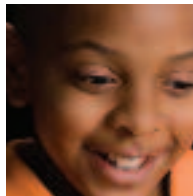




# common sense

media



## The Fifth Annual Common Sense Media Awards

February 10, 2009  
Yoshi's San Francisco



## Welcome friends and supporters

Our country is experiencing a revolution. In this technologically complex world, we have a president in the White House who understands both the perils and the promise of media in our kids' lives. "Our kids cannot protect themselves — parents are their first line of defense," he said in a recent interview. He was quite clear that, as a nation, we should "focus not on content censorship, but rather on tools for parents."

President Obama speaks to the very core of our mission — a mission you have so generously believed in and supported. During the past five years, because of people like you, we have been able to reach millions of families across the country through our Web site, our partnerships, and, now, through our new Common Sense Schools program. Our advice and trustworthy ratings deliver the exact tools President Obama has put front and center in his approach to both education and media.

In a world where our kids grow up too fast too soon, in a world where our kids are out in front of us technologically, it's urgent that parents and educators across the spectrum have the tools they need to raise responsible digital citizens who use the media, rather than have the media use them. There is much that is wonderful in this brave new world, and it's our mission to help parents, educators, and kids seize the best.

Tonight, we celebrate the best (and the rest) of the media landscape that runs right through the center of our kids' lives. We wouldn't be here without you, and we're thrilled you can join us as we continue the work of spreading Common Sense.

*James P. Steyer, Founder & CEO  
Anne K. Zehren, President & COO*



## The Fifth Annual Common Sense Media Awards

February 10, 2009  
Yoshi's San Francisco

**6 pm** **Cocktail Reception**  
sponsored by Trend Micro  
*Entertainment: The San Francisco  
School Jazz Combo*

### **7:30 pm** Awards Presentation

#### **Welcome**

Lycia Fried & Ellyn Weisel, Event Chairs  
Kate Kelly, Anchor, CBS-5 *Eyewitness News*

#### **Somewhere in America**

sponsored by National Cable &  
Telecommunications Association  
Brian O'Neill, Producer

#### **Opening Remarks**

Jim Steyer, Founder & CEO

#### **The Offuls**

**Roasting the Worst Media  
of the Year for Kids & Families**

**Fifteen Minutes of Shame**  
**NFL: Broadcast Dysfunction**  
presented by Ronnie Lott

#### **The Onnies**

**Celebrating Outstanding Kids' &  
Family Media**

**Common Sense School of the Year:**  
**Commitment in Action**  
Convent & Stuart Hall

**Outstanding Kids' Entertainment:**  
**Putting Learning to Lyrics**  
*Imagination Movers,*  
Playhouse Disney/Disney Channel

**Outstanding Public Leadership**  
FCC Commissioner Jonathan S. Adelstein

**Outstanding Role Models:**  
**A Breath of Fresh Air**  
The Jonas Brothers

**Best Kids' Media of the Year:**  
**Putting Youth in the Booth**  
*Kids Pick the President,* Nickelodeon

#### **Closing Remarks**

Anne Zehren, President & COO

**8:30 pm** **Dessert & Champagne**  
Sake Bar



## Anniversary celebration hosts

### **Co-chairs**

Lycia & Rocky Fried  
Ellyn & Brett Weisel

### **Host Committee**

Jennifer Caldwell &  
John H.N. Fisher  
Marcy Carsey  
Penny & James George Coulter  
Susan Ford Dorsey &  
Michael Dorsey  
Karen V. Edwards  
Dana & Bob Emery  
Laura & John Fisher  
Randi & Bob Fisher  
Katie Hall & Tom Knutsen  
Margaret & Will Hearst  
Tom Holland  
Wende & Tom Hutton  
Leigh & Bill Matthes  
April McClain-Delaney &  
John Delaney  
Meridee Moore & Kevin King  
The Morgan Family  
Stasia Obremskey & Dan Carroll  
Barbro & Bernard Osher  
Carrie Schwab Pomerantz &  
Gary Pomerantz  
Eva & Bill Price  
Lisa & John Pritzker  
Mindy & Jesse Rogers  
Elizabeth & Andrew Spokes  
Diana & Steve Strandberg  
Kat Taylor & Tom Steyer  
Marie & Gene Washington

