



PARENTS TELEVISION COUNCIL • SPECIAL REPORT • JANUARY 2007

DYING TO ENTERTAIN

Violence on Prime Time Broadcast Television
1998 to 2006



BECAUSE OUR CHILDREN ARE WATCHING™

PARENTS TELEVISION COUNCIL™

L. Brent Bozell III
Founder

Tim Winter
President

Mark Barnes
Senior Consultant

Melissa Caldwell
Senior Director of Programs

Casey Williams
Content Manager

Aubree Bowling
Senior Entertainment Analyst

Caroline Schulenburg,
Christopher Gildemeister,
Josh Shirlen, Nicole Tomkins,
Joseph Bozell
Entertainment Analysts

Glen Erickson
Manager of Advertiser Programs

Dan Isett
Director of Corporate &
Government Affairs

Christiana Hills
Director of Marketing &
Grassroots Communications

Tod Steward
Director of Marketing for
Membership Expansion

Gavin McKiernan
National Grassroots Director

Kevin Granich
Assistant to the Grassroots Director

Regina Tercero
Director of Finance & Admin.

Julie Feuerbacher
Director of Development

Robert Shear
Resource Development Manager

Marty Waddell
Eastern Regional
Development Representative

Dan Bodwell
Western Regional
Development Representative

Tracy Ferrell
Development Assistant

Larry Irvin
Development Associate

Jane Dean
Office & Graphics Admin.

Michelle Curtis, James Maxon, Joseph Mendez,
Christopher Jones, Andrew Bowser
Interns

PTC'S HOLLYWOOD HEADQUARTERS
707 Wilshire Boulevard, Suite 2075
Los Angeles, CA 90017 • (213) 629-9255

The PTC is a 501(c)(3) nonprofit research
and education foundation.

© Copyright 2007 – Parents Television Council

TABLE OF CONTENTS

Executive Summary	1
Major Findings	1
Effects of Television Violence on Youth	3
Background	5
Study Parameters & Methodology	6
Statistical Overview	6
Examples	8
2003-2004 TV Season	8
2004-2005 TV Season	9
2005-2006 TV Season	11
Conclusion & Recommendations	14
Statistical Appendix	16
About the PTC	20

FOR MEDIA INQUIRIES PLEASE CONTACT

Kelly Oliver
CRC Public Relations
(703) 683-5004



DYING TO ENTERTAIN

Violence on Prime Time Broadcast TV
1998 to 2006

EXECUTIVE SUMMARY

TV violence has become a paradox of sorts. Medical and social science have proven conclusively that children are adversely affected by exposure to it – yet millions of parents think nothing of letting their children watch *C.S.I.* or other, equally violent programs. Prominent leaders in the entertainment industry publicly decry violent entertainment – but then continue to produce and distribute it. Despite the widespread consensus that TV violence is a significant problem, it has become not only more frequent, but more graphic in recent years. **Indeed, the television season that began in the fall of 2005 was one of the most violent in recent history – averaging 4.41 instances of violence per hour during prime time – an increase of 75% since the 1998 television season.**

Dying to Entertain is the PTC's second examination of TV violence during prime time on the six major broadcast networks (ABC, CBS, NBC, Fox, UPN and the WB). Using the previous report, *TV Bloodbath* (released in December 2003 and analyzing content from the 1998, 2000, and 2002 television seasons) as a baseline, the PTC discerned some longitudinal trends and qualitative differences over the past eight years. For this Special Report, PTC analysts reviewed programming from the first two weeks of the November, February and May sweeps during the 2003-2004, 2004-2005, and 2005-2006 television seasons for a total of 1,187.5 programming hours.

MAJOR FINDINGS:

Between 1998 and 2006:

- Violence increased in every time slot:
 - ✓ Violence during the 8:00 p.m. Family Hour has increased by 45%
 - ✓ Violence during the 9:00 p.m. hour has increased by 92%
 - ✓ Violence during the 10:00 p.m. hour has increased by 167%

- ABC experienced the biggest increase in violent content overall. In 1998, ABC averaged .93 instances of violence per hour during prime time. By 2006, ABC was averaging 3.8 instances of violence per hour – an increase of 309%.
- Fox, the second-most violent network in 1998, experienced the smallest increase. Fox averaged 3.43 instances of violence per hour in 1998 and 3.84 instances of violence per hour by 2006 – an increase of only 12%.
- Violent scenes increasingly include a sexual element. Rapists, sexual predators and fetishists are cropping up with increasing frequency on prime time programs like *Law and Order: S.V.U.*, *C.S.I.*, *C.S.I. Miami*, *C.S.I. New York*, *Medium*, *Crossing Jordan*, *Prison Break*, *E.R.* and *House*.

On an Hour-by-Hour Basis:

- Every network experienced an increase in violence during the 9:00 and 10:00 hours between 1998 and the 2005-2006 television season.
- ABC experienced the biggest increase in violent content during the Family Hour. In 1998 ABC was the least-violent network, averaging only .13 instances of violence per hour. By 2006, ABC was averaging 2.23 instances of violence per hour, an increase of 1615.4%.
- UPN and Fox were the only networks to feature less violence during the Family Hour in 2005-2006 than in 1998. Violence on Fox decreased by 18%, and on UPN by 83%.
- ABC experienced the biggest increase in violent content during the 9:00 hour, jumping from .31 instances per hour in 1998 to 5.71 instances per hour during the 2005-2006 season – an increase of 1,742%.
- NBC experienced the biggest increase in violent content – 635% – during the 10:00 hour, from 2 instances of violence per hour in 1998 to nearly 15 instances of violence per hour in 2005-2006.

During the 2005-2006 Season:

- Nearly half (49%) of all episodes airing during the study period contained at least one instance of violence.
- The WB network had the highest frequency of violence during the Family Hour during the 2005-'06 season with an average of 3.74 incidents of violence per hour.
- CBS was the most violent network during the 9:00 hour during the 2005-'06 season with an average of 7.53 instances of violence per hour.
- ABC's short-lived series *Night Stalker* was the most violent program on television in the 2005-2006 television season. In the sole, one-hour episode that aired during the study period there were 26 instances of violence.
- Every episode of every program airing on NBC in the 10:00 hour during the 2005-'06 season contained at least one instance of violence. On a per-hour basis, NBC's 10:00 programming averaged an alarming 14.69 instances of violence.
- 56% of all violence on prime time network television during the 2005-2006 season was person-on-person violence.
- For each hour of prime time, CBS had the highest percentage of deaths depicted on screen during the 2005-'06 season. During the 8:00 hour, 66% of violent scenes depicted a death. During the 9:00 and 10:00 hours 68% of violent scenes depicted a death.
- Across the board, 54% of violent scenes contained either a depiction of death (13%) or an implied death (41%) during the 2005-'06 season.

Violence on television continues unabated despite the overwhelming evidence pointing to a direct and causal relationship between violent entertainment products and aggressive behavior in children. Yet the only solution offered by the entertainment industry thus far has been the V-Chip. But the V-Chip is no solution.

Violence on television continues unabated despite the overwhelming evidence pointing to a direct and causal relationship between violent entertainment products and aggressive behavior in children. Yet the only solution offered by the entertainment industry thus far has been the V-Chip. But the V-Chip is no solution.

The PTC's research shows that every broadcast network has had problems with the accurate and consistent application of content descriptors (D, S, L, or V) which are designed to work in conjunction with the V-Chip to help parents block objectionable programming.

A study by the Kaiser Family Foundation found that content descriptors are not being used on the vast majority of general audience shows containing sex, violence, or adult language. Eight out of 10 television shows with violent or sexual behavior did not receive the V or S content descriptors. Children's programs also contain a significant amount of violence, most of which is not indicated by a FV content descriptor.

Clearly, we need a better solution.

Advertisers have a role to play in curbing TV violence. Using their unique position of influence, they can encourage broadcasters to reduce the frequency and explicitness of TV violence.

Broadcast affiliates, too, can play a role by preempting excessively violent programs and refusing to air violent programs in syndication during times of day when children are watching TV.

Many lawmakers have proposed legislation to curb TV violence, but all attempts to legislatively address this problem have failed on First Amendment grounds. Perhaps it is time for Congress to revisit this issue and consider including violence in the category of "indecent" content that can be regulated by the Federal Communications Commission.

DYING TO ENTERTAIN

Violence on Prime Time Broadcast TV 1998 to 2006

JANUARY 10, 2007

I. The Effects of Television Violence on Youth

Since its inception, adults have been concerned about the potential negative influences of television on children and adolescents, particularly through exposure to violent content. Foremost among the issues that have been raised is whether violence on television affects young people and, if so, how. Given that on average American youth witness more than 1,000 murders, rapes, and assaults per year on television, understanding the consequences of such exposure is an important public health issue.

