



News from

# Congressman Ron Kind

REPRESENTING WISCONSIN'S THIRD  
CONGRESSIONAL DISTRICT

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FOR IMMEDIATE RELEASE  
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## **Cong. Kind Calls on CBS, Motion Picture Association to Ensure Super Bowl Ads Suitable for Children**

**Washington, DC** – In advance of Sunday's 41<sup>st</sup> Super Bowl, U.S. Rep. Ron Kind (D-WI) sent letters to Mr. Leslie Moonves, Chairman and CEO of the CBS Corporation, and Mr. Dan Glickman, Chairman and CEO of the Motion Picture Association of America (MPAA), urging them to engage the industry in better self-policing of content in the ads run during the game.

"The Super Bowl broadcast has become more than a simple sporting event; it has become a cultural event watched by millions of families, including those with small children, in part to watch the advertising during the game," wrote Rep. Kind. "American parents deserve assurance that they will not have to worry every time they and their children turn on their televisions, especially during an event as big as the Super Bowl. I do not believe in government censorship, but I do believe in industry responsibility."

Cong. Kind delivered the letter and raised the issue with Mr. Glickman at a meeting several weeks ago in Washington, D.C., where Cong. Kind urged him to address this matter seriously with his members.

*Letters are attached.*

*January 17, 2007*

Mr. Leslie Moonves  
Chairman and Chief Executive Officer  
CBS Corporation  
51 West 52 Street  
New York, New York 10019-6188

Dear Mr. Moonves,

I write to express my concern over the nature and tone of the movie advertising I have witnessed during past Super Bowl television programming, and to ask that you engage your station, as well as the motion picture industry to do a better job of self-policing the content of their movie ads in light of the many children who watch the game with their families.

As you know, the Super Bowl broadcast has become more than a simple sporting event; it has become a cultural event watched by millions of families, including those with small children, in part to watch the advertising during the game. Because of the rapid pace of advertising during the game, it is nearly impossible for parents to monitor the content of advertisements or to avoid them altogether. The controversy surrounding the 2004 half-time show demonstrated the impact this broadcast can have on families, and the importance of carefully weighing programming decisions. Thus, I am asking for responsibility in decision-making from your company.

In past years, I have heard from many parents who were offended by the advertising used during the Super Bowl. I, personally, was shocked and disappointed to see past movie ads containing graphic, sexually suggestive, and sometimes scary scenes. My young children – as well as others throughout the country – witnessed these ads. In an attempt to win the respect and trust of Americans in regard to the content of your products and advertising, I hope you will use your influence to address this matter seriously with your advertisers. American parents deserve assurance that someday soon they will not have to worry every time they and their children turn on their televisions, especially during an event as big as the Super Bowl. I do not believe in government censorship, but I do believe in industry responsibility.

Thank you again for your attention to this matter prior to the upcoming Super Bowl. I look forward to working with you to address these concerns.

Sincerely,

**Ron Kind**  
Member of Congress

*January 17, 2007*

Mr. Dan Glickman  
Chairman and Chief Executive Officer  
Motion Picture Association of America  
1600 Eye St. NW  
Washington, DC 20006

Dear Mr. Glickman,

I write to express my concern over the nature and tone of the movie advertising I have witnessed during past Super Bowl television programming, and to ask that you engage the motion picture industry to do a better job of self-policing the content of its movie ads in light of the many children who watch the game with their families.

As you know, the Super Bowl broadcast has become more than a simple sporting event; it has become a cultural event watched by millions of families, including those with small children, in part to watch the advertising during the game. Because of the rapid pace of advertising during the game, it is nearly impossible for parents to monitor the content of advertisements or to avoid them altogether. The controversy surrounding the 2004 half-time show demonstrated the impact this broadcast can have on families, and the importance of carefully weighing programming decisions. Thus, I am asking for responsibility in decision-making from your industry.

In past years, I have heard from many parents who were offended by the advertising used during the Super Bowl. I, personally, was shocked and disappointed to see past movie ads containing graphic, sexually suggestive, and sometimes scary scenes. My young children – as well as others throughout the country – witnessed these ads. In an attempt to win the respect and trust of Americans in regard to the content of your products and advertising, I hope you will use your influence to address this matter seriously with your members. American parents deserve assurance that they will not have to worry every time they and their children turn on their televisions, especially during an event as big as the Super Bowl. I do not believe in government censorship, but I do believe in industry responsibility.

Thank you again for your attention to this matter prior to the upcoming Super Bowl. I look forward to working with you to address these concerns and to our upcoming lunch.

Sincerely,

**Ron Kind**  
Member of Congress