



PARENTS TELEVISION AND MEDIA COUNCIL

Because Our Children Are Watching...

2022 Annual Report

About the PTC

Since 1995, the Parents Television and Media Council has led the fight to restore responsibility and decency to the entertainment industry. More than fifty years of research and more than three thousand scientific studies have proven that children are strongly influenced by the media they consume. While the PTC believes that parents have the greatest responsibility for 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.

Through our 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 Parents Television and Media Council holds the entertainment and advertising industry responsible for its content. 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.

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Mission and Vision

The Parents Television and Media Council (PTC) is a 501(c)3 nonprofit, nonpartisan research and education organization advocating responsible entertainment.

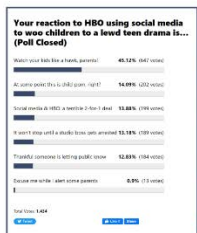
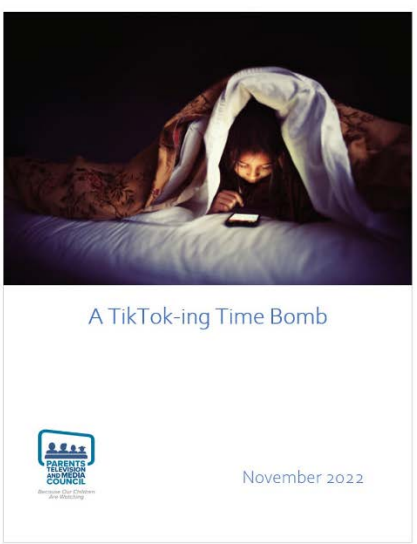
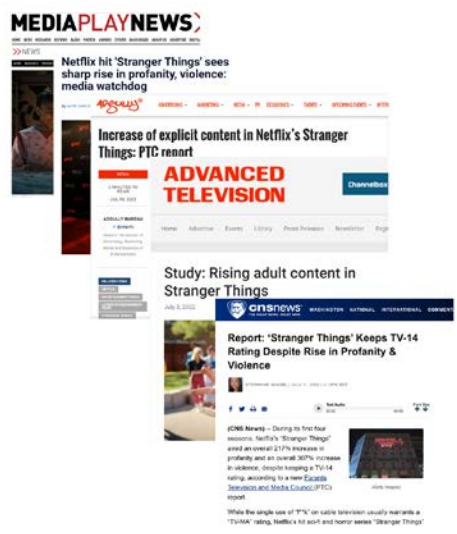
The **mission** of the PTC is to protect children and families from graphic sex, violence and profanity in the media, because of their proven, long-term harmful effects.

The **vision** of the Parents Television and Media Council is to provide a safe and sound entertainment media environment for children and families across America.



Groundbreaking Research

For years, PTC research has exposed the rampant sex, violence, and profanity in TV programming; demonstrated the failure of the TV content ratings system to adequately inform parents about program content; and produced groundbreaking studies marked by precision accuracy and comprehensive data analysis. The PTC's studies set the agenda for our members, lawmakers, other advocacy organizations, TV show sponsors, and ultimately for Hollywood itself.



Advertiser Accountability



PTC Warns Advertisers About the Disney Animated Series *Little Demon*...

Before the first episode of FXX's animated program *Little Demon* aired, the Parents Television and Media Council issued a warning to advertisers about the explicit, disturbing content in the show, and urged them to reconsider their sponsorship.

With *Little Demon*, the Walt Disney Company signaled its intent to offend millions of families – especially families who are guided by their faith. Despite its 'viewer discretion' advisories, FXX wasn't fooling anyone about their intended audience. It's a cartoon that centers on the life of a 13-year-old girl.

Advertisers understand that the viewing audience associates their brand with adjacent program content. That's why the PTC made sure sponsors of *Little Demon* were informed EXACTLY what their ad dollars were supporting, and reminded them that *Little Demon* creator Seth Kirschner publicly pledged to push the envelope as far as he could.

The PTC did its utmost to ensure advertisers knew the program content is harmful to younger viewers, and that they should choose to invest their media dollars elsewhere.

And PTC Members Get Results!

After the season premiere of *Little Demon*, PTC asked members to contact T-Mobile. The following week, there were no T-Mobile ads on *Little Demon*, and that established the pattern for the rest of the PTC's Advertiser Accountability campaign for sponsors of *Little Demon*.

Because of PTC members' activism, companies like Olive Garden, Sonic, Burger King, T-Mobile, Subway, AT&T and Lexus all appear to have withdrawn their sponsorship. Other companies that the PTC reached-out to privately also appear to have withdrawn their support. Almost 90% of the advertisers we reached out to subsequently pulled their ads and never came back!

