

Re-
Casting
TV:
Girls'
Views

*A Nationwide
Survey of
School-Age
Children*

Conducted for Girls Incorporated
by Louis Harris & Associates, Inc. • 1995

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Girls Incorporated

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A Message from Girls Incorporated

From June Cleaver, who effortlessly managed an immaculate home, to the blonde bombshells who patrol the beaches on Baywatch, girls have turned on their TVs and tuned in to unachievable standards of stereotypical female perfection. Women are often seen as perfect homemakers or as too-beautiful-to-be-true sex symbols. Real women who juggle work, family and finances are too often absent from the screen. So are real girls who try to make sense of school, friends and puberty, and struggle against complex pressures.

At Girls Incorporated we have been helping girls grow up strong, smart and bold for over fifty years. Through carefully researched programs and advocacy efforts, we prepare girls for success in science and math, enable them to avoid substance abuse and unintended pregnancy, and give them unique opportunities to develop their athletic abilities. A consistent message to girls runs through all of these programs: you can achieve your goals.

Because television is so prevalent in the lives of children today, we cannot fulfill our mission without its help. As you will read in the following pages, young people watch an average of 21 hours of TV every week. For many it's the first thing they do when they come home from school. TV has the power to show girls that they are capable, interesting, and able to take charge of their lives.

In *Re-Casting TV: Girls' Views* you will read the responses of more than 2,000 school-age children who answered questions about their TV preferences and viewing habits. Girls were far more likely than boys to criticize TV and more likely to say that they would create very different female characters if they were in charge. Girls want to see characters who look like them, who share their aspirations and fears, and who deal realistically with the issues they face every day.

Girls also told us that they want more programs that help young people deal with the pressures surrounding sex, suicide, drugs, AIDS, divorce and violence. They want more realistic and educational programs. They want TV to show more racial and ethnic diversity, more adventures for girls and more programs with a message.

In response to this call for change, Girls Incorporated is launching Girls Re-Cast TV, a comprehensive media literacy and advocacy campaign that will teach girls to evaluate what they see and hear on television. Girls Re-Cast TV helps girls realize that the stereotypes depicted on TV do not always reflect or define their lives.

Girls Re-Cast TV provides girls and other media consumers with the opportunity to voice their opinions about programming directly to the networks and Hollywood studios. We hope to build a demand for more female characters who demonstrate the strength, intelligence and daring that characterize the lives of so many girls and women.

Girls have spoken: they want to see positive and realistic programming and more thoughtful portrayals of girls their age. They want TV's help in growing up to become strong, smart and bold women, and they will watch shows that give them that help. Girls Incorporated is committed to bringing girls' voices to the public and to industry leaders who can respond to girls' concerns.

One thirteen-year-old girl who participated in our survey wrote: "There are kids all over the world watching TV nowadays. You as adults need to use more discernment about what you put on TV for their sake."

Listen up, TV, because girls have something to say.

January, 1996



Introduction

Regardless of the many points of controversy surrounding the topic of children and TV, one point is rarely disputed — children, both girls and boys, watch a lot of television. And though we often hear the opinions of policy-makers, educators, and parents about what kids watch, it is less common to hear the opinions of the kids themselves.

Re-Casting TV: Girls' Views breaks new ground in this area by giving more than 1,000 girls in grades 3 through 12 from schools across America the opportunity to voice their opinions about what they're watching on TV and to create the types of television shows they want to see. The result is a rich source of information providing tremendous insight into the images girls and young women have of females and their portrayal on television.

Beyond documenting children's opinions about TV, *Re-Casting TV: Girls' Views* measures the importance of television in girls' lives. It examines how much and what they watch and looks at TV viewing within the household (including parental rules about TV).

Also included in *Re-Casting TV: Girls' Views* are the views of boys. In some cases the opinions are similar, but more often they are different, and it is these differences that shed light on the unique experiences of television viewing that girls have.

Methodological Overview: All interviewing for this survey was conducted in school classrooms between April 4 and May 4, 1995, using the Harris Scholastic methodology. Every school containing grades 3 through 12 had an equal chance of being drawn into the sample. In total, more than two thousand students were interviewed (1,075 girls and 1,017 boys). This final sample, which includes students from public, private and parochial schools, is representative of children in grades 3 through 12 nationwide. In other words, the 2,092 respondents in this survey speak for children across the country.

A Note on Interpreting the Results

The base for each question is the total number of students answering that question. All base sizes shown in the report are unweighted; percentages are weighted. An asterisk (*) on a table signals a value of less than one-half percent (0.5%). A dash (-) represents a value of zero. Percentages may not always add to 100 because of computer rounding or the acceptance of multiple answers from respondents. Note

that in some cases results may be based on small sample sizes (<50). This is typically true when sub-group comparisons are made. Caution should be used in drawing any conclusions from the results based on these small samples.

Public Release of Survey Findings

All Louis Harris & Associates, Inc. surveys are designed to adhere to the code of conduct of the Council of American Survey Research Organizations (CASRO) and the code of the National Council of Public Polls (NCPP).

