2014 ANNUAL REPORT
PARENTS TELEVISION COUNCIL
BECAUSE OUR CHILDREN ARE WATCHING
The mission of the Parents Television Council is to protect children from the proven harm that comes when they are exposed to graphic sex, violence, and profanity in entertainment media. Our vision is to provide a safe and sound entertainment media environment for children and families across America.

The Parents Television Council fulfills its mission by a two-fold approach: protecting families, and promoting family.

We help parents protect their children from media content that can do them harm by documenting and opposing instances of such content, holding those who produce and sponsor it accountable for their actions, and pushing for positive change.

We help promote family and the interests of children by recognizing those in entertainment and private industry who produce and sponsor genuinely family-friendly content, and encouraging them to make more.

The PTC’s research, public education, public policy, and advocacy programs are aimed at educating and influencing parents, families, concerned citizens, advertisers, government (including the Federal Communications Commission, Congress, and the Supreme Court) and the entertainment industry itself. The PTC informs and empowers TV and media viewers; encourages advertisers and Hollywood to avoid sponsoring or producing explicit and or graphic content; and urges government to enforce broadcast decency laws. The PTC’s every action seeks to protect children and promote a media culture safe for families.
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 2014 included ten members, each of whom is vital to the continued success of the PTC’s mission of protecting children from harmful media influences.

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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.

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A MESSAGE FROM THE BOARD CHAIR

Children across America spend more than seven hours a day, on average, with electronic media – more time than any other activity except for sleeping. They are growing up in an era where technology and electronic devices provide instant access to a vast entertainment environment that is much different than their parents and grandparents could have imagined. In addition to television, children are using computers, the Internet, video games, smart phones and tablets to learn, play and develop.

But this rapidly advancing technology also has made a disturbing impact. As children now rely on electronic media for nearly all of their entertainment, they are being exposed to ever-increasing amounts of harmful material and inappropriate messages at their fingertips. Considerable research confirms that children and adolescents who are frequently exposed to graphic violence and sex in the entertainment media are highly vulnerable to developing unhealthy behaviors, attitudes and values. With so many new technologies that keep children connected to the media, parents are faced with the daunting task of supervising and controlling what their children are watching.

Since 1995, the Parents Television Council has been committed to protecting America's children from the destructive influence of entertainment media. We not only lead national campaigns to remove explicit shows from broadcast and pay TV, we also urge the federal government to enforce broadcast indecency laws. And every day we analyze the content of all prime time entertainment programs on the broadcast networks to help parents make informed viewing decisions for their families. As we look to the future, we will apply our expertise and these proven methods to the new technology and electronic media that are integral to children's daily lives.

No other organization is better equipped to protect our children than the Parents Television Council, and there has never been a more important time to create a safer entertainment media environment. On behalf of the many concerned parents and their children nationwide, I invite you to join us in this urgent movement ... because our children are watching.

Michele D'Amour
A MESSAGE FROM THE PRESIDENT

Dear Friends,

As a former media industry executive, I am amazed at the new and innovative ways that Hollywood reaches an audience. But as a parent, I am deeply troubled by Hollywood’s ability to reach children with explicit content that is increasingly toxic. Families deserve better. That’s why the Parents Television Council is here.

With limited resources, our David-versus-Goliath battles continue to yield huge victories against a colossal multi-billion dollar entertainment industry which, sadly, ignores its potentially destructive impact on children. I am proud of our many accomplishments in 2014 that will provide an enduring positive impact on the lives of our children and families. Here are a few key achievements:

• Thousands of PTC members publicly objected to the Federal Communication Commission’s proposed weakening of the broadcast indecency law. Thanks to our efforts, and despite the industry’s unrelenting efforts to overturn indecency enforcement, we secured the FCC’s commitment to enforce the law and levy fines against broadcasters who air indecent material when children are likely to be in the audience.

• PTC members convinced corporate sponsors to shift their advertising dollars away from explicit shows watched by children. After sponsors heard from PTC members, the TV networks cancelled programs like ADHD (Fox), Dads (Fox), Bad Teacher (CBS), Friends with Better Lives (CBS) and Back in the Game (ABC).

