

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

MEDIA COVER-UP OF VAGINA MANGER SCENE



On the April 16 episode of "The Daily Show," they showed a picture of a naked woman with her legs spread and a nativity scene ornament placed in between. Stewart said, "Maybe women could protect their reproductive organs from unwanted medical intrusions with vagina mangers." The segment was done to mock Fox News for allegedly not covering stories on the so-called war on women.

Catholic League president Bill Donohue speaks to the media cover-up:

Reuters did a story on Monday's edition of "The Daily Show"

but never mentioned the vagina manger scene segment; it was picked up by the chicagotribune.com, msnbc.com, and Yahoo! Movies. Also reporting on this episode, but never citing the obscene segment were the following: the blog site of the latimes.com; gawker.com; huffingtonpost.com; theatlanticwire.com; talkingpointsmemo.com; thewrap.com; NBC-TV New York; and NBC-TV Chicago. Only mediaite.com and dailykos.com mentioned the offensive part.

The cover-up is revealing. This episode of “The Daily Show” was done to protest Fox’s alleged indifference to the “war on women,” and in doing so Stewart not only made a vulgar attack on Christians, he objectified women.

We are asking Stewart to apologize. If he does not, we will mobilize Protestants, Jews, Mormons and Muslims to join us in a boycott of his sponsors. Moreover, we will not stop with a boycott; there are other things that can be done to register our outrage. We are prepared to spend the money it takes to make this a nationwide issue, and we are prepared to stay the course. Tomorrow we will have something definitive to say, one way or the other.

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