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
<u>All</u> TV Programs in Their Homes.

A Preface:

This is a unique assembly of *<u>all</u>* 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.

(Attached are some past national "message campaigns" the Ad Council has constructed, to confirmed favorable results). We must point out that no previous campaign was equipped by the cooperative force that fuels our mission.

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

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.

<u>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.</u>

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.

<u>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.</u>

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.