Coke, Wendy's ads on NBC's Universal series—violence, profanity abound

NBC's MIAMI VICE, a Universal Studios production, continues to depend largely upon explicit violence and profanity to entice viewers. The September 2 episode was no exception. The story was by Dick Wolf. Richard Brams was the producer.

The show opened with super cop Tubbs going undercover to purchase drugs from dealers on the docks. In an early scene, Tubbs is in the middle of a deal when a barrage of gunfire between police and dealers interrupts as bodies are blasted into the air and into the water.

Crooked cops are uncovered as Tubbs and Crockett continue their investigation. A later scene features a warehouse shootout; again a body is blasted through the air into the water.

Frequent profanity includes the use of God's name in vain. Advertisers on this episode included:

Chrm. Roberto C. Goizueta, **The Coca-Cola Company**, P.O. Drawer 1734, Atlanta, GA 30301, Columbia Pictures Industries (movies), Hi-C fruit drink, Minute Maid orange juice, Sprite soft drink, Sunny Delight drink.

Chrm. R. David Thomas, **Wendy's International**, Post Office Box 256, Dublin, OH 43017, Sisters Chicken & Biscuits fast food, Wendy's hamburgers.

GM, J&J, join CBS to urge illicit sex

Illicit sex is the "American thing to do" according to Bubba, lawyer friend and confidant of Frank, the hero in FRANK'S PLACE on CBS. The August 13 episode, written by Tim Reid and Hugh Wilson, was produced by Max Tash and David Chambers.

The story featured Frank's bar and restaurant being used as the set for a movie starring a beautiful and popular actress. She came on to Frank with all sorts of sexual innuendo, finally inviting him to her trailer for lunch.

Bubba urged him on, saying, "It's the American thing to do," and insisting that he owed it to all the men who have lusted after the actress. Concerned about his relationship with Hannah, his regular girl friend, Frank declined the invitation.

Yet, when Bubba questioned him about the proposed rendezvous, Frank lied, responding in such a way as to make Bubba and other friends think he had sex with the actress, thus lending validity to the "all American illicit sex" theme. Frequent profanity, most of it God's name in vain, was a part of this episode.

Advertisers included: Chrm. Roger B. Smith, **General Motors Corporation**, 3044 W. Grand Blvd., Detroit, MI 48202, AC-Delco auto parts, Cadillac automobiles, Chevrolet automobiles, Mr. Goodwrench service, Pontiac automobiles.

Chrm. J.E. Burke, **Johnson & Johnson**, One Johnson & Johnson Plaza, New Brunswick, NJ 08933, Band-Aid adhesive bandages, Micatin foot spray, Sine-Aid sinus medication, Shower to Shower body powder, Tylenol pain medicine.

McDonald's, PM/General Foods in drug-culture hero's new NBC series

NBC produced a prime-time predictable with their selection of 60's drop-out, drug-culture, comic hero Cheech (of Cheech and Chong) as the star of a new comedy series. Cheech and Chong, graduates of the school of gutter comedy, are best known for their promotion of illegal drugs two decades ago. Cheech Marin himself wrote the August 13 script and Michael Holt produced it.

The opening scene featured a woman undressing behind a scant curtain on stage in front of a studio audience, most of whom apparently had followed Cheech from his past lurid comic culture. Cheech holds the curtain for the woman to undress as she throws underclothes across it. He peers behind the screen, and his disciples howl obediently with laughter at his bug-eyed, panting facial distortions.

Add liberal dashes of profanity, a Jimmy Swaggert joke and other assorted sexual perversion jokes and you have NBC's new idea of family-time humor.

Advertisers included: Chrm. Fred Turner, **McDonald's Corporation**, One McDonald's Plaza, Oak Brook, IL 60521, McDonald's fast food.

Chrm. Hamish Maxwell, **Philip Morris, Incorporated**, 120 Park Avenue, New York, NY 10017, General Foods Products, Good Seasons salad dressing, Kool-Aid soft drink, Minute Rice, Oscar Mayer meats, Tang orange drink.

P&G, Quaker ads help NBC show ridicule Christianity

The pilot episode of NBC's variety/comedy show ...A WHOLE LOTTA FUN aired September 4. The initial show featured a skit to ridicule televangelists and mock Christian faith. The show was written by Tracy Morgan, James Hampton and Scoey Mitchlll; Mitchlll was the executive producer.

Hostess Suzette Charles, Miss America 1985, introduced the anti-Christian segment, speaking in a mock-serious tone: "...recent events in TV evangelism has [sic] given rise to tasteless jokes and cheap sketches by virtually every comedian in America."

