PARENTS TELEVISION COUNCIL, INC.
DBA PARENTS TELEVISION AND MEDIA COUNCIL
(A DELAWARE NONPROFIT CORPORATION)
FINANCIAL STATEMENTS
AND
INDEPENDENT AUDITOR'S REPORT
DECEMBER 31, 2022

PARENTS TELEVISION COUNCIL, INC.
DBA PARENTS TELEVISION AND MEDIA COUNCIL
(A DELAWARE NONPROFIT CORPORATION)

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Zuehls, Legaspi & Company
Certified Public Accountants
Westin Bonaventure
404 South Figueroa Street, Suite 520-B
Los Angeles, California 90071
Tel: 213-972-4033 Fax: 213-972-4034

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors of
Parents Television Council, Inc.
dba Parents Television and Media Council
Burbank, California

Opinion

We have audited the accompanying financial statements of Parents Television Council, Inc. dba Parents Television and Media Council, (the "Organization"), which comprise the statement of financial position as of December 31, 2022, and the related statements of activities and cash flows for the year then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Organization as of December 31, 2022, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Organization. and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

Zuehls, Legaspi & Co.

Los Angeles, California
August 31, 2023

PARENTS TELEVISION COUNCIL, INC.
DBA PARENTS TELEVISION AND MEDIA COUNCIL
STATEMENT OF FINANCIAL POSITION
DECEMBER 31, 2022

ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	$	679,110
Investments		1,039
Prepaid expenses and other assets		11,261
TOTAL CURRENT ASSETS		691,410
Property and equipment, net		34,977
Right of use asset - operating lease		2,855
Deposits		10,136
TOTAL ASSETS	$	739,378
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	$	40,892
Accrued expenses and other liabilities		66,240
Operating lease liability, current portion		2,855
TOTAL CURRENT LIABILITIES		109,987
Operating lease liability, net of current portion		-
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

The accompanying notes are an integral part of these financial statements.

PARENTS TELEVISION COUNCIL, INC.
DBA PARENTS TELEVISION AND MEDIA COUNCIL
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED DECEMBER 31, 2022

	Without Donor Restrictions	With Donor Restrictions	Total
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			
Program services	1,450,691	-	1,450,691
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

The accompanying notes are an integral part of these financial statements.

PARENTS TELEVISION COUNCIL, INC.
DBA PARENTS TELEVISION AND MEDIA COUNCIL
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 2022

CASH FLOWS FROM OPERATING ACTIVITIES		
Changes in net assets	$	(343,016)
Adjustments to reconcile changes in net assets to net cash provided by (used in) operating activities:		
Depreciation and amortization		1,067
In-kind contributions		(6,225)
Changes in operating assets and liabilities:		
(Increase) Decrease in:		
Prepaid expenses and other assets		5,969
Deposits		(7,436)
Right of use asset - operating lease		33,440
Increase (Decrease) in:		
Accounts payable		10,788
Accrued expenses and other liabilities		(30,854)
Operating lease liability		(33,440)
NET CASH USED IN OPERATING ACTIVITIES		(369,707)
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of property and equipment		(12,832)
Purchase of investments		(1)
NET CASH USED IN INVESTING ACTIVITIES		(12,833)
CHANGE IN CASH AND CASH EQUIVALENTS		(382,540)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR		1,061,650
CASH AND CASH EQUIVALENTS AT END OF YEAR	$	679,110

The accompanying notes are an integral part of these financial statements.

