

SPECIAL REPORT

July 2011

Cartoons

Are No Laughing Matter



Sex, Drugs and Profanity
on Primetime Animated Programs



[adult swim]

nick@nite

**Our work is often inspired by the
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Cartoons Are No Laughing Matter

Sex, Drugs and Profanity on Primetime Animated Programs

The present study not only reveals what kids are seeing on cartoons today, it also reveals what networks and advertisers are marketing to children and teens while they are watching.

Executive Summary

The television industry is often criticized for the amount of sex, violence and profanity it airs. Historically, this argument has been directed primarily towards dramas, sitcoms, soap operas and reality television. Today, adult-themed topics and depictions are appearing in more than just these genres. Based upon results from the present study in which the Parents Television Council (PTC) examined basic and expanded basic cable programming exclusively, adult content is now being found in primetime animated programming.

Violence in cartoons has been debated for decades, but the same is not true for animated sex, drugs and profanity. Results from the present study show that while much of the national dialogue has focused on violence, the volume of sex and profanity in animated programming has rapidly increased and in some instances has surpassed violence.

The advent of dedicated cable channels for animated programming has created some interesting and meaningful changes to the business of cartoons. One example can be seen in the fact that the network Adult Swim, a network originally intended for mature audiences, is now the largest provider of animated programming during primetime. According to Nielsen Media Research data, the eighth most watched animated cable show during the 2010 – 2011 television season by children and teens ages 12 to 17 was a TV-MA (i.e. rated for mature audiences only) cartoon on Adult Swim titled *Robot Chicken*. A second animated program titled *Boondocks*, also rated TV-MA, ranked in the top 25. These findings were a surprise to our research analysts and served as the impetus for examining cable networks that, according to Nielsen Media Research, provided the most-watched animated programming for the 2010 to 2011 television season for ages 12 to 17.

Further, PTC recognized that when children and teens tune in to a show, the advertisements and network promotions presented during that show are as much a



part of their viewing experience as the program they tuned in to watch. Analysts subsequently examined what the cable networks and advertisers were marketing to children and teens during these programs.

When parents think of cartoons, they might reflect on their own animated television viewing experience, which may include *Bugs Bunny*, *Road Runner* or *Scooby-Doo*. They reasonably would presume the most popular purveyors of animated programming to be cable outlets like Cartoon Network or Disney Channel. However, this study revealed shocking findings regarding how different perception is from reality – at least when it relates to animated programming.

The findings in this report are riveting, disappointing and raise serious questions regarding: 1) the commitment of the networks to schedule their shows responsibly, 2) the commitment of the networks to advertise responsibly, and 3) the commitment of the networks to ensure television content ratings accurately warn parents of adult-themed content that may be inappropriate for children and teens. Networks claim that many of the more explicit animated programs are intended for adult audiences. Yet, these adult-themed shows are now airing earlier in the evening, during times when Nielsen reports children and teens are watching. Cable TV viewers also may find their viewing experience typically includes a high volume of network promos advertising other programs on the same network. PTC study findings revealed that when children and teens tune in to cable shows, due to the volume of promos, they are potentially tuning in to the full range of network programming regardless of the explicit nature of the content.

Numerous studies have examined the effects of television viewing and have concluded that exposure to media can lead to changes in attitudes, values, and behavior, particularly in children.^[1, 2, 3, 4] However, few if any of these studies have focused on today's animated primetime programming which has become increasingly popular among young viewers. This report focuses on today's media consumers between the ages of 12 and 17 and provides both qualitative and quantitative data regarding the content and advertising in today's primetime animated cable programming. Recognizing that animated violence has been widely studied for decades, the present study only included violence data as a comparative variable. Our research focused on the volume and type of sexual content, drugs, explicit language, and promotional material in popular primetime cartoons today. The objectives of the study were two-fold: 1) To identify and quantify the various types of adult-themed content children are exposed to during primetime viewing hours through popular animated programming, and 2) to gain insight into the types of products being marketed to children and teens during these programs.

Nielsen data were used to identify networks with the highest-rated primetime animated cable shows for viewers aged 12 to 17. Analysts focused on animated programming that aired between March 21, 2011 and April 14, 2011. In addition to the content of the programs, analysts also examined the products advertised and promotions that aired within the programs. Collectively, PTC analysts viewed a total of 123 episodes and found a total of 1487 incidents of explicit sex, drugs and/or offensive language within 57 hours and 20 minutes of animated cable programming comprised of 30-minute, 25-minute and 15-minute episodes. Cartoon Network aired: *Generator Rex*, *Ninjago*, *Regular Show*, *Adventure Time*, *MAD*, and *Problem Solverz*. Adult

Swim aired: *King of the Hill*, *Family Guy*, *American Dad!*, *Baby Blues*, *God the Devil and Bob*, and *The Venture Bros*. Disney Channel aired 13 episodes of only two animated shows: *Fish Hooks* and *Phineas and Ferb*. Nick at Nite's animated programming consisted of a total of four *SpongeBob SquarePants* episodes. No other animated shows aired on Nick at Nite during the study period. The small number of animated shows on Nick at Nite proved to be insufficient for statistical comparisons with other networks but was included in the network report card (see page 9).

A Few of Our Major Findings

Sex

- Results from the present study indicate that sex (n=680) surpassed every form of violence (n=674) in animated primetime cable programming (that included light cartoon violence as well as more explicit depictions of fantasy and physical violence).
- There were 387 sexual references in all the animated programming. Two hundred and six of those references were in TV-PG shows compared to the 171 references that aired in TV-14 programming. They include references to: vagina, penis, pornography, rape, pedophilia, STDs, condoms, virginity, strippers, testicles, breasts, sperm, slang anatomical reference, and general sexual innuendos.
- TV content ratings for primetime animated programs were less accurate for parents seeking TV-PG programming than for those considering TV-14 programming for their children. Only 15% of the TV-PG shows and 36% of the TV-14 shows containing sexual content had an "S" descriptor warning parents.
- Sexual depictions included: simulations or obscured scenes of sexual intercourse, pornography, masturbation, pedophilia and prostitution. Also, there was nudity, emphasizing sexual body parts (i.e. close-ups of breasts), sexual clothing (i.e. dominatrix outfits, sexy lingerie, thong panties, etc.), suggestive dancing, and stripping.

Language

- The study identified 565 incidents of explicit language in TV-PG (n=211) and TV-14 (n=354) shows. Thirty-seven of those incidents were bleeped "f**k" or "sh*t" or euphemisms for those words. A disturbing 27% of the incidents for "f**k" and "sh*t" occurred in TV-PG programs.

- Two hundred and twenty four incidents of explicit language in TV-PG and TV-14 programming consisted of sexual slang or misogynistic language including: bitch, pussy, cock, dick, suck, screw, douche, ass, balls, slut, whore, ho, and skank. Other language children and teens were exposed to during viewing included damn, crap, hell, piss and bastard.

Drugs





- There were a total of 208 incidents relating to drugs. Eighty percent of those drug-related incidents were depictions rather than references (n = 167).
- The types of drugs depicted included: Cocaine, alcohol, marijuana, crystal meth, and various psychedelics.

