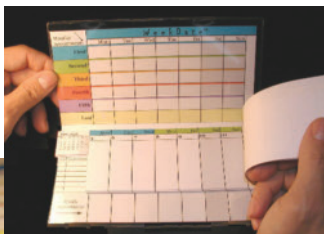


Only Write It Once!

WeekDate offers a new choice for calendar users who prefer to have everything written down on paper. It allows you to record daily, weekly, monthly and annual



events easily without the fear of losing it all.

The checkbook-sized planner offers the conveniences of a high-tech calendar with the peace of mind

that only comes with having something written down on paper. It allows you to easily record a recurring event, yet you only write it once! The top flap of the calendar is visible above the current week and offers space to write set activities for each four or five weeks of the month. Below the current week is space to add weekly fixed activities. Once the week is finished, the spiral-bound calendar easily reveals the next week's schedule of appointments and events, including the recurring activities that are above and below the spiral-bound portion.

Enclosed in a protective plastic cover, they are available at www.weekdate.com for \$19.95 plus shipping and handling.

Do Television Advertisers Support Your Family Values?

The **Parents Television Council** has released its annual list of "Top Ten Best and Worst Advertisers," a list that ranks advertisers according to how frequently they sponsor wholesome, family-oriented television shows or those containing sexually graphic, violent or profane material.

"Responsible broadcasting is possible, and this responsibility not only falls on the entertainment industry, but also on the sponsors," said L. Brent Bozell, president of the PTC.

"Corporate advertisers share

accountability for the tide of graphic and gratuitous sex, violence and profanity on television today. With their advertising dollars, they can choose to underwrite family-friendly television programming or they can elect to sponsor programs filled with raunch. Responsible broadcasting is possible, and this responsibility not only falls on the entertainment industry, but also on the sponsors. And from what we continually hear from most big corporate sponsors is that a responsible advertising practice is good for their business," continues Bozell.

The PTC's list of the Top Ten Best and Worst Advertisers is based on each company's prime time network television ad buys between October 2005 and May 2006. Each company listed purchased at least 25 ads on prime time broadcast programs. Companies with the most ads on PTC-rated green-lighted shows were ranked the best, and those with the most ads on PTC-rated red-lighted shows were ranked the worst.

"Regardless of indecency oversight by the FCC or each network's standards and practices department, the bottom line is the bottom line. Advertisers play a critical role in determining how far producers are able to push the envelope. The PTC's research operation conducts extensive analysis of television content, and we are delighted to share that content data 'for free' to television advertisers so they can make more informed media buying decisions. And together with our 1.1 million members, we will continue to remind advertisers that their corporate values are reflected in the content of the programs they support," concluded Bozell.

The 2006 Top Ten Best and Worst Advertisers are:

BEST

1. Coca-Cola Enterprises Inc.
2. The Campbell Soup Company
3. The Walt Disney Company
4. Ford Motor Company
5. Singular Wireless
6. Altria Group
(Parent company of Kraft Foods, Post Cereals, Jell-O desserts, Maxwell House

coffees, Oscar Mayer foods, Miracle Whip, DiGiorno, Stove Top Stuffing, Crystal Light drink mixes, Kool-Aid, Cool Whip, Minute Rice, Shake 'n Bake, Country Time drink mixes, Altoids)

7. DreamWorks
8. Schering-Plough Corp.
(Products include: Claritin, Dr. Scholl's, Nasonex)
9. Darden Restaurants, Inc.
(Parent company of Olive Garden, Red Lobster, Bahama Breeze, Smokey Bones BBQ)
10. Sears Holdings Corp.

WORST

1. General Motors Corp.
2. Toyota Motor Corp.
3. Volkswagen
4. DaimlerChrysler
5. Target Corp.
6. GlaxoSmithKline
(Products include: Zyban, Valtrex, Flonase, Imitrex)
7. Nissan Motors
8. American Express Inc.
9. Apple Computers Inc.
10. Circuit City Stores

For more information on The Parents Television Council, visit www.parentstv.org.

Great Education Websites for Parents & Teachers

The National Center for Learning Disabilities offers a free print newsletter for parents. Published three times annually, LD Essentials features updated information as well as excellent resources for children and parents.

To subscribe, go to <http://www.nclld.org/essentials.html>.

If you missed Reading Rockets fascinating show, Reading and the Brain, you can view it on their website at www.ReadingRockets.org.

Host Henry Winkler explores how brain scientists are working to solve the puzzle of why some children struggle to read. It discusses new research, which shows that the answer may lie in how a child's brain is wired from birth - and it turns out that good teaching can change that wiring.

The website also offers helpful resources including articles and books about reading and the brain.

Listen To What Our Kids Are Telling Us

A recent *KidsHealth*® KidsPoll asked kids

