



# Cable Puts **You** in Control

## Talking Points for Customer Contact Personnel

### If Asked about Parental Controls and/or Blocking Channels

#### 1) For Cable Customers Without Set-top Boxes

- One method to block programming is through the use of an electronic filter that can “trap” out a particular channel. This filter is physically installed on the cable equipment outside of your home, and provides complete blocking of the specific channel until it is removed.
- Another method to block programming is through the use of a set-top box. **(Describe the boxes you use and/or have available with associated costs. Also describe how a customer can physically obtain a box – from an installer or a service center, for example.)**
- Alternatively, if you purchased your television set in 2000 or later, and it’s 13-inches or larger, it will feature a “V-chip,” which can block specific programs based on their TV Parental Guidelines ratings. These ratings are contained in the icons that appear on-screen at the beginning of most programs.
  - The V-chip in your television set can “read” these ratings and you can block programs based on them. Each manufacturer’s V-Chip works a little differently, but once you’re familiar with the TV Parental Guidelines ratings system, activating the V-chip is relatively simple.
  - Instructions can be found in one of two places – your television’s on-screen menu options, or its owner's manual. For more information about the TV Parental Guidelines ratings system, and what the ratings icons mean, you can visit [ControlYourTV.org](http://ControlYourTV.org) **(or your company’s website, if applicable).**
- We can work with you to determine which solution is best for you. **(Utilize company policy to determine what’s appropriate to recommend to the customer.)**

## 2) For Cable Customers with Analog Set-top boxes

- To block a particular channel, you will need to create a Personal Identification Number or “PIN” code – which acts as a password – using your set-top box’s remote control or keypad. Other members of your household cannot view the blocked channel or channels or change the selected controls on that particular television set without entering the PIN password.
- **(Volunteer to walk the customer through the steps needed to activate a PIN and block the channels(s) based on the types of boxes your system has deployed.)**
- Alternatively, if you purchased your television set in 2000 or later, and it’s 13-inches or larger, it will feature a “V-chip,” which can block specific programs based on their TV Parental Guidelines ratings. These ratings are contained in the icons that appear on-screen at the beginning of most programs.
  - The V-chip in your television set can “read” these ratings and you can block programs based on them. Each manufacturer’s V-Chip works a little differently, but once you’re familiar with the TV Parental Guidelines ratings system, activating the V-chip is relatively simple.
  - Instructions can be found in one of two places – your television’s on-screen menu options, or its owner's manual. For more information about the TV Parental Guidelines ratings system, and what the ratings icons mean, you can visit [ControlYourTV.org](http://ControlYourTV.org) **(or your company’s website, if applicable)**.

### 3) For Cable Customers with Digital Set-top boxes

- Your digital set-top box provides advanced “parental control” capabilities, including:

**(Mention the features applicable to the set-top boxes your system has deployed)**

- *Channel Blocking* – You can select an individual channel or several channels that you’d like to block. The channel or channels will be blocked at all times unless viewing is authorized by entering a numeric code or Personal Identification Number (PIN).
  - *Time and Date* – You can select the date, time and channel you wish to block.
  - *TV Parental Guidelines* – You can select the TV rating or ratings you wish to block.
    - For example, if “TV-14” is selected, programs with this rating, regardless of the channel on which they air, will be blocked. If you choose this option, please be aware that not all programs have been assigned ratings.
    - Some forms of programming, such as live sports contests, newscasts, or public affairs programming, may not be rated, and therefore cannot be blocked on a program-by-program basis.
  - *MPAA Movie Ratings* – You can select the movie rating or ratings you wish to block. All movies with this rating will be blocked, regardless of the channel on which they air.
  - *Adult Titles in Program Guide Listing* – The electronic program guide that comes with your service displays the title of programs, including premium service and Video-On-Demand programs. Using the parental controls, you can “hide” titles that appear in the program guide that pertain to programming for adult audiences.
- **(Volunteer to walk the customer through the steps needed to activate parental controls to block programs or channels(s) based on the types of boxes your system has deployed.)**

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  - The V-chip in your television set can "read" these ratings and you can block programs based on them. Each manufacturer's V-Chip works a little differently, but once you're familiar with the TV Parental Guidelines ratings system, activating the V-chip is relatively simple.
  - Instructions can be found in one of two places - your television's on-screen menu options, or its owner's manual. For more information about the TV Parental Guidelines ratings system, and what the ratings icons mean, you can visit [ControlYourTV.org](http://ControlYourTV.org) (**or your company's website, if applicable**).

### If Asked about Free Blocking

- **(Cable Company)** has committed to provide free of charge a form(s) of channel blocking to those who request it.
- If you have a digital cable box, an analog box with channel-blocking capability or a V-chip in your TV set, you already have parental controls in your home and available to you.
- **(Volunteer to help the customer identify if they have any of these based on the types of boxes your system has deployed and/or whether their TV was purchased after 2000 and is 13-inches or larger.)**
- If you do not already have parental controls in your home, we can provide them to you free of charge.
- **(Detail the steps your company has instituted to provide free blocking.)**

### If Asked about *Cable Puts You in Control*

- *Cable Puts You in Control* is a consumer education initiative launched by the cable industry to tell parents and caregivers about the tools available to them to help control the flow of programming into their homes.
- At the center of the initiative is a website, ControlYourTV.org, designed to empower parents by providing them with information about how to manage their family's television and media use. It provides:
  - highlights of the variety of family programming available on cable with descriptions of sample programs from dozens of cable networks,
  - information on media literacy, which helps families better understand what they see on television and in all media, and
  - basic explanations of how parental controls work – I can help you with specific information about how to enable and use the controls that **(Cable company)** has available.
- **(Cable company)** is fully supportive of the *Cable Puts You in Control* initiative, and we invite you to visit the Web site to learn more about it. Go to [www.ControlYourTV.org](http://www.ControlYourTV.org).