PARENTS TELEVISION COUNCIL, INC.
DBA PARENTS TELEVISION AND MEDIA COUNCIL
STATEMENT OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2022

	Program Services	Management and General	Fundraising	Total
Advertising	$ 1,500	$ -	$ -	$ 1,500
Bank and credit card fees	-	6,820	9,867	16,687
Computer expenses	73,153	430	192	73,775
Creative fees	71,944	-	19,549	91,493
Data processing and storage	4,055	-	6,202	10,257
Depreciation and amortization	1,025	32	10	1,067
Dues and subscriptions	335	799	385	1,519
Freight and delivery	144	-	27	171
Insurance	26,315	6,392	928	33,635
Internet	12,766	153	635	13,554
Mailing services	79,199	-	49,071	128,270
Occupancy	33,604	1,900	3,581	39,085
Office supplies and expenses	6,007	143	27	6,177
Other expenses	157	-	12,473	12,630
Postage	83,008	-	21,585	104,593
Printing	136,176	5	22,290	158,471
Professional services	188,743	30,788	14,683	234,214
Salaries and benefits	714,857	47,328	63,376	825,561
Satellite and cable	2,791	-	-	2,791
Staff development, education and training	-	338	-	338
Telephone	6,055	519	382	6,956
Travel and meals	8,857	432	11,674	20,963
TOTAL	$ 1,450,691	$ 96,079	$ 236,937	$ 1,783,707

The accompanying notes are an integral part of these financial statements.

NOTE 1. NATURE OF ORGANIZATION

Parents Television Council, Inc. dba Parents Television and Media Council (the "Organization") was incorporated in the State of Delaware on August 29, 2000 as a not-for-profit corporation. It was formed to do research and educate the public about the entertainment community and the need to improve television programming content. It makes its research available via publications and advertising campaigns and the internet. The Organization maintains one internet website for the dissemination of its research and publications: www.parentstv.org.

NOTE 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation

The Organization prepares its financial statements in accordance with generally accepted accounting principles promulgated in the United States of America (U.S. GAAP). The significant accounting and reporting policies used by the Organization are described subsequently to enhance the usefulness and understandability of the financial statements.

Use of Estimates

The preparation of financial statements requires management to make estimates and assumptions that affect the reported amounts of revenues and expenses during the reporting period and the reported amounts of assets and liabilities at the date of the financial statements. On an ongoing basis, the Organization's management evaluates the estimates and assumptions based upon historical experience and various other factors and circumstances. The Organization's management believes that the estimates and assumptions are reasonable in the circumstances; however, the actual results could differ from those estimates.

Net Assets

Net assets, revenues, gains and losses are classified based on the existence or absence of donor or grantor-imposed restrictions. Accordingly, net assets and changes therein are classified and reported as follows:

> Net Assets Without Donor Restrictions – Net assets available for use in general operations and not subject to donor (or certain grantor) restrictions. The governing board has designated, from net assets without donor restrictions, net assets for an operating reserve and board-designated endowment.
>
> Net Assets With Donor Restrictions – Net assets subject to donor- (or certain grantor-) imposed restrictions. Some donor-imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. Donor-imposed restrictions are released when a restriction expires, that is, when the stipulated time has elapsed, when the stipulated purpose for which the resource was restricted has been fulfilled, or both.

NOTE 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Cash and Cash Equivalents

Amount reported as cash and cash equivalents consists of demand deposits with maturities of 90 days or less.

Revenue and Revenue Recognition

In accordance with ASC 958-605-50, revenues from contributions are recognized pursuant to the terms specified by the donor. Contributions are recognized at the earlier of the date of receipt of funds or the date of a formal, unconditional pledge from known donors. Conditional promises to give, that is, those with a measurable performance or other barrier, and a right of return, are not recognized until conditions on which they depend have been substantially met.

Unconditional contributions are measured at fair value when received or promised and reported as contributions with donor restriction or without donor restriction depending on the existence and/or nature of any donor restrictions, including inherent time restrictions. When a time restriction ends or a purpose restriction is accomplished, temporarily restricted net assets with donor restriction are reclassified to net assets without donor restriction and reported in the statement of activities as net assets released from restrictions. Donor restricted contributions whose restrictions are met in the same reporting periods are reported as unrestricted support.

Property and Equipment

Property and equipment are carried at cost. Depreciation is computed using the straight-line method over estimated useful lives of three to ten years for equipment and furniture. Leasehold improvements are amortized on a straight-line basis over the shorter of the estimated useful life of the asset or the related lease term. The Organization capitalizes expenditures or betterments that materially increase asset lives and charges ordinary repairs and maintenance to operations as incurred. When assets are sold or otherwise disposed of, the costs and related accumulated depreciation are removed from the accounts, and any resulting gain or loss is included in operations.

