

MTV NETWORKS

A VIACOM COMPANY

Date: January 9, 1994
To: Jon Bendis and Steven Starr
From: Doug Herzog *DH*
Subject: THE STATE

Copy: Freston
 McGrath
 Davola
 E. Katz
 C. Robinson
 T. Exarhos
 E. Dixon
 Sharp

I just wanted to let you know how distraught we were about the NY Times article. The comments by both the group and management were inappropriate, unprofessional and in some cases, erroneous.

I feel that over the course of our relationship, MTV has been supportive, nurturing and open minded. Of course any relationship, especially a creative one, is going to evolve over time. There will be some rough spots along the way, and we've definitely had ours. But talking about them in print is amateurish. Blaming MTV for poor reviews or unsuccessful programs is appalling. And to single out Eileen Katz in any of this is absolutely unconscionable. She is without question the State's biggest single supporter. Her tireless efforts on your behalf have been a major contribution to your success thus far. She is the reason you are on air, period. For this reason alone, you should all be ashamed of yourselves.

Finally, you need to know that you've disappointed a great many people here. People who work hard every day to help make your show successful. I'm sure we'll find a way to put this behind us. But, we need to do so with greater respect for one another's roles, and a greater degree of professionalism.