BECAUSE OUR CHILDREN
are watching.
WHAT CHILDREN ARE EXPOSED TO TODAY IN THE MEDIA LANDSCAPE IS TROUBLING

THE TAPES WERE JUST THE BEGINNING

Why would a dead girl lie?

PTC ANNUAL REPORT 2017
In October 2017, media mogul Harvey Weinstein was publicly accused of sexual harassment and rape. This, in turn, prompted women who had been abused by other Hollywood figures to similarly come forward. Within a month, the allegedly “feminist” entertainment industry was confronted with its own hypocrisy, and its history of sexually harassing, exploiting, and abusing women.

But Hollywood has long been guilty of hypocrisy on a whole range of issues. Hollywood (even Disney CEO Robert Iger) says gun violence must stop; yet every single night they deliver hours of human slaughter. Hollywood says sexual harassment is bad; yet every single week they ask us to laugh at it. Hollywood says rapists and sexual assauluters need to be held to account; yet every single week there is prime-time programming that normalizes and desensitizes viewers to sex crimes. Hollywood makes teens having sex with teachers central to their teen-targeted dramas and family comedies; yet every single week, schoolteachers are exposed for sexual relations with children, and parents are sickened and horrified. Through the programming they make, Hollywood’s so-called “creative” writers and producers have given our youngsters a blueprint for the kind of conduct they now claim to abhor.

For over two decades, the PTC has been speaking out against the graphic and gratuitous sexual content, violence, and profanity in Hollywood’s productions. With the help of our members, we’ve stood up against the vast media mega-conglomerates. Through the weight of your activism, we’ve gotten many of the worst shows on TV cancelled. We’ve called out the advertisers who sponsor the worst of TV. We’ve kept up a relentless drumbeat at the Federal Communications Commission, urging them to enforce broadcast decency laws. And through our 4Every Girl initiative, we’ve encouraged media industry leaders to create healthy images that show the true value of every girl.

As Hollywood at last turns its attention towards the exploitation and harassment of women which has run rampant behind the scenes, we think it’s time for Hollywood to change the attitudes and behaviors in front of the cameras, too.
In its research, the PTC found the following during the study period:

- **1400 total scenes of violence**
- **378 scenes of violence against women (27% of total). This means 1 in 4 acts of violence was against a woman or girl.**
- **38 scenes of sexual violence (depiction or graphic description of sexual assault or rape), 2.7% of the total acts of violence.**
- **Scenes of sexual violence constituted 10% of all scenes of violence against women.**
- CBS had the most scenes of violence vs. women (162).
- NBC had the most instances of sexual violence, nearly double that found on CBS, ABC, or Fox.
- The programs with the most sexual violence against women were NBC’s *Law & Order: SVU* and CBS’ *Criminal Minds*. Together, these two programs accounted for two-thirds (66%) of all the sexual violence in the study period.
- In the study period, there were 293 scenes which contained instances of sexist or sexualized dialogue or actions negative toward women or girls. (Many of these scenes contained multiple individual examples of such negative dialogue or action.)

Decades of scientific research has demonstrated the harm caused by consumption of graphic sexual and violent content in entertainment. Yet during those same decades, the broadcast networks have exhibited violence against women—and even sexual exploitation and rape—for the purpose of “entertainment.”

The entertainment industry endlessly proclaims how it champions progressive causes, including women’s equality; but Hollywood’s obsession with violence against women does not merely reveal the entertainment industry’s hypocrisy; it is potentially hazardous to viewers’ health. The PTC called on the Hollywood creative community to reverse this disturbing trend. As a demonstration of their professed newfound respect for women, the broadcast networks should freely choose to maintain standards of common decency, rather than seeking every opportunity to push graphic and gratuitous content onto unsuspecting viewers.

As a result of the Weinstein scandal and the rise of the #timesup and #metoo campaigns demanding accountability from Hollywood for its sexism and history of harassment, the PTC undertook a study of sexual violence and violence against women in entertainment.

In this research report, the Parents Television Council examined all prime-time programming on the four major broadcast networks (CBS, NBC, ABC, and Fox) during the February and May “sweeps” periods in 2016, comprising 517 episodes on 425.5 hours of programming.
The most compelling example of how streaming video threatens children was shown in March of 2017, when Netflix debuted the first season of its series *13 Reasons Why*. The program, which centered on a teenage girl who commits suicide, and leaves behind tapes explaining why she killed herself, contained two extremely graphic rape scenes, and a graphic, bloody depiction of the main character committing suicide using razor blades. There were also numerous scenes with unbleeped F-bombs and other profanity, sexual content, violence and bullying in high school, drug use, and underage drinking.