Host John Byner added: "And if you think we're gonna miss out on this golden opportunity, you're crazy!"

The scene featured a trio singing "When the Saints Go Marching In" and then introducing the "...pastor of prosperity, the saint of C.D.s, the bishop of the bankroll, the Rev. E. Z. Money!!" (Money is played by Byner.)

Rev. Money wore a coat with a huge dollar sign on the pocket. He informed his shouting followers that Satan had come to afflict him in the form of the IRS. Then he goes down into the crowd to "administer healing." The scene's mockery of Christ and of the clergy has rarely been matched in prime-time.

The preacher's final "Heeeeeeal!" leads into the "healed" woman (played by Charles) discarding her pitiful long coat to reveal a scanty costume for the dance number that begins immediately, all the "congregation" rising to join her.

Other scenes included a skit with homosexual jokes; a comedian, some of whose lines had to be censored by the network; and cameras focused extensively on the female derriere in order to accommodate lewd jokes by Byner and guest star Sammy Davis, Jr.

Advertisers included:

Chrm. John G. Smale, **Procter & Gamble**, P.O. Box 599, Cincinnati, OH 45201, Charmin toilet tissue, Crisco oil & shortening, Ivory soap & detergent, Pringle's potato chips, Scope mouthwash, Tide detergent.

Chrm. William D. Smithburg, **The Quaker Oats Company**, 345 Merchandise Mart Plaza, Chicago, IL 60654, Aunt Jemima pancake mix, Creamy Wheat cereal, Fisher-Price toys, Ken-L-Ration pet food, Quaker cereals, Rice-A-Roni.

Miles, Warner-Lambert advertise on CBS's show with voodoo theme

Since its premiere, the CBS series FRANK'S PLACE has often dabbled in themes of voodoo and the occult. The September episode, written by David Chambers and produced by Chambers and Max Tash, continued this trend.

Frank, owner of an apartment building is informed by his bookkeeper that three tenants have moved out recently because of the fourth tenant—a Ms. Tallant who reportedly practices voodoo. Since Ms. Tallant has not paid the rent in several months, Frank and his lawyer go to her apartment to give her 30-days notice to move.

She goes into a crazed frenzy and frightens Frank away. Frank then enlists the help of Madame Torche, a "friendly" voodoo practitioner. She prepares a "controlling powder" for Frank to put on Ms. Tallant's forehead or nose. Once the powder is applied, she will be unable to stay on his property.

The closing scenes feature Ms. Tallant, bags packed and ready to move and placing a curse on Frank's apartment building; and Frank being booked for assault (when he held Ms. Tallant to apply the powder).

The bizarre family-time "humor" was brought to prime-time, in part, by:

Chrm. Klaus H. Risse, **Miles Incorporated**, Post Office Box 40, Elkhart, IN 46514, Alka-Seltzer, Bactine antiseptic, Flintstone's vitamins, One-A-Day vitamins, S.O.S. soap pads.

Chrm. Joseph D. Williams, **Warner-Lambert Company**, 201 Tabor Road, Morris Plains, NJ 07950, Benadryl, Certs breath mints, Efferdent denture cleaner, Listerine mouthwash, Lubriderm Lotion, Rolaids antacid, Schick Super II razor.

PepsiCo, Sara Lee ads sponsor ABC series with illicit sex

HOOPERMAN, ABC's seriocomic cop series, continued its illicit sex themes on August 31 rerun. R. W. Goodwin produced and Gina Wendkos wrote the story in which hero Harry Hooperman's girlfriend Susan is pregnant—by whom, he's not certain.

Harry whimpers weakly, "When we, uh, didn't you use—"

"Of course I did!" retorts Susan angrily.

"I think we should talk about what we're gonna do," he offers.

"**I'm** the one who's pregnant!" Susan answers. "What am **I** going to do?" She later asks, "Have you considered...I may not wanta have this baby?"

"Shouldn't I have a say about this too, assuming—" Harry responds.

"Assuming what?!" she demands. "Assuming it's yours?!"

"We can't ignore it. **I** can't ignore it," continues Harry. "You yourself said we don't own each other. **You** see other people."

Eventually they decide to celebrate her pregnancy. When Harry proposes, however, Susan declines: "I don't want to get married... I'm not ready."

Another story line involves a man beaten, chained and stuffed nude into a shopping cart. He is thus brought to the station where officers ogle, question, and ridicule him. A third line follows a female cop who (as in each episode) chases her homosexual partner. This time she offers him $500 for one date.

