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TV Violence For Kids Is Enemy

By MARGARET MILLER
Women's Editor

If you react violently to the violence in your toddler's favorite television program, a group of young mothers in the Detroit metropolitan area would like to prescribe a course of action.

Get out your pen or typewriter, they say, and dash off a quick letter to the Federal Communications Commission, telling the FCC the kind of program you'd like your child to see.

"Write immediately."

Women on the Go

advises Mrs. Arthur Friedman of Southfield, a member of the group known as Women Who Won't Buy Violence. "The letters must be in by May 3."

IN URGING action by mothers in this area, the WWWBV is supporting Action

for Children's Television, a similar group that is centered in Massachusetts and has a nationwide following.

Brenda Friedman, mother of two pre-schoolers, said her group had long been concentrating its efforts toward improving Saturday morning television for the small set in this area, but is vitally interested in FCC hearing 1942.

In that hearing, the commission will consider the possibility of creating guidelines which would control the type of program offered children and the type of commercials shown on such programs.

Letters, she said, should mention inquiry 1942 and should be addressed to Chairman Dean Burch of the Federal Communications Com-

mission, 1919 M. Street, N.W., Washington, 20554.

THE GROUP of Women Who Won't Buy Violence was organized, Mrs. Friedman said, by a number of friends deeply disturbed by the assassination of Sen. Robert Kennedy.

"We were terribly upset by all the violence in this country," related Mrs. Friedman and Mrs. Jerry Wolberg of Royal Oak, current president of the group.

"But we decided if we were to accomplish anything we should channel our action to one small area," Brenda Friedman added.

So was born the campaign to act against the shoot-up cartoons that formed a large share of children's television fare.

Action on the part of the group took the form of careful monitoring of all children's programs, sending out scores of postcards to nursery school and later grade school teachers and parents, and talking to managers of television stations in the area.

The mothers also have written to manufacturers about advertising on children's programs.

THE TELEVISION and manufacturing people "gave us the impression they thought we were silly women who didn't know much about economic issues," Mrs. Friedman said.

"They said it was a matter they couldn't control," she added. "That's why we're so anxious to have a large response in letters to the FCC so some guidelines in both advertising and program content might be set."

The group, Mrs. Friedman added, has worked for Channel 56 because its members consider "Sesame Street" an ideal program "and we don't want to be negative all the time."

"But there should be that kind of program during a great deal more of the day, and good programming should be available for other age groups, too."

WOMEN Who Won't Buy Violence is not looking for new members, but its leaders will be glad to advise moth-

ers in this area interested in joining the non-violent cause. Write the organization through P.O. Box 111 in Royal Oak.

But first, said Mrs. Wolberg, write the FCC letter.

"We have to act," she added. "Our children's minds are being wasted at best and polluted at worst by what they see."

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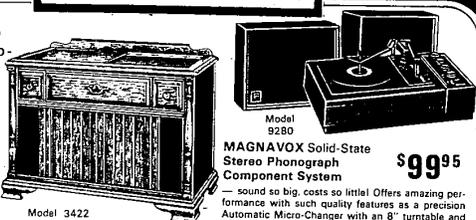
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Golfers Meet

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The league will begin play at the Maple Lane Golf Course in Warren Friday morning May 7. Tee off time will be 8:45.

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