Shortly after its premiere, *13 Reasons Why* quickly became the most talked-about (and Tweeted about) show in America, especially among high school and middle school-aged children – even though the show was rated TV-MA (mature audiences only). And it demonstrated the negative impact TV can have on children: in the wake of the show, Google searches for “how to commit suicide” spiked 26 percent, and there were several news reports of children taking their own lives after the series aired.

So great was the impact of *13 Reasons Why* that Netflix itself commissioned a research study on how the show impacted its viewers, especially children. Produced by the Northwestern University School of Communications, the study was led by the respected scholar Dr. Ellen Wartella, whose work in the field of violent media’s impact on children is highly regarded. Netflix’s own study proved that children aged 13-18 felt a much stronger emotional connection to the series’ characters, and that the program powerfully impacted its young viewers. While Netflix played up the positive results of the study, it tacitly acknowledged the show’s negative impact on children and teens by adding viewer protections, like a suicide hotline number and pre-episode age warnings to its second season of *13 Reasons Why*.

While the program’s content was deeply disturbing, what was most dangerous about *13 Reasons Why* was the ability of teens and even younger children to watch it anywhere, any time, via streaming technology, despite the show’s “mature viewers only” rating. Those dangers were underlined in the PTC’s comprehensive research study *Over the Top or Race to the Bottom: A Parent’s Guide to Streaming Video*.
Our findings were bleak. Children have easy access to adult content. Most parental controls are lax or non-existent, and parents are often unable to control what their kids can see. There is no uniform program content ratings system across devices or streaming services. None of the services offer family plans which would allow parents to block explicit titles at all times and across all devices. And the majority of original streaming content is rated TV-MA, for mature audiences only. (On Netflix, 65% of original programming is rated TV-MA; only 1% is rated G.)

As a result of these findings, the PTC urged Netflix CEO Reed Hastings to improve parental controls and offering more family-friendly content, making the following recommendations:

1. Require a passcode to switch from a child’s profile to an adult user profile. On the mobile app, make it possible for parents to entirely block adult titles.

2. Ensure that menu groupings reflect not just genre, but also age-based ratings; separate adult titles and child-targeted content into different categories; and make it easier for parents to remove entirely the titles they don’t want appearing on the menu screen.

3. Produce more general-audience programming designed to appeal to the whole family, rather than adults-only.

4. Develop a pricing plan for families, similar to one offered by Sirius/XM Satellite Radio, whereby they receive a discount for not receiving adult programming.

5. Work with content-filtering companies like VidAngel and ClearPlay, that help parents block offensive material.

To read the full study, visit www.parentstv.org/OTT2017M.
Decades of scientific research proves children can be harmed from consuming graphic sex, violence, and profanity in entertainment; and when it comes to inherently child-friendly franchises, it is natural to expect that they will indeed be child-friendly. When the TV networks rate these shows as being appropriate for children, that expectation is only reinforced.

When parents think of child-friendly franchises like *The Wizard of Oz*, *Alice in Wonderland*, or *The Muppets*, they don’t expect their children to be exposed to people being gorily decapitated by the Headless Horseman, victims’ hearts shrivelled in their chests magically, and a Dorothy surrogate sexually stimulating the Tin Man.

The PTC found the following specifics during the study period:

- The most violent program was NBC’s *Grimm*. Young viewers witnessed 485 acts of violence, including instances of evisceration, cannibalism, dissection, crucifixion, impalement, and torture.
- NBC’s series *Emerald City* featured 49 total instances of violence, including instances of crucifixion and torture; and an explicit scene in which a female character sexually pleasured the Tin Man character with her hand, using an oily lubricant.
- Fox’s *Sleepy Hollow* featured frequent, explicit, and gory beheadings in slow-motion, eviscerations, immolations, and mutilated and dismembered corpses, with 15 instances of decapitation, 80 deaths, and nearly 300 acts of violence.
- ABC/Disney’s *The Muppets* featured profanity, depictions of alcohol and drug use, and multiple references to sex. This show was rated TV-PG.