Advertisers

- All R-rated movies that aired during the study period were advertised during TV-PG programs.
- Thirty-two percent of TV-PG and TV-14 shows advertised adult media (TV-MA DVDs, TV-MA shows, or R-rated movies).
- Out of all the advertisements for adult media, 76% were network promos. In other words, the network was using the times when children and teens were watching TV-PG and TV-14 programming as opportunities to advertise and gain viewers for their TV-MA programming.

Results from the present study demonstrate that sexual content, explicit drug use and profanity are fully integrated into today's primetime animated cable programs. Not only is the content integrated, it is appearing in large quantities for children and teens to consume. This report not only identifies the problem, it also discusses four possible remedies for parents, policymakers, and the entertainment industry.

Network Report Cards

	 DISNEY CHANNEL	 ADULT SWIM	 CARTOON NETWORK	 NICK AT NITE
GRADE	A 99.97% 13 shows	F 59.43% 78 shows	F 44.02% 32 shows	A 100% 4 shows
CONTENT DECENCY				
Based on all the adult content in the study, how much aired on each network?				
Sexual References	0%	95%	5%	0%
Sexual Depictions	0%	65%	35%	0%
Explicit Language	1%	85%	14%	0%
Drug References	0%	100%	0%	0%
Drug Depictions	0%	100%	0%	0%
TV-RATINGS				
What percentage of shows containing sexual content did not contain a warning for parents? (‘S’ Descriptor for sexual situations)				
No ‘S’ Descriptor	N/A No Sexual Content	68%	100%	N/A No Sexual Content
What percentage of shows containing explicit language did not contain a warning for parents? (‘L’ Descriptor for coarse or crude language)				
No ‘L’ Descriptor	N/A (1 airing of the word ‘suck’)	24%	100%	N/A No explicit language
What percentage of shows containing violent content did not contain a warning for parents? (‘V’ Descriptor for violence)				
No ‘V’ Descriptor	N/A No Violent Content	56%	81%	N/A No Violent Content
What percentage of shows contained sexual references or explicit language and did not contain a warning for parents? (‘D’ Descriptor for suggestive dialogue)				
No ‘D’ Descriptor	N/A (1 airing of the word ‘suck’)	21%	100%	N/A No adult dialogue
ADVERTISER ACCOUNTABILITY				
What percentage of TV-PG and TV-14 shows advertised adult media (TV-MA DVDs, TV-MA shows, and R-rated movies)?				
Adult media	0%	32%	0%	0%

*See page 13 for a description of the grading methodology.

Cartoons Are No Laughing Matter

Sex, Drugs and Profanity on Primetime Animated Programs

Introduction

Public concern over children's exposure to violence in animated programming is an age-old debate. However, the same is not true when discussing the presence of explicit sex, drugs and profanity in primetime cartoons. Over the years, PTC has examined volumes of outside research studies identifying the negative effects of sex and violence in the media. Most of those studies fall short of discussing the effects of combining explicit adult content with two very powerful variables – animation and humor.

Whatever the effects of combining these influences, they are further exacerbated by the fact that children and teens are consuming more and more of their video entertainment outside the traditional confines of a television set^[5]. Home video products, services and digital technologies such as the Internet, cell phones, DVDs, iPods, cable/satellite pay-per-view, and time-shifting technologies like TiVo or other DVR services offer an abundance of viewing opportunity. They also bring an abundance of risk for parents as these animated depictions are more and more frequently accessed by children and teens while outside of their parents' purview.

Animation, in comparison to other types of programming, can potentially trivialize and bring humor to adult themes and contribute to an atmosphere in which children view these depictions as normative and acceptable.

Although, viewing animation may appear to be an innocent pastime, animation can pose an inherent risk for children and teens. Animation, in comparison to other types of programming, can potentially trivialize and bring humor to adult themes and contribute to an atmosphere in which children view these depictions as normative and acceptable.^[6, 7, 8]

During its fifteen year existence PTC has conducted numerous studies examining the type of content airing on primetime broadcast television. In response to a growing volume of inquiries from its members, from the public and from the media, the PTC is releasing two studies in 2011 focusing directly on basic and expanded-basic cable television programs that are most-watched by children aged 12 to 17. This is the first of the two studies. Because children's television and cartoons today are no longer confined to Saturday mornings, PTC has chosen to look at cable programming airing throughout the week during primetime when Nielsen reports children and teens, ages 12 to 17 are watching.

In this report, PTC examines both qualitative and quantitative data regarding the show content and advertising on today's primetime animated cable programming. Although violence data were collected, the present study only included violence data as a comparative variable. This report focuses on the volume and type of sexual content, drugs, and explicit language in popular primetime cartoons today.

The decision to de-emphasize violence in the present study was not intended to diminish the value of previous studies acknowledging the pervasiveness and impact of violence in animated programming. Instead, this study identified three additional risk factors (sex, drugs, and profanity) which may potentially compound the effects of violent images in cartoons. The objectives of the study were: 1) To identify and quantify the various types of adult-themed content children are exposed to during primetime viewing hours through popular animated programming, and 2) to gain insight into the types of products being marketed to children and teens during these programs.

About the Networks

The networks included in the present study were selected based on Nielsen reports identifying the most-watched animated cable shows for viewers between the ages of 12 to 17 during the 2010 – 2011 television season.

Cartoon Network and Adult Swim

Adult Swim began as a spin-off programming block of Cartoon Network, premiering on September 2, 2001. Adult Swim grew out of Cartoon Network's previous attempts at airing content appropriate for mature audiences who might be watching the channel after 11:00 p.m. On December 27, 2010, Adult Swim's start time was moved earlier, to 9:00 p.m. ET/8:00 p.m. CT. On March 28, 2005, Atlanta-based Turner Broadcasting split Adult Swim from Cartoon Network. This allowed Nielsen Media Research to treat Adult Swim as a separate channel for ratings purposes. Ratings are now reported for two separate ad-supported basic cable television networks. The network plays American animated series and shorts. They also play a wide variety of Japanese anime series, original video animation (OVAs), and movies.

Disney Channel

Disney Channel is an American basic cable and satellite television network, owned by the Disney-ABC Television Group division of The Walt Disney Company. Disney Channel International Networks is a global portfolio of kid-driven, family inclusive entertainment channels and/or channel feeds. The channel specializes in programming for children through original series and movies, as well as third-party programming. In recent years, the diversity of viewers has increased with an older audience, typically teenagers, young adults and young families.

Nick at Nite

Nick at Nite is the nighttime cable network that shares channel space with Nickelodeon. However, similar to Cartoon Network and Adult Swim, Nielsen Media Research rates Nick at Nite as a separate channel from Nickelodeon for ratings purposes. Programs currently airing on Nick at Nite include *George Lopez*, *Family Matters*, *The Nanny* and most recently *Everybody Hates Chris* and *My Wife and Kids*.

