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ABSTRACT

A survey of children's television programs in San Francisco showed that the programs do not reflect the needs, problems, and interests of local viewers. One-fourth of the city's population is children. Two thirds of those enrolled in the city's public schools are not Anglo. Despite this, 17 of 27 programs monitored one Saturday morning in 1972 contained no minority representation at all, and most minority characterization perpetuated stereotypes. An earlier survey in San Francisco showed that television was one of the chief sources of information that children cited. The two surveys, taken in conjunction, suggest that local television stations are not doing an adequate job in presenting programs beneficial to the various groups of the community. The Federal Communications Commission is asked to take steps to remedy this situation. (JK)

ED 071440

SATURDAY CHILDREN'S PROGRAMMING IN
SAN FRANCISCO, CALIFORNIA

An analysis of the Presentation of Racial and Cultural Groups
on Three Network Affiliated San Francisco Television Stations

For presentation to

THE FEDERAL COMMUNICATIONS COMMISSION'S
HEARINGS ON CHILDREN'S TELEVISION, JAN. 8-10, 1973

Prepared by

The Committee on Children's Television, Inc.

In cooperation with

THE BAY AREA ASSOCIATION OF BLACK PSYCHOLOGISTS
THE CHINESE MEDIA COMMITTEE
LEAGUE OF UNITED LATIN AMERICAN CITIZENS

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CCT MONITORING REPORT

PURPOSE: To determine whether or not the programming presented to children on San Francisco television stations reflects the needs, problems and interests of San Francisco children.

SUMMARY OF POPULATION DESCRIPTION - SCHOOL AGE CHILDREN IN SAN FRANCISCO COUNTY¹

Children represent a substantial portion of the San Francisco population. One-fourth of the population is children and one-fifth of the population is of school-age. (elementary and secondary)

Seventy-one percent of the school-age children in San Francisco are enrolled in the San Francisco Public Schools. Over two-thirds of these children are "non-anglo". 30.5% are Black (this exceeds the enrollment of anglo-white), 25.9% are Asian, & 14.9% are Spanish surname.

Twenty percent of the school age children are enrolled in San Francisco Catholic Schools. 39.5% of these children are "non-anglo", 8.0% are Asian, and 19.1% are Spanish Surname.

SUMMARY OF FINDINGS

Seventeen of the twenty-seven programs monitored on Saturday, December 16th, 1972 contained no minority representation whatsoever. The predominance of anglo whites on children's television was extended with white appearances in eight additional programs. Thus whites scored appearances in 25 Of the 27 programs monitored. Black appearances were limited to eight programs. The one program in which Chinese characters appeared, the characters were presented in a stereotyped manner. One Native American appeared in one program. The Native American was a tree, and

1. See Appendix B

U. S. Dept. of Commerce, Population Census, 1970
San Francisco Unified School District, Enrollment -1972
San Francisco Catholic School Department, Enrollment-1972

"it" was referred to in a derogatory manner. The one Spanish Surname mentioned in one program was a derogatory reference and no character appeared.

CHARACTERIZATIONS

1. Blacks: Only 11% of the characters on children's programs were Black. Three-fourths of the Black characters had a secondary role, three-fourths of them were followers rather than leaders, and the majority were villains. Only nine of the Blacks were shown in a work situation. No Black had a managerial or administrative job. Seven had musical skills and the rests were portrayed as criminals or vagrants. Blacks were depicted as being twice as materialistic as whites.

2. Chinese: The ten Chinese characters observed were a father and nine children in one program. Therefore, 81% of them had secondary roles and 67% of them were followers. While none of them were villains, only one had a skill. Although they were portrayed as acting stupidly more often than they acted creatively, the fact that the monitors found such a negligible number of character traits to score is as important a fact as that only 3% of all characters on a Saturday morning were Chinese.

3. Anglo-white: 63% of the characters were Anglo-white. (213 of the 336 characters scored) The white characters were well developed in that they demonstrated definable character traits more frequently than any other group. As well, 70% of the whites were heroes, a much larger percentage than any other group. Only white males were administrators and 35 whites had professions. Three times as many whites had skills compared to other groups and twice as many were law officers. Whites were characterized as three times as hardworking as Blacks. And whites were portrayed as being concerned for others more often than any other group.

