



PARENTS TELEVISION COUNCIL • RESEARCH REPORT • APRIL 2008

THE RAP ON RAP

A Content Analysis of
BET and MTV's Daytime Music Video Programming

**BECAUSE OUR
CHILDREN ARE
WATCHING**

TABLE OF CONTENTS

Executive Summary	4
Major Findings	5
Overall Content	5
Content By Category	6
Marketing Analyses.....	7
Research Report.....	8
Sampling	8
Methodology.....	8
Content Analyses	9
Content By Category.....	9
Marketing Analyses.....	15
Conclusion.....	20

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This study was conducted by the Parents Television Council at the request of Reverend Delman Coates, Organizer of the “Enough Is Enough Campaign for Corporate Responsibility in Entertainment.” We wish to thank Reverend Coates and his organization for recommending this study, for providing guidance on the approach taken in this study, and for providing analytical assistance with terminologies that contributed meaningful insight into the colloquialisms contained in the programming under evaluation.

The Enough Is Enough Campaign was organized to challenge the corporate sponsorship of lyrical and visual content that sexually objectifies women, promotes drug use, glorifies violence and criminal activity, and negatively stereotypes Black and Latino men as gangsters, pimps, and thugs. More information about the Enough Is Enough Campaign can be obtained at:

www.enoughisenoughcampaign.com

THE RAP ON RAP

A Content Analysis of BET and MTV's Daytime Music Video Programming

April 2008

EXECUTIVE SUMMARY

This report by the Parents Television Council (PTC) details an analysis of television content aired on daytime music video programming. The goal of this research was to assess the quality and degree of adult-themed music video content marketed to and viewed by children.

Specifically, this report provides a detailed analysis of adult content that aired on BET's *Rap City* and *106 & Park* and on MTV's *Sucker Free on MTV*. These shows were chosen due to their daily new and recent video releases as well as the fact that they all aired during afternoon or early evening hours. The PTC recorded every new episode of each program during a two-week period in December, 2007 (December 10-21), resulting in a sample of 25 episodes constituting a total of 27.5 hours of programming. Because the figures from this study period were strikingly high, the PTC conducted an additional week of analysis on the same three programs in March 2008 for purposes of validation. The data revealed even higher levels of adult content in March 2008 than in December 2007.

During these 27.5 hours in December and 14 hours in March, analysts noted every instance of explicit language, sex, violence, drugs (sales and/or use), and other illegal activity. Accompanying age-based ratings (e.g. TV-PG, TV-14) and content descriptors (S, D, L, V) were also examined for their utility in alerting parents to the presence of inappropriate content.

In addition, this report details an analysis of the marketing of adult content to children on the aforementioned programs, noting the artists, songs, and albums promoted during the program, as well as record companies and other sponsors appearing in commercials. The PTC also analyzed Nielsen Media Research audience data for these programs to gain insight into the number of children who have become consumers of these media products.

This study captures only a sample of the music video content on BET and MTV. Both networks air the same videos that appear in this study during other weekday timeslots, and during the weekend. For example, BET airs *106 & Park* twice each weekday from 11:00 a.m. to 12:30 p.m., and 6:00 p.m. to 7:30 p.m., and on Saturdays from 11:00 a.m. to 12:30 p.m. *Rap City* also airs each Saturday from 5:00 p.m. to 6:00 p.m. This study analyzes only the 6:00 p.m. weekday airing of *106 & Park*, and the 5:00 p.m. weekday airing of *Rap City*. Therefore, the incidence of adult-themed content marketed to youth is actually higher on these networks, and their affiliated channels.

MAJOR FINDINGS

OVERALL (explicit content across all categories: sex, language and violence)

- There were 1342 instances of offensive/adult content in the 14 hours of programming analyzed during March, for an average of 95.8 instances per hour, 1.6 instances per minute, or one instance of adult content every 38 seconds.
- There were 1647 instances of offensive/adult content in the 27.5 hours of programming analyzed during the December study period, for an average of 59.9 instances per hour, or nearly one instance every minute.
- Relative to the December study period, sex constituted the majority of adult content in the analyzed videos (45%), followed by explicit language (29%), violence (13%), drugs use/sales (9%), and other illegal activity (3%). Although March data revealed higher quantities of content, the percentages reflected similar findings (42%, 37%, 10%, 9% and 2% respectively).
- Out of the three shows examined in December, *Rap City* featured the highest levels of sex (31.6 instances per hour), explicit language (25.3 instances per hour), and violence (11.7 instances per hour); but MTV's *Sucker Free on MTV* contained the highest levels of drug use/sales (10 instances per hour) and other illegal activity (2.4 instances per hour). Similar results were found in March.
- To put this data in perspective, in the PTC's most recent analysis of prime time broadcast TV Family Hour programming, the data revealed an average 12.5 instances of violent, profane and sexual content per hour. This is equivalent to one instance every 4.8 minutes. Family Hour programming on broadcast TV contained an average of 4.5 instances of foul language, 3.8 instances of sexual content, and 4.2 instances of violent content per hour.
- MTV can be credited with being slightly more responsible in assigning appropriate age-based ratings to its music video programs. All episodes of *Sucker Free on MTV* included in this analysis were rated TV-14. By contrast, almost every episode of *106 & Park* and *Rap City* on BET carried only a TV-PG rating. Only one BET program was rated TV-14 and only one program on either network carried content descriptors. Therefore, these programs, as currently rated, would not work in conjunction with the V-Chip to block them from coming into the home or to warn parents about the presence of sexual content, suggestive dialogue, violence, or explicit language.

