

To Whom It May Concern:

I am writing in support of the Bill Duke Media Foundation.

For the last 33 years I have been a successful part of the Entertainment Business as a Film, Literary and Theater writer, Director and Studio Executive. For a considerable period of that time, I was also a Talent and Packaging Agent with International Creative Management (ICM) and The Lantz Office, where I represented such individuals and organizations as Elizabeth Taylor, Michael Jackson, Leonard Bernstein, Bette Davis and the Tennessee Williams Estate. Also during these many years, I have supported and participated on the advisory Boards of some of the largest existing charitable organizations, including Broadway Cares, APLA and six others. I am a life-time inductee in the Worldwide Who's Who executive registry and a full listing of my credits can be found on-line at IMDB.Com – the industry standard web address for entertainment professional's credentials. As a small, but perhaps more interesting additional note, I am also the Grandson of Marlene Dietrich – so one could say I was "bom" into the industry.

Specifically regarding the BD Media Foundation, I wanted to let you know how impressed I have been, not only with the programs they have developed and implemented, but also with the management of those programs. Without trying to sound unfair, I have worked with many worthy charities over the years and while they've all had wonderful goals and aspirations, the effectiveness of their programs and how they are executed is, if not more important, then as important than the initial "dream" itself. Dreaming is all well and good, but providing a real difference on the ground is what is really important in the end. As I am sure anyone reading this knows, all the lofty ideals aside, if the help intended is not properly delivered and not also accomplished at a high percentage ratio of funds to results – well, perhaps in the long run that organization is not the best place for what are rare and valuable charitable funds. The Bill Duke Media Foundation is the reverse scenario. The foundation has shown me to have two great attributes; they are smart about what kind help is truly needed in the community, and then they know how to deliver that help efficiently and effectively. In my mind, it is this combination that makes this organization worthy of support and where your precious charitable resources would best utilized.

My over-all confidence in the management of the BD Media Foundation (and of course its worthy goals) is reason for great enthusiasm. It is my firm belief that this group of imaginative, executive and organized people can actually fully succeed in the Foundation's Mission and even exceed those expectations – and all within proper and acceptable ratios. I am really excited (for the first time in years) about what the Foundation is doing and will do – and I heartily recommend that everyone take the time to examine the Bill Duke Media Foundation, and contribute to it in any way that they can.

If you have any questions or would like to hear more, you may feel free to contact me at any time.

Most sincerely,

*J. David Riva*

J. David Riva

Vice President &  
Director of Licensing\*

SEE Global Entertainment  
816 N. Highland Ave.,  
Los Angeles, CA 90038  
(323) 957-4300 - Office  
(310) 930-9123 - Cell

[Dave@SEEGlobalEntertainment.com](mailto:Dave@SEEGlobalEntertainment.com)

See what we're doing at [www.SEEGlobalEntertainment.Com](http://www.SEEGlobalEntertainment.Com)