• The PTC uncovered and exposed the TV content ratings system as a cover to serve the interests of Hollywood, instead of serving the interests of families. The inaccurate and unreliable ratings system is supervised by the Television Oversight Monitoring Board, which is comprised primarily of executives at the same TV networks that produce and distribute explicit programming.

Thanks to your support, the Parents Television Council is the largest and most influential media watchdog organization in America. As you read this Annual Report, I hope you share my pride in the positive strides that we’ve made together this past year. And I hope it inspires you to continue our partnership to achieve even greater victories next year. Because our Children are Watching.

Sincerely,

Tim Winter
President
Acting Against Indecency

Protecting children and families from sex, foul language, and media violence is the core of the PTC’s mission. The PTC’s most visible successes in 2014 were those which actually influenced TV programming and the behavior of the entertainment industry.

The PTC’s biggest public victory in 2014 was the cancellation of Fox’s late-night show, *Animation Domination High Definition, or ADHD*. Made up of a number of short-feature cartoons, all of which contained unbelievably vile content including naked, dismembered female corpses, and endless “humorous” remarks about child molestation and rape, *ADHD* also utilized genuine cartoon characters like Donald Duck, Pokemon, and Spider-Man, with the full intention of luring innocent youngsters into watching the program via Internet. Fox Broadcasting Entertainment Chairman Kevin Reilly even stated publicly that “Ultimately, the goal is to grow and skim off the best of the best for prime time.” The PTC kept up an unceasing drumbeat about *ADHD*, calling out every advertiser that sponsored
the show and keeping the public informed about ADHD’s graphic content. Then, in April, ADHD’s website showed a profane, graphically sexual and violent video trashing Easter and Passover. The PTC started a major media campaign against the cartoon’s sponsor, Target; and literally one day later, Fox cancelled ADHD. Since then, Kevin Reilly has resigned as chairman of Fox Broadcasting.

PTC also took on VH1’s series Dating Naked, a reality show featuring full-frontal, barely-blurred nudity. We alerted parents to the program and calling on advertisers to consider carefully their decision to sponsor the show. As a result, viewers stayed away, and advertisers deserted the program in droves.

Miley Cyrus’ “Bangerz Tour,” which was due to air on NBC July 6th, featured simulated sex acts and drug use, according to news reports. The PTC called on the network either to change the air time of the show and rate it as appropriate for mature audiences only, or not to air the program at all. Subsequently, NBC omitted the vast majority of the show’s graphic content.

We demanded that MTV provide assurances that its August 24th broadcast of the annual MTV Video Music Awards would not contain mis-rated sexual content, as happened during the 2013 awards show with the infamous Miley Cyrus/Robin Thicke “twerking” incident. Thanks to the PTC, the 2014 VMAs were safer for families -- so much so that some media critics complained they were dull.

In November, immediately after ABC aired It’s the Great Pumpkin, Charlie Brown, the opening of the following program, Scandal, featured a sexually explicit scene. We called out ABC for exposing children and unsuspecting families, to graphic sex. Alerted by this incident, in December we warned CBS against airing commercials for The Victoria’s Secret Fashion Show during the 50th anniversary showing of the holiday favorite Rudolph, the Red-Nosed Reindeer. CBS showed no Victoria’s Secret ads, nor any promos for sexually-explicit programming, during Rudolph.

Throughout the year, the PTC also called for a complete overhaul of the television and motion picture content rating systems; warned parents about Cartoon Network’s expansion of its often-explicit “Adult Swim” programming block; condemned the CW network for its airing of explicit sex and rape scenes on its show Reign, CBS for its horrifically violent and misogynistic series Stalker, and Fox Broadcasting for rating a graphically violent episode of The Following as suitable for 14 year olds; and warned parents about a rape “joke” on Fox’s much-lauded cross-over episode of The Simpsons and Family Guy.