In fact, by the season finale, nearly 30% of the available ad slots were filled by promos for the FX network and other Disney-owned properties like Hulu, ABC, Freeform, and Disney+, while the remaining ad spots are filled primarily by low-budget sponsors paying bargain-basement rates.

“We are going
to keep going
for it, until we
are told no.”

- *Little Demon* series
creator Seth Kirschner

Ending the Pandemic of Media Darkness



Education, Awareness & Advocacy

The PTC entered 2022 sounding the alarm on the new season of *Euphoria* on HBO Max, which debuted in early January. We had three goals: to raise awareness of the content of the program and why it is so problematic, to educate and inform parents and supporters, and to pressure the companies that are producing and profiting from this content.

The first step in all of our advocacy campaigns is to thoroughly research and document the content on every episode. This ensures that we can stand by everything we say with 100% accuracy, solid, reliable data and content examples. PTC analysts counted 1016 instances of obscene or profane language, 98 scenes of sex and nudity, and 65 scenes depicting drug and alcohol use within the eight episodes of season 2.

In two seasons consisting of fewer than 20 episodes, *Euphoria* -- a show about high school aged characters, and touted by HBO as its “youngest-skewing drama series” – has “normalized”:

- Child rape
- Graphic sex scenes between teen characters
- Full-frontal male nudity
- Frontal female nudity
- Nudity of teen characters
- Multiple actresses who must ask the show’s creator for fewer nude scenes
- A male teen character’s nightmare of being sodomized by his dad
- **Illicit drug use** by teen characters
- How to conceal illicit drug use as a teen
- Underage drinking
- Pornography use by teen and adult characters
- Near-constant **expletives** (714 uses of the ‘f-word’)
- Use of an adult film actress in teen-targeted show

PTC also executed an aggressive earned media campaign to raise awareness and to educate parents about the dangerous content on *Euphoria*, earning coverage in prominent publications like *USA Today*, *Vanity Fair* and *Deseret News*. These stories educate and inform thousands of readers the PTC otherwise would not have been able to reach. In addition, coverage of the PTC in like-minded publications mobilizes people across America who share our vision. As a result, PTC supporters nationwide sent hundreds of letters directly to AT&T (then the parent company of HBO), and the PTC amassed thousands of petitions urging HBO to cancel *Euphoria*.



PTC in the News

[Stopping the Exploitation of Children in Entertainment, with Tim Winter](#)

The Covenant Eyes Podcast (11/22)

[Disney+ Re-Edits Splash Mermaid Nudity in Tom Hanks Movie](#)

Comic Book (11/15/22)

[PTC Calls On Corporate America To Stop Sexualization Of Children](#)

TV NewsCheck (11/29/22)

[Alarmed at 'Euphoria,' PTC Urges Parents to Grill Children About It](#)

AFA News (11/15/22)

[Entertainment Companies Use Social Media to Reach Minors with Mature-Rated Content, New Study Finds](#)

CNS News (11/17/22)

[Experts Warn That Children are Being Targeted for Adult Content on Social Media](#)

The Washington Stand (11/16/22)

[What Sponsors Need to Know About Netflix's Ad-Supported Tier](#)

The Washington Examiner (11/15/22)

[Corporate Policy? KFC, Pizza Hut, and Taco Bell Give Thumbs Up to Gross 'Little Demon'](#)

Daily Surge (10/22)

[Newsom and Dahle to debate + AB 257 referendum campaign launched + Parent group wants answers](#)

Sacramento Bee (9/22)

[Media Watchdog Takes on Satan-Themed Cartoon 'Little Demon,' Issues Warning](#)

CBN (9/22)

[The F-word has taken over TV](#)

Deseret News (9/22/22)

[Congressman Condemns New Animated Series Little Demon as 'Clearly Evil'](#)

Movie Guide (9/22)

[Despite Mega Popularity, 'Rick And Morty's' Legacy Is Complicated](#)

The Federalist (9/20/22)

[Newsy: In the Loop](#)

[A profane, gory cartoon has this parents group criticizing Disney](#)

Deseret News (9/19/22)

[Emmys Highlights Hollywood's Dark Side](#)

Townhall.com (9/16/22)

[According to 'Stranger Things' Authority, Values Dispensable](#)

Newsmax (7/26/22)

[Disney+ adds 3 R-rated movies to platform](#)

News Nation (7/26/22)

[Disney Plus breaks promise to stay 'family friendly,' adds R-rated movies](#)

The Christian Post (7/26/22)

["They Lied to Us," Disney Under Fire For Endangering Children](#)

Inside the Magic (7/25/22)

[Gun Violence Isn't Just Congress' Job to Fix, It's Also Hollywood's](#)

The Washington Examiner (7/25/22)

