same woman remarks, "Your parents were first cousins, weren't they?"

Jake (about 11) is accused of "corrupting" the Tanners' young son. But Jake objects. "I got better things to do than to corrupt **him**. I'm tryin' to corrupt **her**!" he says, openly leering at the Tanners' 17-year-old daughter.

Finally, the victim of the would-be burglar appears and, not knowing what may be missing from his home, asks to use the Tanners' phone. "I want to call my insurance agency," he explains. "Maybe it's not too late to get a homeowner's policy!"

Illicit sex and child sex, insurance fraud and defiance of the law—all promoted on one of the "cute" popular prime-time children's shows.

Chrm. Gerald Gidwitz, **Helene Curtis Industries, Inc.**, 325 N. Wells Street, Chicago, IL 60610, Atune hair conditioner and shampoo, Finesse hair conditioner, Salon Selectives, Suave hand lotion, Suave shampoo.

Chrm. Fred Turner, **McDonald's Corporation**, One McDonald's Plaza, Oak Brook, IL 60521, McDonald's fast food.

Levi's, RJR Nabisco ads on NBC's new anti-family sitcom

Another family bites the dust on NBC when children are abandoned by their mother in a new "family sitcom." The August 29 episode of LIFE ON THE FLIPSIDE was written by Ron Zimmerman, and produced by Zimmerman, Amy Heckerling and Volney Howard. It is a product of Universal Studios TV division.

Rock star Tripper Day's current tour is interrupted when his six-year-old son Shea appears in his dressing room and announces that his mother has left home. Day has to ask Shea where the children live. When he goes home with Shea, teenage daughter Bea is bitter and belligerent. Teenage son Sonny greets him this way: "It's the gravy train!"

The continued concern of Sonny is his dad's monetary worth. At one point he says, "I'm gonna get a picture of him buck naked, sell to the *Inquirer* and retire." He wants to use his rock star dad to get girls to come to his house.

Tripper finds this note from his wife (or ex-wife): "Dear Tripper, it's my turn to have a life. Try to grow up. Tell the kids I love 'em. Good luck. I won't be back." The note drew a loud laugh track. It is not explained how long the children had been living alone. In addition to a plot which ridicules family values and demeans children, the show includes frequent use of God's name in vain. Six-year-old Shea even joins in the cursing.

Advertisers who think this tragic collection of "family" is funny prime-time entertainment include: Chrm. Peter E. Haas, **Levi Strauss & Company**, P.O. Box 7215 Levi's Plaza, San Francisco, CA 94120, Levi's trousers.

Chrm. Fross Johnson, **RJR Nabisco**, 300 Galleria Parkway, Atlanta, GA 30339, Blue Bonnet margarine, Breath Savers, Del Monte foods, Hawaiian Punch fruit drink, Life Savers candy, Oreo cookies, Wheat Thins crackers.

MCA...

Continued from page 1

economic resources. We believe that the most effective way to express our great displeasure with MCA/Universal for its insensitivity to our Judeo-Christian faith is to withhold our financial support.

Accordingly, we call upon the millions of individuals who share our cherished beliefs and convictions to engage in the following actions:

1. Pray for those responsible for the film, that they become sensitive to and develop respect for the religious beliefs of others.

2. Express appreciation to those theaters which elected not to show *The Last Temptation of Christ.*

3. Boycott the movie *The Last Temptation of Christ* and those theaters which show the movie.

4. Boycott the video release of *E.T.: The Extra Terrestrial* which MCA/Universal plans to release in October.

5. Write MCA to express displeasure at the release of *The Last Temptation of Christ,* and express the intention to boycott the movie and the video *E.T.* Letters should be addressed to Mr. Sidney Sheinberg, President, MCA, Inc., 100 Universal City Plaza, Universal City, CA 91608.

The affirmation is being sent to other Christian leaders and a complete list of those participating will appear in the next *AFA Journal.*

In addition, several groups are encouraging a boycott of MCA products including Universal Pictures, Universal Studios in Hollywood and Orlando, Spencer Gifts, Womp's Restaurant Bar and Grill in Hollywood, Yosemite Park and Curry Company at Yosemite Park, LJN Toys, Intrigue retail jewelry stores, A2Z-Best of Everything Shops, WWOR-TV in New York, USA cable TV network, and Cineplex Odeon theaters.

In addition to a boycott of MCA products, AFA is asking that concerned people contact the major stockholders and ask them to sell their stock and cease doing business with MCA because of MCA's anti-Christian bias and bigotry. Funds made available by the stockholders, such as General Electric, had provided MCA with money needed to make the film. In addition, General Electric supports MCA/Universal programming by purchasing Universal programs to show on NBC. General Electric owns NBC.

