

VIACOM'S ETHICS



Bill Donohue comments on Viacom's ethics:

When Comedy Central flashed a picture of a naked woman with her legs spread and a nativity scene ornament in between—what Jon Stewart called “the vagina manger”—Viacom's executives weren't the slightest bit offended (Comedy Central is owned by Viacom). But these same people got ticked off recently when Don Rickles cracked a joke about President Obama.

On June 7, Rickles performed before a Hollywood crowd at the American Film Institute tribute to Shirley MacLaine. He quipped, “I shouldn't make fun of the blacks. President Obama is a personal friend of mine. He was over to the house yesterday, but the mop broke.” When they show this event on TV Land (a Viacom network) on June 24, Rickles' Obama joke will not be aired.

On May 8, we mailed a color photo of the “vagina manger” shot to Viacom's directors; we asked them to direct Stewart to apologize. They refused. But it didn't take anyone from the NAACP to ask Viacom to nix Rickles' joke—they did it themselves.

Rickles' PR man offered this lame comment soon after the decision was made to censor the joke: “Before all of this started, we knew Don's spot would be cut a bit for time.” More honest is Rickles himself: “Some jerk-offs got offended.”

Such is the state of Viacom's ethics.

Contact Doug Herzog: doug.herzog@viacom.com

JON STEWART AND KELLOGG'S



Catholic League president Bill Donohue comments on two newspaper ads he wrote that were published yesterday and today:

Yesterday, we let the workers at Kellogg's know what we think of their senior management by taking out a full-page ad in the *Kalamazoo Gazette* (click [here](#) to read it). Today, we let the nation know what we think of Jon Stewart by taking out an op-ed page ad in the *New York Times* (to read it, click [here](#)).

Stewart's hate speech, and Kellogg's cavalier reaction to it, deserve to be publicly condemned. There is nothing funny about Stewart's stunt, and there is nothing commendable about Kellogg's arrogance. But they didn't get away scot-free: Their reputations will never be the same.

Contact Comedy Central: steve.albani@cc.com

Contact Kellogg's: kris.charles@kellogg.com

HINDU, BUDDHIST AND SIKH LEADERS SENT "VAGINA MANGER"

PHOTO



Below is the text of Bill Donohue's letter to Hindu, Buddhist and Sikh leaders that was mailed today:

Enclosed is an obscene, anti-women, anti-Christian picture—that's a nativity scene ornament in between the woman's legs—that was flashed on the screen on the April 16 episode of Jon Stewart's "The Daily Show"; he referred to it as the "vagina manger." He obviously crossed the line, and that is why we are contacting his sponsors, as well as religious leaders from every major faith community, about this offensive stunt. All we are asking for is an apology.

It would be of enormous help if you were to weigh in on this issue. Please write to Mr. Steve Albani, Senior VP Communications, Comedy Central, 345 Hudson St., New York, New York 10014. Thanks so much.

MUSLIM LEADERS SENT "VAGINA MANGER" PHOTO



Below is the text of Bill Donohue's letter to Muslim leaders that was mailed today:

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episode of Jon Stewart's "The Daily Show"; he referred to it as the "vagina manger." He obviously crossed the line, and that is why we are contacting his sponsors, as well as religious leaders from every major faith community, about this offensive stunt. All we are asking for is an apology.

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MORMON LEADERS SENT "VAGINA MANGER" PHOTO



Below is the text of Bill Donohue's letter to Mormon leaders that was mailed today:

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JEWISH LEADERS SENT “VAGINA MANGER” PHOTO



Below is the text of Bill Donohue's letter to Jewish leaders that was mailed today:

Enclosed is an obscene, anti-women, anti-Christian picture—that's a nativity scene ornament in between the woman's legs—that was flashed on the screen on the April 16 episode of Jon Stewart's "The Daily Show"; he referred to it as the "vagina manger." He obviously crossed the line, and that is why we are contacting his sponsors, as well as religious leaders from every major faith community, about this offensive stunt. All we are asking for is an apology.

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EVANGELICAL LEADERS SENT “VAGINA MANGER” PHOTO



Below is the text of Bill Donohue's letter to Evangelical leaders that was mailed today:

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PROTESTANT LEADERS SENT "VAGINA MANGER" PHOTO



Below is the text of Bill Donohue's letter to the mainline Protestant denomination leaders that was mailed today:

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BATTLE BREWING IN BATTLE CREEK



Catholic League president Bill Donohue comments as follows:

Tomorrow at 9:00 a.m. ET, I will be interviewed on WBCK in Battle Creek, Michigan, home of Kellogg's. I will discuss the cereal company's defense of an obscene, anti-women, anti-Christian picture—it showed a nativity scene ornament in between the legs of a naked woman—that was flashed on the screen of the April 16 episode of Jon Stewart's "The Daily Show." To listen to the show live click [here](#).

The radio station is heard in Kalamazoo, a city where many who work at Kellogg's reside; the signal extends throughout southern Michigan. In addition, the program, "Live with Renk," is the #1 show in the Kalamazoo/Battle Creek area.

When we are finished, everyone will know about Stewart's "vagina manger" stunt. But we also want the whole country to know how Kellogg's, once identified as American as apple pie,

has now sunk so low that it actually underwrites anti-Christian bigotry.

Professors take note: The corporate arrogance of Kellogg's is suitable for classroom discussion in courses on business ethics. Also recommended for discussion is the corporate responsibility of Delta; the airline company pulled its sponsorship of "The Daily Show."

Contact Kris Charles, Senior Director, Corporate Communications, Kellogg's: kris.charles@kellogg.com

BISHOPS MAILED "VAGINA MANGER" PHOTO



Below is the text of Bill Donohue's letter to the bishops that was mailed today:

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