To read the full study, visit: [http://w2.parentstv.org/MediaFiles/PDF/Studies/2017_OzStudy.pdf](http://w2.parentstv.org/MediaFiles/PDF/Studies/2017_OzStudy.pdf)

“We’re Not in Kansas Anymore”: Fantasy-Themed TV Shows Unsafe for Children

In a study of prime-time broadcast fantasy-themed TV shows, the PTC found a disturbing trend: child-friendly fantasy franchises and characters are now depicted in a dark, “adult” manner inappropriate for children.

The PTC documented every instance of violence, sexual dialogue, sexual action, drug and/or alcohol references, and foul language during the 2011-2017 “sweeps” periods on programs with fantasy-themed, child-friendly entertainment franchises: ABC’s *Once Upon a Time*, *Once Upon a Time in Wonderland*, and *The Muppets*; NBC’s *Grimm* and *Emerald City*; and Fox’s *Sleepy Hollow*. We found that young viewers were exposed to 625 profanities, 300 deaths, and over 1,000 incidents of violence on these fantasy-based shows.
But there also are significant disadvantages to watching television that have caused 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 to a trusted advocate that is committed to stopping this dangerous trend. With your support of the Patents Television Council, you will safeguard an entire generation of children and adolescents from harmful media content, and help lead out nationwide effort to restore decency and responsibility to the entertainment industry.

The Destructive Influence of Television and New Media On America’s Children

Television has revolutionized how news, information, and entertainment are received in 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.
Providing leadership and financial support for the Parents Television Council are the members of its Board of Directors. The PTC’s Board meets at least three times each year and in 2017 included 8 members, each of whom is vital to the continued success of the PTC’s mission of protecting children from harmful media influences.
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 Borchert
- Governor Sam Brownback
- John Carvelli
- Nicole Clark
- Tim Conway
- Will Gardenswartz
- Marybeth Hicks
- Susan Howard
- David Alan Johnson
- Gary Johnson
- Naomi Judd
- Blanche Lincoln
- Coleman Luck
- Jerry Mathers
- Seth Matlins
- Holly McClure
- Michael Medved
- Jim Otto
- Fr. Val Peter
- Robert W. Peters
- Paul Porter
- Mel Renfro
- Cherly Felicia Rhoads
- Connie Sellecca
- Mary Streep
- Patrick A. Trueman
- Ken Wales
- Susan Wales

Because I care about the future of our children.  
Because it matters what our children are watching on TV.
Parents instinctively realize that graphic sex, violence and profanity are harmful to the impressionable minds of children. More than 1,000 scientific studies have proven that children are strongly influenced by what they see on television. Despite this overwhelming evidence and the growing concerns of parents, the entertainment industry continues using the public airwaves to flood our homes with explicit prime time TV programs every night. And the broadcast networks rate these shows appropriate for 14-year-old children – and in some cases even younger – to watch.

For 22 years, the Parents Television Council (PTC) has recognized that TV shows often undermine the positive values and attitudes parents try to instill in their children. The PTC tirelessly fights to stem this flow of destructive messages, and create a safer entertainment media environment that is mindful of the needs of children and families.

With limited resources and a small but highly dedicated staff, the PTC is leading the national effort to restore decency to television and hold the multi-billion-dollar entertainment industry responsible for its vital role in shaping America’s culture. In doing so, we must confront powerful and influential forces in Hollywood and the advertising community, and engage public policy leaders in Washington D.C. who have the authority to create solutions and enact legislation.

In this Annual Report, you will learn how the Parents Television Council carefully monitors and analyzes the content of prime time TV shows to keep families informed of the toxic TV programs that are marketed to their children. Through the generous support of the many caring parents, grandparents and charitable organizations across the country who understand that television can negatively impact children, the PTC is America’s most influential media watchdog organization in America.
MISSION STATEMENT

The mission of the Parents Television Council is to protect children from the proven harm that comes from exposure to graphic sex, violence and profanity in entertainment media.
Dear Friends and Supporters of the PTC:

Every year, the Parents Television Council faces remarkable challenges, and 2017 was no exception. While the year brought tremendous changes to America which demanded the attention of policymakers and the media, I am proud of the PTC’s efforts to keep the spotlight on the numerous issues within the entertainment media landscape that directly impact children and families.

