

Showtime Networks Headquarters  
1633 Broadway  
New York, NY 10019-6708

To Whom It May Concern,

I am writing to emphatically pronounce my displeasure at Showtime's recent use of Animal Cruelty as a means of increasing viewership of their new series called Shameless. In the promotional clip, a teenage boy is shown holding a screeching cat in one hand and a blowtorch in the other. As a frequent viewer of previous series like The Tudors, The L Word and United States of Tara, I must say that not only am I disappointed to the point of considering canceling of my subscription, but want to make my voice echo, so that others will do the same!

I believe that Showtime could have sent an equally potent message without the underlying current of Animal Abuse. Organizations spend millions of dollars to educate youngsters on animal care and compassion. With one advertising snippet, Showtime has managed to undo a lot of the good that has been done. As a network who lends an eye to support disadvantaged groups and get voices heard, for example: the gay and lesbian populous, how could this be deemed acceptable?

There are reasons to consider why an intended attempt at laughter should not contain animals in this form. Would you seriously consider putting an infant in the arms of someone holding a blowtorch? I think not. Michael Jackson held his child over a balcony and what kind of response did that evoke! There are a considerable amount of warped individuals who will now see this as something to try! It also makes a statement that this kind of behavior is acceptable, or may spark curiosity in poorly developed minds.

I think the promotion should be pulled. **If not**, quite frankly, the name of the new series ought to be considered for a new network name, since Shameless about sums up the actions of a network and its administrators that supported this type of abuse for entertainment purposes. Those are very strong and harsh words! I believe along with countless other animal-loving individuals that withdrawing the add, and putting some advertisements, free of charge of course, supporting animals and animal awareness is the way to set this right.

Sincerely,

Diana L. Kane

(address deleted for privacy protection)