the wholesome television shows we watched as children...
...versus what kids are watching today.
THE DESTRUCTIVE INFLUENCE OF TELEVISION AND NEW MEDIA ON AMERICA’S CHILDREN

Television has revolutionized how news, information and entertainment are broadcast into our living rooms. TV viewing is an integral part of modern life – 99 percent of households in the United States have at least one television set – and TV is a powerful learning tool for parents and children alike.

But there also are significant disadvantages to watching television that have led many outraged parents and grandparents to criticize the entertainment industry for exposing children to harmful messages and eroding the values of our youth and society. One only has to tune in to any of the nation’s major broadcast networks to observe the alarming proliferation of graphic sex, violence and profanity on the publicly-owned airwaves during prime time – when millions of children are likely to be watching.
Children and teens are especially vulnerable to the graphic content they see on TV. More than 1,000 research studies by leading medical and public health organizations including the Surgeon General’s office and the National Institute of Mental Health have proven that viewing entertainment violence can lead to increases in aggressive behavior, values and attitudes, particularly in children. According to this research, these harmful effects are long-lasting, and prolonged exposure to media violence can also desensitize children toward violence in real life.

In addition to television, children and teens are using “new media” devices including computers, the Internet, video games and mobile phones for entertainment. A study by the Kaiser Family Foundation found that children and teens are spending more time watching TV and other electronic media than they are with their parents. Another Kaiser study revealed that children ages six and under spend as much time with TV, computers and video games as they spend playing outdoors.

There is an urgent need to protect the impressionable minds of America’s children from the explicit content and destructive messages they see on television, in the movies and video games and on the Internet. Parents across the country need a trusted advocate that is committed to stopping this dangerous trend. With your support of the Parents Television Council, you will safeguard an entire generation of children and adolescents from harmful media content, and help lead our nationwide effort to restore decency and responsibility to the entertainment industry.
THE PARENTS TELEVISION COUNCIL

The Parents Television Council (PTC) was formed in 1995 as a Hollywood project of the Virginia-based Media Research Center (MRC). In 1998, the MRC, with the help of legendary entertainer Steve Allen, led a national campaign calling for the entertainment industry to clean up sex and violence portrayed on primetime television. The campaign was launched under MRC’s new initiative “The Parents Television Council” and attracted more than 650,000 members and supporters.

In August 2000, the Parents Television Council began operating as an independent 501(c) (3) non-profit, non-partisan educational organization. With headquarters in Los Angeles, CA, and a Public Policy Office located in Fairfax, VA, the PTC is now more than one million members strong and recognized as America’s largest and most influential media watchdog organization.

MISSION STATEMENT

To protect children from the proven harm which comes from exposure to graphic sex, violence and profanity in entertainment media.

VISION STATEMENT

To provide a safe and sound entertainment media environment for children and families across America.
Although our membership now totals well over 1.3 million Americans, the Parents Television Council also has the support of many prominent leaders – inside and outside of Hollywood – who are taking a strong and visible position to help us in our mission. Members of the PTC’s Advisory Board have supported the PTC’s mission of protecting our children – and our culture – from graphic and gratuitous violence, sex, and profanity in entertainment.

Steve Allen
National Honorary Chairman Emeritus
Phil Baron
William Bennett
William Blinn
Wendy Borcherdt
Governor Sam Brownback
John Carvelli
Nicole Clark
Tim Conway
Will Gardenswartz
Marybeth Hicks
Susan Howard
Dave Alan Johnson
Gary Johnson
Naomi Judd
Blanche Lincoln
Coleman Luck
Jerry Mathers
Seth Mattins
Holly McClure
Michael Medved
Jim Otto
Fr. Val Peter
Robert W. Peters
Paul Porter
Mel Renfro
Cheryl Felicia Rhoads
Connie Sellecca
Mary Streep
Patrick A. Trueman
Ken Wales
Susan Wales
A MESSAGE FROM THE PTC LEADERSHIP TEAM

For more than two decades, the Parents Television Council (PTC) has been dedicated to protecting children from the harmful effects of exposure to graphic sex, violence and profanity on prime time television. Founded in 1995 by a group of concerned Americans who were troubled by the explicit programming on primetime TV, the PTC is fighting to restore decency and responsibility to the entertainment industry.