CONTENT BY CATEGORY

SEX

- There were a total of 746 sexually explicit scenes or lyrical references in the 27.5 hours of analyzed programming from the December study period for an average of 27 instances per hour, or one instance every 2.2 minutes.
- Sexual content was even more common in the March study period, with an average 40 instances per hour, or one instance every 90 seconds.
- 56% of the sexual content in the combined December and March videos fit into the broad category of "innuendo," which are slang references for sex and sex acts.
- Vulgar slang references to sexual anatomy (e.g. the term "gushy" used to refer to a woman's lubricated vagina) increased from a mere 3 instances in December to 103 references in the one week March study period. Other categories of sexual content, such as direct/non-slang references to sex and depictions of strippers also increased dramatically.

EXPLICIT LANGUAGE

- There were 475 uses of explicit language and obscene gestures within the 27.5 hours of programming examined in December, for an average of 17 instances per hour, or one instance every 3.5 minutes.
- 91% of the expletives that aired during the December study period were muted or obscured, 9% were not. Non-muted/obscured expletives included the words "damn," "bitch" "pissed," as well as euphemisms for "fuck" and obscene gestures. Muted expletives included "dick," "fuck," "motherfucker," "nigger," "pussy," "shit," "ass," "bitch," "goddamn," and "whore/ho."
- Explicit language increased substantially during the one week March study period, averaging 35 instances per hour, or one instance every 1.7 minutes.
- While 83% of the expletives used during the March study period were muted, 17% were not. Non-muted expletives included the words "damn," "hell," "ass," and "pissed," as well as euphemisms for "fuck." Muted expletives included "dick," "fuck," "motherfucker," "nigger," "pussy," "shit," "ass," "bitch," "goddamn," and "whore/ho."
- The most commonly used expletive during both the December and March study period was (muted) "nigger," which artists verbalized 148 times within a two week period in December and 136 times within the one week study period in March. (Muted) "fuck," (muted) "bitch," and (muted) "shit" followed with 78, 57 and 41 verbalizations respectively for December, and 68, 60 and 52 respectively for March.
- There were select instances when explicit language that aired in muted form during December 2007, aired in non-muted form in March 2008. The full meaning of these findings is unclear although this could indicate possible changes in network guidelines for labeling content "appropriate" versus "inappropriate."

VIOLENCE

- There were 221 violent depictions including deaths depicted or implied, explosions, implied violence, punching/hitting, rioting, threats and weapons in the December study period, for an average of 8 instances per hour, or one instance roughly every 7.5 minutes.
- There were 134 violent depictions in the March study period, for an average of 9.6 instances per hour, or one instance roughly every 6.3 minutes.
- 55% of the violent content in the videos analyzed included the use or depiction of weapons, the second largest category of violence was deaths depicted or implied (16%), followed by threats of violence (11%).

DRUGS AND OTHER ILLEGAL ACTIVITY

- There were 205 depictions or discussions of drug sales or use and other illegal activity during the study period, for an average of 7.5 instances per hour, or roughly one instance every eight minutes.
- The depiction of illegal narcotic use or sale dominated this category – 75% of references to or depictions of illegal activity in the analyzed videos were drug-related.

MARKETING ANALYSIS

TV RATINGS

- During the two week December 2007 study period, children under 18 made up approximately 40% of the viewing audience for *106 & Park*, 41% of the audience for *Rap City* and 39% of the audience for *Sucker Free on MTV*. Because all of these programs re-air throughout the day, study results underestimate the percentage of unique children who are exposed or have been exposed to these programs in total.

ADVERTISERS (Advertisers were only examined during the December study period)

- The top advertiser across all 3 shows was Proctor & Gamble. Proctor & Gamble aired 78 ads within 27.5 hours of programming.
- 41% of all commercials for the 3 shows were accounted for by 10 companies. They include: Proctor & Gamble, 20th Century Fox, McDonalds Corporation, Universal Studios, YUM! Brands, General Motors Corporation, Vonage, Sony Computer Entertainment, Walt Disney Company, and AT&T Corporation.
- 61% of the ads aired by the top 10 advertisers were aired on BET's show *106 & Park*.
- Ads for albums were examined separately from other advertisers. Study results show that 86% of all album promotions were sponsored by 2 labels: Universal Music (55%) and Warner Music (31%).

