



2006 ANNUAL REPORT

BECAUSE OUR CHILDREN ARE WATCHING®





Because Our Children Are Watching.®

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About The PTC

Since 1995, the Parents Television Council has been leading the national effort to restore responsibility and decency to the entertainment industry. Now more than one million members strong, the PTC is gaining worldwide recognition as America's largest and most influential media watchdog organization.

Every day, the Parents Television Council is on the front lines, combating the violent and vulgar content rampant in entertainment. Why? Because more than fifty years worth of research and more than one thousand scientific 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; and they do so all the while insisting that they bear no responsibility for the destructive behaviors those products inspire in impressionable youngsters.

While the PTC believes that parents have the greatest 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.

For over a decade the PTC has been the voice of American families, demanding that the entertainment industry stop promoting inappropriate entertainment products to children. Through its research, publications and website (www.parentstv.org); by recruiting and mobilizing a grassroots army of activists; and by targeting the advertising community, Hollywood and public policy leaders, the PTC is directly confronting the behemoth of indecency which 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. Finally, 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's Founder and Departing President

Dear Friend of the PTC:

On January 1, 2007, I stepped down as President of the Parents Television Council, and Tim Winter, the PTC's Executive Director, assumed the presidency of the organization.

I always assumed that if I ever gave up leadership of the PTC, I would be saddened. It never occurred to me that I would wind up filled with excitement. But that's precisely how I feel. Let me tell you why:

First, there's the PTC's incredible record of success. In our short 11-year history we've accomplished more than anyone thought possible. We've built a huge TV research and archive operation, the basis of all of our work documenting the degree to which Hollywood is polluting the culture. We've made our mission of restoring decency to the entertainment community an issue that's gotten national attention. We've forced the Federal Communications Commission (FCC) to crack down on those broadcasters who break the law by violating community standards of decency. We've forced advertisers to take responsibility for the programs they sponsor, and many advertisers have stopped sponsoring filthy programs on television as a result. We've launched the "Cable Choice" movement to allow consumers to take and pay for only the programming they want, instead of being forced to subsidize the raunch on cable with their monthly bills. We've built a membership base of over one million members, active on every front, making their voices heard in Washington D.C., on Madison Avenue, in Hollywood and on Main Street U.S.A. Most thrilling of all, we've urged Congress to increase indecency fines tenfold, and we've seen President Bush sign the new fines into law.

But while I was heading up the PTC, I was simultaneously running another national public policy organization, the Media Research Center, and starting up another, the Culture and Media Institute. I could do all this when these groups were smaller; but leading several organizations and a large family has simply become too much for me.

What is best for the PTC is all that ever should, or will matter. That's why I pledged from the start that if the day ever came that I couldn't continue in my role as president, and if someone better qualified came along, I'd step aside. I've found such a person, and it's Tim Winter.

In March 2003, I recruited Tim Winter to serve as my Executive Director, the second-in-command of the PTC. His role was to manage the day-to-day operations of the organization, freeing me up to fulfill more public leadership duties. Over the course of the past couple of years I've given Tim ever-greater responsibilities — and on every front he's excelled.

Tim's a terrific spokesman for the PTC. Anyone who has seen him on television, heard his presentations in advertiser stockholder meetings, or watched him at work with our chapter directors around the country will agree he is both eloquent and persuasive.

Tim has managed the finances of the PTC from the outset and as a result, we're in the best financial shape in our entire history. As a businessman, an entrepreneur and a product of the entertainment industry with legal training, Tim knows how Hollywood operates. He has over twenty years of experience in broadcasting, cable television, internet video distribution, and video game publishing. Tim spent fifteen years at NBC. He also spent several years developing businesses providing internet streaming technology for broadcast and cable networks.

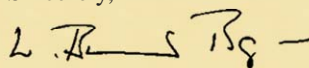
Tim's extensive industry experience has already paid off for the PTC. The entire "Cable Choice" initiative — which promises to revolutionize the world of cable television — was Tim's idea.

But Tim's greatest attribute has been his dedication. Tim and I have spent many long days and nights together working to further the PTC's mission. Anything I've ever asked of him, he's done — and he's done it because he's absolutely committed to the success of the PTC.

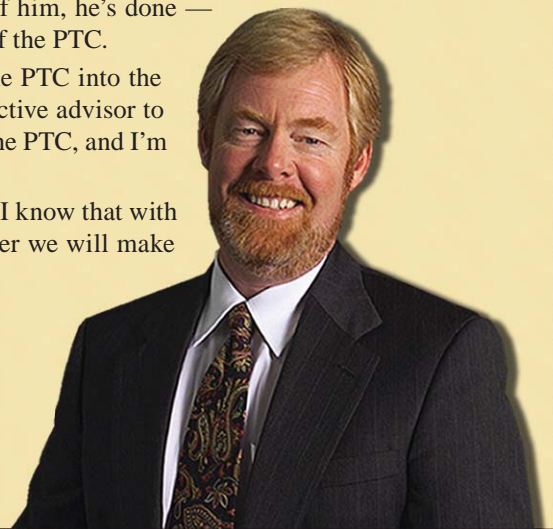
I honestly believe Tim will do a better job than I in leading the PTC into the future. I'll continue to serve on the Board of Directors and as an active advisor to the organization; but Tim's leadership will continue to strengthen the PTC, and I'm proud to hand over the reins to him.

Thank you for making the PTC's history of successes possible. I know that with Tim at the helm the PTC will continue to succeed, and that together we will make America's demand for responsible and decent television a reality.

Sincerely,



L. Brent Bozell III
Founder and President



A Message from Executive Director and Incoming President Tim Winter

Dear Friend of the PTC:

What a terrific year it's been! 2006 saw us achieve our greatest triumph to date. After years of delays, excuses and evasions, this year we finally got Congress to increase the indecency fines levied on broadcasters!

Back in January of 2006, PTC President L. Brent Bozell III went before the Senate and demanded that they keep their promise to increase fines on broadcasters who use the public airwaves to show indecent material. In a successful partnership with 28 other national organizations, our members flooded Capitol Hill with tens of thousands of phone calls and letters. As a result, the Senate passed the Broadcast Decency Enforcement Act, increasing fines for violating indecency laws to a maximum of \$325,000 – ten times the previous amount. And a week later, President Bush signed the bill into law!

I can't tell you how my heart swelled with pride, standing next to Brent at the White House signing ceremony. Brent and I were invited to be present at the signing in recognition of the PTC's leadership on the issue of broadcast indecency. After the signing the President and several Senators and Congressmen congratulated Brent on his leadership, and told us that the efforts of PTC members were what really got the legislation passed.

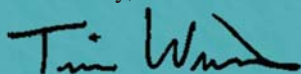
But discouraging and limiting broadcast indecency is only half the battle. With the new law in place, now the PTC can turn its attention to another major battle: Cable Choice. Thanks to the PTC's constant push to educate Congress, the media and the public, other family-friendly organizations are now united on the importance of Cable Choice. Bills giving cable companies incentive to provide Cable Choice were introduced in both houses of Congress, and laid important groundwork for further action. We're pressing forward hard on Cable Choice, because it's cable that shows the most profane, sexually explicit and graphically violent programming, like FX's programs *The Shield*, *Rescue Me* and *Nip/Tuck*, Comedy Central's bigoted cartoon series *South Park* and *Drawn Together*, and its filthy "roast" of William Shatner — not to mention the constant sex, violence and profanity aimed specifically at teens on MTV.

We're also keeping an eye on the newest trend in raunchy TV: networks are posting their obscene content on the Internet, so as to dodge indecency laws. And we're continuing to push for solutions which would prevent children from purchasing the most graphic, heinous and adult-themed video games.

These, and many other accomplishments that you'll read about further in this report, combined to make 2006 a banner year for the PTC. But at the end of the year, the announcement by PTC Founder Brent Bozell that he was stepping aside and naming me President of the organization he founded, brought a moment of mixed sadness and awe. Words cannot begin to express my respect, appreciation and admiration for Brent Bozell. What he has achieved over the last 11 years is not only impressive, it is inspiring. He's a man of remarkable vision, and no one can truly "replace" him.

I have been proud to serve as the PTC's Executive Director for the past four years. I am deeply honored to be the new President of the PTC, and I promise that we will continue our work on behalf of parents, families and other citizens who are concerned about harmful and offensive entertainment content and its effect on children. We will continue to hold broadcasters accountable for what they air over the public's airwaves. We will continue to force advertisers to take responsibility for the programs they sponsor. And we will continue to fight for the right of families to choose and pay for only the cable networks they want coming into their homes. With Brent Bozell's extraordinary vision and leadership, the PTC has established a superb reputation for achievement. Together with our talented staff and our million-strong membership, I know we will continue to build on the PTC's legacy of success.