Methodology

Nielsen data were used to identify networks with the highest-rated primetime animated cable shows for ages 12 to 17. Analysts specifically focused on programming that aired between March 21, 2011 and April 14, 2011. Out of 186 hours of programming across the four networks that were identified (Disney, Cartoon Network, Adult Swim, and Nick at Nite) a total of 57 hours and 20 minutes were comprised of animated shows (excluding Nick at Nite). These programs were digitally recorded and systematically evaluated using scientific content analysis procedures applied by trained analysts scene by scene. Each scene was examined for the presence of sexual content, violence, drugs and explicit language. Collectively, analysts viewed a total of 123 episodes of animated programming. Nick at Nite's animated programming consisted of a total of four *Sponge Bob Square Pants* episodes (not included in the total count of 123). No other animated shows aired on Nick at Nite during the study period. The small number of animated shows on Nick at Nite proved to be insufficient for comparisons with the other three cable networks. Therefore, programming from Nick at Nite was removed from the comparative analysis across network. However, Nick at Nite network results are reported in the network report cards.

Data collection consisted of analysts viewing animated programs that aired during the study period and conducting a content analysis to address the following variable categories: content ratings (TV-G, Y7, TV-PG, TV-14, TV-MA), types of sexual behaviors and references (i.e. nudity, sexual gestures, sexual clothing, etc.), type of animated violence (fantasy violence, cartoon violence, and/or physical violence), type of violent content shown (shooting, stabbing, dismemberment, torture, etc.), drugs, foul language, and number of times these acts were displayed visually or referenced.

During the coding process inter-coder reliability was of the highest importance. Inter-coder reliability testing was conducted during pilot testing to assist in troubleshooting and diagnosing relevant logging and other research issues. Reliability testing was also conducted at several points throughout the data collection process to ensure high levels of validity and reliability were maintained. Analysts viewed and coded shows from a prior season using a highly structured codebook of study variables and rules for usage. Two weeks prior to the study, test shows were coded and subsequently discussed in a series of meetings led by the Research Director. Coding differences that were identified resulted in decision rules that were then incorporated into the study codebook.

Relative to the network report card, a traditional school based grading system (e.g. 90-100 = A, 80-89 = B, etc.) was used in calculating the report card grades. Each network was given a score based on their performance in three categories (content decency, TV rating accuracy, and advertiser accountability). The scores were then averaged to yield a final grade indicating the network's overall performance.

- **Content Decency**
Networks were given a score based on the percentage of adult content that aired on their network during the study period.
- **TV-Ratings**
Networks were given a score based on whether shows containing sex, profanity, violence, or adult dialogue also contained the corresponding rating descriptor as a warning to parents.
- **Advertiser Accountability**
Networks were given a score based on the percentage of TV-PG and TV-14 shows that advertised adult media (TV-MA shows, TV-MA DVDs or R-rated movies).

A Description of the TV Ratings System

The current ratings structure is designed to be a system of parental guidelines adopted and implemented by television broadcasters and networks, cable networks and systems, and television program producers. This system was intended to be used in conjunction with the V-Chip. The ratings include guidelines for age appropriateness (TV-Y, Y7, TV-G, TV-PG, TV-14, and TV-MA) and content descriptors to indicate the presence of specific types of content ("S" for sexual situations, "V" for violence, "L" for coarse or crude language, and "D" for suggestive dialogue).

The ratings system is comprised of six categories. Two designations, TV-Y and TV-Y7, apply only to children's programs. The primary ratings used for primetime shows are TV-G, TV-PG and TV-14. The highest rating is TV-MA, which designates shows containing explicit adult content and may be unsuitable for children under 17.

Study Findings

Based on the present study findings, excluding violence, there were 1487 incidents of explicit language, drugs, and sexual content that aired during primetime cartoons. On average, young viewers were exposed to adult content once every two minutes and 19 seconds. TV-PG rated animation featured sex, drugs or profanity every two minutes and 31 seconds. TV-14 rated animation featured sex, drugs or profanity every minute and 35 seconds - only a 56 second difference in the frequency in which explicit adult content was presented to children and teens.

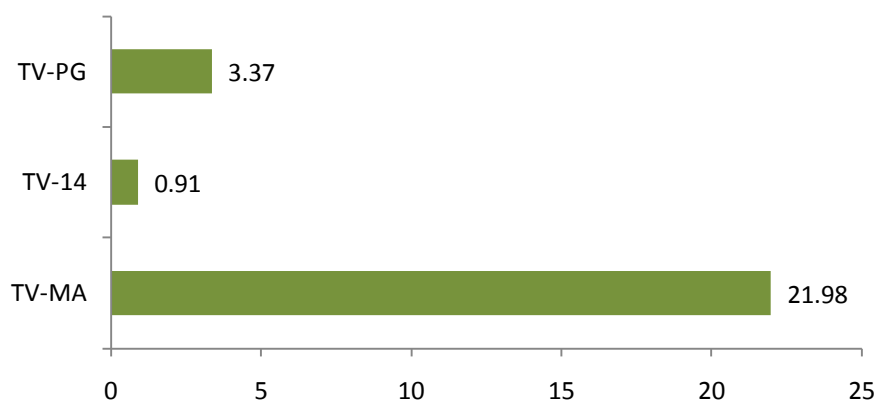
This study also revealed that Adult Swim, which was the poorest performing network in the study relative to explicit adult content, offered the largest volume of animated primetime programming on cable. Based on all the animated programming examined during the study period, 63% aired on Adult Swim, 26% on Cartoon Network, and 11% on Disney. However, 95% of the explicit content presented across all cable networks during the study period aired on Adult Swim. In addition to providing the largest amount of explicit content in primetime animated programming, Adult Swim also aired some of the highest-rated animated shows among ages 12 to 17. Additional study findings are outlined below:

Sex

Results from the present study indicate that sex (n=680) surpassed every form of violence (n=674) in animated primetime cable programming. Sexual content included: Nudity, emphasizing sexual body parts (e.g. close-ups of breasts), sexual clothing (i.e. dominatrix outfits, sexy lingerie, thong panties, etc.), suggestive dancing, stripping, simulations of sexual intercourse, pornography, masturbation, pedophilia, and prostitution. Forty three percent of all the sexual incidents were actually depictions rather than references.

Seventy-four percent of all nudity that aired was on TV-PG programming. Fifty-two animated shows had a total of 144 incidents of some form of nudity. Seventy-three percent of the nudity shown in TV-PG cartoons was either full nudity or partial nudity. Only 27% of the nudity was either implied or obscured the characters' sexual body parts during the scene. In other words, some form of nudity was depicted on TV-PG programming once every 17 minutes and 50 seconds (equivalent to 3.37 depictions per hour) compared to nudity being depicted on TV-14 programming approximately once every hour.

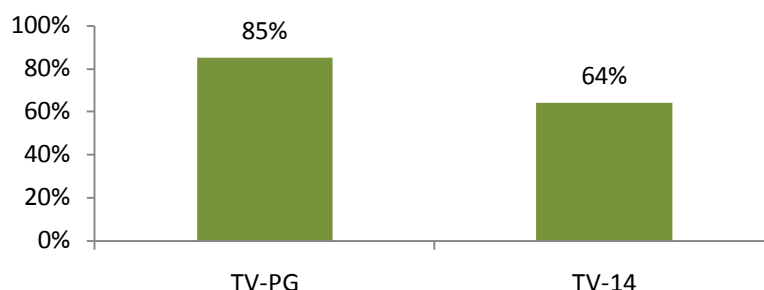
Nudity was depicted how many times per hour?