THE RAP ON RAP

A Content Analysis of BET and MTV's Daytime Music Video Programming

April 2008

RESEARCH REPORT

This report by the PTC details an analysis of television content aired on daytime music video programming. The goal of this project was to assess the quality and degree of adult-themed music video content marketed to and viewed by children.

SAMPLING

During a two-week period from December 10, 2007 to December 21, 2007, the Parents Television Council recorded every new episode of *Rap City* (BET), *106 & Park* (BET) and *Sucker Free on MTV* (MTV), resulting in a sample of 25 episodes containing a total of 27.5 hours of programming. These shows were chosen due to their daily new and recent video releases. For purposes of validation, the same three shows were then recorded and analyzed for a one week period from March 7, 2008 to March 13, 2008 for a total of 14 hours of programming.

METHODOLOGY

Each episode was viewed by a trained analyst who conducted a detailed analysis of both visual and verbal content. Programs were analyzed in their entirety. This included the presentation of music videos, as well as all other program content such as host-guest interviews.

Every instance of offensive language, drug sales or use, violence, illegal activity and sexual content was logged. For all categories of offensive content the analysis was determined by what aired in the video. This is significant given many instances in which a song's lyrics are changed from what is heard on the album to what is heard on the music video. In the event of a muted profanity or reference, the word was verified either by reviewing lyrics from a third-party webpage or listening to an uncensored version of a song.

Language was coded for specific words uttered within programming and certain related euphemisms – such as the word “screw” when used as a euphemism for “fuck.” Also coded were cases of bleeped and otherwise obscured language. This included words that were partially obscured but identifiable, as well as obscene gestures. All incidents of verbal and visual sexual material were coded, including anatomical references in a sexual context, strippers, suggestive dancing, and sexual innuendo. Violent content included person-on-person violence, violent threats, implications of death, self-inflicted violence, all references to weapons and general mayhem.

Although the three shows were selected for their similarity in content, there are variations in program format. *Rap City* airs music videos in their entirety, and also features interview segments with guest artists, who are often promoting albums. Freestyle

performances by guests may also be shown during an episode. The show airs Monday through Friday at 5:00 p.m. Eastern Time and each episode lasts one hour. *106 & Park* is a video countdown show with a live audience. Videos in the countdown are usually not shown in their entirety. The show airs Monday through Friday at 6:00 p.m. Eastern Time and each episode lasts 1.5 hours. *Sucker Free on MTV* is presented in an interview-centered format, with the guests generally promoting an album. Very short segments of music videos are shown. The program lasts one half hour and airs Tuesday through Thursday at 8:00 a.m. Eastern Time. Several episodes did not air as scheduled during our December study period. One recording of *Sucker Free* from our sample failed due to technical difficulties, reducing the hours examined in December from 28 to 27.5 hours.

RESULTS

OVERALL (Explicit content across all categories including sex, language and violence)

During the 14 hours of March programming, there were a total of 1342 instances of explicit adult content aired within the timeframe of 1 week. This included language (n= 495), sex (n = 560), violence (n = 134), drugs (n = 120) and other illegal activity (n = 33) (see Table #1 below). Not a single episode of any of the three programs was free of such content. These numbers are equivalent to an average of 95.8 instances per hour, 1.6 instances per minute, or one instance of adult content every 38 seconds.

As seen in tables #2 thru #5, comparisons between the three shows identify *Rap City* as featuring the highest levels of explicit adult content across all categories: sex, explicit language, violence, drugs and other illegal activity.

There were 1647 instances of offensive/adult content in the 27.5 hours of programming analyzed during the December study period, for an average of 59.9 instances per hour, or nearly one instance every minute. Sex constituted the majority of adult content in the analyzed videos (45%), followed by explicit language (29%), violence (13%), drugs use/sales (9%), and other illegal activity (3%). Although March data revealed higher quantities of content, the percentages reflected similar findings.

Out of the three shows examined in December, *Rap City* featured the highest levels of sex (31.6 instances per hour), explicit language (25.3 instances per hour), and violence (11.7 instances per hour); but MTV's *Sucker Free on MTV* contained the highest levels of drug use/sales (10 instances per hour) and other illegal activity (2.4 instances per hour). Similar results were found in March.

To put this data in perspective, in the PTC's most recent analysis of prime time broadcast TV Family Hour programming, the data revealed an average 12.5 instances of violent, profane and sexual content per hour. This is equivalent to one instance every 4.8 minutes. Family Hour programming on broadcast TV contained an average of 4.5 instances of foul language, 3.8 instances of sexual content, and 4.2 instances of violent content per hour.

