

September 22, 2014

Ms. Sara Peterson, Editor in Chief
Mr. Daniel Fuchs, Publisher & Chief Revenue Officer
HGTV Magazine
320 West 67th Street
New York, NY 10019

Also by mail to hgtvmagazine@hearst.com

Dear Ms. Peterson and Mr. Fuchs:

On behalf of nearly 600 operators and suppliers of concessions world-wide, I write to request that *HGTV Magazine* publish this letter as a response to a column in your September, 2014 edition in which Ms. Jessica Dodell-Feder encourages your readers to violate established movie theatre company policy and in some municipalities commit illegal acts.

It is ironic that I became aware of this situation immediately after returning from being on a panel discussing ethical and legal corporate behavior. In the column in question Ms. Dodell-Feder uses such terms as “sneak and smuggle” when answering a question “How Bad Is It to Sneak Food into a Movie Theater?” Though I doubt the author sought legal counsel, gave the recommendation that “In General, it’s OK to smuggle your own goodies into the movies – as long as you don’t do it every time and you don’t make a mess.”

A recent association study determined that more than 22% of all revenue at concession venues is used to compensate workers at such establishments, who under the premise of the author would be job-less since it is OK to “smuggle and sneak” product into an entertainment establishment. I truly wonder if Hearst Publications would feel the same way in regards to their copyright or HGTV cable programming being watched without a subscription payment almost every month while not making a mess.

I thank you for your attention to this matter and we look forward to a discussion of this matter in a future HGTV Magazine edition.

Sincerely,

Daniel C. Borschke, FASAE, CAE
Executive Vice President