

Enough is Enough!

The Campaign for Corporate Responsibility in Entertainment
Sponsored by Citizens for Change, Inc.

www.EnoughIsEnoughCampaign.com

FOR IMMEDIATE RELEASE

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Demonstrators Protest Viacom, saying “ENOUGH IS ENOUGH”

Demonstration Planned During Annual Stockholders Meeting Calling For VIACOM to Stop Airing Music Videos that Market Adult-themed Content on Music Programs that Target Children and Youth

New York, NY – On Thursday, June 5, 2008, Enough is Enough campaign supporters will be marching outside Viacom’s Annual Stockholders Meeting at the Hudson Theatre, Millennium Broadway Hotel, 145 West 44th Street (between Broadway and 6th Avenue), New York, New York. The rally begins at 10:00 a.m. EST culminating in a Press Conference @ 12:30 p.m. on the corner of 44th Street and 6th Avenue.

Demonstrators supporting the Enough Is Enough Campaign for Corporate Responsibility in Entertainment want Viacom shareholders to know that their investments are being used to market music video programs on BET and MTV that glorify violence and criminal behavior, promote drug use and drug dealing, sexually objectify women, and portray Black and Latino men as pimps, gangsters, and thugs. Protesters are irate that these music programs on BET and MTV market adult-themed content on programs that target youth.

On April 10, 2008, the organization in conjunction with the Parents Television Council released a study called “The Rap on Rap” that analyzes the images and messages on MTV and BET’s top music video programs. The study revealed the highest degree of explicit adult content on programs with a large 18 years old and under viewership in the history of the Parents Television Council. New data about BET and MTV daytime music video programming revealed that as recently as March 2008, children who watched BET’s ‘Rap City’ and ‘106 & Park’, and MTV’s ‘Sucker Free on MTV’ were bombarded with adult content - sexual, violent, profane or obscene - once every 38 seconds. Research results can be viewed at: www.parentstv.org/PTC/publications/reports/RapStudy/STUDYBET-MTV080410.pdf.

According to Rev. Delman Coates, organizer of the campaign, parents are deeply concerned about the amount of adult, sexually explicit and suggestive content aired on music video programs that target children and youth. Since September 2007, the Enough is Enough campaign has been protesting the corporate sponsorship of lyrics and images that contain themes inappropriate for children and youth. The campaign is appealing to Viacom to exercise greater corporate social responsibility in its music video programming. As a result of the campaign several major advertisers have agreed to remove their commercials from these specific music video programs.

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To schedule an interview regarding this campaign,
Visit the www.EnoughIsEnoughCampaign.com website, or
Send an Email to EnoughIsEnoughCampaign@hotmail.com.