The role of television violence in shaping young people's aggressive attitudes and behaviors has been studied extensively using a variety of research designs, and a body of consistent findings has emerged. Laboratory studies indicate that children exposed to a filmed sequence of violent acts frequently imitate those aggressive behaviors. Correlational studies of simultaneous exposure to televised violence and real world aggression have shown significant associations between the two behaviors. That is, the two behaviors tend to co-occur. The question of whether viewing television violence causes aggression, however, requires looking at which comes first. Does exposure to television violence precede aggression? The strongest evidence regarding the causal role of television violence comes from longitudinal studies involving data collected from participants at multiple points in time. Early exposure to television violence has consistently emerged as a significant predictor of later aggression in studies conducted in the United States as well as other countries, some of which have followed young people more than one to two decades beyond childhood.

In addition to aggressive attitudes and behaviors, research suggests that televised violence influences youth in other important ways. Viewing violent content is associated with intense emotional responses of fear and anxiety among both children and teenagers. Aside from distress and other immediate effects, such as obsessive thoughts and sleep disturbances, exposure to televised violence may also lead to an increased fear of being victimized. The power of violent portrayals to affect youth emotionally and psychologically is further supported by the finding that children frequently develop long-term fears of specific kinds of people or places from viewing a single movie or television scene that frightened them.

Finally, an important process known as desensitization has been linked to television violence. Desensitization occurs when an individual experiences a reduction in responsiveness to a stimulus — in this case, violence portrayals — as a result of repeated exposure. Desensitization to televised violence is evident on a physiological level through reduced arousal and emotional distress while witnessing violence. It also exists on an interpersonal level and is exhibited by less sympathy for the victims of violence and a decreased willingness to intervene in a conflict even if only to summon an adult for help.

Several characteristics of violence on television have been identified as contributing to its negative effects. For one thing, portrayals of violence tend to be presented as humorous rather than serious or realistic. Second, violence shown on television is often substantially sanitized, with little focus on the victim, his or her injuries or pain, or other long-term consequences. Finally, television depictions glamorize and justify the use of violence as an

appropriate response, with perpetrators rarely displaying remorse or being criticized. In many cases, it is the “good guy” who engages in violence. Overall, the context in which violence is presented on television serves to trivialize its impact and legitimize its use.

Along with parents, peers, schools, and other institutions, television represents an important socializing influence on children’s propensity to engage in violence. Television characters model how to perpetrate violence and are often rewarded for their actions. When these models are perceived as attractive and their behaviors as justified, young people are more likely to imitate their actions. Television portrayals also provide scripts about various scenarios and what responses are appropriate. When uncertain about how to behave in a situation, youth may utilize such scripts to guide their behavior. Additionally, high exposure to television may cultivate a perceived social reality among viewers that is largely rooted in media representations. If such perceptions are based on violent programming, young people are likely to see themselves as living in a dangerous world where aggressive behaviors have considerable value.

After decades of research and more than a thousand studies, the answer is yes, watching violent content on television affects youth. Although not all those exposed will commit violent acts, the evidence is overwhelming that viewing high levels of violent programming increases the likelihood of aggression. As with other learned behaviors, many factors at the individual, family, and broader community levels contribute to the development of aggression; however, media violence is clearly a risk factor. In fact, findings from research that combines the results of hundreds of individual studies suggest that about 10 percent of real-life violence may be attributed to media violence.

The following report by the Parents Television Council provides a snapshot of the amount and nature of violence currently shown in primetime broadcast programming. As the television landscape continually evolves, such assessments are important to help keep parents, public health advocates, and others informed about what young people are seeing when they watch television and how they may be affected by its messages regarding violence.

Deborah A. Fisher, Ph.D.
Pacific Institute for Research and Evaluation

II. Background

Almost all evidence testifies to television's role as a formidable educator whose effects are both pervasive and cumulative. Television can no longer be considered as a casual part of daily life, as an electronic toy. Research findings have long since destroyed the illusion that television is merely innocuous entertainment. While the learning it provides is mainly incidental, rather than direct and formal, it is a significant part of the total acculturation process.

— 1971 Surgeon General's Report on Television

At the beginning of the 2005-2006 television season, critics were taken aback by how relentlessly gory the networks' new TV offerings were.

...Generations of viewers are accustomed to new fall lineups containing shows that might easily be considered horrors, but the 2005-6 season is dominated by a new brood of a relatively new breed: shows that are horrific on purpose, with gore as graphic and grisly as in many a monstrous movie.

~ *Washington Post*, September 18, 2005

Even Laissez-Faire Baby Boomers in the room cringed when Frank Spotnitz – exec producer of ABC's *The Night Stalker* – told TV critics last month that he viewed the revival as a vehicle to “bring families together.”

In one small stroke, Spotnitz inadvertently captured why middle-aged critics weaned on television often appear so uncomfortable defending modern media content, especially when the subject of children arises.

~ *Variety*, August 8, 2005

A wounded man startles awake in an outdoor lounge chair, and before he dies he gapes in terror at the fresh, oozing sutures on his exposed abdomen. Damn! Some psycho has carved out his liver, but the organ is still nearby – and it's cooking on the grill!

No, this isn't a deleted scene from the director's cut DVD of *Hannibal* – it's just a random moment from *Killer Instinct*,

one of Fox's new shows. Welcome to prime-time-network and basic-cable television, where a bumper crop of bloodthirsty police procedurals and high-concept thrillers is making for perhaps the most violent, sadistic TV season ever.

~ *Rolling Stone*, October 20, 2005

The body count in prime-time television these days rivals that of a war zone. The popularity of CBS' *CSI: Crime Scene Investigation*, its spinoffs, imitators and other crime or supernatural shows has made network TV home to an astonishing amount of blood 'n' guts....

~ *Associated Press*, November 20, 2005

The inevitable fallout of so much crime on TV is that the crimes themselves often become more bloody and perverse, in a bid to stand out from the crowd and survive in an increasingly competitive TV market. And, as often as not, that means violence against women. During the summer meeting of the Television Critics Association in Los Angeles, TV producers and network executives faced a barrage of questions about the surge in new series featuring violence against women, from *Bones*, *Killer Instinct*, *Wanted* and *Criminal Minds* to sci-fi thrillers like *Supernatural*, *Threshold* and *Night Stalker*. The answers were all the same: Our show is about the crime fighters, not the criminals. But the fact remains that many of these programs dwell on the pain and suffering of their victims to prove their point.

~ *Ottawa Citizen*, December 31, 2005

Indeed, the television season that began in the fall of 2005 turned out to be one of the most violent in recent history. Not only was there more on-screen violence than previously, but the discussions of violent crimes were more explicit and the violence depicted was far more graphic.

In 2003, the Parents Television Council released its first examination of violence on television, *TV Bloodbath: Violence on Prime Time Network TV*. In it the PTC found that in spite of the intense scrutiny faced by the industry in the aftermath of the Columbine school shootings, violence had increased in every time slot between 1998 and 2002.

This report picks up where *TV Bloodbath* left off, starting with the 2003-2004 television season. With the data compiled in this study, the PTC hopes to track longitudinal trends in the frequency and explicitness of TV violence and address why the industry's proposed solution – The V-Chip – is ineffective at protecting children from TV violence.

III. Study Parameters and Methodology

PTC analysts examined all prime time* entertainment programs on the major broadcast television networks (ABC, CBS, Fox, NBC, UPN and the WB) from the first two weeks of the November, February and May sweeps during the 2003-2004, 2004-2005, and 2005-2006 television seasons for a total of 1,187.5 programming hours. Television broadcasts of movies, news, and sports programs were not included in this analysis.

PTC analysts reviewed the programming for all manner of violent and violence-related content including not only on-screen depictions of violence but also depictions of the consequences of violence, such as dead bodies.

Analysts tracked the number of scenes containing violent elements and the number of individual violent elements within each scene. Each escalation of violence within a scene was counted as a separate violent element. For example, if during a fist fight one individual pulls a gun and shoots the other, this would be counted as two separate violent elements within one violent scene. Analysts also noted whether the violence was incidental or a key element of the scene.

Categories of violence tracked by PTC analysts included person-on-person violence (as with the scene described above), self-inflicted violence (such as a suicide), medical violence (gory autopsies, for example), and general mayhem (explosions, car crashes, and the like). Analysts also recorded the consequences of the violence (such as whether a death was depicted or implied, or if injury or physical harm resulted from the violence) and type of weapon used in cases of person-on-person or self-inflicted violence.

* Prime time begins at 8:00 p.m. Eastern and Pacific (7:00 Central and Mountain) and ends at 11:00 p.m. Eastern and Pacific (10:00 Central and Mountain), Monday through Saturday. On Sunday, prime time begins at 7:00 p.m. Eastern and Pacific (6:00 Central and Mountain). Stations affiliated with Fox, UPN and the WB do not air network programming during the last hour of prime time.

