



May 1991

Journal

of the American Family Association

Attention Pastors

Christians & Society TODAY, pages 3 and 4, can be reproduced locally on a photocopier for use as a supplement or insert with bulletins or newsletters.

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S.C. Johnson—boycotts didn't hurt, no changes

S. C. Johnson (Johnson Wax) has told their workers and retirees that the CLear-TV boycott of Clorox and Mennen did not hurt those companies' sales and S. C. Johnson plans to continue with business as usual.

In a company publication, *The Weekly*, S.C. Johnson said: "We intend to continue to follow our existing guidelines for buying (TV) advertising programming, guidelines which we feel are very responsible and live up to our

high ethical standards...Other companies boycotted in the past by CLear-TV include Clorox, Burger King and Mennen. We understand from these companies that the boycott did not have an impact on their sales."

S.C. Johnson was the number two sponsor of sex, violence and profanity in two separate monitoring periods in the past year. The decision means S.C. Johnson will continue such sponsorship.

CLear-TV has called for a boycott of S.C. Johnson and Pfizer, two leading sponsors of network TV sex, violence and profanity during monitoring last fall. Both companies refused to agree to reduce the amount of filth they help sponsor on television, and both companies refused repeated invitations to meet with CLear-TV in an effort to resolve the matter without a boycott.

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Kmart continues to sell pornographic books, magazines in their Waldenbooks stores

Despite requests from thousands of concerned Americans, and despite a boycott that continues to grow, Kmart still refuses to instruct their Waldenbooks stores to stop selling pornography.

Kmart, through their Waldenbooks stores, is one of

the nation's largest retailers of magazines such as *Penthouse* and *Playboy*. Kmart did order Waldenbooks to pull their Blue Moon series of porn paperback books, but continues to sell other porn paperback titles along with porn magazines such as *Playboy* and *Penthouse*.

Examples of the paperback porn books being sold by Waldenbooks include *Misfortunes of Mary* published by Masquerade Books and *The Autobiography of a Flea* published by Carroll & Graf. Both books contain explicit

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NEA gives \$25,000 tax money to support 'most important gay American film'

The National Endowment for the Arts, continuing its support for homosexual art, gave a \$25,000 grant of tax dollars to "Poison," a film which the Castro Theater in San Francisco said was "acclaimed as the most important gay American film in years by audiences and critics."

The film is actually three films in one, with one of the films entitled "Homo." Here is what Daily Variety had to say about "Homo": "Done in earnest, the 'Homo' sequence will throw more than a few unsuspecting viewers. A mood of seething, violent homoeroticism permeates the proceedings, as one prisoner stalks another in an episode spiked with multiple glimpses of rear-entry intercourse and one of genital fondling.

"But the most explicit and sure to be most talked-about scene is a flashback in which

several young men humiliate another by repeatedly spitting into his gaping mouth."

The film was praised by NEA Chairman John Frohnmyer. "Taken as a whole, the film illustrates the destructive effect of violence...It is the work of a serious artist dealing with serious issues in our society."

Jim Smith of the Southern Baptist Christian Life Commission, after seeing the film, said:

"Americans would be perplexed and outraged that their tax dollars are being spent for such trash." Ralph Reed, executive director of Christian Coalition, said of the film: "Basically, it's soft porn, so it's like giving federal grants to *Playboy* magazine. It's an affront to moral America."

Andrea Sheldon, director of government affairs for Tradition-

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Tupelo, Mississippi 38803

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U.S. Postage Paid
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