

American Family Association

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PROJECT TO FIGHT MTV CABLE CHANNEL

Dear Friend,

I'm asking you to take some very important actions.

You'll find them listed below.

Your actions today will help fight one of TV's most offensive "teachers" —
... MTV — the music video channel.

If you've never watched MTV, it's time you do. You must know what lessons MTV teaches millions of children every day.

In truth, MTV is so bad entertainer Eddie Rabbit has come out strongly against it. Here's what he tells parents:

"MTV promotes the most violent of acts in front of our children. If parents saw someone peddling hardcore pornography to their children, they'd have them arrested. That's what MTV does."

MTV is a cancer eating away at the moral fiber of our young.

In fact, MTV is such a dangerous threat to our children that West Virginia Senator Robert Byrd, on the floor of the U.S. Senate, warned parents, saying:

"The central message of most of these music videos is clear: human happiness and fulfillment are experienced by becoming a sociopath and rejecting all responsibility. If we continue to sow the images of murder, violence, drug abuse, sadism, arrogance, irreverence, blasphemy, perversion, pornography and aberration before the eyes of millions of children, we should not be surprised if the foundations of our society rot away as if from leprosy."

MTV teaches these lessons by design. MTV executives say they have a "mandate" to help form and shape the values of our children.

A *Los Angeles Daily News* article quoted MTV senior vice president-creative director Judy McGrath as follows:

"We have articulated our responsibility concerning our **mandate** to lead, serve and reflect our young audience."

What "mandate?" MTV has no "mandate" to teach our children. What parents in their right minds would turn their children over to people who teach lessons like this:

A 10:00 Sunday **morning** (1/19/92) feature had a man portray the devil and convince a woman to sell her soul to him. She at first resisted saying she was Christian. But the devil told her how many stars — such as Madonna — had sold their souls to him. The woman noted how these stars have expensive cars, homes, clothes and jewelry ... and so she agreed.

Once she did so, a music video entitled "The Devil Inside Me" aired. This song — which teaches that the devil is inside everyone — **was sung to a studio audience of children!**

The video ended with the devil and woman in bed.

That, my friend, is not an isolated video.