

WRIGLEY ASKED TO JOIN JON STEWART CAMPAIGN

Bill Donohue invites everyone to contact The Wrigley Company in pressuring Comedy Central to have Jon Stewart apologize for his “vagina manger” assault on Christian sensibilities. The chewing gum giant is one of “The Daily Show’s” most prominent sponsors.



Contact Andy Pharoah, Senior VP, Corporate Affairs: andy.pharoah@wrigley.com

The Wrigley Company
Attn: Andy Pharoah
Senior Vice President, Corporate Affairs
410 North Michigan Avenue
Chicago, IL 60611

We began our sponsor drive with Kraft last week; today we’ve chosen Wrigley. Every day we will announce a new sponsor to contact until we have reached a total of ten. Then we will move on to religious leaders, with a few related news releases in between.

DELTA ASKED TO JOIN JON

STEWART CAMPAIGN

Bill Donohue invites everyone to contact Delta Air Lines in pressuring Comedy Central to have Jon Stewart apologize for his “vagina manger” assault on Christian sensibilities. The air line giant is one of “The Daily Show’s” most prominent sponsors.



Contact Richard Anderson, Chief Executive Officer: richard.anderson@delta.com

Delta Air Lines
Attn: Richard Anderson
Chief Executive Officer
1030 Delta Boulevard
Atlanta, GA 30354

We began our sponsor drive with Kraft last week; today we’ve chosen Delta. Every day we will announce a new sponsor to contact until we have reached a total of ten. Then we will move on to religious leaders, with a few related news releases in between.

KELLOGG’S ASKED TO JOIN JON STEWART CAMPAIGN



Bill Donohue invites everyone to contact Kellogg's in pressuring Comedy Central to have Jon Stewart apologize for his "vagina manger" assault on Christian sensibilities. The cereal giant is one of "The Daily Show's" most prominent sponsors.

Contact John A. Bryant, President and CEO:

john.bryant@kellogg.com

Kellogg's

Attn: John A. Bryant

President and CEO

One Kellogg Square

Battle Creek, MI 49017

We began our sponsor drive with Kraft last week; today we've chosen Kellogg's. Every day we will announce a new sponsor to contact until we have reached a total of ten. Then we will move on to religious leaders, with a few related news releases in between.

MARS, INC. ASKED TO JOIN JON STEWART CAMPAIGN

Bill Donohue invites everyone to contact Mars, Inc. in pressuring Comedy Central to have Jon Stewart apologize for

his “vagina manger” assault on Christian sensibilities. The candy giant is one of “The Daily Show’s” most prominent sponsors.



Contact Ryan Bowling, Global Director, External Communications: ryan.bowling@effem.com

Mars, Inc.

Attn: Ryan Bowling

Global Director, External Communications

800 High St.

Hackettstown, NJ 07840

We began our sponsor drive with Kraft last week; today we’ve chosen Mars, Inc. Every day we will announce a new sponsor to contact until we have reached a total of ten. Then we will move on to religious leaders, with a few related news releases in between.

SUBWAY ASKED TO JOIN JON STEWART CAMPAIGN

Bill Donohue invites everyone to contact SUBWAY in pressuring Comedy Central to have Jon Stewart apologize for his “vagina manger” assault on Christian sensibilities. The sandwich giant is one of “The Daily Show’s” most prominent sponsors.



Contact Kevin Kane, the Public Relations Manager:
kane_k@subway.com

SUBWAY World Headquarters
Attn: Kevin Kane, Public Relations Manager
325 Bic Drive
Milford, CT 06461

We began our sponsor drive with Kraft last week; today we've chosen SUBWAY. Every day we will announce a new sponsor to contact until we have reached a total of ten. Then we will move on to religious leaders, with a few related news releases in between.

WE'RE GETTING TO JON STEWART



According to the *Tampa Bay Times*, while performing in Florida on Saturday night, Jon Stewart "offered some serious messages, railing against cable TV news channels' 'outrage machine' after noting the Catholic League boycotted him for a joke placing a manger between a woman's legs."

Stewart then said, "I'm not going to censor myself to comfort your ignorance." The newspaper said this remark was made "in a rare moment of seriousness."

Catholic League president Bill Donohue picked up on what Stewart said:

Nice to know the Catholic League is on Jon Stewart's mind. Unfortunately for him, we're going to hang around for weeks,

contacting his sponsors and religious leaders from all the major religions. We're sending them the "vagina manger" picture he is so proud of, asking everyone to pressure Comedy Central into getting Stewart to apologize.

We really don't need to boycott anyone as the picture is so indefensible—putting a nativity scene ornament in between the legs of a naked woman—that no one save the maliciously sick would even try to defend it.

The good news is that Stewart lashed out at us in a serious moment—the e-mails that are pouring into Comedy Central are obviously getting to him. We'll see who is branded as "ignorant" when our campaign is done.