AFA asked General Electric to stop supporting MCA but GE refused, thus endorsing the anti-Christian bigotry of MCA. AFA encourages you to contact your local GE dealers and explain to them, in a kind way, why you will no longer be doing business with GE.

The companies listed below are major stockholders in MCA/Universal. Their funding helped MCA/Universal produce and distribute **The Last Temptation of Christ.** Their support also makes possible the continuing anti-Christian bigotry of MCA. Write and call these companies and urge them to stop funding anti-Christian bigotry by selling their MCA stock. Where possible, boycott those which refuse.

General Electric, Chrm. John F. Welch, Jr., 3135 Easton Avenue, Fairfield, CT 06431, Phone 203-373-2211. Do **not** boycott GE and RCA brand TVs, VCRs, camcorders, and audio products which were recently purchased by Thomson Consumer Electronics.

Chrm. Edward A. Brennan, Sears Roebuck & Company, Sears Tower, Chicago, IL 60684, 312-875-1902.

Chrm. Walter Farnam, General Accident Insurance Company, 436 Walnut St., Philadelphia, PA 19105, 215-625-1000.

Pres. Paul Hazen, Wells Fargo and Company, 420 Montgomery St., San Francisco, CA 94163, 415-396-5408.

Chrm. Joseph E. Lueke, Kemper Corporation, Kemper Financial Companies, Inc., Long Grove, IL 60049, 312-540-2000.

Chrm. John F. McGillicuddy, Manufacturers Hanover Corporation, P.O. Box 2702, New York, NY 10163, 212-286-6000.

Chrm. Frank Caohouet, Mellon Bank Corporation, Mellon Bank Center, Pittsburgh, PA 15258, 412-234-1135.

Chrm. William A. Schreyer, Merrill Lynch & Company, Inc., 165 Broadway, New York, NY 10080, 212-637-7455.

Mr. Edward J. Reno, New York State Teachers Retirement, 10 Corporate Woods Dr., Albany, NY 12211, 518-447-2666.

Gov. Mario Cuomo, New York State Common Retirement, c/o State Capital, Albany, NY 12224, 518-474-8390.

Chrm. Frank J. Tasco, Marsh & McBrennan Companies, 1221 Ave. of the Americas, New York, NY 10020, 212-997-2000.

Chrm. Richard H. Jenrette, The Equitable Life Assurance Society of the United States, 787 Seventh Avenue, New York, NY 10019, 212-554-1234.

Chrm. Alfred Brittain III, Bankers Trust, 280 Park Avenue, New York, NY 10017, 212-250-2500.

Chrm. Howard Stein, Dreyfus Corporation, 767 Fifth Avenue, New York, NY 10153, 212-715-6000.

public in praising the movie.

The movie also helped bring together the body of Christ and opened new fields of friendship. Probably more Christians from different perspectives worked together in the effort than in any other effort in the history of our country. A rally in front of MCA headquarters in August was reflective of this. Approximately 25,000 Christians turned out for the rally at noon on a Thursday. Among those present were people from nearly every perspective of the Christian community. (The 25,000 was a police estimate. Several liberal media outlets reported the size of the crowd as 5,000 or 7,500.)

The effort also helped show the bias among many in the media against Christians. MCA took out full page advertisements in major newspapers around the country saying that their release of the movie was a protection of the First Amendment. Many secular media outlets picked up on this and carried the same theme. All of this despite the fact that not a single effort was made to have the movie banned by the government. What many of those who wrote about censorship found disturbing was the fact that Christians were exercising their right to protest, which is also covered by the First Amendment.

Wildmon was asked by a large secular paper if he would be interested in writing a column explaining his reason for opposing the movie. Thinking that such a column would be a worthy piece to appear on the editorial page and thinking that most papers would welcome such a column, he mailed an editorial column to more than 1600 secular daily papers. However, only about four papers ran the column and each of those censored out some vital parts of the column.

The efforts also brought attention to the person of Jesus, and gave many an opportunity to witness for Christ. Some groups prepared special materials to pass out to those attending the movie which introduced them to the real Jesus. The Southern Baptist Convention made available the Gospel of John to be distributed in some cities where the movie was being shown.

One of the most interesting things which came out of the efforts was the number of "Monday morning quarterbacks" who pointed out all the "mistakes" AFA made and described how the situation should have been handled.

"You always have those who can tell you how it should have been done after the game," Wildmon said, "but these are the people who never do anything themselves other than criticize."

Assemblies...

Continued from page 1

concerned individuals, churches and businesses to discontinue doing business with Holiday Inn motels which provide the in-room porrnographic movies."

