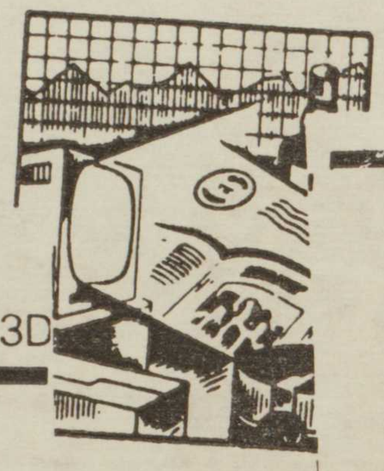
ADVERTISING By ANDREA ROTHMAN

Wall Street Journal 7/17/89

Protests Target Sponsors of Racy TV Fa

As TV programs get racier than ever—more sex, more violence, more "Can you top this?"—you'd think offended viewers would direct their wrath at the networks. But it seems to be advertisers that are coming under new pressure, from viewers and crusading groups both.

A fundamentalist group called Christian Leaders for Responsible Television has written to 450 advertisers, warning them that it soon will start copiously recording every act of violence and love (and



content look at pilots for shows, not all the episodes.

That makes it difficult for advertisers to know exactly what sort of shows their products will pay for. Thus, Coca-Cola Co.'s president wrote to a Michigan housewife recently that the company's sponsorship of a Jan. 15 episode of Fox Broadcasting Co.'s "Married . . . With Children" was "an error on our part," and said he was "personally embarras

popping open the Diet Pepsis and ing in the hallways."

Coke more than a week ago file test to the networks complaining Pepsi advertising rebuttal to its D campaign was misleading. The n are still reviewing the claim, Cok

Ad Notes....

NEW ACCOUNTS: D

DAY, MARCH 28, 1989 · 3D

Advertiser pullout is growing

By Matt Roush
USA TODAY

ABC's low-rated *HeartBeat* got more bad news Monday when the Mennen Co. announced it had pulled any further ad support — the latest in a serie in resp

The Ameri claims male-c the a Last w nounc disco NBC's Als Sear nurs didn' "T the just say, mon whe tive mo *Hea* in v for did los hal ch

rtiser that it b most sordid g

estant minister various form it organized products to pro , which back 1987, the group Mazda Motors violent pro- work is ques- s targeted by reach an ac- users that is

Advertising Age 3/27/89

Advertiser 'up in arms

NBC's Tartikoff reacts to m

By WAYNE WALLEY

The "New Puritanism," an attitude of consumers that network TV has gotten too lenient in its treatment of sex and violence, is starting to hit advertiser, agency and net- hard.

that the "New Puri- he crucia ers buy tir rth quarte llowing yc , a Michig th ago by commerci Married . . ns have n ysler Cor ed spots mounted against Menner hirtyson ent Pre to stir g from ced las k's bro ned so new po munity year th unit.

sources say.

"There's going to be some commit to any shows that loo offensive in any way, and in the units may go at any price," Drexler, exec VP at Bozell, Ja & Eckhardt, New York.

Networks pull 3 scandal-based sweeps specials

By Walter T. Middlebrook
USA TODAY

Three network shows scheduled to air during May sweeps have disappeared from the lineup amid talk of advertiser bailout because of the shows' subject matter.

The shows:

▶ ***Crimes of Passion II.*** An ABC special exploring real-life cases in which people have committed an act of violence against someone they lov

▶ *Scandal*

USA Today 5/04/89

A campaign for family viewing

Terry Rakolta, the suburban Detroit woman who launched a much-publicized protest against F

THE MEDIA BUSINESS

Advertising

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Objections To TV Shows Win Support

New York Times 6/02/89

WHEN several major companies discontinued their advertisements on prime-time network programs earlier this year, they attributed their decisions to wid spread grass-roots objecti the public

TV networks put on defensiv

By Delores Ballard
Sun senior writer

Not so many people call Donald Wildmon a

self-regulation, and "the industry d self-appointed censors."

Whether Wildmon is claiming more he deserves for the pulled TV ads cancellation of a Madonna commerc sorship of her show tour is a questio Ryan said.

Equally up in the air, say TV ing executives, is whether press wildmon's group and by a h