

**Women's Equal Rights Legal Defense and Education Fund
(WERLDEF)**

January 28, 2010

Leslie Moonves
President and Chief Executive Officer
CBS Corporation
[REDACTED]

New York, NY 10019

Re: Super Bowl Sunday Ad

Dear Mr. Moonves,

I understand that there is great happiness among many in the anti-choice movement that CBS Television has decided to air an anti-choice ad sponsored by Focus on the Family featuring quarterback Tim Tebow during CBS' Super Bowl Sunday coverage.

Neither I nor the public have viewed this ad, but it is being widely criticized by many in the pro-choice movement as being an advocacy ad for the movement that would like to restrict and eliminate a woman's legal right to choose abortion. Many wonder why CBS is allowing this ad to run when it has prohibited other advocacy ads during the Super Bowl in the past.

My question, however, is a different one. Will you still insist on running this anti-choice commercial if it turns out to be misleading advertising?

Reportedly, the ad features the purported story of Tim Tebow and his mother, Pat Tebow, who was allegedly told by doctors in the Philippines to have an abortion

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because in the view of her doctors there, it would not be safe for her to give birth, since she had taken antibiotics for an illness that she had during her pregnancy and that in addition to this presenting a risk to her own life, there might be damage to her fetus.

As the story is reported, Tim's mother decides to take her pregnancy to term anyway and give birth to Tim. Apparently they have lived happily ever after since that time.

As is pointed out in an article at Salon.com, an abortion at the time of Pam's pregnancy was and still is a crime for both doctors and women in the Philippines, so here are my questions:

Does this commercial for mandatory motherhood contain corroboration that Pam's doctor suggested that she commit the crime of having an illegal abortion in the Philippines? If the ad omits the fact that abortion was illegal at that time and place isn't the ad in fact misleading? Also if the ad omits to state that Pam could have been sent to prison for 2-6 years for having an illegal abortion there, isn't that misleading? Was her choice to give birth an alternative chosen because it was more practical and less risky, (given the illegality of the abortion procedure) or was her choice simply a matter of faith? Also who were the doctors who would have performed her abortion or who advised her to have one since they could have lost their license to practice medicine or been sent to prison for performing an abortion?

These are troubling questions. Are the answers in the ad? I am concerned because I am sure that neither CBS nor you as its President would want to air an ad that might constitute misleading advertising, even if airing it meant millions of

dollars of profit for CBS.

This is not just another ad. Women's lives are at stake. No woman should have to live in a country where abortion is illegal as it once was in the U.S. and was and is in the Philippines.

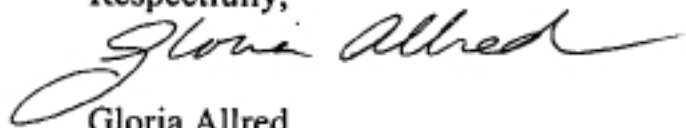
Every woman should have the right to have the choice of taking a pregnancy to term or having a safe, legal and affordable abortion. No sugar coated religiously inspired ad which fails to give all of the relevant facts should be permitted to air on CBS or anywhere else.

I urge you to review this ad for truth in advertising and to be sure that it does not constitute misleading advertising. The clear purpose of the ad is to persuade women that it is somehow heroic to risk their lives to give birth even when their doctors advise against it without considering or mentioning the fact that no woman should have to face a choice between having an illegal abortion and risking her life to take a pregnancy to term.

I hope that I never see this ad on CBS but if I do, I hope that the Federal Communications Commission (FCC) and the Federal trade Commission (FTC) will be watching it and evaluating it for misleading advertising as well.

If this ad airs, and fails to disclose that abortions were illegal at the time that Ms. Tebow made her "choice", then I intend to file a formal complaint of misleading advertising with those federal commissions.

Respectfully,



Gloria Allred
Attorney-at-law
President

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