

# Kids' TV group needs rich woman

By BARBARA UNDERWOOD

**WANTED:** Office worker telephone answerer, preferably female, rich, with no children or grown children, enormous amount of time and energy, whose husband doesn't expect her to do much entertaining and who doesn't travel much.

If there is such a person, the Committee for Children's Television (CCT) needs you immediately.

Interest in the CCT has snowballed until Sherry Nelsen, chairman, said last week. "We could use an office and another telephone besides mine. We really are at the point where we need a paid crew and staff and we always need more volunteers."

The committee continuously works to improve television programming for children and to increase awareness of television's effects on children.

Mrs. Nelsen and Kathy Luber have carried their awareness program into some Bloomfield Hills schools in recent weeks.

MRS. NELSEN has taught a mini-class in television for third through sixth graders at Vaughan Elementary School and will repeat it in other schools at her schedule will allow time.

Mrs. Luber helps prepare a weekly guide listing acceptable television programs for children that are distributed at Vaughan and Pine Lake elementary schools and are scheduled to go into more schools soon.

They are given to the children each Friday. Some Birmingham schools have indicated an interest in the guide, Mrs. Luber said.

Other schools, churches and organizations interested in receiving the guides may subscribe for \$1 per week by contacting Mrs. Luber at 333-0909. Mrs. Nelsen can be reached at 333-2895.

Parents will still have to monitor their children's television, Mrs. Nelsen said. "We can't say that everything listed in the guide will be right for all ages."

MRS. NELSEN distributed a questionnaire to students in the mini-class, asking them how much television they watched and what their favorite programs were.

Their responses fell within the national average of 24 hours per week. The average is higher for preschoolers and kindergarteners, Mrs. Nelsen said.

Most of the students' favorite programs are aired after 9 p.m., the survey disclosed. Mrs. Nelsen also showed a 15-minute film on television commercials, geared to children. It showed commercials for cereals, toys, candy and others directed to children

and then tore the commercial content apart.

The film has been shown in other schools and followed by a question-and-answer session with the children.

When a first-grade girl said that Santa Claus had brought her a doll with a broken arm and asked what she could do about it, a sixth-grade boy had a prompt answer, Mrs. Luber said.

**AWARE OF** the youngster's age and her belief in Santa Claus, the older child replied. "Don't worry about Santa Claus. He's gone home and probably didn't know it was broken. Take the doll back to the store."

Other children have asked via they can write to if something is broken or doesn't work properly. Mrs. Nelsen asked students in the mini-class to monitor two programs. She would choose one and each child would choose one. A form was provided. One sixth grader came back with his form torn to shreds and a message from his father for Mrs. Nelsen: "It's none of your damned business."

Teachers can help direct children's interests to something other than a steady diet of television if they know what to do, Mrs. Nelsen said. She and Mrs. Luber are encouraged by the interest and cooperation they have seen among teachers and principals.

The two women encourage teachers and parents to provide alternatives for the children, such as records, radio and games, to challenge their hearing rather than their seeing.

**THE CCT** HAS 500 members, mostly in Oakland County and "desperately needs funding," Mrs. Nelsen said.

Membership grows spasmodically as parents become increasingly aware of the impact of television on their children's lives.

"Parents have been concerned but didn't know what to do about it," Mrs. Nelsen said. "Now they have discovered there is something they can do."

Making inroads on the situation will be "a long haul after 25 years of television," Mrs. Nelsen said. "Ninety-seven per cent of the homes in the country have television sets—that's more than have indoor toilets."

Mrs. Nelsen and Mrs. Luber speak to groups on the work of the CCT and would like more committee members to speak also.

"And please write letters," Mrs. Nelsen pleads. "Everyone says one letter won't do any good, but one letter is just one of a lot of letters. Write to television station managers, program directors, networks and the Federal Communications Commission."

"Don't talk to your neighbors about what you don't like; pick up the phone or write a letter."

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## EMU hosts voc ed seminar

A one-day conference on "Mainstreaming in Vocational Education" will be held on the campus of Eastern Michigan University on Saturday, March 5.

Mainstreaming is the practice of integrating the handicapped into regular educational programs and classrooms in public schools. Designed for vocational educators, the conference is designed to acquaint personnel with the various types of vocational programs currently involved with education of the handicapped, and will focus on methods and support services which can be used.

Keynote speaker will be James Buffer, professor of industrial technology education at Ohio State University. Basic information on supportive services will be outlined by three officials from the Michigan Department of Education, co-sponsor of the conference.

A number of special interest sessions will be held to describe team approaches to the vocational education of the handicapped.

The conference will conclude with a talk on occupational placement by Judy Drolshagen of Mott Community College.

The conference begins with registration between 7:45 and 8:30 a.m. on the mainline of the Michigan Union. To register, contact further information, call 487-1234.

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