

Dear Mr. Welch,

As chairman of General Electric -- the owners of NBC -- you have a responsibility to make sure NBC does not air programs that are patently offensive.

The 12/31/88 broadcast of "Saturday Night Live" contained a skit that was vulgar and offensive. I suppose that is your right.

But as a consumer I have the right to buy products from companies I approve of. Until I hear otherwise from Don Wildmon and the American Family Association, I will refrain from buying GE appliances and light bulbs for the next six months as my way of protesting your broadcast of "Saturday Night Live".

Sincerely, _____

Dear Mr. Stiritz,

Your company -- Ralston-Purina -- is a sponsor of NBC's "Saturday Night Live". As such, I hold your company accountable for the content of that program.

The 12/31/88 broadcast of "SNL" contained a highly offensive and vulgar skit.

As a result, I am exercising my right as a consumer. Until I hear otherwise from Don Wildmon and the American Family Association, I will avoid buying any Ralston-Purina products for the next six months in protest over your company's sponsoring of "Saturday Night Live". I urge you to cancel your sponsorship of "SNL" so I can once again buy Ralston-Purina products.

Sincerely, _____

Dear Mr. Hagiwara,

Your company -- Nissan USA -- is a sponsor of NBC's "Saturday Night Live". As such, I hold your company accountable for the content of that program.

The 12/31/88 broadcast of "SNL" contained a highly offensive and vulgar skit.

As a result, I am exercising my right as a consumer. Until I hear otherwise from Don Wildmon and the American Family Association, I will avoid buying any Nissan USA products for the next six months in protest over your company's sponsoring of "Saturday Night Live". I urge you to cancel your sponsorship of "SNL" so I can once again buy Nissan USA products.

Sincerely, _____