

March 6, 2022

Sent via electronic mail

Brendan Whitworth  
U.S. Chief Executive Officer  
Anheuser-Busch  
2814 S 2nd St  
St. Louis, MO 63118

**Re: Anheuser-Busch Advertising Next to Hateful Content on Twitter**

Dear Mr. Whitworth:

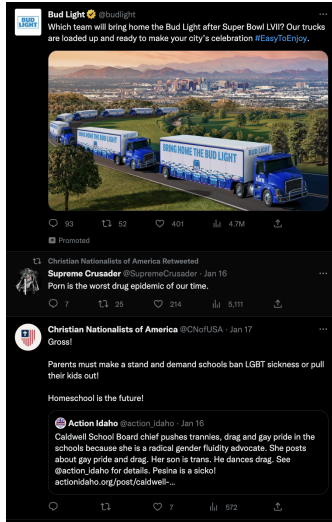
We, the undersigned 61 civil-rights, human-rights and consumer-advocacy organizations, call on Anheuser-Busch to end its advertising spending on Twitter. As one of Twitter's most lucrative advertisers, Anheuser-Busch has spent nearly \$6 million on Twitter advertisements in just the last five months.

As a private company, Anheuser-Busch of course has every right to make business decisions about where it advertises, how it brands its products, and the best methods to protect its reputation. We would urge that continued advertisement on Twitter is detrimental to Anheuser-Busch's reputation and out of step with Anheuser-Busch's own [policy](#) on human rights, which states that Anheuser-Busch has a "responsibility to respect and promote human rights within our own company and to not, knowingly, contribute to the violations of human rights by other parties."

Elon Musk has made Twitter less safe for brands and users, especially [religious minorities](#), LGBTQIA+ people, people of color and women. Musk has [welcomed](#) neo-Nazis, white supremacists, misogynists, climate deniers, and conspiracy theorists back onto the site in droves, and has failed to mitigate the spread of hate and lies. He's [ditched](#) long standing content moderation policies and [laid off](#) thousands of employees responsible for enforcing them.

Anheuser-Busch advertising is now [featured](#) next to some of the most toxic content on Twitter.

For instance, new research from the Center for Countering Digital Hate has revealed a number of Anheuser-Busch ads next to hateful content, including the example below, in which a Bud Light ad appears directly above anti-LGBTQIA+ content that attacks children.



Another Anheuser-Busch and NFL ad, below, appears next to content published by far-right disinformation superspreader, [The Gateway Pundit](#), baselessly accusing a woman of color of groping a white Google executive.



Before his takeover, Elon Musk promised companies like Anheuser-Busch that Twitter would not become a “free-for-all hellscape.” Yet his decisions since taking Twitter private have only made the platform worse.

Hate and conspiracy theories have real life consequences. They incite violence; they threaten public health; they suppress the vote and undermine democracy; they chill the speech of their targets. The undersigned organizations, as part of the #StopToxicTwitter campaign, have called on advertisers across the globe to take action and stop their advertising spending on Twitter in light of the platform’s inability to moderate and remove hateful, racist and extremist content that violates Twitter’s own policies as well as those of any reasonable company – including the brand promoted by Anheuser Busch.

Brands are recognizing the real risk and taking action: in just the last month, [reports](#) have revealed that 625 of Twitter’s top 1,000 advertisers have pulled their ads or announced they would do so, and dozens of other companies curtailed spending on the platform.

We understand that fixing Twitter requires a series of measures, including reversing dangerous policy decisions Musk has made, reinvesting in content moderation and enforcement, and restructuring the governance of the platform. These measures would make Twitter safer and more equitable — a place where brands like Anheuser-Busch could showcase advertising with confidence that Twitter is doing its part to keep the platform safe. Unfortunately, Musk has shown no intention to adopt such measures and no desire to combat racism - in fact, just the opposite. This past week Musk came to the defense of “Dilbert” cartoonist, Scott Adams, following his racist rant where he described the Black community as a “hate group” and suggested that White people “get the hell away from Black people.”

The #StopToxicTwitter coalition is calling on Anheuser-Busch to be a leader in the corporate sector and show that it will stand on the right side of history on human and civil rights, and remain in line with its human rights policy. We welcome the opportunity to brief you on the extent of the problem, and we look forward to hearing from you in writing no later than March 20, 2023 to schedule a meeting.

Sincerely,

Accountable Tech  
Free Press  
Media Matters for America  
Access Now  
Anti-Defamation League  
Advocates for Youth

AI for the People Inc.  
Azerbaijan Internet Watch  
Benton Institute for Broadband & Society  
Center for Countering Digital Hate  
Center on Race and Digital Justice  
Change the Terms Coalition  
Coding Rights  
Color Of Change  
Common Cause  
Dangerous Speech Project  
DemCast USA  
Digital Africa Research Lab  
Distributed Artificial Intelligence Research Institute (DAIR)  
Doctors In Politics  
Equality Labs  
Fair Vote UK  
Freedom Forward Friends of the Earth  
GLAAD  
Global Indigenous Data Alliance  
Global Project Against Hate and Extremism  
International Women's Media Foundation  
Jewish Women International  
JustLeadershipUSA  
Latino Anti-Disinformation Lab  
Majal.org  
Maria Ressa  
MoveOn  
Muslim Advocates  
NAACP  
National Center for Transgender Equality  
National Hispanic Media Coalition  
National LGBTQ Task Force  
NEVER AGAIN Association  
Numun Fund  
PFLAG National  
ProgressNow NM  
Public Citizen  
Public Knowledge  
Ranking Digital Rights  
Right To Be (formerly Hollaback!)

Roger McNamee, Author of Zucked: Waking Up to the Facebook Catastrophe  
Stop Hate for Profit Coalition  
Stop Online Violence Against Women  
SumOfUs  
Superbloom Design  
The Real Facebook Oversight Board  
The Sparrow Project  
The Tech Oversight Project  
The TransLatin@ Coalition  
Ujima Inc.  
The National Center on Violence Against Women in the Black Community  
UltraViolet  
Union of Concerned Scientists  
United Church of Christ Media Justice Ministry  
United We Dream  
Valor US  
#VOTEPROCHOICE  
Voto Latino  
Whose Knowledge?