



June 12, 2024

Christopher Winfrey, President and CEO
Charter Communications
via email: Christopher.Winfrey@charter.com

To Mr. Winfrey,

We are disappointed to see that Spectrum Mobile's "Zoo: \$49.99" advertisement features performing orangutans, and respectfully ask that you pull the ad and commit to only use computer generated imagery for scenes with primates in the future. **Filming with ape "actors" is harmful because it directly promotes the unethical treatment of primates.**

The use of primates in entertainment causes [lasting trauma](#) to the individuals involved. **The entire lifetime of a monkey or ape is negatively affected when they are used in entertainment.** As infants, they are deprived of maternal contact at a very early age, when they are heavily dependent upon their mothers. Training and living conditions for animal "actors" can be incredibly stressful and even abusive. A life spent performing denies them virtually all the experiences they need to be healthy, including social housing, social grooming, and exercise. When they are denied these natural behaviors, primates develop aberrant and harmful behaviors, such as obsessive compulsions, self-mutilation, and aggression. The simple fact that the monkeys in your film are going to be forced perform on cue in a disorienting and unnatural environment is reason enough to raise animal welfare concerns.

Misleading representations of primates in the media have lasting negative repercussions. This promotes future use of primates in entertainment and the exotic pet trade and has a negative impact on conservation. The public now turns away from this type of footage due to heightened awareness of the sadness and cruelty behind the camera. [Hollywood is no longer filming with chimps](#) because such imagery of endangered animals is archaic and inflammatory. There are many filmmakers who also won't film with other primates, including monkeys. In contrast, films like Jordan Peele's *Nope* serve as a great example of how impactful (and still ethical) CGI scenes of great apes can be.

The North American Primate Sanctuary Alliance (NAPSA) is a coalition of eight of the leading primate sanctuaries on the continent. In our member sanctuaries, we care for close to 800 nonhuman primates, including nearly 30 orangutans, many of whom were formerly used in entertainment. Daily, we see the lifelong repercussions of primate exploitation for human entertainment.

Using footage of primate "actors" is irresponsible and widely considered to be outdated in advertising. Instead, please use a more modern and compassionate CGI rendering.

Sincerely,

Erika Fleury
Director