AFA also learned that the Pennsylvania Parents' Commission, acting on the advice of their Advisory Board, cancelled a Legislative Breakfast which had been scheduled at the Holiday Inn in Harrisburg. Members of the Board made the recommendation because of the policy at Holiday Inn of providing pornographic television programming. In notifying the motel of the Commission's decision, Mrs. Anne Zelnosky, Co-Chairman of the group, called the policy "offensive and degrading."

Holiday Inns, which started with only a few different porn titles available each month, now has increased the number of the "Late Nite" movies to nine. In their in-room guide, Holiday Inns introduces the in-room porn movies by saying: "These movies are intended for mature audiences only. Parents should consider whether to let children under 17 years of age watch them." Some of the movies offered by Holiday Inns during September included **Group Marriage, Chatterbox, Forever Emmanuelle**, and **Aphrodite**. Holiday Inns has a special channel, apart from their regular in-room movie channel, which provides the porn movies.

Some of the other groups which have recently joined the boycott include the West Michigan Conference of the United Methodist Church, the Northern Dakota Association (North American Baptist Conference), the Fellowship of Tennessee Baptist Evangelists, and the Allegheny Wesleyan Methodist Connection of Churches.

AFA director Don Wildmon urges concerned citizens to contact their local Holiday Inn and find out if they carry the porn movies. "If they do," says Wildmon, "ask the manager to unplug the movies. If the manager refuses, let him know you're staying and eating elsewhere. (In several cities, the largest group of customers for Sunday lunch comes from Christians.) Then call Holiday Inns (1-800-HOLIDAY) and tell them of your decision."

Those concerned can also write to complain: Chrm. Michael Rose, Holiday Corporation, 1023 Cherry Road, Memphis, TN 38117. Holiday Corporation also owns Embassy Suites motels and Hampton Inns.

Denominations, districts, councils, etc. are urged to adopt a resolution similar to the one adopted by the Assemblies of God in South Carolina endorsing the boycott of Holiday Inns showing the porn movies. More than 1600 Christian leaders, including the heads of 73 denominations, have already endorsed the boycott.

AFA has also learned that some other motel chains are now showing in-room porn movies in all their corporately owned motels. They include the following:

Chrm. J.W. Marriott, Jr., Marriott Corporation, Marriott Drive, Washington, DC 20058, phone 301-897-9000.

Chrm. Barron Hilton, Hilton Hotels Corporation, Post Office Box 5567, Beverly Hills, CA 90210, phone 213-278-4321.

Pres. Leona M. Helmsley, Helmsley/Harley Hotels, 455 Madison Avenue, New York, NY 10022, phone 212-888-7000.

Chrm. Jay A. Pritzker, Hyatt Corporation, Two First National Plaza, Chicago, IL 60603, phone 312-621-4200.

Networks...

Continued from page 1

anti-discrimination to attack many widely-held basic American beliefs. According to Cooper, the film uses a vicious style to "mock and denigrate the virtues of religion, family, patriotism and hard work."

Betrayed tells the story of all-American, hard-working, upstanding, Christian families who go to the woods on Saturday night to hunt "niggers" and "kikes" with weapons donated by the local U.S. Army commander. Clergymen are raving madmen preaching **against** Jews; conservative congressmen are unscrupulous charlatans; American soldiers are fascists.

While Hollywood movies have been smearing Christianity and traditional values on the big screen, a parallel attack continues via the small screens in our homes. NBC's new comedy-variety show ...A WHOLE LOTTA FUN is a new example. The premiere featured a skit that was a mockery of TV evangelists and the Christian faith. (See TV Program Reviews.)

All three major networks are, for all practical purposes, eliminating the division that for years has been referred to as "network censors." News reports announced in August that NBC and CBS are phasing out their Broadcast Standards and Practices Departments. As a result, writers and producers will be freer to do whatever they wish, with little or no network intervention.

Reporter Kevin Goldman says CBS has reduced BS&P from more than 60 to six. CBS airs WISEGUY, which has featured a multi-part story (now in re-runs) of an incestuous relationship complete with bed scenes and explicit dialogue, and SONNY SPOON with a harsh, caricature of a nun.

"I'm all for the cutbacks...," says Diane English, executive of a new CBS series titled MURPHY BROWN. "It means I'll have more creative control, which is the way it always should have been."

NBC has reportedly reduced their BS&P from 50 to 25. A member of ABC's BS&P division told AFA by phone that personnel in their office were being notified September 9 that they would soon be laid off.

AFA Executive Director Don Wildmon points to years of TV stereotyping of Christians. Rarely is a Christian shown with any positive slant. Wildmon warns, "Expect more of the same. TV and Hollywood are determined to continue Christian bashing."