


10th ANNIVERSARY



PARENTS TELEVISION COUNCIL

2005 ANNUAL REPORT

The logo features a stylized television set above three human figures, all within a blue square frame. A yellow ribbon with a silver seal containing the text '10 YRS' is draped over the top right corner of the frame.



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A Reputation Well Deserved

2005 marks the 10th Anniversary of the Parents Television Council. Since 1995, the PTC has been leading the national effort to restore responsibility and decency to the entertainment industry. Now more than one million members strong, the PTC has gained world-wide recognition as America's largest and most influential media watchdog organization.

Every day the Parents Television Council is on the frontlines combating the violent and vulgar content rampant in today's entertainment and being put in front of millions of impressionable children. Why? Because more than fifty years worth of research and over one thousand studies have proven that children are strongly influenced by what they see on television, in the movies, and in video games. Yet in spite of the overwhelming evidence of the negative effects of offensive programming, the entertainment industry continues to produce and aggressively market sexually explicit, violent, and vulgar entertainment products to children. They do this and insist that they aren't responsible for the destructive behaviors those products inspire in children, and that parents instead should be more diligent.

***For 10 years the PTC
has been the voice
of American families...***

While the PTC believes that parents do have a responsibility when it comes to monitoring the viewing habits of their children, the entertainment industry and the advertising community also must take responsibility for the vital role they play in shaping America's culture, especially since they are the ones creating the destructive programming.

For 10 years the PTC has been the voice of American families, demanding the entertainment industry stop promoting inappropriate entertainment products to children. Through its research, publications, and website; by recruiting and mobilizing a grassroots army of activists; by targeting the advertising community, Hollywood, and public-policy leaders, the PTC is directly confronting the behemoth that is the entertainment industry. The PTC also seeks to encourage the development of wholesome fare by publicly applauding those producers, actors, broadcasters and advertisers who are committed to providing quality entertainment that the whole family can enjoy. The PTC seeks to remind the American public of the need for television to return to its roots as a socially responsible medium – because our children are watching.

A MESSAGE FROM PTC EXECUTIVE DIRECTOR TIM WINTER

Dear Friend of the PTC:

Each milestone challenges us to reflect on our success and look beyond the horizon. Such is my feeling as we celebrate the 10th anniversary of the Parents Television Council with this annual report.

My time here at the PTC has been marked with tremendous achievements as we've forced the Federal Communications Commission (FCC) to be more accountable to families and have pushed the issue of indecency to the forefront of public consciousness. But these successes didn't come overnight. They built on years of dedication and determination by a staff committed to our mission and an army of volunteers who daily put that mission into action. As I look to the challenges that lie ahead I know that same dedication and commitment will make our goals a reality.

We have advocated Cable Choice, or "cable *à la carte*," for the past two years. Such a plan would mean that you, the consumer, would pick and pay for only the cable channels you want coming into your home. In December we were present when the FCC Chairman endorsed such a plan in front of a Senate subcommittee. We recognize this fight is far from won as Cable Choice is a loathsome concept to the cable industry. The PTC is a force to be reckoned with, however, and we are committed to winning this fight. We are also committed to finally seeing the Senate act on legislation to increase fines for broadcasters who break decency laws. We've been the leading voice on this front since Janet Jackson shocked the world (literally) two years ago.

While we take on this enormous challenge we will continue to help every family in America make better, more informed viewing choices through our research and publications. We will continue to pressure the media mega-conglomerates to respect local community standards. And we will continue to hold advertisers accountable for the content of the programs they sponsor.

We've won significant battles over the past ten years. But Hollywood remains a powerful and often acerbic force for families. As long as our children are at risk from raunchy and violent entertainment, the PTC will continue leading the charge on their behalf. This is a fight we're winning. With your continued help and support we will succeed.

Sincerely,



Tim Winter
Executive Director



Because Our Children Are Watching.™

THE YEAR IN REVIEW



The PTC entered into its 10th anniversary year making headlines coast-to-coast in newspapers and on news programs, demanding that consumers be able to have real choice in the cable programming they purchase. Within days of launching the Cable Choice initiative Sen. John McCain (R-Ariz.), Sen. Ted Stevens (R-Alas.), and Rep. Joe Barton (R-Ohio) each pledged their support to the cause.

The PTC was responsible for bringing the concept of *à la carte* cable, or Cable Choice, into the public consciousness and throughout the year beat the drum of Cable Choice at every opportunity. The result? In December the Senate Commerce Committee held an Open Forum on Decency in the Media at which the FCC Chairman endorsed this very concept!

The final two weeks of 2005 featured the cable industry scrambling to come up with compromises as they realized their days of extorting the American consumer by forcing them to pay for offensive programming they don't want were coming to an end.

The PTC hammered home the need for Cable Choice with its study *MTV Smut Peddlers*, which documented the raw sewage being targeted directly at the youngest and most impressionable members of the family on the MTV cable network, and with another study on MTV which showed the network failed to use content descriptors to warn of the highly offensive content on the MTV reality show *Real World 16: Austin*.

The call for Cable Choice was made with every PTC *Take Action* initiative targeting advertisers of the most foul, violent and obscene

programming on television. By year's end newspaper editorials all around the country were endorsing the Cable Choice initiative.

"Imagine being able to select and pay for only the cable channels you want, like choosing dishes in a buffet line... We think Americans would welcome the flexibility and choice, and perhaps lower bills, that could come with à la carte pricing."

~ December 15, 2005
Denver Post



The PTC continued to keep the spotlight on the issue of indecency in 2005. The cover story of the March 28 issue of *Time* magazine carried the headline: "Has TV Gone Too Far?" The *Time* article provided high-profile

visibility to the PTC and its efforts to fight for families' rights to decent programming and contained the following quote: "Almost single-handedly, the PTC has become a national clearing house for, and arbiter of, decency."

In 2005 the PTC was mentioned, on average, 133 times every month in the press. PTC spokespeople were called on more than 400 times to offer expert advice about relevant issues. That exposure – "earned media" – multiplies the reach of donor dollars exponentially. It is, in effect, tens of millions of dollars of free publicity for our work.

The PTC's efforts to hold advertisers accountable for their support of raunchy programming reaped impressive results. The PTC primarily

focused its efforts on two FX shows in 2005, *Nip/Tuck* and *The Shield*. By year's end 88 companies decided the content on these shows did not meet their corporate standards.

Children watching MTV are viewing an average of 9 sexual scenes per hour with approximately 18 sexual depictions and 17 instances of sexual dialogue or innuendo.

2005 PTC STUDY: MTV SMUT PEDDLERS

GRASSROOTS CHAPTERS: 34

MEMBERSHIP: MORE THAN ONE MILLION

ANNUAL BUDGET: \$4 MILLION

On Capitol Hill the PTC was a force with which to be reckoned. Under pressure from PTC members, in February the U.S. House of Representatives passed the Broadcast Decency Enforcement Act (by a vote of 389-38) which will increase indecency fines to \$500,000. And the PTC continued to keep pressure on the FCC to enforce the law prohibiting indecency on broadcast television.



Violent video games also emerged as an important issue for the PTC in 2005. When it was discovered that the makers of *Grand Theft Auto: San Andreas* had hidden pornographic material in the game, the PTC's leadership on the issue of pornography was sought by news outlets around the world.

Public outrage led to the passage of laws in three states – Michigan, Illinois and California – banning the sale of violent video games to minors. Local PTC chapters were fully engaged in getting those laws passed. While judges in those states have issued injunctions against the laws, the fight is not over and the issue is still front and center on the PTC's agenda.



Illinois Governor Blagojevich signed the "Safe Games Illinois Act" into law among a crowd of supporters in the Aurora Public Library.

"The Parents Television Council is playing a leading role in one of the most politically charged dramas in Washington, the push to clean up prime time TV... Observers say the hand of the PTC is among those at work in the added sensitivity surrounding this year's Super Bowl ads and the scrutiny of the half time show. And if it becomes something more than a football game, this is one watchdog ready to bite."

CNN'S PAULA ZAHN NOW - FEBRUARY 4, 2005

"The Parents Television Council is leading the fight to protect the innocence of our nation's youth," noted Connie Sellecca in accepting her new position. "I am proud of their work and I look forward to helping the organization achieve its ambitious goals."

CONNIE SELLECCA,
Actress



"PTC is an important and desperately needed voice in the ongoing struggle for decency in our popular culture."

MICHAEL MEDVED
Columnist, Film Critic, and
Radio Talk Show Host



Within minutes of the PTC's press conference on Capitol Hill, where President Brent Bozell released the PTC's shocking findings of the content on MTV, the media were buzzing with news of the PTC's Special Report.

"Almost single-handedly, the PTC has become a national clearing house for, and arbiter of, decency."

TIME • MARCH 28, 2005





2005 RESEARCH

PTC's Research Documents Violent & Vulgar Entertainment

Much of the PTC's reputation as America's TV watchdog is rooted in its painstakingly-gathered and documented research. With almost 15,800 VHS tapes containing nearly 107,000 hours of programming, the PTC's video library and research capabilities are unrivaled, making the PTC the nation's foremost authority on television content.

Indeed, government agencies like the Federal Trade Commission (FTC) and the FCC, Congressional and Senate agencies, advertisers, press outlets, and other non-profits have come to rely upon the PTC's video tape archive as a valuable resource in reviewing complaints about inappropriate marketing practices and program content.



The PTC uses state-of-the-art technology to scientifically track and monitor television content. Every evening all entertainment programming on the six major broadcast networks (ABC, CBS, Fox, NBC, UPN, and the WB) as well as original cable programming on networks like MTV, FX and Comedy Central is recorded. The following day, trained analysts set about the arduous task of cataloging in vivid detail, or transcribing verbatim, every obscenity, every sexual scene or situation, and every act of violence. PTC analysts also keep track of every product advertised on monitored programs.

This data is stored in the PTC's custom-designed ETS (Entertainment Tracking System) database. The detailed and complex data is then used to generate Special Reports and studies; publish weekly online *E-alerts* and stories for the *Insider*; generate and file FCC complaints; inform companies about their sponsorship patterns; and inform web users about program content.



PTC's video library and research capabilities are unrivaled, making the PTC the nation's foremost authority on television content.

countless like-minded organizations, for the sponsors, and ultimately for Hollywood itself. The PTC's Special Reports are built on solid, comprehensive data analysis and painstaking accuracy. That's why when the PTC releases a study, it makes waves nationwide. In 2005 the PTC released a number of ground-breaking studies, each of which generated national attention.

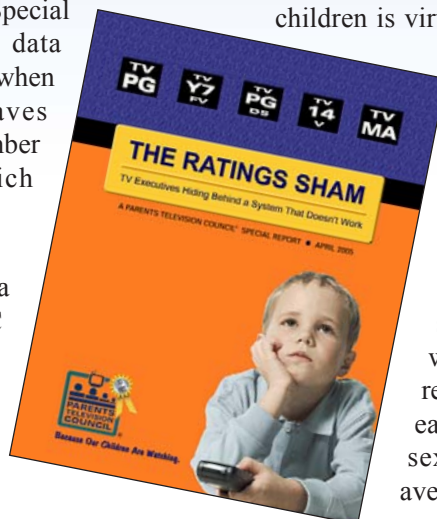
MTV Smut Peddlers – In January at a national press conference on Capitol Hill, the PTC released this Special Report that documented how advertisers target children watching MTV. The watershed study was read into the *Congressional Record* and was a centerpiece in launching the year's Cable Choice initiative.

Ground-Breaking Research & Special Reports

Each of the PTC's studies helps establish where our culture stands today, how it compares to years past, and where it is headed. Industry insiders know PTC studies instigate change by helping to set the agenda for the PTC and its members, for lawmakers on Capitol Hill, for

The Ratings Sham: TV Executives Hiding Behind a System that Doesn't Work –

In the Spring of 2005, the PTC garnered headlines with an explosive study that revealed the hypocrisy underlying the TV Ratings System. This study proved that the television ratings used by Hollywood are inconsistent at best and completely meaningless overall. Further, the study proved that the much-touted V-Chip technology that supposedly allows parents to block unwanted programs to protect their children is virtually useless because it relies on the flawed ratings system.



