

Mothers Against Violence in America
901 Fairview Ave. N., Suite 1-140
Seattle, WA 98109
(206) 343-0676



*Working together to reduce the violence in our society
and promote the safety and well-being of our children.*

How You Can Help Reduce the Violence

- Make a personal commitment to end violence in your family and in your community.
- Know your children's friends. Network with other parents to know where your children are and whom they are with.
- Model good communication and conflict resolution skills in your home. Reject anger or violence as a means of settling conflicts or solving problems.
- Don't own a gun. If you do, make certain that it has a trigger lock and that it is stored in a secure place where children cannot get access to it.
- Support legislation that addresses both the causes and manifestations of violence.
- Refuse to buy products made by companies whose advertising supports violent programming or violent images, and let them know about your decision.
- Find out about conflict resolution/anger management programs in your child's school. Are effective programs being used? Are teachers well-trained? Are administrators supportive?
- Volunteer to mentor a child in the juvenile justice system.
- Let your children see you stand up against bigoted behavior or comments.
- Volunteer with programs providing services to survivors of violence.
- Become a member of MAVIA so that your voice and your choice strengthen those of hundreds of mothers and others across the state. Together we can give childhood back to our children and let them dream about their futures.

Call MAVIA, (206) 343-0676,
for more information.

MOTHERS AGAINST VIOLENCE IN AMERICA Mothers Against Violence in America

Because violence is destroying too many of our children, their dreams, and their futures...

It's time for an organization of mothers, working together to reduce the violence in our society and promote the safety and well-being of our children.

MAVIA Is Working to Find Solutions to Violence

Founded in December, 1993, MAVIA brings the power and perspective of mothers to the search for solutions to the epidemic of violence against and by American youth. We are mothers, fathers, students, and others concerned about this violence, which is threatening an entire generation of children. Together, we are building a strong, effective statewide network directed at protecting children from violence.

MAVIA Is Growing Community by Community

Local community and neighborhood groups, headed by volunteer leaders, provide the organizational foundation for MAVIA's statewide growth. These Satellite Groups work in schools, law enforcement, and community agencies to say loudly that the violence must stop. The mission of each Satellite Group is to assess the youth violence problems in their community, recommend solutions, and work toward making the solutions a reality.

MAVIA Helps Students Organize to Reduce Violence

MAVIA sponsors Students Against Violence Everywhere (SAVE) chapters—student-initiated, school-based groups that empower kids to reduce the violence in their daily lives. SAVE helps kids find ways to develop their own leadership skills, create safer school communities, and promote community service. A network of MAVIA members is working with schools, PTAs, local officials, and community groups to help ensure that our children acquire these skills.

MAVIA Is Active in Specific Areas

Education MAVIA is committed to reducing violent behavior by fostering the development of strong family, school, and community skills in communication, conflict resolution, and anger management.

Family Violence Most violence against children happens in their homes, and is committed by people the children know and depend upon. MAVIA recognizes domestic violence as a significant problem and is dedicated to reducing its incidence.

Media Violence MAVIA is exploring ways in which we can exert more power in shaping the kind of programming that is produced and broadcast, both by discouraging violence and by encouraging programming that shows alternatives to violence.

Gun Violence MAVIA supports and advocates for legislation to reduce gun violence by and against children. We also promote education directed at parents about the dangers of guns in their homes and strongly encourage the use of trigger locks at all times in homes with children.

Legislation MAVIA is working independently and in collaboration with lawmakers and other organizations to create effective and comprehensive laws that address the above issues as they relate to youth violence. When legislation on which we have taken a position is pending, we activate our phone tree to inform our members so that they can make their voices heard in Olympia.



Won't you join us?

Mothers Against Violence in America

Join today!

Name _____

Address _____

City _____

State _____ Zip code _____

Home phone _____

Work phone _____

FAX number _____

Please check areas in which you would like to become involved:

- | | |
|--|--|
| <input type="checkbox"/> Education | <input type="checkbox"/> Gun violence |
| <input type="checkbox"/> Legislation | <input type="checkbox"/> Justice |
| <input type="checkbox"/> Media violence | <input type="checkbox"/> Family violence |
| <input type="checkbox"/> SAVE (Students Against Violence Everywhere) | |
| <input type="checkbox"/> Satellite Group leadership in | |

(Neighborhood/community)

- Other: Please indicate any other special interests, skills, or expertise _____

Membership categories:

- | | |
|--|---|
| <input type="checkbox"/> Regular (\$20) | <input type="checkbox"/> Student (\$10) |
| <input type="checkbox"/> Senior (\$10) | <input type="checkbox"/> Supporter (\$50) |
| <input type="checkbox"/> Angel (\$100 or more) | |

Please make checks payable to MAVIA. MAVIA has applied for non-profit status, and contributions are tax deductible.

SAVE

STUDENTS AGAINST VIOLENCE EVERYWHERE



"Together lets SAVE one another!"

WELCOME TO

SAVE

STUDENTS AGAINST VIOLENCE EVERYWHERE

SAVE is a student initiated program which promotes non-violence within the school and community. **SAVE** provides education about the effects and consequences of violence, introduces students to peaceful methods of conflict resolution, and help provide safe extracurricular activities for students, parents and the community.

SAVE is open to all students who want to support an attitude of non-violence. The organization should meet regularly to learn about alternatives to violence and promote its message to other schools and throughout the community.

HISTORY

With the help of the Center of the Prevention of School Violence in North Carolina, **SAVE** organizations have been established in several states. It is impressive that in the schools that have established **SAVE** chapters in other states, the number of students bringing weapons to school has dropped and incidents involving violence has decreased. Administrators assigned to these schools say students' attitudes about violence have changed.

SAVE is sponsored by Mothers Against Violence In America, in Washington state. Mothers Against Violence In American is a statewide organization dedicated to reducing the violence in our communities and to promoting the well-being and safety of our children.

Violence, whether related to the school or community, had effected the students who formed the first chapter in Washington state. One student's best friend was murdered on New Year's Day, apparently for his clothes, by two adults who used an assault military weapon, and another student was robbed at gun point in the parking lot of his neighborhood grocery store. These students looked for answers to stop the violence and came up with **SAVE**.



901 Fairview Avenue North , Suite A140, Seattle WA 98109 206-343-0676

"Together Lets SAVE One Another"

SAVE Membership Information

Please Print

Name _____ Home Phone _____

Address _____

School Attending _____ Grade _____

Please check areas you wish to be involved:

- | | |
|--|---|
| <input type="checkbox"/> Government/Legislation | <input type="checkbox"/> Conflict Resolution Training |
| <input type="checkbox"/> Mentoring younger students | <input type="checkbox"/> Media Violence |
| <input type="checkbox"/> Identifying School Violence | <input type="checkbox"/> Community Youth Programs |
| <input type="checkbox"/> Public Relations/Newsletter | <input type="checkbox"/> Gun Control |
| <input type="checkbox"/> Membership Expansion | <input type="checkbox"/> Diversity Outreach |
| <input type="checkbox"/> SAVE Expansion | <input type="checkbox"/> Speaker's Bureau |
| <input type="checkbox"/> Community Service Projects | <input type="checkbox"/> Special Projects |
| <input type="checkbox"/> SAVE Fundraising Activities | <input type="checkbox"/> Education Programs |
| <input type="checkbox"/> Other | |

SAVE

Students Against Violence Everywhere

A PERSONAL COMMITMENT

Fifteen Ways to Help End Violence

1. Support broad and comprehensive anti-violence public policy.
2. Assess and address the level of violence in your personal relationships.
3. Stand up against bigoted behavior or comments.
4. Welcome helpful community programs.
5. No longer use violent language, such as "I was so mad I could have killed him!"
6. Express intolerance for gangs, fighting, teasing and drug/alcohol abuse.
7. Do not carry a gun.
8. Do not purchase violent games or toys.
9. Volunteer to mentor a child.
10. Inform others about **SAVE**.
11. Volunteer to help victims of violence.
12. Be a positive role model for others.
13. Learn about conflict resolution and anger management.
14. Raise awareness of the violence issue among peers.
15. Volunteer with programs offering positive alternatives to violence.

MAKE IT HAPPEN

Step-by-Step Organizational Guidelines for SAVE

1. Get permission from your principal to form a **SAVE** chapter at your school.
2. Contact the Student Body President and Faculty Advisor and advise them of your interest to form a **SAVE** chapter.
3. Discover an inspired faculty member or group advisor to serve as your **SAVE** advisor(s). The local **Mothers Against Violence In America** community leader will also provide support and advisor.
4. Work with your **SAVE** advisor to find a convenient time and place for the initial meeting to discuss the formation of the chapter.
5. Develop an agenda for the first meeting. Here is a sample:
 - Call to order and establish reason/need for **SAVE**.
 - Establish why **SAVE** exists (history) in other areas.
 - Establish commitment to mission, goals and objectives of **SAVE**.
 - Announce the time, date, location of next meeting.
 - Ask for volunteers to serve on Steering Committee.
6. Decide on dues (\$2.00 per student has been used in other chapters).
7. Begin to plan activities and projects. Here are some ideas:
 - Membership drive (bring a friend, recruiting other schools)
 - Community awareness (news media, police, posters, school newspaper)
 - Sponsorship of activities (dances, rallies, athletic events, etc)
 - Creating new organizations at other schools (helping them get started, guidelines, etc.)
 - Programs at other schools (Elementary and Jr. High)
 - Coordination with local law enforcement.

REMEMBER, YOUR ORGANIZATION WILL AS GOOD AS YOU WANT IT TO BE! MAKE IT HAPPEN OUR LIVES DEPEND ON IT.

THANK YOU FOR MAKING A DIFFERENCES

SAVE

The key to this program is that it is **STUDENT INITIATED**. It is a long-range, proactive approach in which members can become skilled in peer mediation and conflict resolution. S.A.V.E. students will be shown:

- *How to start a program at your school.
- *How to conduct a membership drive at your school.
- *How to become a mentor/ team leader.
- *How to gain media support - local newspaper, television, radio.
- *How to gain support from local and national business and community leaders.
- *How initiate fundraising support and network with other SAVE groups for joint ventures.
- *How to work with your community leaders and police to get them involved with youth programs.

As you begin to explore the possibility of starting a SAVE organization in your school or community, please call us for further information and explanation of how we can support your efforts.

Mothers Against Violence In America is ready to help you in every way we can. Together we can stop the violence and give students the future they **DESERVE**.

Sincerely,



Pamela Eakes

Founder

Mothers Against Violence In America

For more information call the MAVIA office at (206) 343-0676

The Seattle Times

WASHINGTON'S LARGEST NEWSPAPER

MONDAY, MARCH 7, 1994

Teens seek to show nonviolence is cool

BY KEITH ERVIN
Seattle Times South bureau

DES MOINES — From the PTA meeting to President Clinton, it seems everyone is talking about youth violence.

About the only constituency left out of the discussion has been teens.

That will change this week as a group of South King County high-school students announces the founding of the first chapter of Students Against Violence Everywhere (SAVE).

For these teenagers, there's nothing abstract or theoretical about the dangers of youth violence.

Travis Kirby, a senior at Mount Rainier High School in Des Moines, went to a New Year's Eve party with his best friend, Shaun Proctor, but

How to join

For information about joining Students Against Violence Everywhere or forming a chapter in your school, call 343-0676.

left early. The next morning, his father told him that Shaun was shot to death later that night by robbers who took his clothes.

Senior Amber Goodman also has seen too much violence. Her younger cousin was beaten by girls with gang affiliations, and her stepfather's nephew killed himself playing Russian roulette.

Mark McGill, who will be presi-

dent of the South King County SAVE chapter, was robbed by two men with handguns in the parking lot of a grocery store last August. The men — one of whom was later caught and sentenced to seven years in prison — took his gold necklace.

"The second the guns came out, I figured I was dead," McGill said. "I figured I would give them my necklace and they would shoot me."

McGill and Kirby are co-founders of the group that is a spinoff of the newly organized Mothers Against Violence in America. McGill's mother is an activist for the mothers group and an adviser to the student movement.

Meeting in homes for the past month, the group has drawn as many as 35 teens from seven schools in the Highline and Federal Way school districts. Future meetings will be held at Mount Rainier High.

SAVE will be introduced formally at a press conference at Mount Rainier High on Wednesday evening.

Organizers hope that, as membership grows, chapters will be formed in schools throughout the state.

Groups are being organized in Redmond, Issaquah and Mercer Island. No group has yet formed in Seattle.

The students don't have a detailed action plan, except to promote nonviolence and to lobby for creation of a youth center.

But their task is urgent, said Goodman: "A long time ago, not a lot of people encountered murders or have known family or friends that have been murdered. Today, in your lifetime, you're going to know somebody who's been murdered, I think."

These students may not make a dramatic change in the world, they admit, but they expect to have at least some effect in their own schools. Ronnie Arney, a Mount Rainier High senior who was once attracted to gun-loving classmates and was prone to get into fights, now has committed herself to being a force for nonviolence.

Her friends were surprised when she recently intervened to break up a fight.

That, said McGill, is what SAVE is all about. "We want people to know it's cool to be nonviolent."



*Working together to reduce the violence in our society
and to promote the well-being and safety of our children.*

Mothers Against Violence In America - The Facts

OVERVIEW - MAVIA is working to find solutions to violence.

- Mothers Against Violence In America (MAVIA, pronounced with a long A) was founded in December, 1993, in response to the staggering increase of violence committed by and against our American youth.
- MAVIA brings the power and perspective of mothers to the search for solutions to the epidemic of violence which is threatening an entire generation.
- In Washington state, MAVIA is building a strong, effective statewide network directed at protecting children from violence.
- In only four months, MAVIA has grown to over 1,500 members and 30-plus Satellite Groups. In addition, MAVIA has established 13 Student Against Violence Everywhere (SAVE) groups in high schools around Seattle, Washington.
- Founded by Pamela Eakes, mother of two teenage sons from Mercer Island, Washington.

STATEWIDE NETWORK - How It Works

- Local community and neighborhood groups, headed by volunteer leaders, provide the organizational foundation for MAVIA's statewide growth.
- To date, 30-plus Satellite Groups have been formed. These groups work in schools, law enforcement, and community agencies to say loudly that the violence must stop. The mission of each Satellite Group is to assess the youth violence problems in their community, recommend solutions, and work toward making the solutions a reality.

