



News Release

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**Religious Broadcasters Closing Press Conference to Address Trends in Today's
Network Television with PTC President Brent Bozell**
Anaheim Convention Center • Feb. 11-16, 2005

Anaheim, Calif. – NRB President Dr. Frank Wright, along with Brent Bozell, Founder and President of the Parents Television Council, will close this year's NRB convention by giving an update on the current trends in mainstream media by sharing information that was researched by the Parents Television Council and co-released with NRB in a detailed report entitled, "Faith in a Box: Entertainment, Television and Religion," which reflects some of the current trends that are happening in today's media.

According to the 2003, Harris Poll, more than 90% of Americans profess a belief in God, and a majority of them are willing to affiliate themselves with organized religion, one would expect that TV would favor positive treatments of religious themes and institutions, but this is not the case.

Instead, PTC says that clergy and layfolk are more often than not, depicted as hypocritical and religious institutions as mockery. Hollywood's general disdain for religious beliefs is out of step with the majority of citizens in this country.

The sixth report issued by the Parents Television Council on the treatment of religion in prime time broadcast entertainment, "Faith in a Box: Entertainment, Religion and Television," indicates what studies and research reveal as it relates to the treatment and depiction of Christianity and religion in today's society.

What can we do as Christian broadcasters do to reverse the trend that seems to be infiltrating popular culture as demonstrated by mainstream mediums? Dr. Wright and Mr. Bozell will talk about what the studies say and what we can do as Christian broadcasters to tackle and reverse the current trends.

For more information about NRB 2005, or to schedule an interview, contact NRB Director of Media Relations, Bob Powers, at 703-331-4513 or by email at bpowers@nrb.org. For all the details on NRB 2005, log onto to www.nrb.org/conv.

Brent Bozell, Founder and President of the Parents Television Council, leads the only Hollywood-based organization dedicated to restoring responsibility to the entertainment industry. The PTC at <http://www.parentstv.org> features the "Family Guide to Prime Time Television," which aids parents in making informed viewing decisions for their children. Parents Television Council has recently conducted the largest national newspaper ad campaign in history with late Honorary Chairman Steve Allen, which has mobilized almost one million parents and other concerned members who are taking the entertainment industry and its sponsors to task.

NRB is a non-partisan, international association of Christian communicators with more than 1,600 member organizations representing millions of listeners, viewers and readers. NRB's three-fold vision is to 1) proclaim the Good News of eternal life through Jesus Christ, 2) transform the culture through the application of sound biblical teaching, and 3) preserve religious freedom by keeping the doors of electronic media open for the spread of the Gospel.

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