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Interactive Kit Helps Parents Promote Healthy Television Viewing Habits for Children

New Study by Johns Hopkins Shows Reduction in Television Watching Before Kids Reach 5 1/2 Is Vital to Preventing Behavioral Problems

NEW YORK, NY October 10, 2007 – TV Time (www.mytvtime.com), a television viewing kit for children that helps parents teach time management and self-discipline while providing kids with a sense of empowerment, is helping parents to encourage healthy viewing habits in the wake of a new study by Johns Hopkins Bloomberg School of Public Health. The study found that children who reduce their viewing time from two or more hours a day by the time they are 5 1/2 are not at risk to develop behavioral or social problems, while their counterparts who did not reduce viewing time were affected.

“Many parents who have allowed a vast amount of television viewing time may begin to regret the standard they’ve set as their children grow,” J .P. Williams, creator of TV Time and a concerned father said. “But this study is proof that it may not be too late to take steps toward setting boundaries for healthy television viewing, and TV Time is an effective tool in helping to teach children responsibility and time management.”

The study, which was conducted with parents of 2,707 children nationwide, found that those children who reduced viewing time between the ages 30-33 months old and 5 1/2 had no significant behavioral problems. In contrast, those who were heavy viewers up until age 5 1/2 exhibited problems paying attention and developing social skills, and displayed aggressive behavior as well. Those who weren’t heavy viewers as toddlers but increased their viewing by age 5 1/2 showed signs of weak social skills.

The Johns Hopkins Bloomberg School of Public Health study supports the results of other recent studies, including a study by the University of Otago in New Zealand, which recorded the viewing habits of children ages 3 to 15 over a 14 year span. It concluded that children who watch more than two hours of television daily are more likely to have attention span problems. In addition, an American Academy of Pediatrics report issued last year directly tied television viewing to poor school performance.

“It is important for parents to realize that while television can be a tool to educate and occupy children, it should not be abused,” Williams said. “The sad reality is that many parents don’t see the harm in excessive television viewing, and that is cause for concern. As these studies indicate, it is vitally important that parents realize moderation in television viewing, especially at an early age, is key.”



The studies provide more insight into a concern Williams has harbored for some time. Williams was so convinced of the negative impact of television on kids that he created TV Time (www.mytvtime.com) to help parents do something about it. He set out to create a product that would help to teach his then 2 year-old daughter the importance of moderation, time management, self-discipline and responsibility.

TV Time is designed for children between the ages of 2 and 5. Each TV Time box contains viewing "tickets" that are good for 15-minute intervals, as well as two tickets for DVDs, and a 15-minute timer. Parents first must determine the amount of time the child is allowed to watch television for the week and give the child tickets for that amount of time. For each 15 minutes of television watched, the child must deposit one of his or her tickets into the TV Time box. The timer allows children to see when their time is completed. In a household with multiple children, it is recommended each child has his or her own TV Time set.

About TV Time:

TV Time allows parents to control the amount of television their children watch while giving them a sense of ownership and choice. Each kit comes with more than 8 hours of viewing tickets, the TV Time box where children deposit the tickets, and a 15-minute timer. TV Time is the first in a line of innovative products by My Child, My Parent, LLC which helps children understand how the choices they make can have a positive effect on their everyday lives.