Three hundred and ninety one instances of sexual content occurred in PG shows. Two hundred and thirty two of those instances or 59% occurred in shows without an “S” descriptor. Sexual content aired on TV-PG shows every four minutes and 50 seconds compared to every four minutes and 15 seconds on TV-14 shows. This is only a difference of 35 seconds.

Eighty-five percent of the TV-PG shows and 64% of the TV-14 shows containing sexual content did not have an “S” descriptor warning parents. These findings show that television ratings for primetime animated programs were less accurate for parents seeking TV-PG programming than for those considering TV-14 programming for their children and teens.

What percentage of shows with sexual content did not have an 'S' descriptor to warn parents?



There were 387 sexual references in all the animated programming. Two hundred and six of those references were in TV-PG shows compared to the 171 references that aired in TV-14 programming. References included the following: vagina, penis, pornography, rape, pedophilia, STDs, condoms, virginity, strippers, testicles, breasts, sperm, slang anatomical references, and general sexual innuendos.

Language

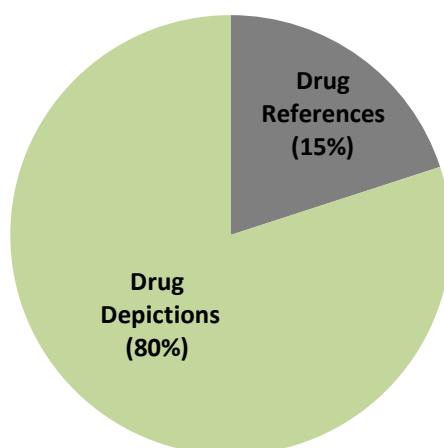
Relative to explicit language, 76% of the TV-PG shows contained explicit language and 100% of the TV-14 shows contained explicit language. Specifically, we found 565 incidents of explicit language in TV-PG and TV-14 shows (n = 211 and 354 respectively). Thirty seven of those incidents were bleeped “f**k” or “sh*t” or euphemisms for those words and 27% of the incidents for “f**k” and “sh*t” occurred in TV-PG programs. Two hundred and twenty four incidents of explicit language in TV-PG and TV-14 programming consisted of sexual slang or misogynistic language including: bitch, pussy, cock, dick, suck, screw, douche, ass, balls, slut, whore, ho, and skank. Other language children were exposed to during viewing included damn, crap, hell, piss, and bastard. The networks did better warning parents of explicit language than

they did warning about sex. Sixty-three percent of the TV-PG shows and 69% of the TV-14 shows containing explicit language had an “L” descriptor. In contrast, only 15% of the TV-PG shows and 36% of the TV-14 shows that contained sexual content had an “S” descriptor warning parents.

Drugs

There were a total of 208 incidents relating to drugs. Eighty percent of those drug related incidents were depictions rather than references (n = 167).

How many incidents involving drugs were verbal references vs. depictions of drugs or drug use?



The types of drugs depicted included: Cocaine, alcohol, marijuana, crystal meth (Methamphetamine), and various psychedelics. These drugs were also referenced numerous times along with the drugs ecstasy and whippets (inhaling nitrous oxide).

Advertising

Inasmuch as parents and professionals alike recognize that children and teens watch animated programming, it was concerning how many adult products were advertised during times when children and teens were watching. The data revealed a different standard for advertising videogames than for advertising movies, DVDs, or television promos as seen in the fact that no games rated above “T” were advertised. However, R-rated movies, TV-MA DVDs and TV-MA cable shows were advertised as early as 9 p.m. In fact, there were 45 instances of promos for TV-MA shows, TV-MA DVDs and R-rated movies that aired during primetime

cartoons. Every promo for TV-MA programming aired during or directly after TV-PG or TV-14 shows. These data reveal that 32% of TV-PG and TV-14 shows advertised adult media. In addition, all R-rated movie ads that aired during the study period were advertised during TV-PG programs.

Conclusion

Children are instinctively, intuitively drawn to animated programming and typically presume that anything animated is intended for young audiences. A parent's initial instinct is likely to be similar. As a result, there are striking contrasts between today's minefield of adult animation and a common law in the U. S. addressing what is legally referred to as *Attractive Nuisance*.

Tort law in the United States recognizes that there are inherently dangerous circumstances which tend to attract children. The common law doctrine of Attractive Nuisance states that a property owner may be liable for injuries to children who trespass on land if the injury results from a hazardous object or condition that is likely to attract children who are unable to appreciate the risk posed by the object or condition.^a

Keeping in context with PTC's overall objective of protecting children from harmful content, results from the present study show that sexual content, explicit drug use and profanity are fully integrated into today's primetime animated cable programs. Considering the fact that this study examined some of the top-rated animated cable programming for ages 12 to 17, we can conclude that children and teens are being exposed to adult media and adult-themed content through this media format. Similar to violence in animated programming, sex, drugs and profanity have begun to saturate the storylines of the primetime cable cartoons children and teens watch the most. This disturbing trend in cartoons of combining sex, profanity, and drug use with humor enables today's youth to dismiss risky behavior and attitudes, to belittle parents' concerns and to disparage threats to our nation's public health and safety.

The Parents Television Council hopes this report and its findings will lead to four remedies. The first remedy is for parents to be more aware of – and involved in – the media consumption of their children. A program is not suitable for a child just because it is a cartoon and carries a content rating that suggests it is appropriate for children. Armed with the findings in this report, we are hopeful that more parents will increase their awareness and involvement in their children's viewing choices.

The second remedy is for broadcast and cable television networks to return to former industry policies, standards, and practices that prevented adult-themed content from airing during earlier times of the day when children were likely to be in the viewing audience. Time of day considerations include not only the television programs themselves but all advertising and promotion that airs within or adjacent to the programming.

The third remedy – at least as it relates to cable network programming – is for cable and satellite subscribers to be afforded the opportunity to select – and to pay for – only the

networks they want. Even if parents block access to age-inappropriate programming, the cable industry's existing business structure forces subscribers to buy bundles of unwanted cable network programming in order to get the select few networks that the consumer actually want. Those who desire to purchase the type of explicit animated programming contained in this report should be able to do so; those who do not want it should not be forced to pay for it.

Finally, as evidenced by the findings in the present report, there is a critical need for sweeping reform in the content ratings system. If the goal of the television industry was to design a ratings system that would increase the amount of accurate information available to parents, then the present study results show that the industry has failed. Parents who rely on television ratings to select age-appropriate programming appear to be exposing their children to significantly higher levels of adult-themed content than they may realize or more than the system would indicate.

Recognizing that the system is not meeting its intended objective, we must push for a system that can provide greater validity and reliability for the viewing audience. Although there are numerous strategies and processes that can be implemented to accomplish this goal, we, at the PTC, believe that any efforts towards policy reform on this issue must include three components: 1) consistency; 2) transparency; and 3) accountability. Parents must be able to rely on the information that is delivered; there must be a clear, objective and meaningful process for establishing content ratings; and there must be a sincere desire to ensure the system does what it was designed to do – empower parents to make informed decisions regarding family viewing. The gross inconsistencies reported in this study demonstrate that not only is the ratings system failing parents, the system is also failing its greatest advocates – the television networks.

