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MARCH 1986

Journal

Immediate end to anti-Christian stereotyping

CLRTV calls for reduced sex, violence, profanity

Christian Leaders for Responsible Television (CLRTV), at a press conference in Washington on February 4, called for the networks and advertisers to reduce the amount of sex, violence and profanity by 35 percent this fall, followed by another such reduction during the fall of 1987. The group also called for an immediate end to the anti-Christian stereotyping in network programming.

CLRTV is the largest and most diverse group of Christian leaders ever to address a common social issue in the history of the nation. Nearly 1600 Christian leaders are participating, including the heads

of more than 70 denominations.

Saying they wanted to personally take their concerns to the networks and advertisers, the group stated they would be seeking a meeting with network heads and some advertisers in the very near future. In a statement prepared for presentation to the networks and advertisers, the group stated, "We are serious about our concerns and intent. We are organized and we will not go away. We pledge to continue our efforts for as long as it takes to reverse this unhealthy trend that is destroying the quality of life in our country. To do less would be to betray our own con-

victions as Christians."

They also stated: "Should the networks and advertisers refuse to take appropriate steps to stem the tide of filth that is now evident, then we will seek other means of combatting the forces of corruption that are engulfing us." When asked what other options were available, the group responded that public pressure and a boycott of offending sponsors were both viable alternatives.

Elected to serve as officers for the new group were Donald E. Wildmon, executive director of the NFD, who will serve as Execu-

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More companies get into child violence market

Recently we reported on Topps Gum Company's Garbage Pale kids trading cards which have pictures of babies whose heads are being decapitated by a guillotine, babies smoking cigarettes and on another a baby shown with his arms and legs cut off and scattered

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U.S. Government major retailer of pornography

The U.S. Armed Forces are one of the major retailers of porno magazines. The Army, Navy, Air Force and Marines, as well as the other branches, reap hundreds of thousands of dollars annually in profits from the sale of pornography at military commissaries worldwide, and even aboard U.S. naval ships at sea.

The NFD has been contacted by many in the armed services, calling this situation to our attention. Pornographers find the military outlets a good place to peddle pornography since the armed forces are composed primarily of

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Nissan to continue to support porn

Nissan, the Japanese motor company, says it will continue to support porno magazines with advertising dollars. According to the *New York City Tribune*, Nissan considers pornographic magazines an "appropriate buy" and has no plans to discontinue advertising in them. The article stated: "Advertising in *Playboy* is an appropriate buy. The demographics of the readership match the demographics of Nissan buyers...higher income, college educated."

The same article cited former CBS President Arthur Taylor as saying that he "has joined the battle against pornography." Taylor said of pornography that it is the "very worst of society, which make their money out of hurting children, hurting women, hurting men, and sell that to people who enjoy seeing other people in pain..."

According to the article, Toyota will cease advertising in all porno magazines as soon as their present contract runs out. Currently, all American auto companies refuse to support the porno magazines with advertising dollars.

To show their public support of pornography, Nissan bought eight pages in the March 1986 issue of *Playboy*, more than any other advertiser. The ad cost Nissan more than one hundred thousand dollars.

The address is: Pres. T. Arakawa, Nissan Motors, Box 191, Gardena, CA 90247.

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