



Smart Parenting: How to Enjoy the Fall TV Season with Your Family; TV Watch Helps Parents to Understand the TV Ratings

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NEW YORK, Sept. 6 /U.S. Newswire/ -- The change from summer to fall plunges parents and children back into their busy school-year routines. And just as schedules are filling up, a whole new crop of TV shows arrives, bringing yet another task for parents: deciding what their kids can watch. Most just don't have the time to screen every new show.

But, according to TV Watch, navigating the new TV landscape doesn't have to be confusing or time-consuming.

"September can be a challenging month for parents, bringing both the busy start of the school year and a new slate of unfamiliar programs on TV," said Jim Dyke, Executive Director of TV Watch. "It is important for parents to become familiar with the TV ratings system to learn how to identify age-appropriate shows for their children. However, parents should remember that the ratings system is just a guideline -- only parents know what is right for their own kids."

Families who watch TV together in the evening may notice the TV- PG designation on certain programs. These shows contain material that some parents may deem inappropriate for younger children, or that some families may choose to watch together.

At other times, parents may see shows with the TV-Y and TV-G ratings. The TV-Y rating denotes programs that are designed for young audiences, while TV-G programs are suitable for everyone. The TV-Y rating also provides additional information to parents by indicating whether a show is geared toward all children, or if it is designed for children older than the age of seven.

To put the TV ratings system at parents' fingertips, TV Watch is giving away a free TV ratings reference sticker that fits the back of a TV remote control. The sticker provides simple explanations of the TV ratings, which are key to understanding the age- appropriateness and content of TV programs. Parents can request their sticker at www.televisionwatch.org .

Televisionwatch.org is also a useful resource for parents seeking information about parental controls, which are tools like the v- chip that can automatically block shows based on their TV rating. This is an especially helpful tool at the start of a new TV season, when many shows are unfamiliar to parents.

TV Watch was launched in May 2005 by a coalition of individuals and organizations concerned about the lack of education on existing parental control tools for TV and the impact of increased government control of

TV. TV Watch consists of 26 prominent individuals and organizations representing more than 4 million Americans and more than 1,700 grassroots members.