Sincerely,



Tim Winter
Executive Director



2006 – The Year In Review

The PTC scored tremendous victories against broadcast, cable and Internet indecency and violent video-games in 2006. Making headlines coast-to-coast in newspapers and on news programs, the PTC battled for enforcement of broadcast decency laws and led the fight for true consumer choice in cable programming.

On January 19th PTC President L. Brent Bozell III went to Capitol Hill to testify before the Senate Commerce, Science and Transportation Committee. There, he demanded that the Senate keep its promise to increase fines on broadcasters who play indecent material on the public airwaves. He also asked the Senate to reform the current cable system, which forces subscribers to subsidize content they find offensive.

To ensure action on the bill, which the Senate had already delayed for two years, the PTC joined forces with 28 other national organizations and coordinated an aggressive phone campaign, flooding Capitol Hill with tens of thousands of calls. As a result of Mr. Bozell's speech and the letters, phone calls and emails sent by the PTC's more than one million members, the Senate unanimously passed the Broadcast Decency Enforcement Act, which was introduced by PTC

Advisory Board Member Senator Sam Brownback (R-Kan). The Act increased fines for violating indecency laws to a maximum of \$325,000. The House passed the bill by a whopping 379-35 and then a few days later, President Bush signed

the bill into law. In recognition of the PTC's leadership on the issue of broadcast indecency, PTC President L. Brent Bozell III and Executive Director Tim Winter were invited guests at the White House signing.

PTC activism also resulted in the Federal Communications Commission (FCC) issuing fines totaling nearly \$4 million against broadcasters for indecent material aired between February 2002 and March 2005. One hundred and eleven CBS affiliates were fined \$3.6 million for re-airing a program featuring a teen orgy – an episode about which thousands of FCC complaints had already been filed. The FCC also upheld fines against CBS for Janet Jackson's infamous indecent exposure during the 2004 *Super Bowl*.

The PTC also launched major campaigns against foul programming on cable TV. Among the PTC's targets were the FX network's sexually explicit and graphically violent series *The Shield*, *Rescue Me* and *Nip/Tuck*; Comedy Central's raunchy and bigoted cartoon series *South Park* and *Drawn Together*, and its execrable "roast" of William Shatner; and the constant sex and profanity aimed at teens by MTV.

The PTC's efforts to hold advertisers accountable for their support of indecent programming reaped impressive results in 2006. The PTC mobilized its members to contact sponsors of foul TV programming. After the PTC and its members took action, many advertisers pulled their support.

Efforts by the networks to circumvent indecency laws by posting indecent content on the Internet came under PTC scrutiny. The PTC called on NBC to explain its decision to post the uncensored version of an obscenity-laced *Saturday Night Live* skit on YouTube and NBC.com, which featured Justin Timberlake singing a holiday song about a part of the male anatomy. The skit was bleeped 16 times when it aired on television. By moving the skit directly to the Internet, NBC was exploiting a legal loophole to allow objectionable content that would not meet FCC standards on indecent programming to reach the public. On YouTube, the indecent skit was viewed nearly three million times. In addition, the PTC intensified its efforts to increase public awareness of the impact of violent video games and their effects on children, urging the legislators in Oklahoma and Missouri to approve legislation banning the sale and rental of violent video games to minors.

The PTC also released its first-ever examination of children's television programming in 2006. *Wolves in Sheep's Clothing* found shocking levels of violence on programs aimed directly at young children. The PTC's examination of religious content on TV, *Faith in a Box*, pointed out broadcast television's persistent negative portrayal of religion. In addition, the PTC released mini-studies on the top 10 shows watched by children aged 2-17 and the *10 Best and Worst Advertisers on TV*.

In 2006 the PTC was mentioned thousands of times in the news media. PTC spokesmen were called upon hundreds of 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 the PTC.





PTC spokesmen were everywhere in 2006 – appearing almost weekly on news programs for all the major network and cable channels as well as being interviewed or quoted in hundreds of newspapers and magazines.

The PTC filed multiple indecency complaints with the FCC about the airing of obscene language. In particular, the NBC broadcast of the Emmy Awards, during which actresses Helen Mirren and Calista Flockhart used vulgar language, were targeted. The PTC also formally filed friend of the court briefs in support of the FCC in the US Courts of Appeals for the Second and Third Circuit, in its effort to uphold the FCC's decisions that it is indecent to broadcast the “f-word” and “s-word” over the public airwaves when children are most likely to be in the audience.

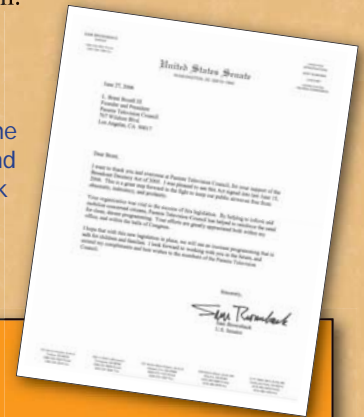
In an innovative approach to aiding parents and families in coping with media indecency, the PTC worked with TiVo and its new KidZone service, which lets parents filter out harmful and offensive programs by allowing a child to record and view only material that parents have determined meets their family standards.

The PTC also addressed the increasingly important issue of media consolidation. At the FCC's Broadcast Media Ownership conference, PTC Executive Director Tim Winter testified that media consolidation has led to

community standards of decency on broadcast television being ignored, saying that “With very few exceptions, network-owned television stations do not consider community decency standards...When local programming decisions are prohibited by a remote corporate parent, the public interest is not served.”

2006 closed on a note filled with anticipation for the future, when the PTC's Founder L. Brent Bozell, III stepped down as President. On January 1, 2007, Executive Director Tim Winter assumed the organization's presidency. With the PTC poised for continued success, we pay tribute to Brent's vision, dedication and unrelenting commitment to improving the lives of current and future generations of children.

Among the many congratulations regarding the passing of the Broadcast Decency Act, the PTC received an especially kind letter from Senator Brownback stating, “Your organization was vital to the success of this legislation.”



2006 Research and Publications

PTC Research Documents Violence, Sex and Profanity on TV

Much of the PTC's reputation as America's TV watchdog is rooted in its painstakingly-gathered and documented research. With over 17,000 VHS tapes containing over 115,000 hours of television 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, the Federal Communications Commission, Congressional and Senate agencies, advertisers, press outlets and other non-profit organizations have come to rely upon the PTC's videotape archive as a valuable resource in documenting marketing practices and program content, and reviewing complaints about broadcast and cable indecency.

The PTC uses customized technology called the Entertainment Tracking System (ETS) to scientifically track and monitor television content. Every evening all entertainment programming on the six major broadcast networks (ABC, CBS, NBC, CW, Fox and MyNetworkTV), as well as original cable programming on networks like MTV, FX, Comedy Central and VH1, is recorded. The following day, trained analysts set about the arduous task of cataloguing in vivid detail or transcribing verbatim every obscenity, sexual scene or situation and act of violence. PTC analysts also keep track of every product advertised on monitored programs.

This data is stored in the PTC's ETS database. The detailed and complex data is then used to educate and inform parents and families about the content of television programming; to generate Special Reports and studies; to publish weekly online *E-Alerts* and stories for the *PTC Insider*; to generate and file FCC complaints; to raise accountability for companies that sponsor television programming; and to document the evidence which demonstrates the disturbing trend toward more graphic and gratuitous material on television.