[Disney Shows First R-Rated Movies on Disney+](#)

The Wall Street Journal (7/24/22)

[Senate Commerce Panel OKs Big Tech-Targeted Kids Protection Bills](#)

Next TV (7/24/22)

[Netflix is struggling, and that may be good for America](#)

The Hill (7/21/22)

[Emmys Show the Importance of Screening Those Screens](#)

Plugged In (7/19/22)

[Parents Group: Stranger Things Needs TV-MA Rating due to 'Shocking' Increase in Graphic Content](#)

Christian Headlines (7/14/22)

[Report: 'Stranger Things' Keeps TV-14 Rating Despite Rise in Profanity & Violence](#)

CNS News (7/12/22)

[Netflix hit 'Stranger Things' sees sharp rise in profanity, violence: media watchdog](#)

The Christian Post (7/11/22)

[Study: Steady Stranger Things adult content rise](#)

Advanced Television (7/8/22)

[PTC Warns Parents About Netflix Spin-Off 'Human Resources'](#)

Next TV (6/30/22)

[Hollywood Hypocrites](#)

Epoch Times (6/23/22)

[Netflix Shareholders: Use Your Influence to Force Netflix to Stop Sexualizing Children](#)

CNS News (5/31/22)

[Disney Adds Content Warning to 'Obi-Wan Kenobi' In Light of Uvalde Shooting](#)

Indie Wire (5/28/22)

[Disney+ Bans Alcohol Commercials and Political Messaging for New Ad-Supported Tier](#)

Indie Wire (5/17/22)

[Marvel Censors One Shot on Disney+](#)

Comic Book (5/15/22)

[An animated 'Married... With Children' revival is in the works](#)

Entertainment Weekly (5/13/22)

[Millie Bobby Brown and the sexualisation of Hollywood's teenager](#)

Her.ie (4/27/22)

[Parents Beware: Foul-Mouthed Cartoon Continues Netflix Run](#)

Movie Guide (4/22/22)

['More Deranged Than Before': Critics' New Dire Warning For Parents About HBO's 'Euphoria'](#)

Faithwire (4/22/22)

['Euphoria' star Maude Apatow dishes on show's viral TikTok memes, controversial subject matter](#)
USA Today (4/22/22)

[Media watchdog finds 'disturbing' uptick in male, full-frontal nudity: 'Reaching a tipping point'](#)
The Christian Post (4/21/22)

[Critics agree with Elon Musk's assessment that 'woke mind virus' is hurting streaming service](#)
Fox News (4/20/22)

[Safe and Sound](#)
The Stand (4/22/22)

[Why a Texas DA is Standing up to Netflix](#)
Newsweek (4/11/22)

[Hollywood's Biggest 'Slap' Is to Regular Americans](#)
CNS News (4/7/22)

[Has Disney Abandoned Hulu?](#)
The Streamable (4/5/22)

[How Did 'Euphoria' Become Entertainment?](#)
Verily (3/18/22)

[The Penile Code: What TV's Increase in Full-Frontal Male Nudity Really Means](#)
Vanity Fair (3/17/22)

[Disney+ International Keeps Adding More Hulu Content, Could U.S. be Next?](#)
Cord Cutters News (3/18/22)

[Disney+ Blasted By Parents Group, "What Comes Next? Live Stripteases in Fantasyland?"](#)
Inside the Magic Disney and Theme Park (3/11/22)

[Disney+ Blasted By Parents Television Council Over Adding Mature Content](#)
What's On Disney Plus (3/11/22)

[Parents TV Council Slams Disney Plus for Adding 'Daredevil' and More: 'Destroys Your Brand'](#)
Variety (3/10/22)

[PTC Chides Disney+ for Allowing TV-MA-Rated Shows: 'Destroys Your Brand'](#)
The Wrap (3/10/22)

[Disney Plus Will Soon Feature Marvel Series With Explicit Content. Parents Beware](#)
The Federalist (3/7/22)

[Netflix fights child porn charges in Texas stemming from 'Cuties' backlash, accuses DA of 'abusing his office'](#)
Fox Business Online (3/4/22)

[High School Forever](#)
Vanity Fair Online (2/25/22)

[Robert Plymale: FCC nominee is the right choice for WV](#)
The Herald Dispatch (2/26/22)

[If Your Kids Are Secretly Watching HBO's 'Euphoria,' You Should Worry](#)
The Federalist (2/25/22)

[Adidas Sports Bra Ad: Objectivization or Empowerment?](#)
National Catholic Register (2/14/22)

[Sohn to Senate: I Will Be Fair, Unbiased, Impartial FCC Commissioner](#)

TV Technology (2/9/22)

