

Study: Little value in kids' TV

THE ASSOCIATED PRESS

WASHINGTON - The television industry is providing more shows for young people, but the educational value of some of the programs are questionable, a research group reported today.

The Annenberg Public Policy Center of the University of Pennsylvania said the number of shows available for children rose 12 percent in the 1998-99 season, but it deemed 21.1 percent of the total programming "minimally educational."

"There is still substantial confusion about what constitutes educational programming," said Annenberg research fellow Kelly L. Schmitt. "Shows such as 'Duck Tales' and 'Hercules' were offered by stations to satisfy the educational needs of children, even though syndicators and networks claimed they were not designed for that purpose."

The studies evaluated the quality and quantity of children's television in 1998, as well as parents' and children's opinions and behavior. Similar reports have been issued since 1996.

Researchers said the increase in the number of children's programs is due mostly to a Federal Communication Commission rule that helps broadcasters speed their license renewal by airing a minimum of three hours a week of educational and informational television for children.

Shows such as "NBA Inside Stuff" and "Peer Pressure" continue to receive the educational and informational label even though they contain minimal educational content, the report said.

But there was some improvement: Researchers judged 26 percent of the 1998 shows to be "low quality," down from 36 percent in 1997.

Among the other findings:

- One-third of the shows classified educational under FCC guidelines were "highly educational," 45.5 percent were judged "moderately educational," and 21.2 percent were "minimally educational."

- 28 percent of children's shows contained four or more acts of violence, and 75 percent of these high-violence programs did not carry the FV, or fantasy violence, content rating for children's programs.

- 45 percent of children's programs contained one or more instances of problematic language and 12 percent of programs had one or more instances of sexual innuendo.

- 27 percent of local educational productions reported to the FCC in 1997 and 1998 no longer are on the air.

- 84.1 percent of parents "strongly" or "somewhat" favor the V-chip technology, which allows them to block certain shows from TV sets. Also, 51.4 percent of parents say they would use the V-chip "often" if they had one.

- Parents report their children spend, on average, 3.25 hours per day watching television or videos and 48.2 percent of the children have television sets in their bedrooms.

The national survey covered 1,269 parents of 2- to 17-year-olds and 303 of their children, ages 10 to 17. The margin of error was plus or minus 2.9 percent for the parents' survey and 5.7 percent for the children's survey.

Artist

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the symbol when it appeared on the cover of his album "Graffiti Bridge" in 1990

— three years before Pickett said he created it. The musician dropped his name and began using the symbol to identify himself in 1993.



The Artist

Judge Pallmeyer used the lyrics of The Artist Formerly Known as Prince in her opinion last week.

"Indeed, Defendant may as well have had this protracted litigation in mind when he lyrically asked: 'Why do we scream at each other? This is what it sounds like. When doves cry.'"

The answers to this week's Trivia Contest can be found by reading "Sportsweek"

Help provide the spark for our 25th Anniversary Celebration.

Enter THE CHRONICLE'S 25 Years of Trivia Contest.
Now through July 15th.

25 YEARS OF TRIVIA CONTEST

Please answer the following questions. Write clearly...the entries we can't read are disqualified. Good luck!

ENTRY FORM

My name: _____

My Address: _____

Daytime Phone: _____

Evening Phone: _____

1. THE CHRONICLE is now located at 617 N. Liberty, what well-known national business started at this same location?

2. 1999 is a very important year for THE CHRONICLE. Why?

3. There is a mural on the side of THE CHRONICLE building. What does it represent?

4. What is the third section front of THE CHRONICLE called?

5. THE CHRONICLE's name, publication day and date appear in a box on the front cover of every issue. What is this area called?

6. What is the single copy price of THE CHRONICLE?

7. What 3 cities in the Triad area does THE CHRONICLE target its coverage?

8. At the 1999 Awards Banquet, who received THE CHRONICLE's The Man of The Year award?

8. At the 1999 Awards Banquet, who received THE CHRONICLE's The Woman of The Year award?

10. "Voices From The Community" is a news feature that publishes in every issue of THE CHRONICLE. On what page can it be found?

11. Are you a subscriber?

ENTER TODAY!

• Answer the questions listed above. Clip the entire entry form and return it to us one of three ways. All entries must be received by THE CHRONICLE no later than Monday at 5:00 pm of the following week.

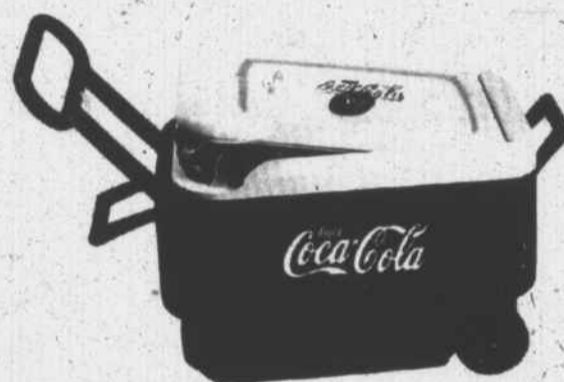
- **Mail:** 25 Years of Trivia Contest
P.O. Box 1636, Winston-Salem, NC 27102
- **In Person:** Drop it off at The Chronicle at 617 N. Liberty Street.
- **Fax:** (336) 723-9173

Win big prizes as you provide the spark that begins our 25th Anniversary Celebration! Enter our 25 Years of Trivia Contest now through July 15... the kick off to our anniversary celebration.

Since 1974, The Chronicle has carried the torch for African American issues. And, we couldn't have done it without your support. Help us celebrate the past and look to the future as we build towards an exciting 25th Anniversary/Family Day Celebration at Rupert Bell Park on August 28th.

Just like the newspaper itself, this celebration is all about you... and we want you to join in the celebration! Let's start by having fun and winning prizes!

WIN THIS WEEK A WHEELIE COOLER



- One Weekly Prize Winner will be selected by random drawing from all correctly answered entries submitted each week. Weekly Prize Winners will be awarded Premium Gifts, courtesy of Coca-Cola Bottling Company Consolidated.
- THE CHRONICLE will make preliminary arrangements with the weekly winner by telephone and a separate advertisement announcing the Weekly Prize Winner will appear in the classified section the following week.

CONTEST RULES

- Must 18 years of age or older to enter. Proof of age may be required.
- One entry per person, per week, please.
- Mechanically reproduced entries are not eligible.
- The Chronicle reserves the right to disqualify any entry not deemed in the spirit of the contest.
- Illegible entries are disqualified.
- All prizes must be accepted as presented.

Dudley's

TRAVEL AGENCY, INC.

- Grand Prize Winner: One Grand Prize winner will be selected by random drawing from all correctly answered entries received during the four weeks of the contest, even if you have already won a weekly prize. The Grand Prize Winner receives roundtrip airfare for two, anywhere in the Continental US, courtesy of Dudley Travel. Drawing will be held on August 28th at the 25th Anniversary/ Family Day Celebration.

THE CHRONICLE

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