MTV Content Descrip-

tors – As the war of words over TV ratings raged, the PTC released a study which documented the complete lack of content descriptors on *MTV's Real World 16: Austin*. The study showed that this raunchy show, which aired over the summer and was re-run multiple times during daytime and early evening hours, exposed children to sexual content and foul language an average of once every three minutes.



Violence in the 2005 TV Season – The highly violent nature of the new television season was the topic of much press coverage when the networks rolled out their fall schedules. The Associated Press asked for the PTC’s help to examine how much bloodier this season has been than in the past by using our state-of-the-art Entertainment Tracking System to quantify TV’s current obsession with gore. The results? During the last week of September, there were 63 dead bodies visible during prime time on the six broadcast networks. That was up sharply from the 27 bodies counted during the same week in 2004. The shocking statistic, released in November, drove headlines around the country and internationally as well.

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Father’s Day – To coincide with Father’s Day PTC analysts surveyed the presence of fathers and father-figures in prime time broadcast television shows. Research proves that children thrive best in homes where healthy, two-parent heterosexual marriages exist. The study found that while most TV children do have a father-figure present, sadly only 50% are represented in homes with two, married, parents.

...The shocking statistic, released in November, drove headlines around the country and internationally as well.

Top 10 Best & Worst Network Television Shows for Family Viewing

This annual listing by the PTC always makes headlines nationwide. In 2005 it was no different. Newspapers and radio programs across the country relayed the PTC’s Top 10 picks for the most-and least-family-friendly shows from the 2004-05 television season.

BEST

- 1) **Extreme Makeover: Home Edition** ABC/ 8:00 Sunday
- 2) **Three Wishes** NBC/ 9:00 Friday
- 3) **American Idol** Fox/ returning Winter '06
- 4) **The Ghost Whisperer** CBS/ 8:00 Friday
- 5) **Everybody Hates Chris** ... UPN/ 8:00 Thursday
- 6) **Reba** WB/ 9:00 Friday
- 7) **Bernie Mac** Fox/ 8:00 Friday
- 8) **Dancing with the Stars** .. ABC/ returning in early '06
- 9) **7th Heaven** WB/ 8:00 Monday
- 10) The PTC cannot in good conscience recommend a 10th show.

WORST

- 1) **The War at Home** Fox/ 8:30 Sunday
- 2) **The Family Guy** Fox/ 9:00 Sunday
- 3) **American Dad** Fox/ 9:30 Sunday
- 4) **The O.C.** Fox/ 8:00 Thursday
- 5) **C.S.I.** CBS/ 9:00 Thursday
- 6) **Desperate Housewives** .. ABC/ 9:00 Sunday
- 7) **Two and a Half Men** CBS/ 9:00 Monday
- 8) **That '70s Show** Fox/ 8:00 Wednesday
- 9) **Arrested Development** ... Fox/ 8:00 Monday
- 10) **Cold Case** CBS/ 8:00 Sunday

PTC Insider – An In-Depth Look at What the PTC Is Doing

The *PTC Insider* is one of the PTC’s best vehicles for educating and mobilizing its massive grassroots network. Every month the *Insider* is sent to more than 100,000 PTC supporters. The newsletter gives PTC members an in-depth look at how the PTC is working to protect children from sex, violence, and profanity in entertainment; alerts members to future battles looming on the horizon; and reports on battles already won.

Each issue provides detailed accounts of ongoing campaigns, exclusive celebrity interviews, “insider” reports on PTC events and press conferences, and previews of yet-to-be-released studies and Special Reports. The *Insider* provides members with the tools and information they need to challenge the entertainment industry directly. Its growing distribution network now extends to new audiences at libraries, community events, Kiwanis and Rotary Club meetings, broadcast affiliates nationwide, advertisers, reporters, and houses of worship.



GRASSROOTS ACTIVISTS

Much of the PTC's strength comes from its army of grassroots activists. These dedicated hometown heroes ensure the PTC's success by carrying out projects on the local level. PTC's committed volunteers meet with advertisers based in their community; mobilize local civic groups around the PTC mission; meet with local station managers about community standards; conduct surveys; oppose FCC license renewals for local stations that aren't serving the public interest; serve as PTC spokespeople, and participate in press conferences and public hearings on the local level.

Through the generous support of the Robert D. Stuart Family Foundation, the PTC's Grassroots operation had unprecedented success in 2005. Ten new chapters were added, and existing chapters grew with grassroots membership doubling this year. At the end of 2005 there were 34 chapters operating across the country.

★ Local chapters in Michigan, Illinois and California were instrumental in the passage of laws prohibiting the sale or rental of violent video games to minors.



The PTC's S.E. Michigan Chapter Director Rich Coleman was on hand to witness Governor Jennifer Granholm sign the new law banning the sale of violent video games to minors.

Dayton Loyd, director of the PTC's Central Illinois Chapter, joined by Governor Blagojevich, spoke to supporters when the Safe Games Illinois Act was signed into law.



HIGHLIGHTS

★ Thousands of outraged PTC members flooded the Carl's Jr./Hardees headquarters in California with complaints after the chain unveiled a soft-porn television ad starring Paris Hilton selling a hamburger. The PTC issued press releases condemning the ad and the story was picked up by every major news organization. Outraged consumers chose to spend their entertainment dollars elsewhere, some franchisees refused to run the ad in their markets, and, as PTC Founder Brent Bozell predicted, Carl's Jr. suffered net losses as a result.



California Assembly Speaker Pro Tem Leland Yee, along with the PTC and others urge Governor Arnold Schwarzenegger to sign legislation to protect children from ultra-violent video games.

★ Chapter Directors published editorials decrying advertisers that sponsor raunchy programming. The editorials ran in 20 newspapers around the country, reaching tens of thousands of potential supporters.



★ The South East Michigan chapter partnered with the World Champion Detroit Pistons to draw attention to the problems of violence in entertainment.



MAKE AN IMPACT IN 2005

★ The first annual PTC Grassroots Convention brought together PTC Chapter Directors from around the country to share success stories and learn effective ways to make the PTC a prominent policy-shaping force in their local communities.



★ The PTC's grassroots newsletter, *Taking Root*, was launched in 2005 and is currently mailed on a bi-monthly basis to 4,000 chapter members across the nation.

2005 PTC GRASSROOTS CHAPTERS

Alabama	<u>CHARTERED</u>	<u>DIRECTORS</u>			
Northern Alabama	April 2005	George Goff			
Arizona					
Phoenix	Nov. 2003	Gail Evans			
Arkansas					
Little Rock	Feb. 2004	Chad Meli			
California					
Bay Area	Feb. 2004	Debra Timberlake			
Fresno	Jan. 2005	Mike Burton			
Orange County	Jan. 2005	Berto Guzman			
LA Foothills	June 2005	Michele MacNeal			
San Diego	July 2002	Debbie Blair			
West Los Angeles	Sept. 2004	Amy Johnson			
Colorado					
Denver	Sept. 2004	Robert McIntosh			
Florida					
Jacksonville	April 2005	Zann Williams			
Miami	Feb. 2002	Miryam Knigge			
Central Florida	April 2005	D. Scott Plakon			
Georgia					
Atlanta	June 2003	Dr. Leslie Dauphin			
Illinois					
Central Illinois	Jan. 2004	Dayton Loyd			
Illinois-Kentucky					
Carbondale-Paducah	Feb. 2004	Danielle Loyd			
Indiana					
South Bend	Oct. 2003	Mike Conway			
Kentucky					
Lexington	April 2005	Carolyn McKinney			
Massachusetts					
Massachusetts	Sept. 2002	Melissa Ribauda			
Michigan					
Southeast Michigan	Oct. 2003	Rich Coleman			
Missouri					
Kansas City	April 2002	Tim Maupin			
New York					
New York City	Feb. 2004	Amy Johnson			
North Carolina					
Greensboro	April 2005	Kevin Bowman			
Raleigh/Fayetteville	April 2004	Rev. Mike D'Andria			
Ohio					
Cincinnati	June 2004	Patricia Behne			
Oregon					
Portland	April 2005	Stephanie Snow			
Pennsylvania					
Hershey	Jan. 2005	Lisa Meyer			
Rhode Island					
Rhode Island	Oct. 2005	Marcia Weeden			
Tennessee					
Nashville	Dec. 2005	Kelli Turner			
Texas					
Dallas/Forth Worth	Dec. 2003	Ruth Cosby			
San Antonio	Mar. 2002	Pending			
Houston	Nov. 2003	George Hall			
Utah					
Salt Lake City	April 2003	Jill Summerhays			
Washington D.C.					
Washington D.C.	Oct. 2004	Jim Lemon			
REGIONAL DIRECTORS:					
Florida: Matt Butler					
South Carolina: Ashley Wood					

FIVE MILLION USERS IN 2005 MAKE THE PTC WEBSITE A POWERFUL TOOL

The PTC's website continued to be the "go-to" spot for online activism in 2005. Indeed, the PTC can now boast more than 100,000 online activists. In 2003, the PTC created and launched the first-ever web-driven FCC complaint form. In 2004 the media were buzzing about the effectiveness of the PTC's online complaint form and the resulting pressure on the FCC to act. In 2005, thanks to the PTC, more than 109,000 Americans were able to easily file complaints with the FCC about indecent television and radio broadcasts.

Moreover, the PTC web site (www.ParentsTV.org) has become a valuable resource for PTC members, public policy leaders, members of the media, lawmakers, leaders in the entertainment industry, and advertising executives alike. With the click of a mouse, visitors can secure one-of-a-kind research and resources, including comprehensive information about program content, which companies are sponsoring wholesome programs, and which companies are most responsible for the raunch on television.

The website is also the home of the PTC's *Family Guide to Prime Time Television*. Updated weekly, the *Family Guide* provides the tools parents need to make informed viewing decisions. The easy-to-read "traffic light" ratings system (red, yellow, and green) signals a show's suitability for youngsters based on foul language, violence, sexual situations, and overall content. While the *Family Guide* serves as a wonderful tool for parents, the *Guide* is also used by corporate sponsors and media buyers in deciding which programs to advertise on and which programs to avoid.

The user-friendly website offers streamlined navigation tools and numerous interactive components, including a Parents Guide that offers advice on how to effectively monitor a child's TV access; a guide to the TV, movie, and video-game ratings systems; feature articles on parenting and the media; the best and worst shows of the week, and PTC family-friendly viewing picks; links; information on current campaigns; weekly nationally syndicated entertainment columns by PTC President Brent Bozell; up-to-the-minute entertainment industry news; cartoons; advice on how to become an activist by joining or starting a grassroots chapter; and a letters-to-the-editor section and discussion forum, among other features. In 2005, approximately five million people visited the PTC website.

PTC E-Alerts Mobilize Thousands of Activists

The Internet has provided the PTC with the ability to mobilize its army of activist members. With a click of a mouse, information and action calls are sent nationwide.

Using this sophisticated computer technology, the PTC's weekly e-mail reports, PTC *E-Alerts*, are distributed to more than 102,000 grassroots supporters and public policy leaders nationwide. *E-Alerts* are the fastest means of mobilizing PTC members, informing them about looming trends in the entertainment industry, giving them the tools they need to help bring about positive change, and urging them to communicate their concerns directly to the networks and program sponsors.

In 2005, the PTC implemented cutting-edge technology to make it easier for members to contact program sponsors, the FCC, or the networks directly with a simple click of a button. The new, easier-to-use format has resulted in a dramatic increase in member activism, and that increase has received the attention of corporate sponsors and the FCC. Because of these changes, in 2005 the internet became one of the PTC's most valuable tools.

HOLDING AMERICA'S CORPORATE SPONSORS ACCOUNTABLE IN 2005



The PTC's Melissa Caldwell attended the Wal-Mart corporation's annual shareholders meeting to present Wal-Mart's Chief Executive Officer, H. Lee Scott, Jr. with the PTC's *Seal of Approval for Excellence in Advertising*.



The PTC's Tim Winter presents representatives of Mars Incorporated with the PTC's *Seal of Approval for Excellence in Advertising* in their corporate offices in McLean, Virginia.

Since its founding, the PTC has recognized the important role corporate sponsors play in determining program content, and has led the charge to hold advertisers responsible for the content of the programs they sponsor. In 2005, the PTC targeted several raunchy programs but maintained a focused, aggressive attack on two of the most offensive, airing on advertiser-supported basic cable: FX's *The Shield* and *Nip/Tuck*.

