



MEDIA INDECENCY EXPOSED – PART 3 of 3

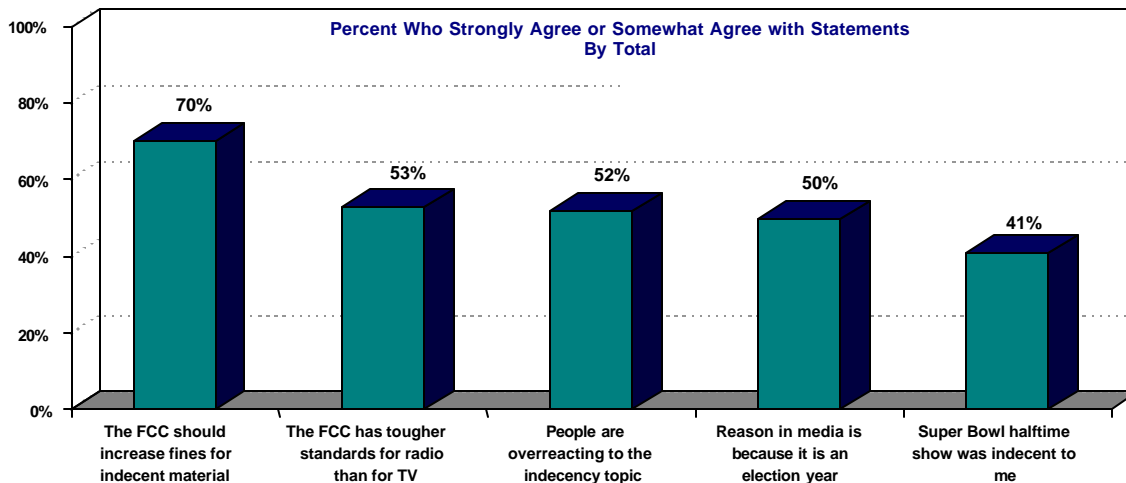
This summary is Part 3 of 3 of a national study on media indecency conducted by Paragon Media Strategies. 401 respondents ages 18 to 64, who listen to the radio for at least one hour on an average weekday, expressed their opinions about the issue of indecency in the media. The sample was drawn to proportionately represent the U.S. population by age, gender and geography. 44% of respondents have children under the age of 18. 39% of respondents describe themselves as Conservative, 37% as Moderate and 21% as Liberal.

Vol. 15, Issue 6 July 2004

Respondents were read some statements about the topic of indecency in the media. For each statement respondents were asked if they **strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed** with each statement:

- The Federal Communications Commission should increase their fines for that which is determined to be indecent material in the media.
- The Federal Communications Commission has tougher standards for content broadcast on the radio than they do for content shown on television.
- People are overreacting to this indecency topic.
- The only reason indecency in the media is a big issue right now is because it is an election year.
- The Super Bowl halftime show was indecent to me personally.

70% of radio listeners feel that the FCC should increase its fines for indecent material. Half (53%) feel that the FCC has tougher standards for radio content than for television content.



A higher percentage of those ages 25 to 34 than younger radio listeners agree that people are overreacting to the indecency issue and believe the only reason it is in the media so much is because it is an election year.

Fewer White than Black or Hispanic respondents agree that the FCC has stricter standards for indecent material on the radio versus television. More Black respondents feel that indecency is only in the media so much because it is an election year. Fewer Black respondents found the Super Bowl halftime show personally indecent.

More Conservatives than Moderates or Liberals agree that the FCC should increase fines for indecent material. A larger percentage of Liberals feel that people are overreacting to the issue of indecency. (The full report, with all questions broken out by age, gender, presence of children, ethnicity and political ideology is available at www.paragonmediastrategies.com.)

Question: The Federal Communications Commission should hold both broadcast TV and radio to the same indecency standards.

Three out of five respondents (62%) strongly agree that the FCC should hold both broadcast television and radio to the same indecency standards.

