

EXTREMELY URGENT

June 3, 2010

Name
Chairman and CEO
Company
Address

RE: JC Program coming to Comedy Central

Dear Sir,

The undersigned organizations represent millions of concerned Americans and we write to you with great urgency. As you may already know, Viacom's Comedy Central outlet is developing an animated series entitled *JC*. This program is being offered up as a situation comedy about God and his son, Jesus Christ. The blasphemy and religious bigotry inherent in this concept is not only offensive to the 83% of Americans who identify themselves as Christians but also to many non-Christian groups who have also signed this letter.

We ask you this: where is the market demand for an attack upon Jesus Christ?

We are urging you to hold back your advertising dollars from such an abomination purported to be entertainment

As a sponsor, you have the power to act upon your corporate values and send a clear message to Viacom and its channels that this type of blasphemous programming has no place in our homes. It cannot be an effective use of sponsorship dollars to underwrite content that is certain to offend and alienate viewers. And of course, the damage to our children is virtually immeasurable. No sponsor could possibly say they would be proud to be associated with such insensitive material.

To see exactly how toxic this show promises to be, including video clips, please visit our website at www.CitizensAgainstReligiousBigotry.org.

We are reaching out to you and other leading television sponsors, and we ask you now to agree with us and respond. We must hear from you in the next two weeks, so time is of the essence. On June 17 our coalition of like-minded organizations will hold a national press conference where we will identify which sponsors have responded to this effort and have agreed not to sponsor Comedy Central.

If you fail to respond to this letter before that time we will assume that your company is open to sponsoring the kind of religious bigotry on display by Comedy Central. We look forward to hearing from you directly.

Sincerely,

Brent Bozell
President
Media Research Center

SEE ADDITONAL SIGNERS ON FOLLOWING PAGES

Tony Perkins
President
Family Research Council

Bill Donohue
President
Catholic League

Tim Winter
President
Parents Television Council

Michael Medved
Nationally Syndicated Radio Talk Show Host and Best-Selling Author

Rabbi Daniel Lapin
President
American Alliance of Jews and Christians

Jim Martin
Chairman
60 Plus

Don Irvine
Chairman
Accuracy In Media

Tim Wildmon
President
American Family Association & American Family Radio

Larry Cirignano
President
Catholics In America

Dr. Ted Baehr
Publisher
Movieguide

Kay R. Daly
President
Coalition for a Fair Judiciary

Wendy Wright
President
Concerned Women for America

Dr. James Dobson
President
Family Talk

Tom McClusky
Sr. Vice President
FRC Action

Mohamed Elbiary
President & CEO
Freedom and Justice Foundation

Mandi D. Campbell, Esq.
Legal Director
Liberty Counsel for Law and Policy

William J. Murray
Chairman
Religious Freedom Coalition

Dr. William Greene
President
RightMarch.com