



Gary Sheffer
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December 4, 2003

By facsimile and email

Mr. Bill Moyers
NOW c/o Public Affairs Television, Inc.
450 West 33rd Street, 6th Floor
New York, NY 10001

Dear Mr. Moyers:

Thank you for your December 2 letter. It states that there are two different versions of events, without doing any research or responding to points in my Dec. 1 letter to you.

In fact, neither you nor Mr. Bouton can refute – or indeed produce a shred of evidence against – the basic facts:

- Mr. Bouton never contacted GE in the course of writing the book;
- GE took no company position on ballpark controversy;
- GE had no interest in the Berkshire Eagle land;
- GE was not involved in any pollution of that land;
- GE had no involvement with the Eagle on the ballpark controversy; and
- GE and Mr. Heineman had no contact with Mr. Osnos or PublicAffairs regarding any aspect of the editorial process or attempted to influence the publication decision in any way, shape or form.

As a journalist, you have a responsibility to attempt to check defamatory allegations made by others on your show, especially when they serve as a basis for your personal commentary, as they did in this instance.

In light of this, you should:

- Publish my Dec. 1 letter to you on your NOW website.

- Verify to us that the GE/PublicAffairs denial appeared at the end of the NOW program on all stations and not just on your website (I believe it did not appear on the Friday night WNET broadcast) and if the denial was not included make a suitable insertion on a future broadcast as to those stations.
- Retract your commentary that "when his book publisher received a call from someone close to GE, the big league publisher caved and wouldn't publish the book." Mr. Bouton didn't say that on your program. There was no call from GE or Mr. Heineman. It is defamatory, and it should be retracted.

There is no point in going on your show – which has been marked by striking unprofessionalism on this matter – to have an argument over facts about which there is no dispute.

Sincerely,

A handwritten signature in black ink, appearing to read 'Gary Sheffer', with a stylized, cursive script.

Gary Sheffer

P.S. The assertion that we have not challenged Mr. Bouton's version of the story is not true. When other journalists have called, we have responded with the facts as described above.