If you wish to see the original survey questionnaire or the total survey results, call the Girls Incorporated National Resource Center at (317) 634-7546.

Acknowledgments

Girls Incorporated extends its gratitude to the Screen Actors Guild-Producers Advancement and Cooperative Fund, whose vision and generosity made *Re-Casting TV: Girls' Views* possible. We thank Leslie Shreve and Jackie Joseph, both of the Screen Actors Guild, and the American Federation of TV and Radio Announcers Women's Committee for their personal dedication and tireless efforts. We would also like to thank Lisette Berry for top-notch analysis at the kind of wholesale prices that keep non-profits going. Miriam Zoll helped us translate the information in this poll into an action plan to bring girls' voices to public attention. Joy Sever, who directed the project for Louis Harris & Associates, provided more expertise and commitment than we could ever have expected.

Louis Harris & Associates would like to thank Amy Sutnick Plotch, Director of Communications, Heather Johnston Nicholson, Ph.D., Associate Executive Director for Research, Program and Training, and Isabel Carter Stewart, National Executive Director from Girls Incorporated for their many valuable contributions and their dedication throughout this project.

Responsibility for the survey questions, the findings and their interpretation rests solely with Louis Harris & Associates, Inc.

Editor: Jennifer Hahn

Design: Shawn Newton Design

A World of Television

The statistics are well documented:

- 99% of American households have a television set;
- 85% of homes contain a VCR¹ (96% in homes with children);
- 65% of households have cable television².

What may be less well-known, however, is that 58% of children say they have a TV set in their bedroom. This figure, which is higher among males than among females, and higher among kids in grades 7 through 12 than among kids in grades 3 through 6, is highest among males in grades 7 through 12 with nearly seven out of ten (69%) saying that they have a TV set in their bedroom.

1

Children in grades 3 through 12 say they spend nearly 21 hours each week watching television (females 19.9 hours; males 21.5 hours)^{3, 4}. More than six in ten girls (64%), along with 58% of boys, say they “watch television every day,” and nearly six out of ten children (58%)⁵ say they have a TV set in their bedroom.

When it comes to imitating what they see on TV, girls are more likely than are boys to say they “wear clothes” (30% v. 23% for boys) and “wear [their] hair” (25% v. 14% for boys) like a character they’ve seen on television. Boys, on the other hand, are more likely to say they “talk like” or “behave like” characters they’ve seen on television (60% and 43% v. 45% and 28% for girls).

Nearly twice as many girls as boys say they have “dieted or exercised to look like a character [they’ve] seen on TV” (15% v. 8%).

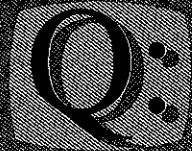
More than a third of females (34%) and four out of ten males (40%) say that “the first thing [they] do when [they] get home from school, is turn on the television.”

2

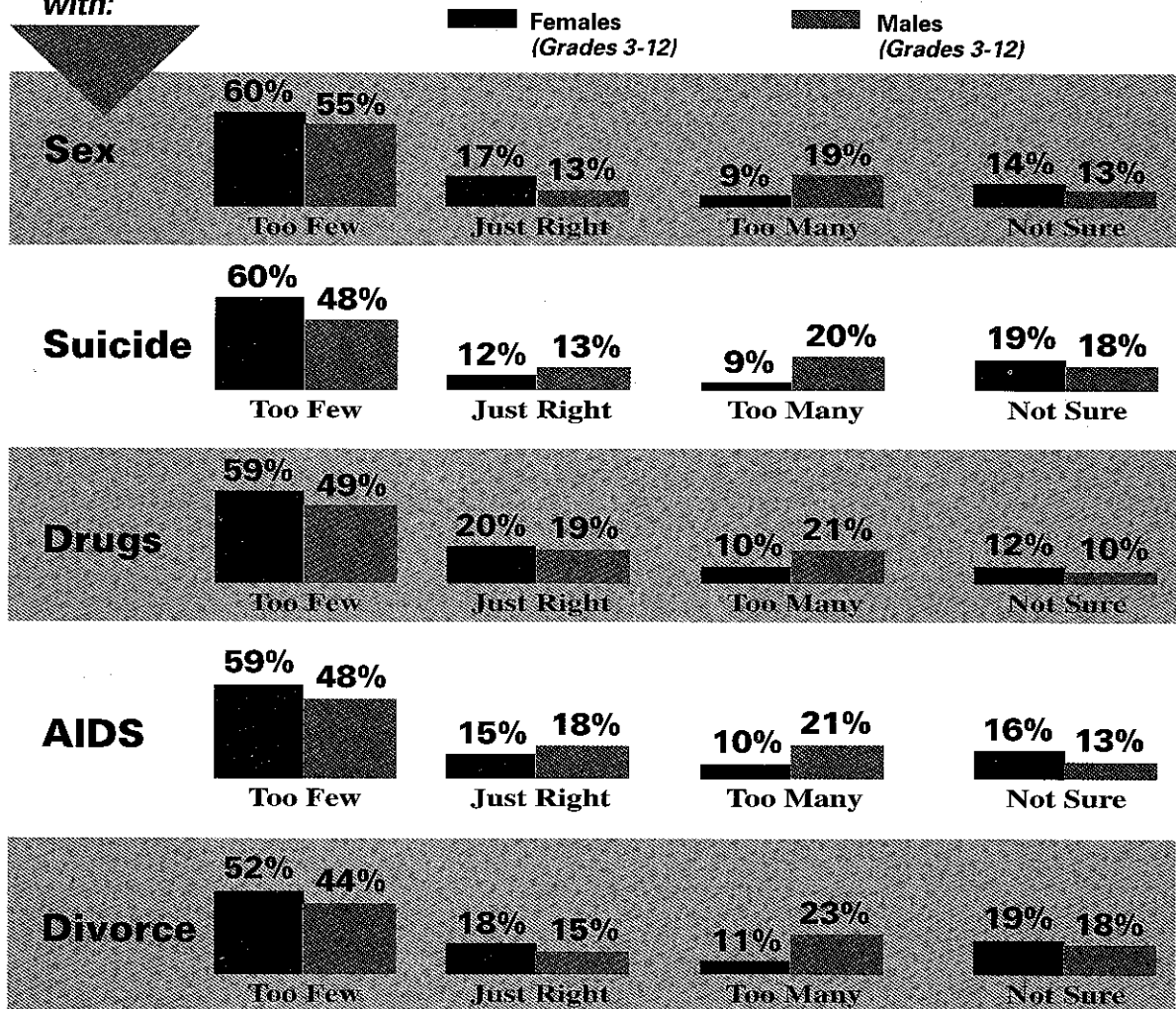
More females than males are critical of television and dissatisfied with the low frequency of programs about important and serious issues. These findings suggest that the pervasiveness of television in children’s lives is by no means an indication that children are satisfied with what they are watching.

