Toyota ad campaign promotes homosexuals as normal 'family'

Toyota has made a decision to begin recognizing and endorsing the homosexual lifestyle and to recognize homosexuals as "family." Toyota recently ran advertisments in a publication targeting homosexuals and lesbians in Australia.

Under the caption "The Family Car," the text says: "For some people, a family car is one that has room for a tribe. When we talk to you about a family car, we mean a car that is big enough for a couple and their friends to stretch out in comfort." The "family" in the photo is composed of two homosexual men.

The ad appeared in the Australian homosexual publication *Outrage*. Toyota says the ad has received positive response. "The only criticism is why aren't we showing two women," said Cheryl Naylor, a spokeswoman for Sydney City and Melbourne City Toyota dealerships.

The American Family Association said the endorsement of the homosexual lifestyle by Toyota Motors comes as no surprise. According to AFA, Toyota was the leading sponsor of pro-homosexual television programs during the May 1-July 31, 1991 monitoring period.

"Toyota has made a conscious decision to help promote the homosexual lifestyle and to refer to homosexual partners as a family," said AFA president Donald E. Wildmon.

"We encourage concerned individuals to boycott Toyota until they announce that they will no longer endorse the homosexual lifestyle with their advertising," Wildmon said.

AFA says that Toyota helped sponsor AN INCONVENIENT WOMAN parts one and two and two L.A. LAW programs promoting homosexuality. AFA said Toyota ran a total of ten thirty-second commercial ads supporting the two programs.

Contact your local Toyota dealer, and Pres. Y. Togo, Toyota Motor Sales, Box 2991, Torrance, CA 90509, phone toll free 1-800-331-4331.

Church attendance is on the rise in U.S.

Average weekly U.S. attendance at worship has risen from 100 million to 107 million in the 12 months since a national "Invite a Friend" program was launched by Religion In American Life, the group says.

Nicholas B. van Dyck, president of RIAL, said the figure represented projections of findings in Gallup polls, showing weekly attendance up from 40 percent to 43 percent of the population.

RIAL, an interfaith organization that works to strengthen the country's religious heritage, promotes its "Invite a Friend" drive through public service print and broadcast ads developed free by the Advertising Council.

Associated Press

Life turning ugly for children

Why it's hard to be a kid: U.S. children were fatter, more suicidal, more murderous and scored lower on standardized tests in recent years than during the 1960s, say economic researchers writing in today's issue of Science. The researchers from the National Bureau of Economic Research and Stanford University say children's status declined on almost every score except infant mortality over the past three decades. The report also cited statistics showing home life was less stable. While fewer children were living in poverty in 1990 than in 1960, the percentage of children whose parents divorced more than doubled and births to unwed mothers increased five-fold.

USA Today, 1/3/92

Movie connected to Texas murders

In the TV and movie business, people still insist that the public can only learn good behavior from the media. Writers, producers and executives say it is essential that television and films urge the public to recycle garbage and fight for a cleaner environment. Those same people, however, insist that excessive levels of graphic violence will have no negative impact on the same viewing public.

The Dallas Morning News, however, reported on October 19, "Investigators in the nation's deadliest shooting said yesterday they found on gunman George Hennard a movie ticket for **The Fisher King**, a darkly comic fable marked by a massacre in a New York restaurant."

Hennard killed 22 people at a cafeteria in Killeen.

"The movie ticket that police found raises the possibility that Hennard's rampage was inspired by the plot of **The Fisher King**, according to police sources," the report continued. "In Killeen, the movie ran for three weeks, ending Thursday night. It was still showing after a two-week run in nearby Temple."

Between The Lines

Hallmark lifts ban on 'lesbian' word for greeting cards

Hallmark Cards Inc. has lifted the ban on the word "lesbian" from its new Personalize It! customized greeting card system in response to lobbying by members of the Gay and Lesbian Alliance Against Defamation.

"We agree that this word should not have been included in the restricted word list. It was an oversight and we are making the necessary adjustments," Don Freberg, the greeting card titan's manager of consumer affairs, wrote to GLAAD/San Francisco Bay Area Co-Chair Jessea Greenman.

Indeed, customers can now freely enliven the Kansas City-based firm's myriad cards with "lesbian" and several other homosexual-related words.

The system, which allows customers to use a computer to insert personal words into preprinted messages or to create original messages from scratch, "blocks" certain offensive sexual and scatological terms.

The address: Chrm. Donald J. Hall, Hallmark Cards, Inc., P.O. Box 419580, Kansas City, MO, phone 816-274-5111.

Bay Area Reporter, 9/5/91

Media celebrities support homosexual political fund drive

The Human Rights Campaign Fund (a homosexual political organization) celebrated its 10th anniversary on Nov. 17 by looking back at its decade of accomplishments in homosexual civil rights and political action.

Tony Award-winning playwright Harvey Fierstein will serve as master of ceremonies for the event, which will fill the entire 65th floor of Rockefeller Center. The honorary committee for "Over the Rainbow" includes TV stars Phil Donahue, Marlo Thomas and ABC News anchor Peter Jennings; human rights activists Rev. Jesse Jackson, Coretta Scott King, Bella Abzug, Gloria Steinem and Elie Weisel; and elected officials–homosexual members of Congress Reps. Barney Frank and Gerry Studds; and New York state Reps. Ted Weiss and Bill Green.

