Colgate, Kellogg support 'father knows least' show

In the August 12 episode of NBC's OH HENRY, produced by Walter Barnett and written by Sam Bobrick and Ron Clark, widower Henry Gibbs won't sign a school permit for his son Donny (nine years old) to have sex education classes. The remainder of the show is given to ridiculing and vilifying Gibbs. Aunt Mildred, who lives with the family, defies the father's decision and signs the form.

When Henry confronts her about it, she reasons snidely, "Isn't it better for Donny to learn these things in the classroom than in the street?"

"He's nine years old!" Henry pleads. "If we keep teaching kids younger and younger, when are they going to have a chance just to be kids?"

"Henry," replies Aunt Mildred with a sneer, "I know these are very confusing times for a simple man like you."

Donny's greatest fear is that his dad will make a scene at school. Aunt Mildred reassures the child, "I'm sure that once your father thinks this through, he'll realize how ridiculous he is!"

A later scene has Gibbs crouched in a child's desk alongside Donny and the embarrassed boy's classmates. When the teacher begins the sex ed class, Henry objects to her use of the word **puberty**.

A nine-year-old boy remarks, aside, to Mr. Gibbs, "She's a fox, huh!?"

Gibbs interrupts again when the teacher uses the phrase **sexually reproduce**. The teacher asks him condescendingly "What are you afraid of?"

Finally, a child retorts to Mr. Gibbs, "Would you mind sitting down so we could get on with this!? I'm gonna be 10 next week, and I'm sort of in a hurry!" Applause and laughter follow this child-sex line.

Obviously, the backward, irrational, idiotic father is finally won over by the more rational thinking of nine-year-olds, an "enlightened" teacher, and a catty sister-in-law. Advertisers included:

Chrm. Reuben Mark, **Colgate Palmolive Company,** 300 Park Avenue, New York, NY 10022, Colgate toothpaste, Curad bandages, Dynamo detergent, Irish Spring soap, Palmolive soap & detergent, Ultra Brite toothpaste.

Chrm. William E. LaMothe, **Kellogg Company,** One Kellogg Square PO Box 3599, Battle Creek, MI 49016, Eggo Waffles, Mrs. Smith's Pies, Nut & Honey cereal, Nutri-Grain cereal, Special K cereal.

Revlon, American Home ads in NBC sitcom

The illicit affair between stars of the series is the main ingredient of the plot in the August 17 episode of NBC's new sitcom FM. The show was written by Allan Burns and Dan Wilcox, and produced by Andy Cadiff.

Ted, the series star, is recently divorced from Lee Anne, who still berates him with enthusiasm. Jody, his current sex partner, is upset that he doesn't want her leaving all of her things at his apartment. She worries that she's "bad in bed." In a lover's spat, she begins packing her things; Ted's teenage daughter Maude arrives while Jody is in the bedroom. As Maude and Ted talk, Jody bursts out of the bedroom dressed in a tee shirt (and presumably panties), jeans in hand.

"If I'm gonna put out," Jody snaps, "then you have to, too!" Ted introduces his half-naked lover to his child as Jody dresses to leave.

Another plot development features Misty, an emotionally disturbed sex pervert who is pursuing Ted for her own pleasure. Sexual bondage is her forte.

On the political side, the sitcom makes the most of numerous Reagan jokes. Profanity is also common in the dialogue.

Interestingly enough, the male lead is a wimpy character easily manipulated and intimidated by strong, aggressive women—ex-wife, lover, and sex pervert. Advertisers included:

President Yoshihide Munekuni, **American Honda Company,** 100 West Alondra, Gardena, CA 90248, Acura automobile, Honda motor vehicles.

Chrm. Ronald O. Perelman, **Revlon Group, Inc.,** 555 SW 12th Avenue, Pompano Beach, FL 33069, Flex Balsam hair conditioner, Max Factor cosmetics, Mitchum antiperspirant, Revlon cosmetics, Tums medication.

Citicorp, Goodyear ads on show with sexual innuendo

NBC's new sitcom NIKKI AND ALEXANDER is about an attractive young Russian woman who moves in with an American writer in Washington, D.C., after her lover won't divorce his wife. The August 16 episode was filled with off-color sexual innuendo. Reinhold Weige wrote and Steve Papazian produced the episode.

The setting is an apartment building where an elderly couple roams about acting like nymphomaniacs. (It isn't clear if they are married.) They are reprimanded by the elderly landlord after she catches them having sex (not shown on screen) on the ping pong table in the recreation room. The landlord then giggles and tells other renters in the hall that sort of thing turns her on.