Following the PTC’s intervention, several anti-family shows were cancelled outright, including CBS’ grossly sexual Bad Teacher and Friends with Better Lives; ABC’s Back in the Game (about a single mother living with her drunken, abusive father); and Fox’s racist, misogynistic, and sexually explicit “comedy” Dads.
Another way the PTC protects children and families from media violence and sexual content is our Advertiser Accountability campaign. By deciding which television programs to sponsor, advertisers help determine what options you’ll have in television programming. Holding advertisers accountable for the program content they make possible with their ad dollars is the cornerstone of the PTC’s Advertiser Accountability campaign.

In 2014, the PTC’s major advertiser initiative was reaching out to McDonald’s. The same fast-food chain that sells children “Happy Meals” has in recent years sponsored some of the least family-friendly programs on TV, including many episodes of Fox’s raunchy cartoon Family Guy. But shortly after the PTC began a coordinated campaign to make McDonald’s aware of their actions, the chain greatly reduced their advertising on Family Guy.

The PTC also urged advertisers not to sponsor VH1’s lewd program Dating Naked. We contacted AT&T, The Gap, Limited Brands, and L’Oreal before Dating Naked began, and none chose to sponsor the show. Other companies sponsored Dating Naked at first, but dropped the show after being called out by the PTC, including Pepsi, T-Mobile, Subway, Wrigley’s, Unilever, Extended Stay America, Johnson & Johnson, M&M/Mars Inc., McDonald’s, Denny’s, Netflix, Revlon, Verizon, Vonage, and Rubbermaid.

Before the year’s broadcast “upfronts” — during which major advertisers select which shows they’ll be sponsoring that year -- the PTC released a list of the top sponsors of sexual content, suggestive dialogue, foul language, and violence, and called for greater responsibility by the corporations whose media dollars underwrite some of the most harmful material on broadcast television.

Sadly, despite the PTC’s efforts, some companies persist in sponsoring programming unsafe for families. Our annual Worst Advertisers list in 2014 included Burger King, YUM! Brands (owners of KFC, Taco Bell, and Pizza Hut), Red Bull, Gap Inc. (owners of Old Navy and The Gap), Target, Johnson & Johnson (owners of Aveeno, Visine, Splenda, Listerine, and Clean & Clear), Unilever (owners of Dove, Axe, Lipton, Suave, Vaseline, and Hellmann’s), Mondelēz International, Inc. (owners of Trident, Wheat Thins, Tang, Ritz, Oreos, and Nabisco), Kellogg’s (owners of Pop Tarts, Eggo, and numerous cereals), Nestlé (owners of Gerber, Coffee Mate, Friskies, Purina, Hot Pockets, and Stouffer’s) Microsoft, and H&R Block.
**POSITIVE ADVERTISER BEHAVIOR**

The PTC also recognizes those advertisers who choose to sponsor quality, family-friendly TV programming, and encourages them to continue doing so. After the PTC’s efforts in 2014, McDonald’s changed its sponsorship behavior, dropping programs like *Dating Naked* and *Family Guy*. In fact, at the end of 2014, McDonald’s announced a new strategy to move its marketing in a more positive direction, with the company’s Chief Marketing Officer, Deborah Wahl, telling stockholders and the public that McDonald’s will move from a philosophy of “billions served” to “billions heard.”

We also release a list annually of the Best Advertisers of the Year, recognizing those companies who choose to sponsor safe, family programming. Sponsors on our “Best Advertiser” list for 2014 included: Dunkin Brands (owners of Dunkin’ Donuts and Baskin Robbins), Papa John’s, Pepsi (Tropicana, Gatorade, and Aquafina), TJX Companies (owners of Marshalls, Home Goods, and T.J. Maxx), Walmart, Chattem (owners of Allegra and Gold Bond), Procter and Gamble (Cover Girl, Luvs, Swiffer, Bounty, Tide, Crest, Pampers, Olay, Duracell, Gillette, Always, NyQuil, and many other brands), ConAgra (Healthy Choice, Bertolli, Chef Boyardee, Hunts, and RediWhip), J. M. Smucker Company (Jif, Folgers, Crisco, and Pillsbury), General Mills (Yoplait, Gold Medal, Green Giant, and Progresso), Hewlett Packard, and Intuit.