- The PTC mobilized its members to contact sponsors of FX's *Nip/Tuck* to ask them whether they endorse the pornographic content and amoral messages so prevalent on that show. 57 sponsors (including Toyota, General Motors, and IKEA) withdrew their advertising dollars from that highly offensive program.
- The PTC garnered similar success against *The Shield*, with 30 companies pulling their advertising support for that program. Among the most prominent are Coca-Cola, American Honda and Kia Motor Corporation.

Demanding Corporate Responsibility at Shareholder Meetings

In one of the most unique advocacy outreach programs of any organization, the PTC purchases common stock in companies that regularly sponsor grossly inappropriate television programs and companies that consistently sponsor family-friendly programming. This provides the PTC with an effective platform to impress the senior management, the board of directors, and fellow stockholders on the need to institute and uphold responsible advertising policies. PTC staff and PTC Advisory Board members attend the annual shareholders' meetings. They publicly confront the management of those companies that consistently underwrite offensive programming, and publicly praise companies that behave responsibly by putting their advertising dollars behind wholesome, family-friendly programming.

In 2005, a PTC representative attended the national corporate shareholder meeting for Yum! Brands and confronted the company's CEO, asking him to discontinue the sponsorship of the offensive content on *The Shield* and to adopt responsible advertising guidelines.

PTC representatives also attended shareholder meetings for Wal-Mart, Mars, Inc., Campbell Soup Company, and J. M. Smucker Co. to applaud those companies for making responsible sponsorship decisions and awarding them the *Seal of Approval for Excellence in Advertising*. By awarding the *Seal*, the PTC calls attention to and publicly praises those companies that have taken a stand for decency by wisely supporting family-friendly programs over shows with irresponsible themes and messages.

Top 10 Best & Worst Advertisers of 2005

As part of the advertiser accountability mission the PTC analyzes ETS data on the television advertising practices of companies around the country. Annually the PTC lists the year's Top 10 Best and Worst Advertisers for Family-Friendly Programming. This listing made national headlines and was another weapon in the PTC's arsenal to keep corporate sponsors accountable.

BEST

- 1) Campbell Soup Co.
- 2) J.M. Smucker Co.
- 3) Merck & Co.
- 4) Clorox
- 5) Colgate Palmolive
- 6) Sears
- 7) General Mills
- 8) Coca-Cola
- 9) Mars
- 10) Wal-Mart

WORST

- 1) Yum! Brands
- 2) Toyota Motor Sales Inc.
- 3) Sprint Corporation
- 4) Volkswagen
- 5) Ford
- 6) Daimler Chrysler
- 7) Pepsi
- 8) Nissan
- 9) Citigroup
- 10) Proctor & Gamble



PTC IN THE NEWS IN 2005

In 2005, the PTC was one of the most sought-after public policy organizations in America, by both the national and international press. The PTC was featured in more than 1,600 print and broadcast stories, including every major broadcast and cable network news program, dozens of nationally syndicated radio broadcasts reaching thousands of affiliates, and hundreds of local radio broadcasts reaching into nearly every American home. In addition, PTC research, campaigns and spokespeople were highlighted in national news magazines, including the cover story of the March 28 issue of *Time*. The PTC garnered headlines coast-to-coast in every major American daily newspaper and around the world (including India, Canada, Denmark, France, Great Britain, and Australia). This non-stop, aggressive earned-media publicity campaign, reaching tens of millions of Americans, and hundreds of thousands more throughout the world, means the voice of the PTC directly touches millions of potential supporters. To reach so many people with regular advertising would require a multi-million dollar budget.

TELEVISION

- ABC – *Good Morning America*
- ABC – *World News Tonight*
- ABC – *20/20*
- CBN – *Newswatch*
- CBS – *The Early Show*
- CBS – *Sunday Morning*
- CNBC – *Bullseye*
- CNBC – *The Big Idea*
- CNBC – *Ron Insana Show*
- CNN – *American Morning*
- CNN – *Anderson Cooper 360 Degrees*
- CNN – *Crossfire*
- CNN – *Daybreak*
- CNN – *Headline News*
- CNN – *ShowBiz Tonight*
- CNN – *Live From*
- CNN – *Live Sunday*
- CNN – *Lou Dobbs*
- CNN – *News Night w/ Aaron Brown*
- CNN – *Paula Zahn Now*
- Comedy Central – *The Daily Show*
- COX Broadcasting
- E! – *The Soup*
- FNC – *Dayside with Linda Vester*
- FNC – *Fox and Friends*
- FNC – *Fox Report*
- FNC – *The O'Reilly Factor*
- FNC – *Your World with Neil Cavuto*
- FNC – *Weekend Live*
- MSNBC – *Scarborough Country*
- NBC – *Nightly News*
- NBC – *Today Show*
- NBC – *Tonight Show with Jay Leno*
- Nickelodeon – *Nick News*
- PBS – *To The Contrary*
- MB (Korean TV)
- RTL Dutch TV (Europe)
- Telemundo International
- Univision (National)
- VH1 – *Best Week Ever*
- VH1 – *Best Year Ever 2005*

Syndicated Shows:

- A Current Affair*
- Celebrity Justice*
- Inside Edition*
- Janet Parshall's America*
- Voice of America*

RADIO

Nationally Syndicated

- ABC News
- Accent Radio Network
- American Family Radio
- CBC – “The Current” (Canada)
- CBS News Radio
- Chuck Harder Show
- Etopia Entertainment News
- Faith 2 Action
- Family News in Focus
- Family Research Council Radio
- Focus on the Family
- Fox News Radio
- Marketplace Public Radio
- Moody Broadcasting
- National Public Radio
 - Fresh Air*
 - All Things Considered*
 - Morning Edition*
 - On Point*
- Radio America
 - Blanquita Cullum Show*
 - Dateline Washington*
 - What's the Story?*
- Salem Radio Network
- Sirius Satellite Radio
- Sporting News Radio
- Laura Ingraham Show
- United News and Information
- USA Radio Network
 - USA Radio News*
 - Point of View*
- Westwood One

International Syndication

- Skai Radio (Greece)
- Swedish Radio (Sweden)

Local Radio

- CKGL-AM – Toronto, Canada
- KAHL-AM – San Antonio, TX
- KDKA-AM – Pittsburgh, PA
- KFAX-AM – San Francisco, CA
- KFIA-AM – Sacramento, CA
- KFI-AM – Los Angeles, CA
- KFNX-AM – Phoenix, AZ
- KFQD-AM – Anchorage, AK
- KKAR-AM – Omaha, NE
- KKLA-AM – Los Angeles, CA
- KKMS-AM – Minneapolis, MN
- KLLI-AM – Dallas, TX
- KLO-AM – Ogden, UT
- KLVI-AM – Beaumont, TX
- KMHX-FM – Santa Rosa, CA
- KOGO-AM – San Diego, CA
- KOLE-AM – Seattle, WA
- KONP-AM – Tacoma, WA
- KPAM-AM – Portland, OR
- KPCC-AM – Los Angeles, CA
- KQED-AM – San Francisco, CA
- KSLR-AM – San Antonio, TX
- KTEK-AM – Houston, TX
- KTIS-AM – St. Paul, MN
- KTSA-AM – San Antonio, TX
- KUDL-AM – Kansas City, MO
- KUDO-AM – Anchorage, AK
- KWMT-AM – Fort Dodge, IA
- KWVE-FM – Santa Ana, CA
- KWVE-FM – Southern CA
- KZNT-AM – Colorado Springs, CO
- WAAM-AM – Ann Arbor, MI
- WABC-AM – New York, NY
- WAIC-FM – Springfield, MA
- WBAL-AM – Baltimore, MD
- WBEN-AM – Buffalo, NY
- WCHS-AM – Charleston, WV
- WDTW-AM – Detroit, MI
- WERC-AM – Birmingham, AL

- WFBL-AM – Syracuse, NY
- WFLA-AM – Tampa, FL
- WFRN-AM – South Bend, IN
- WGN-AM – Chicago, IL
- WGST-AM – Atlanta, GA
- WHJJ-AM – Providence, RI
- WHO-AM – Des Moines, IA
- WIBA-AM – Madison, WI
- WJIM-AM – Lansing, MI
- WKY-AM – Oklahoma City, OK
- WLS-AM – Chicago, IL
- WMET-AM – Washington DC
- WMHK-FM – Columbia, SC
- WMUZ-FM – Detroit, MI
- WNPV-AM – Philadelphia, PA
- WOAI-AM – San Antonio, TX
- KVOL-AM – New Orleans, LA
- WOOD-AM – Grand Rapids, MI
- WOWO-AM – Fort Wayne, IN
- WPRO-AM – Providence, RI
- WPTF-AM – Raleigh, NC
- WRKO-AM – Boston, MA
- WRVC-AM – Huntington, WV
- WSBA-AM – York, PA
- WTOP-FM – Washington, DC
- WTWB-AM – Auburndale, FL
- WVOM-FM – Bangor, ME
- WVDC – Washington, DC
- WRXL – Richmond, VA
- WWNN-AM – Miami, FL
- WWRL-AM – New York, NY
- WYLL-AM – Chicago, IL

PRINT

- ABC News.com
- Aberdeen American News*
- About.com
- The Advertiser*
- Advertising Age*
- The Advocate*
- Adweek*
- Agape Press



Agence France Presse
 Akron Beacon Journal
 Albany Democrat Herald
 Albuquerque Journal
 All Headline News.com
 The American Lawyer
 AM New York
 Anchorage Daily News
 AOL.com
 Arizona Republic.com
 Arkansas Democrat-Gazette
 Associated Press
 Associated Press Financial Wire
 Atlanta Journal-Constitution
 Austin American Statesman
 Austin Chronicle
 The Australian
 Automotive News Europe
 BackStage
 Baltimore Sun
 Baptist Press
 Baptist Standard
 BBC News
 Billboard Radio Monitor
 Birmingham News
 Bloomberg News
 BNA's Daily Report for Executives
 Boston Globe
 Boston Herald
 Boston Phoenix
 Brandweek
 Broadcasting & Cable
 Broadcast News
 Brockville Recorder & Times (Ontario)
 Buffalo News
 Business Week.com
 Cable Fax's Cable World
 CableFax Daily
 Calgary Herald (Alberta)
 Calgary Sun (Alberta)
 Carolinian
 Carthage Press
 CBC Arts (Canada)
 CBC Saskatchewan
 CBS Marketwatch
 CBS News.com
 Central Oregonian
 Chattanooga Times Free Press
 Chicago Sun Times
 Chicago Tribune
 Christian Examiner
 Christian Post
 Christianity Today
 Chronicle of Philanthropy
 Cleveland Plain Dealer
 CNET News.com
 CNN Money.com
 CNN.com
 Columbia Journalism Review

Columbus Dispatch
 The Commercial Appeal
 Communications Daily
 Congress Daily
 Congressional Quarterly Today
 The Conservative Voice
 Consumer Electronics Daily
 Contra Costa Times
 Copley News Service
 Cornell Daily Sun
 Corpus Christi Caller Times
 Cox News Service
 Cybercast News Service
 Daily Oklahoman
 Daily Variety
 Dallas Baptist Standard
 Dallas Morning News
 Daytona Beach News-Journal
 Delaware County Times
 Denver Post
 Detroit Free Press
 Drudge Report
 Durham Herald Sun
 E! Online
 The Economist
 Entertainment Law Reporter
 Entertainment Litigation Reporter
 Entertainment Weekly
 Essence
 EurWeb.com
 Family News in Focus
 Fast Company
 Film & Video Magazine
 Financial Times
 Florida Today
 Forbes.com
 Fort Wayne News Sentinel
 Fort Worth Star Telegram
 Fox News.com
 Fresno Bee
 Friday Morning Quarterback
 The Frontrunner
 The Gazette (Montreal)
 Georgetown Independent
 Globe and Mail (Canada)
 Gold Coast Bulletin (Australia)
 Grand Forks Herald
 The Guardian (London)
 Halifax Daily News (Nova Scotia)
 Hamilton Spectator (Ontario)
 Hartford Courant
 The Hill
 Hollywood Reporter
 Houston Chronicle
 Illinois Government News Network
 The Independent (UK)
 Indianapolis Star
 Investors Business Daily
 Irish Independent