Ground-Breaking Research and Special Reports

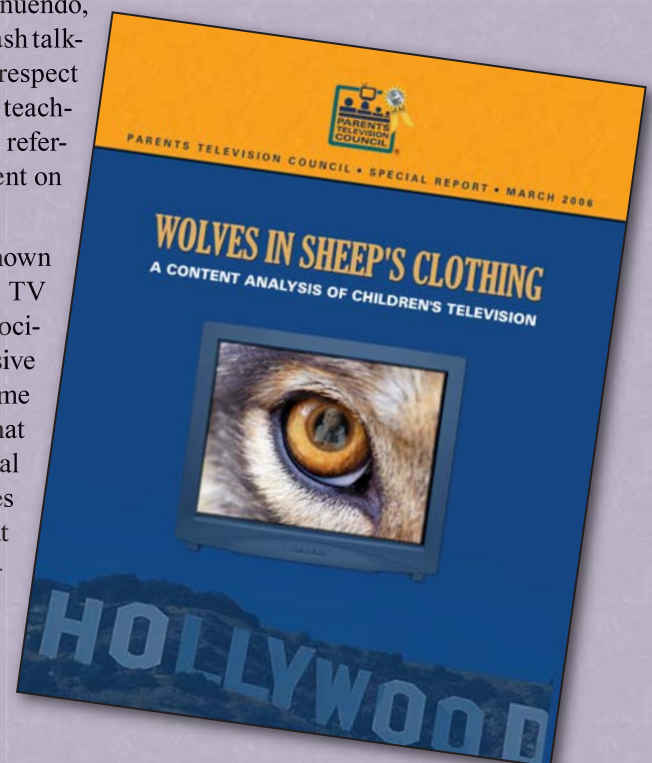
Each of the PTC's studies helps establish where our media culture stands today, how it compares to years past, and where it is headed. Industry insiders know that the PTC's studies instigate change by helping set the agenda for the PTC's members, for lawmakers on Capitol Hill, for a multitude of like-minded organizations, for advertisers and sponsors and ultimately for Hollywood itself. The PTC's Special Reports are built on solid, comprehensive data analysis and painstaking accuracy. For that reason, when the PTC releases a study it makes waves nationwide. In 2006 the PTC released a number of ground-breaking studies, each of which generated national attention.

Wolves in Sheep's Clothing: A Content Analysis of Children's Television

Violence in cartoons is nothing new, but this hard-hitting report disclosed that today the violence is ubiquitous, sinister and frighteningly realistic. Children today are bombarded by intensely violent images — even in programming specifically created for them.

In this study the PTC examined entertainment programming for school-aged children on broadcast television and expanded basic cable. Its findings were explosive: in nearly 450 hours of children's programming, there were 3,488 instances of violence — almost 8 per hour. But violence isn't the only problem. The PTC also found that sexual innuendo, adult language, trash talking, bullying, disrespect for parents and teachers and excretory references are all present on children's TV.

Studies have shown that exposure to TV violence is associated with aggressive behavior in some children, and that exposure to sexual content increases the likelihood that children will become sexually active earlier in life. Parents take it for granted that



children's TV is kid-friendly. Unfortunately this leads many parents to let their guard down and allow their children to spend hours watching television unsupervised. *Wolves in Sheep's Clothing* proved that "children's television" is no safe haven for children – and that parents must be extremely vigilant as to what their children are watching.

At the press conference announcing the study's release, Senator Sam Brownback (R-Kan.), Dr. Michael Rich, Director of the Center on Media and Child Health, and "Movie Mom" Nell Minow (daughter of former FCC Chairman Newton Minow) commended the study and endorsed its findings and recommendations. Sen. Brownback said, "I fear too many parents have an unjustified sense of security when they place their children in front of the television. I hope this study...will demonstrate that children's programs are not necessarily free of violence, crude language and coarse humor." Dr. Rich added, "As a pediatrician, child health researcher and parent, I am concerned by the findings of this study."

Within days, the study was mentioned in 471 national and local television news stories in every major market in the country.

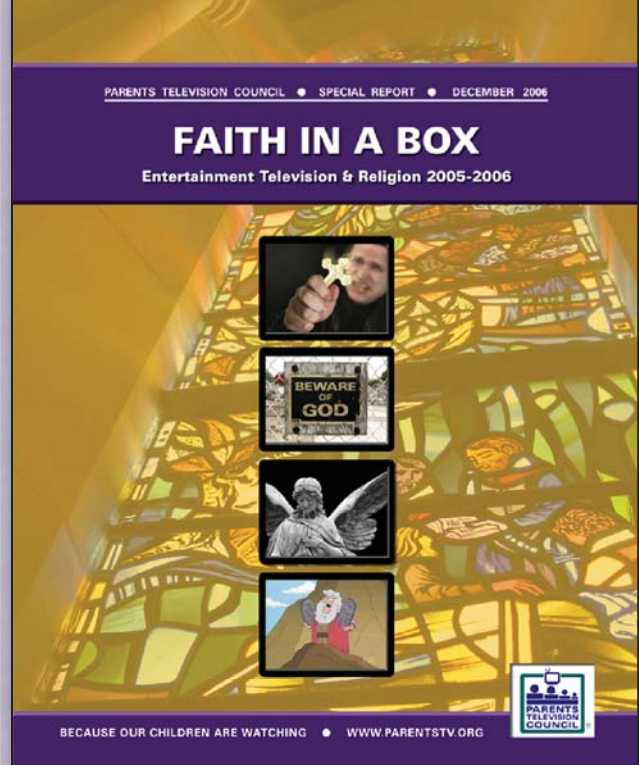
Nell Minow commented, "I hope [this study] will help families make more careful choices." Within days, the study was mentioned in 471 national and local television news stories in every major market in the country.

Faith in a Box: Religion on Prime-Time Television 2005-2006

Faith in a Box reviewed the portrayal of religion on prime time broadcast television in the 2005-2006 television season. This report demonstrated that religious content on television is shown less frequently, and when it is shown it is portrayed negatively. In a recent poll over 80% of Americans said that they had positive attitudes toward God and religion; but this study showed that that's not the case with television. After 2004 the number of portrayals of religion was cut in half, and on scripted drama and comedy shows religion was treated with overwhelming negativity.

Examining over 2,000 hours of programming, the study found that on reality shows, where real people freely express themselves, faith and religion were positively portrayed. But in scripted shows, where Hollywood writers express their world views, an incredible 95.5% of the

...in scripted shows, where Hollywood writers express their worldviews, an incredible 95.5% of the portrayals were negative.



portrayals were negative. The study documented Hollywood's clear disdain and distaste for religion – thus indicating the complete disconnect between Hollywood's attitude toward religion and that of the American public.

Top Ten Best and Worst Advertisers of 2006

The PTC annually assembles a list of the *Top Ten Best and Worst Advertisers*. This listing is based on each company's prime-time network television advertising purchases, and ranks advertisers according to how frequently they sponsor wholesome, family-oriented television shows or those containing sexually graphic, violent or profane material. Companies with the most ads on PTC green-lighted shows were ranked the best, and those with the most ads on PTC red-lighted shows were ranked the worst. Corporate advertisers share accountability for the tide of graphic and gratuitous sex, violence and profanity on television today, because their advertising dollars underwrite either family-friendly television programming or programs filled with raunch. This listing helps parents know which companies are doing their part to limit children's exposure to inappropriate content, and which companies are fostering such content.

What Are Your Children Watching? Rating the Top 20 Most Popular Prime Time Broadcast TV Shows Watched by Children Ages 2-17.

In accordance with its mission of protecting America's children from violence, sex and profanity, the PTC prepared its own analysis of the 20 most popular prime time broadcast shows with children ages 2-17. This study found that some of the best and most age-appropriate shows for children to watch today are non-scripted reality shows. The PTC's analysis also found that

none of the scripted shows in the top 20 are appropriate due to the high levels of sex, violence and profanity.

Using its traffic-light ratings system, the PTC analyzed these 20 most popular prime time broadcast shows among children, ranking the programs according to their suitability for young viewers. Each series was rated as suitable [green], questionably suitable [yellow], or not suitable [red] for young audiences, and then ranked individually from best to worst. PTC ratings are based on an analysis of the number of times that foul language, sex, and violence occur in each show, and the explicitness of the content. The PTC also takes into consideration the time slot, target audience, themes and plotlines of each program it rates. This study serves to remind millions of parents to be aware of what their children are watching.

