

**Come see an amazing American,
boldly changing the character of Hollywood...**

MOVIEGUIDE® Presentation by Dr. Ted Baehr

Sunday, March 4 at 5:30 pm

at The Basilica of Sts. Peter and Paul (Varallo Parish Hall)

Family-friendly movie in the nursery for children

Pizza and soft drinks provided

Hear Media Wisdom & Media Influence on Today's Culture

Our greatest challenge now is the influence of the mass media of entertainment on our children and grandchildren. The media, for good and for ill, is the primary teacher of our youth. *There's hope, though!* Children can be taught to be media-wise, and the entertainment industry can be turned to toward the **good**, the **true**, and the **beautiful**. This seminar enables you to teach children to be media-wise, helps you understand the wide influence of the mass media, and shows you how to redeem the industry.

Come, see a man who has addressed the European Parliament, the House of Lords, the Parliament of Norway, the Bombay Communication Institute, and Oxford University. He was featured on Entertainment Tonight, Oprah, Hannity and Colmes, CNN, ABC, Fox News, and MSNBC. He has written for The Wall Street Journal, The New York Times, Time Magazine, USA Today, The L.A. Times, The Washington Post, Hollywood Reporter, The Atlanta Journal-Constitution, and U.S. News and World Report, *and now comes to the Basilica of Saints Peter and Paul in Chattanooga, Tennessee!*

The Man: Ted Baehr

Ted Baehr, an American media critic, is the son of actor Robert Allen and actress Evelyn Peirce. He is Chairman of the Christian Film and Television Commission (CFTVC) which strives to do the following:

- Uplift the values of Hollywood and the entertainment industry to create more and even better Christian friendly and family-friendly movies and television programs, thereby spreading the Gospel and biblical values throughout the world.
- Teach families with children and grandchildren to become media-wise, knowing how to choose the good and reject the bad, using biblical principles.



CFTVC measures these results using statistics from an 80-page Annual Report to the Entertainment Industry, which is handed out at Movieguide Awards Gala and promoted widely in the news media. Since the Gala began its outreach to Hollywood decision makers, the number of movies with Christian content increased 581 percent, and box office earnings of movies with strong Christian content has increased to more than \$3.85 billion (a 1,751 percent increase)! Finally, the CFTVC research shows that the *most family-friendly movies earn significantly more money than the least family-friendly movies* – according to Movieguide®'s *objective criteria based on 150 metrics* on the year's 250 to 275 top movies cross-indexed with box office statistics.



The number of visitors of Movieguide®'s media sites has increased from only about 10 million people to 34 million people, a 240 percent increase.

Ted Baehr graduated summa cum laude in Comparative Literature from Dartmouth, received a law degree from the New York University School of Law. In 1975, a friend changed his life's direction. He applied to the Institute of Theology at the Cathedral of Saint John the Divine and received a Doctor of Humanities degree. He became the Director of the Television Center at the City University of New York and researched media's impact in education.

His website, www.movieguide.org, professionally analyzes movies, TV shows, and DVDs using two rating systems. One is quality ratings (1 to 4 stars) covering 150 metrics, the other is moral acceptability ratings (range from +4, exemplary to -4, abhorrent). This is a true gift to parents, grandparents, and people who wish to see well-produced movies with good content that will not disturb them.

Don't miss this chance to hear a top-notch speaker!

Invite your friends!