Table #1: Explicit/Adult Content Across Content Areas

	Language	Sex	Violence	Drugs	Illegal Activity	TOTAL CONTENT
December 2007	475	746	221	154	51	1647
March 2008	495	560	134	120	33	1342

CONTENT BY CATEGORY

Sex

As table #2 shows, there was a total of 746 sexually explicit scenes or lyrical references in the 27.5 hours of analyzed programming from the December study period for an average of 27 instances per hour, or one instance every 2.2 minutes. There were a total of 560 sexually explicit scenes or lyrical references in the 14 hours of analyzed programming from the March study period, for an average of 40 instances per hour, or one instance every 90 seconds.

Eight forms of sexual content were identified in the program for both study periods: anatomical references (the use of slang words to identify body parts associated with sexual functions); clothing (sexually provocative outerwear); condoms; pornography; sexual innuendo (slang references used to communicate sex or sex acts); sexual references (non-slang/direct utterances of the word "sex"); strippers; and suggestive dancing.

The highest percentage of sexual content in the combined December and March videos fit into the broad category of non-specific "innuendo" (56%). However, *Rap City* aired more sexually explicit content overall in contrast to *106 & Park*. *106 & Park* aired more provocative clothing, sexual innuendo, and depiction of strippers. In addition, the data revealed increases in vulgar slang references to sexual anatomy (e.g. the term "gushy" used to refer to a woman's lubricated vagina) from a mere 3 instances in December to 103 references in the one week March study period. Other categories of sexual content, such as direct/non-slang references to sex and depictions of strippers also increased dramatically. It is also important to note that, relative to pornography, no actual pornographic scenes were aired.

Table #2: Sexual Content By Show for March 2008 and December 2007

	Rap City (BET) March 2008	106 & Park (BET) March 2008	Sucker Free (MTV) March 2008	TOTAL March 2008
SEX				
Anatomical Reference	99	3	1	103
Clothing	26	43	13	82
Condoms	2	2	1	5
Pornography	2	--	--	2
Sexual Innuendo	107	137	39	283
Sexual Reference	8	--	--	8
Strippers	4	21	4	29
Suggestive Dancing	19	19	10	48
TOTAL	267	225	68	560

Table #2 (cont'd): Sexual Content By Show for March 2008 and December 2007

	Rap City (BET) Dec. 2007	106 & Park (BET) Dec. 2007	Sucker Free (MTV) Dec. 2007	TOTAL Dec. 2007
SEX				
Anatomical Reference	3	4	1	8
Clothing	64	82	20	166
Condoms	18	--	--	18
Pornography	1	2	--	3
Sexual Innuendo	171	234	43	448
Sexual Reference	3	1	--	4
Strippers	2	7	2	11
Suggestive Dancing	54	27	7	88
TOTAL	316	357	73	746

Language

Table #3 reveals 495 uses of explicit language and obscene gestures in the March study period, for an average of 35 instances per hour, or one instance every 1.7 minutes. While language aired in both muted and non-muted form, obscene gestures were obscured. All of the obscene gestures noted by the analysts were individuals/artists presenting extended middle fingers as a symbol of the word "fuck" or concept "fuck you." There were 475 uses of explicit language and obscene gestures within the 27.5 hours of programming examined in December, for an average of 17 instances per hour, or one instance every 3.5 minutes. While 91% of the expletives used during the December study period were muted or obscured, 9% were not. Non-muted/obscured expletives included the words "damn," "bitch" "pissed," as well as euphemisms for "fuck" and obscene gestures. Muted expletives included "dick," "fuck," "motherfucker," "nigger," "pussy," "shit," "ass," "bitch," "goddamn," and "whore/ho."

Eighty three percent of the expletives used in the March study period were muted, 17% were not. Non-muted expletives included the words "damn," "hell," "ass," and "pissed," as well as euphemisms for "fuck." Muted expletives included "dick," "fuck," "motherfucker," "nigger," "pussy," "shit," "ass," "bitch," "goddamn," and "whore/ho."

The most commonly used expletive during the December and March study period was (muted) "nigger" (n = 148 and 136 respectively). Aside from the use of the word "nigger," the words "fuck," "bitch," and "shit" appear to be the next most frequently used words within the observed programming. The words "ho" and "whore" were also used but later combined into one category. Analysts noted that "ho" was used significantly more frequently than the word "whore." However, both words were always presented in muted form.

Interestingly, there were instances when explicit language that aired in muted form during December 2007, did not air in muted form in March 2008. The full meaning of these findings is unclear although this could indicate possible changes in network guidelines for labeling content "appropriate" versus "inappropriate."