Females are much more likely than males to say “most kids watch too much TV” (68% v. 54%), that “too much television is bad for children” (56% v. 45%), that there is “too much sex on television” (45% v. 22%), that “most video games are too violent” (40% v. 15%), and that “television is too violent” (37% v. 19%).

Programs that teach kids how to deal with:



Do you think that there are too many, too few, or just the right amount of each of the following?



Females are also more likely to say there are “too few” news programs for people their age (57% females, 50% males) and “too few” realistic programs (48% females v. 42% males). Four in ten females (40%) say there are “too few” educational programs, while males lean toward saying there are “too many” (33%).

Females are far more likely than are males to say television does not include enough programs about children with disabilities (56% v. 39% among males). The gap between the sexes on this subject is especially notable among young women and young men in grades 7 through 12 (66% among females v. 38% among males).

3

Females are more likely than males to say they are dissatisfied when asked whether television currently has too few, too many, or just the right amount of programs about characters of their sex and their age.

Between 43% and 55% of girls and young women say there are “too few” programs about females their age and “too few” programs about girls having adventures and women in challenging careers, compared to 31% to 44% of males who say this about programs about males.

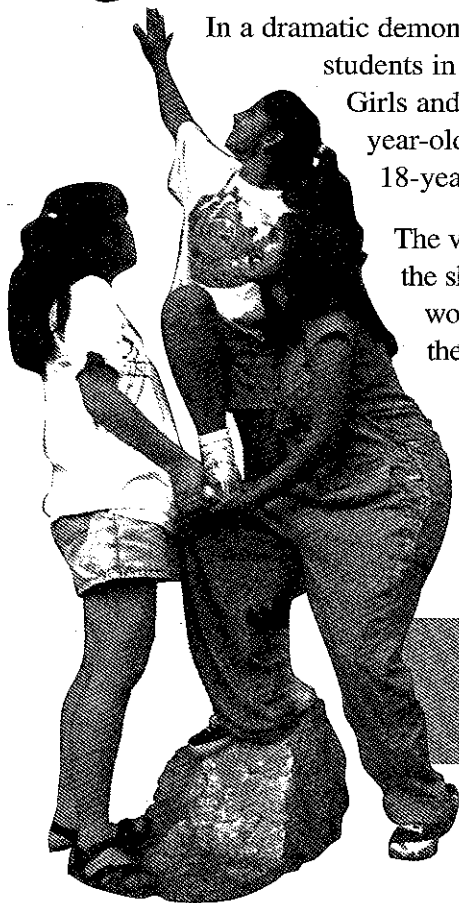
4

Girls and young women who watch less rather than more television are more likely to feel that their world is rarely portrayed on television and that television does not have enough realistic programs.

Nearly half (48%) of all girls and young women who watch less than 15 hours of TV each week say their world is “hardly ever” or “never” portrayed on television. This figure drops to 27% for girls who watch TV 25 hours or more each week.

Girls and young women who watch less TV (less than 15 hours/week) are also more likely than those who watch more (25 or more hours/week) to feel TV currently has “too few” realistic programs (53% v. 44%).