IV. Statistical Overview

Between 1998 and 2006:

- Violence increased in every time slot:
 - ✓ Between 1998 and 2006, violence during the Family Hour increased by 45.3% (1.61 instances per hour in '98; 2.34 instances per hour during the 2005-'06 study period).
 - ✓ Violence during the 9:00 hour increased 92.1% between '98 and '06 (2.41 instances per hour in '98; 4.63 instances per hour during the 2005-'06 study period)
 - ✓ Violence during the 10:00 hour increased 167.1% between 1998 and 2006 from 3.53 instances per hour to 9.43 instances per hour.
- ABC experienced the biggest increase in violent content. In 1998, ABC averaged .93 instances of violence per hour during prime time. By 2006, ABC was averaging 3.80 instances of violence per hour – an increase of 309%.
- Fox, the second-most violent network in 1998 experienced the smallest increase. Fox averaged 3.43 instances of violence per hour in 1998 and 3.84 instances of violence per hour by 2006 – an increase of only 12%.

On an Hour-by-Hour Basis:

- Every network experienced an increase in violence during the 9:00 and 10:00 hours between 1998 and the 2005-2006 television season.
- ABC experienced the biggest increase in violent content during the Family Hour. In 1998 ABC was the least-violent network, averaging only .13 instances of violence per hour. By 2006, ABC was averaging 2.23 instances of violence per hour, an increase of 1615.4%.
- UPN and Fox were the only networks to feature less violence during the Family Hour in 2005-2006 than in 1998. Violence on Fox decreased by 18%, and on UPN by 83%.
- ABC experienced the biggest increase in violent content during the 9:00 hour, jumping from .31 instances per hour in 1998 to 5.71 instances per hour during the 2005-2006 season – an increase of 1742%.
- NBC experienced the biggest increase in violent content – 635% – during the 10:00 hour, from 2 instances of violence per hour in 1998 to nearly 15 instances of violence per hour in 2005-2006.

During the 2005-2006 Television Season:

- Nearly half (49%) of all episodes airing during the study period contained at least one instance of violence.
 - ✓ During the 8:00 Family Hour, 54% of programs and 35% of all episodes contained at least one instance of violence.
 - ✓ During the 9:00 hour, 60% of programs and 51% of all episodes contained at least one instance of violence.
 - ✓ During the 10:00 hour, 82% of programs and 90% of all episodes contained at least one instance of violence.
- Nine out of the twelve series (75%) airing during the Family Hour on ABC contained at least one instance of violence, and ten out of the thirteen series (77%) airing during the 9:00 hour contained at least one instance of violence.
- The WB network had the highest frequency of violence during the Family Hour with an average of 3.74 incidents of violence per hour. (ABC averaged 2.23 instances of violence per hour during that time slot.)
- CBS was the most violent network during the 9:00 hour with an average of 7.53 instances of violence per hour. (ABC averaged 5.71 instances of violence per hour during that time slot.)
- UPN was the least violent network during the first two hours of prime time (8-10:00 p.m. ET). During the Family Hour, UPN averaged .45 instances of violence. During the 9:00 hour, UPN averaged .89 instances of violence.
- Every episode of every program airing on NBC during the 10:00 hour contained at least one instance of violence. On a per-hour basis, NBC's 10:00 programming averaged 14.69 instances of violence.
- Five out of the six series that appeared on CBS during the 10:00 hour during the 2005-2006 season contained at least one instance of violence, and 92% of all episodes of CBS programming during the 10:00 hour reviewed for this study contained at least one instance of violence. CBS averaged 8.13 instances of violence per hour during that time slot.
- ABC was the least violent network during the 10:00 hour. While three of the five series and 75% of the episodes that aired during that time slot on ABC contained at least one instance of violence, the network averaged only 4.15 instances of violence per hour of programming.
- ABC's short-lived series *Night Stalker* was the most violent program on television in the 2005-2006 television season. In the sole, one-hour episode that aired during the study period there were 26 instances of violence.
- *ER* was the second-most-violent series on television in the 2005-2006 season, though 91% of the violence on the program was categorized as "Medical Violence" and the remaining 9% as "General Mayhem."

- 56% of all violence on prime time network television during the 2005-2006 season was person-on-person violence; 4% was self-inflicted; 22% was medical violence; and 18% was general mayhem.
- ABC had the highest ratio of person-on-person violence as compared to other categories of violence during the first two hours of prime time. During the 8:00 hour, 74% of the violence on ABC was person-on-person. During the 9:00 hour, 78% was person-on-person. CBS had the highest ratio of person-on-person violence (52%) as compared to other categories of violence during the 10:00 hour.
- For each hour of prime time, CBS had the highest percentage of deaths depicted on screen. During the 8:00 hour, 66% of violent scenes depicted a death. During the 9:00 and 10:00 hours 68% of violent scenes depicted a death.
- Across the board, 54% of violent scenes contained either a depiction of death (13%) or an implied death (41%).
- In 83% of violent scenes during prime time on the six broadcast networks, the violence was a key part of the scene.
- Guns were the favored weapon every hour and on every network during the 2005-2006 season. Overall, guns were featured in 63% of violent scenes. Bladed weapons were used in 15% of violent scenes.

Other Observations:

- Over time violence has shifted from being incidental to the story telling, to being an integral part of the program with more and more programs focusing on graphic autopsy scenes, scenes depicting medical procedures, and extensive torture sequences.
- Violent scenes increasingly include a sexual element. Rapists, sexual predators and fetishists are cropping up with increasing frequency on prime time programs. *Law and Order: S.V.U.*, *C.S.I.*, *C.S.I. Miami*, *C.S.I. New York*, *Medium*,

Crossing Jordan, *Prison Break*, *E.R.* and *House* have all featured storylines containing sexual violence in the last two years.

- The real-life fear of terrorism is a prominent theme in television violence. The focus of *Twenty Four* is largely terrorist violence. An episode of *Law and Order S.V.U.* that aired shortly after the tragedy of Hurricane Katrina focused on anthrax that had been stolen from a flooded lab in the gulf coast being lost in New York.

V. Examples

2003-2004 TELEVISION SEASON

7:00 p.m.

America's Funniest Home Videos (ABC)

Episode: "America's Funniest Home Videos Guide to Parenting" ~ May 2, 2004

Two little girls are fighting and a mother just films. One of the girls pulls the other girl's hair and puts some of it in her tricycle.

8:00 p.m.

Navy NCIS (CBS)

Episode: "High Seas" ~ November 4, 2003

The NCIS team investigates a case where two sailors have died of mysterious drug overdoses.

Medics are shown trying to revive Wilkes in the sick bay. He dies despite their efforts.

9:00 p.m.

24 (Fox)

Episode: "Day 3: 2pm-3pm" ~ November 4, 2003

Jason and Jack hit a man who wants to kick them out of a crack house. Jack points at him with a gun. Jason grabs the man's gun and throws it away. Jason points a gun at him. Jack finds the room where Zach is hiding. Zach has a machine gun. Another man joins in the struggle and an exchange of gunfire takes place. Jack kills one of the men.

C.S.I. (CBS)

Episode: "Suckers" ~ February 5, 2004

An electrocution death in a casino triggers an investigation that uncovers a plot to steal a priceless antique.

Al the Coroner and CSIs Warrick and Catherine stand over the body of a dead woman who has fangs and bite marks on her neck. Al shows them that the fangs are acrylic and were installed by a dentist. They point out an Egyptian tattoo on her foot that matches the ritualistic looking scene in the house where she died. Al then points out bloody scratches on her shoulders.

C.S.I. (CBS)

Episode: "Fur and Loathing" ~ October 30, 2003

Gil and Catherine discover the world of fur fetishists when they discover the body of a man in a raccoon suit.

Gil and Catherine are at the scene of a car crash. They look into the car and see a woman, dead, with cuts on her face. They follow her tire tracks to the side of the road. They find huge paw prints in the street and find what they think is a dead animal but turns out to be a man in a raccoon costume.

10:00 p.m.**E.R. (NBC)**

Episode: "Get Carter" ~ February 5, 2004

An episode about a mother and her son who are victims of domestic violence.

Dr. Gallant hears a child crying and goes to open the closet door. A gun fires through the door. He and the officer open the door and find a young boy. He look up and says "I thought you were my dad."

Third Watch (NBC)

Episode: "Surrender" ~ November 7, 2003

Detectives and witnesses involved in a rape case become murder targets.

A man on the roof across from the courthouse begins firing on the motorcade he thinks the judge is in. He hits one cop in the leg and blood spurts out. He continues firing on the black car and possibly hit someone inside. Once Davis locates his position he radios to a sniper who shoots the man in the head from the building across the street.

2004-2005 TELEVISION SEASON**8:00 p.m.****NCIS (CBS)**

Episode: "The Meat Puzzle" ~ February 8, 2005

The team has to reassemble body parts that have been stuffed into barrels several months ago.

Dr. Mallard (Ducky) is in the morgue and there are pieces of chopped up body on two of the tables. He asks his assistant Palmer why a toe was put with a hand on the reconstruction of the dead body.

