was when she made her comments in the fall in front of the Hollings committee, is that right?

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THE PRESIDENT: Well, I thought what she said was that it was a terrible problem and they ought to do their part; she would prefer not to have legislation, but she didn't think all legislation would be unconstitutional. I agree with that. But I don't detect any marked eagerness on her part to have a legislation in this regard because I think she believes there will be a response.

Q The FCC Chairman, Reed Hunt\*, said something comparable; and that's it -- that if the entertainment industry doesn't clean up itself, that he thinks the FCC would, in fact, take some action. Did you give him any specific marching orders on that point?

THE PRESIDENT: No, didn't even know he said it.  
(Laughter.) It's a big government, I can't keep up with what they all say.

Q The creative community frequently sort of clothes itself in the First Amendment when called upon to reduce media violence. They say, well, it's an infringement on our rights. But what about the rights of viewers -- children, specifically? Do the First Amendment rights of the creators of programming take precedence over the rights of citizenry, specifically children, with regard to violence?

THE PRESIDENT: Of course, the problem with that is that the children's rights -- we've always permitted greater restrictions on what children were exposed to; we've always had special rules for children in our society, and I think we still should.

The problem is that the t.v. is in the home, and the presumption is that the parents should be the intermediary between the television and the children. Basically, the parents ought not to let the television raise the kids. And I say this -- I don't watch a lot of t.v., but I'm an ardent channel surfer, I love to sit there -- and I learn a lot about America surfing the channels, a lot. I learn a lot about people who are different from me and lives that are different from mine and attitudes that are different from mine. I think television can be an enormously positive force. But I think that the -- let's face it, I mean, one big problem here is that too many kids have unrestricted access to the television, undisciplined by their parents and unoccupied by other competing considerations that would be either more interesting or more immediate, like homework. I mean, that's -- I think that is a huge problem.

Of course, a lot of it is unavoidable. You have all of these working parents, a lot of these parents are single parents -- they have to work, their kids are going to be home. So maybe there are some -- I know there is some discussion even of a technological fix, where there ought to be some chip where the parents could rule out some programs or rule out some networks.

Q How does that appeal to you as a parent?

THE PRESIDENT: Well, I think that -- I don't understand all the technology and the details; a lot of times in a deal like this, the devil's in the details. But, in general, for a parent that has to be out working, that has certain problems -- philosophically, I don't have a problem with that; because that's a matter of a parent controlling the access to programming in the home and I think that's okay.

Q Senator Hollings also -- that's Congressman Markey -- Senator Hollings has a notion that there should be kind of a safe harbor where violent programming would be in periods of the day when children would not be expected to be watching in large numbers. Does that idea appeal to you at all?

THE PRESIDENT: Yeah, of course, to some extent, the media does that anyway in other ways. The networks organize their programming on certain nights and at certain times of the night based on what audiences they're trying to target. I guess the problem would be is if you think the target audience that would be large is the kids and the people that shouldn't watch it. I think there's something to be said for that. Again, I don't know -- I can't imagine how you would legislate that, but I think it's something that ought to be considered by the networks -- when people are exposed to certain things.

It's just like me -- I mean, you take the person my age, my life is reasonably well-formed and occupied with other things. And whatever I see on television, because I'm likely to be not only occupied, but preoccupied, is likely to have a far smaller impact on me than someone whose life is not formed and not busy with other things and, you know, not where the imagination is not even driven by other things. I just think that there's something to be said for allocating these programs to a time when people will be more likely to be entertained and less likely to be destructively influenced by them. I think that's okay.

Q As far as the creative community is concerned and what it can do, have you discussed this with Linda and Harry Bloodworth-Thomason at all?

THE PRESIDENT: Yeah, we've talked about it a little bit. And when I was out in Hollywood, you know, at that fundraiser, that's what I talked about. But, as I said, I haven't -- to be fair to them before I criticize them -- if it's my responsibility to organize a response from them, that's something I haven't done yet; but, I do think it's really worth thinking. What I found out -- there was a whole bunch of really gifted people who would like to make a contribution to resolving a lot of these problems -- the violence problem, the teen pregnancy problem, kids without enough to do problem, and all these things are related. My hunch is that we could get major, major impact out of the entertainment community toward dealing with these problems if it were properly organized and focused completely voluntarily.

