

EXHIBIT C

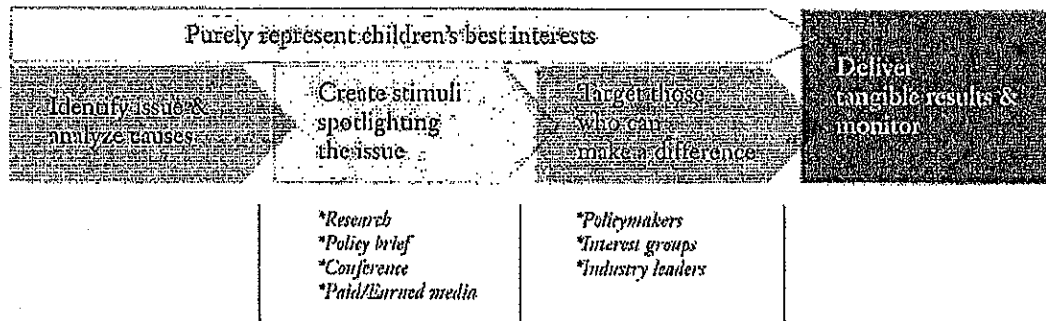
**THE NATIONAL IMPACT OF CHILDREN NOW'S WORK
PREPARED FOR ALLAN STEYER
December 2007**

Our Mission & Strategic Approach

Children Now is a nonpartisan research and advocacy organization working to raise children's well being to the top of the national policy agenda. We focus on ensuring quality health care, a solid education and a positive media environment for all children. Our strategic approach creates awareness of children's needs, researches and analyzes root causes, develops effective policy solutions and engages those who can make change happen. We are motivated by the belief that all children deserve the opportunity to reach their full potential.

Throughout its 19-year history, the organization has been responsible for creating new and improved policies that have improved the lives of millions of children.

Figure 1: Children Now's Proven Strategic Approach



Our work is focused on three areas: media, health and education policy. Current examples of this work and its achievement of successful outcomes for our nation's children are detailed below and in the several attachments provided.

Media Policy Campaigns Expand & Improve Educational Media & Combat Obesity

Children Now's recent media policy work has expanded the quantity and improved the quality of children's educational media and reduced children's exposure to junk food advertising, which is contributing to our nation's childhood obesity crisis.

Expanding the quantity & improving the quality of children's educational media

A Children Now research paper, subsequent national conference and countless hours of negotiations with national policy and media industry leaders resulted in a unanimous Federal Communications Commission (FCC) decision in 2006 that dramatically increases the amount of children's educational television. Thus, **millions of children and their parents will have improved access to the proven benefits of children's educational programming.** Building on our success in expanding the quantity of educational television for children, Children Now currently is conducting a new research study examining the

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quality of the educational programming provided. This study will spotlight possible abuses by media companies in meeting the children's educational programming requirements (e.g., in the past, networks claimed *The Flintstones* and *The Jetsons* taught children about history and the future, respectively) and begin the process of change.

One more recent project in our work to improve children's educational media involved our researching what's known about the effects of media on the nation's preschool age children and efforts underway to enhance the quality of such media. In September, we presented the findings of that report to a national convening of media industry leaders in New York.

Protecting children from junk food marketing

Our media policy work recently resulted in a significant, national change in the marketing of junk food to children. Children Now's conference, *The Future of Children's Media: Advertising*, made such a big impression in Washington, D.C. that Senators Sam Brownback (R – KS) and Tom Harkin (D – IA) along with the Chairman of the Federal Communications Committee formed the Joint Task Force on Media and Childhood Obesity. As a result of our leadership role on the Task Force, **Nickelodeon will no longer license SpongeBob SquarePants to sell junk food to children.** The Cartoon Network and Discovery Kids also agreed to only license their children's characters to food and beverages meeting healthy criteria.

We are now working on a research project to monitor the voluntary efforts of industry to reduce junk food advertising and will hold a national conference in Washington, D.C. to highlight that research in June 2008.

Providing Health Insurance & Access to Care to All Children

Children Now's work on children's health policy has substantially improved children's access to health care. In 2006, our work to optimize the enrollment process for public health insurance resulted in tens of thousands more children getting the coverage that's available to them. Our work in this area continues as hundreds of thousands of the nation's children still are without health insurance. A current project, in which we partner with two other children's advocacy groups and the interfaith group PICO, centers on informing policy development to ensure that 763,000 children currently without health insurance are covered.



Giving All Children the Strong Educational Foundation Necessary for a Productive Life

Our education policy work seeks to ensure that all children have access to high quality preschool, K-12 and afterschool opportunities. For example, last year, we worked with California Governor Arnold Schwarzenegger to ensure the roll out of over \$500 million in new afterschool funding to programs throughout the state. The expansion of afterschool

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programs, which provides hundreds of thousands more children with safe and enriching activities, and our accompanying efforts to ensure programs are available to all low-income children who need these services most, is now being used as a national model for other states to follow.

Research

Research is a cornerstone of our strategy and work. In addition to those projects mentioned above, we complete a number of annual research projects highlighting the status of children. These research projects provide the vehicle to communicate ideas that will ensure that every child has the opportunity to reach their full potential. One such recent research effort focused on the children of immigrant families living on the U.S./Mexico border. This research corrected many misperceptions about these children, assessed their health and education status and needs, and provided recommendations to improve their chances for success and societal outcomes.

Budget

The organization's 2008 budget is \$4 million. These dollars primarily fund our staff, research projects, national conferences, policy development efforts, communications and ongoing work to inform policymakers of children's needs.