Palmer explains that he put it with the hand because the body had a cleanly amputated big toe and it seemed the dead person had lost a thumb in an accident and it had been replaced with a big toe previously in his life.

9:00 p.m.**Lost (ABC)**

Episode: "Solitary" ~ November 17, 2004

A woman traps and tortures Sayid in order to obtain information as to the whereabouts of Alex.

Sayid is being tortured. He is chained to something. Someone appears to be administering electric shocks to him. It is the French woman from the distress call. She appears to stick something sharp in his arm.

C.S.I. (CBS)

Episode: "Ch-ch Changes" ~ November 18, 2004

A woman who was pulled over by police is found murdered two miles up the road from the stop. It's not long before Robbins determines that the woman is not genetically a woman.

Al discusses the dead woman with Gil and Catherine. He tells them the genital wounds were more profound than he originally thought. He explains that he found a prostate where ovaries should have been. He says that the victim had undergone gender re-assignment surgery.

Al: "Her testicles were removed and her penis was inverted, creating a vagina."

Gil says that the killer kept subtracting and refers to how the Adam's apple was removed, that is why she was slashed so violently about the neck. Al says

the knife was sharp and the cuts almost surgical. He adds that it was very angrily and passionately done by someone who was “involved” and knew the victim.

Catherine thinks it was a sexual assault-turned-hate crime.

C.S.I. (CBS)

Episode: “King Baby” ~ February 17, 2005

Eiger is on the autopsy table. Al describes his condition to Gil and Sophia.

Al: “From everything I’ve heard, this guy was a considerable ass. Speaking of which, there’s damage to his sphincter. He suffered from repeated insertions.

Gil: “Rectal insertions?”

Al: “Sizeable. Matching peri-mortem bruises to the hips. The deceased had a peculiar rash around his genitals, slathered in ointments, it doesn’t read as an STD I’m familiar with. I swabbed the ointment. I also found a gallon of milky fluid in his stomach. Trace has that too, along with some fecal matter I found on his feet. For what it’s worth, nicely manicured nails, all but one thumb had a groove worn in it.”

Gil: “Drugs?”

Al: “It could be. His pupils were dilated to the size of pie plates. Tox has the blood.”

There is a close-up of his battered face, but the blood is cleaned up.

Sophia asks for the cause of death. Al says it was asphyxia—he choked on his own blood, he survived the fall, broke his neck but still was breathing.

C.S.I. (CBS)

Episode: “Committed” ~ April 28, 2005

CSIs Gil Grissom and Sara Sidle investigate the grisly murder of a psychiatric patient.

A nurse walks into a cell and finds a dead body on the floor. She sees another patient sitting on the floor next to the body. His face is covered with blood, which he also licks off his fingers.

Lost (ABC)

Episode: “Born to Run” ~ May 11, 2005

Flashbacks of Kate’s past life are shown in the day leading up to the raft’s departure.

Kate and Tom, her ex-boyfriend, are in his car. Kate is driving and is trying to get away from the police who are chasing her. She tells Tom to get out of the car, but he refuses. She hits the accelerator and drives towards the police car. The police officer shoots at the car and she continues to drive and crashes into another car. When she looks over at Tom, he is badly bleeding and injured, possibly already dead from the gunshots fired into the car.

10:00 p.m.

Law and Order: SVU (NBC)

Episode: “Charisma” ~ November 16, 2004

A career con-artist, forger and thief turns to murder and serial pedophilia to populate the cult he created and get his hands on a multi-million dollar trust fund.

There are gunshots heard outside of the townhouse where the cult-leader is hiding. The police break down the door. Once inside, the detectives find the bodies of the children lying on the floor. As they move through the house they see more children lying in pools of blood.

Medical Investigation (NBC)

Episode: “Mousetrap” ~ February 4, 2005

The team travels to Baltimore to help stop an outbreak of the bubonic plague.

Dr. Connors identifies a John Doe as the MDPD’s missing drug trafficker. His dead and bloodied body lie on the autopsy table.

Law and Order: Trial by Jury (NBC)

Episode: “Blue Wall” ~ April 29, 2005

A young man who has been arrested outside of a gay bar dies while in police custody. Kibre and Detective Ravell discover that the young man was raped by two police officers.

A doctor comes to Kibre and tells her “A blunt instrument was inserted. Shoved really, into the rectum. The colon was perforated.”

Law and Order: Trial by Jury (NBC)

Episode: “Day” ~ May 3, 2005

A serial rapist is being prosecuted by Kibre.

A witness testifies: “Please, please, he said it over

and over again. He had his pants down around his ankles. He pulled my underpants off. Leaned into me. Inside I could feel it burning. I was crying. Not just from the pain but because of what he was taking away from me. And he stopped to wipe away my tears.”

2005-2006 TELEVISION SEASON

8:00 p.m.

South Beach (UPN)

Episode: “I’ll Do What I Want to Do” ~ Feb. 8, 2006

Elizabeth is distracted and busy hosting a wedding, prompting Alex to make secret plans for Fuentes at Nocturnal. Unfortunately a gunman attempts to kill Fuentes and a showdown breaks out between mother and son over the club.

A man comes into the nightclub with an automatic weapon and opens fire. People take cover and scream. Another man pulls out a gun and fires back.

The E-Ring (NBC)

Episode: “Cemetery Wind” ~ November 9, 2005

JT, Bobby, Charlie and Danny are able to locate Allejandro, the man who murdered Angela, and kill him.

During a gunfight, JT shoots Allejandro in the back and he falls into a pool. Blood clouds the water Allejandro is floating in.

Smallville (WB)

Episode: “Vengeance” ~ February 2, 2006

Clark discovers that the new assistant at the Daily Planet, a bespectacled, bumbling woman named Andrea, is actually a mysterious vigilante who stalks Suicide Slum. Her path crosses Clark’s as they both seek the same criminal.

While in Metropolis, Martha is approached by two men who rip the box she is carrying out of her hands and steal Jonathan’s watch from her wrist. Martha tells the man the watch was her husband’s and punches him in the face. The man punches Martha in the face in return. She lies unconscious on the ground as he walks away, saying: “Crazy bitch.”

The other man pulls out a knife and bends down as if to cut Martha’s throat.

A woman appears and kicks the man in the stomach, then goes after the other man, throwing him against a car. The other man tells the woman to back off or he will cut Martha – he is holding a knife to her throat. The woman lets go of the man and hits the man with the knife. He goes flying through the air and crashes through a fence.

9:00 p.m.

C.S.I. (CBS)

Episode: “Pirates of the Third Reich” ~ Feb. 9, 2006

The *C.S.I.* detectives investigate the gruesome murder of a woman who has been found in the middle of the Las Vegas desert.

Al has a dead woman’s body on the examining table. Nick and Dave are with him. The woman has blood caked on her nostrils. There is a close-up of her severed hand/wrist area. There is another close-up of the reddish wound on her shoulder where she was branded with the number 19. Dave says he can’t get an accurate read on her liver temperature, so Al tells him to take some vitreous solution from her eye for a more accurate time of death determination. He sticks a needle in one eye and draws fluid into a syringe. He goes to try the second eye and the entire eyeball comes out, nerves dangling from it. Al tells Dave to see if the other eye is also detached and he says it is not. Al tells him to detach it and send both eyes to DNA.

In the basement of the Scheller/Wolfowitz house, the detectives find a medical laboratory where the men seemed to have been conducting experiments.

There is a Nazi symbol on the wall that says “Arbeit Macht Frei.” Catherine speculates that Zoe would have made the perfect Aryan woman except she had one blue eye and one brown eye originally, before the “eye transplant.”

They hear raspy breathing and move a clock to find two Asian men in a bare room on the floor in their underwear. They appear to be sewn together along the spine. One of them is dead; the other, barely alive. There are some sheets over them. They are soaked in blood.

House (Fox)

Episode: "Distractions" ~ February 14, 2006

A 16-year-old and his father ride an ATV, but when the boy has a seizure the father falls, the boy crashes and is engulfed in flames. House and the team must figure out what is wrong with the boy's brain while respecting the fragility of the victim's injuries.

Dr. Foreman performs a spinal on the burn victim. The needle punctures the skin on the victim's neck. A close-up of the needle entering the neck and the burn is shown. The patient screams in pain.

Supernatural (WB)

Episode: "The Benders" ~ February 14, 2006

Dean searches for Sam when he is kidnapped by a backwoods family who hunts humans and keep their body parts as trophies.

Dean is walking through the house. He finds what appear to be human bones. He looks around a corner and sees one of the men in the kitchen hacking and sawing something. The kitchen is full of bladed weapons. Dean finds a jar full of human teeth. Dean is then spotted by a little girl. He asks her to be quiet but she throws a knife at him, pinning him to the wall. He is then found by the two men

Night Stalker (ABC)

Episode: "The Source" ~ November 10, 2005

A mysterious group of bikers are murdering crime figures and DEA agents. Carl is imprisoned for refusing to reveal a source.

