

Benjamin L. Hooks

FCC
COMMISSIONER



Violence on television and children's viewing habits have been twin concerns of mine for some time, indeed, long before I became a member of the Federal Communications Commission.

As a grandfather, my concern is personal. As a member of the FCC, I have a broader concern--that of the public interest. By the time they are 18 years old, children will have spent more time before the television set than they will have in classroom, it has been noted.

Social scientists say that television merely mirrors the views, values and attitudes that we come in contact with daily in the real world. Thus, the lurid headlines of crime, brutal violence, bloodshed, rapes, that inflame our newspapers, are reflected in an almost endless stream of murders, tortures, gougings, whippings, rapings, sluggings and brutal violence of every sort and description parading across the bloody tv screen in our living rooms.

The U.S. Surgeon-General's Report (1972) titled: "Television and Growing Up: The Impact of Televised Violence" was compiled after two years of effort on the part of a group of distinguished behavioral scientists. It found that while the data are by no means conclusive, there is definite evidence that a "modest" relationship between the viewing of violence and aggressive behavior exists!"

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A number of psychologists and other experts agree, some of them in much stronger terms. I am convinced by common sense, if not by the voluminous studies of these behavioral scientists that open-ended violence in programming must have a decided deleterious effect on the minds of those impressionable, whether they are the young, or the mentally immature or those who are emotionally tottering on the fringes of fantasy and reality.

The Federal Communications Act which gives the FCC its authority, however, forbids the government (this agency) from laying the heavy hand of censorship on programming. I applaud this and would have it no other way. For if the federal government, no matter how well-intentioned, is permitted to censor some of the bloodier segments of violence from programming, where will it turn next? To the less offensive segments, then to total control? I shiver at the thought.

Nevertheless, FCC licensees are responsible for their programming and should strive to tailor this to the positive needs, interests and convenience of their listening and viewing audiences.

Absent such a responsible action on the part of the broadcasters, what can those of us who are parents and grandparents do? Well, we can demand, as more and more concerned parents and kinfolks are doing, that bloodier violence be excised from programming that's shown in our homes during the prime time hours (7 to 11 p.m.) or that it be cut down in a drastic way.

As citizens we must vigorously mount protests while working in positive ways to change the basic value system in our broad community that makes such programming commercially profitable and popularly attractive.

Shabby advertising in children's tv is another area for parental concern. Last year the FCC came to grips with this problem in a Notice for Proposed Rulemaking. I voted for the item and issued a concurring statement, declaring: "I agree that constant and contrived bombardment of slick appeals exhorting sugar-coated crunchie-munchies and other fluff to suggestive minds...is generally antagonistic to the 'educational and cultural development objectives...espoused'. Consequently, I sympathized with ACT (Action for Children's Television) and others who have deplored examples of exploitive hucksterism to your youngsters over the public airways."

Eternal vigilance? That's indeed, the price of freedom. And the child you save may be your own!!

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Ali gives \$100,000 to UNISEF and AFRICARE

Muhammad Ali has long been known for making predictions come true with his fists, in the glare of kleiglights, before millions of fans. Last weekend he did the same thing with his heart, quietly, without fanfare. He took \$100,000 out of his own pocket and handed it over to UNISEF and AFRICARE for the benefit of children from drought-stricken Africa. The fight promoter, Don King, added a check for \$10,000.

The background of the story is not well-known, but there's a moral in it for our times of hype and ballyhoo, starvation and riches.

Six months ago Ali and King decided to contribute the proceeds from Ali's title defense against massive Chuck Wepner to fight an even bigger opponent -- the widespread drought and famine conditions that have claimed the lives of 100,000 people -- mostly infants and children -- in the impoverished Sahel region of West Africa.

Ali successfully defended his heavyweight championship, but the turnout for the fight was disappointing. There were a lot fewer proceeds to divvy up than expected. And as sometimes happens with charity benefits, even for the most worthy causes, it looked like the children were going to have to wait.

That's not the way Muhammad Ali wanted it. Maybe it was because of his religious convictions. Maybe it was because of the photos of starving African children that were shown to him one morning at UNISEF in New York. Maybe it was because he now has an even bigger title to defend -- champion of the world's children. Probably we'll never know, because for once, the champ wasn't talkative. He just reached into his pocket to honor his pledge.

