

when money and funds for educational projects is scarce. To be able to give school administrations or foundation people a very specific outline of experimental procedures and hypotheses can have tremendous influence. The presence of a research model was one of the factors that led the Imagination Foundation and Antioch College/Columbia, Maryland to support this project with equipment even though I had no previous relationship with them.

Much investigation still needs to be done concerning children's television workshops. Future re-

searchers should take larger samples over longer periods of time with more adequate budgets and facilities. There is a need to incorporate a measurement for visual literacy and to relate that measurement to workshop conditions and program production. A redesign of the evaluation instruments will be necessary in future studies.

It is imperative that children today be exposed to some type of television workshop. It is hoped that this report will be of help to those dedicated people who can "see the light" now.

## Action for Children's Television

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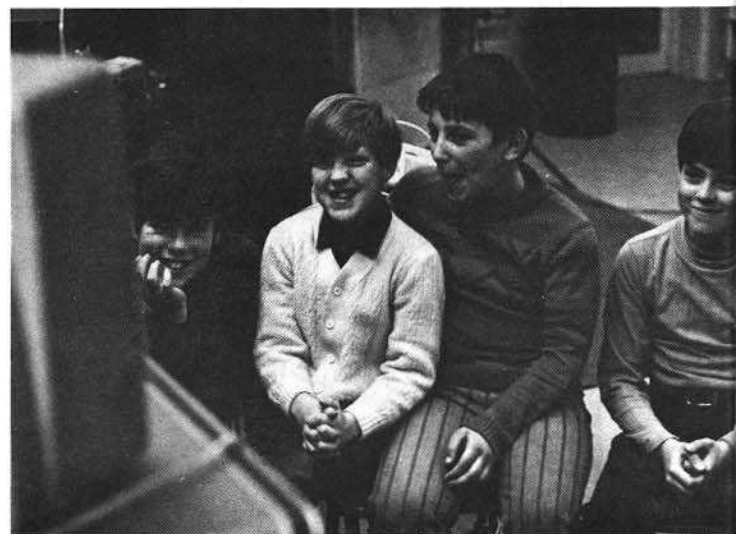
Who is out there talking to our children? There's one rather simple answer to this question — TELEVISION. ACTION FOR CHILDREN'S TELEVISION, however, is talking for children who are being talked to and at. ACT is a Boston-based support group for parents, teachers and professionals concerned with television programming and how to change it. The group has been responsible for drastic changes in children's programming.

ACT has: influenced broadcasters to appoint vice-presidents in charge of children's programming; encouraged the National Association of Broadcasters to reduce the commercial time in children's programming from 16 minutes an hour to 12 minutes (adult programming is 8-10 minutes an hour); been instrumental in eliminating children's vitamin advertising through law suits leveled against three major drug companies and the Federal Trade Commission; held symposiums with the American Academy of Pediatrics and the Yale University Child Study Department, among others; encouraged the diversity of children's television on Saturday mornings; alerted parents to the problems and the potential of children's television and collected their feelings and their hopes for action.

Originally, ACT was a core group of four women concerned about the television their own children were watching. They watched children's television, met with local station executives and read as much as possible about children and television. Their initial meetings in 1968 were concerned primarily with the prevalence of violence on television. The group came to realize that violence existed on television because it sold products and that as long as broadcasters believed such programming was the easiest way to get large audiences, the highest ratings, the most advertising dollars, they would continue their present scheduling. ACT saw clearly that the entire financial structure of television, especially with regard to children's programming, would have to be changed. Broadcasters could not

be allowed to justify using the same criteria for planning children's programming as for adult television. Television, for children, must become a public service arena designed to be responsible to the needs of the child rather than the pressures of advertisers.

Right now, over 100,000 other parents, teachers and professionals have joined ACT's demands for better children's programming. Organizations which sponsor ACT read like a Who's Who of concerned educators and professionals. They include: The American Academy of Pediatrics, The American Friends Service Committee, The American Group Psychotherapy Association, The Association of Childhood Education International, The National Congress of Parents and Teachers, The National Conference of Christians and Jews and The National Health Council. For financial support, ACT relies on \$5.00 membership dues as well as administrative funding from the John and Mary Markle Foundation in New York and program support from the



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