

Bert C. Roberts Jr., 1801 Pennsylvania Ave. NW, Washington, DC 20006, Phone 202-872-1600, FAX 202-887-2195. PRODUCTS: Friends and Family phone program, MCI telecommunications, 1-800-COLLECT. *Sample programs: Cape Fear; Robin Hood; Getting Gotti; Terminator 2: Judgment Day; Backdraft; Roseanne (5/10/94); Melrose Place (5/11/94).*

12. **Bristol-Myers Squibb Company**, Chrm. Richard L. Gelb, 345 Park Avenue, New York, NY 10154, Phone 212-546-4000, **TOLL FREE: 1-800-468-7746**. PRODUCTS: Ban antiperspirant, Bufferin pain medication, Clairol hair products, Comtrex cold medicine, Datril pain medication, Excedrin pain medication, Final Net hair spray, Infusium-23 hair care products, Keri lotion, Loving Care hair care, Nice 'n Easy shampoo, Nuprin pain reliever, Sea Breeze cream, Tempra pain medicine, Ultresse hair coloring, Vitalis toiletries. *Sample programs: Robin Hood; Thelma & Louise; Getting Gotti; City Slickers; Melrose Place (5/4/94 & 5/11/94).*

NOTES

Ratings: The results of the monitoring study are based on prime-time programs from May 1, 1994 through May 28, 1994.

Violence: A violent incident is defined as an attempt to do bodily harm to a person or bodily harm actually done. Cartoon and comedic violence were not included.

Sex: A sex incident is defined as a scene of suggested intercourse, a sexually suggestive comment, or a skin scene (undue and unnecessary emphasis on the human anatomy).

Profanity: A profanity incident included the terms he--, da--, God (when used as a profane expression and not in reference to the Deity), and other generally accepted words of profanity.

Scores of Sponsors: Sponsors were rated on an ad-ratio basis. The total number of sex, violence and profanity incidents sponsored was divided by the total number of 30-second units (commercial ads) run by the advertiser. The figures beside the advertisers represent the average incidents per unit.

How the Scores are Obtained

Most companies rarely sponsor an entire program. Usually they only help sponsor programs by running one or more 30-second ads on those programs. The number beside the company is the average amount of sex, violence and profanity the company helped sponsor with every 30-second commercial it ran. If a company ran one 30-second commercial on a program which had 5 sex incidents, 4 violence incidents and 10 profanity incidents, that company would receive a score of 19 for that program. At the end of the monitoring period, all the scores from all the programs the company helped sponsor are totaled and then divided by the number of 30-second ads they ran on all those programs. This gives the average number of sex, violence and profanity incidents for the company.

One Year Totals For Prime Time Programming

Amount of sex, violence, and profanity incidents on ABC, CBS, NBC, and Fox when projected over a one year period. This includes prime-time only.

Total sex incidents in one year:

13,624

Total violence incidents in one year:

10,894

Total profanity incidents in one year:

21,437

Total combined sex, violence and profanity in one year:

45,955

A total of 86% of all sex presented on prime-time programming on ABC, CBS, NBC and Fox is depicted outside marriage.