

Subject: Response to letter from Manfred Weber re Corporate policy on zero tolerance.

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From: "Ernie Crist" <ernie_crist@dnv.org>

To: "Nathalie Valdes" <Nathalie_Valdes@dnv.org>

CC: "Mayor and Council - DNV" <Council@dnv.org>, "Senior Management Committee" <managecomm@dnv.org>, "FONVCA (E-mail)" <fonvca@fonvca.org>, <cagebc@yahoo.com>

Dear Mr. Weber.

The weight of your rationale is self evident. I salute your efforts in trying to bring about changes, however, it will be extremely difficult, of course, since gratuitous violence, in all its manifestations, has become part of our "culture". You are absolutely right that violence concerns and effects all individuals. To maintain that it is primarily an issue of one sex against another avoids the core of the issue - it is in fact a cop-out.

Violence in our society is closely connected with corporate sponsored gratuitous violence. This at least is my opinion. Without corporate sponsorship, such violence would be recognized much more readily for what it really is, namely, barbarism, plain and simple. However, since corporate sponsored gratuitous violence mainly on TV comes gift wrapped along with commodities people need and/or find desirable, it appears respectable even though it is pure poison.

What is more serious is that politicians appear not recognize for what it is either. Most believe that objecting to corporate sponsored gratuitous violence on TV is tantamount to tampering with freedom of choice when it has absolutely nothing to do with it. It would be the same as saying that banning the promotion of harmful food would be interfering with freedom. I have on many occasions attempted to address the issue of gratuitous violence on TV via UBCM or FCM conventions but without success. I wish you the best of luck.

Thank you for your input.

Yours truly

Ernie Crist

