

Too often today children are exposed to images that glamorize violence and desensitize children to it. Numerous studies have shown that this kind of violent programming can promote violent tendencies in children. Media violence increases children's aggression towards others and promotes the development of a sense of callousness towards violence. And such programming can have a particularly negative effect on children who are already vulnerable.

My Administration has worked hard to give parents the information they need to make the right choices for their children. My Administration has brought about a breakthrough agreement by the television industry to create a content-based voluntary ratings system that informs viewers of the appropriateness of the programs they watch. Along with the V-Chip, this rating system will enable parents to choose the programs their children watch, and allow them to better control the images to which their children are exposed.

Today, the motion picture, recording, and video game industries also use content-based ratings to improve the choices parents have. If, however, these industries market violent or other inappropriate materials, rated for adults, to children, then they undermine the effective functioning of the ratings systems. And the in-

dustries make it harder for parents to control the movies, music, and games to which their children are exposed.

Therefore, I am requesting that the Federal Trade Commission and the Department of Justice to conduct a study on the marketing practices of the motion picture, recording, and video game industries with regard to material rated for adults to determine whether and to what extent these industries market such material to children. Among other matters, the study should examine whether such violent material rated for adults is advertised or promoted in media outlets in which minors comprise a substantial percentage of the audience. The study also should examine whether these advertisements are intended to and in fact attract underage audiences.

As a result of this study, we will learn more about how violence is marketed to our children. I thank you for your efforts in this area and your attention to this project.

Sincerely,

WILLIAM J. CLINTON

NOTE: Identical letters were sent to Attorney General Janet Reno and Federal Trade Commission Chairman Robert Pitofsky.

Statement on the Resignation of Mark D. Gearan as Director of the Peace Corps

June 1, 1999

Today I am announcing that my good friend and trusted adviser Mark Gearan will be leaving his position as the Director of the Peace Corps later this summer. Mark has accepted the exciting challenge of serving as the next president of Hobart and William Smith Colleges, one of our Nation's most distinguished academic institutions. The trustees of the colleges have made a very wise decision in selecting Mark Gearan as their new president. He is gifted, humane, a leader, and deeply committed to the education of young people. I know that he will bring great vision to the colleges as they enter the next century.

I have relied on Mark Gearan's skills, wisdom, and talents for many years. He was a close aide

to me from the time I first sought the Presidency; he served as Vice President Gore's campaign manager in the 1992 election; and he served me in the White House as Deputy Chief of Staff and Director of Communications.

One of the best personnel decisions I have made as President was to appoint Mark Gearan as the Director of the Peace Corps. I believe he has been one of the most successful Directors since President Kennedy established the Peace Corps in 1961. He has rejuvenated the Peace Corps and demonstrated a deep commitment to its legacy of service and the women and men who serve as Peace Corps volunteers. He can be proud that the Peace Corps will

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soon have more volunteers serving overseas than at any time in a generation.

Mark strengthened the Peace Corps in many ways. He has established the Crisis Corps, a new program within the Peace Corps that enables former volunteers to help people in other countries recover from the effects of natural disasters and humanitarian crises. He established new volunteer programs in South Africa, Jordan, and Bangladesh, and has managed the Peace Corps with great skill and care. This record of

performance has convinced me, and the Congress, that the Peace Corps should field 10,000 volunteers, and I was proud to sign into law an authorization bill that will put us on the path toward achieving this goal by the year 2003.

I thank Mark for his friendship and service. Hillary and I will miss Mark, his wife, Mary, and their two daughters, Madeleine and Kathleen. We wish them the very best as they take this new step in their lives.

Remarks on Presenting the Commander in Chief's Trophy to the United States Air Force Academy Falcons in Colorado Springs, Colorado

June 2, 1999

Thank you very much, General Oelstrom, Coach DeBerry, members of the team, and family and friends. You know, one of the best things about being the President are the things that every President gets to do. I mean, every year I turn on the White House Christmas tree; every year I give a pardon to a Thanksgiving turkey. You know, there are things you do every year. And when the history of our administration is written, I will be credited with instituting a new permanent tradition. Every year I give the Commander in Chief's Trophy to the Air Force Academy. There has been only one lapse in 7 years now. It's been an amazing experience.

I follow football very closely, and I know a lot of people think this is the best Falcon team ever. You won the conference. You had a great record, a top-10 finish. You won the conference. You won your bowl game, beat Army and Navy by a combined 70 points. I hope the press won't report that. *[Laughter]* I still have a few more trips to make to those academies. *[Laughter]*

It was a truly amazing thing. And to me, in some ways, the most impressive statistic of all was that for 2 years in a row you were, next to Ohio State, the second best defensive team in the country. I've actually met the Ohio State football team, and they're slightly larger.

[Laughter] I don't think they could fly jet airplanes—lift them maybe, but not fly them.

So I have really been amazed at the consistency of performance here. And I think it's a real tribute not only to the young men but obviously to the coach and to the spirit and to the idea that excellence can be achieved against considerable odds.

And it's a great honor for me to be here. I congratulate you again. And I thank you for making this a tradition. And I think you probably cannot imagine how many young athletes there are out there all over America who, because you have been able to achieve this level of excellence while pursuing a rigorous academic program, a rigorous training program, being in this institution of higher education for other purposes primarily, there are all kinds of young people who believe they can do the same thing. And that's worth a great deal in a world where it's not so easy to be young anymore. And I thank you for that, too.

Thank you very much.

NOTE: The President spoke at 10:37 a.m. in Doolittle Hall at the U.S. Air Force Academy. In his remarks, he referred to Lt. Gen. Tad J. Oelstrom, USAF, Superintendent, and Fisher DeBerry, football coach, U.S. Air Force Academy.