

FOR IMMEDIATE RELEASE

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**JOINT STATEMENT OF
MOTION PICTURE ASSOCIATION OF AMERICA
NATIONAL ASSOCIATION OF BROADCASTERS
NATIONAL CABLE TELEVISION ASSOCIATION**

WASHINGTON, D.C. --- The television industry has concluded a long negotiation with public advocacy groups and has come to closure on revisions to the TV PARENTAL GUIDELINES.

The following content information, where appropriate, will be added to all non-exempt programming to supplement the existing Guidelines: in the TV-Y7 category -- FV for fantasy violence; in the TV-PG, TV-14 and TV-MA categories -- V for violence, S for sexual situations, L for language, and D for dialogue.

Leaders in Congress have said no legislation regarding television ratings, content and program scheduling should be enacted for several years, so that parents will have time to understand and deal with V-chips in television sets, a mechanism which gives them the ability to block out programs they may find inappropriate for young children. Additionally, advocacy group leaders have said this process should proceed unimpeded by pending or new legislation that would undermine the intent of our joint agreement or disrupt the harmony and good faith of the process just concluded.

We are grateful to Vice President Gore, to Chairman John McCain, to Chairman Tom Bliley, Chairman Billy Tauzin, Congressman Ed Markey, among others, who were helpful throughout this process. We also wish to thank the parents of Peoria, Illinois who, in a May town hall meeting, shared with us their thoughts on the subject of television ratings.

As the industry declared on February 29, 1996, in announcing its plans to design parental guidelines for television, we repeat now: Parents will be the arbiters of these new TV PARENTAL GUIDELINES, which will be implemented no later than October 1, 1997. Obviously, until there is a sufficient number of television sets equipped with V-chips in American homes, no evaluation can be properly conducted.

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