

February 16, 2006

To: The Honorable Robert Aderholt

We are writing to inform you of an unprecedented unified assembly of every single enterprise in visual communications in this country - every TV station, all the national broadcast networks ABC, CBS, NBC, FOX, CW, movie studios, cable programmers and operators, direct broadcast satellite providers DirecTV and Echo Star's Dish Network, Time Warner, Comcast, Viacom, the Consumer Electronics Association, the National Association of Broadcasters, the National Cable and Telecommunications Association, the Motion Picture Association of America. This is an effort never attempted before.

This unified group has one specific mission: **To inform and explain to American parents they have total power - right now - to control all TV programs in their home.**

This group has enlisted the Ad Council and its prestige and achievements, with links to the best brains in creative advertising, to design the messages that will be dispatched by the hundreds of thousands, over and over and over again -- dispatched by cable networks and systems, national broadcast networks, individual TV stations, direct-broadcast-satellite companies -- to American TV homes. This avalanche of messages will begin airing mid-year.

Additionally, with the cooperation of the Consumer Electronics Association, we will reach out to retail stores and TV set manufacturers to inform parents of the presence of a V-Chip in the new TV set they buy. Further, we will distribute the Ad Council material to churches and advocacy groups so they can pass onto their congregations and members the messages conveyed to parents.

The total cost of this unprecedented project, privately funded, will be some \$300 million.

We hope you will conclude it is far wiser NOT to legislate but rather allow this unique parental education project to move forward. **The key reason is simple: This voluntary plan is more far-reaching than any legislation can ever be. Why is this so? Because of the strictures of the First Amendment, legislation can only affect some 10% to 15% of TV channels in most homes.** Moreover, every family is different in the choice of programs they think are suitable to watch. By using the V-Chip, cable or

DBS blocking mechanisms, parents can make their own decisions about what programs come into their homes.

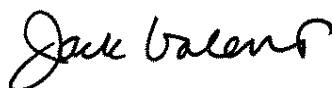
Two responsible polls taken recently, one by Hart Research, and another by Russell Research, reveal significant information. Both polls report that **some 80% of parents are concerned about TV programs**, which come into their home. **But only some 9% to 11% want the government to step in to control programming content.** **Between 91% to 89% do NOT want government involvement.**

To summarize this never-before-attempted-project, which satisfies parents' beliefs that a voluntary program is far better and more effective than a government-imposed solution, we will:

1. **Enlist the Ad Council to create, supervise and monitor messages to parents.**
2. **Ensure that all the cooperating enterprises offer air time so these messages are dispatched to all TV homes in the country.**
3. **Distribute educational and instructional materials to be made available to parents at retail stores, in information included with TV sets, and during installation of pay television services.**
4. **Ensure that all cooperating entities have readable logos at the start of every TV show, and coming out of every commercial break in programs aired.**
5. **Reach out to religious and parents' advocacy groups with information they can distribute to congregations or members to further inform and educate them about the power that parents have to control TV programming in their homes.**

We have enclosed the testimony from the January 19 hearing for your review. Please do not hesitate to contact us if you have additional questions or concerns.

Sincerely,



Jack Valenti



Gary Shapiro
President & CEO
Consumer Electronics Association



Dan Glickman
President & CEO
Motion Picture Association of America



David K. Rehr
President & CEO
National Association of Broadcasters



Kyle McSparrow
President & CEO
National Cable & Telecommunications Association

Enclosure

January 19, 2006

TO: Chairman Ted Stevens and
Co-Chairman Dan Inouye
Senate Commerce Committee:

*A Plan to Communicate to Parents that they have
the Power to Control
All TV Programs in Their Homes.*

A Preface:

This is a unique assembly of all the elements of creators and distributors of visual programming in the nation. Never before has such a cooperative venture ever been attempted. Cable systems, national TV networks, TV broadcast stations, makers of movies and TV programming, direct broadcast satellite delivery systems, manufacturers of consumer electronics - and the Ad Council - are all bound together in a tightly coordinated mission. We will conduct research and create informational and educational messages which in turn will be transported to parents throughout the country. All distributors of visual entertainment, news, and sporting events will exhibit these messages to homes in every neighborhood in the land.

The ‘uniqueness’ of this vast, national enterprise is confirmed by a very simple fact. The scale and sweep of this effort, its persistence, frequency, clarity, uniformity of message, are totally new and completely different than any other nation-wide mission yet attempted.

Beginning with the “go ahead” to the Ad Council, we plan on one year and a half for the duration of this effort.

Cost to the cooperating enterprises: Through the Ad Council and through on-air message time, it is estimated the cost to the cooperating enterprises will be between \$250 to \$300 Million.

The Essence of the Mission:

ONE: Enlist the Ad Council to create, supervise and monitor Messages to Parents.

The Ad Council has for many years been the most prestigious, respected and effective creators and conveyors of messages to the public on issues that are of high importance to the nation.

The Ad Council has a long, close, time-tested linkage to the largest and most successful advertising and public relations agencies in the country. From

this reservoir of the nation's finest creative brains will come the work of devising messages for parents that are clear, easy-to-understand, and persuasive.

These messages will let parents know without question or doubt that they have total power, in their hands right now, to control every TV program that enters their home by whatever method of delivery they have chosen.

We must point out that no previous campaign was equipped by the cooperative force that fuels our mission.

TWO: All the cooperating enterprises will offer air time so these messages will be dispatched to all TV homes in the country.

This aspect of the mission is distinguished by its totality and frequency of coverage, that is, these messages will be carried by every distributor of programs in whatever form it comes into the home. This means that over and over again parents will be visited by simple, easy-to-grasp instructions for use of the V-Chip as well as cable blocking mechanisms. These instructions will so simple that even the most technology-innocent parent can, very quickly, get the hang of it, without complications.

THREE: The campaign will in cooperation with other industry groups in retailing initiate a point of sale promotion. The Consumer Electronics Association will distribute V-Chip educational materials such as pamphlets, labels and/or tags for TV set manufacturers and retailer use on TV set cartons, on TV sets on display or in or along with instruction manuals. The CEA will support a web site on V-Chip.

This is the first time any effort has been to enlist set manufacturers and retail stores in an educational campaign.

We believe this has favorable prospects and we aim to energize this program to the fullest.

FOUR: All the cooperating entities will have readable logos at the start of every show, and coming out of every commercial break in programs aired.

Our goal here is to make sure the logos are large enough to be identified by parents, and their frequency of appearance is sufficient to keep parents informed.

FIVE: We will reach out to religious and parents'; advocacy groups with information they can re-

distribute to their congregations or members to further inform and educate them about the power that parents have to control TV programming in their homes.

We believe that this extra reach will reap additional benefits in making it clear to parents that they need no longer feel helpless in standing guard over what they want their children to see or not see in the TV set in their home.