Morales points a gun at a man. The window behind them shatters. Another guard is killed with a shotgun blast. The other man is shot in the back, but Caleca escapes. A close-up of the killer's scarred neck is shown. A tiny drop of blood is shown on the edge of the pool. Caleca's bloody fingers are shown grasping his pocket. Some blood-spattered money is seen. The dead bodies of the murder victims are shown. One body is floating in the swimming pool.

Criminal Minds (CBS)

Episode: "Natural Born Killers" ~ Nov. 16, 2005

When an undercover cop goes missing, the BAU team believes a serial killer has something to do with his disappearance.

Morgan describes the murders of Bill and Helen DeMarco to the BAU team. He says that the witness says the man that knocked her down coming out of the house was "hopped up on those damn drugs."

They go upstairs and Morgan says the murder was the grisliest seen by the Baltimore PD in a long time and showed "over kill."

They observe the crime scene, which is primarily a bathroom and bedroom where blood is spattered all over the walls and floor.

Morgan says that Helen was killed by having her throat cut from ear to ear while she was tied to a chair. William was found in the shower with his wrists and ankles bound and was sliced down his entire torso. Morgan says that Williams was also tortured, burned and beaten.

Gideon observes that due to the huge amount of blood, it looks like there might have been a third victim who lost all their blood, was completely dismembered, and all the parts taken by the killer.

Bones (Fox)

Episode: "The Man in the Wall" ~ Nov. 15th, 2005

While dancing in a DC club, Angela and Bones discover a mummified corpse behind the wall. An up-and-coming rap star was killed by his manager when he threatened to leave the music label.

In order to get finger prints from the mummified man, Bones cuts his hand off and hydrates it with a pitcher of water. After the hand is soft, she peels the skin off like a glove and puts it on her hand.

10:00 p.m.**Grey's Anatomy (ABC)**

Episode "Something to Talk About" ~ Nov. 6, 2005

Preston operates on Mrs. Griswold. Her open chest is shown. Preston probes about with medical instruments. Wisps of smoke are visible as he cauterizes parts of her wound. Bloody cloths are shown around the operating table. A huge burst of flame shoots out of her chest. Mrs. Griswold's heart has caught on fire. George dumps water into her open chest wound then disconnects all of the electrical devices. Preston operates furiously, trying to save her life. A glimpse of her open chest wound is shown.



***Grey's Anatomy* (ABC)**

Episode "As We Know It" ~ February 12, 2006

Meredith stands in and helps remove a bomb from a patient. She steps into the hallway and receives minor injuries when the bomb explodes.

The shell explodes as the bomb squad takes it down the hallway. The man carrying it and several others are blown to pieces. Meredith is hurled backwards as shattered glass flies about. Meredith slides on her back. Her nose and ears are bloody.

***Medium* (NBC)**

Episode: "A Changed Man" ~ February 6, 2006

Allison meets a man who has suffered a brain injury causing memory loss. Allison realizes that before his accident he must have murdered several prostitutes and buried them in the desert. The man finally realizes he is not the person he thought he was and helps recover the bodies from the sand.

In a vision, Allison sees David having sex with a prostitute named Jade. Her wrists are tied to the bed post. Several other prostitutes in the same position are shown after having sex with David. He starts to put a pillow over her face. He is then shown putting a pillow over another prostitute's face. This scenario is repeated four more times with four different prostitutes.

***Crossing Jordan* (NBC)**

Episode: "Mace vs. Scalpel" ~ April 30th, 2006

Garrett is captured when visiting the house of a postman. He tries to save a boy that the man has also kidnapped and brainwashed. The man talks about experiments and mutilation he plans to perform on the young boy.

Everett wants Garrett to remove 12-year-old Kyle's testicles so he can save his purity.

Everett: "There is still time before...."

Garrett: "Before what? Before you murder him? You want me to destroy his life so you can have a companion? Get a dog you sick bastard."

Garrett spits in Everett's face.

Garrett finally agrees and says he needs to practice. Garrett cuts into his own leg which bleeds while Everett holds a gun to his head in case he doesn't cooperate.

***C.S.I. Miami* (CBS)**

Episode: "Open Water" ~ May 1, 2006

The C.S.I. team is investigating a double murder that has taken place on a docked cruise ship.

A man has fallen overboard and is trying to tread water but sharks are starting to surround him. He is thrown a life preserver but unable to reach it. A man on the ship tries to shoot the sharks. One of the sharks bites the man who has fallen overboard. Blood fills the water and one of the man's shoes is shown falling to the bottom of the ocean floor.

***C.S.I. New York* (CBS)**

Episode: "Bad Beat" ~ November 16th, 2005

Mac and Stella investigate the murder of the host of a high stakes poker game that took place when a player was caught cheating and kicked out of the game.

Some men playing poker realize one of the guys they are playing with is cheating. They start beating him. The three non-cheating men start kicking and punching him. They toss him out of their hotel room and tell him not to come back. The man in the green sweater has blood dripping down his face.

The doorbell rings and one of the men asks "Are you kidding me?"

The man in the white shirt goes to answer the door but first looks in the peep hole and is staring down the muzzle of a gun. The gun is fired.



VI. Conclusion and Recommendations

Instead of popularity, the mechanisms of global marketing drive televised violence. Producers for global markets look for a dramatic formula that needs no translation, speaks “action” in any language, fits every culture. That formula is violence... The V-chip is not the solution. That technology merely protects the industry from the parents, rather than the other way around. It only facilitates business as usual... The V-chip is a sideshow and a diversion. I have observed this game since the 1970s. It is called “the carrot and the stick.” Legislators posture in public, shaking the stick; and then vote the carrot of multibillion dollar windfalls for the same companies they pretend to threaten. They may even extract some meaningless concessions to calm the waters, take the heat off their media clients - who are among their major bankrollers - and call it a victory.

But the industry knows better. The cover story of the 14 August 1996 issue of the trade journal *Broadcasting & Cable...* is titled “Why the Markey Chip Won’t Hurt You.” In fact, it can only help the industry. It’s like the major polluters saying, “We shall continue business as usual, but don’t worry, we’ll also sell you gas masks to ‘protect your children’ and have a ‘free choice!’”

- George Gerbner in *Wired Magazine*, June 1997

In a survey published in the *Christian Science Monitor*, adults cited television as the cause of teenage violence above lack of supervision, parents, breakdown of family, or drugs. Fifty-six percent of adults surveyed said that portrayals of violence in popular culture contribute to violent behavior in teens. Medical professionals agree. In a 2004 survey of pediatricians, over 98% believe that the media affect childhood aggression.

Violence on television continues unabated despite the overwhelming evidence pointing to a direct and causal relationship between violent entertainment products and aggressive behavior in children. As computer graphics and special effects evolve and become more sophisticated, we can expect television violence to become more explicit and increasingly realistic.

Yet the only solution offered-up by the entertainment industry thus far has been the V-Chip. But the V-Chip is no solution.

A June 2000 study conducted by the Annenberg Public Policy Center at the University of Pennsylvania found that only half of parents were even aware of the television ratings. Only 39% reported using the ratings to guide their children’s viewing. More than a third had never heard of the V-Chip.

Would raising awareness of the V-Chip help? The Annenberg Center also conducted an

experiment from 1999-2001 in which they provided families with young children with V-Chip equipped television sets and tracked their response to the device over a one year period. Out of the 110 families who received V-Chip equipped television sets, 70% reported they never used the V-Chip during the one-year period. In a more recent survey conducted by Zogby on behalf of the Parents Television Council, 87% of respondents reported that they had not used the V-Chip or cable box parental controls to block unwanted content from their television in the previous week.

The biggest obstacle to families using the V-Chip was lack of awareness of the ratings and the V-Chip. This is corroborated by a July 2001 national survey by the Kaiser Family Foundation which found that even among those who have heard of the ratings system, many parents don’t understand what those ratings mean. Only 7% of respondents to the Zogby poll could correctly identify the content descriptors used by the TV industry to rate programs – even when provided with the correct answers.

But even if there were universal awareness of the V-Chip and the ratings system, how useful would this technology really be?

The PTC’s research shows that every broadcast network has had problems with the accurate and consistent application of content descriptors (D, S,

L, or V) which were added to the ratings system after complaints that the earlier, age-based ratings system was too vague. It is these content descriptors that are supposed to work in conjunction with the V-Chip to help parents block objectionable programming.

A study by the Kaiser Family Foundation found that content descriptors are not being used on the vast majority of general audience shows containing sex, violence, or adult language. Eight out of 10 television shows with violent or sexual behavior did not receive the V or S content descriptors. Children's programs also contain a significant amount of violence, most of which is not indicated by a FV content descriptor.

Clearly, we need a better solution.

