



I watch news, sports, and movies. Period. So why pay for 65 other channels I'll never use? It should be my choice.

Call your Cable Operator today and say you only want to pay for what you want to watch.

Imagine you've gone shopping for a dozen apples but discover they're only sold in bags of 72. You really don't want that many, but the shopkeeper says "Too bad. Even if you want just one, you have to buy the whole bag."

Welcome to reality TV - the very one-sided economics of cable TV pricing.

No other industry forces customers to pay for what they don't need.

For years, basic cable packages have included some 50-75 channels, even though their most cable subscribers only ever watch 10-12 channels. So what's wrong with a little variety? Not a thing - unless you're forced to keep paying for something you don't want and never use.

But that's how cable operators work. You're charged for a channel package they choose for you, regardless of whether you'll watch them or even want them in your home. How fair is that?

Instead of just changing a channel, it's time to change the system.

If one store says you can only buy in bulk, you'd choose another store, right? But with cable, there is no other store.

In most markets, a cable operator has been granted a monopoly by local city or county government. So when you want cable, you're forced to buy only what they sell - or you go without. And too bad if you're offended by the content of what comes into your living room. Sure, they'll block a couple channels for you, but you're still paying for them. Which is why this unfair, outdated, and one-sided system has to change.

It's clear Americans only want to pay for what they can choose for themselves.



An April 2004 Wirthlin study confirmed what common business sense should tell any major cable system operator: **An overwhelming majority of cable subscribers want to choose their own channel packages, and don't want to be forced to pay for something they don't want or won't use.**

Q: Should cable customers be required to pay for a basic package that includes channels they don't want?

YES 16%
NO 80%

Q: Should cable providers enforce decency standards when customers have no choice over channel selection?

YES 73%
NO 24%

SOURCE: Wirthlin Worldwide April 2004
Complete results available at www.cwfa.org

The technology for choice exists. It's time they put it to use.

You know that America leads the world in high technology. But who leads America in channel choice? Whoa, Canada! When you ask why it's not being offered to American subscribers, you'll hear, "It's too hard. It's too costly. Our quality will suffer." Bogus. Bogus. Bogus.

The average monthly cable bill has already risen **50%** since 1996. In fact, it's risen more than five times the rate of inflation since 2002. How much higher can it go?

Canada uses current technology to let their customers decide for themselves. You'd think that in America cable operators could figure out a way to meet customer demand as well. Which is why it's time for customers to demand a say in what they pay for. In fact, in the history of free enterprise, every time a monopoly (think *Ma Bell* or *Microsoft*) is exposed to the open marketplace, and people can vote with their wallets, both the product and customer satisfaction always improve.

It's their choice that YOU don't have a choice. So what will you choose to do now?

Call your friends. Call your neighbors. Then have everyone **call your local cable operator** to say that **you only want to pay for what you want to watch**, and that you want to choose your own channels!

To join the campaign for Channel Choice, please call any of the organizations listed below. If you want the right to choose what you pay for, remember *the choice is already yours . . . you can speak up now, or just keep paying for your silence.*

Channel Choice Should Be Your Choice

AMERICANS UNITED FOR CHANNEL CHOICE

Parents Television Council
www.parentstv.org
1-800-882-6868

Citizens for Community Values
www.ccv.org
513-733-5775

C W A
www.cwfa.org
1-800-458-8797

American Decency Association
www.americandecency.org
231-924-4050

Morality in Media
www.moralityinmedia.org
212-870-3222

American Family Association
www.afa.net
1-800-FAMILY

Family Research Council
www.frc.org
800-225-4008

Focus on the Family
www.family.org
1-800-A-FAMILY

Center for Reclaiming America
www.reclaimamerica.org
954-351-3353