



CWA of California Action Alert

July 24, 2007

Help Us Lobby for Cable Choice Today!

We should not have to pay for unsolicited filth

Action: Please take a moment today to call, fax or e-mail your representative in the U.S. House. (Find your representative and all contact information by zip code in the top toolbar [here](#).) Tell them, "I support cable choice and "a la carte" pricing to give consumers more say over what media enters their home and ensure they will not have to pay for programming they find objectionable. Please support bi-partisan measure H.R. 2738."

Our CWA [Project 535](#) lobby team will be in Washington, D.C. visiting the Capitol on Wednesday, July 25. Please help ensure your representative will have heard from his or her constituents on this important issue prior to the citizen lobby team visits.

Background:

CWA has worked to move cable choice forward for the past few years. We are supporting Rep. Daniel Lipinski (D-IL) in his efforts to allow cable consumers to have some true say on the messages that are coming across their televisions. Especially important to families, cable choice and "a la carte" pricing would allow parents to monitor and control what their children are watching and would also provide a free-market system in which the bad programming would drop off naturally if consumers chose not to watch it. This year's bill, H.R. 2738, is completely bi-partisan and has five co-sponsors.

CWA President Wendy Wright notes, "Even the best parents cannot adequately protect children from profanity and violence in the current climate of television programming. Television programmers steal children's innocence in their drive to the bottom to outdo each other in violence and profanity and doing so in such ways that it is nearly impossible to avoid. Their irresponsible and arrogant behavior in the face of protests from consumers is an invitation for this legislation to protect children and families."

She continues, "Cable companies have abused the privilege given to them, and it is time that parents and consumers are given control to make their own cable choices. An AP/Ipsos poll taken last year found that, by a more than 5 to 1 margin, Americans prefer to choose their own channels. Cable consumers want change, but the cable industry will not give it to them."

A 2004 survey commissioned by CWA showed that 80 percent of the American people disagree with the way the cable tier-pricing system currently functions. When asked: "Do you think that cable customers should be required to pay for a basic package of programming that might include channels that they don't want to view?" only 16 percent thought that cable customers should pay for such packages. But today, all cable systems require a basic package that the customer has no voice in designing.

In addition, we found the 73 percent of respondents agreed with the statement, "When cable customers have no control over which channels are included in their basic cable package, the cable providers should voluntarily enforce decency standards in that basic package, which would screen out sexually explicit or graphically violent material."

Thank you for helping fight for cable choice!

Visit our California website: <http://ca.cwfa.org>. Check our [targeted bill list](#) for important California legislation.

Concerned Women for America of California
E-mail: director@california.cwfa.org
Phone: (626) 227-4266

For legislation questions contact:
legislation@california.cwfa.org