MAVIA Helps Students Organize to Reduce Violence

- MAVIA sponsors Students Against Violence Everywhere (SAVE) chapters- student-initiated, school-based groups that empower kids to reduce violence in their daily lives.
- SAVE helps kids find ways to develop their own leadership skills, create safer school communities, and promote community service.
- A network of MAVIA members is working with schools, PTAs, local officials, and community groups to help ensure that our children acquire these skills.

MAVIA Is Active in Specific Areas

Education MAVIA is committed to reducing violent behavior by fostering the development of strong family, school, and community skills in communication, conflict resolution and anger management.

Gun Violence MAVIA supports and advocates for legislation to reduce gun violence by and against children and youth. We also promote education directed at parents about the dangers of guns in their homes. We advocate the elimination of assault weapons in our country and limiting access of guns to youth under age 21 years.

Family Violence Most violence against children happens in their homes, and is committed by people the children know and depend upon. MAVIA recognizes domestic violence and child abuse as significant problems and are dedicated to reducing those incidences.

Media Violence MAVIA is exploring ways in which we can exert more power in shaping the kind of programming that is produced and broadcast, both by discouraging violence and by encouraging programming that shows alternatives to violence.

Legislation MAVIA is working independently and in collaboration with lawmakers and other organizations to create effective and comprehensive laws that address the above issues as they relate to youth violence. When legislation on which we have taken a position is pending, we activate our phone tree to inform our members so that they can make their voices heard in our state capital.

SAVE Students Against Violence Everywhere has been successful in several ways. Here are some highlights:

- Students have organized 13 chapters at middle schools, high schools and in their communities over the past five months.
- SAVE students have opened their own office and are developing their own newsletter.
- Students meet with legislators and city council members in their community regarding youth violence.
- SAVE members are producing a video on conflict resolution targeted toward teens.
- Members of SAVE are becoming leaders and are enjoying personal growth especially with their own self-esteem.
- SAVE members raised funds (car washes/fun run) to be contributed to the Federal Way Gun Exchange for Gift Certificate program which was sponsored by MAVIA.
- SAVE members are becoming outstanding public speakers having participated on various panels and programs around King County in the past few months.
- SAVE members are making a difference in their schools by having previous "at risk" youth becoming members of SAVE thus demonstrating that it is cool to be nonviolent.

SAVE Camp MAVIA will sponsor a SAVE camp for students and adult leaders to develop skills in anger management, conflict resolution and peer mediation.

MAVIA is currently identifying underwriting for the camp to be held in late July or early August. MAVIA has invited Gary Wart from Charlotte, N.C. who started this same concept as a teacher in the public schools in 1990.

MAVIA Satellites

- MAVIA Satellites are active in their communities as sponsors of programs to reduce youth violence. Some examples of typical activities include:
 - > MAVIA members are currently researching what educational programs are available in elementary, middle and high schools that deal with anger management, conflict resolution and peer mediation. MAVIA will then work with other community groups to support nonviolent programs where they do not exist.
 - > MAVIA members support legislation that leads to reducing violence in their communities. This last session MAVIA supported:
 1. Limiting ownership of firearms to age 21 years and older.
 2. Ban on military type assault weapons.
 3. Comprehensive youth violence package.
 - > MAVIA has co-sponsored the highly successful gun exchange program in Federal Way.
 - > MAVIA members serve as SAVE advisors.
 - > MAVIA members work with law enforcement, educators, business and public servants to find solutions to youth violence.
 - > MAVIA's speaker's bureau provides speakers for Rotary, PTAs, and various community organizations.
 - > MAVIA provides leadership training for its members.



MISSION

Working together to reduce the violence in our society and to promote the safety and well-being of our children.

GOALS

(first six months '94)

- 1. To build a large network of mothers and other people who are informed, pro-active advocates for children and youth in their communities.*

Results: MAVIA has grown to over 1,500 members/supporters, over 30 satellites and over a dozen SAVE chapters.

- 2. To reduce youth violence by supporting state and national legislation that is comprehensive in approach and results.*

Results: Successfully advocated for raising the age of gun ownership from 14 years to 18 years and will continue to advocate that the age be raised to age 21 years; successfully supported comprehensive youth violence legislation; advocated for a ban on military-type assault weapons and won!

- 3. To promote education programs which give children and youth nonviolent options to deal with conflict in their daily lives beginning in preschool and through high school.*

Results: Started over a dozen SAVE chapters in middle and high schools. MAVIA is assessing programs in school districts which are aimed in reducing anger and violence and will advocate for expanding funding to expand programs which will give students nonviolent options to deal with conflict in their relationships.



*Working together to reduce the violence in our society and
to promote the safety and well-being of our children.*

A Personal Commitment Twenty Ways to Help End the Violence

1. Join Mothers Against Violence In America and ask others to get involved.
2. Don't own a gun, but if you do, place trigger locks on firearms in your home.
3. Store ammunition separately from firearms.
4. Support broad and comprehensive anti-violence public policy.
5. Express concern to advertisers who sponsor violent programs.
6. Help children in the neighborhood find safe passage between school to home, and while at play.
7. Support legislation that addresses both the broad root causes and manifestations of violence.
8. Assess and address the level of violence in your personal relationships.
9. Let children see you stand up against bigoted behavior or comments.
10. Welcome community programs into your neighborhood that can help (rehabilitation services, child care, foster homes, group care).
11. Encourage local schools to offer anti-violence curricula.
12. No longer use violent language, such as "I was so mad I could have killed him."
13. Take personal responsibility to end violence in your home and community.
14. Don't purchase violent toys or games.
15. Volunteer to mentor a child in the juvenile justice system.
16. Volunteer with programs providing services to survivors of violence.
17. Learn who your neighbors are and share responsibility for safety in your neighborhood.
18. Point out and discuss violence while watching television and listening to music with your children.
19. Hire youth for short and long-term jobs.
20. Volunteer with programs offering positive alternatives to violence.

MAVIA a way to counter violence

Violence. We watch it on the nightly news. We fear it. We wring our hands.

We worry that the popular culture glorifies gangs, guns and knee-jerk violence as the way to resolve conflicts. We see rap music, television shows, movies, and graphic video games portraying increasingly violent acts, with seemingly no end to the blood and gore dished out in lyrics and on the screen. We worry about the mind-numbing effects of a culture of violence on our children.

Most of the time we feel helpless to do anything about it.

But a grass-roots effort is rising up right here, started by Mercer Islander Pam Eakes, to reduce violence in our communities and promote the well-being of children.

Mothers Against Violence in America is a growing statewide organization aimed at stopping violence by and against youngsters. It will not only focus on legislative issues such as gun control, but also education and prevention, such as teaching our children nonviolent ways of dealing with conflict.

When mothers rise up to fight for their young, it's time to stand up and take notice. Just as Mothers Against Drunk Driving has had an enormous effect on reducing drunk driving and raising public awareness, so to Mothers Against Violence in America promises to be a powerful, politically savvy organization to promote safe communities.

It's time. In the past, we might have been lulled into believing that we'd escape violence by living on Mercer Island. And, indeed, the Island is a relatively safe place to live. But violence has become pervasive, often random, and no longer respects geographical boundaries.

In this session of the Legislature, Gov. Lowry is introducing a plan to reduce youth violence through tougher sentences, expanded educational and job programs, greater enforcement of gun laws, funding for community groups. And there are a number of proposals at the federal level to reduce violence.

New laws and government programs can help, but they must work in concert with individual efforts beginning in our own homes and families, in our streets and neighborhoods.

And that's why an organization like Mothers Against Violence in America is so important now.

MAVIA offers hope

A teenager gets gunned down for his clothes. Another is robbed at gunpoint in the parking lot of the neighborhood supermarket. What's our society coming to?

If you're concerned about increasing episodes such as these, there's something you can do.

Mothers Against Violence in America (MAVIA) has the grassroots support to make a tangible impact on the way we market, legislate and think about violence. Don't be de-

ceived by the title. The group welcomes fathers, brothers, sisters; anyone who cares and wants to work toward change.

It can be as simple as taking a minute to phone your legislator. It doesn't take much time. It does make a difference.

MAVIA organizers admit changing societal attitude won't be easy, but it can be done. They're in it for the long haul. If you want to help create a safer world for your children and grandchildren, why don't you join them?

Tacoma News Tribune

March 30, 1994

Murray tells mothers they must enlist in crime fight

By Stephen Kipp
The News Tribune

The state's highest-ranking mom in tennis shoes urged more than 300 other mothers Wednesday to take back their neighborhoods and continue speaking out against violence.

"It is not right that a small percentage of our population is holding the rest of us hostage," said U.S. Sen. Patty Murray, whose tennis shoes have become a trademark of her political style. "And it is time to do something about it."

Murray (D-Wash.) was the featured speaker at the SeaTac Holiday Inn before the first general meeting of Mothers Against Violence in America. Murray is a board member of the 3-month-old group.

The meeting was held to celebrate the organization's early successes and to review how far the group still needs to go, members said.

Formed late last year by Mercer Island housewife Pamela Eakes, Mothers Against Violence in America has attracted wide support among area residents.

During its short existence, the group has expanded to include 20 chapters in cities throughout Western Washington. It has a mailing list of more than 1,000.

Mothers Against Violence in America has formed chapters in Kent, Burien and Federal Way and has discussed plans to form one in Tacoma. The first meeting of the organization's Puyallup chapter is scheduled for tonight at the South Hill Library.

The chapter in Federal Way was a sponsor of a gun buyback program organized by the King County police department's Federal Way precinct. More than 600 guns were turned in to the precinct in exchange for \$100 gift certificates during the five-day program.

Its success hasn't been lost on local politicians. Attending Wednesday's meeting were Attorney General Christine Gregoire, King County Councilman Ron Sims and King County Prosecutor Norm Maleng.

Patterned after Mothers Against Drunk Driving, Mothers Against Violence in America is part support group for victims of violence and part political action committee.

The first few rows of seats during Wednesday's meeting were reserved for relatives and friends of victims of violence. On the wall, someone had tacked up banners displaying the names of recent victims of violence.

Issaquah eighth-grader Tesa Garcia recited a poem dedicated to her brother, who was

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Mothers

Continued from B1

murdered in October.

Group members said such victims have motivated them to lobby hard for a statewide ban on assault rifles and on the sale of guns to anyone under 21. They also have sought conflict-resolution programs for teenagers.

Sims said he believes Wednesday's meeting represented only the beginning for Mothers Against Violence in America.

Recycling started with only a few people before growing into a national movement and the same thing could happen with this group, Sims said.

"You need groups like this one to get out and say they will no longer accept violence as an acceptable norm," Sims said. "And I think this is how it gets started."



MAVIA Newsline

*Working together to reduce the violence in our society
and to promote the safety and well being of our children.*



Tammy Fernandes and Mary Glenn met with a number of influential people in Washington D.C., including Tipper Gore.

Incredible Growth Marks MAVIA's First Six Months

by Alison Wells

If Pamela Eakes, the founder of Mothers Against Violence in America (MAVIA), were a different kind of person, she probably would have listened to the conventional wisdom that December is an inauspicious time to begin something new. But she sensed the urgency in the calls she had been receiving in response to an article in *The Seattle Times*. And so she set the first organizational meeting for December 8 at the Plymouth Congregational Church in downtown Seattle.

The weather could not have been worse — dark and wet, with winds that sent waves splashing over the Evergreen Point Bridge and whipped at people's clothing as they hurried along the streets. But nearly 50 people crowded into the small meeting room, drawn by the notion that mothers (and others) can and must do something to stop the epidemic of violence that threatens the lives and innocence of our children.

What those 50 people heard and shared, has become the base for this organization: that we can work together to make a difference for our children, that we have to change ourselves and our society so that our children receive more of our time and attention, that there are many things in our homes, schools, and communities that we can influence in ways that will reduce violence, that education and support can provide alternatives to violence, and that — bottom line — enough is enough. Violence by and against our children must stop.

This message has struck such a responsive chord, both statewide and nationally, that the organization has grown

faster than anyone's wildest predictions. In six short months, we have grown to 1600 members in more than 30 satellites around the State of Washington. And we are receiving calls from people all over the country who want information so that they can start MAVIA satellites in their states. It's been such a fast-paced period for us that it's hard to synopsize all of the accomplishments in a short space. Here are some of the highlights:

•**January** MAVIA launched ten new satellites; opened our office in Seattle; attended the "Stop the Violence Live the Dream" rally on Martin Luther King's Day and testified before the State Senate's Law and Justice Committee; founded the first Students Against Violence Everywhere (SAVE) chapter at Mt. Rainier High School.

•**February** Launched more satellites and tripled our membership; Board endorsed supporting Senator Wojahn's amendment to ban military type assault weapons and to support limiting gun ownership to minors under the age of 21; activated the MAVIA legislative action alert to inform members of pending legislation. Leadership training for Satellite leaders and SAVE leaders began what will become a central focus of MAVIA's program.

•**March** Mt. Rainier SAVE chapter hosted first general membership meeting of all SAVE students from a dozen middle and high schools. The first MAVIA standing committee was education. Since then, standing committees on Legislation, Media Violence, and Family Violence has been formed. MAVIA held its first general meeting, which drew more than 350 people to the SeaTac Holiday Inn. Senator Patty Murray was the keynote speaker and State Attorney General Christine Gregoire and James Kelly, Executive Director of the Commission on African America Affairs also spoke. (Continued on next page)



Senator Patty Murray hosted KIRO's Jim French Show and invited MAVIA members to talk about solutions to youth violence. Left to right, Pamela Eakes, Senator Murray, Jenny Wieland, Judy Poston, Heather Thompson (Redmond SAVE founder) and Paulette Miller.

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THE WHITE HOUSE

WASHINGTON

May 12, 1994

Ms. Pamela Eakes
Founder
Mothers Against Violence in America
Suite A-140
901 Fairview Avenue
Seattle, Washington 98109

Dear Pamela:

I want to thank you for the courageous role you played in the passage of the assault weapons ban. Your leadership and dedication helped strengthen our convictions and energize our efforts on this important issue.

This was a great and meaningful victory. But you and I know it is not enough. In the next few weeks, as Congress goes into conference on the Crime Bill, we must come together in the belief that the assault weapons ban is just one important piece of the overall crime package. It must be combined with more police, more prisons, tougher sentences, and better prevention so that we can make our neighborhoods safer and our streets, schools, and homes more secure.

You should be proud of your contribution to this important effort.

Sincerely,

A handwritten signature in cursive script that reads "Bill Clinton". The signature is written in black ink and includes a long horizontal flourish at the end.