Advertisers have a role to play in curbing TV violence. Using their unique position of influence, they can encourage broadcasters to reduce the frequency and explicitness of TV violence.

Broadcast affiliates, too, can play a role by preempting excessively violent programs and refusing to air violent programs in syndication during times of day when children are watching TV.

Many lawmakers have proposed legislation to curb TV violence, but all attempts to legislatively address this problem have failed on First Amendment grounds. Perhaps it is time for Congress to revisit this issue and consider including violence in the category of "indecent" content that can be regulated by the Federal Communications Commission.

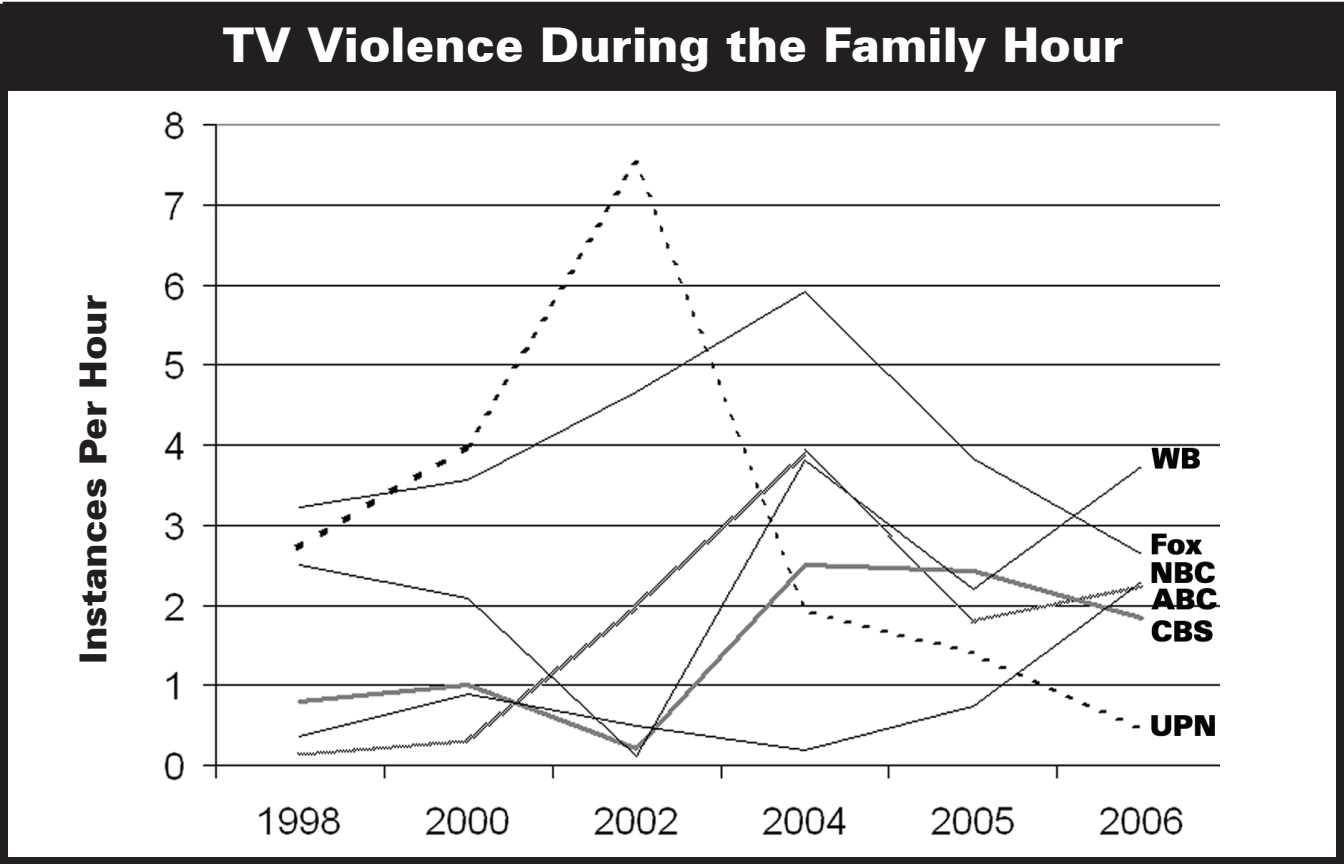
Dying to Entertain was researched and written by
Caroline Schulenburg, PTC Entertainment Analyst

Support for the *Dying to Entertain* violence study was provided by
Charles and Ann Johnson

VII. STATISTICAL APPENDIX

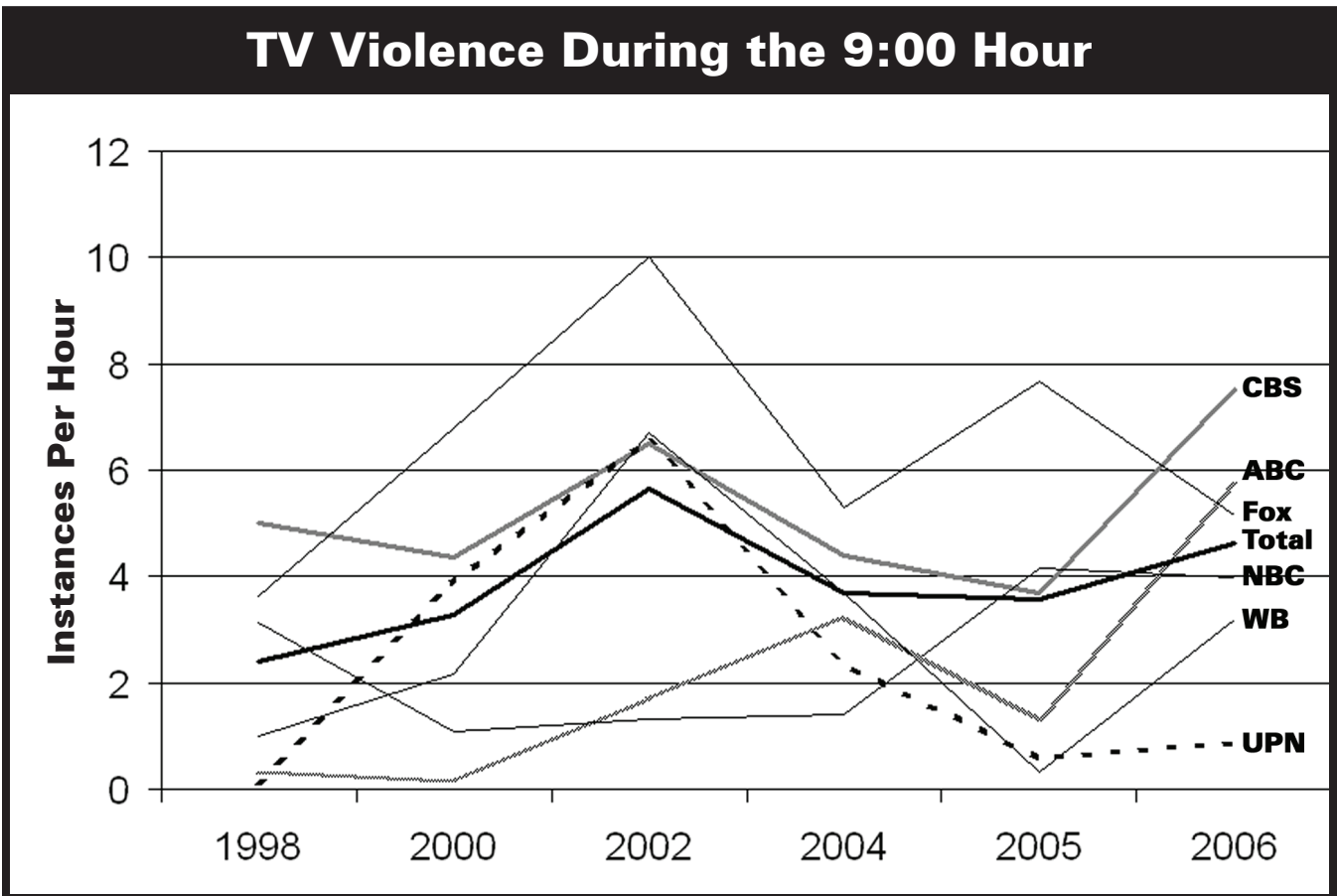
8:00 to 9:00	1998 Violence (Per Hour)	% Change '98-'00	2000 Violence (Per Hour)	% Change '00-'02	2002 Violence (Per Hour)	% Change '02-'04
ABC	.13	138.5 %▲	.31	545.2 %▲	2.00	95.5 %▲
CBS	.79	26.6 %▲	1.00	79.0 %▼	.21	1090.5 %▲
Fox	3.22	10.6 %▲	3.56	31.2 %▲	4.67	26.6 %▲
NBC	.36	147.2 %▲	.89	43.8 %▼	.50	62.0 %▼
UPN	2.71	47.6 %▲	4.00	87.5 %▲	7.50	74.3 %▼
WB	2.50	16.8 %▼	2.08	94.7 %▼	.11	3363.6 %▲
TOTAL	1.61	14.3 %▲	1.84	23.4 %▲	2.27	46.3 %▲

