



OFFICE OF
THE COMMISSIONER

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON

445 12 Street, SW
Suite 8-C302
Washington, DC 20554

January 17, 2001

VIA FAX AND MAIL

Mr. Rupert Murdoch
Chairman and CEO
NewsCorp
1211 Avenue of the Americas
New York, NY 10036

Re: Promotional advertisements for "Temptation Island"

Dear Mr. Murdoch:

I am writing to alert FOX Television that many American parents have contacted me regarding the airing of promotional advertisements for the FOX program "Temptation Island" during hours children are likely to be watching television. They complain that their children should not be exposed to advertisements for programming that is inappropriate for children.

In light of the FTC's recent report on the deliberate marketing of violent movies to children and the movie industry's voluntary agreement to cease such advertisements, I urge FOX to respond similarly to these parents and reevaluate its advertising scheme for Temptation Island. This step would demonstrate FOX's commitment to responsible broadcasting.

Sincerely,

A handwritten signature in black ink, appearing to read "G. Tristani", written over the typed name and title.

Gloria Tristani
Commissioner

cc: Mr. Sandy Grushow
Ms. Maureen O'Connell