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BENJAMIN C. KAYS
3105 RACHEL PLACE
WILMINGTON, NORTH CAROLINA
28409

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Office of the Secretary

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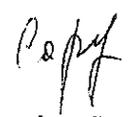
Mr. Frank Witter, CEO
Volkswagen of America, Inc.
3800 Hamlin Road
Auburn Hills,
Michigan 48326

Dear Mr. Witter,

This family will never own one of your automobiles as long
as you sponsor sexual television garbage like "Nip/Tuck".

We now must assume your company and its products relate
comparably to the low standards of your advertising.

Regretfully,



Benjamin C. Kays

Cc: U.S.Senators E. Dole and R. Burr
U. S. Representative M. McIntyre
U. S. Federal Communications Commission ✓
DIRECT TV, Inc.
TimeWarner Cable

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PTC Insider

Because Our Children Are Watching®

PTC Launches Assault on *Nip/Tuck*

The Parents Television Council has had it with FX's *Nip/Tuck*, the most outrageous, vile and offensive program on basic cable. It is pure sewage that families are being forced to subsidize with their cable bills. Advertisers, Hollywood programming executives, cable providers, the Federal Communications Commission (FCC), and Congress will be bombarded in the coming weeks and months with PTC demands that this extortion be stopped.

The campaign has several fronts. First, advertisers will be held accountable for the dollars they spend supporting the graphic sexual and violent content on the program. Secondly, Congress and the FCC will be made to

understand that *Nip/Tuck* is the prime example of why Cable Choice is the only sane option for consumers. With episodes dealing – gratuitously – with subjects like necrophilia, bestiality, pedophilia and homoeroticism, *Nip/Tuck* is subsidized by everyone who gets expanded-basic cable, whether or not they ever watch – or would want to watch – the show. That means you.

Readers of the *PTC Insider* know that *Nip/Tuck* is a regular feature in the monthly *Take Action* alerts. This will continue because it is effective. Evidence of this is seen in the number of advertisers who have promised to stop underwriting the content of *Nip/Tuck* due, in part, to complaints from PTC members. The new, aggressive campaign will also consist

of regular contact with all advertisers on the program, demanding they stop subsidizing content that undermines every standard of decency.

In addition to these weekly communications with advertisers, the PTC will continually alert members of Congress and the FCC to the stomach-turning content on this program.



Depraved storylines on *Nip/Tuck* make the case for Cable Choice. Only the people who want to watch this raunch should pay for it.

Last month every member of Congress was sent a copy of an episode of *Nip/Tuck* that featured a storyline involving a woman whose husband was serving in Iraq and who used peanut butter to seduce her pet dog. A letter from the PTC accompanied the copy of the program and demanded that Congress take action in the name of their constituents and

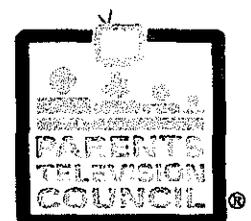
pass Cable Choice legislation. Only people who want to watch this disgusting show should have to pay for it.

The all-out-offensive against the raunch of *Nip/Tuck* is multi-faceted, and common wisdom dictates that not all aspects of the campaign should be made public. However, PTC members are entitled to know that their organization is deadly serious in going after this bastion of filth. The committed efforts of each and every one of the PTC's more than one million members are needed to make this campaign effective and successful.

For more information on what you can do to help this campaign, turn to page 3.

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*Because Our Children
Are Watching®*

TAKE ACTION

Nip/Tuck Sets Loathsome – and Dangerous – Standard

The PTC analyst whose job it is to watch *Nip/Tuck* weekly approaches his task with dread every Wednesday morning. What new form of depravity will be featured this week? Having come off a season where the show featured a man having sex with a corpse composed of various body parts of dead women, the current season arguably topped that sickening storyline recently when a guest character (played by former *Little House on the Prairie* actress Melissa Gilbert) went to the show's plastic surgeons to have her nipple replaced...because it had been bitten off by her dog with whom she was having sex.

Such sewage is an affront to wholesome values and common decency. Yet the creator of the show has pledged to "up the ante" this year and is on the record saying he hopes his legacy will be that it is possible to show a rear-entry sex scene on broadcast television within the next few years. *Nip/Tuck* is setting a dangerous standard and the PTC is asking you to TAKE ACTION on several fronts.



1 Write to the following sponsors.

Ask them why they want to associate with such vulgarity. Every dollar they spend advertising on *Nip/Tuck* is a dollar contributed to the moral decline of our society. And if they think they aren't impacting children, tell them to think again. Nielsen Media Research indicates that so far this season on average almost a quarter of a million children, ages 2-17, are watching *Nip/Tuck* every week.

Mr. Frank Witter, CEO
Volkswagen of America, Inc.
3800 Hamlin Road
Auburn Hills, MI 48326
Tel (248) 340-5000
Fax (248) 754-4930

Mr. Rick Schaden, Chairman & CEO
The Quiznos Master LLC
1475 Lawrence Street, Suite 400
Denver, CO 80202
Tel (800) 335-4782
Fax (720) 359-3399

2 Write to the FCC.

Tell them you are offended by the sewage that is poured out weekly on this show. Currently the FCC cannot legally hold cable programmers to the same standard as broadcast networks, but Cable Choice would make that a moot point. With Cable Choice you wouldn't be subsidizing objectionable programming because you would pick and choose what comes into your home. Tell the FCC Cable Choice is the only choice for you, but if you won't be allowed to control what is in your cable package then you demand that cable programming be held to the same decency rules as broadcast programming. Contact each of the five FCC Commissioners:

Chairman Kevin Martin, Commissioners Michael Copps,
Jonathan Adelstein, Deborah Taylor and Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

3 Write to your Congressmen and Senators.

Cable Choice is something you can demand. You should not have to subsidize the filth on *Nip/Tuck* just so your kids can watch the family-friendly shows on the Disney Channel or so that you can catch your favorite sports on ESPN.

You can use the PTC website to write these letters, or find out information on your elected representatives. Log on to www.ParentsTV.org; on the left side of the screen click on the *Take Action* link, and then click on Action Center. You can either look up the contact information for your elected representatives, or click on the *Nip/Tuck* campaign link there.