



For Immediate Release

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## **DOES THE MOM IN YOUR LIFE LIKE KNOWING EVERYTHING'S IN CONTROL?**

### ***Indulge Mom This Mother's Day with The Peace of Mind that You're Managing What Your Family Watches on TV***

NEW YORK, May 11 – This Mother's Day, TV Watch invites husbands and fathers across America to indulge moms who like to know that everything's under control by setting the TV parental controls that are built into TV sets and cable or satellite subscriptions. Mom will thank you for the peace of mind she gets from knowing that programs she doesn't want her kids to watch will never hit the screen.

"Mother's Day reminds us of all the things our moms do to protect their kids, like encouraging kids to eat breakfast, chasing monsters from closets and making sure that the TV shows kids watch are age-appropriate. Today, we encourage fathers and husbands to give Mom a gift that keeps on giving: the peace of mind that comes from knowing that parental controls are blocking shows they don't like from appearing on their TV screen," says Jim Dyke, Executive Director of TV Watch.

Dads can take just three simple steps to control what's on TV before it hits the screen:

1. Learn the TV ratings at [www.televisionwatch.org/parents](http://www.televisionwatch.org/parents). Many TV schedules in the newspaper also explain the TV ratings.
2. Decide which programming is appropriate for your family, and
3. Develop a plan to enforce your decisions, whether it's setting rules about TV or blocking certain TV programs using the v-chip, cable or satellite tools.

Setting blocking tools for TV is simple and requires just a few clicks of the remote control. The TV Watch online tutorial at [www.televisionwatch.org/parents](http://www.televisionwatch.org/parents) shows how setting parental controls is as easy as making toast.

In addition, TV Watch also offers a free TV ratings reference sticker that fits on the back of a remote control to remind families to review program ratings.

As parents use these controls to make TV programming fit their family's values, the pressure on the government to assume sweeping control over what kids – and adults –

can watch on TV diminishes. According to a recent TV Watch survey, 91 percent of parents already take some steps to control what their children watch on TV.

That 82 percent of American voters prefer exercising personal choice over what's on TV, rather than government regulation, is a clear sign to lawmakers that when it comes to what kids should watch on TV, Mom and Dad believe they know best.

### **About TV Watch**

TV Watch is the leading national organization to promote parental controls and individual choices as an alternative to increased government regulation of TV content. TV Watch is a nonpartisan coalition of prominent parenting, legal and entertainment experts and political and consumer organizations representing more than four million Americans.

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