



Parents Television Council Background

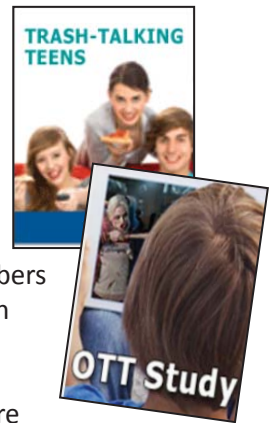
The Parents Television Council's is the nation's most influential advocacy organization protecting children against sex, violence, and profanity on television and in other media because of their documented and long-term harmful effects. Founded in 1995 to stem the dramatic rise in indecent programming, the PTC today has become one of the strongest watchdog organizations of the entertainment industry.



The PTC accomplishes its mission by educating families so they can be more informed consumers of media and by motivating activism to reduce both the amount and the degree of harmful and offensive content.

Through its comprehensive database of network prime time programming, the PTC makes available to sponsors and viewers an exhaustive list of network television shows that are considered socially responsible; that are uplifting rather than denigrating; that display positive role models; and are devoid of blatant sex, graphic violence, and profanity. With its powerful grassroots coalition of over 1.3 million members, national and local advertisers hear the PTC voice when they sponsor programs with harmful or offensive content. In many instances advertisers are unaware of the show's content and voluntarily pull their sponsorship of these negative messages.

The PTC works with the Hollywood creative community to encourage the production of programs that are appropriate for a family audience. When necessary, the PTC targets specific programs that contain egregious levels of sex, violence, and profanity by encouraging its members to contact the producers, network executives, and sponsors. It is a formula that has resulted in numerous shows being pulled off the air or rescheduled to a later time slot.



The Parents Television Council works with elected and appointed government officials to ensure enforcement of federal broadcast decency laws and push for a TV Content Ratings system that is accurate and reliable for families to use. The PTC works with federal, state, and local legislators to combat the dramatic increase in profanity on television – particularly during the so-called Family Hour – as sanctioned by the Federal Communications Commission.



The PTC awards its *Seal of Approval* to producers, networks, and advertisers responsible for creating, broadcasting, and sponsoring programs with positive messages and that are free of strong sexual, violent, and profane material. The Seal is a highly sought-after award with strong economic benefits accruing to the honoree.

The PTC produces highly respected and objective analytical research studies about television content. With PTC analysts watching every prime time television show and selected cable programming, the Parents Television Council is considered one of the nation's foremost authorities for research and information on television content and advertising.

Part of the PTC's role is to provide viewers with information about current television shows and films, such as displayed in a PTC Family Guide using "red light," "green light," and "yellow light" to rate television shows for foul language, sexual content, and violence.

For more information, go to www.parentstv.org.