Finally, there must be consequences when existing systems fail, especially when networks irresponsibly place explicit adult-themed content in front of children. It is children who face the most direct consequences from the airing of profanity, drugs, explicit sex, and violence. Until these remedies become a reality, we must rely on our ability to promote public awareness and continue the use of research to help bring accountability to what is proving to be a flawed and failing system. Unfortunately, while we continue to debate these remedies, our children remain exposed to volumes of adult-themed content, and network executives continue to serve as the arbiters for how much of that content is available for children and teens to watch.

Content Examples

Sexual Content

PORNOGRAPHY - 03/26/11 Family Guy 10:30pm Adult Swim TV14-DS

Peter informs Lois that he taped over their wedding video with soft-core cable porn.

Lois: Oh my God, Peter. I sent a copy of that tape to my great-aunt, Lil.

Cut to: Nursing Home. A group of elderly people watch the tape.

Aunt Lil: This wedding is hot!

A wheel-chair-bound man starts punching his own genitals.

Man: Wake up, damn it! Wake up!

NUDITY - 3/30/11 King of the Hill 9:00pm Adult Swim TV-PG DLS

In a dream sequence, Hank cooks hamburgers on his grill. He is completely nude and we see his bare buttocks from the back. Hank's neighbor's wife Nancy enters the frame, naked as well, but her breasts and buttocks are covered by food items.

Hank eats breakfast and has quick flashes back to the dream. This includes a close-up on his naked buttocks.

Hank and his wife Peggy grill at a nude beach. We see them naked from the back and catch another glimpse of Hank's naked buttocks while Nancy's is covered by foliage. Two younger female nudists talk to them, naked but private parts covered. We see more of Hank's naked buttocks from the side and back.

PENIS REFERENCE - 3/28/11 King of The Hill 9:30pm Adult Swim TV-PG DLV

Peggy talks to Bill and Hank in the kitchen.

Peggy: "Here's what we do know, a gun is a penis substitute. So Dale losing the gun club presidency is like Dale losing his—"

Bill: "Penis?"

Peggy: "Exactly. Now how do we give Dale back his penis?"

VAGINA AND PENIS REFERENCE - 3/26/11 Family Guy 10:30pm Adult Swim TV-14 DS

Peter's car has a bumper-sticker that reads:

"My other penis is a vagina."

3/23/11 American Dad 10:30 pm Adult Swim TV-14 DLSV

Francine lies in bed as Stan wraps her legs in plastic wrap and puts on gloves and goggles.

Francine: I know you don't want anymore kids, but do we have to go to these lengths?

Stan: I don't like it anymore than you do, but just think, soon we'll be able to mate worry-free! You know, because you'll be menopausal. Your uterus will fall like Saigon and Steve was the last chopper out.

Francine: Oh, I'll always have my little Stevie.

Stan: Condoms, diaphragm, can of sperm repellent. All right! Foreplay!

MASTURBATION - 04/05/11 American Dad 10:00pm Adult Swim TV14-DLSV

A toilet flushes. Steve walks out of the bathroom which is filled with candles. He's carrying a box of tissues and the naked painting of Haley, his sister.

Haley: You lent Steve the drawing?

Roger: Relax, he doesn't know it's you.

Haley: I know it's me. Do you know what he just did with it?

Steve enters carrying the painting.

Steve: Thanks for the loan. Can I borrow it again in four minutes?

PEDOPHILIA - 04/7/11 American Dad 10:00pm Adult Swim TV14-DLSV

Randy has lured Steve and his friends to a hidden spot where he plays "Popcorn" with them. They bounce on a mattress wearing their unitards while Randy sprays them with butter.

Randy: See isn't playing "popcorn" fun?

Snot: Something doesn't seem right here.

Steve: Yeah, at the very least we should have popped by now.

Randy: I'm the salt. All kernels have to wrestle me to get salted.

Toshi: Goodbye, sweet virtue.

Stan enters with his gun drawn.

Stan: Freeze, dirtbag...It's all over, Randy. Time to die.

Randy: Okay, yeah, I get it.

Stan: Um, aren't you going to apologize and beg for your life?

Randy: No, look, I'm a sex offender. I love offensive sex. I offend people with the sex I have. That's who I am. And that's who I'll always be.

Stan: My God, boys. We can all take a page from Randy the molester's book. He's comfortable with who he is. And I should be as well.

ERECTILE DYSFUNCTION - 4/6/11 King of the Hill 9:00pm Adult Swim TV-PG DL

Dale prepares to shoot and kill a bunch of emus for Hank.

Dale: That means I get the bones. I know a Chinese guy who uses them to get erections.

SEXUAL HARASSMENT - 04/05/11 American Dad 10:00pm Adult Swim TV14-DLSV

Peter performs a role-playing exercise during the sensitivity training.

Ms. Ironbox: The filing is done, Mr. Griffin.

Peter: Thank you, Ms. Ironbox. You are a valued member of our business team and I will give you a raise tomorrow if you come to work without a shirt on.

Ms. Ironbox: Mr. Griffin!

Peter: I'm sorry, that came out wrong. Let me try again. Nice ass.

Ms. Ironbox: You haven't heard a word I said.

Peter: Now that's not fair. I've heard everything you've said. It's just, you know, there's some subtleties to the rules that aren't so easy to understand. [squeezes her breast]. Honk, honk!

STRIPPERS - 03/31/11 American Dad 10:00pm Adult Swim TV14-DSV

Stan and Steve arrive at the location of the next clue.

Stan: Well, this is the address, but I don't see any flagpoles, just an old strip-club.

They enter. Three strippers are onstage wearing risqué patriotic outfits. Stan walks out of the VIP room.

Stan: Well, no flagpoles in the VIP room.

Steve: It took you 45 minutes to figure that out?

Stan: No, and it also didn't take me \$300.

Steve: Dad, Old Glory wasn't a flag. She was our nation's first stripper and that's the pole that bore her.

A stripper climbs up the pole. Steve notices a symbol at the top of the pole between her legs.

Steve: We gotta get that pole. Uh, excuse me ladies. If anyone has left a toddler locked in their car, he just found your stash.

Stripper: Oh my God.

Stripper 2: My baby!

Stripper 3: My meth!

MALE RAPE FANTASY - 3/25/11 American Dad 10:00pm Adult Swim TV-14 DSV

Jon Stewart calls Steve's writing samples the worst packet he's ever seen.

John Stewart: Let's take the first sketch. I believe that one is entitled, "Quantum Rape."

Steve: C'mon, it's brilliant.

Stewart: It's about a guy who gets thrown into a jail cell and his cellmate is in there because he just raped Scott Bakula.

Cut to Steve and Roger walking through the floor of the NY Stock Exchange.

Steve: Clearly, John Stewart was raped as a child. What other explanation could there be?

Language Content

BLEEPED GODDAMN, ASSHOLE AND PUSSY - 4/8/11 American Dad 10:00pm Adult Swim TV-14 DLSV

Barry is assigned to make the school announcement over the P.A. system and he instantly becomes drunk with power.

Barry: You (bleeped unknown) are going to do what I say or I will put my (bleeped goddamn) foot so far up your (bleeped asshole), you will rue that day you crawled out of your mother's (bleeped pussy).

