

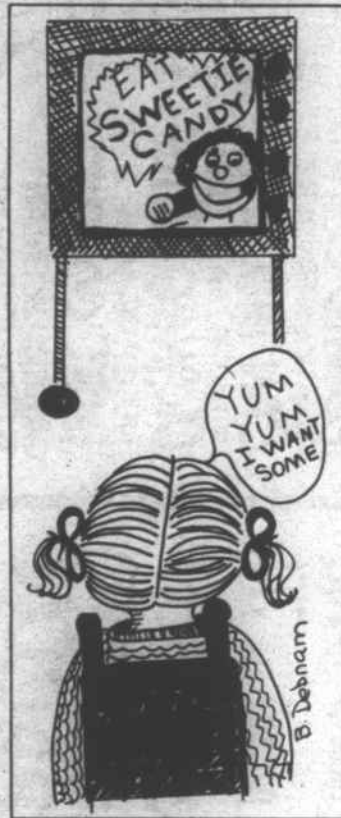
What to do about TV advertising aimed at kids?

Some people feel that there is too much TV advertising aimed at kids.

They say children are too young to tell the difference between the ads and the program.

These people want to do three things:

1. Ban all ads for products (such as toys), directed to kids who are 8 years old and younger.
2. Ban ads for heavily sugared sweets that can cause lots of cavities. These ads are aimed at kids 12 and under.
3. Require that advertisers pay for good-nutrition ads to balance the messages for sugared products that do get on the air.



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While many people support these suggestions, many are also against them.

These people say the government should not control TV advertising. This would be against free speech.

Some wonder how we would pay for kids' programs if TV did not carry ads.

Others point out that parents can always turn off the TV set if they object to the ads.

Both sides are presenting their case before the Federal Trade Commission, a government agency.

This could take years to settle.

ACT Awards for children's television programs

Action for Children's Television, or ACT, as it is called, is a group that works to get the TV networks to put on better children's programs. This group also is working to ban some TV ads aimed at kids.

Each year ACT gives awards to good TV shows.

Many of the awards went to shows that are seen only in a local area.

Awards that were given to shows that are nationwide or seen in many cities include:

- CBS News for 30 Minutes, a weekly series about the current scene.

- KCET-TV, Los Angeles, for *Freestyle*, a series about career choices.

- Workshop on Children's Awareness, Cambridge, Massachusetts, for *Feeling Free*, a series about kids with disabilities.

Programs that received awards for continuing excellence were: *ABC Afterschool* and *Weekend Specials*, *Animals Animals Animals*, *Rebop* and *Once Upon a Classic*.

A special award was given to KHJ-TV in Los Angeles for refusing to run ads for highly

sugared foods during a daily TV show for kids.

Another special award went to Children's Television Workshop for producing *Sesame Street* for 10 years.

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The Paper Box

Can you find your paper's TV section? Read what will be on today!

Next week read about how some people make money when we visit the New York Stock Exchange.

OTHER THINGS TO DO TRY 'N FIND

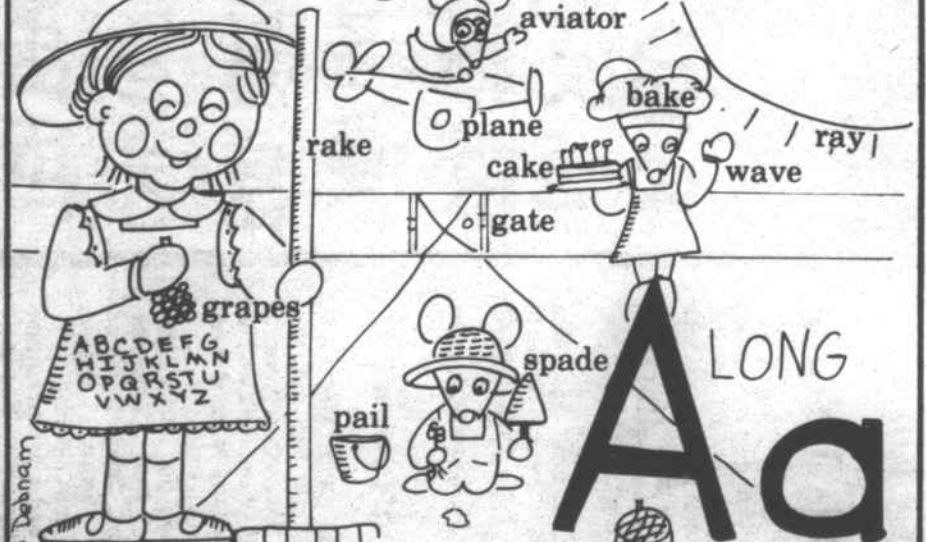
Words about things to do when you are not watching television are hidden in the block below. See if you can find: tennis, golf, swim, read, cook, sew, study, draw, paint, clean, bicycle, jog, exercise, write, knit, basketball, baseball, ballet, talk, visit and dance.



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ALPHA BETTY

A is a vowel. The long sound of A says its name, as in "aviator." Can you read these words that have the long sound of A?



We did not label one of the words. Can you find it?

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