

Statement by Commissioner James H. Quello

Re: Children's Programming

March 7, 1996

License renewal for broadcasters must be based on overall public service and compliance with our rules, and not principally focused on one aspect -- children's programming.

Indeed, I have repeatedly stated that the public at large is much more concerned with violence and sexual innuendo on television than with a stated number of hours of educational and informational children's programming. Educational/informational programming for children, although important, is not nearly as critical to the American public as major social problems such as poverty, unemployment, disease, crime, drugs, violence, lack of education, and decline in family values.

The Children's Television Act does not mandate quantitative requirements for children's programs. The regular issues/program lists kept by broadcasters should provide the necessary information on which to judge whether licensees have met the educational/informational needs of children. To further this effort, I recommend that our rules be amended to specifically require broadcasters to keep a separate issues/programming filing for children's programming.

I would hope that each commissioner would carefully and dispassionately evaluate the implications of putting television license renewals at risk over this one aspect of a licensee's overall performance.

