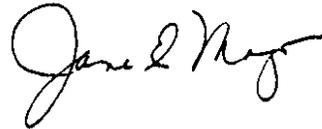


CONCLUSION

For the foregoing reasons, the Joint Commenters request that the Commission issue a report in this proceeding consistent with these comments.

Respectfully submitted,

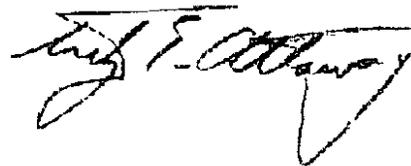


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April 16, 2009

EXHIBIT A

UNDERSTANDING THE TV RATINGS

Audience: indicates the audience for which a television program is appropriate. →

Content Label: indicates a show may contain violence, sex, adult language, or suggestive dialogue. →



The Content Labels

TV Parental Guidelines may have one or more letters added to the basic rating to let parents know when a show may contain violence, sex, adult language, or suggestive dialogue.

- D** – suggestive dialogue (usually means talks about sex)
- L** – coarse or crude language
- S** – sexual situations
- V** – violence
- FV** – fantasy violence (children’s programming only)



All Children

This program is designed to be appropriate for all children. Whether animated or live-action, the themes and elements in this program are specifically designed for a very young audience, including children from ages 2–6. This program is not expected to frighten younger children.



Directed to Older Children

This program is designed for children age 7 and above. It may be more appropriate for children who have acquired the developmental skills needed to distinguish between make-believe and reality. Themes and elements in this program may include mild fantasy violence or comedic violence, or may frighten children under the age of 7. Therefore, parents may wish to consider the suitability of this program for their very young children.



Directed to Older Children – Fantasy Violence

For those programs where fantasy violence may be more intense or more combative than other programs in this category, such programs will be designated TV-Y7-FV.



General Audience

Most parents would find this program suitable for all ages. Although this rating does not signify a program designed specifically for children, most parents may let younger children watch this program unattended. It contains little or no violence, no strong language and little or no sexual dialogue or situations.



Parental Guidance Suggested

This program contains material that parents may find unsuitable for younger children. Many parents may want to watch it with their younger children. The theme itself may call for parental guidance and/or the program may contain one or more of the following: some suggestive dialogue (D), infrequent coarse language (L), some sexual situations (S), or moderate violence (V).



Parents Strongly Cautioned

This program contains some material that many parents would find unsuitable for children under 14 years of age. Parents are strongly urged to exercise greater care in monitoring this program and are cautioned against letting children under the age of 14 watch unattended. This program may contain one or more of the following: intensely suggestive dialogue (D), strong coarse language (L), intense sexual situations (S), or intense violence (V).



Mature Audience Only

This program is specifically designed to be viewed by adults and therefore may be unsuitable for children under 17. This program may contain one or more of the following: crude indecent language (L), explicit sexual activity (S), or graphic violence (V).

EXHIBIT B



BE THE BOSS OF WHAT YOUR KIDS WATCH

Parental blocking controls not only prevent your kids from viewing mature content, but also allow you to decide what programs they can watch. Parental controls are available through your TV, cable or satellite provider.

Learn more at
theTVboss.org





TV YES YOU CAN WATCH

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IF YOU DON'T WANT YOUR KIDS TO WATCH IT, BLOCK IT
Parental blocking controls can prevent your kids from viewing
mature content you don't want them to see. They're available
through your TV, cable or satellite provider.

Be the boss of what your
kids watch. Get out there at
theTVboss.org



Helpful tips for Parents

- 1. Can't be with your child all the time?**
Use parental controls to block unwanted programs with your TV, cable box, or satellite.
- 2. Be in the know.**
Know the Ratings and find shows suitable for your child.
- 3. Make a plan.**
Develop a media plan for your family and establish media guidelines with kids.
- 4. Create a television library.**
Record programs that your children can view at any time during the day.
- 5. Be a role model.**
Set a good example for your children!
- 6. Power down!**
End a long day with a fun program the whole family will enjoy.
- 7. Get them involved!**
Have your child help you select his or her TV shows.
- 8. Quid pro quo**
Talk to your child about your opinions and beliefs, and listen to his or hers.
- 9. Guess what I learned on TV?**
Ask questions and share answers to this conversation starter during meals.
- 10. Record it.**
Use the VCR or digital video recorder and watch your shows when your child is asleep.

For more information visit:
TheTVBoss.org

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