As the leading TV industry watchdog for children and their families, the PTC has proudly advanced the mission and vision of those founding members. Along the way, many friends from within the entertainment industry have supported the PTC, including Pat Boone, Tim Conway, Jerry Mathers and former PTC Honorary Chairman Steve Allen who once said “TV is leading children down a moral sewer.”

Now, more than ever before, parents are facing the daunting challenge to safeguard their children from harmful content in the entertainment media. Not only are children and teens being targeted with adult-themed content on TV, but they are bombarded with explicit content in video games, on the Internet and on mobile devices.

That’s why, as you read this Annual Report, you’ll learn how the PTC’s initiatives and achievements will help parents overcome these challenges, and bring an end to the destructive influence that Hollywood can have on our children. Through our innovative television research and campaigns including Advertiser Accountability, Broadcast Indecency, Content Ratings Reform, Cable Choice and the fight to reduce Media Violence, together we are striving to create a safer entertainment media environment that every child and family in America deserves.

Please visit the Parents Television Council online at www.parentstv.org.

Timothy F. Winter
President

Michele D’ Amour
Board Chair
INNOVATIVE RESEARCH THAT EMPOWERS ADVOCACY

The PTC’s mission is driven by an innovative television research program which scientifically tracks broadcast network and basic cable programs for instances of graphic sex, violence and profanity. Every evening, the PTC records each prime time series on ABC, CBS, NBC, Fox, and the CW, as well as selected original programs on basic cable. The following day, our trained entertainment analysts transcribe every offensive word, and every instance of graphic sex and violence in detail. This data is stored in the state-of-the-art monitoring system called the Entertainment Tracking System (ETS), which was conceived and designed by the PTC.

With the ETS, the PTC generates reports which form the basis of our comprehensive studies, email alerts and newsletters. ETS reports are provided to the Federal Communications Commission and other federal regulatory agencies, and are the most reliable content analysis of television programming available.

PTC advocacy programs encourage advertisers to avoid sponsoring explicit material that is aired when children are likely to be watching; focus on the enforcement of longstanding broadcast indecency laws, and promote the ability of cable subscribers not to pay for networks they neither watch nor want, as is currently required by the cable industry.

EXECUTIVE SUMMARY

Audiences have become accustomed to hearing vulgar and sexually-charged dialogue coming from the mouths of adult characters on television. What they might not expect, is to hear similar language coming from the mouths of minor-aged characters; yet such occurrences are increasingly common. This is of concern due to the growing body of scientific evidence demonstrating the negative consequences possible for children and teens who consume entertainment containing profanity and sexualized dialogue, and parents' recognition that their children's behavior is influenced by what their children are seeing on television.

In this study, the PTC examined prime-time programming on the four major broadcast networks (ABC, CBS, NBC, and Fox) which aired from February through May 2016, and documented each instance of teenage or child characters using profanity or sexualized dialogue. Such dialogue occurred most frequently in a humorous context on family-themed situation comedies which were often rated TV-PG (acceptable for younger teens and children).

In its research, the PTC found:
1. Language used by child and teen-aged characters included: (bleeped) “s**t” and “s**tting,” (bleeped) “f**k” and “f**king,” “erections,” “boobs,” “penis,” “masturbating,” “nymphomaniac,” “ass,” and more.
2. ABC (owned by Disney) had the largest number of instances of profanity and sexualized language by teens and children, with 81 instances of profanity and 42 instances of sexual dialogue in the study period.
ADVERTISER ACCOUNTABILITY

The Parents Television Council holds corporate sponsors publicly accountable for the explicit television programming that they support with their advertisements. The PTC identifies every company which advertises during programs which contain graphic sex, violence and profanity, and we alert our members across the nation to participate in Advertiser Accountability campaigns.

PTC members send letters and e-mails directly to corporate sponsors and urge them to cease their support of the offending content. We also purchase stock in these corporations so PTC officials can attend shareholder meetings where they confront CEOs and Boards of Directors—in the presence of shareholders and media—with the explicit material from the shows they sponsor. We ask company leadership whether this content reflects the corporation’s values, and cite research which shows that the less violence and sex displayed in a program, the more likely viewers will remember the names of the advertisers.

