

February 2, 2004

Mr. Leslie Moonves
President
CBS Television Network
51 West 52nd Street
New York, NY 10019

Dear Mr. Moonves:

Last night, I watched the Super Bowl with my eight-year-old son. He had trouble going to sleep after the game because of the ad for the upcoming film "Van Helsing" which contained some of the most terrifying images he had ever seen.

I was also offended by the ad depicting a flatulent horse, by the language in the songs performed during the half-time presentation, and by the exposure of Janet Jackson's breast.

CBS should cultivate my eight-year-old son. He has the potential to grow up to be a lifelong football fan, but only if he is able to watch the NFL, and particularly the Super Bowl, without being exposed to inappropriate and horrifying images.

I cannot help but note the irony that CBS reportedly turned down an ad submitted by MoveOn.org that was critical of the Bush Administration because of the potential that it might be offensive. I found several of the ads broadcast last night among the most offensive I have ever seen on television, and far more offensive than the ad proposed by MoveOn.org.

Sincerely,

George L. Leventhal
Councilmember