Kansas City Star
 Knight Ridder
 KRON-TV.com
 La Nacion
 LaSalle News Tribune
 Lexington Herald Leader
 Library Journal
 Los Angeles Business Journal
 Los Angeles Times
 Louisville Courier-Journal
 MarketWatch
 Media Buyer Planner
 Media Channel
 Media Life
 MediaWeek
 Miami Herald
 Milwaukee Journal Sentinel
 Minneapolis Star-Tribune
 Modesto Bee
 MSNBC.com
 Multichannel News
 Myrtle Beach Sun-News
 Naples Daily News
 National Catholic Reporter
 National Journal:
 Insider Update
 Technology Daily
 Congress Daily
 National Post (Canada)
 National Review
 New Orleans City Business
 New Republic
 New York Daily News
 New York Law Journal
 New York Post
 New York Sun
 New York Times
 Newark Star Ledger
 Newhouse News Service
 Newsday
 Newsweek.com
 North Carolina State Technician
 Northern Territory News (Australia)
 Orange County Register
 Orlando Sentinel
 Pacific Daily News (Guam)
 Palm Beach Post
 Pasadena Star-News
 Philadelphia Daily News
 Philadelphia Inquirer
 Pittsburgh Post-Gazette
 Pittsburgh Tribune Review
 Portland Tribune
 PR News
 Press & Sun-Bulletin
 Public Broadcasting Report
 Reason
 Religion News Service
 Reno Gazette-Journal

Reuters
 Richmond Times-Dispatch
 Rocky Mountain News
 Roll Call
 Rolling Stone.com
 Sacramento Bee
 Salon.com
 Salt Lake Tribune
 San Antonio Express-News
 San Francisco Chronicle
 San Jose Mercury News
 Sarasota Herald-Tribune
 Scotland on Sunday (Scotland)
 Scripps Howard News Service
 Seattle Post-Intelligencer
 Seattle Times
 Sentinel & Enterprise
 Slate
 Spokesman Review
 Sporting News
 St. Louis Post-Dispatch
 St. Paul Pioneer Press
 St. Petersburg Times
 Star-Phoenix (Saskatchewan)
 Tallahassee Democrat
 Tech News World
 The Tennessean
 Times Colonist (Victoria, BC)
 Toronto Star
 Tucson Citizen
 Tuscaloosa News
 U.S. Fed News
 U.S. News & World Report
 University Wire
 UPI (United Press International)
 USA Today
 The Vancouver Province (BC)
 The Vancouver Sun (BC)
 Variety
 Ventura County Star
 Village Voice
 Wall Street Journal
 Washington Date Line
 Washington Internet Daily
 Washington Lawyer
 Washington Post
 Washington Telecom
 Newswire
 Washington Times
 WDC Media News
 Windsor Star (Ontario)
 Wireless News
 Wireless Week
 Wisconsin State Journal
 Wichita Eagle
 Yahoo! News
 Yale Daily News

~ PARTIAL LISTING



The PTC Seal of Approval®

The PTC recognizes excellence in the entertainment and advertising industry by awarding its PTC Seal of Approval. This award is given to worthy television programs, made-for-TV movies, motion pictures, video games, and advertisers that help parents by providing/sponsoring entertainment suitable for the entire family. Like the Good Housekeeping Seal, the PTC Seal of Approval gives consumers the information and confidence they need to make the best choices.

Producers, broadcasters and advertisers that receive the PTC's Seal of Approval greatly value being recognized as providers and supporters of good family entertainment. By displaying the Seal on their products, these recipients are able to reach out directly to an audience hungry for family fare, free of gratuitous sex, violence and profanity.

2005 WINNERS

TELEVISION

- 7th Heaven (WB)
- America's Most Talented Kids (Pax)
- American Idol (Fox)
- C.S. Lewis: Beyond Narnia (Hallmark)
- Extreme Makeover: Home Edition (ABC)
- Extreme Makeover: Home Edition
- How'd They Do That? (ABC)
- Fielder's Choice (Hallmark)
- Listen Up (CBS)
- Little House on the Prairie (TV Land)

For Teens and Older:

- American Dreams (NBC)
- Bernie Mac (Fox)
- Doc (Pax)
- Everybody Loves Raymond (CBS)
- Joan of Arcadia (CBS)
- Reba (WB)
- Sue Thomas F. B. Eye (Pax)
- Young Blades (Pax)
- West Wing (NBC)
- World Cup of Comedy (Pax)

DVDs

- Alvin & The Chipmunks: "A Chipmunk Christmas"
- Bear Snores On
- Boulder Buddies
- Come Away Home
- Dr. Quinn: Medicine Woman
- Danny and the Dinosaur
- Dorf Goes Fishing
- Family Time with Santa
- Highway to Heaven
- I Am David
- Magical Musical Express
- Mayor of Casterbridge
- My Little Red Pony: A Very Minty Christmas
- Tadpole Club, Vol. 1
- Tikki Tikki Tembo
- The Day Jimmy's Boa Ate the Wash
- Wild Parrots of Telegraph Hill

MOVIES

- Cheaper By the Dozen 2
- Chicken Little
- Chronicles of Narnia: The Lion, The Witch and

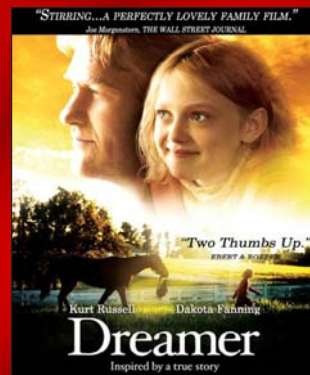
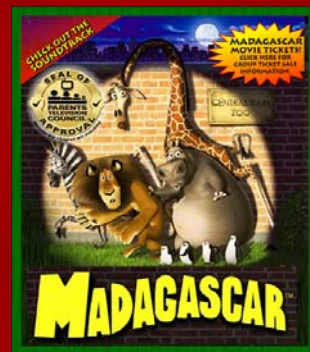
- The Wardrobe
- Dreamer: Inspired by a True Story
- Greatest Game Ever Played
- Kicking and Screaming
- Madagascar
- March of the Penguins
- Racing Stripes
- Wallace & Gromit: Curse of the Were Rabbit
- Year of the Yao
- Yours, Mine & Ours

PRODUCTS

- Clear Play
- MaxPlay

ADVERTISERS

- Campbell Soup Company
- J.M. Smucker Company
- Merck & Co.
- Clorox
- Colgate Palmolive
- Sears
- General Mills
- Coca-Cola
- Mars
- Wal-Mart



PTC'S JOURNEY TO THE SPOTLIGHT

A Look Back at the Last 10 Years

2005 marked the year the PTC became the pre-eminent authority on protecting children from Hollywood's corrupting influence. *Time* dedicated its coveted cover to the issue of broadcast indecency with a feature on the Parents Television Council. How did an organization – *formed on virtually nothing more than an ideal* – become such a powerful force? On the pages that follow, take a look at the PTC's journey to center stage. It's your support, after all, that makes it all possible.

“The climate has definitely changed and the networks are under enormous pressure.”

“Decency...doesn't break neatly along Republican or Democrat lines. ...Members of both camps are concerned about a media market in which whatever sells goes.”

“The Parents Television Council believes that too much prime time TV is indecent. So indecent that it never misses a show.”

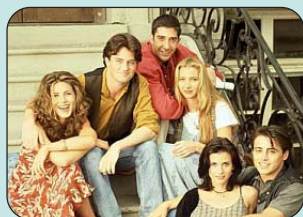
“Almost single-handedly, the PTC has become a national clearing house for, and arbiter of, decency...”



“In 1998 the PTC launched a membership drive that Bozell says netted 500,000 members. (The group now claims a million.) ‘We woke a sleeping giant,’ he says.”

TIME • MARCH 28, 2005

HOW IT STARTED



"I see Brent Bozell and the PTC like Gary Cooper in 'High Noon' ... Somebody has to stand up and say, 'ENOUGH! You will not flood our homes and our families with filth anymore if we have anything to say about it!' So I applaud and am part of the Parents Television Council because 'somebody got to do something'."

PAT BOONE, ENTERTAINER



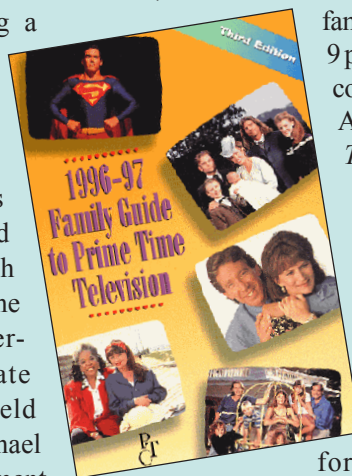
In the early 1990s decency on television took a nose dive. Expletives – unbleeped – made their way into prime time scripts, nudity was no longer taboo, and themes of incest, rape and unspeakable violence were increasingly common fodder for shows across the broadcast spectrum. Brent Bozell, who was already keeping a watchful eye on Hollywood through the Media Research Center, decided to do something about it. The Parents Television Council was conceived as the Hollywood project of the Media Research Center – a means to fight the obnoxious content on entertainment television. Private planning meetings were held with Charleton Heston, Michael Medved and other entertainment industry leaders and the PTC was born.

Excellent research has always been the backbone of the PTC, and it was research – the careful monitoring of all the programming on prime time network television – that set the PTC apart in its first year of existence. After forming an Advisory Board of prominent Hollywood heavyweights, the PTC released the *1995-1996 Family Guide to Prime Time Television*, the most comprehensive analysis of the year's prime time content ever published. Exhaustive descriptions of every series on broadcast television were featured with the PTC's unique traffic-light ratings system to signal a show's suitability for children. With the release of the *Family Guide* the PTC put Hollywood on notice that there was a new watchdog in town and they would be held accountable for the trash they put on the airwaves.

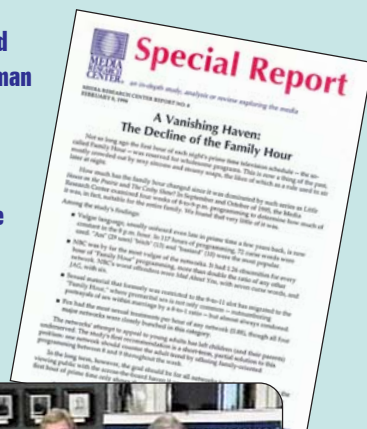
Armed with irrefutable documentation proving the preponderance of sexual themes and obscene language on television, Brent Bozell was joined by Sen. Joseph Lieberman

(D-Conn.) and Rep. Lamar Smith (R-Tex.) at a national press conference to release the Special Report *A Vanishing Haven: The Decline of the Family Hour*. The PTC, with the bipartisan support of 74 members of Congress sponsored a full-page ad in *Daily Variety* calling on network decision makers to air wholesome, family programming between 8 and 9 p.m. The Family Hour initiative was covered in virtually every paper in America, including a cover story in *TV Guide*.

The PTC released its second annual *Family Guide to Prime Time Television* and its first *Top Ten Least and Most Family Friendly Shows* list for the 1995 season. Engaging the Hollywood elite on their home turf, the PTC co-hosted a reception for the screening of *Dr. Quinn, Medicine Woman*. After only one year in existence the PTC was already being recognized as an influential force.



Brent Bozell was joined by Sen. Joseph Lieberman (D-Conn.) and Rep. Lamar Smith (R-Tex.) at a national press conference to release the PTC's Special Report *A Vanishing Haven: The Decline of the Family Hour*.



The legendary comedian Steve Allen joined the PTC's efforts as Honorary Chairman.

1997-98

The PTC began 1997 with a roar, releasing its first look at the television ratings system. The Special Report *A TV Ratings Report Card: F for Failure*, exposed the contradictions and inconsistencies of the ratings system and discredited the age-based system Hollywood was then using. The Special Report was key in forcing the entertainment industry to undertake what the PTC had initially called for – a revision of the ratings system. The PTC's name spread to millions of Americans when these findings were featured on ABC's *World News Tonight* and CNN.

Now with the support of more than 101 members of Congress the PTC again sponsored an ad in *Daily Variety*

asking, "Is It Too Much to Ask Hollywood to Voluntarily Set Aside ONE HOUR for Families?" Americans around the country recognized the PTC's effectiveness and began subscribing to the newly created weekly *PTC Entertainment CyberAlerts*.