STATE OF WASHINGTON

OFFICE OF THE GOVERNOR

P.O. Box 40002 • Olympia, Washington 98504-0002 • (206) 753-6780

May 9, 1994

Ms. Pam Eakes
Executive Director
Mothers Against Violence in America (MAVIA)
901 Fairview Avenue North, Suite A-140
Seattle, WA 98109

Dear Pam:

I wish to commend you and the members of MAVIA for your ongoing efforts to reduce youth violence in our state.

As you know, the level of violence committed by and against young people across the nation and in our state has increased dramatically over the past decade. The serious and complex nature of this troubling epidemic requires a response that is both comprehensive and long-term. However, the response cannot consist of governmental action alone. Rather, government is only part of the solution. Communities, working in partnership with government, must take the lead and mobilize themselves to prevent and address the problem of youth violence.

That is why MAVIA's efforts are so important. Dedicated to protecting our children and youth from violence, MAVIA mobilizes mothers, fathers, and young people across the state in the search for solutions to youth violence. MAVIA members work with schools, law enforcement and community agencies to assess youth violence problems in their communities, and then work to develop and implement effective responses. In addition, MAVIA sponsors student-initiated, school-based groups which empower young people to reduce violence in their daily lives. Further, as it did this past session, MAVIA helps ensure that, with respect to legislation relating to youth violence, the concerns and perspectives of parents and youth are heard in Olympia. Community mobilization efforts such as these are vital to our state's youth violence prevention strategy.

Again, I applaud your efforts, and I look forward to continuing our work together to provide a sense of hope among our young people.

Sincerely,


MIKE LOWRY
Governor



DRAFT



U.S. Department of Justice

**STATEMENT
OF
ATTORNEY GENERAL
JANET RENO
BEFORE THE
COMMITTEE ON
COMMERCE, SCIENCE AND
TRANSPORTATION
UNITED STATES SENATE
CONCERNING
VIOLENT PROGRAMMING
ON TELEVISION**

OCTOBER 20, 1993

DRAFT 5A -- 10/18/93 8:15pm

of the American Medical Association reports that the average American child has watched 100,000 acts of violence -- including 8,000 murders. By age 18, those numbers have jumped to 200,000 acts of violence and 40,000 murders. A 1992 analysis of a typical day of television, commissioned by *TV Guide*, revealed about 10 acts of violence an hour. That means that 10 times an hour, we expose children to behavior that society and the law condemn and prohibit. On Saturday mornings, when television programming targets children, that total jumps to 20-25 violent acts an hour.

And year after year, a troubling body of evidence has been building up -- evidence that shows a clear link between television violence and aggressive behavior. With each review of the evidence, scientists have become more and more convinced that television violence and real-life aggression are strongly linked:

- After a decade of more research, the National Institute of Mental Health concluded that "the great majority" of studies linked television violence and real-life aggression.
- And just last year, the American Psychological Association's review of research was conclusive, saying that "the accumulated research clearly demonstrates a correlation between viewing violence and aggressive behavior."

Critics say these studies only show that many people who happen to watch violent television also happen to exhibit aggressive behavior, rather than proving that such viewing actually *leads to* violent behavior. They argue that there could be another factor which causes both things to happen.

Mr. Chairman, I am not here today as a scientist. I am here as an Attorney General who is concerned about the future of this country's children, and as a concerned American who is fed up with excuses and hedging in the face of an epidemic of violence. When it comes to these studies, I think we are allowed to add our common sense into the mix.

Any parent can tell you how their children mimic what they see everywhere -- including what they see on television. Studies show children literally acting out and imitating what they watch. The networks themselves understand this point very well: they run public service announcements to promote socially constructive behavior, they announce that this year's programs feature a reduced amount of violence, and they boast of episodes encouraging constructive behavior. In each instance they endorse the notion that television can influence how people act.

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The link between violent programming and real violence is especially ominous for those in our society already facing the most turbulence and strife. Many young Americans struggle to construct a value system amidst increasingly amoral circumstances. We already know that children from low-income families watch an especially large amount of television. When TV lacks for constructive, value-oriented programming, it already lets them down.

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But what is the effect of 10 violent acts an hour on these struggling children? In dangerous neighborhoods, television may be one of the safest forms of recreation left for children -- unless it is more violent than the streets they are afraid to walk. Indeed, in high-crime areas, television violence and real violence have become so intertwined that they may well feed on each other. If this is true, then television is utterly failing us.

The problem is not just numbers and studies; it is the indiscriminate way in which violence is strewn about every portion of television programming. I'm not here to condemn documentaries which teach us the lessons of war, news programming that seeks only to accurately portray the darker side of real life, or sporting events that help society channel its competitive and aggressive impulses. Violence has always been a part of our life, our history and our culture; and, television programming in a free society should not be expected to pretend otherwise.

But violence has become the salt and pepper of our television diet: fictional shows and movies feature dozens of killings of bad guys or innocents; made-for-TV movies glorify the most sordid examples of human behavior; the local news opens with pieces on violent crimes before proceeding to any other type of story; and so-called "real life" police programs portray the world of law enforcement as nothing but a violent game between America's police and its citizens.

It's also worth noting that this problem does not end with an eighteenth birthday. Repeated exposure to violent programming also hurts adults -- by heightening our fear and mistrust of the outside world, by convincing us that our epidemic of violence is too intractable to address, by numbing us to the plight of its victims, or by repeatedly showing us how to address the most frustrating problems of life with violence.

adults

Moving Forward

In the face of these concerns, many people in the television industry argue that the solution is simple: that parents should just turn the television off. I agree that parental supervision must always be the first line of defense -- indeed, my mother didn't allow our family to have a television.

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But as slogans go, I fear that "let parents turn off the television" may be a bit naive as a response to television violence, especially when you consider the challenge that parents face in trying to convince children to study hard, behave and stay out of trouble. Supreme Court Justice John Paul Stevens once compared this argument to "saying that the remedy for an assault is to run away after the first blow." Indeed, many parents don't want to have to turn the television off -- they want to expose their children to the good things television can offer, like educational and family-oriented programs.

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the parents
start
to suffer
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As I said earlier, I am not here today to bash the television industry, nor am I looking for villains. I believe that television executives are genuinely concerned about this problem, and I commend the actions they have taken to address the issue of violent programming. It is also clear that some have worked harder to address this issue than others, and I address my remarks to all programmers -- including those in the cable industry and independent stations which air mostly syndicated programming.

For example, I think the networks acted constructively when Congress passed the Television Program Improvement Act of 1990. By working together to issue joint "Standards for the Depiction of Violence in Television Programming," the networks showed their willingness to confront this issue. And the "Advanced Parental Advisory" system announced this June will provide viewers with programming advisories and anti-violence promotional announcements.

I believe these are positive steps. They are, however, extremely small steps. For example, the joint standards issued in 1992 required no change in network programming -- they essentially restated each network's existing policy. And the networks have indicated that the new advisory system would have led to few warnings during last year's schedule.

What does upset me is when the leaders of powerful institutions which bear some responsibility for the problem -- and possess powerful resources to address it -- treat any discussion of their role as political persecution, or seek to shift all responsibility for solutions everywhere else.

Mr. Chairman, I am tired of the shoulder-shrugging and the finger-pointing. No one ever accused the networks or television violence itself of somehow being solely responsible for violence in America. I believe that we all contribute to the development of our young people. *and they do play a part in that dev.*

All I am asking today is that the entertainment industry -- and that includes the movies, the broadcasting networks, cable TV and the independents -- acknowledge their role

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and their responsibilities, and pledge to work with us to use every tool they have to address this problem. There's been enough bickering over the problems.

Let's talk about solutions we can work on together -- right now.

Legislative Options

There are many legislative proposals and much talk about regulation of the industry to limit violence on television. This is not, in my view, the place to begin to effect real and lasting change; but it does raise an important point of departure for any discussion of legislation and other solutions: that regulation of violence is constitutionally permissible.

frick

In the case of *FCC v. Pacifica* -- where the Court permitted the FCC to regulate which hours indecent programming could be aired -- Justice Stevens wrote the following for the majority:

- "We have long recognized that each medium of expression presents special First Amendment problems. And of all forms of communication, it is broadcasting that has received the most limited First Amendment protection."

He went on to cite two reason for this distinction:

- "First, the broadcast media have established a uniquely pervasive presence in the lives of all Americans. Patently offensive, indecent material presented over the airwaves confronts the citizen, not only in public, but also in the privacy of the home, where the individual's right to be left alone plainly outweighs the First Amendment rights of an intruder."
- "Second, broadcasting is uniquely accessible to children, even those too young to read. Other forms of offensive expression may be withheld from the young without restricting the expression at its source."

In view of this breadth, the various bills under consideration appear to be constitutionally sound under the *Pacifica* language. Despite this fact, and despite the popular support for action to curb television violence, I believe that government intervention is neither the best option nor the first we should try. But it is up to others to ensure that it is not the only option left. The best solution would be action taken outside of the government -- by parents, by educators, and, first and foremost, by the entertainment industry.

Justice Stevens

Legis Pacifica

DRAFT 5A -- 10/18/93 8:30pm

Other Solutions

For those who produce, distribute and underwrite programming on the networks, cable TV and the independents, I believe that the time for business as usual has come to an end. I know that the television and film industries see violent programming as a source of lucrative revenues, but the time has come to break the cycle of television violence.

It is time for the television and film industry to search their souls and realize that it possesses enormous power in a free society -- power that can lead to significant unintentional side effects. Advertisers must reevaluate the nature of the messages they wish to subsidize, since each commercial minute they buy pays for the transmission of certain values to our children.

There are many more things the television industry can do. To begin with, parents need to know more about programming before it is broadcast. Other forms of media offer parents a chance to review what their children will be exposed to. The parental advisories offered this fall are a constructive first step, but parents could be offered more information -- such as more detailed warnings or motion-picture style ratings based on the amount of violence in a program. Even then, advisories do nothing when parents are unable to watch a program with their children.

I also think it is time the television industry helped us get our facts straight when it comes to television violence. It would be very constructive if the networks, cable TV and the independents were to analyze the violence on their own programs, not just those they produced but all programming shown, and issue reports to the public. I understand the reasoning behind Senator Dorgan's proposal to mandate such reports; but I would prefer to give the networks an opportunity to show they are willing to do so on their own.

Most importantly, however, I think it is time for television to re-examine what programs they buy and when they air them, especially during prime-time hours. That includes both programming *and* promotions for upcoming programs and for movies -- which often show the most violent highlights of programs children can't stay up to watch. It's not only the right thing to do -- it's good business, given how many of the top-rated shows last year were non-violent comedies.

Simply curbing violent programming would be a very positive first step. But what if all television offered more shows with plots which actually repudiated violence? What if parents knew there was programming available featuring anti-violent themes, the resolution of disputes without resort to violence, and people managing anger without picking up a gun?

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Television doesn't have to pretend that violence doesn't exist -- but it certainly does not have to present it as a solution to a problem.

So many of our children want to be heroes, but don't have an outlet. That's why they read about comic book superheros and idolize athletes. In the World War Two era, young people went off to fight fascism. Three decades ago, President Kennedy called on them to join the Peace Corps. Congress recently passed National Service legislation which I hope will call more people to heroism.

But why can't television offer more examples of young people who see the violence and other problems around them and work to make things better? What if it did more to highlight kids and adults who work to pick up their lives and change their communities?

Television can help teach children a lot about do's and don'ts -- but it has to go beyond that to relate to their world and show them that being an American means that they can grow up to be who they want to be and really make a difference, regardless of their circumstances. Television can help restore hope in children for whom hope doesn't come easy: by promoting self-respect and esteem, by teaching that decisions should be made based on what is right instead of what peers want, that being different should lead to tolerance and acceptance, and that they should never go near or touch a gun.

Some television, primarily the networks, have also begun to air anti-violence public service announcements. That's a great start, and I hope they will air more, but I hope that the day will come soon when the role of public service announcements goes beyond that of antidote to the very programming which surrounds it. Many of the independent stations and cable networks do not even have standards and practices divisions.

I know concern has been expressed as to the application of anti-trust laws to any joint activities by networks to address the problem of television violence. I don't see any reason why the anti-trust law should be a barrier to the development of reasonable guidelines and standards. The Administration stands ready to work with the industry to try to help them resolve any uncertainties they may have.

As I said before, the television industry has taken some first steps to address these problems. I am convinced that the men and women of the television industry are deeply concerned about violence in America, and recent history shows they are willing to go beyond mere talk. When television characters began buckling their seat belts, and TV smoking and drinking became less glamorous, the industry demonstrated its willingness to bring their enormous power to bear on behalf of societal needs. But if further, significant voluntary steps are not taken soon, I know how difficult it will be to forestall government action.

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We also need to encourage change at home and in our schools. But how ironic it is that we even have to talk of parental and educational responses to television violence. Don't things seem upside down when violent programming is turning television into one more obstacle that parents and teachers have to overcome in order to raise children? The First Amendment rightly puts the burden on anyone seeking to limit violent programming. But what if the burden were on television to justify violent programming? *key point*

We do need to encourage parents to take more of a role in their children's television viewing, however. Parents can keep an eye on what programs their children watch, watch television with them, talk with them about what they see and explain the difference between fictional violence and what the world expects of them. Parents can also bring economic pressure to bear on companies who sponsor violent programming. A national campaign would let advertisers and programmers know that Americans are willing to show their frustration with television violence with their wallets as well as their remote controls. *Draft 5A
G. J. 12/02*

Since education is so critical to addressing this problem, our schools can play a part. In Aurora, Illinois, 4th graders are learning how to view television more critically. Like parents, teachers can help explain to kids how television violence is fiction that is shown only for entertainment purposes, how wrong it is, how painful and permanent real violence is, and how to solve conflicts without violence.

Conclusion

Mr. Chairman, I believe in an open society and a strong First Amendment. My instincts militate against governmental involvement in this area. But I also believe that television violence and the development of our youth are not just another set of public policy problems. Rather, they go to the heart of our society's values.

The best solutions lie with industry officials, parents and educators, and I don't relish the prospect of government action. But if further voluntary steps are not taken, public pressure for more intrusive measures will grow more intense -- and more difficult to resist.

I want to use this forum to challenge television to reduce substantially its violent programming in one year's time. Cold turkey would be better, but I want to allow a time period for a reasonable transition. In the coming months, I want to work with everyone concerned with this problem, to reach out to parents and children and teachers and people in the entertainment industry. We need to proceed soberly and rationally, and not succumb to hysteria or slogans on any side. But we must move forward.

