

June 21, 2005

Next week MTV will kick-off the 16th season of its long-running reality series, *The Real World*. This time the action takes place in Austin, TX. From hot tub threesomes, to night-cam sex romps, this youth-targeted series celebrates drunkenness and debauchery. This season's cast includes, according to the *Milwaukee Journal Sentinel*, a self-proclaimed "nymph" who in the first episode alone can be seen streaking through the house nude and kissing another woman to the delight of her male housemates. Teasers hint at housemate hook-ups, and one 23-year-old cast member losing her virginity.

Parents need to be worried about MTV not only because of its popularity, but also because of its tremendous influence in the lives of America's teens and pre-teens. MTV is the most recognized network among young adults ages 12 to 34, according to Nielsen Media Research. It is watched by 73% of boys and 78% of girls ages 12 to 19.

Research also shows that watching MTV changes the attitudes and perceptions of young viewers. At least two experiments show that watching MTV results in more permissive attitudes about sex. One experiment showed that college students who were assigned to watch MTV developed more liberal attitudes toward premarital sex than their peers who did not watch MTV as part of the study. The second found that seventh and ninth graders were more likely to approve of premarital sex after watching MTV for one hour.

August 12, 2005

This week we released the results of a seven month study of MTV original programming which shows that the cable industry's \$250 million dollar campaign to promote reliance on the V-chip and ratings system is a complete sham.

Our review of 136 MTV shows, representing more than 70 hours of original programming, revealed expletive-laden programming--both partially-bleeped and non-bleeped profanity--that occurred approximately once every three minutes with no language warnings to parents. If parents wanted to supervise, they would not be helped by the V-chip because the MTV programming monitored in the study did not contain the content indicator for L - language. The V-chip is completely dependent upon the ratings system's content descriptors to work accurately.

"The cable industry's campaign to educate parents about the V-chip and ratings system and to demonstrate its corporate 'responsibility' is completely worthless. The campaign's major sponsor, MTV, doesn't even use content descriptors. Let's not forget that MTV is owned by Viacom, another major sponsor of several industry-funded groups that claim parents should rely on the V-chip and ratings system. The industry is telling parents to rely on the V-chip to protect children against profanity and sexual content while its biggest campaign sponsor deliberately renders the V-chip useless. Actions speak louder than words," said L. Brent Bozell, president of the PTC.

"This study reveals how irresponsible the cable industry's solution to indecency--V-chip education--really is. The ratings system is a failure. The V-chip is a failure. Rather than push failed

'solutions,' the cable industry needs to take real steps to curb the rampant indecency on basic cable channels. If they don't, they need to give consumers the option of ordering channels a la carte or they must be held to the same decency standards as broadcast television. There's no excuse for forcing families to subsidize this kind of vulgarity.

"Parents have no idea of the rapid-fire filth their children are exposed to while watching this kind of raunchy programming. MTV offered no language warnings, giving teens the impression that this kind of explicit, adult language is normal, everyday discourse. None of this onslaught would be caught by your supposedly foolproof V-chip, since MTV is refusing to identify its own filth."

MTV is watched by 73% of boys and 78% of girls ages 12 to 19, and it is profoundly influential in the lives of its young fans by glamorizing drug and alcohol use, sexual promiscuity and violent behavior.

Of the 136 shows and 71 hours of programming reviewed, the study found 938 bleeped swear words and 542 non-bleeped swear words for a total of 1,480 uses of inappropriate language.

There were:

13.21 instances of bleeped language per hour

7.63 instances of non-bleeped language per hour

20.85 instances of inappropriate language per hour

Approximately one instance of foul language every three minutes

MTV routinely re-runs its original programming, creating multiple opportunities for kids to hear foul and adult language. A typical episode of Real World is re-run more than a dozen times with no L TV descriptor.

August 19, 2005

As reported by Broadcasting & Cable (August 12, 2005), MTV responded to the Parents Television Council's new study of MTV original programming that revealed expletive-laden programming--both partially-bleeped and non-bleeped obscenities--occurring approximately once every three minutes with no language warnings to parents.

Here is MTV's formal response: "We don't air vulgar language."

"According to MTV, none of the language used on the network is vulgar, and therefore it doesn't warrant content descriptors. One must wonder whether MTV executives actually watch what they're broadcasting," said L. Brent Bozell, president of the Parents Television Council.

"Obscenities included hundreds of uses of partially-bleeped F-words and just about everything else under the sun. If MTV isn't vulgar, then Colorado doesn't have mountains, and the pope isn't Catholic," Bozell said.

Of the 136 shows and 71 hours of programming reviewed from Jan. 3 through July 19, 2005, the PTC's study found 938 partially-bleeped swear words and 542 non-bleeped swear words for a total of 1,480 uses of inappropriate language.

If you would like to see the words that MTV claims are not vulgar, please [click here](#).

We caution you that these words may shock and offend you. DO NOT let any children click on this link and do not click here unless you want to see for yourself just how audacious MTV was in their denial.