In 1998 legendary comedian Steve Allen joined the PTC's efforts as Honorary Chairman. His presence literally put the PTC on the map with a landmark advertising campaign that, in its first year alone, reached over 20 million homes and resulted in 120,000 new PTC members.

The campaign, which spanned two years and was made possible through an anonymous \$100,000 donation, was arguably the largest in the history of non-profit organizations.

To meet the needs of its growing constituency, the PTC created new products and services to help families in the fight against Hollywood's offensive programming. The PTC website debuted (www.ParentsTV.org), making PTC research and products, including PTC President Brent Bozell's syndicated entertainment columns, available at the click of a mouse.

Among the most significant efforts that year was the campaign against radio shock jock Howard Stern's fledgling broadcast television show.

The day the program went on the air the PTC launched a massive campaign to hold advertisers accountable for their sponsorship of the crude, filth-filled program.

Within six months more than 20 stations had either dropped the program or refused to renew its contract, other stations pushed the broadcast back to 12:00 a.m. or later, and advertisers pulled their support.

"It is generally agreed – on the political right and left – that our whole culture and society is sliding down a moral sewer, and that television is among the causative factors, because it is constantly insinuating moral and ethical lessons that undermine what most parents are trying to teach their children at home. I agreed to serve as Chairman of the Parents Television Council because I believe their plan to clean up television programming will work."

**STEVE ALLEN,
ACTOR, SINGER, AUTHOR,
SONGWRITER, COMEDIAN**

Parents . . . Grandparents . . . Families . . . This is for YOU

TV Is Leading Children Down A Moral Sewer How You And I Can Stop It

Are you as disgusted as I am at the filth, vulgarity, sex and violence TV is sending into our homes?
Are you fed up with history re-enacted in situations, filthy jokes, perversion, vulgarity, foul language, violence, killings etc.?
Are you as outraged as I am at how TV is undermining the morals of children . . . encouraging them to have premarital sex . . . encouraging lack of respect for authority and crime . . . and shaping our country down to the lowest standards of decency?
Well now you and I can end it. Yes we can, actually and literally. We can do it by reaching the TV sponsors whose ad dollars make it possible. And here's how:

A Parents' Appeal To TV Sponsors
Look At The Evidence

These Are Some Of The Tragic Consequences Of The TV Filth, Sex And Violence You Send Into Our Homes

- The National Institute of Mental Health has over 800 studies confirming that TV violence increases aggressive behavior in children.
- A TV network study found that TV programming is implicated in 22 percent of juvenile crime.
- An ABC network study found 22 to 34 percent of young felons imprisoned for violent crimes said they had consciously imitated crime techniques learned from watching television programs.
- Homicide rates doubled in 10 to 15 years after TV was first introduced into specific areas of the U. S. and Canada.
- In a survey of 10 to 15 year olds, 42 percent said sex on TV influences their peers to have sex.

TV sponsors: This is just a small sampling of the massive evidence showing the terrible damage you are causing by paying to send TV filth, sex and violence into American homes. We beg you to stop sponsoring it.

Please don't tell us to take our complaints to the TV networks. For years networks officials wrote us threatening letters, promised to reduce violence on TV, Janet Reno, U. S. Attorney General, called their practices "awful", Mr. Warner, and YOU know, that without your advertising dollars the TV programs that are desecrating an entire nation to LIES, violence, promiscuous sex and vulgarity WOULD NOT BE BROADCAST.

We Want It Stopped!

A Message From Steve Allen Together We Can Make It Happen

We're asking every parent who agrees with this ad (initially TV IS LEADING CHILDREN DOWN A MORAL SEWER) to support the PTC Sponsors in the right. They reach us at Parents Television Council, Dept. 1A, P.O. Box 70300, Los Angeles, CA 90071.

There's going to be NO TV that we, their parents, are angry and we want them to stop sponsoring sex, filth, violence and crime . . . and instead put their ad dollars in the hands of decent, family-like programs that are putting the children back on the right side of the street. We're parents, not politicians. There are no TV networks that have been better at sponsoring sex, violence and crime programs to continue than they are at sponsoring family viewing. We can really get them to stop sponsoring the TV that is so harmful to our children and our society. All it takes is a million or so parents saying "STOP". Research shows that if just one TV program for a 10 year old is not shown for that age, and over 10 sponsors cancelled their ads! This program is going to succeed.

In please, send YOUR names to TV Sponsors on our today, PTC is on. Please don't put us off on children, we're parents, not politicians. We're ready for our one of us to reach them. Mail your Appeal to us NOW.

Parents Television Council
20 South Coast Avenue
Los Angeles, CA 90071
Steve Allen, Honorary Chairman

An APPEAL To The Heads Of Every Company Supporting TV Programs That Undermine America

Mail To:
Steve Allen
Parents Television Council, Dept. 1A
P.O. Box 70300
Los Angeles, CA 90071

You are invited to all the violence, sex, filth, coarse humor, etc. in TV programs and how TV is desecrating nation by leading children down a moral sewer. If you agree with this ad, please send your name to the PTC. We will send this material to the networks. It is an ongoing, a life-threatening, continuous effort. . . . help get the networks and help our blood relatives who send their Appeals . . . and bring back family safe TV.

Name _____
Address _____
City _____ State _____ ZIP _____
P.S. If you send another of these Appeals take care to have it stamped. We'll be glad to receive them. Please mail in this Appeal to us in the way we report to the networks.

Also We will get you your name to the sponsor.

Contributions to Parents Television Council are accepted for charitable purposes and are deductible to the extent allowed by law. PTC is a 501(c)(3) organization. PTC is an equal opportunity employer. PTC is a non-profit organization. PTC is a 501(c)(3) organization.

Special Report

FOR IMMEDIATE RELEASE
February 11, 1997

A TV Ratings Report Card: F for Failure

The new, age-based ratings system for television is a failure. There is no inter-network consistency in the ratings. Worse, there is not even intra-network consistency. In short, the age-based system, which the television industry promised would help inform and assist parents in choosing appropriate shows for their children, is making such a demonstrative mess, confusion, time over-billing. These are the conclusions of a Parents Television Council content analysis of two weeks – 150 hours – of prime time television on ABC, CBS, Fox, NBC, UPN, and WB. Among the report's findings:

The G-rated show is not necessarily a safe haven for children of all ages. Shows with vulgarities have garnered a G rating.

PRESS RELEASE

FOR IMMEDIATE RELEASE: October 12, 1998

CONTACT: LISA KRUSKA
OR PAMELA GROOVER (703) 683-5004

Week Eight: PTC National Campaign To Expose "Stern" Raunch Sponsors Continues Week Ten's Sewage Brought To You By... Time Life Books (Time Warner)

Bringing Responsibility to Television Programming

PARENTS TELEVISION COUNCIL Welcome • PTC in the News About the PTC • Celebrity Advisory Board

The Family Guide Take Action Now Publications Interactive Fun Great Family Links Working For You Join our Campaign Seal of Approval

What's Happening in Hollywood

Who's the latest sponsor of Stern's raunch fest? A Nation of Hypocrites Should you trust the TV ratings system? Tell us what YOU think about prime time TV! Take action – What you can do to improve TV!

1998 Family Guide to Prime Time TV
MON TUE WED THU FRI SAT SUN
What's on for your family tonight?

"Friends" makes PTC annual "Dirty Dozen"

MEMBERSHIP: 120,000
1998 ANNUAL BUDGET: \$1.5 MILLION



The PTC ramped up its efforts to demand Hollywood stop polluting the public airwaves through a unique campaign targeting the family-offensive programming airing on Thursday nights. Based on unequivocal PTC research, "Take Out Trash TV Thursdays" exposed the raunchiest shows and their sponsors. Two targeted shows were pulled from the broadcast schedule.

The PTC continued to pressure corporations sponsoring Howard Stern's television show. By the end of the year, thanks to PTC efforts, the show's ratings

plummeted by 67% and 33 of 79 advertisers dropped the show completely.

The PTC capitalized on its increased press coverage at every opportunity. Recognizing that it was important to draw attention to the positive – though rare – entertainment coming out of Hollywood, the PTC developed and launched the *Green Light Seal of Approval*. This award was presented to television shows, movies, products and websites that promoted wholesome, family-friendly ideals and messages. CBS's made-for-TV movie *Joan of Arc* and the film *Iron Giant* were among the first recipients of the *Green Light Seal of Approval*.

The Steve Allen ad campaign continued to draw more and more Americans to the PTC cause. By the end of the campaign's first year, 125 million families had seen the full-page ad demanding that advertisers stop sponsoring filth and start taking America's children into account in newspapers around the country. By year's end, the PTC's membership had tripled, topping 300,000 individuals.

The organization reinforced its message with a unique full-page advertisement running in the national newspaper *USA Today*. That ad, sponsored by 700 individuals and families, carried the message: "Hollywood, we're sick and tired of the garbage on television!" PTC spokespeople appeared on radio talk shows from coast-to-coast discussing the PTC's efforts to clean up television programming.

Headlines and national TV coverage exploded as PTC's Research and Publications Department rocked Hollywood with four studies. *The Family Hour: Worse than Ever and Headed for New Lows* demonstrated that even shows airing in the first hour of prime time were sexually explicit, vulgar and violent, and the promises of Hollywood to clean up its act were empty. *Unintended Consequences* proved even with the new television rating system in place TV was more offensive than ever. *Brought to You By...The Sponsors of Prime Time's Most and Least Family-Friendly Programs* exposed the advertising practices of companies sponsoring prime time television. *How and Why Howard Stern's TV Show Failed* documented the filth and demise of the shock jock's television enterprise.

Additionally, the PTC's newly published monthly newsletter, the *Insider*, went from a readership of 25,000 to 90,000 in just 10 months.



MEMBERSHIP: 312,000
ANNUAL BUDGET: \$4.2 MILLION

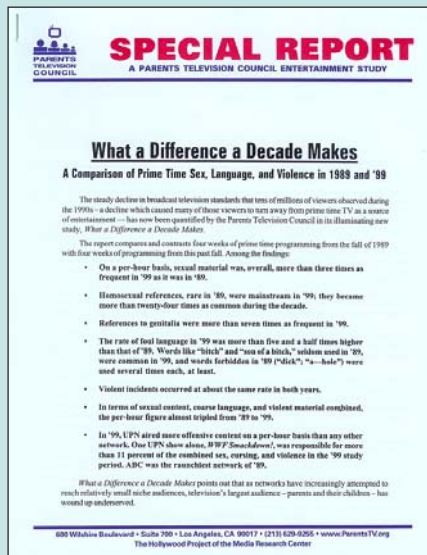
**In the history of non-profit organizations
the success of the PTC's Steve Allen advertising
campaign was unparalleled.**

2000

The PTC's fifth anniversary year was marked by triumph and tragedy. On the positive side the organization claimed 653,000 Americans as members by year's end. But the end of the year also brought the death of the PTC's stalwart hero, Steve Allen.

Before his passing in October of 2000, Steve continued to serve the PTC and America's families as he pushed leaders in Hollywood, on Madison Avenue and in Washington, D.C. to do more to protect the future of children from being washed down the moral sewer, compliments of the entertainment industry. He appeared with Brent Bozell, Sen. Joseph Lieberman (D-Conn.) and Sen. Sam Brownback (R-Kan.) at a Capitol Hill news conference to release the PTC's landmark decade study *What a Difference a Decade Makes: A Comparison of Prime Time Sex, Language and Violence in 1989-1999*. Television cameras and reporters packed the press conference and reported the news of the study's findings: sexual material had increased by three times and foul language was up by five and a half times in the 10 year period.

Other groundbreaking studies continued to put the PTC at the forefront of the debate on cleaning up television. In the fall the PTC put out *The Network Report Card*, grading the six major broadcast networks on their performance for the previous television season, in



A PTC study showing Hollywood marketed R-rated movies during the family hour was read into the *Congressional Record*.

terms of their family-friendliness. The *Report Card* was a ringing call for the restoration of the family hour to what it had one time been – a safe haven for family viewing.

The autumn of 2000 also marked the release of PTC's critical research documenting how R-rated violence was being marketed to children. Using the PTC's custom-designed advertiser database, PTC analysts demonstrated that 83% of movies advertised during the family hour were R-rated. The study was entered into the *Congressional Record*, and following extensive national news coverage the Motion Picture Association of America published a 12-point plan to better police its members' marketing efforts.