THE IMPLICATIONS FOR SAN FRANCISCO CHILDREN

A substantial portion of the growth and learning process of children involves the child's identification with and imitation of the peers and adults in his world. Since 24 of the

28 programs available for children on the three network affiliated stations in San Francisco are cartoon programs, it is important to remember that young children don't distinguish between fantasy and reality and that they learn as readily from fantasy figures even when they are old enough to distinguish.

Recently, the San Francisco Unified School District evaluated its Desegregation/Integration program.¹ One of the studies in the evaluation reported on the sources of information utilized by children to gain information about people of other backgrounds. Third graders listed television as the fourth most important source of this type of information. Sixth graders ranked television ahead of textbooks and listed it as the second most important source of information about people of other backgrounds. The evaluation also included a study of the pupil's self concept. This study found that sixth graders as a whole reported a decrease in their concept of themselves but reported that children of Spanish Surname seem to have the most difficulty in developing and maintaining positive feelings.

This analysis of the presentation of racial and cultural groups on children's television indicates that the quantity and quality of the characters developed only allow anglo-white children the opportunity to have a significant variety of meaningful learning experiences. A comparison of the racial and ethnic representation in the population of San Francisco school children to the representation on television and a summary of the way that the groups are portrayed (or are not) substantiates the fact that children's television is grossly inadequate.

RACIAL AND ETHNIC REPRESENTATION			
Group	% of School-age Pop. ¹	Group	% of Characters played on TV
Black	25.5 %	Black	11.0 %
Asian	22.8 %	Asian	3.0 %
Spanish Surname	15.1 %	Spanish Surname	-
Native American	.3 %	Native American	.1 %
Anglo white	36.4 %	Anglo white	63.0 %

1. S.F.U.S.D. & Catholic
note: 28.2% of the 1st graders in S.F.U.S.D. have a primary language other than English.

1. EVALUATION OF SAN FRANCISCO UNIFIED SCHOOL DISTRICT
Desegregation/Integration ESAP Grant No. OE 9-72-003 Oct. 1972

A Summary of Multi-ethnic Knowledge Gained from Saturday Children's Television

1. The Spanish Surname, Native American, Japanese, Korean, Philipino, and Samoan children who represent nearly 25% of the children in San Francisco never see a face like theirs on Saturday morning in San Francisco. The harsh lesson of invisibility is witnessed in the before mentioned problem of Spanish Surname children in the development of a positive self concept.

2. Chinese children, probably 15 or 16% of the school age children in San Francisco¹, have one opportunity to see themselves on Saturday television. This one opportunity provides them with a restricted image of themselves.

3. Black children in San Francisco, 25.5% of the combined school population learn ^{from} Blacks and by comparing Blacks to others on children's television that Blacks have less status than others, no professional skills, and that they are more often bad guys than good guys.

4. Anglo-white: Television is perpetuating a myth and it is denying them the opportunity to share in the rich multi-culture of our society.

The implications and problems of the messages televised to San Francisco children are discussed in detail in the three papers appended to this report. These papers were prepared by the Bay Area Association of Black Psychologists, Chinese for Affirmative Action, and the League of United Latin American Citizens. All three papers were presented by representatives of each organization to the Federal Communications Commission on January 8-10, 1973.²

CONCLUSION

This documentation of the failure of three television stations in San Francisco, KPIX-TV, KRON-TV, and KGO-TV, to adequately ascertain the needs, problems, and interests of the San Francisco community should indicate to the Commission that an affirmative program of remediation is required. Paul J. Mundie, Esq., General Counsel of the Committee on Children's Television, has prepared a position paper - "Towards Better Children's Television"- which describes the history of children's television in San Fran-

1. See Appendix B

2. See testimony: Block, Carolyn B. Ph.D., Fong, Katheryn, Larez, Manuel

cisco. the legal obligations of a licensee, the requirement for enforcement, and appropriate techniques for adequate ascertainment.

PROGRAMS MONITORED DEC. 16, 1972

KGO-TV (ABC owned)

1. Bewitched (c)
2. Funky Phantom (c)
3. H. R. Puffenstuff (c)
4. Jackson Five (c)
5. Kid Power (c)
6. Lidsville
7. Osmonds (c)
8. Superstar Movie (c)

KPIX-TV (CBS affiliate) 1/

1. Archie (c)
2. Bugs Bunny (c)
3. Chan Clan (c) (monitored Dec. 9, 1972)
4. Earth Lab
5. Fat Albert (c) (monitored Dec. 23, 1972)
6. Flintstones (c)
7. Josie & the Pussy Cats in Outer Space (c)
8. Sabrina the Teenage Witch (c)

