



SMART CHOICES FOR YOUR COX DIGITAL HOME

www.cox.com/takecharge

Take Charge! is a community outreach campaign developed by Cox Communications, Inc., to empower parents and care givers to manage their children's access to mass media content. Launched in August 2004, the initiative strives to increase customers' awareness and use of the parental controls and filtering tools already available on their cable and Internet services. Cox has joined forces with children's advocate and TV host John Walsh to educate families nationwide about this vital issue. Providing tools and resources that are easy to understand and implement, Take Charge! helps parents find great educational TV shows and web sites while keeping their families safe from content they find objectionable. Program components include a comprehensive web site: www.cox.com/takecharge with links to other tools, a free resource guide and local educational activities within the communities Cox serves.

- **Comprehensive web site** (www.cox.com/takecharge), with an interactive quiz to help parents determine how concerned they should be and links to other tools to use in the home, and links to great content online and educational programming on cable.
- **Resource Guide** that offers options and step-by-step instructions to ensure responsible use of digital services.
- **Alliance with John Walsh**, the tireless crusader for victims' rights and missing children and host of *America's Most Wanted*. Walsh is committed to educating parents about their children's exposure to mass media.
- **National partnership with the NetSmartz Workshop®**, an interactive, educational Internet safety resource created by the National Center for Missing & Exploited Children® and Boys & Girls Clubs of America. This partnership helps parents teach their children and teens how to stay safer online.
- **Take Charge!** is a natural extension of Cox's focus on community causes. The multi-service broadband communications company provides complimentary cable television service and high-speed Internet access to schools and libraries in our service areas. Cox contributes more than \$100 million annually in cash and in-kind services to youth, education and community organizations. More information about Cox Communications can be accessed at www.cox.com.