Advertisers included:

Chrm. John H. Bryan, Jr., **Sara Lee Corporation**, 3 First National Plaza, Chicago, IL 60602, Hanes hosiery and underwear, Isotoner gloves and knitted accessories, L'eggs hosiery, Rudy's Farm meats.

Chrm. D. Wayne Calloway, **PepsiCo**, Anderson Hill Road, Purchase, NY 10577, Doritos corn chips, Kentucky Fried Chicken, Mountain Dew soft drink, Pizza Hut restaurants, Ruffles potato chips, Slice soft drink.

Kellogg advertises on NBC's illicit sex show with anti-Christian humor

An illicit sex joke and a homosexual sex joke opened the August 13 episode of NBC's GOLDEN GIRLS. It was sex-sin-and-sacrilege-in-the-sun time again, as the aging series stars, as usual, spewed out crude put-downs, anti-Christian "humor" and profanity. The script by Barry Fanaro and Mort Nathan was produced by Winifred Stallworth.

In the episode, Sophia badgers daughter Dorothy and her ex-husband Stan into pretending that they're still married because Sophia's brother (a priest) is coming for a visit. Other vulgar jokes include penis jokes and Dorothy saying such endearing things as "I could vomit just looking at you!"

In a standard sacrilege for this series, Jesus' name is used as profanity and turned into a mockery of prayer, in a "funny" attempt to fool the priest. The priest turns out to be a hoax, too, having convinced his family for 50 years that he is a priest—as he had promised his dying mother he would become.

Lying to serve one's own ends is the order of the day; profanity is served up in large doses; illicit sex is the main concern of Blanche (another main character). Typical content for NBC's great sitcom from Touchstone, a Walt Disney company.

Advertisers on this episode included: Chrm. William E. LaMothe, **Kellogg Company**, One Kellogg Square PO Box 3599, Battle Creek, MI 49016, Corn Flakes cereal, Frosted Mini-Wheats cereal, Fruit Loops cereal, Mrs. Smith's Pies, Nutri-Grain cereal, Special K cereal.

CEO Joseph Westwater, **National Dairy Board**, 2111 Wilson Blvd. #600, Arlington, VA 22201, National Dairy products.

American Home, American Express support illicit sex in NBC sitcom

NIGHT COURT on NBC continued its un-courtly ways in the August 11 episode produced by Tom Straw and Lynwood Boomer. From the start, it was illicit sex and more illicit sex, with prime-time's most prominent pervert, Prosecutor Dan Fielding, holding up his red bikini underwear for his friends in court to see.

As usual, the story involved a pimp and prostitute brought before the bench. When a woman asks Dan to contribute for a baby gift for a co-worker's unborn baby, he smirks, "Is it mine?"

When Bull is struck by lightning and dies, he miraculously comes back to life. Dan expresses disbelief, but Christine insists, "Dan, don't you have **any** faith? Don't you believe that there are some things in this world so incredible that they **have** to be the result of a higher power?"

Ogling Christine's buxom body, Dan retorts, "Absolutely!"

When Bull decides Art, the handyman, is God (who talked to him when he was dead), he says he now understands why God smelled like Tidy Bowl.

Thus it goes—Dan and company manage to turn almost everything into vulgarity or perverted sex jokes. Advertisers on this episode included:

Chrm. James D. Robinson III, **American Express Company**, American Express Plaza, New York, NY 10004, American Express Card, E.F. Hutton, Fireman's Fund insurance, Shearson Lehman Hutton, Inc. financial service.

Chrm. John R. Stafford, **American Home Products**, 685 Third Avenue, New York, NY 10017, Advil arthritis medicine, Denorex dandruff shampoo, Jiffy-Pop popcorn, Riopan Plus antacid tablet, Sergeant's pet supplies.

McDonalds, Helene Curtis ads, NBC's 'ALF' promote incest, lying, child sex

ALF (NBC's children's hero) hit the perverted-sex joke circuit in the September 5 rerun—complete with child sex and incest. In addition, the episode suggested running from the law and insurance fraud as logical responses to crises. Lisa Stotsky and Wendy Graf wrote it; Paul Fusco produced it. (Previously the cuddly friend to millions of child viewers, has drunk beer, gambled and cracked jokes about adultery.)

In this episode, ALF admirably interrupts a burglary; ironically, the burglar flees and only ALF is in the house when police surround it. ALF calls Willie Tanner, his wimpy earth guardian, for help; Willie advises him to "run for it" despite the police command to come out with hands up.

A woman tells a TV newsman how she hates his show, but concludes: "You're awfully cute. How about a one-night stand? Think about it! I'm a **widow**!"

To a simple-minded police officer the