



B'NAI B'RITH INTERNATIONAL

ALLAN J. JACOBS, PRESIDENT

DANIEL S. MARIASCHIN, EXECUTIVE VICE PRESIDENT

March 21, 2014

Leslie Moonves
Chairman and Chief Executive Officer
CBS Corporation
4024 Radford Avenue
Admin Building
Studio City, CA 91604

Dear Mr. Moonves,

On behalf of B'nai B'rith International, the most widely known Jewish humanitarian, human rights, and advocacy organization, we write to bring to your attention an issue of deep concern to us.

It was disconcerting to learn that the CBS program "The Good Wife" contained an inflammatory scene that aired March 16. In the episode "A Few Words", a man dressed in a bear costume posing for photos in Times Square made a blatantly anti-Semitic remark, suggesting a character on the show was "a dirty stinking Jew." This gratuitous exchange added no value to the rest of the episode and served only to reinforce negative stereotypes about Jews.

That a major television network would provide a platform for such polemics, even in the guise of humor, is quite disturbing. The Times Square scene not only trivialized hatred of Jews, but enabled this strain of bigotry to reach a national primetime audience.

B'nai B'rith International calls on CBS to publicly acknowledge the inappropriate nature of the verbal exchange in "A Few Words" and apologize for the misjudgment that led to its broadcast.

Sincerely,

Allan J. Jacobs
President

Daniel S. Mariaschin
Executive Vice President

THE GLOBAL VOICE OF THE JEWISH COMMUNITY

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