After the 2016 elections, we identified a valuable opportunity to advance the TV Content Ratings Reform campaign as there were two vacant seats on the Federal Communications Commission (FCC). Thousands of PTC members signed our petition urging President Trump and the Senate to confirm former Commissioner Jessica Rosenworcel, who has been supportive of the PTC, for a second term. During the confirmation hearing she stated it is reasonable for the FCC to review the television ratings, and if necessary, encourage improvements to ensure they accurately reflect the content on the screen, remain consistent with the law and are useful for parents and families. Rosenworcel was confirmed by the Senate for a seat on the FCC in August, and we look forward to working with her.

In addition to our advocacy on Capitol Hill, PTC research produced two groundbreaking studies which alerted parents to new and alarming trends in our media culture. The study “We’re Not in Kansas Anymore” revealed that today’s TV shows adapted from familiar, child-friendly franchises are no longer the wholesome programs parents fondly remember, because they contain a large volume of graphic violence and profanity. And the study “Over the Top or a Race to the Bottom: A Parent’s Guide to Streaming Video” found that parental controls on streaming video services do not completely protect children viewing from adult content on popular mobile devices including smart phones and tablets.

In 2017, the PTC’s work received a much higher level of media coverage than in recent years. PTC spokespersons participated in over 60 radio interviews across the nation, and articles highlighting our programs and activism were publicized in scores of print media. None of these achievements would have been possible without your faithful support, and we give very special thanks to outgoing Board Chair Michele D’Amour, whose leadership and extraordinary generosity have been invaluable to our mission.

Sincerely,

Timothy F. Winter
President
THE MICK – A Case Study In Advertiser Accountability

A recent example of how the Parents Television Council fights to clean up the public airwaves from dangerous TV is the Fox network’s program The Mick. This show was billed as a “family comedy” but featured teens smoking, drinking, swearing and using drugs. Even worse, a particularly disgusting scene showed Sabrina, a 16-year-old girl, having sex with an adult man, with the full knowledge and permission of her alcoholic and obnoxious Aunt Mickey. Mickey was supposed to be caring for Sabrina, but gave her an IUD and said “You squish it, and you actually stick it up your ‘pffh’ and you’re open for business” and gave Sabrina and the man a package of condoms. Fox rated The Mick TV-14, appropriate for 14-year-old children, and the show aired as early as 7:30 p.m. in half of the country when millions of children are likely watching television.

The PTC not only alerted parents of the harmful content on The Mick, but documented every corporate sponsor that paid for advertisements on the show. We then mobilized tens of thousands of PTC members to directly contact the executives of these corporations and urge them to stop sponsoring The Mick. In response, numerous sponsors, including major corporations such as Weight Watchers and Subway, pulled their advertisements from the show. This Advertiser Accountability campaign was publicized in Broadcasting & Cable, The Christian Post and CNS News.

The objective of each Advertiser Accountability campaign is to convince sponsors not to associate their hard-earned corporate image with TV shows that target children and teens with graphic sex, violence, profanity and other explicit content. When advertising revenue declines as sponsors leave a TV program, the networks frequently will cancel the program because it is no longer profitable. Since 1995, PTC Advertiser Accountability campaigns have helped take some of the most toxic TV shows off the air, and we remain committed to holding advertisers publicly accountable for their role in supporting harmful programming.
There are other organizations that advocate for media responsibility. But what makes the PTC the nation’s best-known and most effective organization in getting action on media indecency is our Research department.
Data Collection and Analysis

The key to the PTC’s research is its rigorous examination of television programming. Every night, the PTC records all prime-time entertainment programming on the broadcast networks (ABC, CBS, NBC, Fox, and the CW), as well as selected original cable programming on networks like FX, Comedy Central and VH1. The next day, analysts catalog each show, transcribing every instance of profanity, every sexual scene or situation, and every act of violence. PTC analysts also list every product advertised on every program, which enables our members to contact the companies that sponsor offensive programming.

Containing over 200,000 hours of programming spanning the past two decades, the PTC’s video library and research capabilities are unrivaled, making the PTC the nation’s foremost authority on television content.

PTC Studies

Every year, the PTC’s Research Department produces thoroughly researched, groundbreaking studies marked by their comprehensive data analysis and painstaking accuracy. The PTC’s studies set the agenda for our members, lawmakers, other advocacy organizations, TV show sponsors, and ultimately for Hollywood itself.

