

Why You Should Help Hearst Heiress Warn of the Evils of Hearst's Own 'Cosmopolitan'

The popular press seems to become more and more vulgar as time passes. Recently, "mainstream publications" have become so raunchy that Christians, particularly children and teens, should be warned to stay away from them.

This has become the passion of Victoria Hearst, who is warning people that *Cosmopolitan* magazine (which has a circulation of 3 million, making it one of the largest and best-known magazines in America) is smutty and should be off limits for young, impressionable women.

She is putting her money where her mouth is as she travels and speaks on this topic, even going to places such as the National Religious Broadcasters Convention and taking full-page ads in magazines such as *Charisma*.

As important as her crusade is, I find it very interesting that someone like Victoria Hearst would be the one sounding this alarm. That's because the Hearst Corporation owns *Cosmopolitan*. In fact, her famous grandfather, William Randolph Hearst, purchased *Cosmopolitan* in 1905.

Victoria became born again more than two decades ago, in December 1995. Today, she is an on-fire Christian doing a great deal of good, sponsoring many Christian events and doing a lot of good with her wealth.

An interesting personal note is that the William Randolph Hearst Foundation gives an important journalism award to a college student every year. In 1973, I had the honor of being presented with the William Randolph Hearst Journalism Award for first place in the National Writing Championship, and I

attended a reception at Victoria Hearst's parents' home in the San Francisco, California, area. Years later, when I had the opportunity to meet Victoria Hearst, I told her this story. I showed her a picture of her father posing with me and the students in the contest as well as the framed copy of that award, which adorns the wall in my office.

Recently, I recorded an interesting podcast with Victoria in which she shares about her campaign against *Cosmopolitan* as well as about her famous family. I hope you will take time to listen to this podcast on the Charisma Podcast Network.

Will you help Victoria in her cause? When you have occasion, I encourage you to let people know that they should stay away from *Cosmopolitan*. Or you can contact the Hearst Corporation and let them know what you think about Victoria's campaign against how *Cosmopolitan* corrupts the morals of young girls. Click [here](#) to contact the magazine. As always, help get out the word on social media and forward this to your friends.

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