The setting was a spectacular lawn party given for Mr. and Mrs. Herbert Muhammad, Ali's manager, a long-time supporter of aid for African children, and son of the late Elijah Muhammad, spiritual leader of the Nation of Islam. Arranged by Don King, it was widely reported as the first interracial party ever given at the Muslims' Chicago compound.

The occasion was Ali's departure to defend his title against Joe Frazier, and it was a joyous one. The champ and his wife were guests of honor. Dick Gregory and Sandy Barron emceed. Clifton Davis and Della Reese entertained. Stevie Wonder sang. Lola Falana danced. Ali and Howard Cosell sparred.

Very quietly, toward the end, Ali came out of the crowd to hand \$100,000 to UNISEF - the United Nations Children's Fund - and Africare. Don King was by his side, with his own check to the two organizations. Neither asked any recognition for their contributions -- which will be used to dig wells in Senegal and Niger.

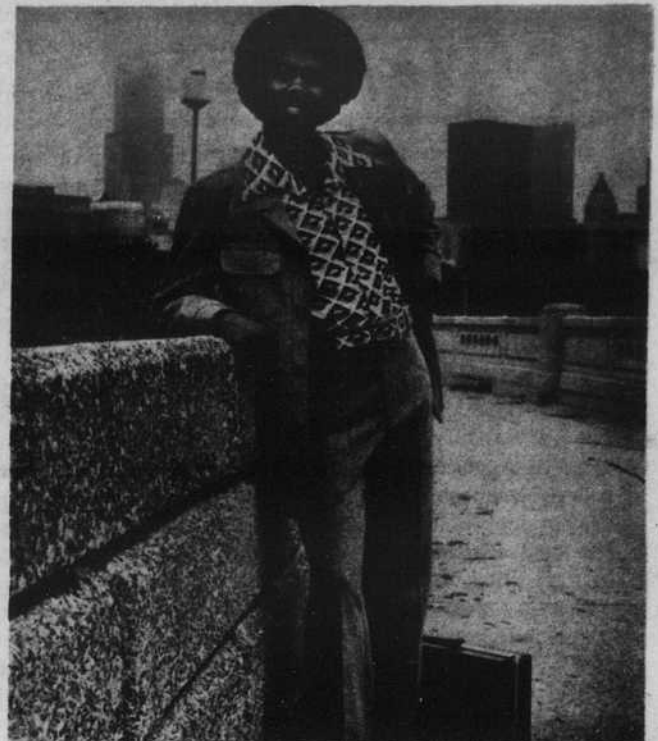
"Our contributions to date represent only a drop in the bucket," Ali said. "The people in the Sahel need a lot more help than this. Not just food handouts, but long-term help so that this kind of starvation will never take place again. Never." "Don and I just hope we can set some kind of example. If other Americans -- all kinds of Americans -- will join in, we can lick this problem. We can save those children. We can really help."

Exceptional Pupil Meet Slated

The second meeting of the Nevada Exceptional Pupil Education Advisory Committee will be held Sept. 19, 1975, from 9 a.m. to 4 p.m. at Children's Behavioral Services, 6171 West Charleston Blvd., Las Vegas, Nevada.

The agenda for this session includes a tour of the

Children's Behavioral Services facility, introduction of new committee members, status report on Part B for Exceptional Pupil Education and an explanation of the strategies to be used in the Nevada Child Identification Project.



It's nice to take a lunch-time stroll on a crisp autumn day...particularly if you're wearing a fall '75 coordinate outfit such as this from Jaymar-Ruby. The jacket and slacks are both in a grey flannel look made from a 80% nylon blend. The top features a four button front; bush coat length; double front yoke; upper patch pockets with flaps; lower scoop pockets; is lined; has shoulder padding; a yoke back with center vent; and vented sleeves with button cuffs. The slacks have a coordinate belt which matches the shirt; wide beltloops; scoop pocket; flared bottoms; rear fast back yoke; two rear patch pockets; welted side seams; and double stitching on the patch pockets, yoke front pockets and side seams.

The coordinate shirt, also from Jaymar, has a blue-grey geometric pattern and is made from a 100% polyester interlock fabric. It features button front cardigan styling, with no placket, a dropped shoulder; one-button adjustable cuffs, and new long point open collar styling.

Hawaiians Live Longer Says Survey

If you live in Hawaii, congratulations. You will apparently live longer than people living anywhere else in the United States.

in those years will live almost three years longer than the median average for all Americans.

During that period, the average life expectancy in the United States was 70.5 years. In Hawaii, the average was 73.6.

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