Shareholders are often shocked by the content, and in many cases senior executives have removed their company’s advertisements from explicit TV shows. When faced with declining advertising revenue, broadcast networks frequently cancel TV programs because they are no longer profitable.
In 2016, VH-1, the teen-targeted basic cable network which was created to show music videos, aired the third season of *Dating Naked*. This sordid reality show features young men and women “dating” each other in the nude while drinking and talking non-stop about sex. Although the genitals of the participants are blurred, their bottoms are fully exposed, and visual depictions of sexual behavior and sexual dialogue are included in each episode. In an equally disturbing action, VH-1 rates *Dating Naked* TV-14, or appropriate for 14-year-old children.

The PTC identified and contacted the sponsors, reminding them of their responsibility for the TV content they help pay for with their advertising dollars and urging them to reconsider their sponsorship of *Dating Naked*. In addition, thousands of PTC members across the nation aggressively emailed the advertisers, persuading them they are jeopardizing their corporate image by associating with *Dating Naked* and demanding them to withdraw their support. At the end of the campaign, 74 of the 80 sponsors the PTC had contacted – a remarkable 93 percent – no longer advertised on *Dating Naked*. In response to relentless pressure from the PTC, more sponsors withdrew their ads from *Dating Naked* than in any other Advertiser Accountability campaign we have undertaken.

Since 1995, the Parents Television Council has helped redirect more than $100 million in sponsorship from objectionable television shows. These triumphs speak volumes for the power of the Advertiser Accountability program to combat the entertainment industry, and prompted a TV critic to nickname the PTC “The Little Pitbull That Could.”
TV CONTENT RATINGS REFORM

Similar to the ratings system created by the Motion Picture Association of America for movies (G, PG, PG-13, R, etc.), in 1996 the television industry adopted the age-based TV Content Ratings System for all entertainment programming to help parents determine appropriate programs for their children.

But research by the Parents Television Council has found that TV show ratings are grossly inaccurate and inconsistently applied because they are actually assigned by the same network which produces and broadcasts the shows. To attract major corporate sponsors and increase advertising revenue, the networks strive to broadcast programs that primarily appeal to a 24 to 54 year-old audience. Because most companies will not purchase advertising on TV shows that are rated for mature audiences only, the networks intentionally rate TV shows “TV-14” (appropriate for 14-year-old children) even when they contain graphic violence, murder, rape, physical torture, and other adult content.

While all television sets manufactured since 2000 contain the V-chip – a device enabling parents to block certain TV programs based on their ratings – the flaws in TV content ratings system allow adult-themed programming to bypass the V-chip and enter every living room across America. In spite of this advanced program-blocking technology, children are still exposed to harmful television content, and parents do not have an effective and reliable tool to protect their families.

The TV Parental Guidelines Monitoring Board

In addition to the content ratings system, the 24-member TV Parental Guidelines Monitoring Board was established with the express purpose to ensure the networks rate their shows appropriately, in a manner which helps parents protect their children. But the Monitoring Board is overwhelmingly composed of members from the broadcast and cable television industries and the program production community. There are only five non-industry seats on the Monitoring Board, and their membership is determined by the Board Chairman, who also is an industry member. Essentially, the same people who create TV content are rating the content they have created, and they also run the board that supervises the ratings process. This conflict of interest would never be tolerated in any other industry.
The Campaign for TV Content Ratings Reform

In 2015, the Parents Television Council organized and launched the national campaign for TV Content Ratings Reform, urging systematic changes to the content ratings system and the TV Parental Guidelines Monitoring Board. The campaign was fueled by the PTC’s groundbreaking research report “Protecting Children or Protecting Hollywood? A Twenty-Year Examination of the TV Content Ratings System.” Despite the shocking increase in the amount and intensity of explicit content, every single series that airs on primetime broadcast television is rated by the network executives as being appropriate for viewing by children aged fourteen or younger. The report has received widespread media coverage in nearly 500 print and online news stories, and Parents Television Council President Tim Winter spoke about children and TV content ratings in an interview on C-SPAN’s The Communicators.

The Parents Television Council is leading a broad bipartisan coalition calling for a Congressional hearing to investigate the TV Content Ratings System. The Federal Communications Commission (FCC) is authorized to eliminate the current system, and our goal is for the FCC to implement a new, accurate ratings system that helps parents across America to protect their children from harmful programming.
BROADCAST INDECENCY

According to federal law, the airwaves belong to the public, and the government provides broadcasters a license to use them in exchange for an obligation to serve the “public interest.” This accountability ensures that television serves the educational and information needs of Americans. Additionally, the Federal Communications Commission (FCC) imposes fines on broadcast television and radio stations for airing indecent material from 6 a.m. to 10 p.m. when children are likely to be in the audience.

