

## LECTURE QUESTIONS (CHILDREN'S PROGRAMMING REQUIREMENTS)

1. Who is Peggy Charren and what is Action for Children's Television?
2. Children's Programming History
  - a. What historically (until 1990) was the FCC's stance with respect to children's programming, particularly with mandatory minimum requirements?
  - b. Know these: (I recommend for study purposes creating a timeline for things like this.)
    - i. 1970 ACT petition
    - ii. 1974 FCC children's Television Report and Policy Statement
    - iii. 1983 FCC "Rules" for children's television
    - iv. 2 cases that demonstrate the inadequacy of children's television programming requirements:
      - (1) Washington Association for Children and Television v. FCC (1983)
      - (2) Action for Children's Television v. FCC (1985)
3. Children's Television Act of 1990
  - a. What were its general aims as applied to television broadcasters?
  - b. definitions:
    - i. children (age)
    - ii. program-length commercials
    - iii. host selling
  - c. know the provisions:
    - i. commercial advertising limits (weekday/weekend)
    - ii. bans on program-length commercials and host selling (be able to define what each of these is)
    - iii. What is the public file requirement?
4. 1996 Addendum to Children's Television Act of 1990
  - a. Wh political action prompted these additional requirements?
  - b. Know the provisions of the mandatory minimum requirement of core programming, including quantity, what is core programming, hours of day in which it is to air, programming identification, etc.
  - c. What are the alternate ways a licensee could meet the requirement and not air a full 3 hours per week?
5. What did we mean when we talked about the question of multicasting and the children's programming requirement?