produced by Denise Moss, Sy Dukane, Mark Perry and Mark Levin.

Paul has sex with the 18-year-old daughter of his mother's college roommate when roommate and family come to visit for a few days. Paul tells Kevin what happened, but asks him not to tell their friends. Unfortunately, Kevin can't keep a secret. Furthermore, Kevin has a hard time dealing with how having sex has affected Paul. Finally, he tells Paul, "I guess I should feel happy for you—congratulations. I think it's great!"

Wrestling with ego and doubt, Paul replies, "It's awful. It's horrible.... What am I supposed to feel? Did she like me or not? Was I okay? Or is she laughing at me?"

Admirable as it may be that the script reflects some negative results, it falls far short of truth. The fact that pre-marital teen sex just **could** have a moral dimension is never even implied. Paul's agony is over the quality of his "performance."

Top advertiser was: Chrm. Reuben Mark, **Colgate Palmolive Company**, 300 Park Avenue, New York, NY 10022, fax 212-310-3284, **TOLL FREE: 1-800-338-8388**, Palmolive soap & detergent, Speed-Stick deodorant, Teen Spirit antiperspirant.

S.C. Johnson ad on sex-and-murder movie

NBC's April 8 THE NIGHTMAN was the tawdry story of a mother and daughter competing to have sex with the same man. Charles Haid produced the script, written by Lucille Fletcher, James Poe and John Wells.

Mrs. Rhodes hires Tom Wolfe as the night clerk for her hotel. Marjorie, a teenager, thinks she falls in love with Tom and is devastated to discover him having sex with her mother. The love triangle culminates in Mrs. Rhodes' murder, for which Wolfe serves 18 years in prison. Upon his release, he looks up Marjorie. As it turns out, Marjorie, not Tom, is the one who killed her mother. She now lures Tom to a secluded boat house, pulls a gun on him, and blasts him through a window into the lake.

The sex scenes between Wolfe and the two women are frequently explicit in this family-time movie.

Advertisers included: Chrm. Robert C. Stempel, **General Motors Corporation**, 3044 W. Grand Blvd., Detroit, MI 48202, Phone 313-556-5000, Chevrolet automobiles, General Motors parts, Pontiac automobiles, Saturn automobiles.

Chrm. Samuel C. Johnson, **S.C. Johnson & Sons, Inc.**, 1525 Howe Street, Racine, WI 53403, Phone 414-631-2000, fax 414-631-2133, Glade room odorizer, Off insect repellent, Pledge wax.

Cosmair, Unilever ads on NBC's soap movie

The creation of a TV soap opera is the plot of Danielle Steel's novel SECRETS, which was adapted by William Bast and Paul Huson for NBC's April 6 movie. James H. Brown was producer.

The story's heroes and heroines are the producer and stars of a fledgling soap opera. Though every single one of them is involved in illicit sexual affairs in their "real" lives, they are portrayed as strong, innocent victims.

Billy is the young heartthrob whose wife Sandy (his "secret") is a drug addict. Billy is patient and loving right up until his wife's murder. After her death, he quickly jumps into bed with co-star Gabrielle, the poor, young rich girl who hides her wealth to try to make it on her own.

Aging star Sabina is soon involved in a sexual affair with the producer. She is portrayed as a virtual martyr for having kept secret an illegitimate son, about 10. (His presence might hurt the political career of his married father.)

Finally, Zach Taylor is the victim of a teenager whom he picked up in a bar (a few years earlier) for sex. The girl's mother videotaped the affair, and is blackmailing Taylor, claiming her child was only 16. Taylor's current illicit love is Joan Adams, who defies her abusive husband to be in the soap series.

The movie's explicit bed scenes feature all three pairs of illicit lovers. To a person, they are depicted overall as individuals of strong moral character.

