

Pointers For Parents

Parents Urged To Channel What Children Watch

(NAPSA)—Parents need to take a more active role in deciding what programs their children get to watch on television.

That's the key message of a new public service advertising (PSA) campaign sponsored by the Ad Council, broadcasters, cable television and satellite providers, the motion picture industry and others. The campaign encourages parents to visit a new Web site, www.TheTVBoss.org, which provides information on how parents can take a more active role in their children's viewing decisions.

Ad Council research shows the majority of parents (70-80 percent) have serious concerns about age-inappropriate television content.

However, according to a Kaiser Generation M study, 53 percent of 8- to 18-year-olds say their families have no rules about TV watching. In addition, of the remaining 47 percent who say their families do have rules, the vast majority (80 percent) say these rules are enforced only some of the time, a little of the time or never. Despite their general lack of awareness about blocking technologies, many parents are open to ideas that promise more control, and agree that these technologies can be an effective tool.

According to Jack Valenti, former Motion Picture Association of America President and CEO, "Whatever programs parents believe to be unsuitable for their 9- and 10-year-olds can be easily blocked, so that when parents go out to dinner, they can be secure in the knowledge they have blocked out all programs they don't want their young children to watch. By going to a Web site, TheTVBoss.org, they can learn how to control all programming in the home."

Raising happy, healthy and productive children takes guidance. Use the following tips in conjunction with the V-chip, cable controls or satellite controls and the TV ratings to stay in control of your child's television consumption:



Many parents say they are open to ideas and technology that promise them more control over what their children watch on television.

- Lay the Groundwork—Establish rules for TV viewing.
- Choose Age-Appropriate Programs—Decide what you want your child to watch.
- Watch TV Together—Keep the TV in the family room.
- Teach Media Literacy—Educate your child with your values.
- Be a Good Role Model—Set a positive example for your child by managing your TV viewing wisely.

Created pro bono by advertising agency McCann Erickson New York, the Media Management PSA campaign includes new television, radio, print and Web advertising, which aims to educate and inform parents with young children about how they can monitor and supervise their children's television consumption.

The campaign was produced in partnership with the Motion Picture Association of America; the National Cable & Telecommunications Association (NCTA); representing cable programmers and operators; the National Association of Broadcasters (NAB); the Consumer Electronics Association (CEA); television broadcast networks, including ABC, CBS, NBC and FOX; and direct-to-home satellite providers DIRECTV and EchoStar.

The Ad Council is a private, nonprofit organization with a rich history of delivering critical messages to the American public.