Contact Comedy Central Communications head Steve Albani:
steve.albani@cc.com

KRAFT FOODS CONTACTED IN STEWART CAMPAIGN



Catholic League president Bill Donohue comments on the next phase of the campaign against Jon Stewart:

Yesterday, we mailed a letter to part of our list of "Allied Organizations" asking them to join us in pressuring Comedy Central to get Jon Stewart to apologize for his vicious "vagina manger" stunt of April 16. Today, we are mailing to the rest of our list. On this list are Catholic, Protestant,

Jewish, Mormon and Muslim organizations that we have worked with before in similar culture-war battles. We are also asking these religious leaders to contact Kraft Foods requesting that they join the campaign asking for Stewart to apologize. Failing that we are asking Kraft to pull its sponsorship of one of its products, MiO Energy, from the show.

We are in no way holding Kraft Foods responsible for Stewart's hate speech. But we are asking Kraft to act responsibly. Those who would like to help in this campaign can do so by writing to:

Ms. Irene Rosenfeld
Chairman and CEO
Kraft Foods Inc.
Three Lakes Drive
Northfield, IL 60093

Ms. Rosenfeld can also be contacted by e-mail:
Irene.Rosenfeld@kraft.com

As always, it is good to keep the pressure on Comedy Central by contacting its Communications head, Steve Albani:
steve.albani@cc.com

CAMPAIGN AGAINST JON STEWART BEGINS



Catholic League president Bill Donohue comments as follows:

Jon Stewart refused to apologize last night for the unprecedented assault on Christian sensibilities he launched on April 16. In that episode, "The Daily Show" featured a naked woman with her legs spread and a nativity scene ornament placed between her legs; with the picture on the screen, Stewart laughed at what he called the "vagina manger." To see the picture, click [here](#). ****Warning: Explicit Content****

Our effort against Stewart includes asking his most consistent sponsors to pull their advertising (if necessary, we are not ruling out a boycott of their products), and a lengthy public relations campaign. The goal? To get him to apologize. If that doesn't work, we can guarantee that his reputation will never be the same.

Today we will contact Kraft, one of whose products, MiO Energy, was one of the five sponsors that advertised on both the April 17 and April 18 episodes. Moreover, we will contact those on our "Allied Organizations" list (over two days) to join this campaign. They will be asked to contact Steve Albani, Senior VP of Comedy Central Communications, and Kraft.

This is just the beginning. Over the next several weeks, we will contact every major Catholic, Protestant, Jewish, Mormon and Muslim leader and organization in the nation; they will be sent the picture, along with Stewart's remarks. We will contact Viacom (which owns Comedy Central, home to "The Daily Show") making sure that all board members and senior management know about Stewart's anti-Christian and grossly misogynist attack. We will take out ads in newspapers, etc. We are not going away.

What Jon Stewart did ranks with the most vulgar expression of hate speech ever aired on television. His incivility cannot go unanswered.

Contact Steve Albani, Senior VP Comedy Central Communications:
steve.albani@cc.com

JON STEWART'S VAGINA MANGER SCENE



On last night's edition of "The Daily Show," host Jon Stewart ripped the Fox News Network for not giving air to the "war on women" issue. He then ridiculed the cable station's "war on Christmas," asking, "What can women do to generate the same sense of outrage from Fox as the removal of decorative slightly poisonous holiday plants? Perhaps they could play into the theme?"

At this point, they showed on TV a picture of a naked women with her legs spread apart with a nativity scene ornament in between. Stewart said, "Maybe women could protect their reproductive organs from unwanted medical intrusions with vagina mangers."

Catholic League president Bill Donohue comments as follows:

This unprecedented vulgar assault on Christians cannot stand. If Jon Stewart doesn't apologize, we will mount a boycott of his show's advertisers. And we will enlist our allies in the Protestant, Jewish, Mormon and Muslim communities.

Contact Steve Albani, Senior VP, Comedy Central Communications: steve.albani@cc.com

JON STEWART INSULTS CATHOLICS; YAHOO! NEWS COVERS IT UP

On last night's episode of "The Daily Show with Jon Stewart," the host joked about Rep. Anthony Weiner's situation with correspondent John Oliver. During their skit, Stewart ridiculed Weiner by sipping frantically on a Margarita, imitating the way Weiner sips from a water bottle.

Stewart then accidentally broke his glass. Oliver, seeing Stewart's hand bleeding, joked, "Don't be so Jewish about it. You're fine, you're absolutely fine."

On Yahoo! News, in both the video clip and the news story, this is where the skit ends. But on the show, it continued with Stewart replying, "I should be Catholic." Next, referring to his blood, he offered, "I should turn this into a drink."

Catholic League president Bill Donohue comments as follows:

Weiner sends porn pictures to strangers and his buddy Stewart laughs it off. This is to be expected as the ethical bar for people like Stewart and Weiner is quite low. But for Stewart to impulsively lash out at the heart of Catholicism—when discussing a subject that has nothing to do with it—reveals a side to him that is troubling. Indeed, it suggests that it doesn't take much to bring out the worst in Stewart: when the bigotry is visceral, the pus gushes to the surface at the slightest rub. Catholics deserve an apology.

Moreover, Yahoo! News was singularly dishonest in the way it tried to paper over Stewart's insulting remark: it deliberately cut his offensive quip, knowing full well it would have put the skit in a totally different light. Catholics deserve an explanation.

Contact Comedy Central CEO Doug Herzog:

doug.herzog@comedycentral.com

Contact Yahoo! News Blog Deputy Editor Chris Lehmann:
chrisblehmann2@yahoo.com