8:00 to 9:00	2003-'04 Violence (Per Hour)	% Change '04-'05	2004-'05 Violence (Per Hour)	% Change '05-'06	2005-'06 Violence (Per Hour)	% Change '98-'06
ABC	3.91	54.0 %▼	1.80	23.9 %▲	2.23	1615.4 %▲
CBS	2.52	0.8 %▼	2.43	24.7 %▼	1.83	131.6 %▲
Fox	5.91	35.2 %▼	3.83	31.3 %▼	2.63	18.3 %▼
NBC	.19	289.5 %▲	.74	210.8 %▲	2.30	538.9 %▲
UPN	1.93	26.9 %▼	1.41	68.1 %▼	.45	83.4 %▼
WB	3.81	42.5 %▼	2.19	70.8 %▲	3.74	49.6 %▲
TOTAL	3.32	34.6 %▼	2.17	7.8 %▲	2.34	45.3 %▲



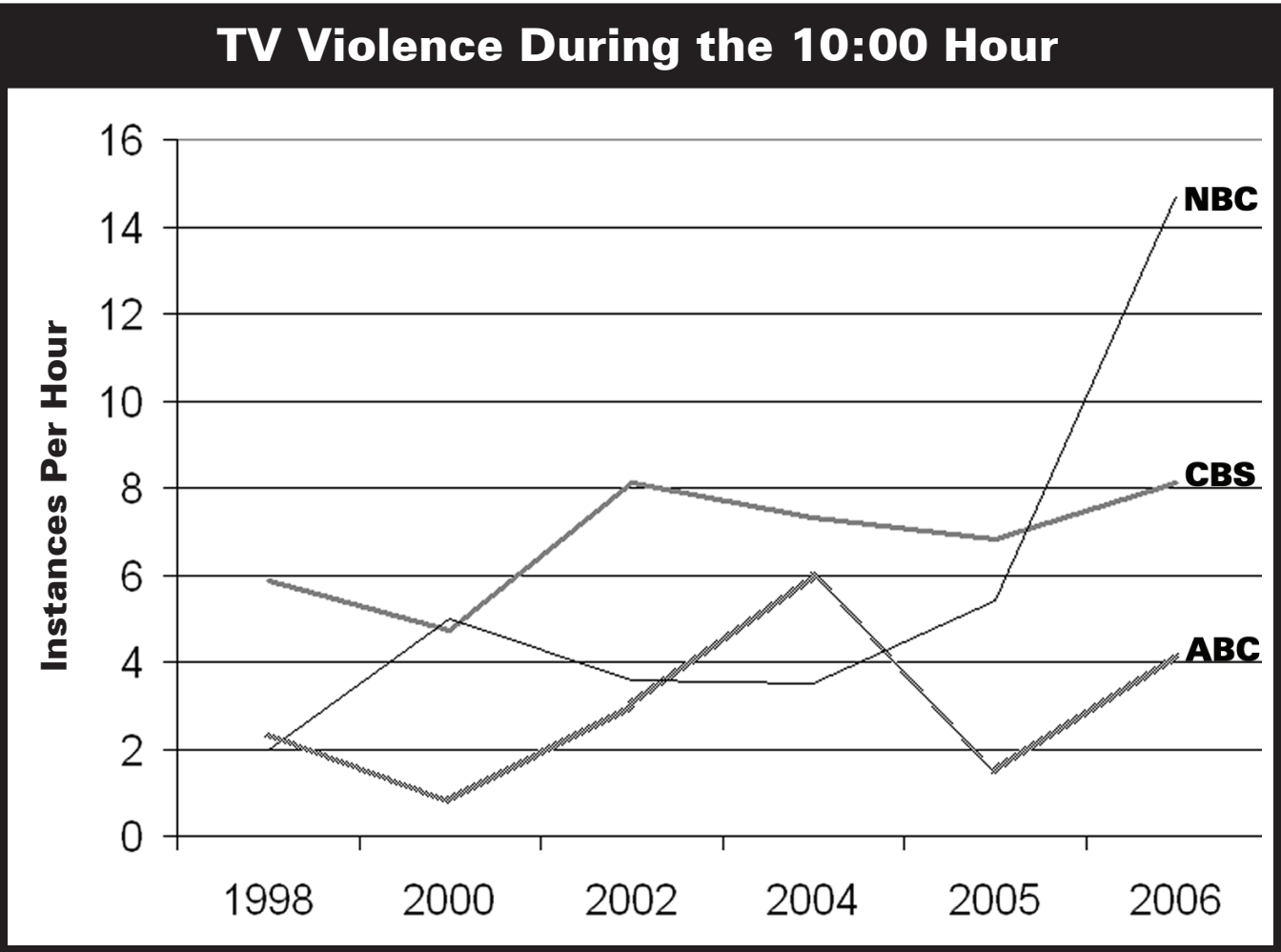
9:00 to 10:00	1998 Violence (Per Hour)	% Change '98-'00	2000 Violence (Per Hour)	% Change '00-'02	2002 Violence (Per Hour)	% Change '02-'04
ABC	.31	54.8 %▼	0.14	1,121.4 %▲	1.71	89.5 %▲
CBS	5.00	12.8 %▼	4.36	49.1 %▲	6.50	32.3 %▼
Fox	3.63	86.8 %▲	6.78	47.5 %▲	10.00	47.0 %▼
NBC	3.14	65.6 %▼	1.08	23.1 %▲	1.33	6.0 %▲
UPN	.13	2,876.9 %▲	3.87	70.5 %▲	6.60	63.9 %▼
WB	1.00	118.0 %▲	2.18	207.3 %▲	6.70	45.1 %▼
TOTAL	2.41	35.7 %▲	3.27	72.8 %▲	5.65	34.7 %▼

9:00 to 10:00	2003-'04	% Change '04-'05	2004-'05	% Change '05-'06	2005-'06	% Change '98-'06
	Violence (Per Hour)		Violence (Per Hour)		Violence (Per Hour)	
ABC	3.24	59.6 %▼	1.31	335.9 %▲	5.71	1741.9 %▲
CBS	4.40	15.9 %▼	3.70	103.5 %▲	7.53	50.6 %▲
Fox	5.30	44.7 %▲	7.67	32.7 %▼	5.16	42.1 %▲
NBC	1.41	195.0 %▲	4.16	4.1 %▼	3.99	27.1 %▲
UPN	2.38	75.6 %▼	0.58	53.4 %▲	0.89	584.6 %▲
WB	3.68	91.3 %▼	0.32	896.9 %▲	3.19	219.0 %▲
TOTAL	3.69	3.0 %▼	3.58	29.3 %▲	4.63	92.1 %▲