# celebrating the growth of common sense



## 2003

employees: 5.5  
registered users: 3,400

**Common Sense Media** is launched

Feature story about **Common Sense Media** in *The New York Times*

**New Web site** goes live

Implemented **direct outreach** programs in communities across USA

Established first **distribution partnership** with **BabyCenter/ParentCenter**

## 2004

employees: 9  
registered users: 10,400



**Policy leadership** on California bill to ban sale of ultraviolent video games to kids under 18

**AOL and Netflix** become partners

## 2005

employees: 11  
registered users: 20,000

Two-year investment partnership with **Omidyar Network**

**Early Childhood Toolkit for Educators** created

**Safe & Smart Internet Campaign** begins

First cable **partnerships** with **Cox, TimeWarner Cable, and TiVo** reach more than 50 million homes

## 2006

employees: 19.5  
registered users: 39,000



**Beyond Primetime** media conference

More than 1 million downloads of **video content** through cable partners

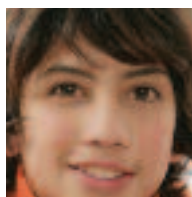
Selected by FCC to participate in **Child Obesity Taskforce**

First retail partnership with **Best Buy** brings **Web video-game ratings**

**Comcast** becomes distribution partner

## 2007

employees: 30  
registered users: 140,000



Launched **Common Sense Schools**; 1,000 schools in 50 states sign up

**Web site 2.0** goes live

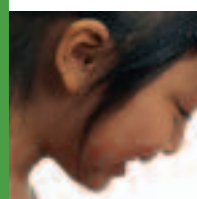
20,000 people reached through national **speaking engagements**

Released **Children and Health** report

**60 million homes** reached through distribution partners

## 2008

employees: 37.5  
registered users: 280,000





**Common Sense  
Media gratefully  
acknowledges  
and thanks  
our sponsors**

**Platinum**

Marcy Carsey  
Penny & James George Coulter  
April McClain-Delaney &  
John Delaney  
Eva & Bill Price

**Gold**

Karen V. Edwards  
Dana & Bob Emery  
Laura & John Fisher  
Randi & Bob Fisher  
Lycia & Rocky Fried  
Katie Hall & Tom Knutsen  
Margaret & Will Hearst  
Tom Holland  
Wende & Tom Hutton  
Leigh & Bill Matthes  
Meridee Moore & Kevin King  
Stasia Obremskey & Dan Carroll  
Carrie Schwab Pomerantz &  
Gary Pomerantz  
Lisa & John Pritzker  
Elizabeth & Andrew Spokes  
Diana & Steve Strandberg

**Silver**

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Jennifer Caldwell & John Fisher  
Ellyn & Brett Weisel

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Teveia Rose Barnes & Alan Sankin  
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**MAKING THE WORLD SAFE FOR THE EXCHANGE OF DIGITAL INFORMATION**

Trend Micro is a global leader in providing Internet content security solutions to businesses and consumers. Through its **Internet Safety for Kids and Families** program, Trend Micro seeks to educate the public on how to ensure a safe and secure experience for kids online and is a proud supporter of **Common Sense Media**.

**[www.trendmicro.com/go/safety](http://www.trendmicro.com/go/safety)**

**Trend Micro congratulates all the honorees for the 2009 Common Sense Media Awards.**

**The cable industry values its partnership with Common Sense Media and salutes this year's Media Award winners!**

**Media Matters Video Sponsor**



Common Sense Media thanks those supporters who donated goods and services:

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**And a special thanks to Michael Johnson for donating Yoshi's, San Francisco's premier restaurant and jazz venue, for tonight's event.**

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Common Sense Media is a nonprofit, nonpartisan organization led by concerned parents and experts in child advocacy, public policy, education, media, and entertainment. We provide free tools for parents and educators to help them raise kids who are safe and smart media users.

**Common Sense Media**

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**[www.common sense media.org](http://www.common sense media.org)**