

# ***LATE BULLETIN***

## **An Apology From Don Wildmon Concerning The Last Letter**

Dear Friends and Supporters:

Some of you have indicated that you were upset with the "Daily Gazette" article which was included in my last letter to you. Of the 210,000 who received the article, about 100 said you did not like it. Though that is a small percentage, it is still the most negative letters we have received on any mailing. I feel you deserve an explanation.

In looking back I realize that I should have put on the article itself an explanation. It would have helped explain that this was a "what if" article. But I didn't.

The purpose of the article was to try to make all of us think about the consequences if the boycott of Mennen and Clorox fails. I honestly think that if our efforts fail, television will be as I described.

There was never any intent to mislead anyone. The article is dated March 1, 1990. And in my letter I said that the article wasn't true. I thought I was making that point and my purpose clear. But looking back I see that I should have done a better job of explaining my purpose.

Prior to sending the article, I let my staff read it and explained my plans and purpose. They thought that it was a good idea. Perhaps all of us were wrong.

To those of you who read the article without reading the letter, I apologize. To those of you who were upset, I apologize.

Thanks for your help, your prayers and your support. Please follow through on the enclosed requests regarding the banning of alcoholic advertising from broadcasting.

Don