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I would like to close with a very personal appeal -- to you, Mr. Chairman, to the other Senators gathered here today, to parents and educators, and especially to the men and women of the television industry. I am holding letters in my hand from 75 children attending Park Elementary School in Munhall, Pennsylvania. One of them -- from Amber-Lynn Manning -- puts it very simply: "Dear Miss Reno, I don't like violence on TV. It makes me feel rotten. How can you help me?" Ms. Manning has challenged us. We must respond.

DRAFT 5A -- 10/18/93 8:15pm

Introduction

Thank you very much, Mr. Chairman. I am pleased to join you this morning. I want to congratulate this Committee for taking on such an important topic.

As Attorney General, I am dedicated to fighting violence wherever it is found: in the streets, in our neighborhoods, in our schools and in our homes. But reactive tools like tough sentences and expanded police forces are barely able to keep up with crime. I would like to talk today about the challenges we face in trying to prevent crime in the first place. In particular, I want to address the role of television in our culture of violence -- and what it will take to achieve real change.

The Promise and Disappointment of Television

I am not here to bash television. Earlier this week, I sat down with a number of industry executives, representatives of the broadcasting networks and cable TV, for a frank exchange of views. They had a lot to say, and I listened carefully. I believe that there is a widespread recognition of the scope of this problem, and a growing realization that television programming can and must be part of the solution.

It is easy to forget what a miracle television is, the promise that it holds, and the remarkable capacity for education that it possesses. It has literally changed how we see the world and our place in it. An informed electorate is the backbone of our democracy, and television news, political debates and other public affairs programming are a primary source of information for voters and leaders alike. In its short history, television has also offered outstanding programming in the areas of education, the arts and entertainment.

But the promise of television remains vastly unfulfilled. Too much of today's programming neither uplifts nor even reflects our national values and standards. Instead of disseminating the best in our culture, television too often panders to our lowest common denominator. More than thirty years ago, FCC Commissioner Newton Minow called television a "wasteland." I wish I could say that I thought there had been great improvement since then.

The Evidence

In only half a century, television violence has become as central to the life of our young people as homework and playgrounds. By the end of elementary school, the *Journal*

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FCC
Mr. Minow

TV violence

@@

MEMORANDUM

TO: Carol H. Rasco

FR: Suzan D. Johnson Cook *scj*

DATE: October 18, 1993

RE: Update on Violence Issue

As you know, I have been attending several conferences/meetings on violence both internally and externally. It is certainly an issue of major concern to all Americans and there is much to be done.

Internally, the Interagency has been meeting with frequency, and has now divided into many groups and sub-groups to deal with the various areas of violence, therefore there are many other meetings now to attend.

My concern is that this issue not be lost in the bureaucratic subdivisions. There is a greater need now more than ever to coordinate all of our efforts and that of the many agencies of the Administration, to speak with one voice.

The meeting this morning, with Attorney General Janet Reno and the heads of the major media networks was excellent. It was a follow-up to last Friday's meeting which was attended by Bill Galston since I was in New York for the BLACA event. There is definitely an intentional, pro-active movement on behalf of the media to deal with the negative effects of violence, and to not only stop the gratuitous violence, but also to offer positive alternative programming. A.G. Reno's staff and I work quite well together. I am mostly in touch with Gail Hoffman, Eldee Acheson and Sheila Armstrong. The A.G. will testify this Wednesday on violence in the media. My concern was that she not endorse legislation nor that she jump out ahead of what the President wishes to do or not do. From the testimony I've read, things seem to be fine. On the larger scale, both the Attorney General and I are concerned about the homes where there is little or no parental structure or support, and what the networks will do about this issue, since most of their discussion centered around the parents' responsibility in making choices for what is watched. We are both also very concerned about low-income families and the need for messages of hope. There were some valid suggestions made for which there will be some follow-up..

I also shared my concerns with Peter Edelman following our meeting with the AMA, about the Attorney General's testifying at a hearing.. He felt ok with it. There are some meetings, however, such as this morning's with the A.G. that I was called at the

last minute, but other interagency taskforce members were not, and then found out about it, and were upset. Whenever possible I try to inform Peter, Phil and Madeline, but I am not sure when or when not to invite them if the meeting is not called by you or I.

Finally, Bill Galston has received several requests from some national groups to have President Clinton declare October as Domestic Violence Awareness Month, and issue a proclamation. I am awaiting responses from the Task Force heads. This was also done by President Bush in '89 & '90. We could also wait until the report is finalized by the Task Force and do something larger then. I still think the swearing in of Mr. Hundt of the FCC will be a good time for a statement about tv violence.

The event for the Black Leadership Commission on AIDS went well. Buck Buckingham from Kristine's staff was also there from the Administration.

I hope you are well. Please let me know the next steps for any issue that you'd like me to work on at this time.

TO: Scheduling
FROM: Carol H. Rasco
SUBJ: TV Violence Meeting Request
DATE: October 9, 1993

As to attached request you sent to me I have asked Suzan Johnson Cook of my staff to review it with the chairs of our interagency task force on violence and both Phil Heymann of Justice and Peter Edelman of HHS would prefer to meet with the group themselves as a starter. We will proceed with that step if you are in agreement. Please let Rosalyn Miller in my office (2216) know as soon as possible if we can move ahead with the meeting.

Thank you.

cc: Suzan Johnson Cook
Bill Galston

United States Senate

WASHINGTON, DC 20510-3403

September 15, 1993

The Honorable Bill Clinton
The President
The White House
Washington, DC 20500

Dear Mr. President:

On behalf of the Citizens Task Force on TV Violence, I am writing to request a meeting of representatives of the organizations in the coalition with you and Attorney General Janet Reno on the issue of violence in the media--television, cable and motion pictures.

The Citizens Task Force on TV Violence is a coalition of 23 national organizations representing educators, medical professionals, parents, child care specialists, church leaders, law enforcement officials and public interest members formed in response to concern over violence in the entertainment media, and its impact on children and society as a whole.

As you know the incidence of violence involving teenagers, and in many cases pre-teens, over the past decade has risen dramatically.

During this decade of growth in juvenile violence, there has been a corresponding and extraordinary increase in our childrens' exposure, on a daily basis, to violence in the media, especially on television, through the rental of cassettes from neighborhood video stores, and in motion pictures.

Considering that the typical American child will be exposed to an average of 27 hours of television each week, and will view more than 25 acts of violence per hour in childrens' programming, it is estimated by the American Psychological Association that a typical child will watch 8,000 murders and more than 100,000 acts of violence before completing elementary school. Without question, most experts believe there is a direct link between exposure to TV violence along with other forms of media violence, and violence in society.

The Citizens Task Force on TV Violence is deeply concerned over the increasing violence in our daily lives, as well as the extraordinary incidence of gratuitous violence in all forms of

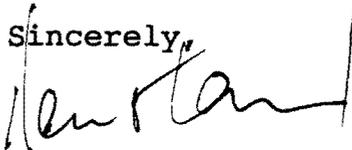
September 15, 1993
Page 2

the media. Task Force members believe that we must take concrete steps, as citizens working together with the Administration, Members of Congress, and the entertainment media industry, to curb the alarming violence among our youth--action that must include voluntary efforts to curb the violence on television, cable and in motion pictures.

I know that you and Attorney General Reno very much share the concern regarding violence in the media and its impact on our youth. I hope that your schedule will permit a meeting with representatives of the Citizens Task Force on TV Violence and myself in the coming weeks.

I look forward to your reply, and thank you for consideration of this request.

Sincerely,



KENT CONRAD
United States Senator

KC:wbsf

P.S. I appreciated your
kind note of support
for our efforts. I
hope we can meet
on this matter.
H.

CITIZENS TASK FORCE ON TV VIOLENCE

**AMERICAN ACADEMY OF CHILD
AND ADOLESCENT PSYCHIATRY**
3615 Wisconsin Avenue, N.W.
Washington, DC 20016

**NATIONAL COALITION ON
TELEVISION VIOLENCE**
PO Box 2157
Champaign, IL 61825

**AMERICAN PSYCHOLOGICAL
ASSOCIATION**
750 First Street, NE
Washington, DC 20002

AMERICAN MEDICAL ASSOCIATION
1101 Vermont Avenue, NW
Washington, DC 20005

NATIONAL COUNCIL OF CHURCHES
475 Riverside Drive, Room 852
New York, NY 10115

NATIONAL SHERIFFS ASSOCIATION
1450 Duke Street
Alexandria, VA 22314

**NATIONAL ASSOCIATION OF
SOCIAL WORKERS**
750 1st St, NE
Washington, DC 20002

**NATIONAL ASSOCIATION OF
ELEMENTARY SCHOOL PRINCIPALS**
1615 Duke Street
Alexandria, VA 22314

**ALLIANCE AGAINST VIOLENCE
IN ENTERTAINMENT FOR CHILDREN**
17 Greenwood Street
Marlboro, MA 01752

FUTURE WAVE
105 Camino Teresa
Santa Fe, NM 87501

AMERICAN PSYCHIATRIC ASSOCIATION
1400 K Street, NW
Washington, DC 20005

AMERICAN ACADEMY OF PEDIATRICS
1331 Pennsylvania Ave., NW
Washington, DC 20004

**NATIONAL FOUNDATION TO
TO IMPROVE TELEVISION**
60 State Street, Suite 3400
Boston, MA 02109

NATIONAL PTA
2000 L Street, NW, Suite 600
Washington, DC 20036

**INTERNATIONAL ASSOCIATION OF
CHIEFS OF POLICE**
1110 North Glebe Road, Ste. 200
Arlington, VA 22201

**AMERICAN NURSES ASSOCIATION/
AMERICAN ACADEMY OF NURSING**
600 Maryland Ave, SW, Suite 100
Washington, DC 20024

**AMERICANS FOR RESPONSIBLE
TELEVISION**
P.O. Box 627
Bloomfield Hills, MI 48303

**NATIONAL COUNCIL FOR CHILDREN'S
TV AND MEDIA**
33290 West 14 Mile Road
West Bloomfield, MI 48322

**NATIONAL ASSOCIATION FOR THE
EDUCATION OF YOUNG CHILDREN**
1509 16th Street, NW
Washington, DC 20036

**NATIONAL ASSOCIATION OF
SECONDARY SCHOOL PRINCIPALS**
1904 Association Dr.
Reston, VA 22091

Page 2/TASK FORCE

NATIONAL SCHOOL BOARDS ASSOCIATION
1680 Duke Street
Alexandria, VA 22314

AMERICAN ASSOCIATION OF SCHOOL ADMINISTRATORS
1801 North Moore Street
Roslyn, Virginia 22209

KENT CONRAD
U.S. Senator - North Dakota

CONTACTS:
Laurie Boeder, 202-224-3513
Scott Sloat, 202-224-1237

CONRAD TO ANNOUNCE NEW NATIONAL TASK FORCE ON TV VIOLENCE

Groups to begin national petition drive...

...aimed at influencing August industry meeting

WASHINGTON -- Senator Kent Conrad (D-ND) and representatives of at least 16 national groups concerned with the effect of television violence on children will hold a news conference Monday, June 7, to announce a new national task force on TV violence. The news conference is set for 1:30 p.m. in 325 Russell Senate Office Building, the Senate Caucus Room.

Conrad is bringing together national organizations representing parents, teachers, law enforcement, pediatricians, child advocacy groups, social workers, nurses, mental health professionals and others in an effort to influence the August 2 meeting of TV industry executives to discuss TV violence.

Groups to be represented Monday include:

National PTA	American Academy of Pediatrics
American Medical Association	National Council of Churches
National Sheriff's Association	American Psychiatric Association
National Coalition on Television Violence	American Academy of Child and Adolescent Psychiatrists
National Foundation to Improve Television	American Nurses Association/ American Academy of Nursing
Americans for Responsible Television	National Association of Elementary School Principals
National Council for Children's TV and Media	Alliance Against Violence in Entertainment for Children
American Psychological Association	National Association of Social Workers

The groups will all join the new task force; some will participate in a national petition drive to collect signatures from parents, teachers and concerned citizens around the nation. The petitions will be presented to industry executives at their Los Angeles meeting Aug. 2.

Conrad says TV executives have a "narrow window of opportunity" for self-regulation. Legislation by Senator Paul Simon (D-IL), enacted in 1990, exempted the industry from anti-trust laws to discuss and develop standards on violence; the exemption expires on December 1. Conrad says that unless the industry acts voluntarily, the mood in Congress is clearly leaning toward other solutions...and that's why it's critical to send a message to the industry meeting.

The news conference comes one day before Simon chairs the Senate's second hearing on TV violence, before the Judiciary Committee's Subcommittees on the Constitution and on Juvenile Justice.

A PETITION TO

**TV Network and Cable TV Chief Executive Officers
Motion Picture Association of America
National Association of Broadcasters
Chairman, Federal Communications Commission**

Whereas the Nation is experiencing, according to the Federal Bureau of Investigation, an unrivaled period of juvenile violent crime perpetuated by youth from all races, social classes and lifestyles;

Whereas a typical American child is exposed to an average of 27 hours of television each week, and as many as 11 hours per day for some children;

Whereas the average American child will watch 8,000 murders and 100,000 acts of violence on TV before finishing elementary school, and by the age of 18, that same teenager, will have witnessed 200,000 acts of violence on TV including 40,000 murders;

Whereas, according to a recent **Times Mirror Media** poll, a majority of Americans, more than 72 percent, believe that entertainment TV is too violent;

Whereas, **The Journal of the American Medical Association**, on several occasions since 1975, has alerted the medical community to the deforming effects the viewing of television violence has on normal child development, increasing levels of aggressiveness and violence;

Whereas, **The National Commission on Children (1991)** recommended that television producers exercise greater restraint in the content of programming for children;

Whereas, according to a May, 1993 report of the **H.F. Guggenheim Foundation--a private foundation in New York City devoted exclusively to the study of violence and aggression--**there is no question regarding the increased aggressiveness in children as a result of the violent content of television programs, and whereas, the **Foundation** is urging greater vigilance against media violence among major TV networks, the cable TV industry and the motion picture industry:

Now, therefore be it

Resolved that the television and motion picture industries take immediate steps to dramatically reduce the violence in the media in order to limit the exposure of children to violent programming on entertainment television and in movies;

Resolved that television and motion picture industries cooperate to establish a violence rating system for prime time television, children's programming, and movies in order to allow viewers to identify highly violent programming;

THE WHITE HOUSE

WASHINGTON

TO: George Stephanopoulos
Rahm Emanuel
Howard Paster
Christine Varney
Alexis Herman

FROM: Carol H. Rasco 

SUBJ: Violence in TV Project

DATE: May 26, 1993

At the request of the President and the Chief of Staff, the Domestic Policy Council is undertaking a project with the office of Congressman Joe Kennedy on the topic of Violence in TV. Kathi Way of the Domestic Policy Council staff will head the working group for this project with assistance from a summer intern. Other members of the Domestic Policy Council staff have been invited to work on this project as time allows.

