

# NEWS RELEASE

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## FCC ADOPTS AGREEMENT ON KIDS' DIGITAL TELEVISION PROGRAMMING

**Washington, DC---**The Children's Media Policy Coalition and representatives of the broadcast and cable industry are pleased that the Federal Communications Commission (FCC) today modified its rules governing children's television programming and advertising along the lines proposed by Coalition and industry representatives.

The parties listed below reached an agreement in December 2005 and submitted it to the FCC for consideration. The agreement occurred after various groups challenged in court the FCC's 2004 adoption of children's television rules. Under the new rules, broadcasters will air increasing amounts of children's educational programming based on the amount of programming aired per digital channel. The new rules also include various advertising safeguards and clarify program promotions and preemptions.

All legal challenges are expected to be withdrawn after the parties complete their review of today's FCC-approved language.

Since March 1, the involved industry companies have been voluntarily complying with the agreement while awaiting FCC approval. The language approved today becomes a federal regulation that will be adhered to by all digital broadcasters.

The Coalition and industry representatives thank Chairman Martin, the commissioners and FCC staff for their time and effort on this issue.

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The Children's Media Policy Coalition is a broad group of public health, child advocacy and education organizations including: Children Now, American Academy of Child and Adolescent Psychiatry, American Academy of Pediatrics, Benton Foundation, National Parent Teacher Association, and Office of Communication of the United Church of Christ.

The media companies involved in negotiating the agreement were: Viacom, Inc., The Walt Disney Company, CBS Broadcasting, Fox Entertainment Group, Inc., NBC Universal, Time Warner Inc., 4Kids Entertainment, Inc., Association of National Advertisers, Inc., and Discovery Communications, Inc.