



COUNTY OF LOS ANGELES DEPARTMENT OF CONSUMER AFFAIRS

Members of the Board

Gloria Molina
Yvonne B. Burke
Zev Yaroslavsky
Don Knabe
Michael D. Antonovich

Pastor Herrera, Jr.
Director

"To Enrich Lives Through Effective and Caring Service"

June 20, 2005

To: Supervisor Gloria Molina, Chair
Supervisor Yvonne B. Burke
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: Pastor Herrera, Jr.
Director

Subject: **Parents Television Council - "Cable Choice" Campaign**

(All Supervisorial Districts)

The County has been receiving dozens of postcards (sample enclosed) in the last couple of weeks related to a campaign sponsored by the Parents Television Council ("PTC"). They are addressed to the Chairman of the Board of Supervisors. The PTC states that their primary mission is to "promote and restore responsibility and decency to the entertainment industry in answer to America's demand for positive, family-oriented television programming."

While the County of Los Angeles is the regulatory authority for cable tv companies operating in the unincorporated areas, State and Federal law limit our authority. The Federal Communications Commission ("FCC") has authority over issues related to broadcasting obscenity, indecency, and profanity. Therefore, our office is forwarding the postcards we receive to the FCC. Information on this issue and the FCC's handling of complaints related to obscenity, indecency or profanity can be found at their website www.fcc.gov/parents/content.html.

If you have any questions or concerns related to this, please contact me at 213-974-9750, or your staff may call Fern Taylor, Chief, Telecommunications Franchising at 213-974-2711.

Enclosures: Sample Postcard - PTC

cc: Board Chief Deputies
DCA Board Liaisons
Violet Varona-Lukens, Executive Officer, BOS
David E. Janssen, Chief Administrative Officer
Fern Taylor, Chief, Telecom. Franchising

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SAMPLE POSTCARD

TO: The elected officials of my local government

I want you to know that I am supporting the Parents Television Council's nationwide campaign to win "Cable Choice" for families, one community at a time ... starting here in our community.

The typical "basic cable" package requires parents and grandparents to allow into their homes -- and to pay for -- filth-laden programming on channels like MTV, VH1, FX, and BET in order to get a few wholesome and educational channels like Disney, Discovery and the History Channel for our children and grandchildren.

This is unfair and irresponsible, and I'm counting on you as my elected representatives to put our government on record as supporting the PTC's campaign to eliminate it.

I am formally requesting that you write to the PTC at the address below on your government letterhead and tell the PTC that you are backing the PTC's Cable Choice campaign.

And I want you to do everything in your power to ensure that cable providers allowed to do business in our community will be contractually obligated to give consumers choice as to what channels we pay for.

I will be closely watching to see if you support me and the PTC in our "Cable Choice" initiative.

Signature

Parents Television Council • 707 Wilshire Blvd. • Los Angeles, CA 90017