Donations of property and equipment are recorded as contributions at their estimated fair value. Such donations are reported as unrestricted contributions unless the donor has restricted the donated asset to a specific purpose. Assets donated with explicit restrictions regarding their use and contributions of cash that must be used to acquire property and equipment are reported as restricted contributions. Absent donor stipulations regarding how long those donated assets must be maintained, the Organization reports expirations of donor restrictions when the donated or acquired assets are placed in service as instructed by the donor. The Organization reclassifies net assets with donor restriction to net assets without donor restriction at that time.

NOTE 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Functional Allocation of Expenses

The cost of providing the Organization's programs and other activities is summarized on a functional basis in the statement of activities and statement of functional expenses. Expenses that can be identified with a specific program or support service are charged directly to that program or support service. Costs common to multiple functions have been allocated among the various functions benefited. The expenses that are allocated include occupancy, depreciation, insurance and interest, which are allocated on a square footage basis, as well as salaries and wages, benefits, payroll taxes, which are allocated on the basis of estimates of time and effort.

The functional classifications are defined as follows:

- Program service expenses consist of costs incurred in connection with providing services and conducting programs.
- Management and general expenses include those costs that are not directly identifiable with any specific program, but which provide for the overall support and direction of the Organization.
- Fundraising expenses consist of costs incurred to solicit funds and other fundraising activities for the Organization.

Income Taxes

The Organization is a publicly supported organization under Section 501(c)(3) of the Internal Revenue Code and the related state statute. The Organization's revenue is derived primarily from contributions, investment income and other fundraising activities and is not subject to federal or state income taxes. The Organization does not pay any material excise taxes nor does it earn any unrelated business income. Therefore, no provision for taxes has been made.

Management has considered its tax positions and believes that all of the positions taken by the Organization in its federal and state exempt organization tax returns are more likely than not to be sustained upon examination. Under the general three-year statute of limitations, the Organization's returns for years ended December 31, 2019, 2020 and 2021 are subject to examination by federal and state taxing authorities for three years after they are filed.

NOTE 3. CONCENTRATION OF BUSINESS AND CREDIT RISK

The Organization maintains demand deposits and money market funds at financial institutions. At times, certain balances held within these accounts may not be fully guaranteed or insured by the U.S. Government. The uninsured portions of cash and money market accounts are backed solely by the assets of the underlying institution. Therefore, the failure of an underlying institution could result in financial loss to the Organization. However, the Organization has not experienced losses on these accounts in the past, and management believes the risk of loss, if any, to be minimal. At December 31, 2022, the Organization's uninsured cash balance was $428,438.

The Organization invests in equity securities and corporate bonds that are subject to market value fluctuations, which affect the investment portfolio.

NOTE 4. INVESTMENTS

Marketable Securities

The Organization accounts for marketable securities under ASC 825-10-50. In accordance with ASC 825-10-50, investments in equity securities with readily determinable fair values and all investments in debt securities are reported at fair value with realized and unrealized gains and losses included in the statement of activities.

A summary of marketable securities is as follows:

As of December 31, 2022	Fair Value	Original Cost
Money market funds	$ 1,039	$ 1,039

Fair Value Measurements

The Organization reports its fair value measures using a three-level hierarchy that prioritizes the inputs used to measure fair value. This hierarchy, established by GAAP, requires that entities maximize the use of observable inputs and minimize the use of unobservable inputs when measuring fair value.

Fair value is the price that would be received to sell an asset in an orderly transaction in the principal, or most advantageous, market at the measurement date under current market conditions regardless of whether that price is directly observable or estimated using another valuation technique. Inputs used to determine fair value refer broadly to the assumptions that market participants would use in pricing the asset, including assumptions about risk. Inputs may be observable or unobservable. Observable inputs are inputs that reflect the assumptions market participants would use in pricing the asset based on market data obtained from sources independent of the reporting entity. Unobservable inputs are inputs that reflect the reporting entity's own assumptions about the assumptions market participants would use in pricing the asset based on the best information available. A three-tier hierarchy categorizes the inputs as follows:

Level 1 Quoted prices (unadjusted) in active markets for identical assets that can be accessed at the measurement date.