Nikki makes suggestive references (with canned laughter) to Alexander "bedding her down,"—used at least twice as a sex joke.

There is also reference to Nikki's adultery with a political figure who was an "ambassador" to Russia. They met while she was a car driver for the embassy. This scene elicits sympathy for Nikki, the adulteress, as she explains that the man would not leave his wife for her as he promised.

In another suggestive scene Nikki stands naked (shoulders-up camera shot) in the bathtub facing Alexander and says, "Do you want to get in here?"

Advertisers included: Chrm. John S. Reed, **Citicorp,** 399 Park Avenue, New York, NY 10043, Citicorp, Carte Blanche credit card, Diner's Club credit card.

Chrm. Robert E. Mercer, **The Goodyear Tire & Rubber Company,** 1144 East Market Street, Akron, OH 44316, Goodyear tires.

PM/General Foods, Thompson Medical on ABC anti-Christian movie

ABC's B. L. STRYKER movie hero, in an August 26 rerun, is hired to monitor and manage Booter Campbell, an obnoxious, filthy-rich "Christian" kid who preaches hellfire and brimstone to all—schoolmates, teachers, strangers on the street, etc.

For example, he screams at one little girl—because she wears makeup, "You harlot!" To an adult in the schoolyard, he shakes a finger and yells, "Abandon adultery or abandon hope!"

"Fornicator! Abandon your sinful ways! You're doomed by your sinful appetite!" he screams at the school administrator.

Of his family's black maid, he observes, "Her color is the devil's brand!"

Young Booter's idol and Christian role model is Bro. Powell, head of the Supreme Ideal Church. The money-hungry Powell is pursuing Booter because of the boy's trust fund. Powell also makes a practice of molesting boys in his care, according to one former follower of the good preacher.

Among the advertisers were: Chrm. Hamish Maxwell, **Philip Morris, Incorporated,** 120 Park Avenue, New York NY 10017, Birds Eye foods, Country Time lemonade, Duracell batteries, General Foods products, Kraft food products, Louis Rich meats.

Chrm. S. Daniel Abraham, **Thompson Medical Company,** 919 3rd Avenue, New York NY 10022, Aspercreme analgesic creme rub, Cortizone 5 itch medicine, Dexatrim diet capsule, Slimfast diet aid, Sportscreme ointment.

GM, Kellogg ads sponsor NBC show with unstable Christians

Three Catholic priests and a nun fill the September 5 rerun of NBC's MATLOCK and there's not a stable one in the lot. The Max Eisenberg script was produced by Richard Collins and Jeff Peters.

The elderly Fr. Fitzgerald is dying of a brain tumor; his mood swings and frequent irrational public rampages result in a depression that leads to suicide.

To conceal his suicide, the priest's housekeeper lies, saying she saw a Mr. Carlino leaving the scene following the gunshot which left Fitzgerald dead. Fr. Richards "confirms" the lie, saying Fitzgerald whispered in his last breath that Carlino was the killer. Fitzgerald had earlier confessed to Richards that he was contemplating suicide. Fr. Richards comes clean only when series hero Matlock grills him on the witness stand in court.

Fr. Burke and Sister Katherine have fallen in love, though they insist they have not broken their vows. They plan to leave their ministry and marry.

On the surface, there is a certain degree of "honor" for each of the four church characters, but realistically, not one of them is portrayed as a strong, credible Christian capable of executing his vows honestly and responsibly.

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

Chrm. William E. LaMothe, **Kellogg Company,** One Kellogg Square PO Box 3599, Battle Creek, MI 49016, Corn Flakes cereal, Eggo Waffles, Frosted Mini-Wheats cereal, Nut & Honey cereal, Pop Tarts.

ABC pushes lesbian love in movie

ABC's September 3 rerun movie, MY TWO LOVES, presents lesbian love as a normal choice for the widowed mother of a 16-year-old girl.

Widow Gail Springer's first affair is with Ben Taylor. One scene depicts 16-year-old daughter Amy waking at 2:30 a.m. to discover her mother gone. She calls Ben's and interrupts the lovers in bed. In a subsequent angry argument, Gail slaps her daughter. In later scenes, Gail makes it very clear to young Amy that what the mother does in or out of bed is of no concern to the daughter.

Meanwhile, at her new job, Gail meets Marjorie and they "fall in love." Marjorie, a seasoned lesbian, carefully plays up the advantages of lesbian love. "I'm a relatively happy woman. I live as I please," she tells Gail.

"I don't know that much about homosexuality, whether it's a conscious choice or whether it just happens," replies Gail.

"Oh, I don't know either," Marjorie agrees. "But does anybody **really** know why people are heterosexual? I've known I was gay since I was 14..."