Table #3: Explicit/Adult Language By Show For March 2008 and December 2007

	Rap City (BET) March 2008	106 & Park (BET) March 2008	Sucker Free (MTV) March 2008	TOTAL March 2008
MUTED EXPLETIVES				
Ass	19	9	2	30
Bitch	32	22	6	60
Dick	13	4	--	17
Fuck	46	19	3	68
God audible damn	3	--	--	3
Goddamn	6	7	2	15
Ho	6	3	2	11
Motherfucker	4	--	2	6
Nigger	95	34	7	136
Pussy	6	1	1	8
Shit	30	15	7	52
Whore	1	3	--	4
NON-MUTED EXPLETIVES				
Ass	--	6	1	7
Damn	4	12	2	18
Fuck Euphemism	10	5	3	18
Hell	19	15	1	35
Obscene gesture Obscured	4	1	--	5
Pissed	2	--	--	2
TOTAL	300	156	39	495

Table #3 Cont'd: Explicit/Adult Language By Show For March 2008 and December 2007

	Rap City (BET) Dec. 2007	106 & Park (BET) Dec. 2007	Sucker Free (MTV) Dec. 2007	TOTAL Dec. 2007
MUTED EXPLETIVES				
Ass	18	7	2	27
Bitch	18	57	3	78
Damn	4	1	--	5
Dick	10	2	1	13
Fuck	7	33	1	41
God audible damn	5	--	1	6
Goddamn	12	3	--	15
Ho	12	1	1	14
Motherfucker	9	2	2	13
Nigger	90	43	15	148
Pussy	3	1	--	4
Shit	23	32	2	57
Whore	4	--	2	6
NON-MUTED EXPLETIVES				
Bitch	5	--	--	5
Damn	21	--	2	23
Fuck Euphemism	--	2	--	2
Obscene gesture	2	--	1	3
Obscene gesture Obscured	4	3	--	7
Pissed	6	--	2	8
TOTAL	253	187	35	475

Violence

As seen in Table #4, categories of violence included: death implied, explosions, implied violence, punching, rioting, threats, and weapons. Collectively, there were a total of 221 violent depictions in the December study period for an average of 8 instances per hour, or one instance roughly every 7.5 minutes. March data revealed a total of 134 violent depictions for an average of 9.6 instances per hour, or one instance roughly every 6.3 minutes. The study also showed that 55% of the violent content in the videos analyzed included the reference or depiction of weapons.

Table #4: Violent Content By Show For March 2008 and December 2007

	Rap City (BET) March 2008	106 & Park (BET) March 2008	Sucker Free (MTV) March 2008	TOTAL March 2008
VIOLENCE				
Death Implied	5	2	--	7
Explosion	3	--	--	3
Implied Violence	24	9	1	34
Punch	6	--	--	6
Riot	--	1	--	1
Threat	12	2	--	14
Weapons	52	12	5	69
TOTAL	102	26	6	134
	Rap City (BET) Dec. 2007	106 & Park (BET) Dec. 2007	Sucker Free (MTV) Dec. 2007	TOTAL Dec. 2007
VIOLENCE				
Blood	--	2	--	2
Death Implied	20	15	1	36
Explosion	4	1	--	5
Implied Violence	12	7	1	20
Punch	9	--	--	9
Shove	3	--	--	3
Threat	8	12	4	24
Weapons	61	54	7	122
TOTAL	117	91	13	221

Drugs and Other Illegal Activity

A significant percentage of the illegal activity referenced or depicted within the programming focused on the sale or use of drugs (75% in December and 78% in March) for a total of 154 and 120 instances respectively. This is equivalent to an average of 8.6 instances per hour, or roughly one instance every seven minutes during March and an average of 5.6 instances per hour, or roughly one instance every 10.7 minutes in December. Other illegal activity included money laundering, street gambling and references to underage drinking.

Table #5: A Comparison of Drugs and Other Illegal Activity By Show For March 2008 and December 2008

	Rap City (BET) March 2008	106 & Park (BET) March 2008	Sucker Free (MTV) March 2008	TOTAL March 2008
DRUGS & OTHER ILLEGAL ACTIVITY				
Drugs	81	32	7	120
Other Ill. Activity	21	9	3	33
TOTAL	102	41	10	153
	Rap City (BET) Dec. 2007	106 & Park (BET) Dec. 2007	Sucker Free (MTV) Dec. 2007	TOTAL Dec. 2007
DRUGS & OTHER ILLEGAL ACTIVITY				
Drugs	84	45	25	154
Other Ill. Activity	20	25	6	51
TOTAL	104	70	31	205

TV Ratings

Parents who seek to protect their children from inappropriate content sometimes look to TV ratings for guidance. These ratings are assigned by the television networks to their own programming. MTV can be credited with being slightly more responsible in assigning appropriate age-based ratings to its music video programs. All episodes of *Sucker Free on MTV* included in this analysis were rated TV-14. By contrast, almost every episode of *106 & Park* and *Rap City* on BET carried only a TV-PG rating. An exception was found with one show that aired in December, was rated TV-14 and included descriptors for suggestive dialogue (D), foul language (L), and sex (S). Excluding this one program, neither network carried content descriptors that would work in conjunction with the V-Chip to block the programs from coming into the home or to warn parents about the presence of sexual content, suggestive dialogue, violence, or foul language.

