



ENOUGH-IS-ENOUGHSM
Making the Internet Safer for Children and Families

March 12, 2015

VIA FEDERAL EXPRESS 2-DAY MAIL

Steve Easterbrook
Chief Executive Officer
McDonald's Corporation
2111 McDonald Avenue
Oak Brook, IL 60523

Re: Request for meeting regarding P*rn Free WiFi in McDonald's

Dear Mr. Easterbrook:

Congratulations on your promotion to CEO of McDonald's and welcome to America. We applaud the leadership of McDonald's in the United Kingdom to become one of the first high street retailers to filtered WiFi for both child pornography and pornography under Prime Minister David Cameron's self regulation initiative. Offering your UK patrons access to free filtered WiFi is a wonderful value added service — one we would like to see in the U.S. as well. We look forward to the time when your U.S. website can make a similar statement to the one currently on your U.K. site, "McDonald's is pleased to become the first company to join Mumsnet's Family Friendly WiFi programme. We have placed filters on our Free WiFi service to prevent inappropriate content from being viewed in our restaurants. These filters are updated daily to give you and your family peace of mind."

I am writing to follow up on my [April 2014 letter](#) to your predecessor, Mr. Don Thompson, respectfully requesting that McDonald's filter p*rnography and child p*rnography on your public Wi-Fi services. I appreciate the response I received in the summer of 2014 from Jill Manata, McDonald's Senior Director for U.S. Public Affairs, thanking us for our concern and stating that McDonald's was "looking into effective filtering in the U.S." Unfortunately, I have not heard anything further from McDonald's on the matter.

We urge you to demonstrate the same leadership you displayed in the United Kingdom and Australia by extending your friendly WiFi filtering service to America to create a safer place for all of your patrons. This is not an issue of censorship, but one of corporate responsibility. As I mentioned in my first letter, many companies including Panera Bread and Chick-fil-A currently filter pornography and child pornography in order to protect children and other patrons.

I explained in my earlier letter to Mr. Thompson that unfiltered Internet access for your patrons leads to the unintended consequences of open access to hard-core p*rnography, child p*rnography, and possibly child exploitation, and sexual predation. Additionally, children are able to access free p*rnography through unfiltered public WiFi hotspots by easily bypassing parental controls installed on their tablets, smart phones and other Internet-enabled devices. Also, through your current unfiltered Internet access, McDonald's is allowing patrons to view child p*rnography and even seek opportunities to sexually exploit children or teens. None of these scenarios match the family friendly environment that you have worked so hard to create in your restaurants nationwide.

Corporate policies that emphasize a safe and family-friendly environment benefit both your patrons and your corporate brand. Recent research shows that when policies and interventions by an organization or company set a clear standard of safety and accountability, the level of sexual harassment and other inappropriate behaviors decreases. A clearly stated safe and friendly WiFi policy combined with effective filtering of child p*rnography and obscene p*rnography sends a clear signal that this kind of activity will not be allowed and is not what McDonald's stands for.

According to federal officials, public Wi-Fi services are increasingly being used to traffic child p*rnography and the sexual solicitation of children. These criminal felonies are difficult to deter because of the anonymity offered by open Wi-Fi hotspots. There also have been disturbing news reports from various states, including California, Illinois, South Dakota and Georgia, of men — some registered sex offenders — viewing *and child p*rnography at McDonald's.



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"He spent 12-15 hours per day at the McDonalds because of the free Wi-Fi. Tonight, a sex offender is arrested - caught using free internet in public to download child p*rnography... Detectives say the 25-year-old spent the past two years using the free WiFi at the McDonald's... He worked on his computer and was a known regular of sorts in the children's play area at the restaurant."(Attached article, [ABC Local News Story, May 22, 2013](#)).

