

Public Law 99-444  
99th Congress

Joint Resolution

To designate the week beginning October 12, 1986, as "National Children's Television Awareness Week".

Oct. 6, 1986  
[H.J. Res. 710]

Whereas children on average spend 4 hours of each day watching television and will have spent almost 15,000 hours watching television by the time they finish high school;

Whereas television can create an intellectual and emotional environment which can play a critical role in shaping a child's development and perception of the world;

Whereas television has the power to promote and reinforce the prosocial values parents try to teach their children regarding health and safety;

Whereas television often serves as a companion and babysitter for children with working parents;

Whereas many people do not realize television's great potential for enriching family life and for improving children's education;

Whereas families need to be shown how to use television as an educational resource;

Whereas national attention must be focused on the positive role that television can play in child development to insure that broadcasters uphold their obligation to serve the child audience;

Whereas schools, libraries, religious institutions, and community groups need to work with broadcasters in helping parents and children take advantage of television's potential as an educational and learning device; and

Whereas greater awareness must be achieved regarding how television can be effectively utilized and further developed to enhance the education of children: Now, therefore, be it

*Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That the week beginning October 12, 1986, is designated as "National Children's Television Awareness Week". The President is requested to issue a proclamation calling upon the people of the United States to observe such week with appropriate ceremonies and activities.*

Approved October 6, 1986.

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LEGISLATIVE HISTORY—H.J. Res. 710:

CONGRESSIONAL RECORD, Vol. 132 (1986):  
Sept. 18, considered and passed House.  
Sept. 24, considered and passed Senate.