

TV TURN OFF WEEK ENDS APRIL 30 – TV WATCH HELPS PARENTS WHEN THEY TURN THE TV BACK ON

NEW YORK, April 18, 2006 – For a week at the end of April, families participating in TV Turn Off Week will use just one tool – the off button – to limit what their family sees on TV. But what happens when that week ends? TV Watch helps parents connect with the tools and information they need to control TV in their home all year long.

“When the TV comes back on, parents can control what their family sees before it hits the TV screen,” says Jim Dyke, TV Watch Executive Director. “Generations of parents relied on the off button or changed the channel when they saw programs that weren’t right for their family. Now parents have even more options, like the v-chip, ratings, cable or satellite blocking programs, to limit what comes up on your TV.”

Parents can take just three simple steps to control TV before it hits their living room: learn the TV ratings, decide which programming is appropriate for your family, and 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. In its online tutorial, TV Watch shows that setting parental controls takes as few steps as it takes to make toast.

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.

TV Watch member and parenting expert Dr. Sal Severe, has these tips for parents who want to manage what their children see on TV:

- Use your VCR or DVR to make your own family-friendly video library. If you record programs, children can play outside when it’s sunny and watch what you’ve recorded when it’s raining or when you can’t watch with them.
- Set time limits on how much television your child can watch per day or per week, with enough flexibility to change the limits under special circumstances, like rainy days.
- Use the ratings system and the parental control features that come with your TV, cable set-top box or satellite, to screen out objectionable content when you just don’t have the time to watch with your children.
- Plan ahead. Sit down with the TV guide at the beginning of the week and agree on what shows can be watched. The schedule should include some of your kids’ favorite shows as well as programs you would like them to see.
- Schedule family viewing times. You can watch what your children choose and discuss the content with them.
- Be consistent. Make sure that you and your partner agree on what shows your children can watch. Create a checklist and post it on the refrigerator to remind you, your children and caregivers of the rules of the household.

About TV Watch

TV Watch was launched in May 2005 by a coalition of individuals and organizations concerned about the lack of education about existing parental control tools for TV, and the impact of increased government control of TV. TV Watch's prominent individuals and member organizations represent more than 4 million Americans.

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