We are asking you to designate someone from your staff to serve as a liaison from your office to this working group. An initial meeting is probably going to be called for next week at which time various agencies will be identified to work on the project as well. If there are additional people on the White House staff you feel should be involved please let me or Kathi know.

Please submit the name and phone number of the person you designate to the working group to Cookie Walden at ext. 7777 by the close of business Tuesday, June 1.

Please do not hesitate to contact Rosalyn in my office if you have questions you need to direct to me. Thank you.

cc: Mack McLarty
Kathi Way

orig: Kathi/Mitch > fyi

xc: My file Valencia in TV

THE PRESIDENT HAS SEEN

6/30

JAMA[®]

June 10, 1992

The Journal of the American Medical Association



Crasco

Television and Violence

The Scale of the Problem and Where to Go From Here

Brandon S. Centerwall, MD, MPH

IN 1975, Rothenberg's Special Communication in *JAMA*, "Effect of Television Violence on Children and Youth," first alerted the medical community to the deforming effects the viewing of television violence has on normal child development, increasing levels of physical aggressiveness and violence.¹ In response to physicians' concerns sparked by Rothenberg's communication, the 1976 American Medical Association (AMA) House of Delegates passed Resolution 38: "The House declares TV violence threatens the health and welfare of young Americans, commits itself to remedial actions with interested parties, and encourages opposition to TV programs containing violence and to their sponsors."²

Other professional organizations have since come to a similar conclusion, including the American Academy of Pediatrics and the American Psychological Association.³ In light of recent research findings, in 1990 the American Academy of Pediatrics issued a policy statement: "Pediatricians should advise parents to limit their children's television viewing to 1 to 2 hours per day."⁴

Rothenberg's communication was largely based on the findings of the 1968 National Commission on the Causes and Prevention of Violence⁵ and the 1972 Surgeon General's report, *Television and Growing Up: The Impact of Televised Violence*.⁶ Those findings were updated and reinforced by the 1982 report of the National Institute of Mental Health, *Television and Behavior: Ten Years of Scientific Progress and Impli-*

cations for the Eighties, again documenting a broad consensus in the scientific literature that exposure to television violence increases children's physical aggressiveness.⁷ Each of these governmental inquiries necessarily left open the question of whether this increase in children's physical aggressiveness would later lead to increased rates of violence. Although there had been dozens of laboratory investigations and short-term field studies (3 months or less), few long-term field studies (2 years or more) had been completed and reported. Since the 1982 National Institute of Mental Health report, long-term field studies have come into their own, some 20 having now been published.⁸

In my commentary, I discuss television's effects within the context of normal child development; give an overview of natural exposure to television as a cause of aggression and violence; summarize my own research findings on television as a cause of violence; and suggest a course of action.

TELEVISION IN THE CONTEXT OF NORMAL CHILD DEVELOPMENT

The impact of television on children is best understood within the context of normal child development. Neonates are born with an instinctive capacity and desire to imitate adult human behavior. That infants can, and do, imitate an array of adult facial expressions has been demonstrated in neonates as young as a few hours old, ie, before they are even old enough to know cognitively that they themselves have facial features that correspond with those they are observing.^{9,10} It is a most useful instinct, for the developing child must learn and master a vast repertoire of behavior in short order.

Whereas infants have an instinctive desire to imitate observed human behavior, they do not possess an instinct for gauging a priori whether a behavior ought to be imitated. They will imitate anything,¹¹ including behaviors that most adults would regard as destructive and antisocial. It may give pause for thought, then, to learn that infants as young as 14 months of age demonstrably observe and incorporate behaviors seen on television (Fig 1).^{12,13} (Looking ahead, in two surveys of young male felons imprisoned for committing violent crimes, eg, homicide, rape, and assault, 22% to 34% reported having consciously imitated crime techniques learned from television programs, usually successfully.¹⁴)

As of 1990, the average American child aged 2 to 5 years was watching over 27 hours of television per week.¹⁵ This might not be bad, if young children understood what they are watching. However, up through ages 3 and 4 years, many children are unable to distinguish fact from fantasy in television programs and remain unable to do so despite adult coaching.¹⁶ In the minds of such young children, television is a source of entirely factual information regarding how the world works. Naturally, as they get older, they come to know better, but the earliest and deepest impressions were laid down when the child saw television as a factual source of information about a world outside their homes where violence is a daily commonplace and the commission of violence is generally powerful, exciting, charismatic, and efficacious. Serious violence is most likely to erupt at moments of severe stress—and it is precisely at such moments that adolescents and adults are most likely to revert to their earliest, most visceral

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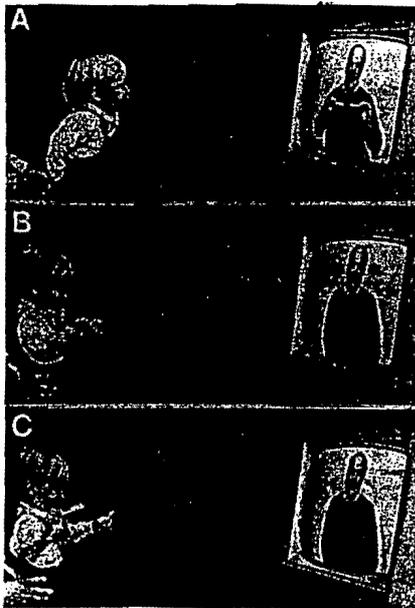


Fig 1.—This series of photographs shows a 14-month-old boy learning behavior from a television set. In photograph A the adult pulls apart a novel toy. The infant leans forward and carefully studies the adult's actions. In photograph B the infant is given the toy. In photograph C the infant pulls the toy apart, imitating what he had seen the adult do. Of infants exposed to the instructional video, 65% could later work the toy, as compared with 20% of unexposed infants ($P < .001$) (reprinted with permission from Meltzoff¹²).

sense of what violence is and what its role is in society. Much of this sense will have come from television.

Not all laboratory experiments and short-term field studies demonstrate an effect of media violence on children's behavior, but most do.^{17,18} In a recent meta-analysis of randomized, case-control, short-term studies, exposure to media violence caused, on the average, a significant increase in children's aggressiveness as measured by observation of their spontaneous, natural behavior following exposure ($P < .05$).¹⁹

NATURAL EXPOSURE TO TELEVISION AS A CAUSE OF AGGRESSION AND VIOLENCE

In 1973, a small Canadian town (called "Notel" by the investigators) acquired television for the first time. The acquisition of television at such a late date was due to problems with signal reception rather than any hostility toward television. Joy et al²⁰ investigated the impact of television on this virgin community, using as control groups two similar communities that already had television. In a double-blind research design, a cohort of 45 first- and second-grade students were observed prospectively over a period of 2 years for rates of objectively measured noxious physical aggression (eg, hitting, shov-

ing, and biting). Rates of physical aggression did not change significantly among children in the two control communities. Two years after the introduction of television, rates of physical aggression among children in Notel had increased by 160% ($P < .001$).

In a 22-year prospective study of an age cohort in a semirural US county ($N=875$), Huesmann²¹ observed whether boys' television viewing at age 8 years predicted the seriousness of criminal acts committed by age 30. After controlling for the boys' baseline aggressiveness, intelligence, and socioeconomic status at age 8, it was found that the boys' television violence viewing at age 8 significantly predicted the seriousness of the crimes for which they were convicted by age 30 ($P < .05$).

In a retrospective case-control study, Kruttschnitt et al²² compared 100 male felons imprisoned for violent crimes (eg, homicide, rape, and assault) with 65 men without a history of violent offenses, matching for age, race, and census tract of residence at age 10 to 14 years. After controlling for school performance, exposure to parental violence, and baseline level of criminality, it was found that the association between adult criminal violence and childhood exposure to television violence approached statistical significance ($P < .10$).

All Canadian and US studies of the effect of prolonged childhood exposure to television (2 years or more) demonstrate a positive relationship between earlier exposure to television and later physical aggressiveness, although not all studies reach statistical significance.⁸ The critical period of exposure to television is preadolescent childhood. Later variations in exposure, in adolescence and adulthood, do not exert any additional effect.^{23,24} However, the aggression-enhancing effect of exposure to television is chronic, extending into later adolescence and adulthood.^{8,25} This implies that any interventions should be designed for children and their caregivers rather than for the general adult population.

These studies confirm what many Americans already believe on the basis of intuition. In a national opinion poll, 43% of adult Americans affirm that television violence "plays a part in making America a violent society," and an additional 37% find the thesis at least plausible (only 16% frankly disbelieve the proposition).²⁶ But how big a role does it play? What is the effect of natural exposure to television on entire populations? To address this issue, I took advantage of an historical experiment—the absence of television in South Africa prior to 1975.^{8,25}

TELEVISION AND HOMICIDE IN SOUTH AFRICA, CANADA, AND THE UNITED STATES

The South African government did not permit television broadcasting prior to 1975, even though South African whites were a prosperous, industrialized Western society.⁸ Amidst the hostile tensions between the Afrikaner and English white communities, it was generally conceded that any South African television broadcasting industry would have to rely on British and American imports to fill out its programming schedule. Afrikaner leaders felt that that would provide an unacceptable cultural advantage to the English-speaking white South Africans. Rather than negotiate a complicated compromise, the Afrikaner-controlled government chose to finesse the issue by forbidding television broadcasting entirely. Thus, an entire population of 2 million whites—rich and poor, urban and rural, educated and uneducated—was nonselectively and absolutely excluded from exposure to television for a quarter century after the medium was introduced into the United States. Since the ban on television was not based on any concerns regarding television and violence, there was no self-selection bias with respect to the hypothesis being tested.

To evaluate whether exposure to television is a cause of violence, I examined homicide rates in South Africa, Canada, and the United States. Given that blacks in South Africa live under quite different conditions than blacks in the United States, I limited the comparison to white homicide rates in South Africa and the United States and the total homicide rate in Canada (which was 97% white in 1951). Data analyzed were from the respective government vital statistics registries. The reliability of the homicide data is discussed elsewhere.⁸

Following the introduction of television into the United States, the annual white homicide rate increased by 93%, from 3.0 homicides per 100 000 white population in 1945 to 5.8 per 100 000 in 1974; in South Africa, where television was banned, the white homicide rate decreased by 7%, from 2.7 homicides per 100 000 white population in 1943 through 1948 to 2.5 per 100 000 in 1974 (Fig 2). As with US whites, following the introduction of television into Canada the Canadian homicide rate increased by 92%, from 1.3 homicides per 100 000 population in 1945 to 2.5 per 100 000 in 1974 (Fig 3).

For both Canada and the United States, there was a lag of 10 to 15 years between the introduction of television and the subsequent doubling of the ho-

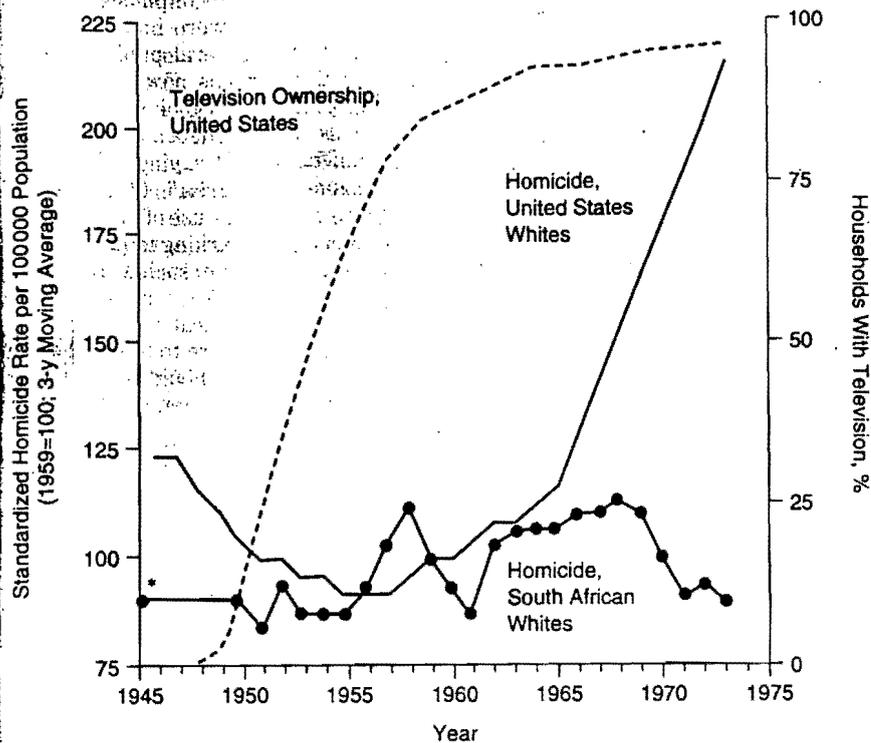


Fig 2.—Television ownership and white homicide rates, United States and South Africa, 1945 through 1973. Asterisk denotes 6-year average. Note that television broadcasting was not permitted in South Africa prior to 1975 (from Centerwall⁸ and reprinted by permission of Academic Press).

micide rate (Figs 2 and 3). Given that homicide is primarily an adult activity, if television exerts its behavior-modifying effects primarily on children, the initial "television generation" would have had to age 10 to 15 years before they would have been old enough to affect the homicide rate. If this were so, it would be expected that, as the initial television generation grew up, rates of serious violence would first begin to rise among children, then several years later it would begin to rise among adolescents, then still later among young adults, and so on. And that is what is observed.⁸

In the period immediately preceding the introduction of television into Canada and the United States, all three countries were multiparty, representative, federal democracies with strong Christian religious influences, where people of nonwhite races were generally excluded from political power. Although television broadcasting was prohibited prior to 1975, white South Africa had well-developed book, newspaper, radio, and cinema industries. Therefore, the effect of television could be isolated from that of other media influences. In addition, I examined an array of possible confounding variables—changes in age distribution, urbanization, economic con-

ditions, alcohol consumption, capital punishment, civil unrest, and the availability of firearms.⁸ None provided a viable alternative explanation for the observed homicide trends. For further details regarding the testing of the hypothesis, I refer the reader to the published monograph⁸ and commentary.²⁵

A comparison of South Africa with only the United States (Fig 2) could easily lead to the hypothesis that US involvement in the Vietnam War or the turbulence of the civil rights movement was responsible for the doubling of homicide rates in the United States. The inclusion of Canada as a control group precludes these hypotheses, since Canadians likewise experienced a doubling of homicide rates (Fig 3) without involvement in the Vietnam War and without the turbulence of the US civil rights movement.