Through our research, the PTC has exposed the rampant sex, violence, and profanity in TV programming; demonstrated the failure of the TV ratings system to adequately inform parents about program content; and documented the content on basic cable programming, which every cable and satellite subscriber in America is paying for, whether they watch it or not.

The work of the PTC’s Research Department both makes possible the PTC’s advocacy efforts on behalf of children, and informs the public of the contents shown on the airwaves owned by the American people.
## PARENTS TELEVISION COUNCIL INC. STATEMENT OF ACTIVITY AND CHANGES IN NET ASSETS

For the Year Ended December 31, 2017

<table>
<thead>
<tr>
<th>Revenue and Support</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
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<td>Special events revenues</td>
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<td>Rental and other</td>
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<td>Investment income, net</td>
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<td>Net assets released from restrictions</td>
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<td><strong>Total Revenue and Support</strong></td>
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<td><strong>(88,436)</strong></td>
<td><strong>2,137,455</strong></td>
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## Expenses

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<td>Support Services</td>
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<td>Management and general</td>
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<td>Fundraising</td>
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<td><strong>Total Support Services</strong></td>
<td><strong>504,502</strong></td>
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| Total Expenses      | $2,193,488   |
| Change in Net Assets| (88,436)     |
| **Net Assets, Beginning of Year** | $158,475   |
| **Net Assets, End of Year** | $190,878    |

## PARENTS TELEVISION COUNCIL INC. STATEMENT OF FINANCIAL POSITION

December 31, 2017

<table>
<thead>
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<th>Assest</th>
<th>Amount</th>
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<tr>
<td><strong>Total Assets</strong></td>
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<table>
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<tr>
<th>Liabilities and Net Assets</th>
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</thead>
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<tr>
<td>Liabilities</td>
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<tr>
<td>Accounts payable</td>
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<td>Accrued expenses</td>
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<td>Deferred rent - current</td>
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<td>Deferred rent - noncurrent</td>
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<td>Deferred compensation liability</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
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<table>
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<tr>
<th>Net Assets</th>
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<tbody>
<tr>
<td>Unrestricted</td>
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<tr>
<td>Temporarily restricted</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
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<table>
<thead>
<tr>
<th>Total Liabilities and Net Assets</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$479,801</td>
</tr>
</tbody>
</table>
Donor CONTRIBUTIONS

Diamond Patrons - $100,000 and up
Michele and Donald D’Amour
The G.A. Foster Legacy Foundation
The Louis & Gladyce Foster Family Foundation
Mathile Family Foundation

Platinum Patrons - $50,000 and $99,999
Anschutz Foundation
Mr. and Mrs. S. Prestley Blake
Mr. and Mrs. Philip M. Friedmann
Ms. Virginia James
Mr. and Mrs. Steve Hester
Mr. Tim Stabosz

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; Leaders’ Circle members donate between $1,000 and $4,999 annually.
Gold Patrons - $25,000 and $49,999
Mr. and Mrs. Eugene F. Murphy
Mr. and Mrs. Don Noblitt
W.E. Simon Foundation
Bill & Katie Weaver Charitable Trust
Gil and Dody Weaver Foundation

Silver Patrons - $10,000 and $24,999
Ackerman Family Charitable Fund
Mr. Pat Boone
Dodge Jones Foundation
Mr. and Mrs. T. Bondurant French
Mr. James Hermanek
Margie and Dave Hunter
Mr. and Mrs. Wendell A. Hurd
INSP Television Network
Ms. Diana L. Jaeger
Mr. and Mrs. Robert M. Koscielny
Thank Heaven Foundation
Mr. and Mrs. Donald A. Workman

Bronze Patrons - $5,000 and $9,999
Mr. Arthur Ally
Dr. and Mrs. William M. Bennett
Mrs. Lois W. Dyk
Mr. Robert W. Garthwait Jr.
Grizzard Family Foundation
John E. and Sue M. Jackson Charitable Trust
Mr. Leif Y. Jacobsen Jr.
Mr. and Mrs. Michael L. Keiser
Mr. and Mrs. Gary Lesser
Bruce and Michele MacNeal
Mrs. Judith L. Miller
Dian Graves Owen Foundation
Mr. Ben M. Patterson
Mr. and Mrs. Jeffrey Sachs
Dr. Seuss Foundation
Mr. and Mrs. Robert Zedman