I mean, this country basically holds together because most of the time most people want to do the right thing. I don't think anybody -- I won't say anybody -- most people who put all these violent programs together did it because they thought it would be popular, would be well received, people wanted to watch it. And I'm sure they never thought that they would be promoting the kind of anti-social behavior they were depicting. For a lot of us, we had the reverse impact -- we see this kind of stuff and we say, God, I would never do anything like that, I don't want to be that, that's not the kind of person I am. This stuff only has that kind of impact, I am convinced, on people who don't have enough other things, including structure and direction, in their lives. And when they are just weighted down by it, it has an almost numbing desensitizing effect. When you just pile hours and hours and hours a day on it for years, then I think it has an impact.

Q Yes, and of course, the kids in the inner cities, who have fewer recreational opportunities and whose parents are not at home, do exactly what you say. That is, they watch television in vastly greater quantity than the population at large.

THE PRESIDENT: And this is not just the entertainment community's fault. Why don't they have recreational opportunities? Why shouldn't that be a responsibility of the public? Why shouldn't people in inner cities or in poor rural areas, for that matter, have access to parks and basketball and baseball and all those things. This is not -- we don't want to take a completely negative attitude

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toward this. I mean, a lot of this stuff, after all, is the natural development of human nature given a certain set of circumstances. And if these kids had more other things to do, who knows how different their lives would be?

Q They certainly wouldn't watch television as much.

THE PRESIDENT: No. But, I mean, I think that's something we need to think about. Not only just toning down t.v., ratcheting up alternative forms of recreation. You know, it's amazing what things schools have had to abandon in big cities because of their budgetary problems. Jesse Jackson was in the here other day, we were talking about this very issue. And he said -- and we were talking about the rise of African American baseball players coming from the Caribbean, for example, or Central America, and how at the same time, baseball is a dying art in a lot of our inner cities because there were no more gloves, no more balls, no more bats, not more coaches, no more uniforms, no more leagues, no more places to play. And the place that gave a lot of our immigrant kids a shot to make it through baseball -- how it wasn't even there. I just think that -- I can't tell you how important I think that is.

And we talked about this a lot in connection with the crime bill. You have got to give children something to say yes to. You can't put them alone in an apartment, nobody there, nothing to do, no money to go do anything else, no activities down at a local YMCA or a local boys or girls club, or a local school athletic event and say, now, don't turn on the television and see all those violent crimes and be influenced by it -- sit there and stare at the wall; and without homework to be done and somebody to help with it and all that. There are just no alternatives. That is the reality. The fundamental reality, I am convinced, is not this or that or the other particular program -- it is the accumulated impact of this. So that there is a synergy there that can be very destructive, but it's not fair to put it all on this or that program.

Q Mr. President, a slightly other topic -- you're in the middle or beginning of a health care reform battle, depending on how we look at it. And it has become, in the last few months, a battle of the airwaves. If you take yesterday's polls seriously, you are losing that battle.

THE PRESIDENT: Because I don't have any. We haven't been on the airwaves, we don't have any money.

Q Are you going to get on?

THE PRESIDENT: Well, -- there's no way -- the President doesn't have a \$20 or \$30 million budget. These people have made it clear they'll spend \$100 \$150 million, whatever, to keep the system the way it is -- which is the most expensive, least efficient system in the world and the only advanced country in the world that doesn't give everybody health care security -- and, basically, with a lot of misinformation. There should be some ads actually starting today by some groups that are allied with us pointing out what's in it.

If you notice what the poll showed, though, it shows you the destructive power of advertising. The support for my plan peaked last year at the State of the Union and this year at the State of the Union and in the middle when I gave my speech to Congress. Those are the three peaks in the support for health care. The support for the elements that are, in fact, in my health care plan hasn't changed a whit. You know, 70 percent of the people believe that everybody ought to be able to get health insurance through their place of work, the employer and the employee ought to contribute. So, that's something the organized interest groups are fighting against. Over 70 percent of the people believe we ought to have reforms in the health insurance markets.

