

Kid Stuff: Dealing With TV Addiction

(Editor's Note: The twenty-fifth article in a series about children published by the Human Development Division of the Pasquotank-Perquimans-Camden-Chowan District Health Department.)

Watch Your Children Watch TV
 What can be done about a five-year-old television addict? You've seen the type - bloodshot and staring eyes, one hand in the potato chip bag and the other in his

mouth, with lackluster skin color due to long hours spent in the TV room? Nearly everyone has heard of the dangers of overdoing on prime-time programming.

There is well documented research that shows that children learn "anti-social" behaviors from their favorite characters, such as physical violence, verbal abuse, and stealing. There is about as much evidence that will tell us that our kids

learn "pro-social" behaviors as well, such as helping others, talking out problems, and being affectionate.

How do we make sure our children will learn what we'd like them to from watching TV? Here are some suggestions to improve listening and reasoning skills by using your own popular and educational piece of electronic gadgetry:

1. Encourage your children to sit through a program from beginning to end. This helps increase attention span, as well as teaches a child to follow through with activities they've started.
2. Ask questions about

what's happening in the plot of a show. Help kids learn sequencing by asking "What happened first? What happened after that? What happened third?" Help abstract reasoning skills by making predictions, such as "What will happen next?"

3. Help children to pick out the absurdities on TV. For instance, ask if what just happened on "Mork and Mindy" could actually happen in real life. Young children often have a difficult time telling the difference between fact and fiction when portrayed on the "tube".

The key factor in preventing a generation of incredible television hulks may lie in how well we

monitor their TV viewing now. TV time can be a useful and enjoyable total-family activity, and at the same time, it can help our children understand television. TV watching can be an active learning experience involving reasoning and processing skills. Parental "monitoring" is all important in preventing innocent children from turning into "boob-tube junkies"!

Questions and comments about monitoring your child's television viewing are welcomed and should be addressed to Kid'Stuff, P. O. Box 189, Elizabeth City, NC 27909, or phone 338-2167, extension 47 or 49.

Unemployment

RALEIGH — North Carolina's maximum weekly unemployment insurance payment increases from \$130 to \$139 as of August 1, the Employment Security Commission reported today.

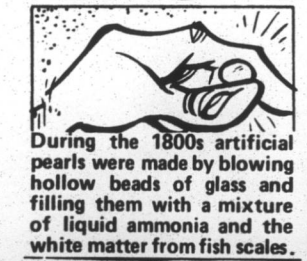
The new maximum applies only to unemployment claims established on or after August 1. The change will not affect workers eligible for benefits below the maximum level.

The maximum benefit amount is adjusted annually according to the average weekly wage earned by all workers covered by unemployment insurance during the previous calendar year. Last year, the average weekly wage was \$208.67. The maximum benefit amount is two-thirds of that amount.

Individual unemployment insurance payments are based on the person's wages. Generally payments are about one-half of the

claimants weekly wages, but cannot exceed the maximum, regardless of how much the person earned on the job.

During the quarter ending June 30, about 18 percent of North Carolina's workers drawing unemployment qualified for the maximum weekly payment. Of those receiving maximum payments, almost 13 percent were eligible to receive payments for 26 weeks, the longest time permitted during ordinary economic conditions. Among all workers receiving payments during that period, about 61 percent were eligible for the full 26 weeks.



ONE OF ELEVEN — "The Private Eyes", a Don Knotts-Tim Conway Film at Biltmore House in Asheville, is one of 11 productions scheduled this year in North Carolina, according to the N.C. Film Office. Those movies, plus 30 national television commercials produced in the Tar Heel state in the past six months, will generate an estimated \$36-million for the state's economy, will create jobs for several hundred North Carolinians, and will give tourism a boost, the Film Office reports. Pictured above, left to right, are Grace Zarrinski, Bernard Fox, Erwin Keyes, Knotts and Conway.

N.C. Becoming Prime Film Locale

RALEIGH — North white-hot competition Carolina, a latecomer in the among states seeking

motion picture production, will have 11 films shot on Tar Heel soil before the summer ends and has already been the location for 30 national television commercials this year.

That activity, according to the state's Department of Commerce, will generate an estimated \$36-million to North Carolina's economy. Bill Arnold, special assistant to the Secretary of Commerce for Motion Pictures and Television, said that six of the 11 films committed for production here are Hollywood or New York-based, four will be done by Earl Owensby, the North Carolina filmmaker whose Shelby studios comprise the largest independent film operation outside California, and one will be a PBS documentary starring Red Skelton, produced by the Smithsonian Institute.

Four of the films have been completed - "The Mating Season", a CBS-tv comedy starring Luci Arnaz, produced by Highgate Pictures, at Highlands; "The Private Eyes" starring Don Knotts and Tim Conway, produced by TriStar Pictures, at Asheville; "Lady Gray: Superstar", and "Day of Judgement", Owensby Productions, at Shelby - and the fifth, "Circus Magic", starring Dana Andrews,

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