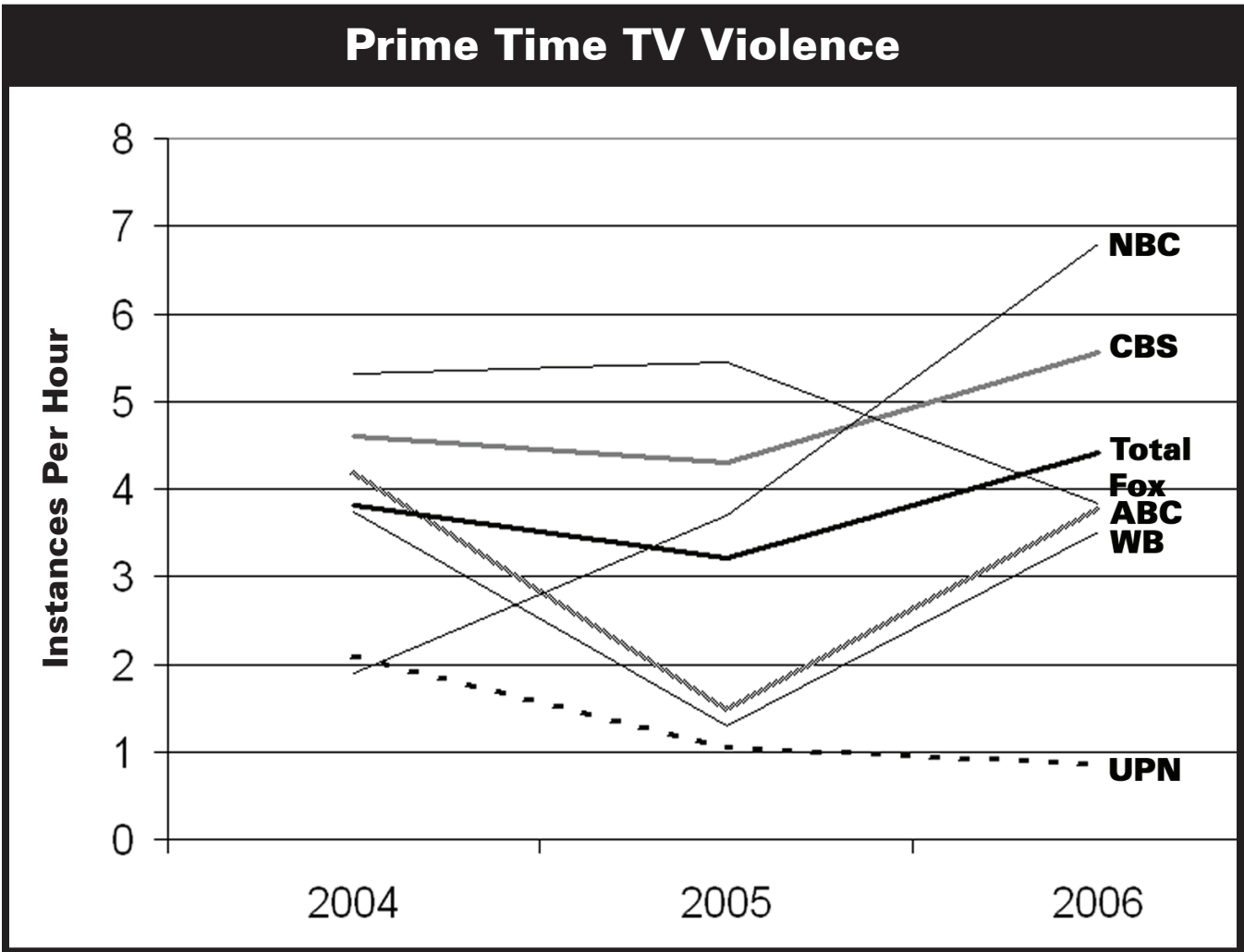


10:00 to 11:00	1998 Violence (Per Hour)	% Change '98-'00	2000 Violence (Per Hour)	% Change '00-'02	2002 Violence (Per Hour)	% Change '02-'04
ABC	2.36	66.1 %▼	0.80	275.0 %▲	3.00	100.0 %▲
CBS	5.88	19.9 %▼	4.71	72.0 %▲	8.10	9.9 %▼
NBC	2.00	150.0 %▲	5.00	28.6 %▼	3.57	2.0 %▼
TOTAL	3.53	7.4 %▲	3.79	51.7 %▲	5.75	4.0 %▼

10:00 to 11:00	2003-'04 Violence (Per Hour)	% Change '04-'05	2004-'05 Violence (Per Hour)	% Change '05-'06	2005-'06 Violence (Per Hour)	% Change '98-'06
ABC	6.00	75.5 %▼	1.47	182.3 %▲	4.15	75.8 %▲
CBS	7.30	6.4 %▼	6.83	19.0 %▲	8.13	38.3 %▲
NBC	3.50	54.9 %▲	5.42	171.0 %▲	14.69	634.5 %▲
TOTAL	5.52	10.0 %▼	4.97	89.7 %▲	9.43	167.1 %▲



Overall	2003-'04	% Change '04-'05	2004-'05	% Change '05-'06	2005-'06	% Change '04-'06
	Violence (Per Hour)		Violence (Per Hour)		Violence (Per Hour)	
ABC	4.20	64.5 %▼	1.49	155.0 %▲	3.80	9.5 %▼
CBS	4.60	6.5 %▼	4.30	29.3 %▲	5.56	20.9 %▲
Fox	5.32	2.3 %▲	5.44	29.4 %▼	3.84	27.8 %▼
NBC	1.89	95.8 %▲	3.70	83.5 %▲	6.79	259.3 %▲
UPN	2.10	49.5 %▼	1.06	18.9 %▼	0.86	59.0 %▼
WB	3.74	65.5 %▼	1.29	172.9 %▲	3.52	5.9 %▼
TOTAL	3.82	16.0 %▼	3.21	37.4 %▲	4.41	15.4 %▲



ABOUT THE PTC

The Parents Television Council is the nation's most influential advocacy organization protecting children against entertainment sex, violence, and profanity. 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 via two primary mechanisms: (1) by educating families so they can be more informed consumers of media; and (2) by motivating activism to reduce 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 national coalition of more than one 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 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 Parents Television Council works closely with elected and appointed government officials to ensure enforcement of federal broadcast decency laws.

The PTC produces highly respected and objective analytical research on television content. Recent PTC studies have shown that foul language and violence on television has literally doubled in just the past four years. With PTC analysts watching every prime time television show and selected cable programming, the Parents Television Council is the leading authority on television content. Its videotape library chronicles every network prime time program since the organization's inception. It is considered one of the nation's foremost authorities for research and information on television content and advertising.

Yet much of the power of the organization comes from the PTC's ability to mobilize a grassroots outreach. With more than 36 chapters nationwide and growing, the PTC can, at a moment's notice, send a torrent of information to constituents across the country to address and respond to broadcast decency issues. These "feet on the street" carry the PTC message to their community; to local television affiliates; to national and local advertisers; and to local, state and federal officials.

Perhaps the PTC's most important role is to provide viewers with information about current television shows, films, video games, and other entertainment media. The

PTC Family Guide uses a concise system of "red light," "green light," and "yellow light" to rate television shows for foul language, sexual content, and violence. Families need only to log on to www.parentstv.org to secure accurate, unbiased information about film and television content, as well as a list of pertinent information on important media issues.

The Parents Television Council does not believe in censorship. It strongly advocates free speech and free expression. What it does desire is a choice for families who do not want their children exposed to blatant sex, profuse violence or profanity. Adults should not be denied the right to consume any lawful media, but a balance must be struck to consider the public interest of protecting children from harmful content. Therefore the PTC advocates careful consideration of time, place and manner of adult-oriented content.

Entertainment Tracking System: State-of-the Art Television Monitoring System

The PTC's ability to scientifically track network and selected cable programs for sex, violence, and profanity is directly attributable to its state-of-the-art monitoring system, ETS. Conceived and designed by the PTC, ETS, or Entertainment Tracking System, allows the Parents Television Council to monitor every instance of sex, violence and profanity in network programs, and in many cable shows.

This research allows the organization to produce important studies such *What Are Your Children Watching: Rating the Top 20 Most Popular Prime Time Broadcast TV Shows, Watched by Children Ages 2-17*, *Basic Cable Awash in Raunch*, the groundbreaking *Wolves in Sheep's Clothing: A Content Analysis of Children's Television* and *MTV-Targeting Teens*.

Here's how it works: Every evening PTC VCRs record every prime time series on ABC, CBS, Fox, NBC, PAX, UPN, the WB, as well as original programming on basic cable, including MTV. The following day, the PTC's entertainment analysts don their headsets, turn on their computers, grab the remote controls and set about the arduous work of transcribing every offensive word, every instance of sexual innuendo and violence in detail. These reports are fed into the PTC's custom-designed computer program.

The PTC is able to generate reports from the information collected by ETS. These reports form the basis of the organization's comprehensive studies, e-mail alerts, television recommendations and newsletters. ETS reports are provided to the Federal Communications Commission and other federal regulatory agencies, as they are the most reliable analysis of television programming available. Even the television networks do not have as comprehensive a resource as ETS.

Today the PTC programming archive consists of more than 110,000 hours of programming on nearly 17,000 video tapes. There is no other organization in the world that has this comprehensive library of television content analysis.

The organization will soon transfer all current video taped programming into digital. It is a major undertaking requiring staff time and significant monetary resources. But as the repository of the most comprehensive archive of television programming, it's a responsibility the PTC sees as important. ETS is just one of the powerful tools that the PTC uses to affect positive change in the quality of television broadcasting.

**FOR MEDIA INQUIRIES
PLEASE CONTACT**

**Kelly Oliver
CRC Public Relations
(703) 683-5004**



**Parents Television Council™
ADVISORY BOARD**

Steve Allen
Honorary Chairman Emeritus

Phil Barron
Michelle Barron
Dr. William Bennett
William Blinn
Pat Boone

Wendy Borchardt
Sen. Sam Brownback

John Carvelli

Tim Conway

Billy Ray Cyrus

Susan Howard

Dave Johnson

Gary Johnson

Dean Jones

Naomi Judd

Sen. Blanche Lambert Lincoln

Coleman Luck

Holly McClure

Michael Medved

Jim Otto

Father Val J. Peter

Mel Renfro

Cheryl Rhoads

Connie Sellecca

Dr. Robert Shaw

Mary Streep

Ken Wales

Susan Wales

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.

PARENTS TELEVISION COUNCIL

WEST COAST HEADQUARTERS
707 Wilshire Boulevard, Suite 2075
Los Angeles, California 90017
(213) 629-9255

EAST COAST OFFICE
325 South Patrick Street
Alexandria, Virginia 22314
(703) 684-1699

www.ParentsTV.org



BECAUSE OUR CHILDREN ARE WATCHING™