The PTC urges advertisers to support family-friendly entertainment. With your help, the PTC will convince them to consider the wants and needs of the family viewing audience.

**BEST AND WORST ADVERTISERS OF 2014**

**PERSONAL ITEMS**
**Best:** Chattem (Allegra, Gold Bond), Procter and Gamble (Cover Girl, Luvs, Swiffer, Bounty, Tide, Crest, Pampers, Olay, Duracell, Gillette, Always, NyQuil)
**Worst:** Johnson & Johnson (Aveeno, Visine, Splenda, Listerine, Clean & Clear), Unilever (Dove, Axe, Lipton, Suave, Vaseline, Hellmann’s)

**GENERAL RETAIL**
**Best:** Walmart
**Worst:** Target

**CLOTHING RETAIL**
**Best:** TJX Companies (Marshalls, Home Goods, T.J. Maxx)
**Worst:** Gap Inc. (Old Navy, The Gap)

**FAST FOOD RESTAURANTS**
**Best:** Dunkin Brands (Dunkin’ Donuts, Baskin Robbins) Papa John’s
**Worst:** Burger King, YUM! Brands (KFC, Taco Bell, Pizza Hut)

**GROCERY**
**Best:** ConAgra (Healthy Choice, Bertolli, Chef Boyardee, Hunts, RediWhip), J. M. Smucker Company (Jif, Folgers, Crisco, Pillsbury), General Mills (Yoplait, Gold Medal, Green Giant, Progresso)
**Worst:** Mondelēz International, Inc. (Trident, Wheat Thins, Tang, Ritz, Oreo, Nabisco), Kellogg’s (PopTarts, Eggo), Nestlé (Gerber, Coffee Mate, Friskies, Purina, Hot Pockets, Stouffer’s)

**SOFTWARE/HARDWARE**
**Best:** Hewlett Packard
**Worst:** Microsoft

**FINANCIAL SERVICES/SOFTWARE**
**Best:** Intuit
**Worst:** H&R Block
RESEARCH AND PUBLIC INFORMATION

A final weapon in our battle to protect families is our research. By recording, documenting, and analyzing the content of television programming, the PTC makes parents, the press, and the government aware of the content on television, thus making further activism possible.

Our major report in 2014 was Remembering Family: Insights and New Research on Family and Media. In it, the PTC revealed that 99% of broadcast television shows about families contain some form of adult content (sex, violence, and profanity). Also, although more than half of the shows about families were rated TV-PG, these PG-rated shows were just as likely to contain explicit language as shows rated TV-14.

Parents often assume that TV shows about families are safe viewing choices, but our study showed that families who watch TV shows about families will be barraged by sex and profanity – even on TV-PG-rated shows. Even on some of the more ‘family-friendly’ shows, there is still adult content such as pixilated nudity, bleeped profanity, and sexual language – much of it delivered by children.

The PTC also seeks to inform parents about programs that may be dangerous to their families. Our Family Guide to Prime-Time TV rates every show on prime-time broadcast television and assigns each one an easy-to-understand “traffic light” rating (red, yellow, green). The Family Guide reviews also provide a summary of the show and the kind of potentially offensive content the viewer will encounter. And our PTC Watchdog blog and weekly columns Worst TV Show of the Week and Worst Cable TV Show of the Week allow parents to make informed choices about the kinds of programs their children watch.