In 2006, the Parents Television Council spearheaded the campaign which led to the passage of the Broadcast Decency Enforcement Act, allowing the FCC to impose a $325,000 fine on networks for broadcasting indecent material on radio and television. In 2017, the PTC continues to aggressively monitor prime time TV shows for specific evidence of indecent content, and enables the public to send official complaints about such material directly to the FCC via email through the PTC website.

CABLE CHOICE

Many parents subscribe to basic cable to bring a wider variety of educational and family-friendly programming such as ESPN, Nickelodeon, the Disney Channel, The History Channel and cable news networks into their homes. But in order to receive these channels, they are required to pay for other channels that show harmful or offensive content – making it more difficult to protect their children from indecent programming on cable television. Much like having to pay for all the movies being shown at a multiplex theater to watch just one movie, the cable television industry unfairly forces subscribers to purchase packages of channels called “bundles” which include networks they do not want or find offensive.

The Parents Television Council and national consumer organizations are leading the Cable Choice campaign, a nationwide initiative advocating an “a-la-carte” model for cable programming bundles. Cable Choice would enable subscribers to select and pay for only those channels they want. Alternatively, subscribers would purchase a programming bundle, opt-out of networks they do not watch, and receive a credit on their monthly cable bill for those networks they do not want.
The Cable Choice campaign has received national attention and gained momentum with key lawmakers. In 2013, Senator John McCain introduced the Television Consumer Freedom Act, a bill that would allow cable subscribers to choose their channels. PTC members across the nation continue to petition legislators in Washington D.C., as well as state and local governments to pass a Cable Choice law, giving parents greater control over cable TV programming they purchase for their families. The Parents Television Council is recognized as a national leader on this issue, garnering broad bipartisan support.
MEDIA VIOLENCE

The Parents Television Council has published numerous highly acclaimed studies showing how violence in entertainment media not only has become more graphic, but more common at the times our children are watching. And, outside scientific studies which complement PTC research have shown that children who watch television are more likely to bully others, and exposure to media violence may alter brain activity in nonviolent children.

Because the TV content ratings system is inaccurate, it has become more difficult for parents to keep their children away from violent programming. But the PTC has a powerful weapon with a proven record of success in fighting for positive change in the media environment.

Through the Media Violence campaign, the PTC mobilizes our national network of members to contact network executives and demand that shows are rated more accurately. In 2012, the PTC targeted the AMC drama *The Walking Dead*, which features some of the most graphic violence and gore ever aired on basic cable but was rated suitable for 14-year-old children. PTC members flooded AMC with complaints, and soon thereafter the network changed the rating to TV-MA (Mature Audiences Only) where it remains today.

Each year the PTC will continue to launch media campaigns against violent TV programs. By relentlessly pressuring broadcast and cable networks to assign accurate ratings to these shows, remove them from the airwaves or reschedule them for a later time, we are committed to reducing media violence.
THE VOICE OF AMERICAN FAMILIES

Throughout the Parents Television Council’s history, our goal has always been to provide a safe and sound entertainment media environment for children and families across America. Today, we are as committed to this vision as we were 22 years ago.

Parents and grandparents rely on the Parents Television Council to be the voice of American families, demanding the entertainment industry to stop the rising tide of graphic sex, violence and profanity on prime time television. With your support, you can help make this possible. Together, we will fight to protect the minds of millions children nationwide from the harmful effects of toxic media content. And in doing so, you will help television return to its roots as a socially responsible medium that provides quality entertainment and positively shapes American culture.

Thank you for your support.
## FINANCIALS

**Parents Television Council Inc. Statement of Activity and Changes in Net Assets**  
*For the Year Ended December 31, 2016*

### Revenue and Support

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
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<tr>
<td>Contributions</td>
<td>$1,624,889</td>
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<td>$2,202,889</td>
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<td>In-kind contributions</td>
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<td>164,493</td>
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<tr>
<td>Rental and other</td>
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<td>599</td>
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<tr>
<td>Investment income, net</td>
<td>1,042</td>
<td>56</td>
<td>1,098</td>
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<tr>
<td>Net assets released from restrictions</td>
<td>639,449</td>
<td>(639,449)</td>
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<td><strong>Total Revenue and Support</strong></td>
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<td><strong>(61,393)</strong></td>
<td><strong>2,369,079</strong></td>
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### Expenses