20 Most Popular Prime Time Broadcast Shows Among Children

MOST SUITABLE (Best to Worst)

- 1) *Extreme Makeover: Home Edition*
ABC/8:00 p.m. ET Sundays
- 2) *NBC Sunday Night Football*
NBC/7:00 p.m. ET Sundays
- 3) *Deal or No Deal*
NBC/8:00 p.m. ET Mondays
- 4) *American Idol*
Fox/Returning Spring '07
- 5) *Dancing with the Stars*
ABC/8:00 p.m. ET Tuesdays
- 6) *American Inventor*
ABC/Returning Summer '07

QUESTIONABLY SUITABLE (Best to Worst)

- 7) *So You Think You Can Dance*
Fox/Returning Spring '07
- 8) *The Simpsons*
Fox/8:00 p.m. ET Sundays
- 9) *America's Got Talent*
NBC/Returning Spring '07
- 10) *Biggest Loser*
NBC/9:00 p.m. ET Wednesdays
- 11) *Survivor*
CBS/8:00 p.m. ET Thursdays

NOT SUITABLE (Best to Worst)

- 12) *Lost*
ABC/9:00 p.m. ET Wednesdays
- 13) *House*
Fox/9:00 p.m. ET Tuesdays
- 14) *The War at Home*
Fox/8:30 p.m. ET Sundays
- 15) *Grey's Anatomy*
ABC/9:00 p.m. Thursdays
- 16) *Prison Break*
Fox/8:00 p.m. ET Mondays
- 17) *American Dad*
Fox/9:30 p.m. ET Sundays
- 18) *Family Guy*
Fox/9:00 p.m. ET Sundays
- 19) *Desperate Housewives*
ABC/9:00 p.m. ET Sundays
- 20) *C.S.I.*
CBS/9:00 p.m. ET Thursdays



The PTC Insider

The *PTC Insider* is one of the PTC's most effective vehicles for educating and mobilizing its massive grassroots network. Every month the *Insider* is sent to tens of thousands of 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 and reports on battles already won.

The *Insider* provides members with the tools and information they need to challenge the entertainment industry directly, featuring detailed accounts of ongoing campaigns, exclusive celebrity interviews, "insider" reports on PTC events and press conferences, examples of indecent programming and the action the PTC is taking against them, details of PTC studies and special reports, and articles concerning the influence of television on American culture. Its growing distribution network now extends to new audiences at libraries, community events, houses of worship, Kiwanis and Rotary Club meetings, advertisers, reporters and broadcast affiliates nationwide.

Lovelace Internship Program

Through the generous support of Jon and Lillian Lovelace, the PTC's Lovelace Internship Program allows young men and women to gain valuable workplace experience while joining the battle to protect children from televised sex, violence, and profanity. Conceived and developed as an opportunity to train the next generation of entertainment industry leaders, the Lovelace Internship Program allows PTC interns to develop the skills and experience necessary to carry on the fight to clean up television content in years to come. The interns trained by the PTC today will one day enter the corporate suites of Hollywood and Madison Avenue, the halls of Congress or the federal government.

In 2006, fourteen students were accepted and received this unique internship experience. PTC interns do far 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 integrally involved in everything the PTC does.

After the internship period ends, the PTC follows each former intern's education and career. Recent PTC interns are now either completing their education or are successfully employed. Some have gone on to work at the PTC full-time. Others have enrolled in graduate programs or have taken jobs in the entertainment industry and the federal government.



“When I started my internship in the Marketing Department, I was a History and Education major, and my career goal was to teach high school history; but the more I worked with Chris Hills the more I realized that I really loved what I was doing, and that I was good at it. Since then I have changed my major to Business with an emphasis on Marketing.”

MICHELLE CURTIS

“Thank you so much for giving me the unique and enriching opportunity to participate in this internship. It was a truly valuable experience that I will cherish as I enter the workforce.”

AYLA L. MONTGOMERY

“I have found it incredibly rewarding to work for an organization that has children's best interests in mind. The PTC's moral standings are unwavering and refreshing in such a corroded social and creative climate as modern television. I feel unified with their vision to protect our kid's innocence, and provide accountability for television's producers and advertisers.”

ANDREW BOWSER

LOVELACE • 2006 INTERNS

Andrew Bowser	Hanna Han	Ayla Montgomery
Divina Chavez	Christopher Jones	Kaitlin Moughty
Jennifer Chidi	James Maxon	Stephen Patterson
Michelle Curtis	Joseph Mendez	Nicole Tomkins
Nicole DeLong		Samantha Turchin

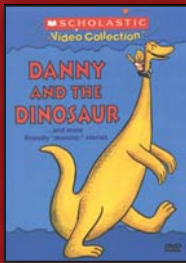
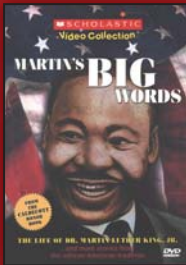
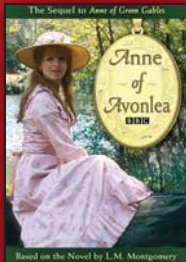




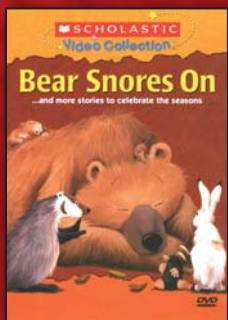
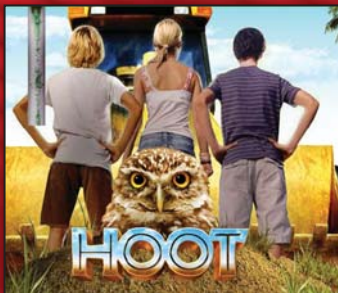
PTC's Tim Winter with Naomi Judd for Naomi's New Morning



Curious George receives the seal from the PTC's President Tim Winter



PTC's Director of Marketing Chris Hills with George Miller, Director of Happy Feet



The PTC Seal of Approval™

The PTC recognizes excellence in the entertainment and advertising industries by awarding its *PTC Seal of Approval™*. This award is given to worthy television programs, made-for-TV movies, motion pictures, and advertisers that help parents by providing or sponsoring entertainment suitable for the entire family. Like *Good Housekeeping* magazine's seal, the *PTC Seal of Approval* gives consumers the information and confidence they need to make the best choices in support of family-friendly entertainment.

The PTC Seal of Approval is greatly valued by networks and studios. By prominently displaying the Seal on advertisements, publicity materials and movie posters, producers and broadcasters demonstrate that they share the PTC's values and are able to reach out directly to a public hungry for family fare free of gratuitous sex, violence and profanity. The following received the *PTC Seal of Approval* in 2006:

2006 WINNERS

TELEVISION

- American Idol* (Fox)
- American Inventor* (Fox)
- Cheetah Girls 2: When in Spain* (Disney Channel)
- The Christmas Card* (Hallmark Channel)
- Cow Belles* (Disney Channel)
- Dancing with the Stars* (ABC)
- Deal or No Deal* (NBC)
- Extreme Makeover: Home Edition* (ABC)
- Falling in Love with the Girl Next Door* (Hallmark Channel)
- Hannah Montana* (Disney Channel)
- Horse Sense* (Disney Channel)
- High School Musical* (Disney Channel)
- Monday Night Football* (NBC)
- Naomi's New Morning* (Hallmark Channel)
- Right Track* (Disney Channel)
- The Ron Clark Story* (TNT)

FILMS

- Akeelah and the Bee*
- Cars*
- Charlotte's Web*
- Chicken Little*
- Curious George*
- Deep Sea* (IMAX)
- Everest*
- Everyone's Hero*
- Flicka*
- Glory Road*
- Happy Feet*
- Hoodwinked*
- Hoot*
- Invincible*
- The Lake House*
- Nanny McPhee*
- The Nativity Story*
- Night at the Museum*
- Unaccompanied Minors*
- Zoom*



PTC's Tim Winter with *Extreme Makeover: Home Edition* co-host Michael Moloney



DVDs

- Alf: Season 3*
- Anne of Avonlea*
- Arthur*
- Bear Snores On*
- Brother Bear 2*
- Chicka Chicka Boom Boom*
- Curious George Rides a Bike*
- Danny & the Dinosaur*
- The Day Jimmy's Boa Ate the Wash*
- The Electric Company*
- Gerald Mc Boing Boing*
- High School Musical*
- Howl's Moving Castle*
- Martin's Big Words*
- Mustard Pancakes*
- Paper Clips*
- Scrambled States of America*
- Snowy Day*
- Tikki Tikki Tembo*

- Campbell Soup Company
- Cingular Wireless
- Coca-Cola Company
- Darden Restaurants, Inc.
 - [Parent company of Olive Garden, Red Lobster, Bahama Breeze, Smokey Bones BBQ]*
- DreamWorks
- Ford Motor Company
- Sears Holdings Corp.
- Schering-Plough Corp.
 - [Products include: Claritin, Dr. Scholls, Nasonex]*
- Walt Disney Company

PRODUCTS

- TiVo KidZone
- Sky Angel TV Service
- Power Cop



Dancing with the Stars: Conrad Green (Executive Producer), Izzie Pick (Co-Executive Producer), PTC Director of Marketing Chris Hills, and Jennifer West (Executive in Charge of Production)



