



Dear [Footy Show sponsor/advertiser]

I am writing on behalf of the Board of Directors of independent women's think tank, Women's Forum Australia, to encourage you to follow the lead of the ANZ Bank and withdraw your advertising from Channel Nine's Footy Show.

Women's Forum Australia represents the concerns of thousands of women around Australia who were deeply hurt and offended by the outrageous and sexist antics of Sam Newman on the April 2 program.

I am sure by now you are well aware of Newman's behaviour on the program, during which he groped a mannequin made to represent respected *Age* newspaper football writer Caroline Wilson. Newman stapled Wilson's face to the mannequin which was dressed in satin bra and underpants. He then fumbled around the doll's breasts and groped its groin while attempting to dress her. Wilson has since described the stunt as degrading, humiliating and insulting.

Newman's was an act of power and domination which made women who saw it feel sick to the stomach. He has refused to apologise, saying he was just having fun and it was "just a joke." Newman has disparaged his critics and caused even further offense by labelling the prominent women who complained, liars and hypocrites.

We would urge you to consider whether you want the hard-earned reputation of your company connected with The Footy Show, which has demonstrated its lack of respect for women on this particular show, as well as others. We doubt you wish to be associated with sexual harassment of any kind.

We are in the process of notifying all our members and supporters, providing them with the details of the sponsors of the program, and encouraging them to act accordingly. We are sure you recognise that it is primarily women who make the purchasing decision for their families. Our women are very concerned about ethical decision making and assess the actions of individual companies very carefully when making these decisions.

Thank you for your consideration. We look forward to hearing from you at your earliest convenience, so we can inform our members and supporters of your decision in this matter.

Yours sincerely,

A handwritten signature in black ink that reads 'Melinda Tankard Reist'.

Melinda Tankard Reist
Director
Women's Forum Australia
May 27, 2008