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Secretary of State Ms. Karen Bradley
Department of Culture, Media and Sport
100 Parliament Street
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Re: 21st Century Fox and Sky Pic – My multi-award-winning documentary, “THE BRAINWASHING OF MY DAD” shows the disastrous effects of Fox News on Americans and the health of a nation

Dear Secretary of State Karen Bradley,

I am Jen Senko, an award winning documentary filmmaker. (Awards: CineWomen: Best Jury Award for documentary; “Road Map Warrior Women”, WorldFest Houston: Certificate of Merit for “Road Map Warrior Women”. Best Short documentary Harlem FF and Best Feature documentary, WiliFest (in Williamsburg, Brooklyn) for doc: “The Vanishing City.”) My current documentary, **“THE BRAINWASHING OF MY DAD”** mentioned in the October issue of Rolling Stone magazine in an article by Neil Strauss about the business of fear has garnished praise and recognition and has won many awards. (Among several: Roy W. Dean grant, Bertha Foundation grant, IMPACT Docs Award of Excellence, Accolade Humanitarian Award, Accolade Global Special Mention). It is considered by many to be the one documentary that explains how our country became so divided.
www.TheBrainwashingofMyDad.com

I was compelled to make "The Brainwashing of My Dad" because I witnessed how my father changed from a non-political Kennedy Democrat to an **angry** right-wing fanatic after he started watching Fox “News”. It changed his personality so much; it was as if he had joined a cult. It almost tore our family apart. After I started the movie, I found that this was a phenomenon. People from all over wrote to me with their heartbreaking similar stories.

I have read Ofcom's report on the public interest test on broadcasting standards and frankly I am shocked to read that Ofcom thinks Fox News is committed to

"impartiality and accuracy." ([pg. 95, Para 10.23](#)) My life's work has been to show the devastating effects on American society of the dangerous lies that Fox has successfully spread to misinform voters and polarize my country.

Ofcom has looked at the number of breaches of its broadcasting code but fails to look at the big picture -- that Fox News is principally a channel of the far-right in American politics. Ed Rollins, a GOP campaign consultant and later a contributor on Fox News said, "Roger Ailes (the former Fox News CEO, knew there were a couple million conservatives who were a potential audience, and he built Fox to reach them." (pg. 214 of 'The Loudest Voice in the Room', by Gabriel Sherman -- for citations) Fox News is headquartered in America where the "fairness doctrine" for balance of representation of political views was abolished 30 years ago and free from such constraints Fox News' lead anchors and its audiences all conform to a very jaundiced view of politics.

I would like to present below qualitative evidence of how Fox News breaches the spirit and letter of section 319 of the communications Act 2003 -- in particular the provision where "News included in television and radio services is presented with due impartiality and that the impartiality requirements of section 320 are complied with; and that news included in television and radio services is reported with due accuracy." ([see pg. 91, Para 10.10.3 and 10.10.4](#))

Aside from 1000s of emails I've received, here are some snippets from some of the nearly 50-filmed interviews I did:

Amanda from Texas: Her former "open, loving Christian father and stepmom turn judgmental" after mostly watching Fox.

Barbara from California: Her brother told her he'd rather believe Rush than her facts and her granddaughter picked up her brother's attitude by saying "I don't like my taxes paying for lazy people." He only watched Fox.

Debra from New York: Her father listens to conservative radio and has Fox on in every room all day, everyday except weekends. They disowned her when they found out she was involved in Occupy Wall Street.

Maria from Florida: When she mentioned Obama in a complimentary way, he told her to leave her house, went upstairs to get his gun and shot two rounds into the floor. He watched Fox News.

Akiva from New York: Her mother parroted everything from Fox News. She became a fearful person.

Alice from Florida: When her brother began devouring Fox News he became so angry that they could no longer talk about politics. Many subjects in fact became too 'hot' to talk about. Talking about the weather even turned to talk about Climate Change.

Ashley from South Carolina: Her father watched Fox News. When she went out with a man of another race her father disowned her.

Bill from Tennessee: "I feel I don't really know these people anymore." He said this about his parents after they got caught up in right-wing media and Fox News.

