

Page three -- CANCEL CBS' "GARBAGE PAIL KIDS" CARTOON SHOW

CBS to CANCEL ITS "GARBAGE PAIL KIDS" CARTOON SHOW once and for all and agree not to sell the show to another company for syndication.

We can get CBS to cancel this show; but only ...

... if we act together.

Our fight has two parts.

FIRST : Your postcard -- along with a million more like yours. We must flood CBS with postcards protesting its "Garbage Pail Kids" cartoon show. In this way we intend to get CBS to see how its overall ratings will fall if they keep this show on the air.

SECOND: Your signed PLEDGE. I will use your PLEDGE (it's on a following page at the top of your Emergency Reply Memo) -- along with all the other PLEDGES I receive -- to back up my personal letters to advertisers. In those letters I will state in no uncertain terms,

... if you sponsor CBS' "Garbage Pail Kids" show, we will organize Americans all across the country to stop buying your products.

This is our right. And it is our duty.

CBS is free to air its "Garbage Pail Kids" show if it chooses. Advertisers are free to sponsor the show if they choose.

But we are also free. Free to avoid buying from companies that promote and teach lessons that harm our children.

And this strategy can work. As I told you, we already forced CBS to postpone its original air date for showing the "Garbage Pail Kids" cartoon show. What's more, in the summer of 1987 we spearheaded a boycott against Mazda and Noxell because they were two leading sponsors of sex, violence and profanity on TV.

Both these companies told me they would change the kinds of programs they help sponsor. This happened because people just like you took the time to sign and mail postcards, make phone calls and protest.

The result of Noxell and Mazda shows the kind of clout we can have. Sponsors know we mean business. This is why your signed PLEDGE is so critical to our fight. Your PLEDGE forms the backbone of our bargaining power. Without you backing us up, the sponsors will ignore us and CBS will go on using its "Garbage Pail Kids" cartoon show to teach all our children lessons you don't approve of.

Using this two-pronged strategy -- POSTCARDS to CBS and PLEDGES to the sponsors -- I'm confident we can get CBS to CANCEL ITS "GARBAGE PAIL KIDS" CARTOON SHOW once and for all, and agree not to sell it to another company for syndication. But again,

... you are the key.