KRON-TV (NBC affiliate)

1. Around the World (c)
2. The Barkleys (c)
3. Brady Kids (c)
4. Jetsons (c)
5. Hound Cats (c)
6. Pink Panther (c)
7. Roman Holiday (c)
8. Runaround (c)
9. Sealab 2020 (c)
10. Talking with a Giant
11. Underdog (c)

(c) indicates cartoon

1/ The Scooby Do Movie was also presented on Dec. 16, 1972,
but was not monitored

SAN FRANCISCO COUNTY POPULATION

Total Population	715,674	%
Black	96,078	13.0 %
Chinese	58,626	8.2 %
Spanish Surname	65,254	9.1 %
Other non-white	49,784	7.0 %
	<hr/>	<hr/>
	260,742	36.4 %
 Total Number of Children (under 18)	 159,876	 %of Total Population
Under 5 years	43,003	22.3 %
5 - 13 years	80,384	11.3 %
14 - 17 years	36,489	5.0 %

Source: U. S. Department of Commerce, 1970 Census

SAN FRANCISCO UNIFIED SCHOOLS

Total Number of Pupils	81,954	%
Black	25,045	30.5 %
Chinese	12,193	14.9 %
Spanish Surname	11,456	14.0 %
Japanese	1,408	1.7 %
Korean	293	.4 %
American Indian	245	.3 %
Philippino	5,208	6.4 %
Other non-white	2,039	2.5 %
Other white	24,067	29.4 %

Source: S. F. Unified School District, Bureau of Research, 1972
Elementary and Secondary Enrollment

SAN FRANCISCO CATHOLIC SCHOOLS

Total Number of Pupils	23,671	%
Black	1,882	8.0 %
Oriental	1,853	7.8 %
Other non-whites (Phil.&Eurasian)	1,016	4.3 %
Spanish Surname	4,507	19.1 %
Other white	14,332	60.6 %
Native American	81	.3 %

Source: San Francisco Catholic School Department, 1972
Elementary and Secondary Enrollment

Overall Summary		Total	Total	# Total	# Main	# Secondary	# Leaders	# Follows	# Hero	# Villain	Management Administrative	Professional	Skilled Worker	Law Officer	Unskilled Worker	Criminal/Vagrant	Concerned	Creative	Destructive	Hard Working	Lazy	Materialistic	Successful	Selfish	Self Respect	Stupid	# Positive	# Negative
Male	390	78	26	74	31	69	66	34	9	295	18	3	8	9	235	124	96	188	205	7	11	20	945	165	66	34		
Female	64	23	25	75	31	69	58	42	.5	75	65	2			875	35	14	43	1	7	26	235	76	24				

(Unknown) (295)

APPENDIX C

Black	36	11	28	72	25	75	48	52		25	5					2	33	27	6	12	1	9	7	95	185	19	69	31
Chinese	105	3	19	81	33	67	100	0						1			5	2	15				3	.5	35	25	83	17
Japanese	0	0																										
LaRaza	0	0																										
Native American	1	0	0	100	-	-											1		.5					1	.5	83	17	
White	213	63	27	73	36	64	72	28	15	35	145	25	65	6	265	135	90	146	18	38	102	102	91	715	71	29		
Other	33	10	58	42	34	66	38	62	2	15	1	3	2	2	85	11	16	7	.5	1	55	10	3	11	48	52		
Unknown	425	12	16	84	78	82	53	47	5	25	2	1	5	5	265	10	15	14	4	2	5	11	35	9	59	41		

KPIX (CBS affiliate)	Total		% Total	% Main	% Secondary	% Leaders	% Follows	% Hero	% Villain	Management Administrative	Professional	Skilled Worker	Law Officer	Unskilled Worker	Criminal/Vagrant	Concerned	Creative	Destructive	Hard Working	Lazy	Materialistic	Successful	Selfish	Self Respect	Stupid	% Positive	% Negative
	Male	Female																									
	78.5	70	19	81	55	65	66	34	5.5	7	6.5	2	2	7	39.5	32.5	26	25	11	21	32	28	24.5	60	51	49	
	33	30	21	79	31	69	75	25	2	1.5	2	2	2	24.5	4.5	4	4.5	4.5	6	5.5	7.5	10.5	70	30			

(Unknown) (11)