Families want shows that are safe to watch together – but often, television doesn’t deliver. Through our studies, our actions against indecent programs and the advertisers who sponsor them, and our educational efforts at informing parents about program content, the Parents Television Council keeps fighting to protect families and young viewers from harmful, explicit TV shows...because our children are watching.
While we at the Parents Television Council are proud of our reputation for fighting against indecency in the media, there is another side to what we do. The PTC also helps promote family-friendly programming, by encouraging the entertainment industry to make family products and advertisers to sponsor them. We also use our voice in a variety of other ways to help promote media which supports the family.
ADVOCATES FOR POSITIVE ACTION

One of the PTC’s most significant achievements in promoting family values in 2014 was our interaction with the TV Parental Guidelines Monitoring Board (TVOMB). Set up in the wake of the 1996 Telecommunications Act, which established the V-Chip and TV content ratings system, the TVOMB is responsible for ensuring the accuracy, uniformity, and consistency of TV content ratings. In the past, the PTC has produced several studies demonstrating that the ratings system is often inaccurate. We’ve long pressed for Ratings Reform – the notion that TV ratings ought to be accurate, consistent, transparent, and accountable to the public.

In June, PTC President Tim Winter met with the membership of the TV Parental Guidelines Monitoring Board, the body responsible for overseeing the content ratings process. Shortly after Mr. Winter expressed our concerns about the laxity and inconsistency of the ratings and the lack of transparency and public accountability on the part of the TVOMB, the Board’s website was modified to include more information on the ratings process and the composition of the Board. Representatives of the Board also met with Mr. Winter and toured the PTC’s offices in early November, giving us an invaluable opportunity to encourage its members to act with family audiences in mind.

Mr. Winter also met with four of the FCC’s five commissioners in 2014, including the new chairman of the Federal Communications Commission, Tom Wheeler. At the meeting, Mr. Wheeler affirmed that the laws against indecency on the publicly-owned airwaves would be enforced, and stated that he had appointed as the head of the FCC’s Enforcement Division a former employee of the Justice Department, thus underlining his commitment to enforcing the law. We expect a ruling increasing indecency enforcement shortly.

CABLE CHOICE

Most families in America have some form of pay-TV, such as a cable or satellite subscription, which charges a monthly fee of $80, $100, or more. Most families subscribe to cable specifically so their children can have clean, safe programming to watch. But pay-TV services force consumers to pay for dozens of channels they don’t want, many containing explicit sex and violence, in order to get the handful of channels they do want. As a result, major cable networks receive hundreds of millions of dollars every year from families who don’t want that network in their home.

The PTC’s response to this unfair situation is to promote a la carte Cable Choice, under which customers would pay for only those channels they actually watch. Thanks to the PTC’s unrelenting emphasis on this issue, we are recognized across the nation as the driving force in the public policy sphere for Cable Choice. The PTC has joined with national consumer organizations in calling for some form of a la carte cable pricing.

The PTC was deeply involved in promoting families’ rights through legal means, filing protests with the government against the proposed merger of the two biggest cable companies in America, Comcast and Time Warner Cable merger. Thanks to the PTC’s activism and that of our partners, there is growing bipartisan opposition to a merge which would be the death knell for cable choice.
4 EVERY GIRL

Perhaps the most important way the PTC stands up for family is by promoting positive images of girls in media through our 4 Every Girl campaign.

According to the American Psychological Association, the three most common mental health problems for girls -- eating disorders, depression, and low self-esteem -- are linked to the portrayal of girls and women as sex objects in media.

The mission of the PTC’s 4 Every Girl (4EG) project is to combat the sexualization of girls by advocating for a media environment where young girls are honored, valued and represented by healthy, respectful images. Through speeches and educational seminars by PTC President Tim Winter and staff; public service announcements that aired nationally; research; and an interactive 4 Every Girl website, the PTC has raised awareness of the sexualization issue. Assisting the PTC in this important endeavor is former Elite model and current media awareness advocate, documentary director, and 4 Every Girl spokesperson Nicole Clark.

In 2014, in time for the United Nations’ “International Day of the Girl Child” on October 11, the PTC released a report addressing sexualization, violence, and sexual exploitation of females on prime-time broadcast television, demonstrating that TV programs are showing teen girls and young women as targets of violence and sexual exploitation far more frequently than in the past years. Child advocate (and former child trafficking survivor) Holly Austin Smith stood with the PTC, saying, “Those girls who are most influenced by the media are also most at risk for sexual exploitation, including sex trafficking. My victimization was in 1992. The messages in today’s media aren’t any better; in fact, they’re worse.”

