



FCC CHAIRMAN KEVIN MARTIN RECENTLY ANNOUNCED THAT A NEW FCC STUDY HAS FOUND THAT “A LA CARTE” PROGRAMMING “COULD BE ECONOMICALLY FEASIBLE AND IN CONSUMERS’ BEST INTERESTS.”

December 14, 2005

Dear Member of Congress:



The content of television programming has changed enormously in recent years. Television producers are pushing the envelope with their projects and new channels are introduced frequently. Yet as the scope of the channels grows, options for consumers lie dormant. There is a solution to prevent American cable subscribers from being forced to pay for channels they don’t care to watch, or even worse, find inappropriate, violent and offensive. That solution is known as “a la carte,” or cable choice, an option that would allow consumers to choose exactly what channels they want to come into their homes.



The possibility of cable choice is one endorsed by the FCC Chairman Kevin Martin in an open forum on decency standards in television just last month. The Chairman announced that a new FCC study has found that “a la carte” programming “could be economically feasible and in consumers’ best interests.”



We live in a country that allows consumers the freedom to choose in a flourishing American marketplace. We don’t pay for food we don’t want to eat, we don’t pay for magazines we don’t want to read, yet we are forced to pay for multiple channels we have no desire to watch. To add insult to injury, we are told we can simply block the programs we would rather not see, even though such parental controls are often circumvented. Blocked or unblocked, we are still forced to subsidize every one of those channels.



We are not alone in our support of cable choice. Recently AT&T and Cablevision advocated their position in favor of cable choice as well. Market forces are working, but very few consumers in this country have a choice among providers, and until the cable companies lose their virtual monopolies, we need congressional intervention.



Congress must act decisively now. We, the 38 undersigned organizations representing millions of Americans, urge you to recognize the pressing need that the cable industry continues to ignore. Put the control back into the hands of those who matter most: American consumers. Allow American families to have a choice in what they pay for and in what they watch.

Sincerely,

Beverly LaHaye, Chairman
Concerned Women for America





Brent Bozell, President
Parents Television Council



Christian Coalition of Georgia

W. Todd Bassett, National Commander
Salvation Army



Paul M. Weyrich, National Chairman
Coalitions for America

Dave Donaldson, President
We Care America



Robert Peters, President
Morality in Media

William Murray, Chairman
Religious Freedom Coalition



Austin Ruse, President
Culture of Life Foundation

Maurine Proctor, President
Family Leader Network



Jack L. Samad, Senior Vice President
National Coalition for the Protection of Children and Families

John Stemberger, President and General Council
Florida Family Policy Council



Leslee Unruh, President
National Abstinence Clearinghouse

Don Wildmon, President
American Family Association

Phil Burress, President
Citizens for Community Values



Steve Noble, Chairman
Called2Action



Janet Folger, President
Faith2Action

Rick Scarborough, President
Vision America



Kerri Houston, Vice President of Policy
Frontiers of Freedom

Dr. Keith Wiebe, President
American Association of Christian Schools





Jim Martin, President
Sixty Plus Association

Tom Shields, Chairman
Coalition for Marriage and Family

Janice Crouse, Executive Director
Beverly LaHaye Institute

Sadie Fields, State Chairman
Christian Coalition of Georgia

Gary Palmer, President of API
Alabama Policy Institute

Ron Prentice, Executive Director
California Family Council

Julaine K. Appling, Executive Director
Family Research Institute of Wisconsin

Chris Hartkop, Chairman
Christian Coalition of Ohio

Dr. Carl Herbster, President
Advance USA

Kelly Shackelford, President
Free Market Foundation

Thomas J. Shaheen, Vice President
Pennsylvania Family Institute

Larry Cirignano, Executive Director
Catholic Citizenship

John C. Holmes, EdD, Director of Government Affairs
Association of Christian Schools International

Stephen Baskerville, President
American Coalition for Fathers and Children

Curt Smith, President
Indiana Family Institute

Gene Mills, Executive Director
Louisiana Family Forum

John M. Helmberger, CEO
Minnesota Family Council

Michael Heath, Executive Director
Christian Civic League

Doug Stiegler, Executive Director
Association of Maryland Families



Christian Coalition of Ohio

