



TV WATCH FACT SHEET

- Overview:** TV Watch is a broad-based coalition that opposes government control of TV programming and promotes the use of tools like content ratings and parental controls. TV Watch educates parents about existing tools to manage their families' TV viewing and gives a voice to the majority of Americans who prefer personal responsibility to government regulation.
- Membership:** TV Watch consists of 27 prominent individuals and organizations representing more than 4 million Americans, and 1831 grassroots activists around the country.
- American Conservative Union
 - Americans for Tax Reform
 - Black Filmmakers Foundation
 - Center for Creative Voices in Media
 - The Center for Democracy and Technology
 - The Creative Coalition
 - Media Freedom Project
 - Minority Media & Telecommunications Council
 - The Media Institute
 - The National Academy of Recording Artists
 - NBC Universal
 - News Corporation
 - PSV Ratings
 - SpeakSpeak
 - US Chamber of Commerce
 - Viacom
 - Jack Balkin, Yale Law School
 - Braden Cox, Technology Counsel, Competitive Enterprise Institute
 - Susan Crawford, professor, Cardozo Law School
 - Nick Gillespie, editor-in-chief, Reason magazine
 - Jeff Jarvis, former critic for TV Guide and People, creator of Entertainment Weekly, and blogger for BuzzMachine.com
 - Brian Murphy, adjunct professor, New York Law School and partner, Frankfurt Kurnit Klein * Selz
 - Sal Severe, PhD, author of *How to Behave So Your Children Will Too*
 - Adam Thierer, senior fellow and director, Center for Digital Media Freedom at The Progress & Freedom Foundation
 - Linda Gale White, former first lady of Texas
 - Jack Myers, editor and publisher of *Jack Myers Report*, former TV executive
- Quick Facts:** As part of its launch in May 2005, TV Watch released a national poll that showed:
- By nearly four to one, Americans say more government regulation is not the solution, personal responsibility is.
 - 91 percent of Americans say that "some people will always be able to find something on TV or radio that offends them but the sensitivities of a few should not dictate the choices for everyone else."
 - 86 percent of Americans say more parental involvement is the best way to keep kids from seeing what they shouldn't see.
- Executive Director:** Jim Dyke served as Communications Director at the Republican National Committee, spearheading a communications strategy that helped re-elect President George W. Bush in 2004. During President Bush's first term Dyke served as Press Secretary for Commerce Secretary Donald Evans.
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