On March 24, the show featured Al Bundy praying sneeringly at God, "Oh, Lord [a laugh track interrupts], bless this M&M [a louder laugh track erupts] and the mighty cockroach I slain (sic) in battle to get it." A long, loud laugh track follows.

This episode has Kelly hoping to win the title of Miss Weenie Tot. "If I win," Kelly muses, "I get to go to supermarkets and hold a tray of weenies in front of a cold freezer while a bunch of old men look up my dress! I have dreamt about this since I was a little girl!"

Al kneels in the office at the Weenie Tot plant and again prays: "Lord..., I have a chance at winning a year's supply of Wennie Tots.... Please let Kelly win!"

Advertising on both episodes were: Chrm. August A. Busch III, **Anheuser-Busch Companies**, One Busch Place, St. Louis, MO 63118, TOLL FREE: 1-800-325-1488, Break Cake snack cakes, Colonial bread, Eagle Brand roasted nut, Hawaiian Kettle potato chips, Sea World parks.

Chrm. William T. Esrey, **United Telecommunications, Inc.**, P.O. Box 11315, Kansas City, MO 64112, TOLL FREE: 1-800-877-4646, US Sprint phone service.

RJR Nabisco, J&J ads on NBC show with teens who cheat, deceive

NBC again used their BLOSSOM sitcom to reveal that it is expected of teens that they deceive and lie to parents and teachers alike. The episode was written by Don Reo and produced by John Ziffren.

In this one, 14-year-old Blossom leaves private school and secretly enrolls in public school in outright defiance of her father's instruction. When they discuss the issue she spouts at Dad, "You can't stop me!"

"I can and I will. That's the end of it," Dad replies.

"That's **not** the end of it," mutters the impudent child behind Dad's back.

Of course, when Dad discovers the child's deceit, he is quickly won over and sees the superior wisdom of the 14-year-old (who in one other recent episode explained to Dad that it's impossible for a teenager **not** to lie to her parents.)

In another story line, older brother Joey writes all the answers for his history test on his arm. It is accepted by Blossom and others as a normal part of taking a test. The fact that Joey **learns** the answers by writing them, is inconsequential; cheating is never even considered a moral question.

Advertisers included: Chrm. Ralph S. Larsen, **Johnson & Johnson**, One Johnson & Johnson Plaza, New Brunswick, NJ 08933, TOLL FREE: 1-800-526-3967, Imodium AD, Mylanta II, Reach toothbrush, Sine-Aid sinus medication, Tylenol pain medicine.

Chrm. Louis Gerstner, Jr., **RJR Nabisco**, 9 West 57th St., 48th Floor, New York, NY 10019, TOLL FREE: 1-800-932-7800, Care-Free chewing gum, Grey Poupon Dijon mustard, Nabisco foods, Oreo cookies, Shredded Wheat cereal.

Bristol-Meyers, Nike, ABC show support 'mercy' killing

The debut episode of ABC's EDDIE DODD on March 12 built a strong sympathetic case in support of mercy killing. The script was written by Michael S. Chernuchin.

Series hero Eddie Dodd, an attorney, is contacted by Carolyn, an old flame, (after 15 years) when she needs him to defend her against murder charges. Carolyn and her husband, suffering from Lou Gehrig's disease, had planned his death to appear as an accident. She loosened his IV feeding tubes enough to cause her husband to drown in his own vomit.

"He was sick, real sick," Carolyn explains. "I promised him I wouldn't let him suffer."

Considering how to handle the case in court, hero Dodd tells his partner, "'We can't argue the law here, Roger. We have to argue **right** and **wrong**. Now, what Carolyn did for her husband was morally right!"

The jury finds Carolyn not guilty on two charges, and guilty of manslaughter on a third; a 15-year prison sentence is mandated. The judge, however, grants Carolyn unconditional discharge.

The clear message is that mercy killing is compassionate and desirable—and should be legal.

Advertisers included: Chrm. Richard L. Gelb, **Bristol-Myers Squibb Company**, 345 Park Avenue, New York, NY 10154, TOLL FREE: 1-800-332-2056, Clairol hair products, Excedrin pain medication, Loving Care hair care, Nuprin pain reliever.

Chrm. Philip H. Knight, **Nike, Inc.**, 3900 S.W. Murray Blvd, Beaverton, OR 97005, Phone 503-641-6453, Foot Locker shoes, Nike shoes, clothes and sports equipment.

Ford, Keebler support positive episode

ABC's March 11 rerun of MacGYVER had **no** profanity, **no** illicit sex and a positive plot with characters including a Catholic nun. Executive producers were Henry Winkler and John Rich; Lincoln Kibbee wrote the script.

The story tracks MacGyver (the series hero) and Cody (an ex-convict and friend of MacGyver's recently deceased grandfather) as they search for a diamond pendant following clues left by the deceased.

The pendant legally belongs to Cody, and he has every intention of locating it, selling it and living out his life in luxury. Along the way, however, he encounters nuns whose soup kitchen is facing eviction. Once the pendant is recovered, Cody sells it to pay off their lease and then goes to work cooking for them. All of which lends credence to MacGyver's late grandfather's axiom: "Success isn't a matter of how much you've got, but how well you live."

Advertisers included: Chrm. Harold Poling, **Ford Motor Company**, Post Office Box 1899, Dearborn, MI 48121, Phone 313-322-3000, Ford motor vehicles, Lincoln Continental automobiles, Mercury automobiles, Motorcraft automotive parts.

Pres. Thomas M. Garvin, **Keebler Company**, One Hollow Tree Lane, Elmhurst, IL 60126, Phone 312-833-2900, Keebler cookies, O'Boisies potato snack chips, Tato Skins potato chips, Town House crackers.

P&G movie is uplifting drama

CBS's April 2 movie TRIUMPH OF THE HEART: THE RICKY BELL STORY, was an example of television realizing its potential in positive terms. The touching story of the friendship between terminally ill football star Ricky Bell and the handicapped young Ryan Blankenship was written by Jeff Andrews and produced by David Permut and Daniel Levy. The movie's one fault came in the occasional use of profanity.

Bell first befriends Ryan before Bell faces death. He encourages the young boy to be his best despite debilitating physical problems and learning disabilities. (Ryan suffers from unidentified seizures, and is slow of movement and speech.) The football star gives him hope for his future.

When Bell contracts a terminal muscle disease, it is young Ryan who gives him hope and courage.

Sole sponsor was: Chrm. Edwin L. Artzt, **Procter & Gamble**, P.O. Box 599, Cincinnati, OH 45201, TOLL FREE: 1-800-543-7276, Crest toothpaste, Folger's coffee, Pert shampoo, Puffs tissue, Tide detergent, Vidal Sassoon hair products.

Pfizer, MCI present NBC's sleaziest in illicit sex sitcoms

NBC's GOLDEN GIRLS appears determined to out-do itself, making each episode trashier than the last. The March 30 episode, a typical one, was written by

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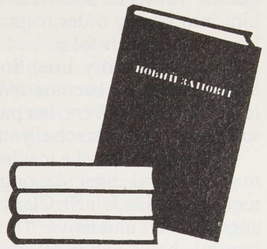

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