Scott St. John, executive producer of *Deal or No Deal* with PTC's Tim Winter

ADVERTISERS

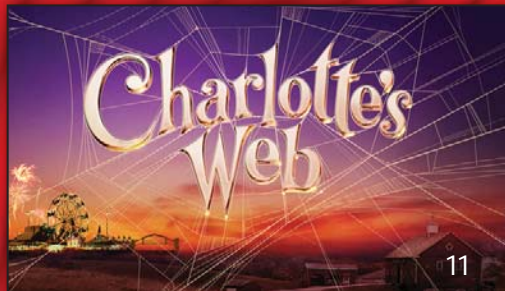
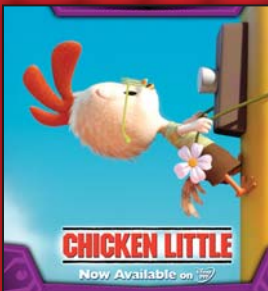
- Altria Group
 - [Parent company of Kraft Foods, Post Cereals, Jell-O desserts, Maxwell House coffees, Oscar Mayer foods, Miracle Whip, DiGiorno, Stove Top Stuffing, Crystal Light drink mixes, Kool-Aid, Cool Whip, Minute Rice, Shake 'n Bake, Country Time drink mixes, Altoids]*



Winners of the PTC Seal of Approval may use the Seal in their promotional material and websites



Tivo's CEO and President Tom Rogers, receives the PTC Seal of Approval from PTC President Tim Winter



Akeelah and the Bee writer and director Doug Atchison with PTC's Tim Winter

Holding Corporate Sponsors Accountable in 2006

Since its founding, the PTC has recognized that corporate advertisers share accountability for the tide of graphic and gratuitous sex, violence and profanity on television. Advertisers play a critical role in determining how far producers are able to push the envelope with sleazy programming. With their advertising dollars, they can choose to underwrite family-friendly television programming, or they can elect to sponsor programs filled with graphic content. In 2006 the PTC targeted several raunchy programs, but maintained a focused and aggressive attack on the original programming airing on advertiser-supported basic cable network FX's flagship series *The Shield*, *Rescue Me* and *Nip/Tuck*.

The PTC mobilized its members to contact sponsors of FX's *Nip/Tuck* to ask them whether they endorse the graphic content and amoral messages so prevalent on that program. Advertisers that withdrew their support of this program after being contacted by the PTC included **Procter & Gamble, Best Western Motels, PNC Bank, Mitsubishi Motors, GAP, Mazda and Ford Motor Company.**

The PTC garnered similar successes against FX's *Rescue Me*, with sponsors including **Alltel Wireless, Dairy Queen, Wendy's, Bridgestone Firestone, Visa, Procter & Gamble and T-Mobile** refusing to continue sponsoring such filth.

Early in 2006 the PTC identified incidents of explicit sexual violence, including a rape sequence, on *Medium*. Advertisers including such popular brands as **McDonalds, Staples, General Motors, Wachovia, On Star, Pepsico, Frito Lay and Kimberly Clark** were called upon to develop media guidelines with respect to advertising placement.

The PTC also confronted advertisers with the foul content on Fox's *Family Guy* and specific episodes of *Desire*, *ER* and the *William Shatner Celebrity Roast* on Comedy Central. In many instances, advertisers who supported these programs would not even have been aware that their commercial spots were airing during these shows if not for the efforts of the Parents Television Council.

As part of its advertiser accountability mission, the PTC analyzes proprietary data on the television advertising practices of companies around the nation. Every year the PTC ranks advertisers according to how frequently they sponsor wholesome, family-oriented television shows or those containing sexually graphic, violent or profane material, and releases a list of the *Annual Top 10 Best and Worst Advertisers*. This listing routinely makes national headlines and is another weapon in the PTC's arsenal for holding sponsors accountable for the programming they support.



Coca-Cola Senior Vice President of Creative Excellence and Visual Identity Pio Schunker accepts the PTC *Advertiser Seal of Approval* from Atlanta Chapter Director Carol Copeland.

The 2006 Top Ten Best and Worst Advertisers:

BEST

- 1) Coca-Cola Enterprises Inc.
- 2) The Campbell Soup Company
- 3) The Walt Disney Company
- 4) Ford Motor Company
- 5) Cingular Wireless
- 6) Altria Group
[Parent company of Kraft Foods, Post Cereals, Jell-O desserts, Maxwell House coffees, Oscar Mayer foods, Miracle Whip, DiGiorno, Stove Top Stuffing, Crystal Light drink mixes, Kool-Aid, Cool Whip, Minute Rice, Shake 'n Bake, Country Time drink mixes and Altoids, among others]
- 7) DreamWorks
- 8) Schering-Plough Corp.
[Products include: Claritin, Dr. Scholls, Nasonex]
- 9) Darden Restaurants, Inc.
[Parent company of Olive Garden, Red Lobster, Bahama Breeze, Smokey Bones BBQ]
- 10) Sears Holdings Corp.

WORST

- 1) General Motors Corp.
- 2) Toyota Motor Corp.
- 3) Volkswagen
- 4) DaimlerChrysler
- 5) Target Corp.
- 6) GlaxoSmithKline
[Products include: Zyban, Valtrex, Flonase, Imitrex]
- 7) Nissan Motors
- 8) American Express Inc.
- 9) Apple Computers Inc.
- 10) Circuit City Stores

Demanding Corporate Responsibility at Shareholder Meetings

In an advocacy outreach program unprecedented among family groups and media advocacy organizations, the PTC purchases common stock both in companies that regularly sponsor grossly inappropriate television programming, and in companies that consistently sponsor family-friendly programs. This provides the PTC with an effective platform to impress on the company's senior management, board of directors and fellow stockholders the need for responsible advertising policies. PTC staff and Advisory Board members attend annual shareholders' meetings and publicly confront corporate management of companies that underwrite offensive programming, while praising companies that behave responsibly by purchasing advertising on wholesome, family-friendly programs.

In 2006, PTC representatives attended national corporate shareholder meetings and demanded they reconsider their sponsorship of the offensive content on programs like *C.S.I.*, *The O.C.*, *Medium*, *Two and a Half Men*, *Family Guy*, and *The War at Home*. **Clo-rox**, **Best Buy**, **FedEx** and **Microsoft** were among the shareholder meetings at which the PTC challenged advertisers to review and ultimately change their media buying behavior.

Parents Television Council Chairman Leon C. Weil also delivered a statement to **NewsCorp**, parent company to the Fox and FX networks, to put an end to their irresponsible programming practices. Mr. Weil's statement so impressed NewsCorp Chairman Rupert Murdoch that he spoke to Mr. Weil privately and promised to hold a meeting with top Fox management.

PTC representatives also attended a shareholder meeting of **General Mills** and thanked that company for advertising on such family-friendly shows as *Reba*, *Extreme Makeover: Home Edition* and *7th Heaven*.

The PTC also applauded several companies for making responsible sponsorship decisions. The companies listed as Best Advertisers of the Year were awarded the *PTC 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 supporting family-friendly programming.



The PTC also applauded several companies for making responsible sponsorship decisions. The companies listed as Best Advertisers of the year were awarded the *PTC Seal of Approval for Excellence in Advertising*. Two of the winners were The Campbell Soup Co. (above) and Altria Group (left).



The PTC's Senior Director of Programs, Melissa Caldwell with PTC's Chairman Leon Weil at the shareholder's meeting of NewsCorp, the parent company to the Fox and FX networks.

Common Sense Solutions

"...The solution is so simple. If you are going to air mature content on your broadcast network, air it after 10 p.m. when children are unlikely to see it. And if you are intent on putting degrading programs like *Nip/Tuck* on the air — programs that violate your own corporate speech policies - put them on premium, not basic, cable, where tens of millions of families who don't want it — and are in fact offended by it — aren't forced to pay for it..."

LEON WEIL, PTC CHAIRMAN

Grassroots Activism in 2006

Much of the PTC's strength comes from its army of Grassroots activists. These Grassroots chapters help to educate parents, grandparents, neighbors, churches, local PTA groups and civic/fraternal organizations about media choices. Grassroots chapter members enlist their communities' support in spreading the powerful PTC message of reducing graphic and gratuitous sex, violence and profanity in the media; persuade advertisers based in their community not to sponsor indecent programming; meet with local station managers and encourage them to uphold community standards; oppose FCC license renewals for stations that are not operating "in the public interest;" conduct surveys; serve as PTC spokesmen, and participate in press conferences and public hearings on the local level.

