



Richard Berman, President  
Center for Consumer Freedom  
1090 Vermont Avenue, N.W.  
Washington, D.C. 20005

Re: HSUS

Dear Mr. Berman:

We have been informed that your organization and its supporters have posted WSB-TV's May 14, 2009 broadcast (the "Broadcast") about The Humane Society of the United States ("HSUS") on numerous websites. We have also been informed that CCF's representatives have made a variety of representations about the Broadcast in the course of your fundraising and public relations activities. We are writing to you to set the record straight about the Broadcast and to demand that you cease all activities that misrepresent the Broadcast or violate WSB-TV's intellectual property rights.

WSB-TV has a longstanding history of award-winning journalism and public service. As part of that service, WSB-TV investigates potential news stories and reports its findings. We do not take sides in partisan disputes like the one in which CCF and HSUS are currently engaged. In the wake of the Broadcast and the controversy that surrounded it, we have had the opportunity to learn more about HSUS.

First, we must remind you that we immediately corrected an error in our original Broadcast regarding HSUS and Katrina relief efforts in our next news program. We initially incorrectly reported that HSUS had publicly accounted for only \$7.0 million of the \$34 million it raised after Hurricane Katrina. In fact, HSUS's website provides a four-page detailed accounting, most recently updated in August 2008, of how HSUS has spent or committed these Katrina funds. (To view the full report, click [http://www.hsus.org/hsus\\_field/hsus\\_disaster\\_center/disasters\\_press\\_room/beyond\\_katrina\\_three\\_years\\_later\\_0802808.html](http://www.hsus.org/hsus_field/hsus_disaster_center/disasters_press_room/beyond_katrina_three_years_later_0802808.html)) To the extent you reference the Broadcast, you must also reference this correction.

As importantly, we believe that you have misrepresented the Broadcast as supporting your contention that HSUS actively misleads the public in its advertising. WSB-TV has no evidence of that nor do we believe it to be true. Indeed, the Broadcast includes an interview with an HSUS representative who described HSUS's efforts to dispel any confusion about HSUS's relationship with local humane societies. Also, HSUS's website lists many HSUS programs that benefit local shelters, as well as regional and national campaigns to stop abusive practices such as dog fighting and puppy mills.

Additionally, HSUS has provided additional information that contradicts CCF's suggestion in the Broadcast that little to none of the funds HSUS raises goes to help local shelters. Information available on the HSUS website indicates that it made over 800 cash grants totaling \$20.7 million from 2005 through 2007, with many of those grants going to local humane/animal protection organizations. Additional information regarding HSUS's use of its funds is available at [http://www.humanesociety.org/about/overview/annual\\_reports\\_financial\\_statements.html](http://www.humanesociety.org/about/overview/annual_reports_financial_statements.html)

WSB-TV demands that you cease making inaccurate statements regarding the Broadcast. We must also insist that you no longer post the Broadcast or any portion thereof on any of your websites or those of third parties such as youtube.com, and that you do not encourage or permit your supporters or others to post or re-broadcast the Broadcast. As the copyright owner of the Broadcast, WSB-TV has the exclusive right to distribute the Broadcast on the air, on the Web or anywhere else. WSB-TV has not granted you any license to do so, and we will take any necessary legal action to protect our intellectual property rights.

We appreciate your cooperation.

Sincerely,

A handwritten signature in black ink, appearing to read "William S. Hoffman". The signature is fluid and cursive, with a long horizontal stroke at the end.

William S. Hoffman  
Vice-President and General Manager