With the passing of Steve Allen the phenomenally successful PTC ad campaign featuring the legendary comedian came to an end. In the history of non-profit organizations the success of this ad campaign was unparalleled. The 31-month, \$3.8 million campaign comprised 1,357 full-page ads in 350 newspapers ranging

from major national dailies like *USA Today* and the *New York Times*, to local newspapers in towns like Grand Haven, MI and Greenville, SC. The ad reached a cumulative circulation of 274 million households, bringing 650,000 members and supporters to the PTC.

Following extensive national news coverage of the PTC's research, the Motion Picture Association of America published a 12-point plan to better police its members' marketing efforts.



MEMBERSHIP: 653,000
ANNUAL BUDGET: \$8.7 MILLION



“The genuine concern for our nation’s children is what drew me to the organization. The PTC is actively working to help clean up an industry that regularly inundates teens and children with irresponsible messages.”

NAOMI JUDD, SINGER



In 2001 the Parents Television Council became its very own not-for-profit organization, entirely separate from the organization that gave it birth. Many thought such an achievement was unimaginable, given the passing of Steve Allen, the man who many thought was the PTC. But in fact, 2001 stood out as the year the PTC really came into its own, making the demand for Hollywood responsibility a national issue in the public discourse.

Restoration of the Family Hour was the driving campaign of 2001. With the release of the study *The Sour Family Hour: 8 to 9 Goes from Bad to Worse* at the biggest press conference in its history, the PTC demand that Hollywood devote one hour each night to programming families could watch together received unprecedented press coverage. The PTC, and its mission to clean up television, was the focus of stories on every major broadcast news outlet, copious radio stations and newspapers coast-to-coast and around the globe.

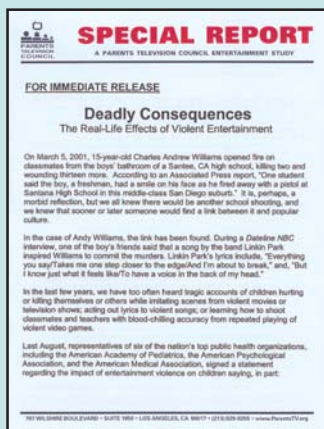
Hundreds of celebrities, religious, civic and educational leaders, parent organizations, TV station managers and elected officials pledged to support the PTC’s efforts to restore the Family Hour.

Such national attention naturally garnered more support for the PTC, increasing membership by more than 100,000. The organization realized that mobilizing on the grassroots level would give the PTC even more success. Starting with 10 chapters, the PTC began a massive nationwide grassroots initiative to identify, organize and launch state and local chapters around the country.

PTC’s unique research made additional headlines with the release of the study *Deadly Consequences: The Real-Life Effects of Violent Entertainment*. The study made plain the connection between entertainment violence and the real-life violence it inspires, and provided blood-chilling examples of life imitating art across the spectrum of entertainment in movies, television, music and video games.

“We are all responsible for what happens in this nation. For the people producing entertainment, which is so influential in shaping our young people, there’s a special level of responsibility. And the fact that they don’t accept that responsibility has to be changed. The PTC is making a difference in Hollywood.”

DEAN JONES, ACTOR



To further our advertiser accountability mission, PTC representatives embarked on a nationwide Advertiser City Tour. PTC representatives met with major corporations, handling multi-million dollar advertising budgets, in order to open a dialogue about responsible sponsorship of entertainment.

2001 also marked the year the PTC presence on Capitol Hill was increased. In a series of House and Senate Committee hearings the PTC brought its case to members of Congress. The PTC’s expertise in documenting sexually explicit, violent and obscene programming was sought by lawmakers examining Hollywood’s programming practices.

The PTC’s presence on Capitol Hill was increased in 2001. The PTC’s expertise in documenting sexually explicit, violent and obscene programming was sought by lawmakers.



GRASSROOTS CHAPTERS: 10
MEMBERSHIP: 700,000
ANNUAL BUDGET: \$5.3 MILLION

The PTC's impact was made apparent through the words of TV critics as the 2002 TV season premiered. After the PTC's laser-like focus on the issue of the Family Hour in 2001, family-friendly programming made a rebound on TV schedules. Consider the following quotes:

“The hot new trend of the next television season is an old one straight out of TV's flickering past: programs about families for family audiences. After years of chasing the same hip young urban childless viewers, and sending everyone else to cable, the broadcast networks are lining up a solid block of dramas and comedies about moms, dads and their kids next fall.” ~ *Washington Post* TV critic Lisa de Moraes

“Television advertisers are increasingly successful with a decidedly non-commercial promotion: families. Networks are intensifying their efforts to offer new shows appealing to parents and children alike.” ~ *USA Today* columnist Bill Keveney

Indeed, after the PTC put the issue of the Family Hour on the national map, ABC announced it would return to the idea of providing family-friendly programming during prime time. The WB also shifted gears from tart teen dramas to more family-oriented fare. 2002 was the year the PTC's hard fought dedication bore obvious fruit on TV schedules. But Hollywood gave with one hand and took away with the other.

Reality TV hit the airwaves with full force and, recognizing the dangers inherent for children with this kind of programming, PTC researchers discovered outrageous levels of sex and foul



language contained in reality shows. The study *Harsh Reality* documented these findings and alerted the American public to the inherent dangers on basic cable, where most of the programs were being shown.

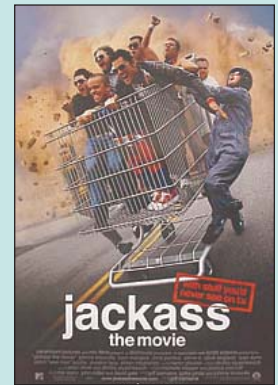
Another landmark study, *Not Suitable For Children*, detailed exactly

how movie studios were promoting adult movies to youngsters by advertising them during the Family Hour. In response to the PTC's research, some theatre chains pledged increased vigilance in keeping minors away from R-rated movies.

On the advertiser front the PTC launched a national campaign to educate television sponsors about the nudity, explicit sex, obscene language, and graphic ultra-violence on FX's new cop drama *The Shield*. By the end of the first season 20 companies decided *The Shield* was too offensive for their ad dollars and pulled out.

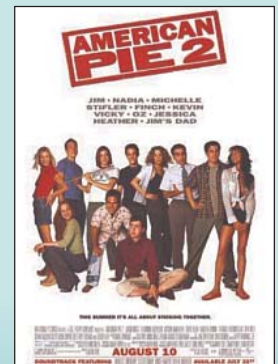
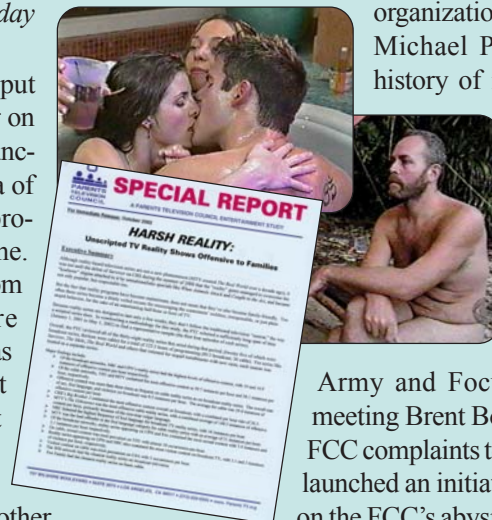
In 2002, the PTC opened a challenging front – targeting the FCC. In a never-before-seen stroke of bi-partisan activism, the PTC and 17 other organizations met with FCC Chairman Michael Powell about the agency's history of ignoring citizen complaints and its failure to enforce decency laws. Participants included organizations ranging from the National Political Congress of Black Women, to Citizens for Community Values, to The Salvation

Army and Focus on the Family. At that meeting Brent Bozell presented thousands of FCC complaints to the Chairman, and the PTC launched an initiative to focus public attention on the FCC's abysmal track record. The result? FCC Commissioners called for a public review of the commission's enforcement of decency standards for radio and television and an overhaul of the way they do business.



“After years of apathy, the FCC is finally waking up to find thousands of indecency complaints flooding the office. Thanks to the PTC, Americans now understand and accept their responsibility to demand something better from their public broadcast airwaves.”

**COLEMAN LUCK,
WRITER & PRODUCER**



**GRASSROOTS CHAPTERS: 10
MEMBERSHIP: 750,000
ANNUAL BUDGET: \$5.3 MILLION**



The PTC made it known loud and clear that America's families were sick and tired of the rampant indecency on the public airwaves and demanded, unequivocally, the FCC do its job.



In a massive, coordinated and determined campaign, the PTC threw down the gauntlet for the lame-duck FCC: Either take steps to prove the agency was committed to enforcing existing decency laws or face Congressional hearings. The PTC made it known loud and clear that America's families were sick and tired of the rampant indecency on the public airwaves and demanded, unequivocally, the FCC do its job.

To make it easier for Americans to be heard by the FCC, the PTC redesigned its website, adding a one-of-a-kind FCC Complaints Form to the site. The form included the ability to incorporate transcripts of offensive programs into the FCC Complaint. Harnessing the power of the internet gave PTC members one of the most useful online activism tools ever developed.

The first test of the FCC's resolve centered around the use of the "f-word" by Bono, the lead singer of the rock band U2 at the *Golden Globe Awards* in January. PTC members flooded the FCC with tens of thousands of complaints. Nine months later the FCC issued one of the most ridiculous rulings ever: the case was not indecent because the word was used as an adjective and not a noun! Outraged, the PTC took this decision to Capitol Hill and demanded an explanation. Both the House and Senate called for hearings in 2004 to investigate the agency and its failure to uphold decency standards. The voice of the people – the PTC – was now being heard on Capitol Hill.

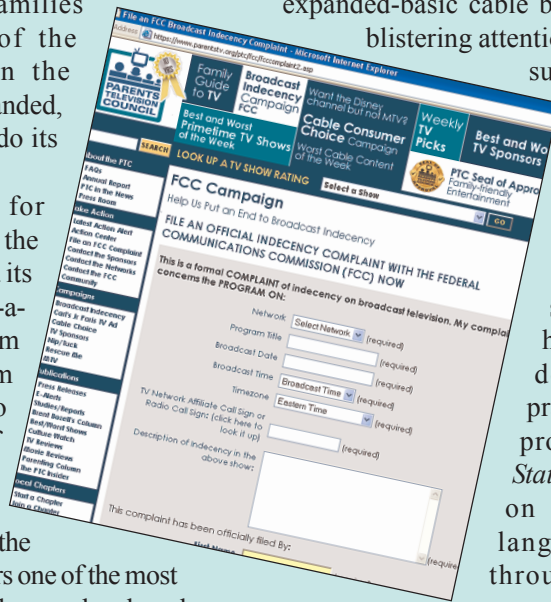
Basic cable programming began to emerge as a growing area of concern for the PTC. With raunchy teen-targeted programming on MTV and the debut of the new series *Nip/Tuck* on FX, PTC executives recognized that Americans were being forced to subsidize filthy programming in their expanded-basic cable bills. The PTC focused blistering attention on the advertisers of such raunchy programs.

Forty six advertisers pulled their support from *Nip/Tuck* its first season.

PTC's Research and Publications Division continued to make headlines with studies documenting the depraved state of television programming. Separate *State of the Industry* reports on sex, violence and language were issued throughout the year, generating press coverage on

every major news channel, local and national radio, and newspapers nationwide. *Sex Loses its Appeal* documented that while the quantity of sexual themes had decreased, the sexual content shown was far more explicit than it had ever been. *The Blue Tube* revealed a massive

increase in foul language in every time slot. The study prompted a Pennsylvania lawmaker to draft a resolution urging the FCC and the TV networks to curb or eliminate the growing amount of profanity on television, especially during the Family Hour. *TV Bloodbath* focused attention on the dramatic increase in depictions of violence during prime time. The study drew the support of prominent figures in the fight against violence in the media.



"This is an outstanding report that every policy maker concerned about children's mental health and violence in our society should read."

**Dr. L. Rowell Huesmann,
Professor of Communication
Studies and Psychology,
and Senior Research
Scientist, Institute for
Social Research,
University of Michigan**

GRASSROOTS CHAPTERS: 15
MEMBERSHIP: 850,000
ANNUAL BUDGET: \$4.4 MILLION

Television indecency became one of the most important national issues, thanks to the PTC.