By implementing a safe friendly WiFi policy and effective filtering in your cafes here in the United States, McDonald's will:

- Prevent children, teens and other patrons from being exposed to p*rnography and child p*rnography when using your WiFi services;
- Prevent children and teens from easily bypassing filters and other parental control tools set up by their parents on their smart phones, tablets and laptops by logging onto McDonald's open hotspots;
- Prevent sexual predators from accessing illegal child and flying under the radar of law enforcement by using your free WiFi services;
- Avoid a potential hostile work environment for McDonald's employees;
- Reinforce your hard-earned family-friendly brand;
- Establish your company as a leader in the USA as you did in the UK and Australia on Internet safety policies; and
- Maintain consistency regarding corporate best practices and family-friendly policies.

In the fall of 2014, Enough Is Enough launched the [National P*rn Free WiFi Campaign](#), which includes an [online petition](#) urging Starbucks and McDonald's to lead the way in filtering their WiFi services. You can read more at [www.friendlywifi.org](#). Thus far, over 46,000 concerned citizens have signed that petition, copies of which are attached and the national news has reported on the campaign with growing interest. Additionally, [74 national and local non-governmental organizations](#) representing Internet safety, anti-trafficking, anti-p*rnography and child sex abuse prevention are supporting the National P*rn Free WiFi initiative in partnership with Enough Is Enough[®]. The organizations and their leaders are listed in the attached and represent millions of Americans.

I am also sending this letter to the Board of Directors of McDonald's for their consideration with the hope it will spur a discussion about extending McDonald's policy of offering safe and friendly WiFi to your customers in the United States. Families and children deserve a safe zone in all of your restaurants.

As I offered in my initial letter, we welcome the opportunity to meet with your representatives as soon as possible to discuss the matter of effective filtering in your stores nationwide. I would be happy to bring along other key leaders with extensive knowledge on the harms of p*rnography and child p*rnography. Additionally, Enough Is Enough[®] has a good professional relationship with your WiFi provider in the U.S. and are happy to assist in moving the conversation forward. I can be reached at 703-757-1387 or via email at ricehughes@aol.com.

On behalf of the broad coalition of concerned citizens and organizations named below, we look forward to a future of P*rn-free WiFi in McDonald's locations nationwide.

Sincerely,

Donna Rice Hughes

President and CEO,

Enough Is Enough[®] "Making the Internet safer for children and families since 1994"

cc. McDonald's Board Members: Andrew McKenna, Susan Arnold, John Rogers, Cary McMillian and Jill Manata-McDonald's Senior Director; Enough Is Enough[®] Board Members: Mark Larson, John Malcolm, Dr. Jill C. Manning, Ph. D. and National Salvation Army Commissioner Barbara Jeffrey

J. Lee Douglas, DDS, Founder
912 Project Tennessee



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Polly Scott, Director of Public Relations
Addo Recovery

Jim Minnery
Alaska Family Action

Alan Sears
Alliance Defending Freedom

Bill Johnson, President
American Decency Association, Fremont MI

Tim Wildmon
American Family Association (AFA)

Diane Gramley, President
American Family Association of Pennsylvania

Gene McConnell, Founder & President
Authentic Relationships International (ARI)

Austin Ruse, President
Center for Family & Human Rights

Ann Redding, President
Christian Action League of Minnesota

Dr. Jay Dennis, Senior Pastor
Church on the Mall, Lakeland FL
Founder of Join 1 Million Men/Pink Elephant Resources

Mary Smith, Communications Coordinator
Church Women United in New York State

Josh Craddock, Campaigns Manager
CitizenGo

Brad Miller, Director, Family Policy Councils
CitizenLink – A Public Policy Partner of Focus On The Family

Phil Burress, President
Citizens for Community Values (CCV)

Patrick Mangan, Executive Director
Citizens for Community Values of Indiana



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Michael Barta, Ph.D., CSAT-S, EMDR II, Founding Director
Colorado Sexual Recover Center

Committee for Children

Joe and Kim Morin, Owner
Compliance Network

Penny Nance, President and CEO
Concerned Women for America

Robert K. Fischer, Meeting Coordinator
Conservatives of Faith

Richard A. Viguerie, Chairman
Conservative HQ

Diana Davis Spencer Foundation (DDSF)

