



Contact: Kathy Roeder (212) 419-3409
Robin Brynes (212) 274-9500

EXPOSED! Why Special Interests Don't Want You to Use the V-Chip

Emmy Nominated Programs Featured in Video as Special Interests' Targets

NEW YORK, July 14, 2005 — Today TV Watch released EXPOSED!, a web video. The video pulls back the curtain on the real agenda of groups calling for more government control of television. TV Watch is a coalition of 24 organizations and individuals representing more than four million Americans and 1500 grassroots activists who support the use of parental control tools like content ratings and the v-chip over increased government regulation of TV. The video is posted to the coalition's website at www.televisionwatch.org.

The video captures the leader of a special interest group as he insults consumers who could benefit from parental control tools and calls the v-chip 'worthless.' TV Watch research shows that nine out of 10 parents who use parental controls like the v-chip and believe it is helpful and 88 percent of parents say more parental involvement is the best way to keep kids from seeing content they shouldn't.

The video also spotlights critically acclaimed programs which have been targets for the groups who want the government to increase their control of TV.

"We're exposing the hypocrisy of groups who claim to be on the side of parents and the danger they present by asking the government to make television conform to their image," said Jim Dyke, TV Watch executive director. "Some of these shows that were just nominated for an Emmy wouldn't have aired today if the special interests had their way."

EXPOSED! highlights the programs *The Simpsons*, *CSI* and *Will and Grace*, which today were nominated for more than 20 Emmys.

In June, TV Watch launched a Smart Summer TV education initiative to help parents handle the unique challenges of managing what their children watch during the unstructured days of summer. Parenting expert and TV Watch member, Dr. Sal Severe, PhD, wrote a "Smart Summer TV" tip sheet for parents were distributed at PTA conferences across the country and

ran in local newspapers. TV Watch also sponsored a morning television media tour with Linda Ciampa, former CNN Health correspondent and parenting expert.

#