Level 2 Inputs other than quoted prices included within Level 1 that are observable for the asset, either directly or indirectly. These include the quoted prices for similar assets in active markets, quoted prices for identical or similar assets in markets that are not active, inputs other than quoted prices that are observable for the asset, and market corroborated inputs.

Level 3 Unobservable inputs for the asset, such as pricing models, discounted cash flows, or similar techniques using the best information available in the circumstances.

NOTE 4. INVESTMENTS (Continued)

The Organization's financial instruments measured at fair value on a recurring basis are summarized below:

Financial Instrument	Fair Value Hierarchy	Fair Value at December 31, 2022
Money market funds	Level 1	$ 1,039

NOTE 5. PROPERTY AND EQUIPMENT, NET

Property and equipment at December 31, 2022, are as follows:

Computer equipment and software	$ 520,369
Office equipment	1,140
Furniture and fixtures	7,922
	529,431
Less: accumulated depreciation	(494,454)
Property and equipment, net	$ 34,977

Depreciation and amortization expense for the year ended December 31, 2022 was $1,067.

NOTE 6. RIGHT OF USE ASSET – OPERATING LEASE

The Organization recognizes and measures its lease in accordance with FASB ASC 842, *Leases*. The Organization adopted the new standard on leases that establishes a right-of-use model (ROU) and requires a lessee to recognize a ROU asset and lease liability on the statement of financial position for all leases with a term longer than 12 months. The Organization is a lessee in one operating lease – its office space. The Organization determines if an arrangement is a lease, or contains a lease, at inception of a contract and when the term of an existing contract are changed. The Organization recognizes a lease liability and a ROU asset at the commencement date of the lease. The lease liability is initially and subsequently recognized based on the present value of its future lease payments. The discount rate is the implicit rate if it is readily determinable or otherwise the Organization uses its incremental borrowing rate based on information available at the commencement date for the lease. The Organization's incremental borrowing rate for a lease is the rate of interest it would have to pay on a collateralized basis to borrow an amount equal to the lease payments under similar terms and in a similar economic environment. The interest rate applied is 4% annually.

The ROU asset is subsequently measured throughout the lease term at the amount of the re-measured lease liability. (i.e. present value of the remaining lease payments), plus unamortized initial direct costs, if any, plus (minus) any prepaid (accrued) lease payments, less the unamortized balance of lease incentives received, and any impairment recognized. Lease cost for lease payments is recognized on a straight-line basis over the lease term.

NOTE 6. RIGHT OF USE ASSET – OPERATING LEASE (Continued)

The Organization has elected, for all underlying classes of assets, to not recognize ROU assets and lease liabilities for short-term leases that have a lease term of 12 months or less at lease commencement, and do not include an option to purchase the underlying asset that the Organization is reasonably certain to exercise. Lease cost associated with short-term leases are recognized on a straight-line basis over the lease term.

		Operating Lease
Undiscounted cash flows due within:		
2023	$	2,864
Total undiscounted cash flows		2,864
Impact of present value discount		(9)
Amount reported on balance sheet	$	2,855

NOTE 7. NET ASSETS WITH DONOR RESTRICTIONS

The net assets of the Organization are classified as “with donor restrictions” and “without donor restrictions”. Donor restricted assets at December 31, 2022 amounted to $100,000 with specific use for the Organization’s Internal Revenue Code Section 457(F) deferred compensation plan.

NOTE 8. NET ASSETS RELEASED FROM RESTRICTIONS

Net assets were released from net assets with donor restrictions by incurring the expenses satisfying the restricted purposes or by occurrences of events specified by donors.