Black	21	17	30	70	31	69	45	55	2.5					2	8.5	14.5	5	2	1	9	7	8.5	3.5	18	51	49
Chinese	10.5	9	19	81	33	67	100	0				1			5	2	1.5				3	.5	3.5	2.5	83	17
Japanese	0	0																								
LaRaza	0	0																								
Native American	0	0																								
White	73	60	21	79	36	64	74	26	4.5	10	4.5	1	4.5	4.5	61.5	30.5	24	26	10	17	26.5	28	24	49	55	45
Other	8.5	7	5	95	62	38	27	73	1	1.5	1	2	2	2	2.5	1	6.5	1	1	.5	1.5	1	1	6.5	20	80
Unknown	9	7	0	100	7	93	78	22							2.5	1	6.5	1	1	1		4.5	.5	1	38	62

	Total	% Total	% Main	% Secondary	% Leads	% Follows	% Hero	% Villain	Management Administrative	Professional	Skilled Worker	Law Officer	Unskilled worker	Criminal/Vagrant	Concerned	Creative	Destructive	Hard Working	Lazy	Materialistic	Successful	Selfish	Self Respect	Stupid	% Positive	% Negative
KRON (NBC affiliate)	77.5	86	30	70	38	62	57	43	2.5	13.5	3.5	.5	4.5	1.0	85	43.5	46	75	7.5	19	48	25	34.5	25	70	30
Male	12.5	14	24	78	31	69	29	71	2.5	1					27	6		12.5	1		.5	1.5	6	4.5	88	12

(8)

(Unknown)

Black	.5	1	100	0	0	100	-	-																	100	0	
Chinese	0																										
Japanese	0																										
LaRaza	0																										
Native American	0																										
White	69	70	33	69	44	56	70	30	2.5	13.5	3	.5	4.5	.5	105	62	43	82	7	18	38.5	24	39	30.5	73	27	
Other	12.5	12	0	100	0	100	0	100							3	2		4						.5	95	5	
Unknown	16.5	17	29	71	42	58	0	100	2	1.5	1				11	6.5	6.5	5	2.5	1.5	3.5	4	1.5	4.5	59	41	

	Total	# Total	# Main	# Secondary	# Leaders	# Follows	# Hero	# Villain	Management	Administrative	Professional	Skilled Worker	Law Officer	Unskilled Worker	Criminal/Vagrant	Concerned	Creative	Destructive	Hard Working	Lazy	Materialistic	Successful	Selfish	Self Respect	Stupid	# Positive	# Negative
KGO (ABC owned)																											
Male	84	80	20	80	21	79	25	75	1	1	9	8	.5	1.5	1	109	48	24	88	2	1.5	21	48	35.5	31.5	74	26
Female	20.5	20	32	58	32	68	43	57	.5	.5	3	4		2		36	14.5	10	26		2.5	4.5	13	12.5	8.5	73	27

(Unknown) (10.5)

Black	14.5	13	17	83	27	73	100	0				5				23.5	12.5	1	10				1	15	1	95	5	
Chinese	0	0																										
Japanese	0	0																										
LaRaza	0	0																										
Native American	1	1	0	100	0	100	-	-								1			.5					1	.5	83	17	
White	71.5	62	27	73	25	75	74	26	.5	11.5	7	1	2	1	109	40	23.5	88	1	3	25.5	50	28	34.5	72	28		
Other	12.5	11	80	20	17	83	50	50	1				1		5.5	9	14	3	.5		.5	4	9	2	4	46	54	
Unknown	16.5	13	12	88	54	46	40	60	.5	.5	.5	.5			.5	13	2.5	2	8	.5	.5	1.5	2.5	1.5	3.5	75	25	

CCT MONITORING REPORT - SATURDAY DEC. 16, 1972

Number of Programs in Which Racial & Cultural Groups Appeared

Group	No. Programs	Group	Number of Programs
1 Black	8	Native American	1
2 Chinese	1	White	25
Japanese	0	Other	0
La Raza (Spanish Surname)	1	Total Programs	27 (24 cartoons- all programs were supplied by the networks)

Summary

1. 17 of the 27 programs had white characters only.
2. 1 of the programs had black characters only.
3. The one program in which Spanish surnames were represented was limited to a reference to a Spanish surname in a negative and derogatory manner.
4. The one program in which Native Americans were represented presented the character in a negative and derogatory manner although the character expressed concern for others.
5. The one program in which Chinese characters are represented presents the characters in a stereotyped manner.

1. Fat Albert monitored on Dec. 23, 1972.
2. Program monitored on Dec. 9, 1972.

APPENDIX G