Nicole Theis, President
Delaware Strong Families

Carol Smolenski, Executive Director
ECPTAUSA

John Carr, Executive Board Member
European NGO Alliance for Child Safety Online
Secretary, UK Children's Charities' Coalition on Internet Safety

Dale A. Bartscher, Executive Director,
Family Heritage Alliance/FHA Action

Lt. Gen. (Ret.) "Jerry" Boykin
Family Research Council (FRC)

Tiffany Leeper, M.A., CFE, Founder & President
Girls Against Porn & Human Trafficking

Laura J. Lederer, President & Founder
Global Centurion

Kris Wolfe, Founder & CEO
Good Guy Swag

Mike Smith, President
Home School Legal Defense Association (HSLDA)



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Mark Tooley, President
Institute on Religion and Democracy

Kristen A. Jenson, M.A. - Author

Josh D. McDowell, Author/Speaker
Josh McDowell Ministry

Sally Berenzweig, Med. MA, Executive Director-Co Founder
KidsSafe Foundation

Mat Staver, Founder & Chairman
Liberty Counsel

Judith Reisman, Ph.D., Research Professor, Director Liberty Center for Child
Liberty School of Law

Robert Kammer, President
MCAP- Maryland Coalition Against Pornography

Os Hillman, President
Marketplace Leaders

Jetta Bernier, Executive Director
Massachusetts Citizen for Children

Sean McDowell, Ph.D., Author/Speaker

Lee A. Baeman, concerned citizen
Member of CNP

Joe Ortwerth, Executive Director
Missouri Family Policy Council

Steve Siler, Director
Music for the Soul

Leslee Unruh, Founder
National Abstinence Clearinghouse

National Children's Advocacy Center

Patrick A. Trueman, President & CEO
National Center on Sexual Exploitation



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Ruth Crout, President & CEO
National Events LLC

Brian S. Brown, President
National Organization for Marriage

National Salvation Army

Monica Cole, Director
OneMillionMoms.com

Tim Winter, President
Parents Television Council

Sarah & Jesse Siegand, Founder
Parents Who Fight

Tony Nassif, President and Founder
Preventing Abuse Foundation

Michael P. Graves, Senior Fellow- National Director Partnering in Prevention
Redwoods Group Foundation

Mike Davies, Consultant
RDI UK Holdings Ltd. (Friendly WiFi)

William J. Murray, Chairman
Religious Freedom Coalition

Erick Daniels, Executive Vice President
Ronald Blue & Co.

Dan Kleinman, Library Watchdog
Safe Libraries

Cordelia Anderson, M.A., Founder
Sensibilities Prevention Services

Nancy Schulze, Speaker

Margaret Bawden, Leader/Director
Soul to Soul Choreography

Richard Land, President
Southern Evangelical Seminary, Charlotte, NC



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Making the Internet Safer for Children and Families

Cheryl Corser, President & CEO
Telelink Communications

Daniel Weiss, President
The Brushfires Foundation

David Fowler, President
The Family Action Council of Tennessee, Inc.

Victoria Cobb, President
The Family Foundation of Virginia

Tiffany Brooks, CEO & Founder
The Wind Beneath the Wings of Legends

C.Preston Noell, III, President
Tradition, Family, Property Inc.

Vauna Davis, Executive Director
UCAP, Utah Coalition Against Pornography

Donna M. Hughes, Professor & Eleanor M. Oscar M. Carlson
Endowed Chair University of Rhode Island

Rick Scarsborough, President
Vision America

Jill C. Manning, Ph. D.
Licensed Marriage and Family Therapist

Dave Brian, Director & Pastor-at-large
Washington Area Coalition of Men's Ministries (WACMM)

Enclosures: List of the 73 National and Non-Governmental Organizations, Copy of the National Porn Free Wifi Petition, Copy of the 46,000 Petition Signatures, and ABC Local News Story

*Please note that our current mailing address is: P.O. Box 1530, Great Falls, VA 22066