2004

The PTC was everywhere in 2004, relentlessly pushing its demand that Hollywood stop polluting the minds of children.

The year started with PTC President Brent Bozell delivering a scathing indictment of the FCC's failure to enforce broadcast decency laws in his testimony to the U.S. House of Representatives' Subcommittee on Telecommunications and the Internet. This was the first in a series of hearings in both the House and Senate to look at the FCC's failure to do its job – a PTC demand. Meanwhile, PTC members filed more than 50,000 FCC complaints about Nicole Richie's use of two four-letter expletives during the *Billboard Music Awards* on prime time TV, a show aimed at millions of youngsters. The effort forced Fox to announce it would delay live programs up to five minutes to avoid future problems.

Almost immediately after this, in what can only be called serendipitous, Janet Jackson exposed her breast during the *Super Bowl* in front of millions of children worldwide. An outraged American public awoke and put the PTC's indecency issue front and center in the media. More than 500,000 complaints flooded the FCC and promises to reform Hollywood were made by the industry.

In the backlash caused by public outrage over the Jackson striptease, ABC changed its policy and aired the *Academy Awards* on a tape delay; NBC cut a scene from an episode of *ER* in which a patient's breast was exposed; ABC cut an explicit sex scene from *NYPD Blue* in those time zones where *Blue* aired before 10:00 p.m.; Viacom announced a "zero-tolerance" policy on obscenity; and Clear Channel Communications announced a new "Responsible Broadcasting Initiative," firing radio personality "Bubba the Love Sponge."

With the help of PTC efforts, other significant achievements were made on the legislative front.

☛ Citing the PTC as the driving force behind its decision, the FCC reversed its ridiculous decision and declared the Bono "F-word" usage to be indecent.

☛ A bi-partisan U.S. House of Representatives and Senate voted overwhelmingly to crack down on broadcast indecency. The Senate also approved amendments that would extend the FCC's indecency prohibitions to violent TV.

☛ The FCC issued a record-breaking \$7.9 million in fines, including \$550,000 against each of 20 CBS affiliates for broadcasting Janet Jackson's breast exposure, and \$1,183,000 against Fox and its 169 affiliates for an episode of *Married in America*.

☛ Citing the increased threat of penalties from the FCC, Howard Stern announced he would flee broadcast radio in favor of Sirius, a subscription satellite radio service – a huge victory for America's families.

In one of its biggest efforts ever, the PTC also launched the Cable Choice fight, setting the stage for what would be one of the key issues facing the American public in the PTC's second decade. Senator John McCain (R-Ariz.), Rep. Nathan Deal (R-Georgia), and a broad-based coalition of organizations, joined the PTC in a national press conference to discuss the benefits of Cable Choice for American families. The PTC laid out the argument for the rights of consumers to pick and pay for only the cable channels they want. This laid the groundwork for forcing the cable conglomerates to change the way they do business in the coming years.

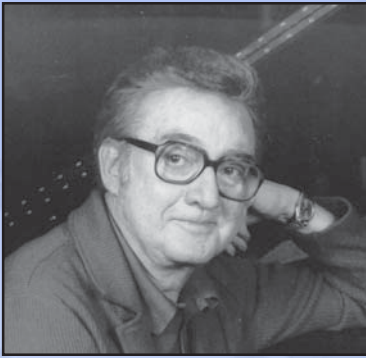


The PTC was everywhere in 2004, relentlessly pushing its demand that Hollywood stop polluting the minds of children.



GRASSROOTS CHAPTERS: 24
MEMBERSHIP: 1,000,000
ANNUAL BUDGET: \$4 MILLION

THE 2005 PTC ADVISORY BOARD



Steve Allen
Honorary Chairman Emeritus
1997 to 2000



Pat Boone

The PTC's Advisory Board consists of national public policy and entertainment leaders across the ideological spectrum, united by the common goal of helping the PTC restore responsibility to the entertainment industry. They are actors, writers, producers, and directors; talk-show hosts and authors; elected representatives and heads of public policy organizations.

When called upon, Advisory Board members speak publicly on television, radio and for print interviews; write columns and op-eds; appear at national press conferences; help garner desperately needed financial resources; and speak before audiences all over America. The Advisory Board members play a much-needed active role in promoting and disseminating information about the PTC's campaigns.



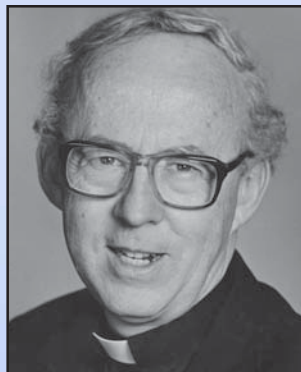
Holly McClure



Connie Sellecca



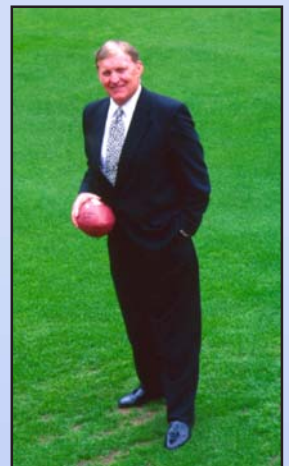
Dr. William Bennett



Father Val J. Peter



Mel Renfro



Jim Otto



Mary Streep

Not pictured:
Michelle Barron



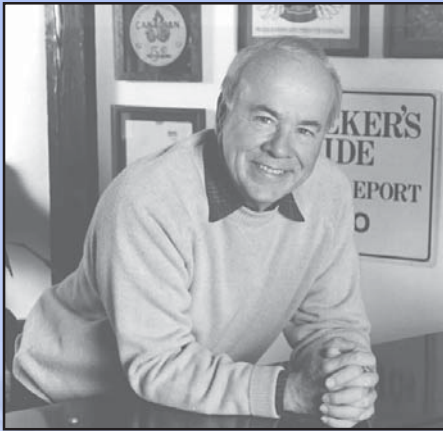
Gary Johnson



**The Honorable
Blanche Lambert Lincoln**

“TV has a tremendous power to shape young minds. Someone must keep Hollywood executives from running riot over America’s common sense standards of decency. That’s why the work the PTC is doing for the sake of America’s children is so important.”

**FATHER VAL J. PETER,
EXECUTIVE DIRECTOR, BOYS’ AND GIRLS’ TOWN**



Tim Conway

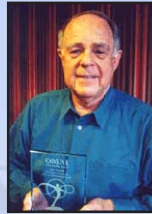
Billy Ray Cyrus



The Honorable Sam Brownback



John Carvelli



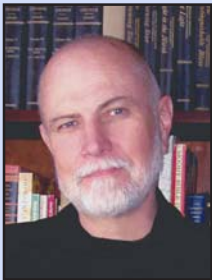
Ken Wales



Naomi Judd

“Today’s parents are facing the toughest fight yet against inappropriate and harmful media. The PTC gives parents the tools to make informed decisions.”

**TIM CONWAY,
ENTERTAINER**



Coleman Luck



Susan Wales



William Blinn



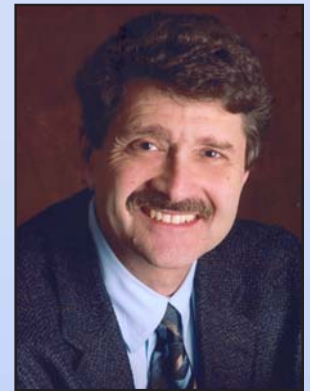
Cheryl Rhoads



Phil Barron



Dr. Robert Shaw



Michael Medved



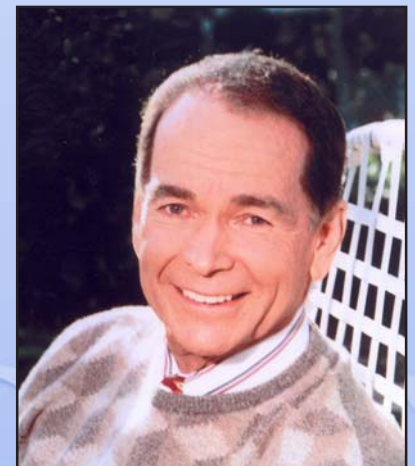
Susan Howard



Dave Johnson



Wendy Borchardt



Dean Jones

LOVELACE INTERNSHIP PROGRAM



Jacqueline Calderon



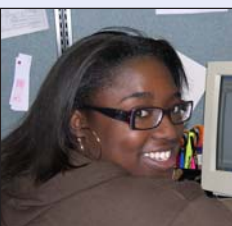
Fallyn Smith



Ayla Montgomery



Hillary Siegal



Jennifer Chidi



Kimberly Sielen



Charlie Sandacz

Through the generous support of Jon and Lillian Lovelace, the PTC's Lovelace Internship Program allows young men and women to join in the battle to protect our children from gratuitous sex, violence and foul language on television. More importantly, PTC interns develop the skills they'll need to carry on the fight to clean up TV content in years to come. Today's PTC interns will someday enter the corporate suites of Hollywood and Madison Avenue, the halls of Congress, or the Federal Government.

In 2005 thirteen students were accepted into this truly unique internship experience. PTC interns do more than provide administrative support. They help run PTC programs, perform much-needed research, and attend press conferences, hearings, and screenings. They write articles, work on studies, and meet with PTC supporters and grassroots leaders. In short, PTC interns are intricately involved in everything the PTC does.

After each intern leaves, the PTC follows up with their education and careers. Recent PTC interns are now either completing their education or successfully employed. Some have gone on to work at the PTC as full-time employees; others have enrolled in graduate programs to study communications law, or are taking jobs in the entertainment industry.

As a psychology student, I had read many studies about the detrimental effects that sex, violence and language on TV can have on children, but did not realize how prevalent this negative content was until working with the PTC. My work as an intern at the PTC made me realize how important it is for families to be informed about what is on TV so they can make appropriate decisions for their children, but also the importance of regulations against vulgarity on television. I've learned a great deal working at the PTC and really enjoyed my experience.

KIRSTEN MILLS

Research and Publications Intern
– Now working for the PTC as an entertainment analyst



I found my internship experience at the PTC to be extremely educational, enjoyable, and personally rewarding. During the course of the internship I was involved in a variety of tasks and projects...My experience at the PTC has affirmed my desire to continue pursuing a career in communications and to keep reminding people that it is important to remember our children are watching...

EVAN MORRIS

PTC Research and Publications Intern
– Catholic University Law School

I have learned an incredible amount in the past few months. During that time, I have had the opportunity to do things that other organizations would never let their interns even dream of. This experience will help me in any field I decide to pursue....

KIMBERLY SIELEN

Marketing & Grassroots Department Intern
– Now working as Assistant to the PTC Grassroots Director

Lovelace

2005 Interns

- Jacqueline Calderon
- Jennifer Chidi
- Gus Gonzalez
- Shane Kohout
- Darnell Lee
- Kirsten Mills
- Evan Morris
- Ayla Montgomery
- Charlie Sandacz
- Hillary Siegal
- Kimberly Sielen
- Fallyn Smith
- Angela Whitenhill

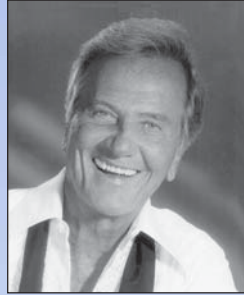
THE PTC BOARD OF DIRECTORS



**The Honorable
Leon J. Weil**
Chairman of the Board



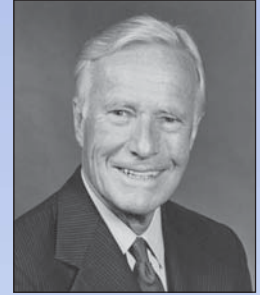
L. Brent Bozell III
PTC Founder and
President



Pat Boone
Entertainer



Phillip Friedmann
Co-Founder Recycled
Paper Greetings, Inc.



**The Honorable
Robert D. Stuart**
Former Chairman &
CEO, Quaker Oats

Officers of the PTC

L. Brent Bozell III • **President**
Tim Winter • **Secretary**
Mark Barnes • **Treasurer**

“The PTC is arguably the most powerful single force in broadcasting today. With 20 full-time staff employees manning offices in Los Angeles and Virginia, the PTC does what the FCC does not – it monitors all network programming.”

