



# NEWS

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**Federal Communications Commission**  
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**Washington, D. C. 20554**

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See *MCI v. FCC*, 515 F 2d 385 (D.C. Circ 1974).

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## **FCC RECEIVES “KERMIT THE FROG” IMAGE FOR USE IN V-CHIP AWARENESS CAMPAIGN**

The FCC’s V-Chip Task Force is very pleased to acknowledge the Hallmark Channel’s contribution to the campaign to increase awareness of the V-Chip. The Hallmark Channel, in association with The Jim Henson Company, has donated the Kermit the Frog image to the FCC for use in a promotional campaign to bring attention to the availability of the V-Chip.

Commissioner Gloria Tristani has chaired the FCC’s V-Chip Task Force since its creation in May of 1999. With regard to the gift of the Kermit the Frog image, Commissioner Tristani said, “The V-Chip is a very important tool that allows parents to easily filter out programs that are inappropriate for their children. The critical next step for the V-Chip is creating greater awareness among parents of the V-Chip technology and the ratings system for television programming. My goal is to educate and inform as many families as possible about the V-Chip technology and ratings system. The Hallmark Channel and The Jim Henson Company have helped broaden the reach of the V-Chip initiative through the gift of the Kermit the Frog image on the FCC V-Chip brochure. These companies have done a true public service, and I commend them for their commitment to America’s families.”

The V-Chip is a small device in every television set 13 inches or larger that has been sold in the United States since January 1, 2000. The V-Chip operates by reading a code containing a program rating that is delivered via the programming to the television set. If the V-Chip is programmed by parents, it will block television programming with a particular rating. In this way, the V-Chip enables parents to block programming that they believe is inappropriate for their children.

For more information about the V-Chip and the voluntary television ratings system, please visit the FCC’s website at: [www.fcc.gov/vchip](http://www.fcc.gov/vchip).