



April 18, 2011

Leslie Moonves, President
CBS Corporation
51 W. 52nd St.
New York, New York 10019-6188

Dear Mr. Moonves:

I have been informed that there is an online effort organized by anonymous bloggers and non-governmental organizations associated with the pharmaceutical industry to pressure CBS to remove from the CBS Jumbotron a 15-second message sponsored by the National Vaccine Information Center (NVIC) that has been running since March 22 and is scheduled to run through April 28.

Attached for your information is a letter to O. Marion Burton, MD, President of the American Academy of Pediatrics (AAP), asking for public disavowal or retraction of the incorrect statements about NVIC made in an April 13, 2011 letter addressed to Mr. Wally Kelly, of CBS, purportedly on behalf of the "AAP's 60,000 member pediatricians." This letter was publicly posted on the Internet on April 13 by an anonymous blogger at <http://autism-news-beat.com/archives/1577> and was republished by another anonymous blogger on April 15 at <http://skepticalteacher.wordpress.com/2011/04/09/alert-demand-that-cbs-not-air-outdoor-anti-vaccine-ad/>.

As stated in my letter to the AAP, the National Vaccine Information Center, founded in 1982 by parents of DPT vaccine injured children, has a long and substantive record of responsible consumer advocacy that began with our work with the U.S. Congress to include vaccine, informed consent and injury compensation provisions in the National Vaccine Injury Act of 1986. During the past three decades, I and other NVIC representatives have served as invited consumer members on government vaccine advisory committees, Institute of Medicine vaccine safety committees and vaccine stakeholder public engagement initiatives created to improve vaccine safety science and public health policymaking.

As co-founder and president of NVIC, I have personally worked to include informed consent protections in vaccine policies and encourage shared vaccine decision-making between parents and pediatricians. As a non-profit charitable organization dedicated to preventing vaccine injuries and deaths through public education, NVIC's public service record of responsibly advocating for well-informed vaccine decision-making is unmatched.

Prominently featured on the Resource pages of NVIC's website – www.NVIC.org - are links to the website of the American Academy of Pediatrics (AAP), Immunization Action Coalition (IAC), Institute for Vaccine Safety at Johns Hopkins Bloomberg School of Public Health, The Food and Drug Administration (FDA), Centers for Disease Control (CDC), Health Resources Services Administration (HRSA) and Morbidity & Mortality Weekly Report (MMWR). The information presented in public meetings and published by NVIC on vaccines and infectious diseases is heavily referenced, often with citations linking to studies published in the medical literature and information published by federal health agencies and the vaccine manufacturers.

As a consumer organization advocating education and defending the informed consent principle, NVIC does not give medical advice. Instead, NVIC encourages health care consumers to become fully informed about the risks and complications of infectious diseases and the risks and complications of vaccines and to speak with one or more trusted health care professionals before making a decision about vaccination. This is the public position NVIC has taken consistently since our founding in 1982.

The conversation about vaccination is being held in every home, doctor's office, school and state legislature in America. I hope that CBS continues to offer an opportunity for communicating the perspective that encouraging consumers to make educated health care decisions is an important component of public health policies and programs.

Sincerely,



Barbara Loe Fisher
Co-founder & President

cc: Wally Kelly, Chairman & CEO, CBS Outdoors
Richard H. Altabef, Vice President, Assistant General Counsel, CBS
Joseph Ianniello, Executive Vice President & Chief Financial Officer, CBS
Richard Jones, Senior Vice President & General Tax Counsel, CBS

ATTACHMENT – April 18, 2011 letter from NVIC to AAP