AUSTIN CHRONICLE - 2/18/05

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L. Brent Bozell III
Founder & President

Tim Winter
Executive Director

Mark Barnes
Senior Consultant

Paul Cook
Director of Finance
& Administration

Jane Dean
Administrative
Assistant

Melissa Caldwell
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Kristen Fyfe
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Kristine Looney
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Casey Williams
Content Manager

Aubree Bowling
Sr. Entertainment
Analyst

**Christopher Gildemeister,
Kirsten Mills,
William Petruzzo,
Caroline Schulenberg,
Josh Shirlen**
Entertainment
Analysts

Kristi Labrum
Manager, Advertiser
Programs

Dan Isett
Director of
Government Affairs

Christiana Hills
Director of Marketing
& Grassroots
Communications

Gavin McKiernan
National Grassroots
Director

Kimberly Sielen
Assistant to the
Grassroots Director

Julie Feuerbacher
Director of Development

Marty Waddell
Eastern Development
Representative

Dan Bodwell
Western Development
Representative

Robert Shear
Resource Dev. Manager

Michele Preston
Development Assistant

Kimberly McGovern
Webmaster



WASHINGTON STAFF

(Back L-R) William Petruzzo, Kristen Fyfe, Josh Shirlen,
Christopher Gildemeister. (Middle L-R) Kirsten Mills,
Aubree Bowling, Dan Isett, Melissa Caldwell
(Front L-R) Kristine Looney and Caroline Schulenberg



LOS ANGELES STAFF

(Left to Right): Michele Preston, Paul Cook,
Dan Bodwell, Julie Feuerbacher, Tim Winter,
Kimberly Sielen, Gavin McKiernan, Casey Williams,
Chris Hills, Jane Dean and Robert Shear

(Not pictured) Marty Waddell, Megan Coombes, Kristi Labrum and Kimberly McGovern

HONOR ROLL OF MAJOR BENEFACTORS IN 2005

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(\$5,000 and higher)

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Mrs. Dorothy A. Mills
Mr. and Mrs. Mark E. Montgomery
Mr. and Mrs. Mark V. Muller
Mr. Birch M. Mullins
Mr. Glenn E. Murer
Mr. and Mrs. Don A. Myers
Mr. and Mrs. Richard H. Narrigan
Mr. Walter Negley
Mr. and Mrs. Quentin Nesbitt
Mr. and Mrs. William B. Ogilvie
Ms. Pamela Ondrick
Mr. and Mrs. George D. O'Neill, Sr.
Mr. Max Palevsky

Keith and Frederica Pederson
Mr. and Mrs. Gary Peters
Mr. John Porta
Mr. and Mrs. Allen Price
Mr. Thor H. Ramsing
Mr. Thomas J. Re
Mr. and Mrs. Maurice J. Reese
Rev. Charles Reinbold
Mr. Lunsford Richardson
Mrs. Ardath Rodale
Dr. and Mrs. Robert K. Roney
Mr. Stephen L. Sandstedt, Sr.
Mr. and Mrs. Donald L. Sanneman
Mr. and Mrs. Louis L. Scantland
Mrs. Carol Schaffner
Mr. and Mrs. Warren Schlinger
Mr. J. B. Schlossberg
Mr. Martin F. Schmidt
Mr. Leo Seal
Mr. Robert T. Sherman, Jr.
Dr. Gregory J. Skarulis
Mrs. Torpy Skinner
Mr. Jerry Smith
Dr. and Mrs. William B. Smith
Mrs. Barbara O. Smith
Mr. and Mrs. Michael Smith

Mrs. Elizabeth B. Stadler
Mr. and Mrs. Jimmy Stallings
Mrs. Emily B. Staude
Mr. and Mrs. G. R. Steiner
Ms. Joan O. Stern
Mrs. Margaretta Taylor
Mr. and Mrs. Phil Thielen
Mr. John L. Timlin
Ms. Karen Tinsley
Mr. and Mrs. Thomas R. Trumble
Mr. and Mrs. Charles P. Waite
Ms. Ruth Walker
Mr. and Mrs. Richard J. Walsh
Mr. Victor Warmerdam
The Honorable Leon J. Weil
Mr. Grainger Weston
Mr. and Mrs. Douglas Wheat
Mrs. Alice Wheatley
Mr. Thomas J. White
Mr. and Mrs. David Wicker
Ms. Nikki Wickman
Mr. William R. Wilson
Mr. and Mrs. Robert W. Wright
Mr. and Mrs. Robert D. Young
Mr. and Mrs. Robert Zeidman

GOODBYE TO OUR DEAR FRIEND — *Dr. C. DeLores Tucker*

Dr. C. DeLores Tucker, a founding member of the PTC Board of Directors and a fierce warrior in the battle against profanity-laced rap music lyrics, died of heart failure on October 12, 2005. Known as a forceful and articulate speaker, Dr. Tucker exemplified what passion and determination can bring to the battle for responsibility and decency in popular culture. Her funeral on October 21, 2005, was attended by a former United States Vice President, along with numerous U.S. Senators, Representatives, governors, mayors, civil rights activists and public policy leaders. L. Brent Bozell spoke on behalf of the PTC.



Approaching this beautiful church this morning I noticed the heavens were weeping, but I will not cry. I don't mourn the death of Dr. C. DeLores Tucker. Rather, I celebrate the life of this wise, dazzling, passionate, exquisite force of nature.

Among so many of her other ventures, DeLores was one of the founding members of the Board of Directors of the Parents Television Council, and with her leadership, along with that of her husband Bill, we have grown this little organization into an army of one million Americans united in common cause to put an end to the sewage pouring forth from Hollywood, threatening to destroy an entire generation of youngsters.

DeLores was publicly active on many fronts in this struggle, and always formidable. But it was her work behind the scenes that to me was most impressive. Several years ago Bill and DeLores accompanied me to visit the CEO of a major corporation that had decided to sell a toy for children that was as offensive as it was dangerous. This man was a nice enough fellow, and he had taken the time to meet with us, but from the outset we knew we wouldn't succeed. I laid out our argument, which, I was convinced, was rather brilliant, but it fell on deaf ears and in short order DeLores shoved me aside, took over and delivered a devastating message about corporate responsibility. The CEO was unmoved and repeated his decision. This didn't stop DeLores. She came back at him with such a flourish of oratory that our poor CEO withered from the broadside, but still he would not change his mind, explaining his company had invested a small fortune into this product, and the decision was final. I was ready to go, but DeLores wasn't, and then did something truly remarkable. Seated next to him she leaned forward, took his hand in hers, squeezing gently and looking right into his eyes, dropped her voice almost to a whisper and said so softly, "You are a good man. You know what's right. Do what's right." Well, on that day maybe he didn't do what was right, but I absolutely guarantee that those words will follow him forever, and surely impact future decisions he will make.

So where is DeLores today? We really don't know, but we do know there is a God, and there is Paradise, and it's a safe bet that she's there, with Him. I imagine Our Lord taking DeLores for a walk. He will stop, part the clouds and say, "Look!" He will point to the thousands in this world she touched directly and the millions more whose lives were bettered, though they may never know the role she played. And He'll take her hands in His, squeezing gently, and looking into her eyes, softly say, "DeLores, you are a good woman. You knew what was right. You did what was right."

If our stay on Earth is but a moment in eternity, then we should give thanks to God for giving us a glimpse of Dr. C. DeLores Tucker. And if we are all His children, created in His image, let us give thanks to DeLores for giving us a glimpse of God.

2005 STATEMENT OF FINANCIAL ACTIVITY

PARENTS TELEVISION COUNCIL STATEMENT OF ACTIVITY AND CHANGES IN NET ASSETS*

Year Ended December 31, 2005

	Unrestricted	Temporarily Restricted	Total 2005
Revenue and Support			
Contributions	\$3,545,481	\$785,039	\$4,330,520
Rental and Other	106,363	—	106,363
Investment Income	66,955	—	66,955
Net Assets Released from Restrictions	554,888	(554,888)	—
Total Revenue and Support	\$4,273,687	\$230,151	\$4,503,838
Program Services Expenses			
Research and Publications	\$1,413,299	—	\$1,413,299
Grassroots and Membership	621,977	—	621,977
Corporate Programs and Industry Affairs	915,883	—	915,883
Total Program Services	\$2,951,159	—	\$2,951,159
Support Services Expenses			
Resource Development	\$778,511	—	\$778,511
Management and General	363,781	—	363,781
Total Support Services	\$1,142,292	—	\$1,142,292
Total Expenses	\$4,093,451	—	\$4,093,451
Change in Net Assets	180,236	230,151	410,387
Net Assets, Beginning of Year	1,791,781	171,733	1,963,514
Net Assets, End of Year	\$1,972,017	\$401,884	\$2,373,901

PARENTS TELEVISION COUNCIL STATEMENT OF FINANCIAL POSITION*

December 31, 2005

ASSETS

Current Assets

Cash and Cash Equivalents	\$ 1,076,157
Pledges Receivable	140,885
Prepaid Expenses	17,365
Total Current Assets	1,234,407

Investments	1,292,704
Property and Equipment - net	84,389
Deposits	11,242
Total Assets	\$2,622,742

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts Payable	\$ 96,803
Accrued Expenses	108,007
Due to MRC	8,660
Deferred Rent	15,072
Capital Lease Obligation	9,160
Total Current Liabilities	237,702

Capital Lease Obligation	11,139
Total Liabilities	248,841

Net Assets

Unrestricted	\$1,972,017
Temporarily Restricted	401,884
Total Net Assets	\$2,373,901
Total Liabilities and Net Assets	\$2,622,742

* These are unaudited financial statements and are subject to change. Final audited financial statements for the year ending 2005 will be available in May of 2006, following the completion of the formal audit process to be conducted by Holthouse Carlin & Van Trigt LLP. For a copy of our audited financial statements, please write: Parents Television Council, Attn: Finance Department, 707 Wilshire Boulevard, Suite 2075, Los Angeles, CA 90017

A Message From PTC Founder and President L. Brent Bozell III

Dear Friend of the PTC:

It is hard to believe that 10 years have passed since the Parents Television Council came into being. Back in 1995, as the father of four, I was outraged by the continuing slide into sleaze that appeared to be *de rigueur* for the television industry. When producers at *NYPD Blue* determined there was “artistic merit” in seeing Dennis Franz’s naked behind, the floodgates of filth seemed to be thrown open. Today, as the father of five, I am still outraged by what Hollywood continues to spew into our homes, but I’m also optimistic. The Parents Television Council is now standing in the breach and saying, “ENOUGH!”

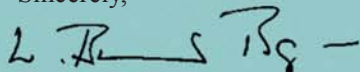
We began in 1995 with, well, nothing. From our humble beginnings we have grown to an army of more than one million Americans who are fed up with Hollywood poisoning our culture, and aiming that poison directly at America’s most precious asset: our children. Popular entertainment wields an incredible influence over the hearts, minds, and imaginations of impressionable youngsters. It becomes almost impossible for parents to combat its influence when these destructive messages are all over television, in the movies, on the radio, on the internet, and in video games. An entire generation is growing up in a culture that tells them that human life has no value and instant gratification – in every way – is all that matters. They are being fed a steady diet of sex, filth, and violence.

Ten years ago families didn’t have a million-member army to speak for them. Now they have the Parents Television Council. And those one million members are active on every front, making their voices heard in Washington, D.C., on Madison Avenue, in Hollywood, and on Main Street, USA.

Our successes have been significant. Early in our history the PTC took aim at Howard Stern. Mr. Stern is no longer polluting the public airwaves. The PTC began, and has led, the fight to make the Federal Communications Commission (FCC) do its congressionally-mandated job of punishing those networks deliberately violating decency laws governing the public broadcast airwaves. The FCC has levied millions of dollars in fines against those violating decency standards, based in large measure on the efforts of PTC members. It was the PTC that launched the Cable Choice campaign; today it is a national issue, with dozens of organizations around the country actively supporting our call. We went to TV sponsors and demanded that they take responsibility for making the offensive programs possible. The result? Some of the nation’s largest corporations have pulled their funding from the most outrageous programs.

Ten years ago we were only an idea. Today the PTC is recognized as the nation’s leading watchdog for television decency. It is because our staff and volunteers have worked tirelessly to make America’s demand for responsible and decent television programming a reality. We thank you for making our work – and this success – possible.

Sincerely,



L. Brent Bozell III
Founder and President



Celebrating Our 10th Anniversary

Because our children are watching.™



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