

Magazine Publishers of America

Dear Ms Link:

I am writing this letter in hopes that you will do your part and find an alternate form of selling your magazines than using the traveling magazine sales crews. Certainly, I must consider that my plea for a safer way will fall on deaf ears as your revenues from this form of sales must be staggering as any given day there are several "vans" crisscrossing this country. I write as a mother, who will forever live with the scars of losing my son, who was only 18, to an accident involving one of those "vans". I have to ask myself that if it were your child or a close friend's child, would you continue to look the other way. The obvious answer to me is certainly not.

How many more parents will be at your door before you decide that you must take a stand and work toward eliminating a cancerous part of your organization? How can one sleep at night knowing they have the power to change the ways these young adults are being treated and exploited yet refuse to even admit there is a problem? How many corporations in America would buy from a supplier after the supplier was found to put their "employees" and the general public at risk? Why do you continue to accept subscriptions from the very person whose business practice put my son in his grave?

Who is to protect these kids? Who buries them? Who protects the homeowner when a magazine seller with an unknown past decides to harm the owner or an under aged occupant of the home? Certainly, someone is to blame. In my opinion, all those that profit from the sales are to blame.

Before my son's accident, I was a regular buyer of magazines. Now, five years later, not a magazine is to be found in my home. I will not continue to put my money into an organization that's thought so poorly about the worth of my son's life. Most remarkable to me was that no one from this industry even uttered the words of condolences perhaps in fear of being sued. When he was ejected from the van, he was left on the side of the road with others who were dead and seriously hurt while the owners of the crew gathered my son's possessions that were later passed out to other crew members and left town. This sure says a lot about the integrity of the "leaders". They could not even be bothered to check on my son's condition.

Whether you realize it or not, these crews represent the magazines in everything they say and do. I am not asking that you stop selling magazines all together; all that I ask is that you find a better way to safely sell your magazines. I like to think that people will do the right thing when approached by a situation. To say the least, I would like you to appoint a parents task force to look into the practices of some of these crews and stop accepting orders from those crews that break the law and exploit the youngsters that work with them. It is too late to save my son or the other six children who died with him but it is not too late to save someone else's child. I will forever grieve for the loss of my child but you have the power to stop another parent's grief.

Pam Christman