When I published my original paper in 1989, I predicted that white South African homicide rates would double within 10 to 15 years after the introduction of television in 1975, the rate having already increased 56% by 1983 (the most recent year then available).⁸ As of 1987, the white South African homicide rate had reached 5.8 homicides per 100 000 white population, a 130% increase in the homicide rate from the

rate of 2.5 per 100 000 in 1974, the last year before television was introduced.²⁷ In contrast, Canadian and white US homicide rates have not increased since 1974. As of 1987, the Canadian homicide rate was 2.2 per 100 000, as compared with 2.5 per 100 000 in 1974.²⁸ In 1987, the US white homicide rate was 5.4 per 100 000, as compared with 5.8 per 100 000 in 1974.²⁹ (Since Canada and the United States became saturated with television by the early 1960s [Figs 2 and 3], it was expected that the effect of television on rates of violence would likewise reach a saturation point 10 to 15 years later.)

It is concluded that the introduction of television in the 1950s caused a subsequent doubling of the homicide rate, ie, long-term childhood exposure to television is a causal factor behind approximately one half of the homicides committed in the United States, or approximately 10 000 homicides annually. Although the data are not as well developed for other forms of violence, they indicate that exposure to television is also a causal factor behind a major proportion—perhaps one half—of rapes, assaults, and other forms of interpersonal violence in the United States.⁸ When the same analytic approach was taken to investigate the relationship between television and suicide, it was determined that the introduction of television in the 1950s exerted no significant effect on subsequent suicide rates.³⁰

To say that childhood exposure to television and television violence is a predisposing factor behind half of violent acts is not to discount the importance of other factors. Manifestly, every violent act is the result of an array of forces coming together—poverty, crime, alcohol and drug abuse, stress—of which childhood exposure to television is just one. Nevertheless, the epidemiologic evidence indicates that if, hypothetically, television technology had never been developed, there would today be 10 000 fewer homicides each year in the United States, 70 000 fewer rapes, and 700 000 fewer injurious assaults.^{25,31}

WHERE TO GO FROM HERE

In the war against tobacco, the tobacco industry is the last group from whom we expect any meaningful action. If someone were to call on the tobacco industry to cut back tobacco production as a matter of social conscience and out of concern for the public health, we would regard that person as being at least simple-minded, if not frankly deranged. Oddly enough, however, people have persistently assumed that the television industry operates by a higher standard of morality than the tobacco industry—that it is useful to appeal to its social

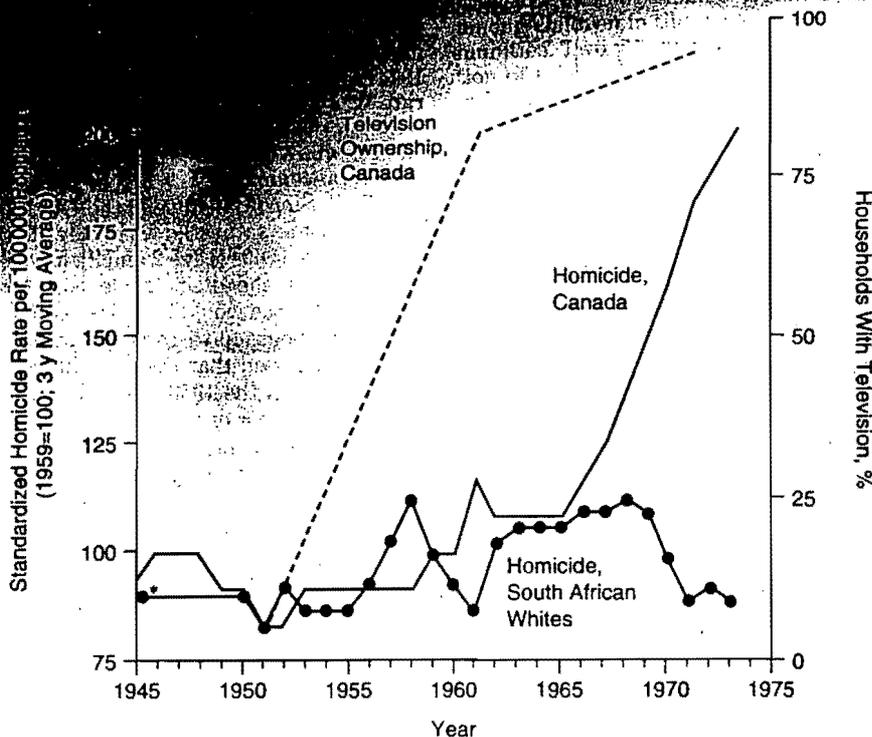


Fig 3.—Television ownership and homicide rates, Canadians and white South Africans, 1945 through 1973. Asterisk denotes 6-year average. Note that television broadcasting was not permitted in South Africa prior to 1975 (from Centerwall⁹ and reprinted by permission of Academic Press).

conscience. This was true in 1969 when the National Commission on the Causes and Prevention of Violence published its recommendations for the television industry.³² It was equally true in 1989 when the US Congress passed a television antiviolence bill that granted television industry executives the authority to confer on the issue of television violence without being in violation of antitrust laws.³³ Even before the law was fully passed, the four networks stated that they had no intention of using this antitrust exemption to any useful end and that there would be no substantive changes in programming content.³⁴ They have been as good as their word.

Cable aside, the television industry is not in the business of selling programs to audiences. It is in the business of selling audiences to advertisers. Issues of "quality" and "social responsibility" are entirely peripheral to the issue of maximizing audience size within a competitive market—and there is no formula more tried and true than violence for reliably generating large audiences that can be sold to advertisers. If public demand for tobacco decreases by 1%, the tobacco industry will lose \$250 million annually in revenue.³⁵ Similarly, if the television audience size were to de-

crease by 1%, the television industry would stand to lose \$250 million annually in advertising revenue.³⁶ Thus, changes in audience size that appear trivial to you and me are regarded as catastrophic by the industry. For this reason, industry spokespersons have made innumerable protestations of good intent, but nothing has happened. In over 20 years of monitoring levels of television violence, there has been no downward movement.^{36,37} There are no recommendations to make to the television industry. To make any would not only be futile but create the false impression that the industry might actually do something constructive.

The American Academy of Pediatrics recommends that pediatricians advise parents to limit their children's television viewing to 1 to 2 hours per day.⁴ This is an excellent point of departure and need not be limited to pediatricians. It may seem remote that a child watching television today can be involved years later in violence. A juvenile taking up cigarettes is also remote from the dangers of chronic smoking, yet those dangers are real, and it is best to intervene early. The same holds true regarding television-viewing behavior. The instruction is simple: For children, less TV is better, especially violent TV.

Symbolic gestures are important, too. The many thousands of physicians who gave up smoking were important role models for the general public. Just as many waiting rooms now have a sign saying, "This Is a Smoke-Free Area" (or words to that effect), so likewise a sign can be posted saying, "This Is a Television-Free Area." (This is not meant to exclude the use of instructional videotapes.) By sparking inquiries from parents and children, such a simple device provides a low-key way to bring up the subject in a clinical setting.

Children's exposure to television and television violence should become part of the public health agenda, along with safety seats, bicycle helmets, immunizations, and good nutrition. One-time campaigns are of little value. It needs to become part of the standard package: Less TV is better, especially violent TV. Part of the public health approach should be to promote child-care alternatives to the electronic baby-sitter, especially among the poor who cannot afford real baby-sitters.

Parents should guide what their children watch on television and how much. This is an old recommendation³² that can be given new teeth with the help of modern technology. It is now feasible to fit a television set with an electronic lock that permits parents to preset which programs, channels, and times they wish the set to be available for; if a particular program or time of day is locked, the set won't turn on for that time or channel.³⁸ The presence of a time-channel lock restores and reinforces parental authority, since it operates even when the parents are not at home, thus permitting parents to use television to their family's best advantage. Time-channel locks are not merely feasible, but have already been designed and are coming off the assembly line (eg, the Sony XBR).

Closed captioning permits deaf and hard-of-hearing persons access to television. Recognizing that market forces alone would not make closed-captioning technology available to more than a fraction of the deaf and hard-of-hearing, the Television Decoder Circuitry Act was signed into law in 1990, requiring that, as of 1993, all new television sets (with screens 33 cm or larger, ie, 96% of new television sets) be manufactured with built-in closed-captioning circuitry.³⁹ A similar law should require that eventually all new television sets be manufactured with built-in time-channel lock circuitry—and for a similar reason. Market forces alone will not make this technology available to more than a fraction of households with children and will exclude poor families, the ones who suffer the most from violence. If we can make

television technology available that will benefit 24 million deaf and hard-of-hearing Americans,³⁹ surely we can do no less for the benefit of 50 million American children.³⁶

Unless they are provided with information, parents are ill-equipped to judge which programs to place off-limits. As a final recommendation, television programs should be accompanied by a violence rating so parents can gauge how violent a program is without having to watch it. Such a rating system should be

quantitative and preferably numerical, leaving aesthetic and social judgments to the viewers. Exactly how the scale ought to be quantified is less important than that it be applied consistently. Such a rating system would enjoy broad popular support: In a national poll, 71% of adult Americans favor the establishment of a violence rating system for television programs.⁴⁰

It should be noted that none of these recommendations impinges on issues of freedom of speech. That is as it should

be. It is not reasonable to address the problem of motor vehicle fatalities by calling for a ban on cars. Instead, we emphasize safety seats, good traffic signs, and driver education. Similarly, to address the problem of violence caused by exposure to television, we need to emphasize time-channel locks, program rating systems, and education of the public regarding good viewing habits.

Figure 1 was provided by A. N. Meltzoff, University of Washington, Seattle.

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June 29, 1993

MEMORANDUM FOR BILL BURTON

FROM: Mitchell McKinney
Domestic Policy

SUBJECT: White House Conference on Television Violence

Following our recent meeting with Jack Valenti, I contacted Sen. Simon's office to clarify his involvement in the August 2 industry conference. I learned that the Los Angeles conference is not being sponsored or arranged by Sen. Simon, but he will attend as an invited participant. This meeting is in response to Sen. Simon's "Television Program Improvement Act of 1990" and is being convened by the major networks, cable representatives, production organizations, and independent television stations.

As the attached summary of congressional action indicates, the debate on this issue has been ongoing for the past few years. Several members of Congress currently feel that the industry has ignored the window of opportunity for self-regulation provided by the 1990 legislation, and stronger congressional measures may now be necessary. Many see the Los Angeles conference as the industry's final chance for self-regulatory action.

While Rep. Kennedy's request for a White House Conference is laudable, it seems that ample discussion on this issue has taken place within the past few months. Perhaps more appropriate Presidential action might include a strategic statement or full speech regarding this problem of public concern. Such a message could be delivered prior to the Los Angeles conference, encouraging participants to take serious steps to limit televised violence, or a Presidential message following the conference as suggested by Mr. Valenti. If a full speech is delivered on this issue, an appropriate children's or family setting would be desirable. Finally, Presidential involvement in this matter should be undertaken with the consultation and participation of those members of Congress who have worked most closely with this issue. In particular, Sen. Simon has emerged as the recognized congressional leader on televised violence, and other key members include Sen. Conrad, Rep. Kennedy, and Rep. Markey.

A message on televised violence will allow the President to provide leadership in an area of increasing concern to the American public, and one of vital importance to the American family. The President's message should encourage the industry to deal with this problem through responsible self-regulation, rather than direct government intervention. Presidential action on this issue will appeal to a broad spectrum of the American public, and may help to dispel the misperception that the Administration is too close to the Hollywood "establishment."

c: ✓ Carol Rasco
Kathi Way

**SUMMARY OF CONGRESSIONAL ACTION
ON
TELEVISION AND VIOLENCE**

•December, 1990: "Television Program Improvement Act of 1990"

Sen. Simon's legislation provides a three-year exemption from antitrust sanctions that allows the networks to collaborate in developing voluntary guidelines to limit television violence.

•December, 1992: Development of Network Standards

The three major networks agree upon joint standards for the depiction of violence in television programs. Academic and congressional critics conclude, however, that these standards fail to reduce the amount of televised violence. Studies conducted one year after the adoption of network standards found no decrease in the amount of violent acts in prime-time network programming.

•May & July, 1993: House Telecommunications Hearing

Rep. Markey conducts hearings to examine the industry's self-regulatory efforts. Committee members conclude that the problem of televised violence has not been adequately addressed by the industry, and many feel that legislative action may be the only alternative to bring about needed changes. Rep. Markey suggests such action as a rating system for television programs, or requiring television sets sold in the U.S. to incorporate technology to block channels or programs that parents deem inappropriate for their children.

•May & June, 1993: Senate Oversight Hearings on 1990 Act

Sen. Simon holds oversight hearings on the "Television Program Improvement Act of 1990" in which members of Congress, academicians, and broadcast executives testify. Simon, and others, continue to encourage the industry to take steps to reduce the amount of televised violence. Industry representatives pledge that this process will begin at their upcoming industry-sponsored conference in Los Angeles.

•June, 1993: Request for White House Conference

Rep. Joe Kennedy requested that the White House sponsor a summer Conference on Television Violence. Conference participants would include corporate advertisers, broadcast executives, children advocates, and academicians.

•June, 1993: Formation of Citizens Task Force on TV Violence

Sen. Kent Conrad announces the formation of a Citizens Task Force on TV Violence. The Task Force consists of 19 national organizations who will conduct a nationwide petition drive, with signatures to be presented at the August industry meeting.