PTC Chapter Directors Take Action and Get Results

The PTC launched five new regional chapters in 2006. Chapters were formed in Minnesota, Chicago, Colorado Springs, and in Ventura, California, and Columbia, South Carolina.

Chapter directors attended several shareholders meetings of major U.S. television advertisers in 2006. Nashville Chapter Director Kelli Turner called on FedEx to examine its advertising practices in light of the fact that the company sponsored some of the most sexually graphic and violent programming on TV. Minnesota Chapter Director Phyllis Plum applauded General Mills for its family-friendly advertising practices and Atlanta Chapter Director Carol Copeland awarded Coca-Cola the PTC's Advertiser Seal of Approval for supporting quality television programming free of sex, violence and profanity.



In February, PTC chapter members from around the country gathered in California at the Omni California Plaza Hotel in downtown Los Angeles. The purpose was to continue their ongoing training and share their best practices and chapter successes with each other and the PTC staff.



The PTC's Southeast Michigan Chapter hosted a free screening of the giant-screen film *Everest* at The Henry Ford IMAX Theatre in Dearborn. Director Rich Coleman awarded *Everest* the PTC Entertainment Seal of Approval at this event.

Two PTC chapters organized local Advisory Boards to assist in increasing local awareness and implementation of PTC programs and fundraising efforts. The Denver chapter's board members include Colorado Lt. Governor Jane E. Norton, former Colorado U.S. Attorney Mike Norton and former Mrs. Colorado Sheri Engstrom, while the Miami chapter recruited Miami Mayor Carlos Alvarez and Miami "Dean of Rock & Roll" and Radio Hall of Fame nominee DJ Rick Shaw. Local advisory boards are one more way that citizens make their concerns heard by local and network programmers.

Through the generous support of the Robert D. Stuart Family Foundation, the PTC's Grassroots had tremendous impact in 2006. At the end of 2006 there were 39 chapters operating across the country.

Forty-five activists from 21 different chapters participated in the second annual PTC Grassroots Conference in Los Angeles. During the three-day event, Chapter members met PTC national staff members as well as President and Founder L. Brent Bozell III.

"The PTC's success reaffirms that one group can positively affect society's path. In an age when too many people accept moral decline as inescapable, it is refreshing to know there are still men and women who refuse to accept it, who refuse to yield. Their position may not be popular or lucrative, but they hold to it. For so doing, their opponents heap condemnation and vilification upon their heads, but still they stay."

University Newswire • March 20, 2006

PTC Grassroots Chapters 2006

"When you look at our chapters you see a lot of people working full time jobs and raising kids but still finding a few minutes a day to move their chapter forward and get results. While you could devote your entire life to promoting the PTC mission, there are gains to be made with a small time investment, and many of our chapters prove that every day."

Gavin Mc Kiernan,
PTC National
Grassroots Director



PTC Gets Government Action Against Indecency

A major part of the PTC's battle to keep the airwaves free of offensive content is enlisting America's representative government in helping to protect our children. Since the first days of broadcasting, U.S. law has allowed broadcasters to use the public airwaves, providing they operate "in the public interest." The PTC ensures that the government enforces that provision. By filing formal complaints against broadcast indecency, the PTC demands the government uphold established broadcast decency laws, which restrict the hours in which offensive content can air. These formal complaints can result in individual TV stations and broadcast networks being fined for breaking the law, thus discouraging the airing of indecent content in the future.

The PTC also encourages Congress to strengthen laws against broadcast indecency, and to pass Cable Choice laws that will give Americans the ability to purchase only those cable channels they actually watch, so that they no longer have to subsidize cable programming they find offensive. The PTC has also been active in promoting laws prohibiting the sales of M-rated video games containing graphic violence and sex to minors. Through

its activism, the PTC has been at the forefront of persuading the government to protect American children from graphic sex and violence in the media.

Broadcast Decency Act passes

The PTC's greatest triumph in the area of government activism came in June, when the U.S. House of Representatives, after a two-year delay, finally passed the Broadcast Decency Enforcement Act, legislation which significantly increased fines to broadcasters for violating indecency laws. Sources on Capitol Hill said that pressure from PTC members was paramount in getting the legislation passed. The bill was sponsored by Senator Sam Brownback (R-Kan.), a member of the PTC's Advisory Board.

President Bush signed the bill into law one week later. During the signing the President cited PTC research, noting that from 1988 to 2002, profanity on television in the 8 p.m. hour increased nearly 100%. The President remarked, "Every day our nation's parents strive to raise their children in a culture that too often produces coarse, vulgar and obscene entertainment... Broadcasters also have a duty to respect common decency, to take into account the public interest and to keep the public airwaves free of in-



"By allowing the FCC to levy stiffer and more meaningful fines on broadcasters who violate decency standards, this law will ensure that broadcasters take seriously their duty to keep the public airwaves free of obscene, profane and indecent material. American families expect and deserve nothing less."

President George W. Bush, at the signing of the Broadcast Decency Enforcement Act, June 19, 2006

decent material, especially during the hours when children are most likely to be watching and listening. Unfortunately, in recent years, broadcast programming has too often pushed the bounds of decency.”

PTC President L. Brent Bozell, III was present at the White House during the signing, where the President, along with several Senators and Congressmen congratulated him on his leadership on this issue. The PTC’s constant emphasis on the issues of broadcast indecency made the law a reality. As a result of PTC member activism, the offices of Capitol Hill legislators were flooded with tens of thousands of phone calls and e-mails demanding passage of the bill.

Under the new law, the FCC is authorized to impose meaningful and punitive fines when the indecency law is broken, holding broadcasters accountable for their programming. The law increased fines for broadcast indecency tenfold; fines that were previously limited to \$32,500 per violation, per affiliate were increased to \$325,000.

Leading the Fight for Cable Choice

As a result of the PTC’s nonstop efforts in educating Congress, the media and the public about the issue of cable choice, in June Senator John McCain (R-Ariz) introduced a bill that gave cable companies incentive to provide à la carte Cable Choice to families. House Representatives Daniel Lipinski (D-Ill.) and Tom Osborne (R-Neb.) followed suit in July. While neither bill passed, the fact that legislation was introduced in both houses made Congress aware of the issue’s importance and laid the groundwork for future action.

Thanks to the PTC’s leadership, there is now near unanimity of opinion in the pro-family community on the importance of establishing à la carte Cable Choice. Citizens for Community Values, Focus on the Family, Concerned Women for America, the American Decency Association, the American Family Association and the Kids First Coalition, among others, have now joined with the PTC in pressing Congress and the cable industry to give viewer the ability to pay for only the channels they watch.

PTC Executive Director Addresses FCC Panel

PTC Executive Director Tim Winter addressed an FCC panel on the subject of media consolidation in October. Winter told the government representatives that because most TV stations are owned by a few corporate conglomerates, a tiny group of executives in Hollywood and

“We all know the influence that television has on society and especially children. But today’s television has changed. More and more programmers are clogging the airwaves with sex and violence, and there is a rush to see which program can get the most shock value in an episode...Kids are influenced by what they see and what they hear. The Broadcast Decency Enforcement Act is long overdue.”

House Speaker Dennis Hastert

Manhattan are able to force their views onto Americans, thereby disregarding local values. “Media consolidation has dealt a devastating blow...When local programming decisions are prohibited by a remote corporate parent, the public interest is not served,” Winter said.

PTC Members Challenge Station Broadcast Licenses

In 2006 Chapter members in seven chapters challenged the renewal of broadcast licenses for seventeen different stations. Mem-

bers filed petitions with the Federal Communications Commission to revoke the broadcast license for stations that had aired content that violated the broadcast decency law. CBS affiliates in Denver, Minneapolis, Dallas, Houston, San Francisco and Los Angeles were challenged due in part to their airing of a repeat episode of *Without a Trace* on New Year’s Eve 2005 which included graphic scenes of a teen orgy party. This particular episode had aired once before on CBS and was the subject then of thousands of indecency complaints. When CBS decided to air the episode a second time, thousands more complaints were registered and the program was ultimately deemed “indecent” by the FCC and CBS was fined.

The license renewal process is a way for local chapter members to hold local broadcasters accountable for the graphic programming they choose to air contrary to community standards. The FCC has yet to rule on the petitions submitted by these chapters and has neither renewed nor denied the license of any of the seventeen stations in question. Until the FCC rules on this matter, these stations’ broadcasting licenses could be revoked at any time, resulting in the stations being abruptly put out of business.