Advertisers included: Chrm. Jacques H. Correze, **Cosmair, Inc.**, 30 Terminal Avenue, Clark, NJ 07066, **TOLL FREE: 1-800-462-2211**, Free Hold hairspray, L'Oreal hair care products, Preference hair dye, Studio Line hair products.

Pres. Richard A. Goldstein, **Unilever United States, Inc.**, 390 Park Avenue, New York, NY 10022, **TOLL FREE: 1-800-223-0392**, Caress soap, Lipton tea & soups, Ragu' Italian foods, Wisk detergent.

Nike ads support Fox filthy family

The Fox network's contender for filthiest family on prime-time spews out its typical crudities in the April 5 episode of MARRIED....WITH CHILDREN, written by Katherine Green and produced by Barbara B. Cramer.

Included in the dialogue were the following: Teenage Bud's reference to his sister Kelly's promiscuity; Kelly's retort with bestiality innuendo; their father Al's joke about homosexuality; masturbation jokes and Al's reminiscing about his own promiscuous teen years.

Bud is having an affair with his 40-year-old English teacher as well as with a promiscuous classmate who assumes Bud must be something grand if their teacher likes him. Throw in occasional profanity, and it's a typical episode.

Among the advertisers was: Chrm. Philip H. Knight, **Nike, Inc.**, One Bowerman Dr., Beaverton, OR 97005, Phone 503-671-6453, fax 503-644-6655, Foot Locker shoes, Nike shoes, clothes and sports equipment.

NBC sitcom puts series stars back in bed together

NBC's SEINFELD sitcom has focused on a hero and heroine (Jerry and Elaine) who once were lovers but were presently just good friends. The April 1 episode changed all that when the two watch a brief nude scene on TV, and then decide to start having sex together again. They discuss at length how many times they'd had sex in the past, how it was a good thing, etc. Larry David wrote and Jerry Seinfeld produced the episode.

Top advertiser bringing this to family-time viewing was: Chrm. L.A. Iacocca, **Chrysler Corporation**, 12000 Chrysler Dr., Highland Park, MI 48288, Phone 313-956-5741, Chrysler, Dodge, Eagle, Jeep, and Plymouth automobiles and Dodge trucks, Dollar Rent A Car.

New sleaze sitcom hits prime-time with Warner-Lambert support

Illicit sex, pornography and homosexuality are the mainstays for "humor" in the Fox network's April 5 debut of STAND BY YOUR MAN. In the opening sequence, Arty has to shove his illicit lover out the window because wife Loraine has returned home too early.

Arty and his brother Roger are sent to prison for robbery, and the door is open for jokes about homosexuality behind bars. In other scenes Loraine, her sister Rochelle and a neighbor watch a porn movie; porn magazines and sperm banks are subjects for other joke lines.

The episode featured prolific profanity, especially repeated use of God's name in vain. Producers were Gail Schenbaum-Lawton, Stephen Nathan and Jay Seigelman. Writers were Nancy Steen and Neil Thompson.

Among the advertisers was: Chrm. Melvin R. Goodes, **Warner-Lambert Company**, 201 Tabor Road, Morris Plains, NJ 07950, fax 201-540-3761, **TOLL FREE: 1-800-223-0182**, Dentyne chewing gum, Efferdent denture cleaner, Listerine mouthwash, Rolaids antacid.

'Playboy' article attacking AFA, Don Wildmon expected to be in July or August issue

Playboy magazine plans to run their article attacking Donald E. Wildmon probably in July or August Wildmon believes. He says that the porn magazine has probably spent more time and money on the planned article attacking AFA than on any other in the history of the magazine.

"I consider it a high honor that one of the leading pornography publications in America has spent so much time and money on an article attacking us," Wildmon said. "It will probably be the first time in the history of the porn magazine that their cover story is on a subject who refused to grant them an interview." Wildmon has consistently refused to grant the porn publication an interview.