Also during the year, PTC President Tim Winter was a featured speaker on media influences at several “Preventing Abuse” conferences, one in Los Angeles and the other in Cedar Rapids, Iowa. The PTC’s Director of Grassroots Advocacy and Public Education Melissa Henson participated in the Preventing Abuse Tampa Conference in June. Ms. Henson also participated in the Trafficking in America Task Force Annual (TIATF) Conference. The four-day event covered prevention, rescue and restoration efforts, and addressing the demand side of the trafficking equation. Her presentation educated activists about how sexualized media may be leaving girls vulnerable to exploitation.

Through our 4 Every Girl website (www.4everygirl.com), public service announcements, social media, and research studies, the PTC seeks to build national awareness regarding the devastating consequences for young girls that follow as a result of their being sexualized in media -- and to create a national coalition of individuals and organizations which honors the intrinsic value of every girl and presses for greater positive representation of girls and women in media.

Through 4 Every Girl, the PTC is standing with -- and standing up for -- our nation’s most precious resource... because the girls of today are the women of tomorrow.
PTC SEAL OF APPROVAL
The Parents Television Council also recognizes outstanding family-friendly programs in our *Best TV Show of the Week* column, and through our *PTC Seal of Approval™* program. The PTC Seal upholds the highest standards in decency, appropriateness for children, and artistic achievement in entertainment. This award is given to worthy television programs, made-for-TV movies, and motion pictures suitable for the entire family. If a product has been given the Seal, consumers can be sure it reflects their values – and is a safe and family-friendly choice for their children.

**MOVIES**

- God's Not Dead
- Earth to Echo
- The Perfect Wave
- Planes: Fire & Rescue
- The Book of Life
- Big Hero 6

**TELEVISION**

- Small Town Big Deal (RFD-TV)
- Young Marvels (Ovation)
- Northpole (Hallmark Channel)
- The Redemption of Henry Myers (Hallmark Channel)
- When Calls the Heart (Hallmark Channel)
- Bulloch Family Ranch (UP)
- Apple Mortgage Cake (UP)
- Heartland (UP)
- Heavenly Match (UP)
- Rocky Road (UP)
- Summer Snow (UP)
- My Other Mother (UP)
- Coffee Shop (UP)
- Veggie Tales in the House (Netflix)

**DVD**

- Read N Learn: Learn a Language
- The Amazing Wizard of Paws
- Pseudology: The Art of Lying
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.

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Mr. and Mrs. James T. Whiting
Mr. and Mrs. Timothy F. Winter
Mr. and Mrs. David J. Workman
## Statement of Activity and Changes in Net Assets
For the Year Ended December 31, 2014

### Revenue and Support

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$2,458,376</td>
<td>$101,500</td>
<td>$2,559,876</td>
</tr>
<tr>
<td>In-kind contributions</td>
<td>69,541</td>
<td>-</td>
<td>69,541</td>
</tr>
<tr>
<td>Special events revenues</td>
<td>614</td>
<td>-</td>
<td>614</td>
</tr>
<tr>
<td>Rental and other</td>
<td>5,262</td>
<td>-</td>
<td>5,262</td>
</tr>
<tr>
<td>Investment income, net</td>
<td>9,772</td>
<td>30</td>
<td>9,802</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>160,893</td>
<td>(160,893)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td><strong>2,704,458</strong></td>
<td><strong>(59,363)</strong></td>
<td><strong>2,645,095</strong></td>
</tr>
</tbody>
</table>

### Expenses

#### Program Services

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research and publications</td>
<td>1,424,086</td>
<td>-</td>
<td>1,424,086</td>
</tr>
<tr>
<td>Grassroots and membership</td>
<td>470,202</td>
<td>-</td>
<td>470,202</td>
</tr>
<tr>
<td>Special projects</td>
<td>574,297</td>
<td>-</td>
<td>574,297</td>
</tr>
<tr>
<td><strong>Total Program Services</strong></td>
<td><strong>2,468,585</strong></td>
<td>-</td>
<td><strong>2,468,585</strong></td>
</tr>
</tbody>
</table>

