



700 12TH STREET, NW • SUITE 700
WASHINGTON, DC 20005

June 22, 2009

Mr. Stephan McPherson
President
ABC Entertainment Group
77 West 66th Street
New York, NY 10023

Dear Mr. McPherson:

As you may be aware, our group requested the rates to purchase a 60 second ad immediately preceding the Town Hall Meeting your network is airing this Wednesday night featuring President Obama discussing his health care reform plans. We requested these rates in order to provide the public an alternative view on this crucial issue.

The response we were given by your sales staff was that your network has a policy of not accepting "advocacy" ads. In fact, your staff was quoted in several articles making the same claims.¹

Sadly, we have obtained information from a respected and authoritative source that shows your network's claim to be clearly false.

Below is a media monitoring report provided by TNS Media Intelligence/CMAG which clearly shows that a number of organizations have aired advertisements on your network that would be described as "advocacy" ads. I would specifically call your attention to two of the most recent examples – T. Boone Pickens and the Peterson Foundation – both had "advocacy" ads that aired on your network within the past several months.

The report details as follows:

¹ As to the decision not to accept ads critical of the Obama health care proposal, that's in line with "a long-standing policy" of the network, says spokeswoman Cathie Levine. "ABC does not accept advocacy ads," she said.
<http://content.usatoday.com/communities/theoval/post/2009/06/68243837/1>

But ABC News spokesman Jeffrey Schneider told FOXNews.com that it has been a "longstanding" policy not to accept "advocacy" ads. <http://www.foxnews.com/politics/2009/06/18/critics-attack-abc-news-refusing-air-opposing-ads-obamas-health-care-special/>



tns media intelligence /cmag

ABC

Summary

1/1/1997 - 6/16/2009

Sponsor	Station	Media
AARP	ABC	NETWORK TV
AMERICANS FOR BALANCED ENERGY CHOICES	ABC	NETWORK TV
AMERICAN COALITION FOR CLEAN COAL ELECTRICITY	ABC	NETWORK TV
ALLIANCE FOR CLIMATE PROTECTION	ABC	NETWORK TV
AMERICAN MEDICAL ASSOCIATION	ABC	NETWORK TV
AMERICAN PETROLEUM INSTITUTE	ABC	NETWORK TV
CNG NOW!	ABC	NETWORK TV
NATIONAL CABLE & TELECOMMUNICATIONS ASSOCIATION	ABC	NETWORK TV
ONE CAMPAIGN	ABC	NETWORK TV
PETER G. PETERSON FOUNDATION	ABC	NETWORK TV
T. BOONE PICKENS	ABC	NETWORK TV
PARTNERSHIP FOR PRESCRIPTION ASSISTANCE	ABC	NETWORK TV

While I was very surprised by your refusal to sell us air time, I nonetheless refrained from questioning your network's motives. However, this information does raise grave questions as to why you would deny us the opportunity to pay to present our alternate views on health care reform when you clearly have allowed other groups to air their views in "advocacy" ads before.

What is at stake here is huge. The changes being proposed could cause Americans to be denied treatments and life saving drugs. Moreover, we are talking about more than \$1 trillion dollars in new spending, \$600 billion or more in new taxes and most likely a government takeover of almost one-fifth of our economy. This issue deserves as much debate, discussion and examination possible so that every American understands how their lives will be impacted.

The only way to do that is to allow alternate views to be heard – not stifle them.

Therefore, I am renewing my request for the rates to purchase a 60 second ad immediately preceding the White House Town Hall event this Wednesday evening. We trust the rates you provide us will be on par with those charged your other issue advertisers.

Additionally, given that we have lost several crucial days because of the misleading information given to us by your staff, we would expect that accommodations will be made to accept the ad we would produce at this late date.

I look forward to your swift response as time is of the essence.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rick Scott". The signature is stylized with a large, looped "R" and a cursive "Scott".

Rick Scott
Chairman