MARKETING ANALYSIS

Audience Data and TV Ratings

For *106 & Park*, the audience for the episodes in our study averaged approximately 94,000 viewers ages 2-to-11, and approximately 164,000 viewers ages 12-to-17, out of a total audience (age 2+) of approximately 643,000. Thus, children under 18 made up approximately 40% of the viewing audience. The show also re-airs during other time slots, so these numbers underestimate the total audience that sees each episode. The audience for *Rap City* averaged approximately 58,000 2-to-11-year-olds and 89,000 12-to-17-year-olds for the episodes we analyzed. Thus, children make up approximately 41% of the total audience (age 2+) of approximately 362,000. The average audience

(age 2+) for *Sucker Free* on MTV during our study period was 220,000, including about 18,000 younger and 67,000 older children. Children thus represented approximately 39% of the viewing audience. (Data are from the Nielsen Media Research.)

ADVERTISERS

The March study period primarily focused on program content and did not include an examination of advertisers. There were a total of 911 commercial advertisements represented by 87 companies. Most were national advertisers including major department stores, telecommunications companies, film studios, major food chains, car manufacturers, and many more. The top advertiser across all three shows during the December study period was Proctor & Gamble. P&G aired 78 ads within 27.5 hours of programming. 41% of all commercials for the three shows were accounted for by 10 companies. They included: Proctor & Gamble, 20th Century Fox, McDonalds Corporation, Universal Studios, Yum! Brands, General Motors Corporation, Vonage, Sony Computer Entertainment, Walt Disney Company, and AT&T Corporation. 61% of the ads aired by the top 10 advertisers were aired on BET's show *106 & Park*.

Ads for albums were examined separately from other advertisers. Study results show that 86% of all album promotions were sponsored by 2 labels: Universal Music (55%) and Warner Music (31%).

Table #6: Top 10 Advertisers Across all Programming

Company	Rap City # of Commercials	106 & Park # of Commercials	Sucker Free # of Commercials	TOTAL COMMERCIALS
Procter & Gamble Co.	17	54	7	78
20 th Century Fox	19	26	1	46
McDonalds Corp.	20	23	0	43
Universal Studios	14	30	7	41
YUM! Brands	11	25	0	36
General Motors Corp.	18	11	0	29
Vonage	8	20	0	28
Sony Computer Ent.	10	13	4	27
Walt Disney Co.	9	13	1	23
AT&T Corp.	10	11	0	21

In a separate analysis, PTC examined advertisements that were sponsored by record labels. Study results show a total of 6 record labels were responsible for the 137 advertisements that aired during programming (see Table #7).

Table #7: Record Labels As Advertisers

	Ads Shown on Rap City	Ads Shown on 106 & Park	Ads Shown on Sucker Free MTV	TOTAL ADS	ADS W/PA WARNINGS	ADS W/OUT PA WARNINGS
Warner Music	27	49	5	81	37	44
Universal Music	24	118	0	142	83	59
Sony BMG	0	23	0	23	1	22
EMI	0	2	0	2	0	2
Babygrande	2	5	0	7	0	7
TVT	1	2	0	3	0	3
TOTAL	54	199	5	258	121	137

Play Selections

Table # 8 lists the song titles and artists for the videos selected for play on the programs airing in December 2007. They represent a two-week sample and are ordered from the most-played to the least-played videos. A total of 54 unique titles were represented, with 33 videos played in full at least once, and 21 additional videos from which only excerpts were shown. Accounting for repeat plays, a total of 87 full-length videos and 124 video excerpts were shown during the 27.5 hours of programming analyzed. Because of repeated plays, the 12 most-played video titles made up two-thirds (58 of 87) of all full length video airings.

Table #8: Videos Selected for Play Between December 10, 2007 and December 21, 2007

Song Title	Artist	Play Volume	
		Full-length	Excerpted
<i>Superstar</i>	Lupe Fiasco	7	1
<i>Playas Rock</i>	Hurricane Chris feat. Boxie	6	1
<i>100 Million</i>	Birdman feat. Rick Ross, Young Jeezy, Lil Wayne, DJ Khaled & Cool & Dre	5	2
<i>Speedin'</i>	Rick Ross feat. R. Kelly	5	1
<i>Blow Your Mind</i>	Styles P feat. Swizz Beatz	5	
<i>Independent</i>	Webbie feat. Lil Phat & Lil Boosie	5	
<i>Turnin Headz</i>	Mike Jones	5	
<i>Sweetest Girl (Dollar Bill) Remix</i>	Wyclef feat. Akon, Lil Wayne, Raekwon & Niia	4	1
<i>Get It Big</i>	Trap Starz Click	4	
<i>Girl You Know</i>	Scarface feat. Trey Songz	4	
<i>Hit The Dance Floor</i>	UNK feat. Baby D	4	
<i>Red Monkey Jeans</i>	Johnte	4	
<i>Still Will</i>	50 Cent feat. Akon	3	
<i>Fly Like Me</i>	Chingy feat. Amerie	2	7

