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16 Attorneys for Common Sense Media

17 UNITED STATES DISTRICT COURT
 18 NORTHERN DISTRICT OF CALIFORNIA
 19 SAN JOSE DIVISION

20 VIDEO SOFTWARE DEALERS and
 21 ENTERTAINMENT SOFTWARE
 22 ASSOCIATION,
 23
 24 Plaintiffs,

25 v.

26 ARNOLD SCHWARZENEGGER, in his
 27 official capacity as Governor of the State of
 28 California; BILL LOCKYER, in his official
 capacity as Attorney General of the State of
 California; GEORGE KENNEDY, in his
 official capacity as Santa Clara County
 District Attorney; RICHARD DOYLE, in his
 official capacity as City Attorney for the City
 of San Jose, and ANN MILLER RAVEL, in
 her official capacity as County Counsel for
 the County of Santa Clara.

Defendants.

No. C 05 4188 RMW RS

**DECLARATION OF JAMES P.
 STEYER IN SUPPORT OF
 APPLICATION OF COMMON SENSE
 MEDIA FOR LEAVE TO
PARTICIPATE AS AMICUS CURIAE**

Date: March 10, 2006
 Time: 9:00 a.m.
 Honorable Ronald M. Whyte

Date of Filing: No Date Set

1 I, James P. Steyer, declare:

2 1. I am the founder and CEO of Common Sense Media (“Common Sense”),
3 and make this declaration in support of Common Sense Media’s accompanying Application For
4 Leave To Participate In Action As Amicus Curiae.

5 2. Common Sense Media is the leading non-partisan, not-for-profit
6 organization¹ dedicated to improving media and entertainment choices for children and families.
7 As reflected in its name, the organization’s mission is “sanity, not censorship.” Common Sense
8 Media strives to provide unbiased and trustworthy information, practical tools, and respected
9 policy leadership to create a healthier media environment for children and families.

10 3. Launched in May 2003, Common Sense Media now helps more than
11 3 million parents, educators, caregivers, and children make better-informed decisions about
12 today’s media. This is accomplished through preparing and publishing detailed reviews, ratings,
13 recommended lists, and viewing tips on movies, TV, music, video games, websites, and books.
14 The organization has reviewed nearly 4,000 titles based on the latest research on child
15 development. Adult and child visitors to its website also contribute reviews. The website posts
16 daily updates on the most recent media releases, as well as important news and research, and
17 emails a weekly newsletter. In the community, Common Sense gives seminars and workshops on
18 media literacy and awareness around California and the country, produces training kits and
19 materials for use and dissemination by national organizations, local groups, and concerned
20 individuals, and maintains a non-partisan, public leadership role on selected issues that affect
21 media’s impact on children and youth.

22 4. Common Sense was a co-sponsor of AB 1179, the passage of which
23 created the statute at issue here. Because of its work with and for the parents of children and
24 youth in connection with issues related to media, Common Sense is uniquely qualified to speak to
25 the interests of parents in this case.

26
27 ¹ The organization is funded primarily by philanthropic contributions from individual donors and
28 leading national foundations.

