

## NEWS RELEASE



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Review copy available on request

*Parenting For The Digital Age is a how-to parenting guide ranked #1 Hot New Release on Amazon in its second week, written by one of America's most successful media personalities who suddenly found his children bombarded by media messages he helped create*

***The author offers up the history of child-targeted advertising and provides tips to families on how to be informed consumers***

**Los Angeles, Calif., May 14, 2015**—The media is targeting children. In *Parenting for the Digital Age: The Truth Behind Media's Effect on Children and What to Do About It*, published by Familius LLC, Bill Ratner, a long-time Hollywood insider, explores with in-depth research the radical change in children's media, what children are being exposed to, and how to control it. As a parent, educator, and top voice actor in television, movies, and new media, Ratner talks openly about the problems associated with children and excessive screen time and what parents can do about it.

### **Sample of Topics Covered:**

- **Child Consumerism**
- **Cyberbullying**
- **The Effects of Excessive Screen Time**
- **The Strange Story of Barbie & G.I. Joe**
- **How To Start a Babysitting Co-op**

### **Reviews:**

**TIME:** <http://time.com/3705794/8-ways-to-help-cure-your-teens-screen-addiction/>  
**HUFFINGTON POST:** [http://www.huffingtonpost.com/carol-smaldino/furthering-the-conversati\\_b\\_6085582.html](http://www.huffingtonpost.com/carol-smaldino/furthering-the-conversati_b_6085582.html)

**Media:**

**KHOU-TV Great Day Houston:** <http://youtu.be/WcBEX-pGqZ8>  
**CBS News 8 SanDiego:** <http://youtu.be/WTHazLQklu0>  
**Best of the Marilu Henner Show:** <http://www.marilushow.com/?p=5391>  
**KFI AM•640:** <http://billratner.tumblr.com/post/114068227989/gary-hoffmann-interviews-bill-ratner-kfi-am640>  
**KABC TALK RADIO LA:** <http://tinyurl.com/l3puntj>

**Endorsements:**

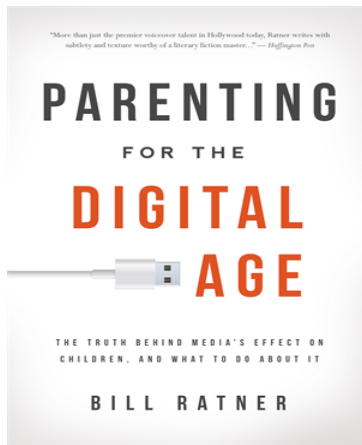
"More than just the premier voiceover talent in Hollywood today, Ratner writes with the subtlety and texture worthy of a literary fiction master..." -- Brad Schreiber, Huffington Post

"Lucid and thought-provoking." --Jane Claire, Barnes & Noble Books

"Bill Ratner offers that rare and old-fashioned thing that no hand-held device will ever make obsolete: a good old-fashioned story...wise and sober words (and sometimes funny ones) on an issue that has transformed our society, along with a valuable antidote for getting back to what matters most: human relationships." --Joyce Maynard, author of *Labor Day*

**About the Author:** Bill Ratner is a published author and top Hollywood voiceover on TV affiliate news promos, movie trailers, Discovery documentaries, and the voice of "Flint" in Hasbro's syndicated TV cartoon *G.I. Joe, Family Guy, Community, and Robot Chicken*. Bill is a nine-time Moth StorySLAM Winner, National Storytelling Festival Slam Teller, Best of Hollywood Fringe Festival Extension winner, published short story writer, essayist, and playwright. His stories air on NPR's syndicated programs: *The Business* and *Good Food* and KCRW's *Strangers*. Information at [www.billratner.com](http://www.billratner.com)

**About the Publisher:** Familius is a family and parenting media publisher devoted to creating content that helps build strong values and happy families. As a digitally savvy, multi-media publisher, we share our family-driven content in multiple formats, including print, e-books, videos, articles and apps. Through Familius.com, we also provide an online community where parents can seek out and share advice and access a wealth of contemporary parenting content, tools, and resources rooted in traditional family values. <http://www.familius.com>



**Product Details:**

**Title:** *Parenting for the Digital Age:*

*The Truth Behind Media's Effect on Children and What to Do About It*

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**Distributor:** Familius

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**Available in paperback, audiobook, and ebook from bookstores, online booksellers and**

**Familius:** <http://familius.com/parenting-for-the-digital-age>