Kids Create TV



In a dramatic demonstration of the images that children have about females and males on television, students in grades 3 through 12 were given the opportunity to create their own TV shows. Girls and boys in grades 3 through 6 created shows about a 12-year-old girl and a 12-year-old boy. Young women and men in grades 7 through 12 created shows about an 18-year-old female and an 18-year-old male.

The various elements the kids were asked to create included: the type of program, what the show would be about, what the main character would be like, the kinds of things that would be important to the main character, the race and ethnicity of the main character, the career aspirations of the main character, and whether the show would have a message or whether it would be just for fun.

Although many options were provided, the children converged on a number of interesting themes that tell us a lot about what children are thinking and about what they say they want to see on television.

5

“Celebrity” careers are popular choices by girls and boys for their 12-year-old TV characters. This preference continues for males into grades 7 through 12, while females shift toward “professional” careers for their 18-year-old TV characters [both female and male].

Close to one third of both girls (32%) and boys (33%) create TV shows where the 12-year-old girl grows up to be a “celebrity” (19% of girls and 16% of boys specifically select a “model”). As a career choice for the 12-year-old boy, nearly three out of ten girls (28%) and boys (27%) also select a “celebrity” career with a “professional athlete” (girls 12%, boys 12%) as the most popular choice.

More than twice as many young men as young women select a “celebrity” career over a “professional” career for the 18-year-old female (38% v. 15%, with 26% of males specifically choosing a “model”), and 25% of young men compared to 14% of young women showed the same tendency for the 18-year-old male character.

“Professional” careers gain in popularity among young women, with 28% choosing occupations such as “lawyer” (9%), “doctor” (7%), “teacher” (6%) and “business executive” (5%) as the career for the 18-year-old female character. 24% of young women overall chose some sort of “celebrity” career such as “model” (13%), “movie star” (5%), “professional athlete” (4%) and “rock star” (2%).

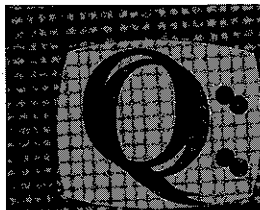
The popularity of “professional” careers among females and “celebrity” careers among males, evident in the careers that kids choose for their TV characters, is also evident in their own career aspirations. Nearly half of girls (48%) and 55% of young women say they want to pursue professional careers when they finish school. The figures are significantly higher than they are for boys (15%) and young men (32%).

6

The types of shows that girls and young women create reflect the frequency with which they watch television. Children who watch less TV create more realistic shows.

The fewer the number of hours of TV watched the more likely girls and young women are to create TV shows about an 18-year-old female who is “athletic,” “acts like a leader,” and is “cheerful,” and “sensitive to the needs of others.” The female character they create is also more likely to be concerned with “friends” and “religion,” and more likely to want to pursue a “professional” career.

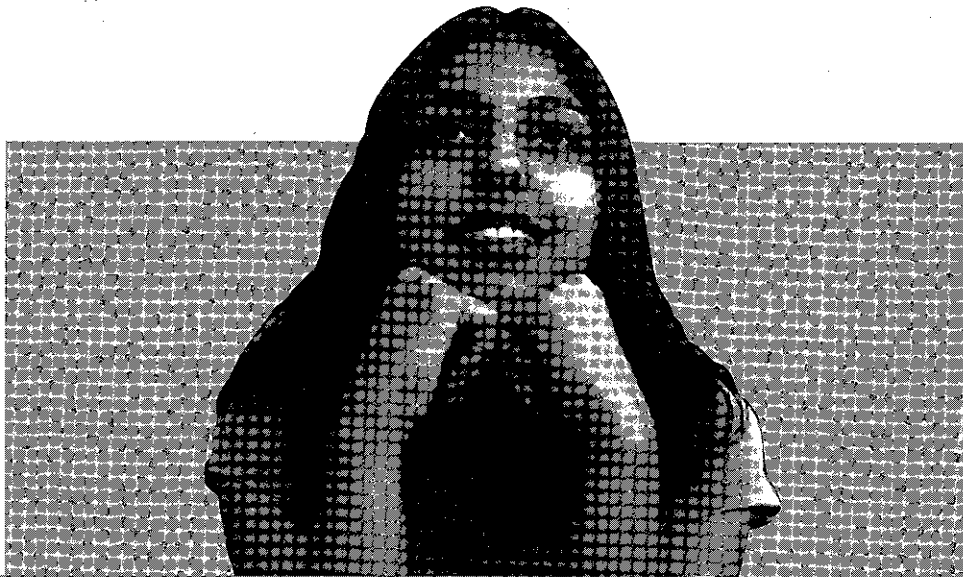
In contrast, the more TV girls and young women watch, the more likely they are to create a female main character who is “rich” and “thin,” “concerned about popularity,” “clothes,” “money,” and “looking attractive,” and who wants to be a “model” or “movie star.”



(If you were creating your own TV show,) what would the main character be like?