[Why Jessica Szohr Won't Let Her Kids Watch Gossip Girl](#)

E! Entertainment Television Online (1/27/22)

[Does 'Euphoria' cause 'potential negative consequences' for teens? Experts say it depends: 'genetics, temperament, life experiences.'](#)

Yahoo! Lifestyle (1/27/22)

[D.A.R.E. speaks out against HBO's 'Euphoria'](#)

Deseret News (1/26/22)

[Hollywood exacerbated the pandemic's impact on Children](#)

Washington Examiner (1/8/22)

[Family-friendly filmmakers eye 2022 as the year of Hollywood alternatives](#)

The Washington Times (1/3/22)



The district attorney, Lucas Babin, has brought charges against Netflix for violating a Texas state law that prohibits the production or promotion of sexual performances by children under the age of 18—specifically for the streaming service's distribution of the 2020 movie *Cuties*.

Why A Texas DA is Standing Up To Netflix Opinion

TIM WINTER, PRESIDENT, PARENTS TELEVISION AND MEDIA COUNCIL

A David-versus-Goliath situation is unfolding right now in Texas, as the Tyler County attorney confronts Silicon Valley streaming giant [Netflix](#).



Disney Shows First R-Rated Movies on Disney



The addition of those shows, plus Friday's addition of R-rated movies, prompted outrage from watchdog groups and some parents on social media, who said that R-rated movies don't belong in a family-friendly platform like Disney+.



Opinion

Gun violence isn't just Congress's problem to fix. It's also

By Tim Winte



Every time gun violence erupts in a mass shooting, the shock and horror of such an act are felt throughout our country. But the responsibility to solve gun violence is not solely the responsibility of our elected leaders. It's also the responsibility of Hollywood.



What TV shows are on the 'naughty list' in 2022?



"There's an overwhelming darkness that fills programming targeting to teens," she said.

As a media observer and a parent, Henson worries that the abundance of dark content — and the void of content containing hopeful messages — isn't healthy for an age group that is often "unable to project themselves into the future."

"So much of the programming that is targeted to those kids is feeding that sense of despair," Henson said. "When you feed into that mindset, it's encouraging kids to dwell in the now instead of projecting them into the future. Having programs with a hopeful message helps to free children from the burden of now."

We asked Melissa Henson, director of programs for the [Parents Television and Media Council](#), if there were any particular television shows that were of concern in 2022. She identified two particular areas of concern that could land a TV show on the naughty list.

More: <https://www.deseret.com/2022/12/23/23323660/tv-shows-that-should-worry-parents>

Statement of Financial Activity

AND CHANGES IN NET ASSETS For the Year Ended December 31, 2022

	<i>Without Donor Restriction</i>	<i>With Donor Restriction</i>	<i>Total</i>
Revenue and Support			
Contributions	\$ 1,355,703	\$70,000	\$1,425,703
In-kind contributions	6,225	-	6,225
Investment income	300	-	300
Other income	8,463	-	8,463
Net assets released			
from restrictions	70,000	(70,000)	-
Total Revenue and Support	1,440,691	-	1,440,691
Expenses			
Total Program Services	1,450,691	-	1,450,691
Support Services			
Management and general	96,079	-	96,079
Fundraising	236,937	-	236,937
Total Support Services	333,016	-	333,016
Total Expenses	1,783,707	-	1,783,707
Change in Net Assets	(343,016)	-	(343,016)
Net Assets, Beginning of Year	742,407	100,000	842,407
Net Assets, End of Year	\$ 399,391	\$100,000	\$499,391

PARENTS TELEVISION COUNCIL INC.
STATEMENT OF
FINANCIAL POSITION
December 31, 2022

Assets	
Cash and cash equivalents	\$ 679,110
Investments	1,039
Prepaid expenses	11,261
Property and Equipment - net	34,977
Right of use asset - lease	2,855
Deposits	10,136
Total Assets	\$ 739,378
Liabilities and Net Assets	
Liabilities	
Accounts payable	\$ 40,892
Accrued expenses	66,240
Operating lease - current	2,855
Deferred compensation liability	130,000
Total Liabilities	239,987
Net Assets	
Without donor restrictions	399,391
With donor restrictions	100,000
Total Net Assets	499,391
Total Liabilities and Net Assets	\$ 739,378

*Corporate Officers and
Board of Directors:*

Officers:

*Jon Yasuda
President*

*Bradley Tweten
Chief Financial Officer*

*Timothy Stabosz
Chair of the PTC Board*

*Bill Abbott
Corporate Secretary*

*Charles Humbard
Corporate Treasurer*

Board of Directors:

Timothy Stabosz

Linsly Donnelly

Bill Abbott

Sam Sorbo

Melissa Thornton

Charles Humbard