

WILSHIRE

Productions, Inc.

210 S. SPALDING DRIVE, BEVERLY HILLS, CALIFORNIA 90212 TELEPHONE (310) 552-3191
FAX (310) 277-9070

DAVID LEVY
PRESIDENT

7/18/93

George -

An idea I'm
working on -

Deers

Ward

Tony Rabeita has a copy
with James Quillo -

We, a group of concerned citizens, have joined together to form Citizens for Quality Television. We do so for the express purpose of elevating the quality of all programming that seeks access to the television set in America's homes, no matter what its source.

We recognize the virtues of the First Amendment guaranteeing each of us freedom of speech, but with that express freedom we also expect that those who benefit from it exercise its privilege with sacred responsibility. Thousands have died in order for us to enjoy that freedom; millions more have died to preserve it.

We do not look to the government to sponsor our objective of elevating program quality, but we welcome its support. We do not subscribe to the idea that four private corporations, primarily designed to satisfy their shareholders' private interests, can assume the role of guardian of the nation's morals or its morality, of its fundamental Western tradition of ethics and morality. Their motives are not always synonymous with the interests of the American television viewing public; their primary objective is to sell goods and services.

Their assumption of the power to determine what is consistent with community standards, while striving to satisfy their major objective of selling goods and services, often places them in incompatible positions. The necessity of attracting large audiences frequently places them in direct conflict with long established community standards supported by parents, by schools and their teachers, by the clergy representing all of the major faiths held by Americans, and by the standards of professional leaders who work in medicine, psychiatry, sociology and the humanities.

How do we do this? We organize a National Board of Citizens who will determine the broad guidelines which the members can endorse. This board will be made up of a cross section of distinguished Americans who will be selected by the American people through a democratic voting process. It will not be a government agency.

This board will meet annually, or more frequently if it so desires, so that its guidelines will be under constant review.

The National Board of Television will issue its own seal of approval for all prime-time entertainment programs of the broadcast industry of every franchise. The relationship between the board and the industry will be identical to that between the board and the use of the official seal of the board will be controlled by the Board of Advertisers and Quality Control. The board will determine the seal for the right to use the seal of approval for a number of products and will have the right to withdraw the seal from all essential categories. The board will have the right to award the seal to any product.

Individuals of the board will be selected from a list of names as well as legislative members of organizations as well as from television programming. For example names such as:

- | | | |
|-------------|-----------------|-------------------|
| Leslie Mink | Walter Cronkite | Jeane Kirkpatrick |
| George Will | Tom Shales | George Bush |
| Alan Carter | Ronald Reagan | Richard Nixon |
| Tom Siskel | John Chancellor | James Nichols |
| Lee Harvey | Howard Baker | Daniel Boone |

Eyew, too!!

Plus the leading members of the Civil Liberties Union, the National Jewish Post and Opinion, leading representatives of the major labor organizations, a leader of religion, the head of the National Cable Association, the MPAA, the WGA, the PGA, the DGA, SAG (the four letter