Amount of TV Watched / Females

	Total Females	High 25+ Hrs/Wk	Medium 15-24 Hrs/Wk	Low <15 Hrs/Wk
Base:	(1075)	(293)	(343)	(339)
%				
Attractive	37	42	33	37
Smart	33	34	32	33
Funny	32	32	32	30
Athletic	18	16	19	21
Rich	17	25	16	9
Acts as a leader	15	14	15	18
Cheerful	15	13	15	18
Sensitive to needs of others	14	11	15	16
Loves children	11	12	10	10
Strong	11	11	10	10
Thin	9	12	8	7



Q What kinds of things would be important to your main character?

Amount of TV Watched / Females

	Total Females	High <i>25+ Hrs/Wk</i>	Medium <i>15-24 Hrs/Wk</i>	Low <i><15 Hrs/Wk</i>
Base:	(1075)	(293)	(343)	(339)
%				
Friends	38	29	38	47
Family	37	35	40	36
Dating/Romance	34	36	34	38
Doing well in school	31	29	28	34
Animals/Pets	21	17	25	19
Being popular	16	21	19	11
Clothes	16	24	15	12
Money	16	21	15	9
The environment	14	11	17	13
Looking attractive	13	17	12	9
Sports	13	9	13	7
Religion	10	9	9	15

7

Both females and males want TV characters of the other sex to look attractive. More males than females describe the 18-year-old female as “attractive” (64% v. 43%), while more females than males describe the 18-year-old male as “attractive” (43% v. 10%).

Nearly three times as many males as females say “looking attractive” would be important to the 18-year old female (36% v. 13%) and more than twice as many males as females choose “model” as her career (26% v. 13%). Considering that there were 23 career options from which to choose, it is highly significant that more than one in four (26%) young men want their 18-year-old female character to grow up to be a “model.”

8

Most children want diversity and variety on television; their views suggest that television is not delivering in this area. When asked to select the race and ethnicity for the main characters in the shows they create, however, the majority of Whites, African Americans, and close to four in ten Hispanics choose main characters of their own race and ethnicity.

Nearly eight out of ten kids (78%) want to see television shows that have both men and women (or boys and girls) in them and 74% want to watch programs that have characters from a variety of races and ethnic backgrounds.

The preference for diversity notwithstanding, the majority of Whites want the main characters in the TV shows they create to be White (female characters 68%, male characters 62%), and the majority of African Americans want the main characters to be African American (female characters 75%, male characters 64%). And 35% to 44% of Hispanics want the main characters in the shows they create to be Hispanic (female characters 44%, male characters 35%).

Although 47% of Whites feel that TV has “just the right amount” of programs about White Americans, close to half of African Americans and Hispanics disagree (52% and 49%, respectively, say there are “too many”). Moreover, 50% of African Americans and 54% of Hispanics feel that TV does not have enough shows about their race and ethnic groups. And while the majority of Whites (44%) agree that TV does not have enough shows about Hispanics, when it comes to shows about African Americans, Whites are just as inclined to say that there are “too few” (35%) as they are to say that there are “just the right amount” (35%).

9

African American females report more hours of television viewing than do White or Hispanic females (28.5 hours per week v. 23.0 hours for Hispanics, and 17.7 hours for Whites).

Two thirds (67%) of African American girls and young women “watch TV every day,” 64% “get upset if [they’ve] missed [their] favorite show” and 55% say that the first thing “[they] usually do when [they] get home from school is turn on the television.” Twice as many African American girls as White or Hispanic girls say that “television is a very important part of [their] day” (36% v. 18% for Hispanics and 16% for Whites).

10

Compared to White and Hispanic females, African American females are more likely to create shows with smart characters who aspire to “professional” careers.

When creating a show for the female character, African American girls and young women select “smart” more frequently than any other characteristic and more often than White or Hispanic girls do to describe what the main character would be like (39% among African American girls, 31% and 32% among White and Hispanic girls, respectively). The next most popular choice was “funny” (32% v. 33% of White girls and 29% of Hispanic girls), and then “attractive” (30% v. 37% of White girls and 39% of Hispanic girls).

African American females are also more likely than White or Hispanic females to say that “doing well in school” would be important to the female character (37% v. 30% among Hispanic girls, and 29% among White girls).

And in terms of their career selections, 36% of African American girls and young women select a “professional” career for the 18-year-old female, compared to 24% and 23% among White and Hispanic girls, respectively.

African American females are also more likely to say there are “too few” educational programs on TV now (46% v. 40% among Hispanic females and 38% among White females).

11

Kids who qualify for a free lunch at school appear to watch more television, and TV viewing appears to be more important to them. These findings point to the link between socio-economic status and the prevalence of TV in kids’ lives.

Among females, those who qualify for a free lunch watch an average of 23.7 hours each week compared to 19.3 hours among females who don’t qualify for a free lunch. The comparable figures for males are 24.5 hours and 20.0 hours.

Greater numbers of both boys and girls who qualify for a free lunch say that more of the statements pertaining to the importance of television in their lives described them than did those who do not qualify for a free lunch.