**Program Services**

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<tr>
<td>Research and publications</td>
<td>1,370,711</td>
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<td>1,370,711</td>
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<tr>
<td>Grassroots and membership</td>
<td>218,134</td>
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<td>218,134</td>
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<tr>
<td>Special projects</td>
<td>214,643</td>
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<tr>
<td><strong>Total Program Services</strong></td>
<td><strong>1,803,488</strong></td>
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**Support Services**

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<td>Management and general</td>
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<td>Fundraising</td>
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**Total Expenses**

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<tr>
<td><strong>2,318,054</strong></td>
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### Change in Net Assets

<table>
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<tr>
<td><strong>112,418</strong></td>
<td>(61,393)</td>
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<td><strong>51,025</strong></td>
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### Net Assets, Beginning of Year

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<th>Temporarily Restricted</th>
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<td>46,468</td>
<td>169,835</td>
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<td>216,303</td>
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**Net Assets, End of Year**

<table>
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<th></th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
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<tbody>
<tr>
<td><strong>$158,886</strong></td>
<td><strong>$108,442</strong></td>
<td></td>
<td><strong>$267,328</strong></td>
</tr>
</tbody>
</table>
Parents Television Council Inc.
Statement of Financial Position
December 31, 2016

<table>
<thead>
<tr>
<th>Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
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<tr>
<td>Cash and cash equivalents</td>
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<tr>
<td>Investments</td>
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<tr>
<td>Pledges receivable</td>
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<td>Prepaid expenses</td>
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<tr>
<td><strong>Total Current Assets</strong></td>
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</tr>
<tr>
<td>Property and Equipment - net</td>
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<tr>
<td>Deposits</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$605,353</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
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<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
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<tr>
<td>Accounts payable</td>
<td>$230,862</td>
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<tr>
<td>Accrued expenses</td>
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<tr>
<td>Deferred rent - current</td>
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<tr>
<td><strong>Total Current Liabilities</strong></td>
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</tr>
<tr>
<td>Deferred compensation liability</td>
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<tr>
<td>Long-term portion of deferred rent</td>
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</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>338,025</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>158,886</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>108,442</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>267,328</strong></td>
</tr>
<tr>
<td>Total Liabilities and Net Assets</td>
<td><strong>$605,353</strong></td>
</tr>
</tbody>
</table>
THANK YOU TO OUR DONORS

The PTC’s Founder’s Club and Leader’s Circle comprise an exclusive and distinguished group of some of the best-known and most influential philanthropists in the country. Founder’s club members donate $5,000 or more annually; Leader’s Circle members donate between $1,000 and $4,999 annually.

**Diamond Patrons - $100,000 and up**
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- Mr. and Mrs. Donald D’Amour
- The G.A. Foster Legacy Foundation
- Ms. Virginia James
- The Louis & Gladyce Foster Family Foundation

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**Silver Patrons - $10,000 and $24,999**
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- Mrs. Lois W. Dyk
- Thank Heaven Foundation
- Dodge Jones Foundation
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- Mr. Craig Awad
- Dian Graves Owen Foundation
- Grizzard Family Foundation
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$1,000 and $4,999

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Mrs. Mary E. Butler
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Mr. and Mrs. John M. Jones
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Mr. Martin P. Smith
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Ms. Karen G. Tinsley
Mrs. Mary M. Thompson
Mr. Thomas R. Trumble
Mrs. Norma J. Vankuiken
Mrs. Patricia L. Veit
Mr. Don H. Ware Jr.
Mrs. Mildred Wanja
Mr. John G. Waterbury
Ms. Eileen Weicher
Mr. and Mrs. Glenn D. West
Mrs. Alice Wheatley
Mr. and Mrs. James T. Whiting

In Memoriam
Mr. Jack Taylor
Mr. Lavern Turner
AN INVITATION TO SHARE IN A PIONEER’S LEGACY

Comedian, author and composer, Steve Allen spent more than 50 years in show business. He was the founding host of The Tonight Show, a true television industry legend and a national treasure.

Beginning in 1998, Steve launched a public campaign to clean up the medium that made him a legend. In his capacity as Honorary Chairman of the Parent Television Council, Steve lent his name to a nationwide advertising campaign urging concerned parents to hit the networks where it counts: in the pocketbook. In the ad, he said, “TV is leading children down a moral sewer, but you and I can end it….by reaching the TV sponsors whose ad dollars make it possible.”