#### Support Services

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and general</td>
<td>112,368</td>
<td>-</td>
<td>112,368</td>
</tr>
<tr>
<td>Fundraising</td>
<td>494,020</td>
<td>-</td>
<td>494,020</td>
</tr>
<tr>
<td><strong>Total Support Services</strong></td>
<td><strong>606,388</strong></td>
<td>-</td>
<td><strong>606,388</strong></td>
</tr>
</tbody>
</table>

**Total Expenses** 3,074,973

**Change in Net Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td><strong>(370,515)</strong></td>
<td><strong>(59,363)</strong></td>
<td><strong>(429,878)</strong></td>
</tr>
<tr>
<td><strong>Net Assets, Beginning of Year</strong></td>
<td><strong>558,769</strong></td>
<td><strong>67,353</strong></td>
<td><strong>626,122</strong></td>
</tr>
<tr>
<td><strong>Net Assets, End of Year</strong></td>
<td><strong>$188,254</strong></td>
<td><strong>$7,990</strong></td>
<td><strong>$196,244</strong></td>
</tr>
</tbody>
</table>
## PARENTS TELEVISION COUNCIL INC.
### STATEMENT OF FINANCIAL POSITION

December 31, 2014

### Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$201,659</td>
</tr>
<tr>
<td>Investments</td>
<td>139,091</td>
</tr>
<tr>
<td>Pledges receivable</td>
<td>250,000</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>38,025</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>628,775</td>
</tr>
<tr>
<td><strong>Property and Equipment - net</strong></td>
<td>33,523</td>
</tr>
<tr>
<td><strong>Deposits</strong></td>
<td>15,882</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$678,180</td>
</tr>
</tbody>
</table>

### Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$277,196</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>56,767</td>
</tr>
<tr>
<td>Deferred rent - current</td>
<td>27,198</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>361,161</td>
</tr>
<tr>
<td>Deferred compensation liability</td>
<td>30,000</td>
</tr>
<tr>
<td>LT portion of deferred rent</td>
<td>90,775</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>481,936</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>188,254</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>7,990</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>196,244</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$678,180</td>
</tr>
</tbody>
</table>
AN INVITATION TO SHARE IN A PIONEER’S LEGACY

In a celebrated career spanning more than 50 years as a comedian, author, composer and the founding host of The Tonight Show, Steve Allen was a television industry pioneer and a 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. Thanks to Steve’s leadership, more than 500,000 parents and grandparents across the country joined the Parents Television Council and provided tremendous support to help our organization grow.

Today, Steve Allen’s legacy lives on in our mission to protect children from the proven harm that comes from exposure to graphic sex, violence and profanity in the entertainment media.

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

All gifts made to the Steve Allen Society will be placed in a special account that will be used only for strategic purposes specifically approved by the Board of Directors of the Parents Television Council.

For your convenience, we have created a special web page at plannedgiving.parentstv.org which includes sample bequest language for you to share with a qualified professional when preparing your trust or will. If you would like more information about leaving a gift to the Steve Allen Society, please call the Parents Television Council toll-free at (800) 882-6868 and ask for the 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 world in which we live. The search for significance and desire to plan for the future leads many to ponder their legacy.

**WHAT KIND OF LEGACY WILL YOU LEAVE?**

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.

**AN EASY GIFT TO MAKE**
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 we 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.
THE STEVE ALLEN SOCIETY
PLANNED GIVING

parentstv.org/SteveAllenSociety

PLANNED GIVING
GIFT OPTIONS
LEARN ABOUT WILLS
PLANNED GIFTS CALCULATOR
BEQUEST LANGUAGE
DONATE
The PTC is a 501(c)3 nonprofit research and education institution.
For more information about Parents Television Council visit: www.parentstv.org
For more information about Parents Television Council

Mailing Address:
707 Wilshire Boulevard #2075
Los Angeles, CA 90017
www.parentstv.org

Phone: (213) 403-1300
Toll-Free: (800) 882-6868
Fax: (213) 403-1301