While she is discovering she wants to have sex with Marjorie, Gail is pressured by Ben to marry him. She finally tells him there is "someone else." Marjorie tries, in subtle ways, to get Gail to end her affair with Ben.

"Amusing, isn't it?" Marjorie questions. "All our lives we're told to tell the truth, and we'll be rewarded—**unless** we're homosexual, and then we can lose our job, a promotion, our children, our family's respect—you name it!"

"I don't think I can lie—not for the rest of my life," Gail admits.

"Well, you're going to have to learn, darling," replies Marjorie. "Because I'm not about to come out and risk everything I've worked for."

"It infuriates me that someone would consider me **sick**!" concludes Gail.

The emotional conclusion of the movie shows the lesbian lovers strolling hand-in-hand along a public street where they run into Ben. Ben and Marjorie argue over Gail as if they were children fighting over the last cookie in the cookie jar. Both passionately profess their love for her.

"I'm just not ready to love again," Gail finally tells both tearful lovers. It is unfortunate that the irresponsible mother didn't think of that **before** she started her simultaneous sexual affairs with Ben and Marjorie.

Advertisers included:

Chrm. Samuel C. Johnson, **S.C. Johnson & Sons, Inc.,** 1525 Howe Street, Racine, WI 53403, Aveeno bath products, Brite floor wax, Glade room odorizer, Pledge wax, Raid insecticide, Shout stain remover.

Chrm. Hamish Maxwell, **Philip Morris, Incorporated,** 120 Park Avenue, New York, NY 10017, General Foods products, Jell-O desserts, Kraft food products, Oscar Mayer meats, Post cereals, Stove Top stuffing mix.

Positive potential proven by CBS movie—Kodak, P&G ads on

When CBS re-ran QUIET VICTORY on September 1, the network proved again that prime-time **can** offer positive, up-lifting and entertaining programs in a quality, gripping drama. Linda Otto produced the movie.

QUIET VICTORY is the true story of Charlie Wedemeyer, football coach at California's Los Gatos High School and a victim of Lou Gehrig disease. The story follows Wedemeyer's battle to whip the crippling illness. Over a period of a few years, he grows physically weaker, loses control of his muscles, is relegated to a wheelchair and grows unable to speak. Nonetheless, Wedemeyer long outlives the doctor's predictions.

The effect of his illness on his family and Wedemeyer's personal mental struggle give the movie compelling drama and tension. The circumstance also allows the movie to use the Wedemeyers as examples of how, through faith in God, people can deal with tremendous pressures and meet challenges that would overwhelm others.

As leading character, Wedemeyer is a man of principle, strength and courage. When one of his players **starts** to whisper a profanity, Wedemeyer requires him to run a lap around the field, explaining, "I will not tolerate profanity from my players or my coaches."

The movie's concluding scene has the Wedemeyer family surrounded by Los Gatos students and friends. The image then grows fuzzy only to re-focus on the real-life Wedemeyers in the same setting. Mrs. Wedemeyer explains that Charlie Wedemeyer, at the time of the 1988 filming, was still on the coaching staff at Los Gatos.

She speaks with simple eloquence when she says directly into the camera, "Our faith in God, along with the love and support of our family and friends, and the incredible community of Los Gatos, has given us the support and strength to cope with this devastating illness." The only element that mars the movie as a family show is a half-dozen uses of profanity.

Advertisers included: Chrm. Colby H. Chandler, **Eastman Kodak Company,** 343 State Street, Rochester, NY 14650, Bayer aspirin, d-Con products, Haley's M-O, Kodak photo products and services, Lysol disinfectant.

Chrm. John G. Smale, **Procter & Gamble,** P.O. Box 599, Cincinnati, OH 45201, Always minipads & maxipads, Downy fabric softener, Folger's coffee, Jif peanut butter, Tide detergent, Zest detergent bar.

ABC eager to air bisexual theme, hires lesbian writer

TV scriptwriter Reginald Rose indicates that ABC did not have to be sold on the idea of a movie with a bisexual theme. TV reporter Tom Walter (Memphis *Commercial Appeal)* said the network was, in fact, eager to air MY TWO LOVES.

Rose said he felt "very strange" about ABC's addition (without his knowledge) of writer Rita Mae Brown as co-author. Brown is a feminist, lesbian writer. Apparently ABC felt the love scenes between two women should be constructed by a lesbian writer.

"That's what they (ABC) wanted to get the thing on the air, and I felt it should get on," explained Rose.

ABC's Tom Kersey said the network regularly confers with the Gay Media Task Force on shows that deal with homosexuality, according to the February 2, 1985 *New York Post.*