

Does Sex Always Sell?

Does sex always sell? Does obscene, profane language? Do moviegoers in America and overseas prefer gritty, edgy movies that attack traditional religious, moral values?

These are some of the questions that Dr. Ted Baehr, founder and publisher of Movieguide: The Family Guide to Movies and Entertainment, will answer Friday night at the 22nd annual faith and values awards gala when he presents highlights from Movieguide's 2014 "Report to the Entertainment Industry" before a crowded room of Hollywood executives leaders and other opinion leaders.

The gala will take place Friday night at the Universal Hilton Hotel, right next to Universal Studios in the heart of Hollywood.

Each year, Dr. Baehr, a speaker on the effects of the media on children, and his Movieguide staff conducts a comprehensive financial analysis of the kinds of content that moviegoers seem to favor at the box office and on home video.

All the major movies released by Hollywood during the previous year are examined and their box office and home video earnings compared.

Dr. Baehr presents highlights of the annual report at the gala, and the full report is made available to Hollywood executives and the public after the awards.

The gala also hands out awards to the best movies for families, the best movies for mature audiences, the most inspiring movie and television program, the most inspiring performances in movies and television, and the best, most conservative movie and TV program. More than \$300,000 in

prizes will be presented as well.