

Transcript
**TimeWarner Shareholder Meeting Question to TimeWarner CEO Jeff Bewkes Regarding Morgan
Freeman and the Impact of Actors Insulting Moviegoers on Movie Revenues**
Oscar Murdock, Questioner & Shareholder Representative
Project 21 / National Center for Public Policy Research
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OSCAR MURDOCK: Yes, my name is Oscar Murdock and –

JEFF BEWKES: Any relation to Rupert Murdoch?

MURDOCK: Yeah, no.

[laughter]

MURDOCK: I wish I were.

BEWKES: Yeah.

MURDOCK: His son or him. I've got a question:

While promoting Warner Brothers' film *Dolphin Tale* last September, actor Morgan Freeman told CNN that the Tea Party movement — and, by association, the Republican Party — is racist and wants to “screw the country.”

Mr. Freeman's insult erupted across the media, especially among conservative outlets. My group, the Project 21 black conservative network, denounced Freeman's comments as “outrageous” and “dangerous.”

According to *The Hollywood Reporter*, sizable numbers of conservatives and Tea Party members avoided *Dolphin Tale* after hearing Mr. Freeman's divisive — divisive remarks. This surely hurt this film's ticket sales.

What specific steps will Time-Warner take to assure that Mr. Freeman avoids such divisive and insulting words while promoting his next Warner Bros. film, *The Dark Knight Rises*?

BEWKES: Yeah, so, can I repeat what I think is the question? You asking, when an actor — in this case, Morgan Freeman, as you were saying — is saying something in their capacity, 'cause the press is always talking to actors — and it is political or it is cultural, or whatever it is, and it causes people to boycott — if it does — the film or the show that they're in, what can we do about it? Is that the question?

MURDOCK: Yes, that is the question.

BEWKES: Not much.

[laughter.]

BEWKES: Honestly.

MURDOCK: Ok. [unintelligible]

BEWKES: We have some sympathy for your desire that our actors don't put people away. Now, most of the time, you know, that's over-reported; most people know that actors have whatever opinion unrelated to the character they're playing. It doesn't usually have a significant commercial effect on the success of the film or tv show they're in – people just separate what they're saying in their personal life versus what they're, the character they're playing on TV.

MURDOCK: Which, then, brings up another question: there probably, then, has not been or was there an estimated – an estimate of how much Mr. Freeman's arg– remark, statement reduced box office revenues for that movie?

BEWKES: I don't think there is. And we – but we are – we don't think it's significant 'cause it hasn't come up as we've looked at the results of that film as a problem, in our minds.

Thank you.