The first 500,000 members of the Parents Television Council were the people who clipped Steve’s ad out of newspapers across the country, sent a donation, and signed a petition addressed to network executives. The message was simple, “Clean Up TV Now!”

Nineteen years later, Steve Allen’s legacy lives on. The Parents Television Council is alive and strong. Our mission is to protect children from proven harm that comes from being exposed to graphic violence, sex and profanity on television. Your support of his organization makes you a part of every victory we achieve.

The Boards of Directors of the Parents Television Council is inviting you to include this organization in your estate planning. If you notify us that you have made a provision for the Parents Television Council in your will, you will be proudly welcomed as a member of the Steve Allen Society.

For your convenience, I have provided language you can share with your estate planning attorney on the Parents Television Council website plannedgiving.parentstv.org. Estate gifts are held in a reserve account and are only used for strategic purposes and at the discretion of the Parents Television Council Board of Directors.

Thank you for your consideration.

Sincerely,

Timothy F. Winter
President, The Parents Television Council
We all desire to lead happy and fulfilled lives surrounded by family and friends. For many of us, there is a compelling need to make a difference—to leave a lasting impact on the people most dear to us and the world in which we live. The search for significance and desire to plan for the future leads many to ponder their legacy.

Every year, approximately 65% of Americans who pass away do so without having prepared a valid last will and testament. State and federal laws provide significant incentives designed to make it easy for very personal wishes to be known and followed. In many cases, a carefully planned will serves to actually minimize costs related to settling an estate.

Gifts That Help Avoid Taxes
A charitable bequest is a bequest written in a will or trust that directs a gift to be made to a qualified exempt charity when you pass away. One benefit of a charitable bequest is that it enables you to further the good work of an organization you support long after you are gone. Better yet, a charitable bequest can help you save estate taxes by providing your estate with a charitable deduction for the value of the gift. With careful planning, your family can also avoid paying income taxes on the assets they receive from your estate.

An Easy Gift To Make
A bequest is one of the easiest gifts to make. With the help of an advisor, you can include language in your will or trust specifying a gift to be made to family, friends or charity as part of your estate plan.

A Bequest May Be Made In Several Ways:
- Gift of a percentage of your estate
- Gift of a specific asset
- Gift of the residue of your estate
Philanthropy is an expression of your generosity with the understanding that your gift to us can make a difference. There are many ways in which you can make a gift to further our important work and provide tax and income benefits to you. Contact us today, and will be happy to provide you with further information.

GIFTS THAT GENERATE INCOME

Charitable Remainder Trust
The most versatile charitable giving tool, the charitable remainder trust (CRT), can help you avoid capital gains tax on the sale of your appreciated assets, generate regular increased income for you, provide you with a charitable income tax deduction and fulfill your philanthropic objectives.

Charitable Bequests
A bequest is a gift that is made through your will or trust and can establish your wishes today without relinquishing needed assets during your lifetime. For more information on bequest giving options or to request our Guide to Planning Your Will & Trust, please contact us. We can refer you to a qualified estate planning attorney if you are looking for someone to draft your plan.

Charitable Gift Annuity
You transfer your cash or property to us and we promise to make a fixed payment to you for life at a rate based on your age. In addition to the security of fixed income, you receive a charitable income tax deduction and a portion of each of your annuity payments may be tax free.

Unspent Retirement Funds
While most people would like to care for family members after they are gone, the problem with giving your unspent retirement savings to your family (other than your surviving spouse) is that the majority of your savings will be taxed. First, the asset will be included in your estate and may be subject to estate tax. Family members will pay tax at their ordinary income rate resulting in very little of your remaining money actually going to your family. If you are looking for ways to save on estate tax, your retirement assets actually make a better gift to charity. This is because a charitable organization like ours can receive the entire asset tax free and make use of it to further our mission.

Please contact Parents Television Council Planned Giving for more information regarding specific strategies that benefit us at some point in the future while offering immediate benefits to you.
STEVE ALLEN SOCIETY

parentstv.org/SteveAllenSociety

- Planned Giving
- Gift Options
- Learn about Wills
- Planned Gifts Calculator
- Bequest Language
- Donate
Because our children are watching™ ...