Chey from San Diego, California: She used to be a daddy's girl but her father went

from loving to horrible after he became addicted to Fox.

Crystal from Massachusetts: Her father lost his best friend to right-wing media and Fox. They could no longer relate.

Edwyn Lyngar wrote an article in the Daily Kos called: "I Lost My Dad to Fox News: How a Generation was Captured by Thrashing Hysteria."

http://www.salon.com/2014/02/27/i_lost_my_dad_to_fox_news_how_a_generation_was_captured_by_thrashing_hysteria/

Greg (my brother) from Oregon: "I felt my family was being torn apart."

Janessa from New York: Her father was an ex-hippy. Now he's a right-winger. He changed dramatically after becoming addicted to Fox.

Lawrene from New York City: Her cousin did a 180 after watching Fox. Her personality and beliefs changed and she became hateful.

Matt: He lost his stepfather to Fox.

Rebecca from Nebraska: Her mom, once a loving Christian became hateful after continually watching Fox News.

Shannon from Texas: Her family in Texas. She has a hard time when she visits. They go to the Christian museum, which goes back only 6,000 years. They all watch Fox. There is no safe subject they can talk about.

Lee Bartholomew from Iowa: When Obama was president his father kept buying ammunition because he believed Obama was coming to get their guns and going to take a third term as president. He watches Fox.

Frankie Stix (My neighbor in the film): "Humans cannot have any affect on the environment." He watches Fox.

Every day I get either tweets or emails or a post on the YouTube trailer page or a story on Facebook with someone lamenting how they've lost a loved one to Fox. There is even a Facebook page called "Support Group for those who lost loved ones to Fox News". The 5 minute YouTube Kickstarter TRAILER:
<https://www.youtube.com/watch?v=Qh3TeTxgNV0>

Here are a couple examples of the type of posts I receive from Facebook:

Debii: My husband watches Fox 24/7. I'm on the other edge of the political spectrum. I can't believe what's going on. I go downstairs to the TV room to ask him if he sees any cracks in the Trump Regime. No luck. I'm dumbfounded. This is not the man I married. I think your movie has a point about changing brain chemistry plus I think when people are driving (hypno-driving) while listening to right-wing talk radio or falling asleep to Fox News it's also reaching their subconscious and rewiring it.

Leslye: I am at my wits end. When I found this documentary, I didn't realize the full scope of what was going on. I honestly thought I was the only one this was happening to. My mom and I used to have the closest of relationships. She raised me to be a loving and accepting individual. She was always a conservative. But she was kind. Not anymore. She has become intolerant, bigoted and mean. I have grieved the lost of my mom...while physically still here. I, too, started seeing a change in her around the time Rush Limbaugh came on the scene and as the years went by, she just got worse. This

election was the clincher. There is so much I can say, so many stories I can tell. But, I will leave it at this...she and I don't have a relationship any more. I couldn't subject myself or my children to the vitriol anymore. If only she would realize that she's been used. I want my mom back.

Dawn from Illinois. Ditto. Had to unfriend my own mother yesterday because I can no longer stand seeing her like/comment on my stepfather's 20-30 daily pro-Trump/anti-Dem memes and fake news articles. I don't mean to be crude but I liken it to public masturbation. Nobody wants to see that.

Here are a few things my experts I've interviewed said:

Eric Boehlert, Senior Writer at Media Matters: "So there's actually almost no journalism involved. I mean when the tsunami hit FOX News literally couldn't cover it they just, they didn't have anyone with a camera within, for weeks, for days and weeks they just didn't care. So it's very, a cheap way to run a quote "news organization," you just sorta sit around and talk about how awful Democrats are."

"**The Noise Machine** is really designed to create confusion, create misinformation, create fear and so The Republican Noise Machine is when the Republican party sort of works in concert with FOX News, with Rush Limbaugh, with A.M. Talk Radio. It's really just designed just to distract people or to attack and smear people. It's the deliberate dissemination of misinformation in order to confuse the viewers and news consumers and get them all riled up."