BLEEPED FKING - 03/21/10 American Dad 10:00pm Adult Swim TV14-DLV**

Peter doesn't understand Francine's intense hatred of George Clooney.

Peter: What the hell Francine? What is this really about? I mean I hate Susan Sarandon, but you don't see me cutting off my hand. I just cut my hair different for a while.

Francine: What is this about? Just look at that (bleeped unknown) with cucumbers on his eyes. Not a care in the world, no making school lunches, no grocery shopping, no cleaning the house, no one depending on him all the time.

Peter: Oh, God. This isn't about some unfulfilled dream. You're having a mid-life crisis and you're taking it out on a future Senator from California.

Francine: Mid-life crisis? Wait, future senator? Oh, I will chop his (bleeped f**king) head in two.

BLEEPED FK AND SH*T - 4/4/11 MAD 8:15pm Cartoon Network TV-PG**

In a spoof of "Clash of The Titans," the animated actor Sam Worthington says,

Sam Worthington: I hear you guys have a pretty (bleeped sh*tty) football team." At the end of the scene, after finding his father packed a cookie in his lunch, he says "(Bleeped f**k) yeah!"

BITCH - 3/22/11 King of the Hill 9:30pm Adult Swim TV-PG-LS

Dale is cheering for Bobby's environmental action plans at the school.

Dale: Earth first! Make Mars our bitch!"

DICK - 4/9/11 The Venture Brothers 10:00pm Adult Swim TV-MA

Monarch tells the origin story of super villain Phantom Limb.

Monarch: He became a humorless dick.

BITCH - 4/3/11 King of The Hill 10:00pm Adult Swim TV-PG DL

Hank's Father boards a bullet train in Japan and tells his son his plans to spit in the face of the Japanese Emperor at a peace ceremony.

Hank's Father: I'm going to hock a loogie in the face of this country's number one sumbitch.

Drug Content

CRYSTAL METH. - 4/8/11 King of the Hill 9:00pm Adult Swim TV-PG L

At the school science fair, Bobby cooks crystal meth for his science project (he mistakenly believes he is making candy). Connie sees the ingredients, freaks out and tells Bobby what he is really doing.

Connie: "Bobby, you're not making candy. Didn't you watch that MTV special with Andy Dick? You're making methamphetamine! You know, crystal meth, ice, crank?"

Bobby: "Big deal, I made a crank machine. I'll just change the sign to how a crank is made. Now, quit blocking me from the judges!"

Connie: "It's drugs, Bobby! You know, the kind you go to jail for?"

Bobby: "Oh God, I swear I didn't know, she set me up!"

Bobby notices one of the science fair judges is a police officer. Bobby tries to prevent the judges from seeing the drugs. Connie shoots the table with a potato gun and destroys the project before anyone realizes.

Connie's cousin Tid Pao talks on the phone with a friend in LA.

Friend: "The Alvera street queens still going off from that kilo you stole. Yo, just stay away, yo."

Tid Pao: “Yeah, maybe I should give back what I took from them.”

Friend: “Where you gonna cop that much meth, you don’t know any dealers down there.”

Tid Pao: “I guess I’ll just have to cook it up myself. I just gotta get a hold of the equipment.”

Bobby is in the shed with Tid Pao. She sets up her meth cooking lab, but tells Bobby it’s a candy machine. She’s got beakers and test tubes. She convinces Bobby to steal propane from his father.

In the shed, Tid Pao asks Bobby to steal her some cough syrup for their “candy science project” (meth lab.)

At a truck stop, Tid Pao arranges an implied drug sale of meth to a Trucker. Trucker says he is not sure about buying from a little girl but then hands her a wad of money.

PSYCHEDELICS - 4/9/11 Family Guy 10:00pm Adult Swim

Two teenagers lick the back of a psychedelic frog causing them to hallucinate.

CRACK/COCAINE - 4/5/11 American Dad 10:30pm Adult Swim

Steve thinks he’s entering Hogwart’s when in fact he has just volunteered to work at a crack house. As he walks through the living room, a man is weighing mounds of cocaine on a scale while a junkie overdoses on the floor. Steve enters the kitchen where drugs are being cooked and he thinks he’s in “Potions Class.”

Steve brings a brick of cocaine home to practice on his potions. When the drug dealers follow him home, they beat Roger up, sending him face-first into the heap of cocaine. Roger inhales it and his pupils dilate.

MARIJUANA - 4/4/11 American Dad 10:30pm Adult Swim

Jeff’s dad admits that he grows marijuana. Inside his barn, the bales of hay are actually large bricks of marijuana. Nearby, marijuana plants flourish underneath grow-lamps.

NITROUS OXIDE - 3/27/11 Baby Blues 9:00pm Adult Swim

Megan recalls the night she met her husband. We flash back to a roller disco in the 1970’s. Megan watches her future husband perform disco moves on the skating rink floor.

Megan (voiceover): At first I didn’t trust my eyes, nobody could look that good. Plus Perry and I had been doing whippets in his van. But he was real alright.

ALCOHOL/BEER - 3/26/11 King of the Hill 9:00pm Adult Swim

Hank plays loud music and drinks beers with his friends late at night to annoy his Canadian neighbor. Everyone looks worn-out and tired. Peggy complains to Hank.

Peggy: Can we please stop this, Hank. I can actually feel my liver through my shirt.

Hank’s neighbor Gordon arrives with a pack of Canadian beer and challenges Hank.

Gordon: Alright you turkeys, I got a 2-4 of Slewbacks. You wanna throw down? Let's throw down.

Data Tables

Sex and Language Content and Presence of Descriptors						
	Number of Shows	Number of Shows with <u>Sexual Content</u>	Number of Shows with <u>Sexual Content</u> and an 'S'	Number of Shows with Explicit Language	Number of Shows with Explicit Language and an 'L'	
		68% of all animated programming analyzed contained sexual content	72% of shows did not contain a warning for parents about sexual content	76% of PG rated shows contained explicit language	37% of PG shows contained no warning for parents about explicit language	
TV-Y7	2	0 (0%)	0 (N/A)	0 (0%)	0 (N/A)	
TV-G	13	0 (0%)	0 (N/A)	1 (8%)	0 (0%)	
TV-PG	71	46 (42%)	7 (15%)	54 (76%)	34 (63%)	
TV-14	35	35 (100%)	16 (36%)	35 (100%)	24 (69%)	
TV-MA	2	2 (100%)	0 (0%)	2 (100%)	0 (0%)	
TOTAL:	123	83 (68%)	23 (28%)	92 (75%)	58 (47%)	

Incidents of Explicit Language			
	# of Shows	Incidents of Explicit Language	Percentages
			35% of explicit language occurred in PG rated shows.
TV-Y7	2	-	N/A
TV-G	13	1	0.2%
TV-PG	71	211	35.2%
TV-14	35	354	59.1%
TV-MA	2	33	5.5%
TOTAL	123	599	100%

Incidents of Bleeped or Euphemisms for "F**k" or "Sh*t"			
	# of Shows	Bleeped or Euphemisms for F**k/Sh*t	Percentages
			22% of incidents occurred in TV-PG shows
TV-Y7	2	-	N/A
TV-G	13	-	N/A
TV-PG	71	10	22.2%
TV-14	35	27	60.0%
TV-MA	2	8	17.8%
TOTAL	123	45	100%

