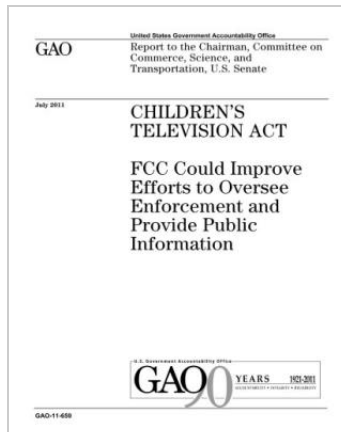




Childrens Television ACT: FCC Could Improve Efforts to Oversee Enforcement and Provide Public Information: Report to the Chairman, Committee on Commerce, Science, and Transportation, U.S. Senate. (Paperback)

By U S Government Accountability Office

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Children s Television Act of 1990 (CTA) and related Federal Communications Commission (FCC) rules restrict advertising during children s programs, whether aired by broadcast stations, cable operators, or satellite providers, and encourage broadcasters to air at least 3 hours per week of educational and informational programming for children (known as core children s programming). Broadcasters that certify in their license renewal application that they aired the minimum amount of core children s programming are eligible for expedited review. As requested, this report discusses (1) trends in children s programming, (2) FCC efforts to enforce the act, and (3) the extent to which parents value and use core children s programming. GAO analyzed FCC data, interviewed FCC and broadcast station officials, and conducted focus groups with parents. GAO recommends that FCC (1) implement a strategy to oversee cable operators and satellite providers compliance, (2) work with industry to develop voluntary guidelines for assessing core children s programming, and (3) implement and assess the effectiveness of additional mechanisms to inform parents about core children s programming. FCC generally concurred with GAO s...



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