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Founder and CEO

September 18, 2019

Dear [NAME]:

I am writing to you today about a very important subject that is impacting kids, teens and families across the United States. I am doing this in my capacity as the founder and CEO of Common Sense Media, but also as the father of four children who have been directly impacted by this issue.

With a multi-million dollar, massive advertising campaign as well as kid-friendly flavors, Juul and the e-cigarette industry have created a new epidemic of nicotine addiction in this country—hooking kids on vaping and e-cigarettes. As you may know, the Centers for Disease Control and Prevention (CDC) has recently advised people to avoid vaping altogether, and the Food and Drug Administration (FDA) has recently admonished Juul for their continually deceptive advertising.

We believe that CNN and its CEO, Jeff Zucker, did absolutely the correct thing for America's kids and families last week in refusing to accept ads from the makers of e-cigarettes. Now, you and your company have the chance to do the same and make an important, positive statement on behalf of America's kids and families.

As I write this letter, manipulative ads from Juul and other e-cigarette companies continue to proliferate on major TV networks, online platforms and in newspapers and on radio. In addition, in what appears to be an attempt to influence new public policies and to evade required campaign finance disclosure, the ads from Juul and others have particularly targeted political outlets. For example, they have advertised repeatedly in Politico and Axios, as well as in the San Francisco Chronicle and local Bay Area television stations, in order to influence consumers where a Juul-funded initiative is on the ballot.



We know that you care deeply about kids and families both personally and professionally, and we believe that banning these ads is an area where we can and should work closely together. If we do so, we can help ensure that Juul and the e-cigarette companies will not be able to addict a new generation of American youth.

With that in mind, I am writing to ask you personally to consider joining CNN, and hopefully other major media companies, in rejecting Juul and e-cigarette advertisements from appearing on your platforms. That will represent a truly important statement that you can make on behalf of America's kids and families.

Thanks very much for your prompt attention and consideration, and we look forward to working with you on this important issue.

Best regards,

A handwritten signature in black ink that reads "Jim Steyer". The signature is written in a cursive, slightly slanted style.

James P. Steyer