

Viacom is Wrong to Block Ads for The Last War Crime movie

We are writing to protest the rejection by MTV (a division of Viacom Inc.) of an ad on their Times Square HD video screen for new feature length film, The Last War Crime. The thing that is most outrageous about this is that MTV has made it clear that it represents censorship of the movie itself.

When asked, "Must MTV approve the underlying content of a movie to accept an ad for that movie (you asked me to tender a synopsis)?", MTV's ad manager answered "Yes" in writing.

When further asked, "Does that not implicate some kind of possibly arbitrary political censorship?", the answer in writing was also "Yes".

Viacom Inc. is comprised of approximately 170 media networks reaching more than 600 million global subscribers. We must presume the rejection of this ad represents banning any reference to the movie going forward across all those wide ranging properties, an intolerable result under any construction of free speech in our society.

We are demanding that Viacom Inc. immediately reverse its position with regard to this first ad, and attempt no further act of political censorship against the producers of this movie or anyone else.