

Cable Puts **You** in Control

Suggested Script for PSA With Policymaker

(30 Second)

Video

Policymaker speaking directly to camera.

Super of policymaker's name across bottom of frame.

If available: B-roll of cable parental controls, or TV ratings icons.

Transition to end card with *Take Control. It's Easy.* logo and web address, www.ControlYourTV.org.

Audio

TV's important in all our lives.

But not all TV shows are appropriate for everyone in your family, especially your children.

Please, keep an eye on what your children watch.

And, if there are channels or programs you don't want your family to see, you can easily control them, with your remote control and the parental controls available from your local cable company, the V-Chip in your TV set, and the TV ratings system.

Take control. It's easy.

For more information, contact your local cable company or visit www.ControlYourTV.org.