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1	GOODIN, MACBRIDE, SQU		DAY, LLP			
2	ROBERT A. GOODIN, State Bar No. 061302 FRANCINE T. RADFORD, State Bar No. 168269 505 Sansome Street, Suite 900 San Francisco, California 94111					
3						
4	Telephone: (415) 392-7900	)				
5	Facsimile: (415) 398-4321	-				
6	PILLSBURY WINTHROP SHAW PITTMAN LLP THOMAS V. LORAN III, State Bar No. 95255 JOANNE H. KIM, State Bar No. 221525 50 Fremont Street					
7						
8	Post Office Box 7880 San Francisco, CA 94120-788	0				
9	Telephone: (415) 983-1000	)				
10	Facsimile: (415) 983-1200					
11	Attorneys for Common Sense Media					
12	UNITED STATES DISTRICT COURT					
13	NORTHERN DISTRICT OF CALIFORNIA					
14	SAN JOSE DIVISION					
15						
16	VIDEO SOFTWARE DEALE		No. C 05 4188 RM	IW RS		
17	ENTERTAINMENT SOFTW ASSOCIATION,	AKE	DECLARATION	•		
18	Plaintiffs,			PPORT OF OF COMMON SENSE		
19	v.		MEDIA FOR LE <u>PARTICIPATE</u>	AVE TO <u>AS AMICUS CURIAE</u>		
20	ARNOLD SCHWARZENEG	GER, in his	Date: March 1	0. 2006		
21	official capacity as Governor of California; BILL LOCKYER,		Time: 9:00 a.m Honorable Ronald	1.		
22	capacity as Attorney General of California; GEORGE KENNE	of the State of		•		
23	official capacity as Santa Clar District Attorney; RICHARD	a County	Date of Filing: No	Date Set		
24	official capacity as City Attorn	ney for the City				
25	of San Jose, and ANN MILLE her official capacity as County					
26	the County of Santa Clara.					
27	Defendants					
28			Casa	No. C 05 4100 DMW DC		
	Case No. C 05 4188 RMW RS  Decl of James P. Steyer In Support of Application For Leave To Participate As Amicus Curiae					

I, James P. Steyer, declare:

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- I am the founder and CEO of Common Sense Media ("Common Sense"), 1. and make this declaration in support of Common Sense Media's accompanying Application For Leave To Participate In Action As Amicus Curiae.
- 2. Common Sense Media is the leading non-partisan, not-for-profit organization dedicated to improving media and entertainment choices for children and families. As reflected in its name, the organization's mission is "sanity, not censorship." Common Sense Media strives to provide unbiased and trustworthy information, practical tools, and respected policy leadership to create a healthier media environment for children and families.
- 3. Launched in May 2003, Common Sense Media now helps more than 3 million parents, educators, caregivers, and children make better-informed decisions about today's media. This is accomplished through preparing and publishing detailed reviews, ratings, recommended lists, and viewing tips on movies, TV, music, video games, websites, and books. The organization has reviewed nearly 4,000 titles based on the latest research on child development. Adult and child visitors to its website also contribute reviews. The website posts daily updates on the most recent media releases, as well as important news and research, and emails a weekly newsletter. In the community, Common Sense gives seminars and workshops on media literacy and awareness around California and the country, produces training kits and materials for use and dissemination by national organizations, local groups, and concerned individuals, and maintains a non-partisan, public leadership role on selected issues that affect media's impact on children and youth.
- Common Sense was a co-sponsor of AB 1179, the passage of which 4. created the statute at issue here. Because of its work with and for the parents of children and youth in connection with issues related to media, Common Sense is uniquely qualified to speak to the interests of parents in this case.

<sup>&</sup>lt;sup>1</sup> The organization is funded primarily by philanthropic contributions from individual donors and leading national foundations.

1	5. Common Sense is managed by a team of experts in child advocacy, public				
2	policy, education, technology, media, and entertainment, and is supported by a highly				
3	distinguished Board of Directors and Board of Advisors. A true and correct copy of the lists of				
4	Common Sense board members is appended hereto as Exhibit A.				
5	6. In particular, I have been a leader in children's media issues for over				
6	twenty-five years. I founded Children Now, a leading national advocacy and media organization				
7	for children, as well as JP Kids, a successful and respected family media company. I have also				
8	been a faculty member teaching civil rights and civil liberties at Stanford University for the past				
9	twenty years, and understand the case law and legal issues at stake. Finally, I am the author of th				
10	widely acclaimed book, The Other Parent: The Inside Story of the Media's Effect on Our				
11	Children. A true and correct copy of my curriculum vitae is attached hereto as Exhibit B.				
12	7. I am familiar with the work of the leading experts in the field as well as a				
13	wide variety of the relevant literature and scholarly research that has been performed on the topic				
14	of media's enormous impact on children and youth. I have read the expert testimony submitted				
15	by the parties to this action, and I have also read the recent decision of the Illinois district court i				
16	Entertainment Software et al v. Blagojevich et al., United States District Court for the Northern				
17	District of Illinois, Case No. 05 C 4265 (the "Illinois action") issuing a permanent injunction				
18	against the implementation of Illinois' Violent Video Games Law. I am familiar not only with				
19	the work of the researchers cited by the parties to this case, but am also familiar with the work o				
20	numerous other highly qualified experts whose work has not been cited or discussed by either				
21	side and whose testimony would be, I believe, of great value to the court in deciding the issues				
22	presented by this case.				
23	I declare under penalty of perjury under the laws of the State of California that the				
24	foregoing is true and correct. Executed on February, 2006 at, California.				
25					
26	/s/ James P. Steyer				
27	James P. Steyer				
28	3234/001/X74693.v1				
	2. Case No. C 05 4188 RMW RS  Decl of James P. Stever In Support of Application For Leave To Participate As Amigus Curiose				