Observation: The lack of activities and entertainment options combined with the risks of violence in low-income neighborhoods may make TV-watching more prevalent in the lives of children from families earning a low income.

12

Children and parents disagree about how often they talk to one another about what kids see on television. Parents are nearly five times as likely to say they talk to their kids as kids are to say that they talk to their parents.

Close to half of the kids surveyed say they “hardly ever” (35%) or “never” (14%) talk to their parents about what they’ve seen on television. Less than one in five (19%) parents (of children in grades 3-12) would agree.⁶

Moreover, 42% of parents say they talk to their kids “a lot,” though only 9% of kids say they talk to their parents “a lot.”

13

Parents and children paint different pictures about who makes the decisions about what to watch on TV.

The majority of parents (63%) say that “they or their spouse” make the decision as to what to watch on TV when they are watching with their kids. Far fewer say that the kids make the decision (17%) or that the decision is made together with the kids (15%).

In contrast, only 26% of children say that these decisions are made by the parents, and 33% say that the decision is a collaborative one (33%).

Nearly one in five kids (17%) said that they don’t watch TV with their parents, though only 1% of parents said they don’t watch TV with their kids.

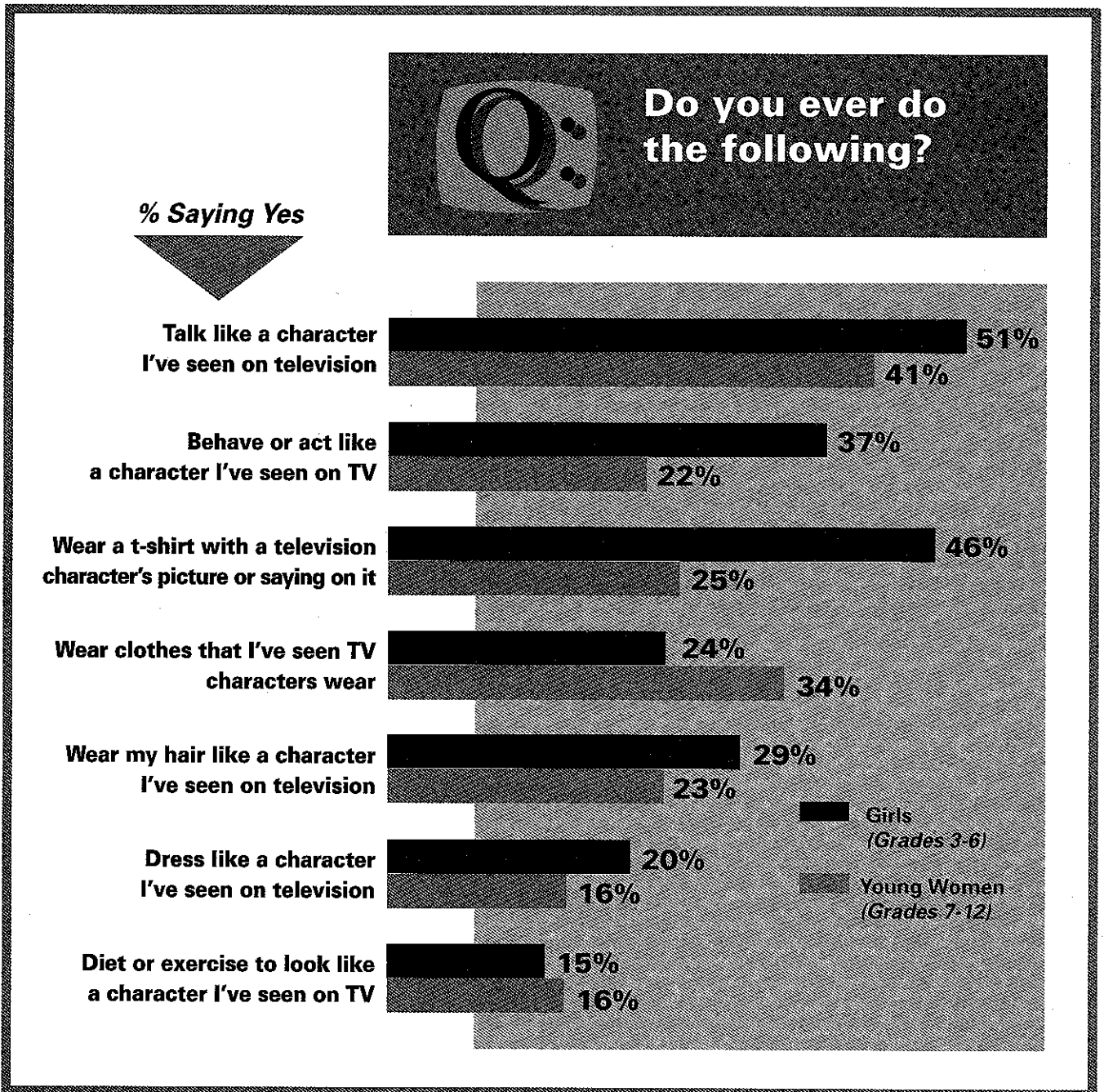
14

When children watch TV with their siblings, boys appear to take charge more often than girls.

