

September 12, 2007

Reverend Delman L. Coates, Ph.D.
Enough is Enough Campaign
Citizens for Change, Inc.
8787 Branch Avenue, Suite 140
Clinton, MD 20735

Dear Reverend Coates:

Thank you for your letter dated August 23, 2007 regarding your Enough is Enough campaign.

We at BET Networks share your concerns about the portrayal of Black people in the media, and we are keenly aware of the power of the entertainment industry to shape people's perceptions. We believe that the fundamental issue is a severe lack of balance in how Black people are represented on television and in popular culture in general.

With that challenge in mind, I established a company strategy that directly addresses this issue when I became Chairman and CEO a little over two years ago. We have been significantly investing in smart, compelling original programming in order to provide balance and diversity in the content we deliver to our audiences.

By the end of this year, we will have launched 16 new shows that depict a wide range of experiences in Black culture, presenting a broad spectrum of Black images and stories. Here's a quick snapshot:

BALDWIN HILLS is a reality show about Black middle-class young adults who talk about going to college, going into business or politics - all with parents who reinforce those values.

MEET THE FAITH brings together intellectuals, spiritual leaders and celebrities to discuss pressing social issues.

EXALTED! takes a look into the complex lives of inspirational leaders in this biography series profiling ministers from around the country.

SUNDAY BEST is BET'S nationwide search for America's next great gospel singer, hosted by platinum-selling artist Kirk Franklin and featuring Grammy Award-winning gospel superstars Bebe Winans and dynamic singing duo Mary Mary as judges.

KEYSHIA COLE 2: THE WAY IT IS is the sophomore season of the hit reality series documenting the life of platinum-selling R&B songstress Keyshia Cole,

giving viewers an exclusive, behind-the-scenes journey of her personal growth and challenges.

HIP-HOP VS. AMERICA is a powerful and compelling look at the state of hip-hop today that tackles many sensitive issues, including hip-hop's relationship with criminality and the streets, police profiling, brutality and the images of Black women in hip-hop.

We will continue to program our network responsibly, addressing the issues, challenges and realities that are most important to our viewers. However, it is important to understand that our core demographic is 18 - 34 year olds who have a wide range of beliefs, tastes, experiences and value systems. As a result, we may air programming that some people might consider to be edgy or provocative.

I also want to make sure you are aware that BET Networks has voluntarily adopted a set of programming guidelines for all programming that we air. More specifically:

BET does not air programming that endorses or condones illegal drugs or gratuitous violence;

we have a list of words that are forbidden on our channel;

And we do not air music videos that contain graphic or excessive sexual activity or violence. We work with the music labels and artists to edit music videos where appropriate.

I am proud to be a part of BET Networks. And I am particularly proud that BET'S programming is evolving and responding to the varied and complex experiences of our audience. Please take a look at the enclosed New York Times article on BET Networks, the New York Times BALDWIN HILLS review, and October's Ebony feature story on BET Networks' new strategy.

*Sincerely,
Debra Lee*