Incidents of Sexual Slang or Misogynistic Language			
	# of Shows	Sexual Slang or Misogynistic Language*	Percentages
			38% of incidents occurred in PG rated shows.
TV-Y7	2		
TV-G	13	1	0.4%
TV-PG	71	90	38.3%
TV-14	35	134	57.0%
TV-MA	2	10	4.3%
TOTAL	123	235	100%
** Sexual Slang or Misogynistic Language includes: bitch, pussy, cock, dick, suck, screw, douche, ass, balls, slut, whore, ho, and skank			

Sexual Depictions			
	# of Shows	Sexual Depictions	Percentages
			63% of sexual depictions occurred in PG rated shows.
TV-Y7	2		
TV-G	13		
TV-PG	71	185	63.1%
TV-14	35	76	25.9%
TV-MA	2	32	10.9%
TOTAL	123	293	100%

Sexual References			
	# of Shows	Sexual References	Percentages
			53% of sexual references occurred in TV-PG rated shows
TV-Y7	2		
TV-G	13		
TV-PG	71	206	53.2%
TV-14	35	171	44.2%
TV-MA	2	10	2.6%
TOTAL	123	387	100%

Total Sexual References & Depictions		
	Sexual Content	Percentages
		58% of sexual content occurred in TV-PG shows
TV-Y7		
TV-G		
TV-PG	391	57.5%
TV-14	247	36.3%
TV-MA	42	6.2%
Total	680	100%

Sexual References in TV-PG Shows		
	TV-PG	Percentages
There were 154 general references or innuendos to sex, accounting for 75% of the sexual references.		
Sexual Reference/Innuendo	154	74.8%
Sexual Reference – Virginity	12	5.8%
Sexual Reference – STD	1	0.5%
Sexual Reference – Condoms		
Sexual Reference – Pornography	3	1.5%
Sexual Reference – Violence Rape		
Sexual Reference – Pedophilia		
Sexual Reference – Strippers	1	0.5%
Anatomical Reference – Vagina		
Anatomical Reference – Penis	5	2.4%
Anatomical Reference- Ass	7	3.4%
Anatomical Reference – Breast	13	6.3%
Anatomical Reference – Testicles	9	4.4%
Anatomical Reference – Sperm		
Sex – Graphic Description	1	0.5%
TOTAL:	206	100%

Sexual References in TV-14 Shows		
	TV-14	Percentages
There were 66 anatomical references, accounting for 39% of the sexual references.		
Sexual Reference/Innuendo	73	42.7%
Sexual Reference – Virginity	3	1.8%
Sexual Reference – STD	4	2.3%
Sexual Reference – Condoms	2	1.2%
Sexual Reference – Pornography	9	5.3%
Sexual Reference – Violence Rape	8	4.7%
Sexual Reference – Pedophilia	4	2.3%
Sexual Reference – Strippers	2	1.2%
Anatomical Reference – Vagina	10	5.8%
Anatomical Reference – Penis	26	15.2%
Anatomical Reference- Ass		
Anatomical Reference – Breast	18	10.5%
Anatomical Reference – Testicles	7	4.1%
Anatomical Reference – Sperm	5	2.9%
Sex – Graphic Description		
TOTAL:	171	100%

Sexual References in TV-MA Shows		
	TV-MA	Percentages
Sexual Reference/Innuendo	8	80.0%
Sexual Reference – Virginity		
Sexual Reference – STD		
Sexual Reference – Condoms		
Sexual Reference – Pornography		
Sexual Reference – Violence Rape		
Sexual Reference – Pedophilia		
Sexual Reference – Strippers		
Anatomical Reference – Vagina		
Anatomical Reference – Penis		
Anatomical Reference- Ass	1	10.0%
Anatomical Reference – Breast		
Anatomical Reference – Testicles	1	10.0%
Anatomical Reference – Sperm		
Sex – Graphic Description		
TOTAL:	10	100%

Sexual References in All Shows		
	TOTAL	Percentages
Sexual Reference/Innuendo	235	60.7%
Sexual Reference – Virginity	15	3.9%
Sexual Reference – STD	5	1.3%
Sexual Reference – Condoms	2	0.5%
Sexual Reference – Pornography	12	3.1%
Sexual Reference – Violence Rape	8	2.1%
Sexual Reference – Pedophilia	4	1.0%
Sexual Reference – Strippers	3	0.8%
Anatomical Reference – Vagina	10	2.6%
Anatomical Reference – Penis	31	8.0%
Anatomical Reference- Ass	8	2.1%
Anatomical Reference – Breast	31	8.0%
Anatomical Reference – Testicles	17	4.4%
Anatomical Reference – Sperm	5	1.3%
Sex – Graphic Description	1	0.3%
TOTAL:	387	100%

Sexual Depictions in TV-PG Shows		
	TV-PG	Percentages
There were 106 depictions of some form of nudity in TV-PG rated shows, accounting for 57% of the sexual depictions.		
Nudity	11	5.9%
Partial Nudity	66	35.7%
Obscured Nudity	1	0.5%
Implied Nudity	28	15.1%
Anatomical Emphasis	10	5.4%
Sexual Clothing	49	26.5%
Sexual Gesture – Suggestive Dancing	14	7.6%
Sexual Gesture – Stripping	1	0.5%
Sex Depicted – General	1	0.5%
Sex Depicted – Pornography		
Sex Depicted – Masturbation		
Sex Depicted – Pedophilia		
Sex Depicted – Prostitution	1	0.5%
Sex – Graphic Depiction	3	1.6%
Total	185	100%

Sexual Depictions in TV-14 Shows		
	TV-14	Percentages
25% of sexual depictions were general depictions of simulated sex.		
Nudity	2	2.6%
Partial Nudity	3	3.9%
Obscured Nudity	6	7.9%
Implied Nudity	5	6.6%
Anatomical Emphasis	20	26.3%
Sexual Clothing	6	7.9%
Sexual Gesture – Suggestive Dancing	8	10.5%
Sexual Gesture – Stripping	1	1.3%
Sex Depicted – General	19	25.0%
Sex Depicted – Pornography	4	5.3%
Sex Depicted – Masturbation	1	1.3%
Sex Depicted – Pedophilia	1	1.3%
Sex Depicted – Prostitution		
Sex – Graphic Depiction		
Total	76	100%

Sexual Depictions in TV-MA Shows		
	TV-MA	Percentages
69% of sexual depictions were depictions of some form of nudity.		
Nudity	1	3.1%
Partial Nudity	12	37.5%
Obscured Nudity	5	15.6%
Implied Nudity	4	12.5%
Anatomical Emphasis		
Sexual Clothing	8	25.0%
Sexual Gesture – Suggestive Dancing	1	3.1%
Sexual Gesture – Stripping		
Sex Depicted – General		
Sex Depicted – Pornography		
Sex Depicted – Masturbation		
Sex Depicted – Pedophilia		
Sex Depicted – Prostitution		
Sex – Graphic Depiction	1	3.1%
Total	32	101%