<i>I'm So Hood (The Remix)</i>	DJ Khaled feat. Young Jeezy, Ludacris, Busta Rhymes, Big Boi, Lil Wayne, Fat Joe, Birdman, Rick Ross	2	2
<i>All The Above</i>	Beanie Sigel feat. R. Kelly	2	1
<i>I Won't Tell</i>	Fat Joe	2	1
<i>Christmas in Hollis</i>	Run-DMC	2	
<i>Dey Know</i>	Shawty Lo	2	
<i>Just Fine</i>	Mary J. Blige	1	11
<i>Suffocate</i>	J. Holliday	1	10
<i>Crying Out For Me</i>	Mario	1	8
<i>Girlfriend</i>	Bow Wow & Omarion	1	3
<i>Givin Me A Rush</i>	Tyra B	1	3
<i>Low</i>	Flo Rida feat. T-Pain	1	3
<i>Be OK</i>	Chrisette Michele	1	1
<i>Heard 'Em Say</i>	Kanye West feat. Adam Levine	1	
<i>I Remember</i>	Keyshia Cole	1	
<i>Killa</i>	Cherish feat. Yung Joc	1	
<i>Love Him Like I Do</i>	Dietrich Hadden feat. Ruben Studdard & Mary Mary	1	
<i>Santa Claus Goes Straight To The Ghetto</i>	Snoop Dogg feat. Daz, Bad Azz & Nate Dogg	1	
<i>Secret Admirer</i>	Pitbull feat. Lloyd	1	
<i>Wow</i>	Kia Shine	1	
<i>With You</i>	Chris Brown		11
<i>Like You'll Never See Me Again</i>	Alicia Keys		10
<i>Pop Bottles</i>	Birdman feat. Lil Wayne & Jadakiss		9
<i>Roc Boys (And The Winner Is)</i>	Jay-Z		9
<i>Take You There</i>	Sean Kingston		7
<i>Falsetto</i>	The Dream		4
<i>Can't Help But Wait</i>	Trey Songz		3
<i>Sensual Seduction</i>	Snoop Dogg		2
<i>All I Need</i>	Method Man & Mary J. Blige		1
<i>Down In The Dirty</i>	Ludacris feat. Bun B & Rick Ross		1
<i>Freaky Gurl</i>	Gucci Mane		1
<i>G-Slide</i>	Lil Mama		1
<i>Hate That I Love You</i>	Rihanna feat. Ne-Yo		1
<i>I Know What You Want</i>	Busta Rhymes & Mariah Carey feat. Flipmode Squad		1
<i>I Want You</i>	Common		1
<i>Me, Myself & I</i>	Beyonce		1
<i>Real Love</i>	Mary J. Blige		1
<i>Shoulda Let You Go</i>	Keyshia Cole Introducing Amina		1
<i>Soulja Girl</i>	Soulja Boy Tell 'Em		1
<i>Sweetest Girl (Dollar Bill)</i>	Wyclef feat. Akon, Lil Wayne & Niia		1
<i>Wait A Minute (Just A Touch)</i>	Estelle		1

Albums Promoted

A total of 48 in-show promotions of music albums occurred during the 27.5 hours of programming, and there were 228 commercial advertisements for music albums during the programming breaks for these episodes. Of the 228 commercial advertisements, 106 (46%) were for albums that received a Parental Advisory. Of the 48 in-show promotions, 19 (40%) were for albums that received a Parental Advisory (see Table #9). Promotions were not examined in the comparative March sample.

Table #9: Albums Promoted in Commercials Between December 10, 2007 and December 21, 2007

Album Title	Artist	PA rating	Commercials
The Cool	Lupe Fiasco	No	32
Back to the Trap House	Gucci Mane	Yes	27
Growing Pains	Mary J Blige	No	26
Hate It or Love It	Chingy	Yes	21
5 Star Stunna	Birdman	Yes	15
The Solution	Beanie Sigel	Yes	13
American Gangster	Jay-Z	Yes	12
Best of 2Pac	2Pac	Yes	11
Love Hate	The Dream	No	10
Graduation	Kanye West	No	10
Face Off	Bow Wow & Omarion	No	9
Makings of a Man	Jaheim	No	8
Hi-Teknology3	Hi-Tek	No	6
Made	Scarface	Yes	6
Go	Mario	No	4
Carnival Vol. II	Wyclef Jean	No	4
Crunk Hits Vol. 4	Various Artists	No	3
8 Diagrams	Wu-Tang Clan	No	3
Now 26	Various Artists	No	2
Baby Makin' Project	Jagged Edge	No	2
Motown	Boyz II Men	No	2
Get Off the Stage	Too Short	Yes	1
This Christmas	Soundtrack	No	1

Table #10: Albums Promoted In-Show Between December 10, 2007 and December 21, 2007

