

Planned Parenthood Action Fund

Dear Mr. Miller,

We are deeply concerned by reports that NBC allegedly rejected an ad that included the word “abortion” because the network deemed it inappropriate for viewers.

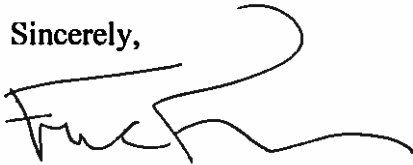
Planned Parenthood Action Fund is seeking a full, clear statement of NBC’s standards in this area. We’re asking for more than a clarification about this ad. We are asking for a definitive statement that the word “abortion,” or discussions of abortion, do not constitute a violation of NBC’s standards and will not be effectively banned on the network.

NBC has an obligation to help spark honest, accurate, and sensitive discussions about a wide range of issues and situations that impact millions of Americans’ lives, and that includes abortion. For more than 40 years, abortion has been legal in the United States, and women have had access to a safe medical procedure that enables them to decide whether and when to bear children. Certainly, we can think of no other common medical procedure whose mere mention could be cause for rejecting an ad. These issues are not “inappropriate” for viewers. In fact, they are conversations that Americans are ready and eager to have. The film whose ad NBC allegedly rejected, *Obvious Child*, is a phenomenal example of how entertainment and popular culture can both spark and reflect authentic conversations about abortion.

We’re proud that Planned Parenthood has consulted on programming on NBC in the past that depicted abortion honestly and accurately, including a moving episode of *Parenthood* last year. The episode showed how complex decisions about abortion are for women and their families.

We are eager to understand NBC’s policies and practices, and I will follow up to arrange a meeting at your earliest convenience.

Sincerely,



Eric Ferrero
Vice President, Communications