



November 29, 2017

Mr. Doug McMillon, President and CEO, Walmart Stores, Inc.
Mr. Greg Foran, President and CEO, Walmart U.S.
Mr. David Cheesewright, President and CEO, Walmart International
Mr. Marc Lore, President and CEO, Walmart eCommerce U.S.
702 SW 8th Street
Bentonville, Arkansas 72716

DELIVERED VIA EMAIL

Dear Messrs. McMillon, Foran, Cheesewright and Lore:

I am writing on behalf of the Radio Television Digital News Association ([RTDNA](#)), the world's largest professional press freedom association devoted exclusively to advocating on behalf of broadcast and digital journalists.

We respectfully request that Walmart stop selling T-Shirts that read, "Rope. Tree. Journalist. SOME ASSEMBLY REQUIRED" (found on your website [here](#)). Although the shirts are available from at least one other e-commerce source, Walmart appears to be the only major retailer selling them in the U.S.

According to the [U.S. Press Freedom Tracker](#), of which RTDNA is a founding partner, nearly three dozen journalists have been physically assaulted so far this year across the country merely for performing their Constitutionally-guaranteed duty to seek and report the truth. According to our fellow press freedom advocacy group Committee to Protect Journalists, at least 48 journalists have been killed in other countries around the world thus far in 2017.

It is our belief that at the least, T-Shirts or any other items bearing such words simply inflame the passions of those who either don't like, or don't understand, the news media. At worst, they openly encourage violence targeting journalists. We believe they are particularly inflammatory within the context of today's vitriolic political and ideological environment.

As a fierce proponent of the First Amendment that is politically nonpartisan, we recognize Walmart's right to sell the T-Shirts, and the right of consumers to purchase and wear them. However, just because Walmart has the right to sell the shirts, that doesn't mean it is the right thing to do.

Thank you for considering our request. We eagerly await your response.

Sincerely,