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January 9, 2013

Vice President Joe Biden
The White House
1600 Pennsylvania Avenue NW
Washington, DC 20501

Dear Mr. Vice President,

We applaud your recent commitment to address this country's culture of violence. In collaboration with the Center for American Progress, Common Sense Media recently commissioned a poll about parental attitudes toward media violence. This nationally representative study of 1,050 parents of children ages 18 years and younger found:

- 75% of parents believe it's difficult to protect children from media violence;
- 89% of parents nationwide say violence in today's video games is a problem;
- 88% of parents want ads for violent games, movies, and TV shows to be prevented from airing during programs viewed by large audiences of children, and;
- 91% of parents want theaters to limit previews for movies to the same or lower rating than the movie that is being shown.

In addition to content in TV, movies and video games, parents were asked for their perceptions of other contributing factors to violence in this country. They expressed concerns about bullying (92%), easy access to guns (75%), and current levels of crime (86%).

In response, Common Sense Media has six concrete recommendations that we believe will be useful for your commission:

1. With 75% of parents saying that shielding violence from children is difficult, Common Sense Media recommends that the broadcast, cable and satellite television networks institute a voluntary moratorium on all advertising for violent video games and violent movie trailers during programming when children are watching, including sports programming — effective immediately.
2. Common Sense Media recommends that congress give the FCC authority to restrict marketing violent video games, violent movie trailers and violent television promotions when significant numbers of children are watching.
3. With 77% of parents reporting that violence in television and movies, and 75% of parents reporting that violent video games contribute to America's culture of violence, Common Sense Media recommends more prominent and consistent display of independent ratings for television programs, video games

and movies across all marketing materials and platforms, including online and mobile.

4. With 91% of Americans parents agreeing, Common Sense Media recommends that the National Association of Theater Owners (NATO) and the MPAA jointly agree to regulate that movie theaters should only show previews, trailers and promos for movies that have the same or younger MPAA rating than the feature movie that is being shown at that time.

5. With 92% of parents reporting that bullying contributes to America's culture of violence, Common Sense Media recommends the US Department of Education and State Departments of Education include citizenship skills and training as a core curriculum standard.

6. Common Sense Media recommends that the FTC require the gun industry to explicitly and transparently reveal all product placements and other marketing practices and tie-ins with the video game industry.

We will release this poll and our recommendations to the public on January 10, 2012 and would be pleased to add that they will be considered by your commission, if appropriate. Many thanks for your consideration, and please contact me if you have any questions.

Best,

A handwritten signature in black ink that reads "Jim". The letters are stylized and connected.

James P. Steyer
CEO and Founder
Common Sense Media