

Reality TV's 'The Sex Factor' Pushes Porn, Morality Watchdog Pushes Back

Following the announcement of a new reality show, *The Sex Factor*, Morality in Media is launching a campaign to educate prospective viewers, participants and the production staff about the harms of porn.

The goals of the campaign are to highlight the negative effects of porn, target Twitter for allowing sexually exploitive depictions on the social networking site and express encouragement to the lead star of the new show, Miriam Weeks ("The Duke Porn Star," Belle Knox) to let her know her worth is not dependent on the porn community.

Hopefuls nominate themselves and their friends for appearances on the show via Twitter to compete for the \$1 million prize; many post pornographic content on Twitter to illustrate their "skills."

Dawn Hawkins, executive director of Morality in Media, said, "*The Sex Factor* is pushing the lie that porn is glamorous, rewarding and healthy. In reality porn is violent, degrading and rampant with STDs."

Hawkins also urged Twitter to prohibit pornographic depictions related to the show and to begin cleaning up all porn on the site or risk losing support from a growing public that is aggressively opposing all sexual exploitation, particularly pornography.

More information can be found on Morality in Media's website.