

# ATTENTION ADVERTISERS



# Please Don't Squeeze the Charmin! Actors

The advertisement character "Mr. Whipple" made many of us smile—and persuaded us to buy lots of toilet paper. But what is happening in the advertising industry today is far from humorous.

Although TV advertising revenues increased by 22% last year, advertisers are trying to put the squeeze on actors—demanding that performers take an average 5% pay cut for their work in TV commercials. In fact, advertisers want to eliminate the compensation system that has served the industry well since 1953. And they want to squeeze performers out of the Internet—the fastest growing part of the advertising industry.

In contrast to performers' glamorous image, 80% of the members of the Screen Actors Guild and the American Federation of Television and Radio Artists make less than \$5,000 a year. For many working performers, pay from TV and radio commercials allows them to support careers on stage and in film. If advertisers succeed in cutting pay for commercials, there will be a ripple effect throughout the entertainment world.

All performers—from the well-known to the unknown—stand together in this battle. That's why 279 of us listed here donated the money to buy this ad.

## Please join us in telling advertisers to negotiate fairly

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