

# Television . . .

Continued from Page 6

"Many citizens' groups have called for a ban on this sort of advertising directed at children. The Federal Trade Commission deliberated for two-and-a-half years on this question and recently decided against taking any action. They felt that all ads would have had to be removed for fairness sake, and that it would have been too much of a mess."

There have not been too many studies done on the effects of television sex on children, said Murray, especially since the trend today is moving toward action on television and away from sex. However, in the period from 1975 to 1978, the number of sexual innuendos per hour increased from one to 11.

"One study, done on pre-school girls in Texas, showed that heavy TV viewers knew less about intercourse and contraception, but were 600 times more likely to become pregnant by age 16. Of course, other variables needed to be looked at, but TV was a major factor."

The biggest problem with heavy television viewing, said

Murray, is the amount of time spent in front of the set.

"Last year, Americans spent a total of 20 million years watching TV and this can cause difficulties," Murray said.

In a study done by the California State Department of Education, children who watched three or four hours of television a day scored significantly lower in areas of math, English and other subjects, Murray said. They placed 7 percent below light television viewers on the average.

All these problems notwithstanding, there are ways to benefit from television, said Murray. Viewing should be limited, as a lot of shows are harmful to children.

"Pre-schoolers have trouble distinguishing reality from fantasy," Murray said. "If more selective viewing is practiced, they will be able to see what is real for themselves. They will also develop into better adults and be less-inclined to watch television as they mature."

"People should learn to use television so as to use its benefits and minimize the rest. Children, and adults for that matter, can and are affected by television."

## Food organization to discuss nutrition

The Nebraskans United For Food organization this year will combine its annual meeting with a workshop intended to emphasize the current food situation and the prospects for the remainder of the 80's.

The theme of the Nov. 20 workshop is "The New Keys to Eliminating Hunger in Nebraska." The workshop is from 10 a.m. to 5 p.m. at the First Methodist Church, 7020 Cass St., in Omaha.

Speaking will be Arnold Schaefer, executive director of the Swanson Center For Nutrition Inc.

Nancy Amidei, director of the Food and Action Research Center in Washington, D.C., is another scheduled speaker.

Action planning sessions on impacting legislators, bureaucrats, and on grass-roots organizing will be included at the workshop, as well as a presentation by Ruth Thone.

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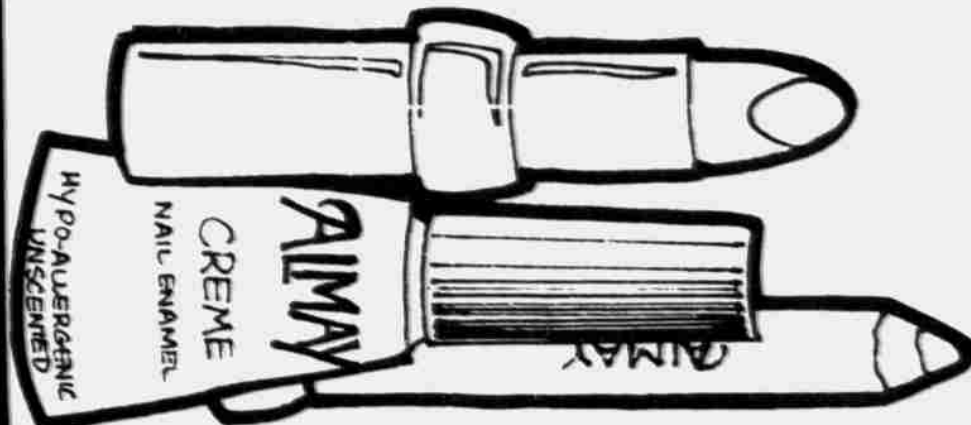
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"WHAT YOU CAN'T HANDLE IS MY KIND OF CHEAP! I'M DEALING SO CHEAP I DON'T EVEN NEED PRICE TAGS!"  
"UP AGAINST THE WALL, SUPER SALESMAN! EATING YOUR LUNCH WE'RE SO CHEAP!"  
"HA! YOU WOULDN'T EVEN HAVE CUSTOMERS IF MY STORE WASN'T DOING MORE BUSINESS THAN WE CAN HANDLE..."