

# Cable Puts **You** in Control

**Materials Use During May 2005 – Local Cable Systems**  
(Please complete and return this form via fax or email *no later than June 29, 2005.*)

To: NCTA's Communications & Public Affairs Department

Fax: (202) 775-3675

Email: ashelton@ncta.com

Your Name:

Your Phone Number:

Your Email Address:

System:

City/State:

To build a record of cable's commitment to educating customers about the tools available to them to manage their family's television viewing, it's very important that you tell us how you are using the *Cable Puts YOU in Control: "Take Control. It's Easy."* PSAs and materials. **In particular, it is critically important each month to know the value of the PSA airings, so that we can track the industry's progress toward fulfilling its year-long pledge of \$250 million in airtime.** Please take a moment to check the elements you've used and complete this form. Thanks.

## Television PSAs:

Which of the following PSAs did you air in May 2005, how often, and when?  
What was the dollar value of your PSA airings?

"From a Distance" :30 (Produced by MTV Networks)

\_\_\_ Generic Version (English)

\_\_\_ Customizable Version (English)

\_\_\_ Generic Version (Spanish)

## Number of times aired and approximate number of viewers between May 1-31, 2005 (note quantities):

<u># of Airings</u>	<u>Approx. # of Viewers</u>		<u># of Airings</u>	<u>Approx. # of Viewers</u>	
_____	_____	Early Morning (M-F, 7-10am)	_____	_____	Late Fringe (M-Su, 11pm-1am)
_____	_____	Daytime (M-F, 10am-4:30pm)	_____	_____	Weekend (Sa, 1-8pm & Su, 1-7pm)
_____	_____	Early Fringe (M-F, 4:30-8pm)	_____	_____	Off-Peak (M-F, 1-7am & Sa-Su, 1am-1pm)
_____	_____	Primetime (M-Sa, 8-11pm & Su, 7-11pm)			

Dollar Value of "From a Distance" airings \$ \_\_\_\_\_

"Maya Angelou" :30 (Produced by Hallmark Channel)

\_\_\_ Generic Version (English)

\_\_\_ Customizable Version (English)

\_\_\_ Generic Version (Spanish)

## Number of times aired and approximate number of viewers between May 1-31, 2005 (note quantities):

<u># of Airings</u>	<u>Approx. # of Viewers</u>		<u># of Airings</u>	<u>Approx. # of Viewers</u>	
_____	_____	Early Morning (M-F, 7-10am)	_____	_____	Late Fringe (M-Su, 11pm-1am)
_____	_____	Daytime (M-F, 10am-4:30pm)	_____	_____	Weekend (Sa, 1-8pm & Su, 1-7pm)
_____	_____	Early Fringe (M-F, 4:30-8pm)	_____	_____	Off-Peak (M-F, 1-7am & Sa-Su, 1am-1pm)
_____	_____	Primetime (M-Sa, 8-11pm & Su, 7-11pm)			

Dollar Value of "Maya Angelou" airings \$ \_\_\_\_\_



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Under Control :30 (Produced by MTV Networks)

Generic Version (English) Customizable Version (English)
Generic Version (Spanish) Customizable Version (Spanish)

Number of times aired and approximate number of viewers between May 1-31, 2005 (note quantities):

Table with 4 columns: # of Airings, Approx. # of Viewers, # of Airings, Approx. # of Viewers. Rows include Early Morning, Daytime, Early Fringe, Primetime, Late Fringe, Weekend, and Off-Peak.

Dollar Value of Under Control airings \$

Couch :30 (Produced by MTV Networks)

Generic Version (English) Customizable Version (English)
Generic Version (Spanish) Customizable Version (Spanish)

Number of times aired and approximate number of viewers between May 1-31, 2005 (note quantities):

Table with 4 columns: # of Airings, Approx. # of Viewers, # of Airings, Approx. # of Viewers. Rows include Early Morning, Daytime, Early Fringe, Primetime, Late Fringe, Weekend, and Off-Peak.

Dollar Value of Couch airings \$

System-produced Television PSA(s)

Did you use a federal, state, or local official(s)? Yes No Date recorded
Name of official(s)

Number of times aired and approximate number of viewers between May 1-31, 2005 (note quantities):

Table with 4 columns: # of Airings, Approx. # of Viewers, # of Airings, Approx. # of Viewers. Rows include Early Morning, Daytime, Early Fringe, Primetime, Late Fringe, Weekend, and Off-Peak.

Dollar Value of PSA airings \$

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**Brochure**

\_\_\_\_\_Quantity Distributed

Please describe how you distributed the brochure:

**On-Hold Messages**

**Monthly Statement Messages**

**Scroll or Crawl Messages**

**Digital Cable Box Messages**

**Link to [www.controlyourtv.org](http://www.controlyourtv.org) from your own web site?**

If you are able to measure "click through" results, please report.

**Are you planning, or have you planned, a Control Your TV Community Event?**

\_\_\_Yes \_\_\_No

If "yes," please identify the event for us.

Date\_\_\_\_\_ City or Town\_\_\_\_\_

Venue (e.g. PTA meeting, community center, etc.)\_\_\_\_\_

**Please describe any other ways that you are educating your customers about family programming, parental controls and media literacy:**

**THANKS FOR YOUR CONTRIBUTION TO THIS IMPORTANT EFFORT!**