**Total equals 101 due to rounding.*

Sexual Depictions in All Shows		
	TOTAL	Percentages
There were 4 graphic depictions of sex in animated programming, of which 75% occurred in TV-PG rated shows.		
Nudity	14	4.8%
Partial Nudity	81	27.6%
Obscured Nudity	12	4.1%
Implied Nudity	37	12.6%
Anatomical Emphasis	30	10.2%
Sexual Clothing	63	21.5%
Sexual Gesture – Suggestive Dancing	23	7.8%
Sexual Gesture – Stripping	2	0.7%
Sex Depicted – General	20	6.8%
Sex Depicted – Pornography	4	1.4%
Sex Depicted – Masturbation	1	0.3%
Sex Depicted – Pedophilia	1	0.3%
Sex Depicted – Prostitution	1	0.3%
Sex – Graphic Depiction	4	1.4%
Total	293	100%

**Zero percent is equal to less than 0.5%.*

Profanity in TV-PG Shows		
	TV-PG	Percentages
There were 10 incidents of bleeped or euphemisms for "F**k" and "Sh*t" in TV-PG rated shows.		
Bleeped F**k	5	2.4%
Bleeped Sh*t	1	0.5%
Euphemism for "F**k"	4	1.9%
Euphemism for "Sh*t"		
Euphemism for "Bitch"	1	0.5%
Ass	40	19.0%
Dick		
Bleeped Pussy		
Cock		
Balls	4	1.9%
Bitch	4	1.9%
Damn	35	16.6%
Crap	27	12.8%
Hell	38	18.0%
Piss	2	0.9%
Suck	18	8.5%
Screw	3	1.4%
Bastard	8	3.8%
Douche		
Homosexual Euphemism		
Racial Epithet (African American) – Nigger		
Racial Epithet (Latino) – Wetback	1	0.5%
Slut	1	0.5%
Whore	7	3.3%
Ho		
Skank	12	5.7%
Total	211	99%

Profanity in TV-G Shows		
	TV-G	Percentages
Only 1 instance of profanity was found in TV-G rated shows		
Bleeped F**k		
Bleeped Sh*t		
Euphemism for "F**k"		
Euphemism for "Sh*t"		
Euphemism for "Bitch"		
Ass		
Dick		
Bleeped Pussy		
Cock		
Balls		
Bitch		
Damn		
Crap		
Hell		
Piss		
Suck	1	100%
Screw		
Bastard		
Douche		
Homosexual Euphemism		
Racial Epithet (African American) – Nigger		
Racial Epithet (Latino) – Wetback		
Slut		
Whore		
Ho		
Skank		
Total	1	100%

Profanity in TV-14 Shows		
	TV-14	Percentages
A profanity aired once every two minutes and 58 seconds in TV-14 rated shows.		
Bleeped F**k	12	3.4%
Bleeped Sh*t	3	0.8%
Euphemism for "F**k"	11	3.1%
Euphemism for "Sh*t"	1	0.3%
Euphemism for "Bitch"	1	0.3%
Ass	50	14.1%
Dick		
Bleeped Pussy	1	0.3%
Cock	1	0.3%
Balls	1	0.3%
Bitch	26	7.3%
Damn	65	18.4%
Crap	33	9.3%
Hell	71	20.1%
Piss	9	2.5%
Suck	14	4.0%
Screw	14	4.0%
Bastard	13	3.7%
Douche	4	1.1%
Homosexual Euphemism		
Racial Epithet (African American) – Nigger	1	0.3%
Racial Epithet (Latino) – Wetback	1	0.3%
Slut	3	0.8%
Whore	13	3.7%
Ho	5	1.4%
Skank	1	0.3%
Total	354	100%

Profanity in TV-MA Shows		
	TV-MA	Percentages
The second most common profanity in TV-MA rated shows was Bleeped "F**k"		
Bleeped F**k	6	18.2%
Bleeped Sh*t	1	3.0%
Euphemism for "F**k"	1	3.0%
Euphemism for "Sh*t"		
Euphemism for "Bitch"		
Ass	3	9.1%
Dick	2	6.1%
Bleeped Pussy		
Cock		
Balls	1	3.0%
Bitch	2	6.1%
Damn	4	12.1%
Crap	8	24.2%
Hell	2	6.1%
Piss		
Suck		
Screw		
Bastard		
Douche		
Homosexual Euphemism	1	3.0%
Racial Epithet (African American) – Nigger		
Racial Epithet (Latino) – Wetback		
Slut		
Whore	2	6.1%
Ho		
Skank		
Total	33	100%

Profanity in All Shows		
	TOTAL	Percentages
Bleeped F**k	23	3.8%
Bleeped Sh*t	5	0.8%
Euphemism for "F**k"	16	2.7%
Euphemism for "Sh*t"	1	0.2%
Euphemism for "Bitch"	2	0.3%
Ass	93	15.5%
Dick	2	0.3%
Bleeped Pussy	1	0.2%
Cock	1	0.2%
Balls	6	1.0%
Bitch	32	5.3%
Damn	104	17.4%
Crap	68	11.4%
Hell	111	18.5%
Piss	11	1.8%
Suck	33	5.5%
Screw	17	2.8%
Bastard	21	3.5%
Douche	4	0.7%
Homosexual Euphemism	1	0.2%
Racial Epithet (African American) – Nigger	1	0.2%
Racial Epithet (Latino) – Wetback	2	0.3%
Slut	4	0.7%
Whore	22	3.7%
Ho	5	0.8%
Skank	13	2.2%
Total	599	100%

Drugs in TV-PG Shows		
	TV-PG	Percentages
71% of all drug content occurred in TV-PG shows		
Reference – Alcohol	4	2.7%
Reference – Marijuana	2	1.4%
Reference – Other Drugs	7	4.7%
Depiction – Alcohol	132	89.2%
Depiction – Marijuana	2	1.4%
Depiction – Other Drugs	1	0.7%
Total	148	100%

Drugs in TV-14 Shows		
	TV-14	Percentages
Reference – Alcohol	7	11.9%
Reference – Marijuana	8	13.6%
Reference – Other Drugs	13	22.0%
Depiction – Alcohol	17	28.8%
Depiction – Marijuana	2	3.4%
Depiction – Other Drugs	12	20.3%
Total	59	100%

Drugs in TV-MA Shows		
	TV-MA	Percentages
Reference – Alcohol		
Reference – Marijuana		
Reference – Other Drugs		
Depiction – Alcohol	1	100%
Depiction – Marijuana		
Depiction – Other Drugs		
Total	1	100%

Drugs in All Shows		
		Percentages
100% of drug content occurred on Adult Swim		
Reference – Alcohol	11	5.3%
Reference – Marijuana	10	4.8%
Reference – Other Drugs	20	9.6%
Depiction – Alcohol	150	72.1%
Depiction – Marijuana	4	1.9%
Depiction – Other Drugs	13	6.3%
Total	208	100%

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Footnote

- a. [http://topics.law.cornell.edu/wex/attractive_nuisance_doctrine]

The Parents Television Council (PTC) is the nation's most influential advocacy organization protecting children against sex, violence, and profanity on television and in other media because of their documented and long-term harmful effects.

Founded in 1995 to stem the dramatic rise in indecent programming, the PTC today has become one of the strongest watchdog organizations of the entertainment industry.

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