Album Title	Artist	PA rating	In-show Promotions
The Solution	Beanie Sigel	Yes	7
5 Star Stunna	Birdman	*	7
Growing Pains	Mary J Blige	No	7
The Cool	Lupe Fiasco	No	6
Back to the Trap House	Gucci Mane	Yes	5
Hate It or Love It	Chingy	*	5
10 Years of Bling Vol. 1	Various Artists	*	2

Fight of My Life	Kirk Franklin	No	2
Mr. Untouchable	Soundtrack	No	1
Go	Mario	No	1
Face Off	Bow Wow & Omarion	No	1
Love Hate	The Dream	*	1
8 Diagrams	Wu-Tang Clan	*	1
Super Gangster, Extraordinary Gentleman	Styles P	No	1
We the Best	DJ Khaled	Yes	1
Hi-Teknologi3	Hi-Tek	No	0
Best of 2Pac	2Pac	Yes	0
Made	Scarface	Yes	0
Get Off the Stage	Too Short	Yes	0
Crunk Hits Vol. 4	Various Artists	No	0
Now 26	Various Artists	No	0
This Christmas	Soundtrack	No	0
American Gangster	Jay-Z	Yes	0
Graduation	Kanye West	No	0
Makings of a Man	Jaheim	No	0
Carnival Vol. II	Wyclef Jean	No	0
Baby Makin' Project	Jagged Edge	No	0
Motown	Boyz II Men	No	0

*Parental Advisory was included on some, but not all, of the promotions.

CONCLUSION

Based upon study findings and audience averages from Nielsen Media Research, the PTC concludes that explicit adult content is reaching large numbers of youth and children ages 2-to-18-years-of-age through music video programming. This study revealed the highest numbers of explicit content seen in the history of PTC media research. Particularly, when considering that the above-stated numbers represent an underestimation due to our exclusion of re-aired programming.

Comparisons between the amount of explicit content observed during analyses of prime time broadcast TV family hour programming and the amount of content in the current study sample of music video programming represents an extreme contrast. 1342 instances of offensive/adult content in 14 hours of programming is a challenging quantity for the average adult. What impact must this content have on the minds of children who are watching the equivalent of 95.8 instances of sex, explicit language, violence, drugs and other illegal activity per hour of viewing? In other words, 1 instance of adult content every 38 seconds?

In a letter written to Reverend Delman Coates from Debra Lee, CEO of Black Entertainment Television (BET), the following was stated regarding network programming guidelines:

- BET does not air programming that endorses or condones illegal drugs or gratuitous violence;
- BET has a list of words that are forbidden on our channel;

- BET does not air music videos that contain graphic or excessive sexual activity or violence. We work with the music labels and artists to edit music videos where appropriate.

This study raises serious questions regarding the thresholds for which those guidelines are implemented. Only one show within the 41.5 hour study period (27.5 hours in December 2007 and 14 hours in March 2008) received a TV rating that included content descriptors warning parents of explicit content. The PTC and others wish to better understand the methods and definitions used to establish criterion for determining which levels of content qualify to be labeled "*graphic or excessive sexual activity or violence.*" If what we have seen does not qualify – what does?

Further, these findings clearly demonstrate that the V-Chip is not the answer. Only one program in the present study included content descriptors that would work in conjunction with the V-Chip to block the programs from the home or to warn parents about the presence of sexual content, suggestive dialogue, violence or explicit language.

There are many questions left to be answered. The most daunting is the question of "impact." What impact is this level of explicit content having on the minds, images and worldview of children? How do these powerful impressions alter the values, goals and beliefs youth and children will formulate about the world, their neighborhoods, their communities and most importantly, themselves?

There are many conclusions that can not be drawn from the current data. What we can conclude is this: If previous studies have shown impact in children using significantly less explicit content in less quantity, clearly these study results warrant, at a minimum, further examination of network programming guidelines. Most importantly, they warrant a response that would communicate some level of concern for the impact these highly explicit programs have on the impressionable minds of children.

In conclusion, the PTC wishes to offer four recommendations that will not only encourage positive and constructive dialogue around the issue of program content, but will also create movement towards greater accountability and responsibility in eliminating the graphic content to which our children are exposed.

- 1) We need to be concerned about the messages our children are exposed to in all forms of media, throughout the day, as this data proves. Parents need to be more involved in monitoring their children's media consumption, establishing and sticking to household rules about media use, and discussing media content with their children.
- 2) Advertisers need to be held accountable for the content their advertising dollars pay for. Those companies that advertise on programs like *106 & Park*, *Rap City*, and *Sucker Free* on MTV can and should use their unique influence with BET and MTV to push for greater responsibility where program content is concerned.
- 3) Consumers must demand and receive the right to pick and choose – and pay for – only the channels they want coming into their homes. It is unconscionable that parents who wish to protect their children from this content are nonetheless forced to subsidize it with their cable subscription dollars.
- 4) We must demand from the networks an accurate, transparent, and consistent ratings system that will give parents adequate tools to protect their children from inappropriate content.