Patrons - $1,000 and $4,999
Ar-Hale Family Foundation
Mr. and Mrs. Dale Ardizzone
Mr. Craig Awad
Mrs. Teresa J. Battaglia
The Berglund Family Foundation
Mrs. Victoria Black
Mr. and Mrs. James Brown Jr.
Mr. Robert Cahill Jr.
Mrs. Cindy Von Coelien
Dr. Robert Culpepper
Cushman & Wakefield
Mr. John Dyer
Mr. and Mrs. Timothy L. Dykman
EBS Foundation
Mr. and Mrs. Wayne R. Erickson
Mr. and Mrs. John H. Everson
Dr. Marian C. Finan
Dr. Ivo Greif
Dr. and Mrs. Landis Heistand
Ms. Sharon Helsby
Mr. and Mrs. William R. Herrick
Mr. Gerard Hipp
Mr. and Mrs. Charles Horak
Mr. Ryan Horn
Mr. and Mrs. Loren A. Jahn
Mr. and Mrs. John Jones
Greater Kansas City Community Foundation
Dr. and Mrs. Frederick M. Kapetansky
Mr. and Mrs. Richard Korpan
Mr. and Mrs. Don Laws
Mr. and Mrs. J. Derek Lewis
Mathew Charitable Foundation
W.M. McClelland
Mr. and Mrs. Sanford N. McDonnell Foundation
Dr. and Mrs. David J. McGill
Mrs. Mornette A. McShane
Mr. Leigh Nygard
Mr. Rodney Picking
Mr. and Mrs. Timothy B. Roberts
The Ryan Family
Mr. and Mrs. Robert H. Schilling
Mr. Beryle A. Schreck
Mr. Paul Sears
Mr. and Mrs. James Shrode
Mr. Nicholas A. Skaff
Barbara Owen Smith Family Foundation
Mr. Martin Smith
Mr. Jimmy Stallings
Strake Foundation
Mr. Lee Taylor
Mrs. Beverly Thewes
Ms. Karen G. Tinsley
Mr. Don Ware Jr.
Mr. John Waterbury
Mr. and Mrs. Richard Weicher
Mr. and Mrs. Glenn D. West
Mrs. Alice Wheatley
Tim and Kris Winter
Mr. and Mrs. David Wong
Mr. and Mrs. Robert Yellowlees
Mr. and Mrs. David Younggren
Comedian, author, and composer, Steve Allen spent more than 50 years in show business. He was the founding host of *The Tonight Show*, a television industry pioneer, and a true national treasure.

Beginning in 1998, Steve led a national campaign to clean up the very medium that made him a legend. He joined the Parents Television Council and served as our Honorary Chairman, lending his time, his efforts and his good name to fight for a more decent entertainment culture.

You may remember the full-page newspaper advertisement in which Steve made a personal plea to families: “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.” More than 500,000 parents and grandparents joined the Parent Television Council. They signed petitions to advertisers and television network executives, and many sent charitable donations so that the PTC’s reach could grow.

As the PTC approaches its 20th anniversary, Steve Allen’s legacy lives on in the work we’re doing every day. Our mission is to protect children from the proven harm that comes from being exposed to graphic violence, sex and profanity on television. Steve’s vision continues to inspire us even today.

The Board of Directors of the Parents Television Council established the Steve Allen Society with the specific goal of allowing our members to share in Steve’s legacy. By remembering the PTC in your estate planning and notifying us that you have made provisions for the PTC in your will, you will be warmly welcomed as a member of this select circle of our most loyal supporters.

All gifts to the Steve Allen Society will be set aside in a special account to be used only for strategic purposes approved specifically by the PTC Board of Directors.

For your convenience, we have provided language that you can share with your estate planning attorney. Just go to the following special page on the PTC website: parentstv.org/steveallensociety Or if you would prefer to speak with us directly about the Steve Allen Society, please feel free to call us at 1-213-463-1313 and ask for our Development Department.

Sincerely,
Tim Winter, President
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 worlds in which we live. The search for significance and desire to plan for the future leads many to ponder their legacy.

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 at 213/403-1313 and will be happy to provide you with further information.
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 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

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 offer you to a qualified estate planning attorney if you are looking for someone to draft a 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 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 sure it furthers 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.
For more information about Parents Television Council visit: www.parentstv.org

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