

United States Senate

WASHINGTON, DC 20510-1604

March 11, 2003

Mr. Leslie Moonves
CBS Television City
78 West Beverly Boulevard
Los Angeles, CA 90036

Dear Mr. Moonves:

I write to express my support of the Center for Rural Strategy's campaign to stop the "Real Beverly Hillbillies" show proposed by CBS. Rural America deserves better treatment from the entertainment industry. I find the deliberate ridicule of any group that supports the ideals of this nation objectionable. We are careful not to ridicule all sorts of groups; Americans from rural areas deserve no less consideration.

CBS has a long and storied tradition of broadcasting all kinds of entertainment to the United States. Your company, and others like it, repeatedly generate entertainment products that can be enjoyed by all segments of our society. I am disappointed that CBS is ready to leave that reputation behind by choosing to play on misguided stereotypes as a low-cost way to raise revenues. CBS can and should do better.

Moreover, as this nation finds hundreds of thousands of its sons and daughters deployed around the world confronting an unprecedented array of threats against our nation, the timing of this proposal could hardly be worse. Many of these brave individuals hail from the same locations this show plans to deride. In fact, a full 42% of our military's new recruits hail from the South, particularly the rural areas. This represents the greatest ratio of enlistees to population in the nation, something for which at this heightened state of danger, the South should be commended.

Therefore, rather than offer nothing more than ridicule, I urge you to reconsider the development of the "Real Beverly Hillbillies," and to redirect your efforts toward programming commensurate with your traditional professional standards and the belief that all Americans should be treated equally.

Sincerely,



Sam Brownback
United States Senate