According to children in grades 3 through 12, when watching TV with their siblings, boys are more likely than girls to say that “they” make the decision as to what to watch (38% v. 27%).

The Influence Of TV On Children's Lives

Younger girls are more likely to imitate TV than are older girls (22% v. 16% say that at least four out of seven statements describe them). Differences are only marginal when White, African American and Hispanic girls are compared.



TV That *Angers* and *Upsets*

More than half of the girls and young women surveyed (54%) said that they have watched something on television that has upset them or made them angry. This figure is significantly higher than it is for boys (43%). For both groups, the likelihood of watching something that angered or upset them increases with grade level to a high of 65% for young women in grades 7-12 and a high of 49% for young men in grades 7-12.

African American females are also more likely than White or Hispanic females to say that they have watched something on TV that has upset or angered them (63% v. 53% and 50%).

The source of the anger and distress includes:

- News-related stories such as bad news, injustice on the news, etc. (mentioned by 13% of females and 19% of males);
- Incidences of, or shows about, racism or prejudice (mentioned by 18% of girls and 11% of boys);
- Violence-related programs (mentioned by 12% of girls and 9% of boys).

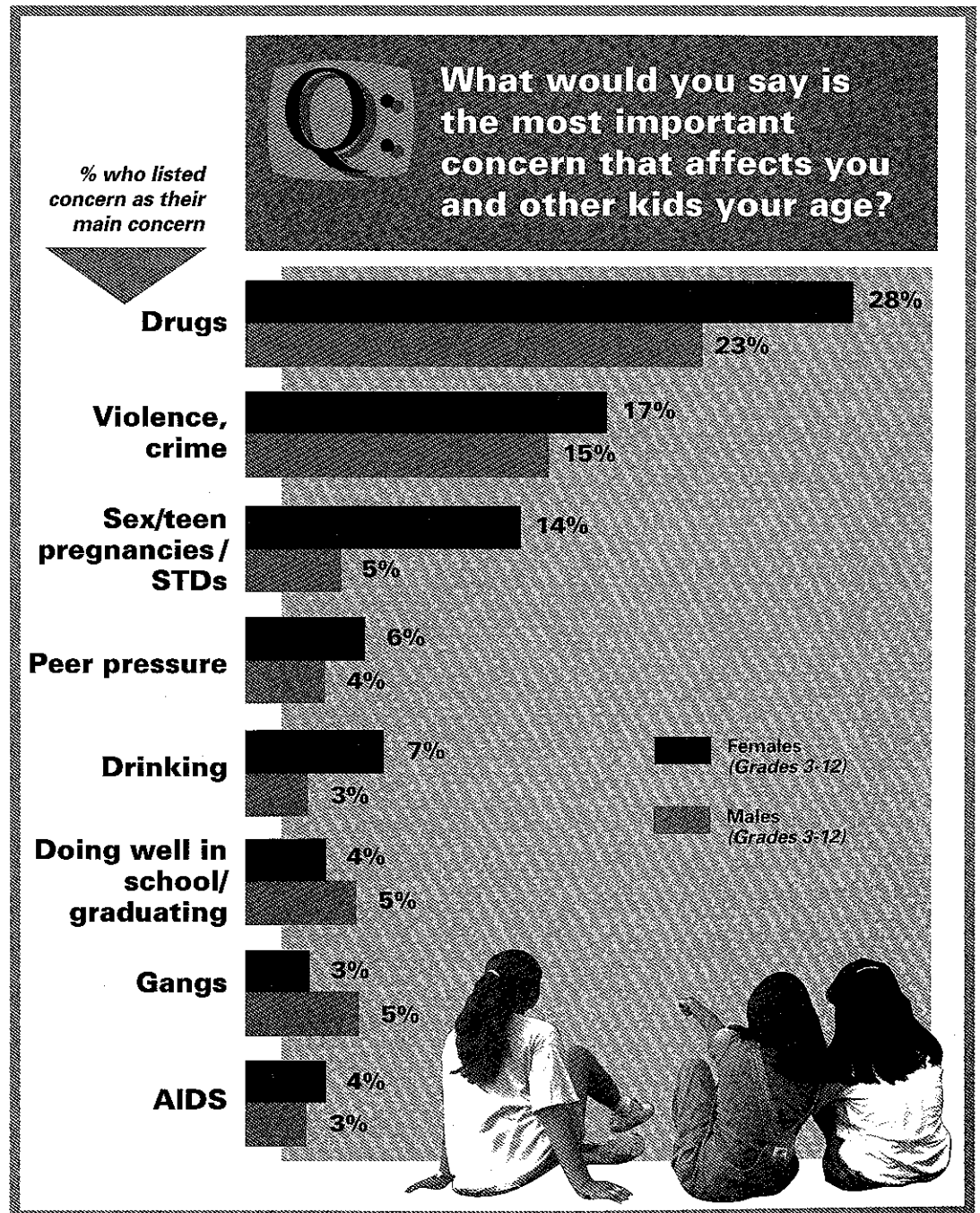


The Portrayal of Children's Concerns on TV

When children are asked to name the most important concern that affects them and other kids their age, the number one response is "drugs" (mentioned by 28% of females and 23% of males). While violence is mentioned equally by females and males, teen pregnancies and sexually-transmitted diseases appear to be much bigger concerns for females than for males (14% v. 5%).

