

FOR IMMEDIATE RELEASE
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***If the Kids in the MoveOn.org Voter Fund Ad
Were YOUR Kids,
Would You Want Them to Watch These
Other Super Bowl Ads?***

**Here's a Look Back at the Real "Controversial" Ads
of Super Bowls Past**

If CBS runs Super Bowl ads like the ones the network aired in 2001, Game Day 2004 is sure to generate at least as much controversy. You might see suggestive ads from beer companies and ads about erectile dysfunction from drug companies. If 2001 is any guide, some may be violent, while others will ooze sexuality.

But you won't see the winning ad from MoveOn.org Voter Fund's "Bush in 30 Seconds" ad contest (*Child's Pay*, by Charlie Fisher of Denver) which depicts children doing difficult work – washing dishes in a restaurant, cleaning an office building, hauling trash, standing on an assembly line – with the tag line: "*Guess Who's Going to Pay for President Bush's \$1 Trillion Deficit?*" (www.bushin30seconds.org)

CBS refuses to air it because the network claims to have a long-standing policy against running controversial issue ads. But the ads CBS aired in its broadcast of the Super Bowl in 2001—including the preview for the R-rated film "Hannibal"—generated considerable controversy for exhibiting violence. And, as Brad Ball of Warner Bros. Pictures estimated at the time, 22.2 million people under the age of 17 were watching. (Christopher Stern, "Super Bowl Ads Stir Violence Debate," Washington Post, 1/30/01)

ABC responded by pledging not to air commercials for R-rated movies before 9 pm; CBS refused to make such a pledge. (Stern, Washington Post, 1/30/01)

"The message of our ad is a simple statement of fact, supported by the President's own figures," said Eli Pariser, campaigns director of MoveOn.org. "Compare it with some of CBS' controversial ads, like the violent 2001 Super Bowl ads, and *Child's Pay* hardly

even registers on the controversy meter. CBS is just being subjective and arbitrary—or maybe it’s afraid of the Bush White House.”

We decided to take a look at past Super Bowl ads, and, you tell us: do these pass the “controversy” test?

How many American families who will be watching the Super Bowl with their kids on Sunday, February 1st, will feel comfortable if CBS airs ads like these? Would they find Child’s Pay more or less controversial?

- **“Hannibal” movie commercial, CBS Super Bowl 2001**

The Super Bowl aired an advertisement for MGM’s R-rated “Hannibal,” featuring a cannibalistic serial killer as its main character, during the Super Bowl in 2001.

- **Bud Light “Yoga Class,” Super Bowl 2003**

http://www.superbowl-ads.com/articles_2003/qtlist2003.html

Shows women in sexually explicit poses, doing yoga with male onlookers.

- **Coors Twins Ad, Super Bowl 2003**

http://www.superbowl-ads.com/articles_2003/qtlist2003.html

Here’s another sexually explicit ad with cheerleaders.

MoveOn.org called on the public to contact local CBS affiliates and ask them to run all issue ads, without favoritism. **In the first 24 hours, more than 200,000 e-mails had been sent to CBS headquarters** and thousands of calls placed to local affiliates, according to Pariser. Additionally, **MoveOn.org recruited 36,000 new members through today’s action.**

MoveOn.org is an online organizing project created to bring ordinary people back into the political process through its focus on public education and advocacy around important national issues. The MoveOn.org Voter Fund is a “Section 527” political committee created to comply with the new federal campaign finance laws. It run ads and engages in other efforts to expose the policy failures of the Bush Administration. MoveOn.org is mounting this protest as a nonpartisan effort on behalf of all public interest groups seeking fair and open access to the media – not just its Voter Fund.

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