

**Laura Hodder  
Matt Alexander**

**Jen Press  
James Moore**

October 26, 2008

San Francisco Chronicle  
Publisher: Frank J. Vega  
President: Mark Adkins  
901 Mission St.  
San Francisco, CA 94103  
Tel: (415) 777-1111  
Fax: (415) 543-7708

To Whom it May Concern:

As you may know, the Yes on 8 campaign has inappropriately downloaded video images of our children from your website ([www.sfgate.com](http://www.sfgate.com)) and included that footage in their latest multi-million dollar political advertisement campaign. They have done so without our knowledge or permission. Our children are being exploited and used as pawns to further a political cause that we do not agree with in any way, shape or form.

We ask that you intervene immediately on our behalf and issue a cease and desist letter to the Yes on 8 campaign. If the campaign does not remove the ad, we ask that you pursue legal action against them.

It's one thing for children to appear in news coverage of an event on your website, it's another for that footage to be taken completely out of context and used for political/commercial purposes in an exploitative and distorted fashion.

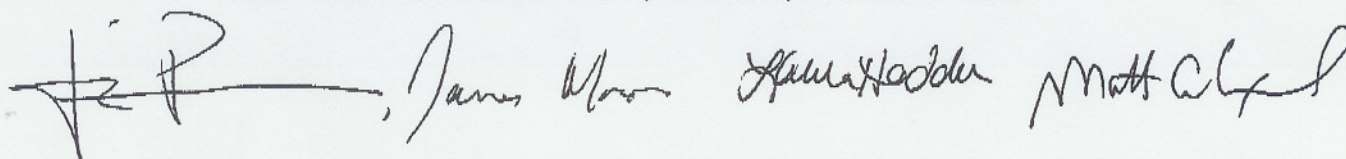
Furthermore, the Prop 8 campaign is using these images and this advertisement to raise money. The ad is viewable only on the "donate" page of their website ([www.protectmarriage.com](http://www.protectmarriage.com)). The children's images have been willfully and calculatingly edited in a way that we believe is harmful to them

We are also appalled that our children's images are being used to promote arguments that are completely inaccurate. We know that every parent has the right to opt out of any activity that is contrary to their religious or moral beliefs. In fact, the Chronicle accurately reported that two families asked that their children not participate in this field trip.

For all of these reasons, we respectfully ask you immediately intervene on our behalf and demand that Prop 8 campaign immediately pull this exploitive political advertisement from statewide television and their website. You can reach the Alexander Family at \_\_\_\_\_ and the Moore Family at \_\_\_\_\_.

Sincerely,

**Laura Hodder, Matt Alexander, Jen Press, and James Moore**

The block contains three handwritten signatures in dark ink. From left to right, they appear to be: James Moore (a stylized signature), Laura Hodder (a signature that reads 'Laura Hodder'), and Matt Alexander (a signature that reads 'Matt Alexander').



Laura Hodder  
Matt Alexander

Jen Press  
James Moore

**DELIVERED BY EMAIL, FAX & MESSENGER**

October 26, 2008

Yes on Prop 8

Ron Prentice, Campaign Chairman

Frank Schubert, Campaign Manager

Mark A. Jansson, Executive Committee member

Edward Dolejsi, California Catholic Conference

Andrew Pugno, General Counsel

915 L Street

Suite C-259

Sacramento, CA 95814

Gentlemen:

We are the parents of the two children who are most prominently featured in the distasteful and exploitative television advertisement you are spending millions to run statewide. We demand that you immediately stop running this ad.

We are absolutely outraged that you have chosen, without our permission, to shamelessly hijack the images of our innocent children to promote a cause that we in no way, shape or form support. It is even more maddening that you have willfully and calculatingly edited the images of our children, with menacing music in the background, in a way that is completely contrary to their nature and harmful to them.

This latest gimmick exposes another lie in the Prop 8 campaign. You purport to be about building strong families, yet you have exploited our children in a sickening, multi-million dollar ad campaign. Not only that, you use these pictures to raise money by making the ad only viewable on your website's "donate" page. These political tactics are shameful and we demand that you stop running this ad on television and your website immediately. Today.

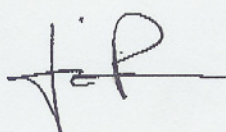
In addition, we are appalled that these unauthorized images are being used to promote false assertions. We are very active parents and Matt Alexander is a school principal. We know that every parent has the right to opt out of any activity that is contrary to their religious or moral beliefs. Shame on you for using our children to promote this fundamental falsehood.

We demand that you take this ad off the airwaves immediately before our children are harmed even further. We would like an answer no later than this evening. You can reach the Alexander Family at \_\_\_\_\_ and the Moore Family at \_\_\_\_\_. We await your response.

Thank you.

Sincerely,

Laura Hodder, Matt Alexander, Jen Press, and James Moore



James Moore

Laura Hodder

Matt Alexander