Au Courant, 11/4/91

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TV's new minority: homosexuals gain special rights on prime-time

Reprinted from *TV, etc.* December 1991

Most Americans oppose the militant gay-rights movement, either on religious or political grounds. Not so entertainment television, which for two decades has pushed a liberal view of gays.

Before the early 1970s, homosexuality was hardly mentioned on prime time. One of television's first treatments of gays came in 1971, in CBS's ALL IN THE FAMILY. The first continuing gay prime-time character arrived in 1977 on ABC's SOAP.

There have been many regular or recurring homosexual characters in the past few years, brought onto such series as the Showtime cable network's BROTHERS (1984-88), CBS's DOCTOR, DOCTOR (1989-91), and ABC's HOOPERMAN (1987-89) and ROSEANNE, to make a pro-gay social or political statement. Frequently, a series regular at first intolerant of homosexuality is "enlightened" by episode's end.

A 1989 episode of NBC's DEAR JOHN showed its protagonist coping with a gay man's advances; although initially uncomfortable around the man, the protagonist eventually stated, "We are what we are, and we should be accepted as such." This season, on the September 20 DEAR JOHN, a regular discovered his ex-wife was now a lesbian. The ex explained to him, "I didn't even know I was gay when we got married.... [Then] I just started getting these feelings that I'd never gotten for any guy...[I was becoming] what I really was." Hearing this initially angered the character. Ultimately, he learned: "People have the right to live their lives any way they want to.... This is the '90s, right?"

On the October 29 episode of ABC's COACH, the title character grew to accept that several of his players were gay. The September 29 episode of Fox's ROC featured a man learning to live with his brother's homosexuality. A gay-themed QUANTUM LEAP (NBC), said to involve the "outing" of gay cadets at the Naval Academy, is slated for later this season.

In January 1991, THE GOLDEN GIRLS (NBC) offered a positive view of gay marriage. A regular character, distraught over her brother's imminent wedding to another man, eventually accepted his homosexuality.

A November 1990 episode of NBC's L.A. LAW, which featured a homosexual couple involved in a custody suit, also supported gay marriage. In her closing argument, a gay man's attorney said, "Love and marriage.... For God's sake, that's what [his] wedding vows were all about."

Gay pressure groups which scrutinize scripts and weed out homosexual 'stereotypes' have a long history in Hollywood.

This past February, L.A. LAW startled viewers by showing two female characters kissing passionately. David Kelley, then the series' executive producer, said getting the kiss on the air "was easy. [NBC] was supportive."

Is Hollywood promoting gay rights? A poll of 104 show-business heavy hitters, conducted in 1982 and published in *Public Opinion*, found that four of five condone homosexuality.

Producers consult with gay pressure groups when preparing shows. These organizations, which scrutinize scripts and weed out homosexual "stereotypes," have a long history in Hollywood. "By the mid-seventies," writes Kathryn C. Montgomery in *Target: Prime Time*, "gay activists had become ...institutionalized in network television...[they had] become part of the fabric of the production community."

While most assistance is quiet, some series are open about input from gay activist groups. The Gay and Lesbian Alliance Against Defamation (GLAAD) helped DEAR JOHN modify the aforementioned episode. Originally, the show presented the character as opting for lesbianism; GLAAD persuaded producers to change the script to assert that she was born with her sexual preference.

Hollywood is distorting the debate, using emotional appeals, trying to persuade America to view homosexuality as a civil-rights issue.

When California's Republican Gov. Pete Wilson vetoed a bill banning workplace discrimination against gays, many in Hollywood rebelled. Signing an anti-Wilson ad in *Daily Variety* were actors Ed Asner, Meredith Baxter, Ed Begley Jr., and Jeff Bridges, singer Sheena Easton, filmmaker Blake Edwards, industry executive David Geffen, and liberal gadfly Danny Goldberg. At his Los Angeles concert just after Wilson's veto, singer George Michael told his audience, "For all of those who are protesting [the veto], I'd like to add my voice to theirs. The people in Sacramento must be living in a different f---ing century."

Pro-family organizations are disturbed by gay rights on prime time. In an interview with *TV, etc.*, Gary Bauer, president of the Family Research Council, said that what is "most offensive is that Hollywood producers and writers are once again using their craft to push their social agenda on the rest of us, to indoctrinate viewers."

Tom Hess, of the conservative religious organization Focus on the Family, told *TV, etc.*, "Hollywood has bought the idea...that homosexuals are to the '90s what blacks were to the '60s. [Hollywood] is distorting the debate, using emotional appeals, trying to persuade America to view [homosexuality] as a civil-rights issue."

Advertisers have been reluctant to buy time on gay-themed shows. A November 1989 episode of ABC's THIRTYSOMETHING, which showed two men in bed after sex, resulted in a loss for the network of more than $1 million when advertisers withdrew; ABC similarly lost another half-million dollars in December 1990 when the show aired another, less-sexual episode featuring the two men. This fall, NBC told producers of QUANTUM LEAP that the network "will not assume any financial liability" if advertisers pull out of the planned gay-themed episode.

Hollywood is pushing the envelope in its treatment of homosexuality. The economic reality of an advertiser backlash may be the most effective means of dampening TV's gay-rights ardor.