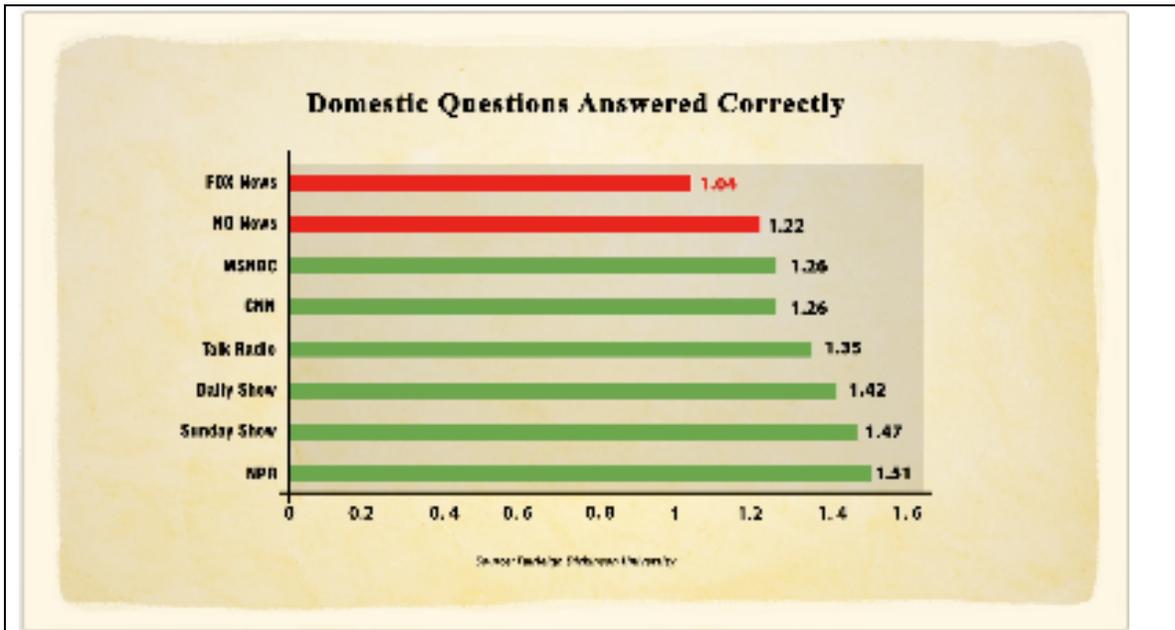
"They make stuff up."

Noam Chomsky, Professor Emeritus at MIT: "Some of the worse things are the massive attempt to create climate change denial – HUGE programs. The American Chamber of Commerce, Petroleum Industry has announced publicly that they're tearing out the – call it propoganda, probably call it educational programs to explain to people that uh humans don't have anything to do with climate change. But you got to make profit tomorrow and if the species goes down the tube that's somebody else's problem."

Jeff Cohen, Former commentator at Fox and Co-Founder of F.A.I.R.: "When I was at FOX News I can remember sitting in the green room before our show was taped. A "News report" is on the air and a particularly biased segment comes on. And then someone in the green room - these include FOX News producers, FOX News staff, FOX News contributors, someone will say, "Wow! That was really fair and balanced," and the whole place erupts in laughter."

Edward S. Herman, professor emeritus of finance at the Wharton School of Business of the University of Pennsylvania and a media analyst with a specialty in corporate and regulatory issues as well as political economy: "FOX News is a real and fairly important development, because what it does is bring out explicit right-wing views, right into the heart of the media, and making no, hardly any pretense at objectivity. It makes, sometimes statements suggesting that it's being fair, but it's blatantly biased, and it has, y'know, Republican politicians on, it hardly minces words that it has a political agenda. It's also important in that it's had an effect on the rest of the media."

A result of that misinformation that the Fox audience is fed every day:



A study from Fairleigh Dickinson University showed that Fox viewers got less right than people who watched no news at all.

I hope the information I've provided you is helpful. Please feel free to contact me. And if you would like a link to watch my film online, let me know and I will send you a private link. I strongly urge you to do so.

I will be sending a copy of my letter, and details of my film to Ofcom as well and draw their attention to the deep ideological divide that this one network has created in America. I will be urging them to re-think their methodology of monitoring Fox News.

Thank you for hearing me out.

Respectfully yours,

Jen Senko