

RESOLUTION NUMBER R- 287158

ADOPTED ON APR 15 1996

WHEREAS, the National Academy of Arts and Sciences (NATAS) is dedicated to excellence in television and to improving the quality of television at all levels; and

WHEREAS, NATAS represents the full spectrum of television, thereby enabling it to be both the common meeting ground for television professionals as well as a neutral platform for expressing all points of view relevant to the industry; and

WHEREAS, NATAS strives to raise industry standards, encourage those new to the profession, and remind television professionals of the enormous responsibility inherent in the most effective medium of communication the world has ever known; and

WHEREAS, NATAS is taking the responsibility to educate young people about the power of the medium, helping them to understand how to view television critically; and

WHEREAS, the San Diego Chapter of NATAS and the Junior League are working in conjunction with the San Diego County Office of Education to provide Creating Critical Viewers teaching materials to hundreds of schools and youth organizations throughout the county; and

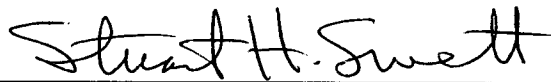
WHEREAS, in addition to learning about critical television viewing, young people will have an opportunity to participate in the NATAS/Junior League/County Office of Education Public Service Announcement Contest on "Violence on Television;" and

WHEREAS, simultaneously, news stories and information for the general public will address parental involvement in television viewing education; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that this Council, for and on behalf of the people of San Diego, does hereby proclaim the week of April 22 through 28, 1996 to be "CREATING CRITICAL VIEWERS WEEK" in San Diego, and calls upon citizens to observe this day by helping to teach young people to view television critically.

APPROVED: JOHN W. WITT, City Attorney

By



Stuart H. Swett
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Senior Chief Deputy

SHS:smf
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Or.Dept:Mayor
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