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Broadcast executives, program creators, and academics will hold a one-day conference to further discuss limiting televised violence.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/30 ACTION/CONCURRENCE/COMMENT DUE BY: ASVAT

SUBJECT: Attached letter

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MONTOYA	<input type="checkbox"/>	<input type="checkbox"/>
McLARTY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NUSSBAUM	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GEARAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PASTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
NEEL	<input type="checkbox"/>	<input type="checkbox"/>	RASCO	<input type="checkbox"/>	<input checked="" type="checkbox"/>
PANETTA	<input type="checkbox"/>	<input type="checkbox"/>	RUBIN	<input type="checkbox"/>	<input type="checkbox"/>
EMANUEL 	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SEGAL	<input type="checkbox"/>	<input type="checkbox"/>
GIBBONS	<input type="checkbox"/>	<input type="checkbox"/>	STEPHANOPOULOS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HALE	<input type="checkbox"/>	<input type="checkbox"/>	TYSON	<input type="checkbox"/>	<input type="checkbox"/>
HERMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	VARNEY	<input type="checkbox"/>	<input type="checkbox"/>
LAKE	<input type="checkbox"/>	<input type="checkbox"/>	WATKINS	<input type="checkbox"/>	<input type="checkbox"/>
LINDSEY	<input type="checkbox"/>	<input type="checkbox"/>	WILLIAMS	<input type="checkbox"/>	<input type="checkbox"/>
McGINTY	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: *Dee Dee wants to release this letter at noon today. Please direct comments to Carol Rasco.*

RESPONSE:

JOHN D. PODESTA
 Assistant to the President
 and Staff Secretary
 Ext. 2702

Letter to network executives

*Role in
Educating
Add advertisers*

June 30, 1993

Dear :

I applaud the action taken today by the major broadcast networks to address the problem of violence on television. The announcement of voluntary violence warnings is a commendable first step in dealing with this crucial issue.

For the stability of our society and the American family, we must continue to find ways to limit the excessive portrayal of violence in our television programming. In the past, we have seen examples such as the portrayal of drug use, alcohol and smoking, in which the television industry has responded to public concerns and has dealt with these issues in a responsible manner. I encourage the broadcast industry, as well as the creators and procurers, to once again take responsibility in limiting the amount of televised violence.

I also applaud the efforts of several members of Congress who have been responsible for encouraging the industry to make needed changes. I especially commend Sen. Paul Simon who has emerged as the recognized leader on this issue and whose "Television Program Improvement Act of 1990" has prompted the industry to take action. Also, Sen. Conrad, Rep. Markey, and Rep. Joe Kennedy have all been actively involved in this important issue.

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one of several
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Sincerely,

Draft

with statement
on advertisers.

June 29, 1993

MEMORANDUM FOR BILL BURTON

FROM: Mitchell McKinney
Domestic Policy

SUBJECT: White House Conference on Television Violence

Following our recent meeting with Jack Valenti, I contacted Sen. Simon's office to clarify his involvement in the August 2 industry conference. I learned that the Los Angeles conference is not being sponsored or arranged by Sen. Simon, but he will attend as an invited participant. This meeting is in response to Sen. Simon's "Television Program Improvement Act of 1990" and is being convened by the major networks, cable representatives, production organizations, and independent television stations.

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A message on televised violence will allow the President to provide leadership in an area of increasing concern to the American public, and one of vital importance to the American family. The President's message should encourage the industry to deal with this problem through responsible self-regulation, rather than direct government intervention. Presidential action on this issue will appeal to a broad spectrum of the American public, and may help to dispel the misperception that the Administration is too close to the Hollywood "establishment."

c: Carol Rasco
Kathi Way

**SUMMARY OF CONGRESSIONAL ACTION
ON
TELEVISION AND VIOLENCE**

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ACTION/CONCURRENCE/COMMENT DUE BY: ASAP

SUBJECT: Attached letter

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McLARTY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NUSSBAUM	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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HALE	<input type="checkbox"/>	<input type="checkbox"/>	TYSON	<input type="checkbox"/>	<input type="checkbox"/>
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LINDSEY	<input type="checkbox"/>	<input type="checkbox"/>	WILLIAMS	<input type="checkbox"/>	<input type="checkbox"/>
McGINTY	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

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RESPONSE:

JOHN D. PODESTA
Assistant to the President
and Staff Secretary
Ext. 2702

Letter to network executives

June 30, 1993

Dear :

I applaud the action taken today by the major broadcast networks to address the problem of violence on television. The announcement of voluntary violence warnings is a commendable first step in dealing with this crucial issue.

For the stability of our society and the American family, we must continue to find ways to limit the excessive portrayal of violence in our television programming. In the past, we have seen examples such as the portrayal of drug use, alcohol and smoking, in which the television industry has responded to public concerns and has dealt with these issues in a responsible manner. I encourage the broadcast industry, as well as the creators and procurers, to once again take responsibility in limiting the amount of televised violence.

~~Conrad~~
I also ~~commend~~ ^{commend} the efforts of several members of Congress who have been responsible for encouraging the industry to make needed changes. I especially commend Sen. Paul Simon who has emerged as the recognized leader on this issue and whose "Television Program Improvement Act of 1990" has prompted the industry to take action. Also, Sen. Conrad, Rep. Markey, and Rep. Joe Kennedy have all been actively involved in this important issue.

Again, I commend the networks for this initial effort and encourage them to continue to find ways to make their programming suitable for the youth of this nation.

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Again, I commend the networks for this initial effort and encourage them to continue to find ways to make their programming suitable for the youth of this nation.

Sincerely,

Draft

with statement
on advertisers.

yes

June 29, 1993

MEMORANDUM FOR BILL BURTON

FROM: Mitchell McKinney
Domestic Policy

SUBJECT: White House Conference on Television Violence

Following our recent meeting with Jack Valenti, I contacted Sen. Simon's office to clarify his involvement in the August 2 industry conference. I learned that the Los Angeles conference is not being sponsored or arranged by Sen. Simon, but he will attend as an invited participant. This meeting is in response to Sen. Simon's "Television Program Improvement Act of 1990" and is being convened by the major networks, cable representatives, production organizations, and independent television stations.

As the attached summary of congressional action indicates, the debate on this issue has been ongoing for the past few years. Several members of Congress currently feel that the industry has ignored the window of opportunity for self-regulation provided by the 1990 legislation, and stronger congressional measures may now be necessary. Many see the Los Angeles conference as the industry's final chance for self-regulatory action.

While Rep. Kennedy's request for a White House Conference is laudable, it seems that ample discussion on this issue has taken place within the past few months. Perhaps more appropriate Presidential action might include a strategic statement or full speech regarding this problem of public concern. Such a message could be delivered prior to the Los Angeles conference, encouraging participants to take serious steps to limit televised violence, or a Presidential message following the conference as suggested by Mr. Valenti. If a full speech is delivered on this issue, an appropriate children's or family setting would be desirable. Finally, Presidential involvement in this matter should be undertaken with the consultation and participation of those members of Congress who have worked most closely with this issue. In particular, Sen. Simon has emerged as the recognized congressional leader on televised violence, and other key members include Sen. Conrad, Rep. Kennedy, and Rep. Markey.

A message on televised violence will allow the President to provide leadership in an area of increasing concern to the American public, and one of vital importance to the American family. The President's message should encourage the industry to deal with this problem through responsible self-regulation, rather than direct government intervention. Presidential action on this issue will appeal to a broad spectrum of the American public, and may help to dispel the misperception that the Administration is too close to the Hollywood "establishment."

c: Carol Rasco
Kathi Way

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June 30, 1993

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undisputed
markey as a
leader

Again, I commend the networks for this initial effort and encourage them to continue to find ways to make their programming suitable for the youth of this nation.

Sincerely,

Draft

with statement
on advertisers.

Valenti
Dear Jack:

June 30, 1993

NBC
CBS
ABC
Fox

Millions of parents
are rightly concerned
that their children
are exposed to
far too many
graphic pictures
of murder
and mayhem.

by _____ and
by the other

Dear

I applaud the ^{beginning} action taken today ^{by} the major broadcast networks to address the problem of violence on television. (The announcement of voluntary violence warnings is ^{an important,} commendable first step in dealing with this crucial issue.

For the ^{health} stability of our society and the American family, we must continue to find ways to limit the excessive portrayal of violence in our television programming. In the past, ~~(we have seen examples such as the portrayal of drug use, alcohol and smoking, in which)~~ the television industry has responded to public concerns and has dealt with ~~these~~ issues in a responsible manner. I encourage the broadcast industry, as well as the creators and producers, to ~~once again~~ take responsibility in limiting the amount of televised violence. ^{full}

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Again, I commend the networks for this initial effort and encourage them to continue to find ways to make their programming suitable for the ~~youth of this nation.~~ ^{children & youth}

Sincerely,

as well as others

Howard -
too much
to Simon?

June 30, 1993

Dear :

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Sincerely,

Steve Simon

b/c

→ very sensitive about this boy's issue

Dryer

June 30, 1993

AND? (Role of VALENTI, MPAA)

Dear :

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PRODUCERS?

- Kennedy's issue

- waterfront
Seth

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Again, I commend the networks for this initial effort and encourage them to continue to find ways to make their programming suitable for ~~the youth of this nation~~ viewers of all ages.

Sincerely,

DRAFT

with statement
on advertisers.

June 29, 1993

MEMORANDUM FOR BILL BURTON

FROM: Mitchell McKinney
Domestic Policy

SUBJECT: White House Conference on Television Violence

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*open
train*

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• August, 1993: Industry-Sponsored Conference in Los Angeles

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**
This happens*

Millions of parents concerned about their children are exposed to too many graphic pictures of ~~killings~~ murders and mayhem. *George*

June 30, 1993

Dear :

I applaud the action taken today by ~~the~~ major broadcast networks to address the problem of violence on television. The announcement of voluntary violence warnings is a commendable ~~first~~ step in dealing with this crucial issue.

For the ~~stability~~ *health* of our society and the American family, we must continue to find ways to limit the excessive portrayal of violence in our television programming. In the past, we have seen examples such as the portrayal of drug use, alcohol and smoking, in which the television industry has responded to public concerns and has dealt with these issues in a responsible manner. I encourage the broadcast industry, as well as the creators and procurers, to ~~once again~~ take responsibility in limiting the amount of televised violence. *full*

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Again, I commend the networks for this initial effort and encourage them to continue to find ways to make their programming suitable for the youth of this nation.

Sincerely,

as well as others

an important,

Dear

Bill Burton

June 30, 1993

(I'm not picking industry???)

Dear

beginning

television

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Sincerely,

of programming

helped

This isn't just a youth problem, is it?

We must mention Markey's legislation, too? (if mentioning Simon's)

(I would also include advertisers)

June 30, 1993

Millions of
are rightly
their children
parents
concerned
to see
for that
exposed
to
many graphic
pictures
of
murder
and
mayhem.

NBC and by
the other

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I applaud the action taken today by the major broadcast networks to address the problem of violence on television. The announcement of voluntary violence warnings is a commendable first step in dealing with this crucial issue.

For the stability of our society and the American family, we must continue to find ways to limit the excessive portrayal of violence in our television programming. In the past, we have seen examples such as the portrayal of drug use, alcohol and smoking, in which the television industry has responded to public concerns and has dealt with these issues in a responsible manner. I encourage the broadcast industry, as well as the creators and procurers, to once again take responsibility in limiting the amount of televised violence.

I also applaud the efforts of several members of Congress who have been responsible for encouraging the industry to make needed changes. I especially commend Sen. Paul Simon who has emerged as the recognized leader on this issue and whose "Television Program Improvement Act of 1990" has prompted the industry to take action. Also, Sen. Conrad, Rep. Markey, and Rep. Joe Kennedy have all been actively involved in this important issue.

Again, I commend the networks for this initial effort and encourage them to continue to find ways to make their programming suitable for the youth of this nation.

Sincerely,

June 30, 1993

Dear :

I applaud the action taken today by the major broadcast networks to address the problem of violence on television. The announcement of voluntary violence warnings is a commendable first step in dealing with this crucial issue.

For the stability of our society and the American family, we must continue to find ways to limit the excessive portrayal of violence in our television programming. In the past, we have seen examples such as the portrayal of drug use, alcohol and smoking, in which the television industry has responded to public concerns and has dealt with these issues in a responsible manner. I encourage the broadcast industry, the creators and procurers, **as well as the advertisers who support network programming**, to once again take responsibility in limiting the amount of televised violence.

I also applaud the efforts of several members of Congress who have been responsible for encouraging the industry to make needed changes. I especially commend Sen. Paul Simon who has emerged as the recognized leader on this issue and whose "Television Program Improvement Act of 1990" has prompted the industry to take action. Also, Sen. Conrad, Rep. Markey, and Rep. Joe Kennedy have all been actively involved in this important issue.

Again, I commend the networks for this initial effort and encourage them to continue to find ways to make their programming suitable for the youth of this nation.

Sincerely,

Draft

with statement
on advertisers.

June 29, 1993

MEMORANDUM FOR BILL BURTON

FROM: Mitchell McKinney
Domestic Policy

SUBJECT: White House Conference on Television Violence

Following our recent meeting with Jack Valenti, I contacted Sen. Simon's office to clarify his involvement in the August 2 industry conference. I learned that the Los Angeles conference is not being sponsored or arranged by Sen. Simon, but he will attend as an invited participant. This meeting is in response to Sen. Simon's "Television Program Improvement Act of 1990" and is being convened by the major networks, cable representatives, production organizations, and independent television stations.

As the attached summary of congressional action indicates, the debate on this issue has been ongoing for the past few years. Several members of Congress currently feel that the industry has ignored the window of opportunity for self-regulation provided by the 1990 legislation, and stronger congressional measures may now be necessary. Many see the Los Angeles conference as the industry's final chance for self-regulatory action.

While Rep. Kennedy's request for a White House Conference is laudable, it seems that ample discussion on this issue has taken place within the past few months. Perhaps more appropriate Presidential action might include a strategic statement or full speech regarding this problem of public concern. Such a message could be delivered prior to the Los Angeles conference, encouraging participants to take serious steps to limit televised violence, or a Presidential message following the conference as suggested by Mr. Valenti. If a full speech is delivered on this issue, an appropriate children's or family setting would be desirable. Finally, Presidential involvement in this matter should be undertaken with the consultation and participation of those members of Congress who have worked most closely with this issue. In particular, Sen. Simon has emerged as the recognized congressional leader on televised violence, and other key members include Sen. Conrad, Rep. Kennedy, and Rep. Markey.

