

David Levy

2.23.95

Dear George

1) Thanks for your brochure.
I'm not sure I can
join any more groups - fine
as yours is

2) I've enclosed copy of
an article I wrote which
will be published in
March in the Caucus
Quarterly, distributed to
the Caucus for Production,
Writers & Directors

Warmest regards
David

David Levy
210 S. Spalding Dr.
Beverly Hills, CA 90212

develop! She has high standing
with James Quill at the FCC -
He is sympathetic to decreasing
violence and the other 11s fit

Warmest regards
W. Q. Q.

DAVID LEVY
210 S. SPALDING DR.
BEVERLY HILLS
CALIF. 90212-3608

2-16-93

Dear George

Thanks for your note of 1/19/93. I appreciate it... Nick Johnson keeps in touch and I know Elizabeth Thomas and was, on occasion, from Tracy Lynch... Why not harness the energy of Mrs. Terry Rarotta of 1876 or a former, Bloomfield, Mich 48304 who heads up A R T - Americans for Responsible Television. The more unified the various groups are the more "clout" you will

710

David Levy

214 1/2 S. Spalding Dr., Beverly Hills, California 90212

Jan 6, 1993

Dear George

I thought you might
find the enclosed of interest
in your fine work re TV
Violence →

My best regards to
you for 1993

Cordially
David

Rep 1/29/93

Sent

Good
Festivities
CEM

George.

I've been meaning
right along to tell you
about this anyway,
but somehow got off
track - I suppose
getting sick around
that time didn't help.

K

Chris -
- on return
from Europe
8/18/93

DAVID LEVY

7-6-93

Ray -

I haven't been
invited to participate
in the Aug 7 panel.

I'd like to because
I'm one of the few "inside-
the-industry" supporters of
cleaning up TV.

You might call George
and have him press for my
participation - X

Walt

Networks could end TV violence

Your editorial in the June 14 issue ("Do the right thing," Page 12) was right on target. Will programmers at the networks and cable companies act on it? Not likely.

Writers out here, and producers too, by and large do not boast about the material they project onto America's TV sets. They do it because network executives set the rules, and the name of the game for most of them is ratings—because ratings are what attract advertisers.

Advertiser support is the bottom line—the one line that matters to the CEOs of the four networks. They allow noisy producers to "push the envelope" thereby adding, for the most part to the violence, the exploitative sex and the profanity that flood TV day and night.

It is time for the CEOs to "seal the

envelope"—to save TV from its present coarseness—to act with responsibility to the audiences they deliver to advertisers.

Minimize violence, forget nudity and partial nudity, and ban all profanity—no exceptions.

Let the few producers rant and rave about their artistic freedom—serve the millions of viewers young and old alike with quality—with taste—with purpose.

The CEOs hide behind their phalanx of presidents and vice presidents; it's time for them to recognize their responsibility, not just to shareholders, but to the rest of us.

David Levy
president
Wilshire Productions
Beverly Hills, Calif.

We welcome your letters

Write to "Viewpoint," ELECTRONIC MEDIA, 740 N. Rush St., Chicago, Ill. 60611.

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Basic cable subscription levels

Year	Subscribers	Cable TV penetration
1975	9.2 million	13.2%
1976	10.79 million	15.1%
1977	12.17 million	16.6%
1978	13.39 million	17.9%
1979	14.81 million	19.4%
1980	17.67 million	22.6%
1981	23.22 million	28.3%
1982	29.34 million	35.0%
1983	34.11 million	40.5%



Year	Subscribers	Cable TV penetration
1984	37.29 million	43.7%
1985	39.87 million	46.2%
1986	42.24 million	48.1%
1987	44.97 million	50.5%
1988	48.64 million	53.8%
1989	52.56 million	57.1%
1990	54.87 million	59.0%
1991	55.79 million	60.6%
1992	57.55 million	61.3%

Source: Nielsen Media Research

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