Action Against Violent Video Games

In 2006, the PTC also intensified its efforts to increase public awareness of the impact of violent video games and their effects on children. Working with its grassroots chapters across the country, the PTC called on local city, county and state lawmakers to restrict the sale of violent video games to children. In April the PTC urged the Oklahoma Senate to bring to a vote and approve legislation banning the sale and rental of violent video games to minors. By May, the bill had become law. PTC members also swamped legislators in Missouri with phone calls and e-mails urging them to support a bill protecting children from the sale of violent video games. The PTC’s actions resulted in the Missouri legislature quickly setting a hearing date for the proposed bill, which had been languishing for months.

The Power of PTC Online

The PTC website continues to be the “go-to” spot for online activism against television violence, sex and profanity. In 2006, the PTC boasted hundreds of thousands of online actions taken by the public.

In 2003, the PTC created and launched the first-ever web-driven FCC complaint form. A cornerstone of the PTC’s campaign to hold the FCC responsible for enforcing indecency laws, the PTC website empowers viewers to file complaints with the FCC against offending broadcasters. In 2006 thousands of Americans utilized the easy-to-use Internet forms and filed complaints with the FCC, resulting in fines against television broadcasters for airing profanity and indecent material.

Additionally, the PTC website has become a valuable resource for PTC members, public policy leaders, entertainment industry leaders, advertising executives, lawmakers and the media. With the click of a mouse, visitors can secure one-of-a-kind research and access to resources, including comprehensive information regarding program sponsorship. Through the PTC site visitors can learn which businesses sponsor indecent television programming.

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 about their children’s TV viewing. The easy-to-read “traffic light” ratings system (red, yellow and green) signals a show’s suitability for youngsters based on profanity, violence, sexual situations and overall content. While the *Family Guide* serves as an excellent resource for parents, it is also used by corporate sponsors and media buyers in determining programs on which to advertise and the indecent 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 television, movie and video-game ratings systems; frequent articles on *Parenting and the Media* by Parent Previews author and critic Rod

Gustafson; weekly columns on the *Best and Worst Shows of the Week* (broadcast) and the *Worst Cable Show of the Week*, along with video clips highlighting typical content; PTC family-friendly *Weekly Viewing Picks*; a *Culture Watch* column examining issues related to media decency; links to other websites with useful information; information on current PTC campaigns against broadcast, cable and video game indecency, advertisers and Cable Choice;

nationally-syndicated entertainment columns by PTC President L. Brent Bozell III; and guidance on joining or starting a grassroots PTC chapter. In 2006, approximately five million people visited the PTC website.

PTC E-Alerts Mobilize Thousands of Activists

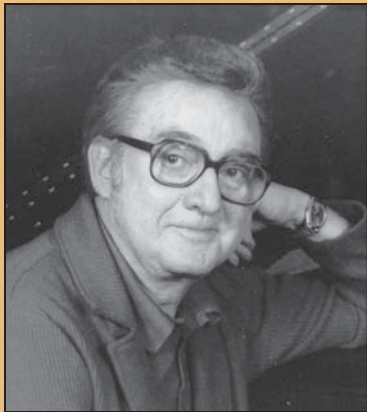
The Internet has provided the PTC with the ability to mobilize its army of activist members. With a click of a mouse, information and action calls can be sent nationwide.

Using this sophisticated computer technology, the PTC’s weekly e-mail reports, *PTC E-Alerts*, are distributed to nearly 200,000

grassroots activists 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 2006, the PTC implemented cutting-edge technology to make it easier for members to contact television 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 2006 the Internet became one of the PTC’s most valuable tools to motivate activism.

The screenshot shows the parentstv.org website. The header includes the PTC logo and the tagline "Parents Television Council Publications because our children are watching". The navigation menu on the left lists: HOME, ABOUT US, FILE AN FCC COMPLAINT, MOVIE REVIEWS, PTC STORE, SUPPORT THE PTC, Sign up for PTC E-Alerts, Look up a TV Show, and Find a Movie Review. The main content area is titled "Broadcast Indecency Campaign" and includes a "THE ISSUE" section with text about federal law and a "Click Here to File an FCC Complaint" button. Below this is a "LATEST HIGHLIGHTS" section with articles like "PTC: Court OK's F-Word in Front of Kids" and "CBS Assaults Families With Grotesque Violence on NCIS". The right sidebar contains "Latest News" (Decency Legislation, FCC Leadership, PTC Complaints) and "FCC Contact Info" (Federal Communications Commission, Chairman Kevin J. Martin, Commissioner Deborah Taylor Tate, Commissioner Michael J. Copps).



Steve Allen
*Honorary Chairman Emeritus
1997 to 2000*



L. Brent Bozell III
*Founder of the
Parents Television Council*

2006 Parents Television Council ADVISORY BOARD

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.

They serve when called upon to speak publicly on television and radio and for print interviews; write columns and editorials; appear at national press conferences; help garner financial support; 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.



Gary Johnson



Holly McClure



Connie Sellecca



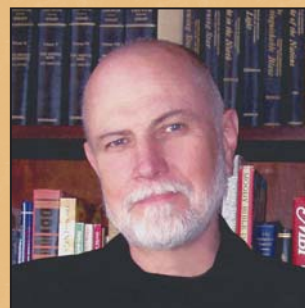
Dr. C. DeLores Tucker
Board Member 1997-2005



Jim Otto



William Blinn



Coleman Luck



Sen. Blanche Lambert Lincoln



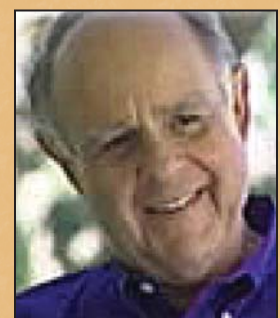
Pat Boone



Dave Alan Johnson



Dr. William Bennett



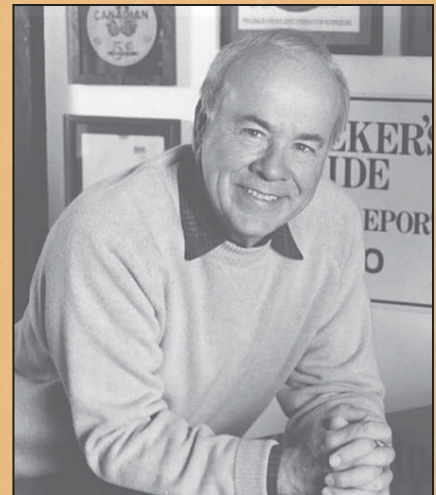
Ken Wales



Naomi Judd



Sen. Sam Brownback



Tim Conway



John Carvelli



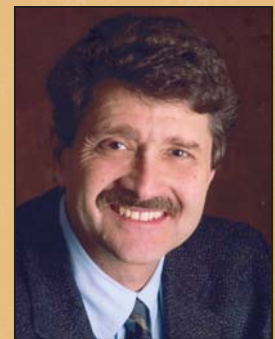
Cheryl Rhoads



Dr. Robert Shaw



Wendy Borchardt



Michael Medved



Susan Wales



Phil Barron



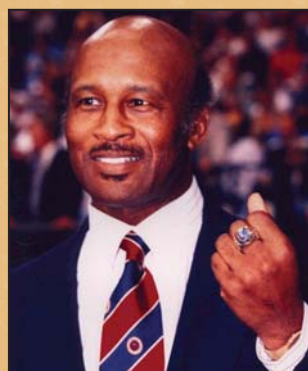
Billy Ray Cyrus



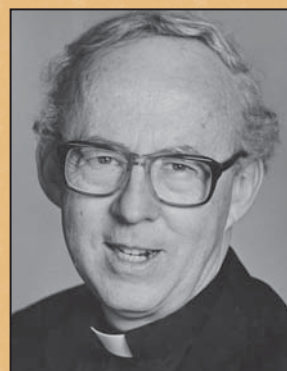
Mary Streep



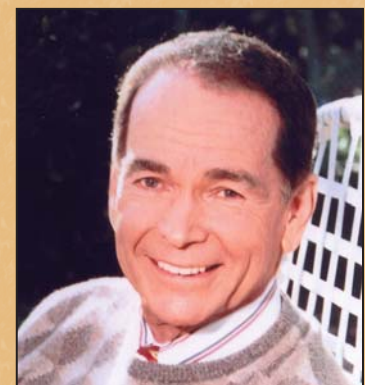
Susan Howard



Mel Renfro



Father Val J. Peter



"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, PTC Advisory Board Member**



PTC IN THE NEWS

In 2006, the Parents Television Council was one of the most heralded pro-family organizations in America, covered by both the national and international press. The PTC was featured in more than 1,800 print and broadcast stories on 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 spokesmen were highlighted in national news magazines. The PTC garnered headlines coast-to-coast in every major American daily newspaper. It also gained publicity around the world (including Canada, the United Kingdom, South Africa, Hungary and France). This non-stop, aggressive earned-media publicity campaign reached tens of millions of Americans and hundreds of thousands throughout the world. With each appearance on television or radio program or in the print media, the voice of the PTC directly touched millions of potential supporters. To reach so many people with regular advertising would require a multi-million dollar budget.