A message on televised violence will allow the President to provide leadership in an area of increasing concern to the American public, and one of vital importance to the American family. The President's message should encourage the industry to deal with this problem through responsible self-regulation, rather than direct government intervention. Presidential action on this issue will appeal to a broad spectrum of the American public, and may help to dispel the misperception that the Administration is too close to the Hollywood "establishment."

c: ✓ Carol Rasco
Kathi Way

**SUMMARY OF CONGRESSIONAL ACTION
ON
TELEVISION AND VIOLENCE**

•December, 1990: "Television Program Improvement Act of 1990"

Sen. Simon's legislation provides a three-year exemption from antitrust sanctions that allows the networks to collaborate in developing voluntary guidelines to limit television violence.

•December, 1992: Development of Network Standards

The three major networks agree upon joint standards for the depiction of violence in television programs. Academic and congressional critics conclude, however, that these standards fail to reduce the amount of televised violence. Studies conducted one year after the adoption of network standards found no decrease in the amount of violent acts in prime-time network programming.

•May & July, 1993: House Telecommunications Hearing

Rep. Markey conducts hearings to examine the industry's self-regulatory efforts. Committee members conclude that the problem of televised violence has not been adequately addressed by the industry, and many feel that legislative action may be the only alternative to bring about needed changes. Rep. Markey suggests such action as a rating system for television programs, or requiring television sets sold in the U.S. to incorporate technology to block channels or programs that parents deem inappropriate for their children.

•May & June, 1993: Senate Oversight Hearings on 1990 Act

Sen. Simon holds oversight hearings on the "Television Program Improvement Act of 1990" in which members of Congress, academicians, and broadcast executives testify. Simon, and others, continue to encourage the industry to take steps to reduce the amount of televised violence. Industry representatives pledge that this process will begin at their upcoming industry-sponsored conference in Los Angeles.

•June, 1993: Request for White House Conference

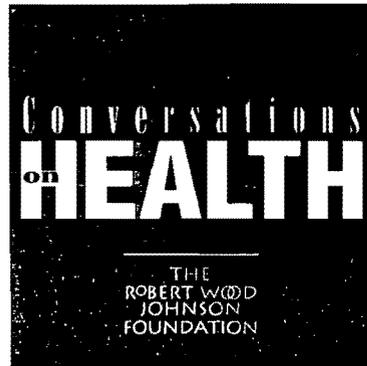
Rep. Joe Kennedy requested that the White House sponsor a summer Conference on Television Violence. Conference participants would include corporate advertisers, broadcast executives, children advocates, and academicians.

•June, 1993: Formation of Citizens Task Force on TV Violence

Sen. Kent Conrad announces the formation of a Citizens Task Force on TV Violence. The Task Force consists of 19 national organizations who will conduct a nationwide petition drive, with signatures to be presented at the August industry meeting.

•August, 1993: Industry-Sponsored Conference in Los Angeles

Broadcast executives, program creators, and academics will hold a one-day conference to further discuss limiting televised violence.



Bill Kuntz

I wanted Mark to have a chance to review this memo to the President before I send it through. If there are no changes it can go directly to Podesta (just alert Rosalyn it has gone to Podesta, please) or send it to me for revision. Thanks! Rasco

THE WHITE HOUSE

WASHINGTON

June 4, 1993

MEMORANDUM FOR THE PRESIDENT

FROM: Carol Rasco
Domestic Policy

SUBJECT: White House Conference on Television Violence

I. ACTION-FORCING EVENT

Rep. Joe Kennedy has requested that the White House sponsor a summer Conference on Television Violence. The purpose of this conference would be to examine the damaging effects of TV violence on children, and to encourage broadcast and advertising executives to reduce the amount of violence shown on television. Conference participants would include corporate advertisers, broadcast executives, children advocates, and academicians. Members of Congress who have expressed interest in this issue may also participate. In addition to Rep. Kennedy, Congressional participants may include Rep. Markey, Sen. Simon, and Sen. Conrad.

II. BACKGROUND / ANALYSIS

A. *Relevant History*

In recent conversations with myself and Mr. McLarty, Rep. Kennedy has expressed his concern that the issue of violence on television has been ignored by the Democratic Party. While this lack of attention has been due largely to the fear of censorship, we have unfortunately conceded this important issue to the more conservative groups who do, in fact, advocate government regulation or censorship.

This conference will allow the Administration to reclaim an issue that has become increasingly important to the American people. The goal of the conference will be to promote industry self-regulation, rather than direct government intervention. The primary reason for White House involvement is to highlight this issue of public concern and facilitate dialogue between the interested parties. Specifically, child psychology experts will discuss research regarding the damaging effects of televised violence, thus encouraging advertising and broadcast executives to limit the amount of violent programming.

The conference will seek to produce an Action Plan to Combat Television Violence. This plan may contain such elements as:

- * A limitation on showing violent TV until after 9 or 10PM.
- * Sponsor-driven violence ratings or public service advisories.
- * A commitment to increase the amount of educational programming.
- * The creation of appropriate awards to recognize outstanding children's programming.

B. *Political Analysis*

As stated, this activity will allow the Administration to provide leadership in an area of increasing concern to the American public, and one of vital importance to the American family. In response to recent media attention, the television industry is currently planning its own conference to examine this issue. A White House Conference will demonstrate to the American public that you are encouraging the industry to make needed changes, and may also dispel the misperception that the Administration is too close to the Hollywood "establishment."

III. RECOMMENDATION

- * The White House will host a Conference on Television Violence in late July.
- * The President will invite to participate in this conference the top 50 - 100 corporate advertisers, broadcast executives, child advocate representatives, and appropriate academicians.
- * If available, the President will participate in the conference by welcoming key participants to the White House or by thanking top executives for their attention to this important issue at the conclusion of the conference.

IV. DECISION

_____ Approve _____ Reject _____ Need to discuss

THE WHITE HOUSE
WASHINGTON

Hand del'd
5/27/93
PR

TO: George Stephanopoulos
Rahm Emanuel
Howard Paster
Christine Varney
Alexis Herman

FROM: Carol H. Rasco *CHR*

SUBJ: Violence in TV Project

DATE: May 26, 1993

At the request of the President and the Chief of Staff, the Domestic Policy Council is undertaking a project with the office of Congressman Joe Kennedy on the topic of Violence in TV. Kathi Way of the Domestic Policy Council staff will head the working group for this project with assistance from a summer intern. Other members of the Domestic Policy Council staff have been invited to work on this project as time allows.

We are asking you to designate someone from your staff to serve as a liaison from your office to this working group. An initial meeting is probably going to be called for next week at which time various agencies will be identified to work on the project as well. If there are additional people on the White House staff you feel should be involved please let me or Kathi know.

Please submit the name and phone number of the person you designate to the working group to Cookie Walden at ext. 7777 by the close of business Tuesday, June 1.

Please do not hesitate to contact Rosalyn in my office if you have questions you need to direct to me. Thank you.

cc: Mack McLarty
Kathi Way

From the Office of

Washington Office:
1210 Longworth Building
Washington, DC 20515
(202) 225-5111
Fax # (202) 225-9322



Boston Office:
The Schrafft Center
529 Main Street, Suite 605
Charlestown, MA 02129
(617) 242-0200
Fax # (617) 367-8479

Congressman Joseph P. Kennedy II

8th District, Massachusetts

Time: _____

Date: 5/18

The following document is _____ pages, not including this page.

Please deliver this to: _____

Kathy Way

Organization: _____

Domest. Policy Staff

Phone Number: (____) _____

Fax 456 - 7739

From: _____

Jonathan Miller

Comments: _____

Rep Joe Kennedy

*- Sorry for the delay.
Let me know what you think.*

1

TO: KATHY WAY, DOMESTIC POLICY STAFF
FR: REP. JOE KENNEDY
RE: WHITE HOUSE CONFERENCE ON TELEVISION VIOLENCE
DT: MAY 17, 1993

I. The Problem

During one 18 hour stretch of TV in Washington, D.C., 1,846 individual acts of violence were shown. The result: "Heavy exposure [of children] to televised violence is one of the causes of aggressive behavior, crime, and violence...." Yet, the Democratic Party has been largely silent about this because of our fear of censorship -- we have ceded this issue to the right wing.

II. White House Conference

A White House Conference on Television Violence can help create a countervailing force to the motivation to put violence on TV, and put the Democrats, and the President, on top of this increasingly timely and important issue.

Conference participants would include the top one or two hundred corporate advertisers, executives, advocates, academics, civil libertarians and others. The Conference would be held with an eye toward developing an action plan for addressing this issue.

An Action Plan to Combat Television violence might include the following options, or any others agreed on by the Conference:

- * An "800" telephone number at the FCC so that parents and concerned adults can call to register either positive comments or complaints about violence on television. These comments would be tabulated, organized, and published regularly;

- * A committee to design an educational campaign to prevent the damaging effect of TV violence on children. Again, research shows that public service announcements and other programming can mitigate the harmful effects of TV violence on children's behaviors. Sponsors could require that broadcasters show these as a condition of advertising during violent shows.

- * A set of guidelines communicated to television executives that sponsors commit themselves to following. If a show fails to meet the guidelines, the sponsors won't advertise.

- * Sponsor-driven violence ratings or advisories.

- * A limitation on showing violent TV until after 9PM or 10PM.

If necessary, many of these measures could be implemented legislatively in keeping with the 1990 Children's Television Act standard that stations "serve the educational and informational needs of children.

May 20, 1993

MEMO FOR: ROSALYN KELLY

FROM: COOKIE WALDEN *CW*

SUBJECT: Appointment of Senator Joseph P. Kennedy with
Carol Rasco, May 20, 1993 at 1:30 p.m.

Roz, Beth Kelly asked that we clear Senator Kennedy's car -
License: Massachusetts: 365 HOX - White Buick Riviera.

Those attending: Senator Joseph P. Kennedy - P6/(b)(6)
Michael Powell - P6/(b)(6)
Jonathan Miller - P6/(b)(6)
Francis (Frank) Miller - P6/(b)(6)

Thanks.

cc

EXECUTIVE OFFICE OF THE PRESIDENT

26-May-1993 03:04pm

TO: FAX (1121,Bill Burton)

FROM: Carol H. Rasco
Economic and Domestic Policy

SUBJECT: Congressman Kennedy

I tried to reach Congressman Kennedy personally but to no avail. I was asked by his office to talk with Jonathan Miller on his staff who is the person who accompanied him to the brief meeting in my office last week. I explained to Jonathan I was getting back to them as promised and that I had been able to line up the appropriate personnel at the White House to pursue this project. He pledged to relay this to the Congressman. Kathi Way of my staff will lead the working group; she fully understands the importance and priority of this task.

I have spoken briefly to George about the project and told him I would get out a memo to appropriate White House division heads this afternoon asking them to designate personnel to work with Kathi. I will copy you on that memo. This White House group will meet with the Congressman and/or his designees early next week. Jonathan and Kathi are to talk tomorrow about setting up that meeting. At the time of the meeting next week the group will determine which Departments to include in this endeavor.

I by way of this memo am asking Kathi Way to copy you on all memos, papers, etc. generated during this project so that you can keep Mack apprised of the work.

Please let me know of any additional issues/actions to be taken regarding this project.

Thank you.

cc: Kathi Way

cc

TO: Mack McLarty
FROM: Carol H. Rasco
SUBJ: Congressman Kennedy's request
DATE: May 24, 1993

Congressman Kennedy has been in contact with this office through his staff initially and then demanded a meeting with me on Thursday afternoon. While we did not visit long as he was called back for a vote, he is eager to have the White House sponsor a conference on TV violence. He states that he feels this is a topic area where we can get the "New Democrat" message back on track and away from gays in the military, abortion, etc.

While this is a topic certainly worthy of our strong support, I don't see us being able to move as quickly as he wishes. Further, I think we would have to look very carefully at how it would affect our relationships with the media...finally, I did note in the weekend paper that as a result of the Congressional hearings of recent days/weeks, the TV industry folks are having what was termed by the media as an "unprecedented" meeting in August on this issue.

Congressman Kennedy wants an answer ASAP as he wants to move on this and says he will be moving ahead even if we don't do it...I propose we call and tell him we are focusing on the economic package and health care reform as our large issues in the short term (long term too at the current rate!).

Please advise.

October 12, 1993

To: Rosalyn Miller
From: Collier Andress
Re: TV Violence Meeting Request

DOT 2

Suzan J-C:
We need to
discuss.

Sent/Logged
10/13 PV

As per Carol Rasco's memo of October 9 with regard to a meeting with the Citizen's Task Force on TV Violence, Scheduling understands Phil Heymann of Justice and Peter Edelman of HHS will host a meeting instead of the group meeting with the President. Please note that Representative Markey and Senator Simon should be invited to attend any meeting with this group.

Do you want scheduling to regret a meeting with the President?

cc: Karen Hancox

THE WHITE HOUSE

WASHINGTON

June 16, 1993

INFORMATION

MEMORANDUM FOR THE PRESIDENT

FROM: Carol Rasco
SUBJECT: TV and Violence Talking Points

I. SUMMARY

In response to recent media and congressional attention regarding the amount of violence that is shown on television, you might be asked to comment on this issue. If so, the following talking points may be appropriate:

- "Certainly, I think this is an issue that is vitally important to the American family, and anything that can be done to limit the amount of unnecessary violence that is shown on television would be helpful."
- "I applaud the efforts of several members of Congress who have focused on this problem and are calling for changes. I know, for example, that this is an issue that is very important to Rep. Kennedy. Also, within the past few days, Sen. Conrad has announced the formation of a national task force to mobilize public reaction and encourage the industry to make needed changes; and Sen. Simon, who has been a leader in this area for some time, held hearings just last week to once again encourage the TV industry to deal with this problem."
- "In the past, we have seen examples, in the case of drugs, alcohol and smoking, where the television industry has responded to public concerns and has dealt with these issues in a responsible manner."
- "And I would hope that now the industry, the creators and producers of these programs, would again take the responsibility to limit the amount of violence that is shown. I feel that this issue should be dealt with through industry self-regulation, and is not something, I hope, that will require government regulation or intervention."

II. DISCUSSION

In recent conversations with myself and Mr. McLarty, Rep. Kennedy had requested that the White House host a conference on television violence. Rep. Kennedy felt that such a conference would allow the Administration to provide leadership in an area of increasing concern to the American public, and one of vital importance to the American family.

Jack Valenti, president of the Motion Picture Association of America, has expressed concerns regarding the proposed conference and met with staff from Domestic Policy and Mr. McLarty's office to explain his reservations about White House involvement. Mr. Valenti feels that a White House event would be duplicating an industry sponsored conference that will be held in Los Angeles on August 2. He indicated that the industry is now ready to deal with this issue on its own, and further government involvement is not necessary.