So the things that the interest groups don't want, that are animating all this advertisement, there's still overwhelming public support for. The plan goes down in support because they fill the airwaves with all this stuff characterizing the plan in ways that make people think, oh, I'm going to lose choice in my doctor, or the quality of health care will go down, or something else that has nothing to do with the plan.

That's the most interesting thing. So the plan -- the support for my plan goes up and down, depending on whether people know what's in it. And the less they know about what's in it and the more they are misinformed, the more the support goes down.

But there is no way in the world I can match and pay for advertising time. I think they've already spent \$30 million on the airwaves.

Q Is television almost an enemy at this juncture? Television was your ally during the campaign, now you're in office -- is it possible to govern in an electronic age with complex issues on the table?

THE PRESIDENT: Well, let me just say this, it's hard to govern in an electronic age if you're in and the guys that are out have more money than you do to advertise. That's the only problem. I mean, because what's happening is the organized interest groups now will go to Congress and they'll see: now don't require employers and employees who don't have health insurance to buy their health care because look at the support for the President's plan is going down; don't get tough on the insurance industry and stop them from charging the old more than the young, or stop them from kicking people off if somebody in their family has been sick. But the truth is that the support for that is still overwhelming and hasn't changed. It is the characterization of the plan which we don't have the money to answer which drives the support down.

But what I think is that the Congress knows that and we'll still get a decent health care plan out of this. But it changes everything. For example, we'd be lynched around here if the Congress appropriated \$50 million for me to buy television ads with taxpayer money to take up for my health care plan. On the other hand, we have no protection if that happens against us. And yet, the health care system can't be reformed if I had to please interests that would give me as much money to reform it as those that are attacking us.

But I can't whine about that; that's just part of the way we live. But it's a real challenge in government, though, to get fundamental change in this kind of environment.

Q Last question. Does television not only drive but distort foreign policy decisions? You know that that argument is about -- Somalia, Bosnia?

THE PRESIDENT: The answer is, to some extent, yes on both. It also tells people about the world in ways they wouldn't know about it and that's good. But if you look at -- if you take Somalia, for example, there was a lot of television in Somalia, and none in Sudan, none in Burundi, none in Angola -- where arguably the human loss was just as great.

Q Does it tie your hands, in fact, some days?

THE PRESIDENT: Well, it could. And also -- but policy makers have to remember that when it come to foreign policy, it's a double edged sword. That is, television will get you into Somalia and get you out of it, arguably. People will say this is a terrible

thing in Bosnia, and then say it's even more terrible if you go in and the Americans suffer losses. So I tried to get the best of it. That is, having CNN at points of conflict and all that, but we can't let that dominate our foreign policy. We can't make decisions based on it, because we have to know that while the American people may have their awareness heightened of certain things at certain times, we still have to proceed very deliberately based on what our fundamental interests are as well as what our humanitarian concerns are, and what our resources are; what our ability to achieve our objects are. So, it's not a sound basis for making foreign policy -- what happens to be gripping the news at night.

Q Is global TV your primary source of information about the world? Does it compete favorably with your morning intelligence briefing? Do you get as much of the screen as you get from all other sources combined?

THE PRESIDENT: I wouldn't say as much as all other sources combined, because I not only get a morning intelligence briefing and a lot of memos during the day, but I also read articles and talk to people. So I spend so much time on foreign policy I wouldn't, but most Americans do. Most Americans get much more now from global television than they get from anything else. And on balance, it is a plus because they know more about the rest of the world, and that's good because it made it possible for us, for example, to pass NAFTA; say that we can't run away from the world, we have to compete and win, we've got to be involved in it. And again, I say, this is a plus that is the flipside of the minus on the violent programming.

I think if you do what most Americans do and you watch the evening news every night, and then you maybe see CNN a little during the day or whatever, the accumulated impact of it is not necessarily to have you have an opinion on any specific issue, but at least to know down deep in your bones that we are part of the world now, we cannot withdrawal from it, we must be engaged in it. And that's a very, very important insight. So there's a case where the accumulated impact, I think, has been a very positive one for America.

Q Thank you, Mr. President.

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