TELEVISION

- ABC: *World News Tonight*
- CBN News: *NewsWatch*
- CBS: *Morning News*
- CNBC: *Power Lunch*
- CNN:
 - American Morning*
 - Live Today*
 - ShowBiz Tonight*
 - The Situation Room*
 - Headline News*
 - Sunday Night*
- Coral Ridge Ministries
- C-SPAN
- CTV – Canadian Television
- Entertainment Tonight*
- FNC:
 - Fox & Friends*
 - Fox News Live*
 - The O'Reilly Factor*
 - Your World with Neil Cavuto*
- Human Rights First
- Hungary TV – Frei Dossier
- KABC-TV – Los Angeles, CA
- KCET-TV – Los Angeles, CA
- KNBC-TV – Los Angeles, CA
- MSNBC:
 - Countdown*
 - Scarborough Country*
- Telemundo
- WFTX-TV – Ft. Meyers, FL
- WKRN-TV – Nashville, TN
- WUSA-TV – Washington DC

RADIO

NATIONALLY SYNDICATED

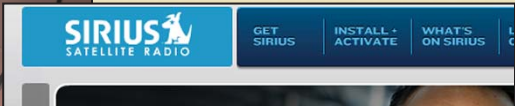
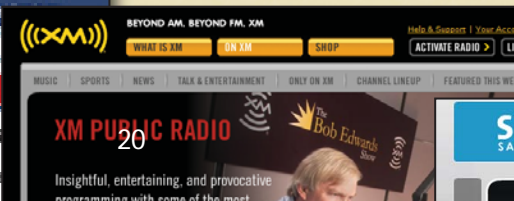
- ABC Radio
 - Accent Radio Network
 - American Family Radio
 - America Tonight*
 - America's Wake Up Call*
 - Associated Press Radio
 - Catholic Connection*
 - CBC (Canadian Broadcasting Co.)
 - CBS Radio
 - CNN Radio
 - Dateline Washington*
 - Entertainment USA*
 - Family Life Today*
 - Family News in Focus*
 - Family Policy Matters*
 - Family Tech Show
 - Fox News Radio
 - iThink Radio Network
 - Metro Source Networks
 - The Mike McConnell Show*
 - NPR:
 - Day to Day*
 - Fresh Air*
 - Justice Talking*
 - Morning News*
 - Paul Harvey: News & Comment*
 - Point of View*
 - Radio America
 - The Right Balance*
 - Sirius Satellite Network
 - Talk Star Radio Network
 - American Family Radio
 - United News & Information
 - USA Radio Network
 - Washington Watch Weekly*
 - XM Public Radio
- ~ PARTIAL LISTING

LOCAL RADIO

- CHML-AM – Hamilton, ON
- CHQR-AM – Calgary, Canada
- CINW-AM – Montreal, Canada
- CJD-AM – Montreal, Canada
- CKGL-AM – Kitchener, Ontario
- KAGM-AM – Albuquerque, NM
- KAHL-AM – San Antonio, TX
- KBIQ-FM – Colorado Springs, CO
- KBJS-FM – Jacksonville, TX
- KCBI-FM – Dallas, TX
- KCBQ-AM – San Diego, CA
- KCBR-AM – Colorado Springs, CO
- KCNW-AM – Vancouver, Canada
- KCTE-AM – Kansas City, MO
- KCXL-AM – Liberty, MO
- KDKA-AM – Pittsburgh, PA
- KFCD-AM – Dallas, TX
- KFIA-AM – Sacramento, CA
- KFNN-AM – Phoenix, AZ
- KFTK-FM – St. Louis, MO
- KGNW-AM – Seattle, WA
- KHMO-AM – Hannibal, MO
- KIT-AM – Yakima, WA
- KKHT-AM – Houston, TX
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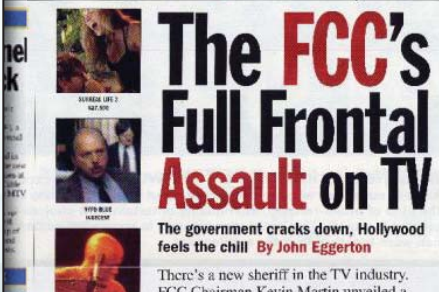
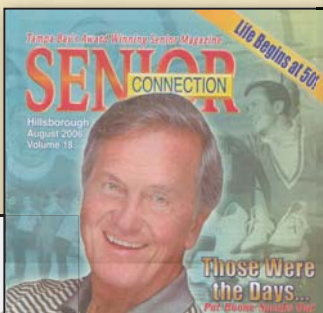
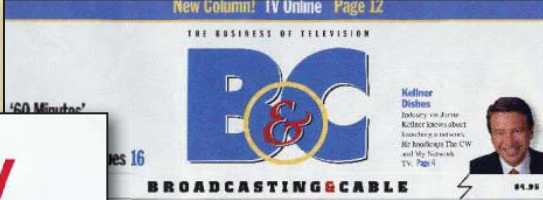
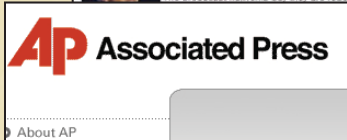
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 The Pueblo Chieftain
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 Times Picayune
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 Toronto Sun
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 UPI
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 US Federal News
 USA Religious News
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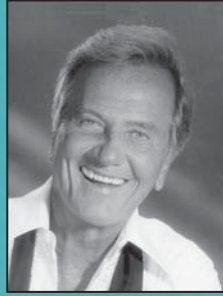
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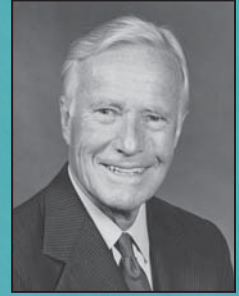
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2006 Statement of Financial Activity

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

Year Ended December 31, 2006

	Unrestricted	Temporarily Restricted	Total 2006
Revenue and Support			
Contributions	\$4,378,454	\$784,400	\$5,162,854
Rental and other	56,159	—	56,159
Investment income	193,098	—	193,098
Net assets released from restrictions	406,983	(406,983)	—
Total Revenue and Support	\$5,034,694	\$377,417	\$5,412,111
Program Services Expenses			
Research and publications	\$1,348,973	—	\$1,348,973
Grassroots and membership	866,384	—	866,384
Special projects	1,116,730	—	1,116,730
Total Program Services	\$3,332,087	—	\$3,332,087
Support Services			
Resource development	\$969,148	—	\$969,148
Management and general	444,639	—	444,639
Total Support Services	\$1,413,787	—	\$1,413,787
Total Expenses	\$4,745,874	—	\$4,745,874
Change in Net Assets	\$288,820	377,417	\$666,237
Net Assets, Beginning of Year	1,953,138	401,884	2,355,022
Net Assets, End of Year	\$2,241,958	\$779,301	\$3,021,259

PARENTS TELEVISION COUNCIL STATEMENT OF FINANCIAL POSITION*

December 31, 2006

ASSETS

CURRENT ASSETS

Cash and Cash Equivalents	\$ 1,275,534
Prepaid expenses	11,496
Total Current Assets	1,287,030

Investments	1,946,837
Property and Equipment - net	57,274
Deposits	11,242

Total Assets	\$ 3,302,383
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LIABILITIES AND NET ASSETS

LIABILITIES

Accounts payable	\$ 90,531
Accrued expenses	153,672
Due to MRC	20,229
Deferred rent	5,553
Capital lease obligation	11,139
Total Liabilities	281,124

NET ASSETS

Unrestricted	\$ 2,241,958
Temporarily restricted	779,301
Total Net Assets	\$ 3,021,259
Total Liabilities and Net Assets	\$ 3,302,383

* These are unaudited financial statements and are subject to change. Final audited financial statements for the year ending 2006 will be available at the completion of the formal audit process being 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, California 90017

“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



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