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PANEL III: AN INDUSTRY PERSPECTIVE ON TELEVISION AND VIOLENCE

Panel III will focus on what the television industry is doing about the problem of television violence—quite apart from regulatory, legal or legislative action—both in response to its own concerns and the concerns expressed to it by various segments of the public. The panelists are:

Beth Bressan, the Vice President and Assistant to the President of the CBS/Broadcasting Group. Among her many responsibilities, she oversees the CBS Program Practices Unit whose mission is to insure the acceptability of the content of both CBS's program and non-program material. She is a graduate of Seton Hall Law School and also has a Master's degree in psychology.

Peggy Charren is the founder and director of Action for Children's Television ("ACT"), which is the single most influential public interest group dealing with issues of program content. Since being founded in 1969, in what was then an entirely unique effort, ACT has been responsible for any number of breakthroughs—with court actions such as *Act I*, *Act II*, and *Act III*.¹ In addition, ACT works on the public sector in terms of public education and lobbying in Congress. She has been honored by numerous organizations with honorary degrees and awards and she is also the author of several books on how to raise children in this country and still let them watch television occasionally.

Marvin Kitman is a television critic for *Newsday* and his column is syndicated nationally by Los Angeles Times Syndicate. One motto for which he hopes to be remembered is Kitman's Law which states: "On the television screen—pure drivel tends to drive off ordinary drivel." It is from that perspective that he will be addressing issues of industry response from the point of view of industry economics and changes in the structure of the media in the forthcoming years.

1. See *Action for Children's Television v. FCC*, 11 F.3d 170 (D.C. Cir. 1993).