When asked "Would you like to see television programs address this concern more often, or do you think television is doing a good job now?" 54% of females v. 38% of males said TV needs to address concerns more often. Only 27% of females v. 37% of males said "TV is doing a good job now." Notably, 19% of females and 26% of males indicate that they are "not sure" how TV is doing.

Consistent with the above results is the finding that significant numbers of girls (39%) and boys (38%) say that their world — their family, friends, the people in their neighborhood, the kinds of things they like to do and the problems that they face — is "hardly ever" or "never" portrayed on television.



Turned Off When They Tune In?

Children in this survey were asked to give their opinions about four controversial elements of television. With respect to all of the issues examined, more criticism was voiced by girls than by boys.

Young women in grades 7 through 12 are more likely to think that “most kids watch too much television” (73%) than are girls in grades 3 through 6 (61%). And greater numbers of White girls than African American or Hispanic girls say that “most kids watch too much television” (71% v. 54% and 66%) and that “too much television is bad for children” (62% v. 41% and 47%).

As reported earlier in this summary, females are more likely than are males to say that “most kids watch too much TV” (68% v. 54%), that “too much television is bad for children” (56% v. 45%), that there is too much sex on television (45% v. 22%) and that “television is too violent” (37% v. 19%).

However, it is important to note that *girls and young women who watch less TV are more likely to express opinions critical of what they see.*

	Total Females	Amount of TV Watched / Females		
		High 25+ Hrs/Wk	Medium 15-24 Hrs/Wk	Low <15 Hrs/Wk
Base:	(1075)	(293)	(343)	(339)
Do most kids watch too much television?	68	55	72	77
Is too much television bad for children?	56	42	57	69
Is there too much sex on television?	45	40	43	52
Is television too violent?	37	28	39	44

Notes:

1. The Role of Technology in American Life, Times Mirror Center for The People & The Press, May, 1994.
2. Interactive Services, Consumer, and Privacy, Louis Harris & Associates, Inc., October, 1994.
3. America's Children & The Information Superhighway, A Publication of The Children's Partnership, September, 1994.
4. Children and The Media (Fall, 1994; By The Numbers — What Kids Watch), Nielsen (1992-1993).
5. Throughout this report, “girls” and “boys” will refer to students in grades 3 through 6, and “older girls” and “older boys,” “young women” and “young men” will refer to students in grades 7 through 12. “Females” and “males” refer to children in grades 3 through 12.
6. Harris Poll #951402, conducted by Louis Harris & Associates, Inc., (Total number of parents= 260), April, 1995.

Relationship with Socio-Economic Status: All kids in this survey were asked whether or not they qualify for a free lunch at school. In total, 24% indicated that they do qualify. Using this question as an indicator of household income level, and comparing those who do qualify for a free lunch with those who do not, this survey points to a relationship between socio-economic status and the amount of time in front of the TV.

Girls Incorporated:

Developing Strong, Smart and Bold Girls for Fifty Years

Girls Incorporated is a national youth organization dedicated to helping every girl become strong, smart and bold. For over 50 years, Girls Incorporated has provided vital educational programs to millions of American girls, particularly those in high-risk, underserved areas. Today, innovative programs help girls confront subtle societal messages about their value and potential, and prepare them to lead successful, independent and complete lives.

Membership

Girls Incorporated serves 350,000 young people ages 6-18 at over 900 sites nationwide. Fifty-four percent of the girls the organization serves belong to racial and ethnic minority groups; sixty-one percent come from families earning \$20,000 or less; and over half are from single parent households, most of which are headed by women.

Programs

Girls Incorporated develops research-based informal education programs that encourage girls to take risks and master physical, intellectual and emotional challenges. Major programs address math and science education, pregnancy prevention, media literacy, adolescent health, substance abuse prevention and sports participation.

Research

The National Resource Center (NRC) is the organization's research, information services and training site. Extensive research and evaluation conducted by the NRC provide the foundation for all Girls Incorporated programs. The NRC also responds to requests for information on girls' issues and distributes Girls Incorporated publications.

Advocacy

Girls Incorporated informs policy makers about girls' needs locally and nationally. The organization educates the media about critical issues facing girls. In addition to teaching girls how to advocate for themselves, proactive community activities bring girls' voices into the public arena.

Funding

Girls Incorporated is a not-for-profit organization which receives eighty-seven percent of its revenue from public support — corporations, foundations, government grants and individuals. The remainder comes from membership dues, interest and dividends.

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