Satisfaction of donor specified purpose restrictions:		
Research and Public Education	$	30,000
Content Ratings Reform and distribution		40,000
	$	70,000

NOTE 9. IN-KIND CONTRIBUTIONS

The Organization receives in-kind contributions primarily related to donated computer software which is recorded at estimated fair value. In addition, donated services are recognized as contributions and expensed in accordance with GAAP. In order to meet the criteria for recognition in the financial statements, contributions of in-kind services must (a) create or enhance non-financial assets or (b) require specialized skills, be performed by people with those skills, and would otherwise be purchased by the Organization.

In-kind contributions for the ended December 31, 2022 amounted to $6,225.

NOTE 10. COSTS OF ACTIVITIES THAT INCLUDE FUNDRAISING

The Organization follows ASC 958-720-50-2. The Organization incurred joint costs of $426,034 during 2022 for informational materials and activities that include development appeals. Allocations were in accordance with guidelines established by ASC 958-720-50-2.

Allocable costs were charged to the Organization's research and related publications and to fundraising. Such charges are allocated as follows:

Program services	$	353,743
Support services		-
Fundraising		72,291
	$	426,034

NOTE 11. ADVERTISING

Advertising costs are expensed as incurred and included in the statement of functional expenses. Advertising costs for the year ended December 31, 2022 amounted to $1,500.

NOTE 12. RETIREMENT PLANS

Deferred compensation: The Organization maintains a deferred compensation agreement with a key employee under Section 457(f) of the Internal Revenue Code. The Organization has designated certain investments as held to fund its obligation under the agreement (see Note 4). The Organization did not contribute to the plan for the year ended December 31, 2022. There were no contributions nor withdrawals from the deferred compensation plan during the year ended December 31, 2022.

Defined contribution: The Organization maintains a Section 403(b) retirement and salary reduction plan for the benefit of its employees. In accordance with the plan agreement, the Organization makes contributions to the plan, which is determined based on a percentage of the participating employee's salary and the amount of an employee's elective contributions. For the year ended December 31, 2022 contributions to the plan amounted to $13,582.

NOTE 13. LIQUIDITY AND AVAILABILITY

Financial assets available for general expenditure, that is, without donor or other restrictions limiting their use, within one year of the balance sheet date, comprise the following:

		Amount
Cash and cash equivalents	$	679,110
Investments		1,039
Less: restricted cash		(100,000)
Total	$	580,149

As part of the Organization's liquidity management plan, cash is retained in excess of daily requirements in short-term instruments such as, CDs, and money market funds. Occasionally, the Board may designate a portion of any operating surplus (if any) to its investments. As of December 31, 2022, the financial assets available for general expenditures totaled $580,149.

NOTE 14. RELATED PARTY TRANSACTIONS

The Organization's bylaws incorporate a conflict-of-interest policy. The purpose of this article is to protect the Organization's interest when it is contemplating a transaction or arrangement that might benefit the private interest of a member of its Board of Directors or Officers. A person who has a financial interest may have a conflict of interest only if the Board of Trustees or appropriate committee decides that a conflict of interest exists. All members of the board and officers complete a conflict-of-interest document when joining the Organization, annually, when changes occur, or a combination of these.

There were no related party transactions for the year ended December 31, 2022.

NOTE 15. COVID-19 EFFECT

In March, 2020, the state of California went into lockdown due to the COVID-19 pandemic. The Organization experienced limitations in employee resources resulting from travel restrictions and lockdowns. As a result, the Organization's operations and financial results have been slightly impacted. The Organization is continuously monitoring the impact on the results of operations and financial performance of the pandemic, which are uncertain at this time and cannot be reasonably estimated.

The Organization's financial standing remained intact since all grant agreements were approved and funded for the year ended December 31, 2022. Due to the flexible nature of its operation, remote operations continued.

NOTE 16. SUBSEQUENT EVENTS

In accordance with ASC Topic 855, subsequent events were evaluated through August 31, 2023, the date of these financial statements. There were no material subsequent events that required recognition or additional disclosure in these financial statements.

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