He said he feels that the *Playboy* article will actually help AFA. "The article will let people know that we have been effective. Many leftwing groups have long said that AFA was ineffective. The fact that *Playboy* spent so much money and space to attack us proves that we have been effective. The article attacking AFA is really a course of last resort in their attempts to discredit us. If we weren't effective, they would ignore us," he said. He stated that AFA has been partly responsible for the tremendous decline in the magazine's circulation during the last few years. "When the Southland Corporation pulled the porn magazine from their corporate stores, *Playboy* lost more than one-fourth of their circulation. This is their way of hitting back."

He said that *Playboy* has had a reporter working on the story for several months. "This is really a high honor for us. The article should bring more support from those concerned about pornography and the decline of morals in our society," he said.

Chrysler may pull all ads from prime-time TV

Chrysler Corp. may drop out of prime-time network TV advertising, due in part to the network's fascination with sex and violence.

"We are seriously questioning whether we want to continue advertising on prime-time," John Damoose, Chrysler's VP-marketing, said in a speech at the International Events Group's annual sponsorship marketing conference in Chicago. "We're questioning whether those dollars aren't being frittered away."

Money moved out of prime time would likely end up in network sports and news, print media, promotional programs and so-called niche media, Mr. Damoose said.

He blasted recent network programming trends. "It's apparent that with the decline in ratings, the networks have chosen to increase the content of sex and violence, which we absolutely will not support," Mr. Damoose said.

During the 1991-92 programming season to date, Chrysler has spent $25.3 million on network prime-time, up 8.4% from the same period in 1990-91, according to network estimates. For calendar 1991, the auto marketer spent $85.7 million on prime time, a 20% decline from 1990, according to Arbitron Co.'s Media Watch.

The address to write: Chrysler Corporation, Chrm. L. A. Iacocca, 12000 Chrysler Dr., Highland Park, MI 48288, Phone 313-956-5741.

Advertising Age, 3/23/92

Ex-wife tells porn habit of man charged with child sexual abuse

The ex-wife of Robert F. Kelly Jr. of Farmville, North Carolina, told a judge she found a brochure containing child pornography in Kelly's post office box 10 years before he opened a day care center in Edenton.

Kelli de Sante of Newport Beach, California, testified during Kelly's child sex abuse trial that in 1976 she opened his post office box in Hertford and found adult pornographic material, lingerie catalogs and a brochure with photos of naked children.

"I almost wish I had found a letter from some woman instead of what I found," she said.

Her voice cracked and she choked back tears as she described the brochure as three pages with "little children, anywhere from probably 5 or 6 to 12, I would say, and they were engaged in sexual acts."

In answer to questions by prosecutor William P. Hart, de Sante said she remembered seeing photos of children engaged in oral sex.

"I don't really remember all the scenes. I just remember looking at it and getting extremely sick, and I remember folding it up and tearing it up and throwing it away," she said. "I couldn't look at it anymore."

De Sante testified with the jury out of the courtroom that there were numerous sexual problems from the time of her marriage to Kelly in 1969 until their divorce in 1978. She said that when they lived in Edenton in the late 1970s he seemed to be "sexually obsessed" and watched pornographic movies three to five times a week.

In earlier testimony, Kelly denied being interested in child pornography, although he did admit watching sexually oriented movies.

De Sante said other material in the post office box included adult movie ads and a magazine that portrayed bondage with women in handcuffs, what she called "really weird stuff."

During cross-examination by defense attorney W. Michael Spivey, de Sante said Kelly would stay late at the Chowan Golf and Country Club, where he was a golf pro, and show pornographic movies. Asked who else watched movies with him, she named several people including Scott Privott, former president of the club.

Privott, Kelly's wife, Elizabeth T. Kelly, and four others are awaiting trial on charges of abusing children at the day care center.

Raleigh News & Observer, 3/11/92

Pioneer cuts Planned Parenthood funds

Pioneer Hi-Bred International will pull $25,000 in annual support from Planned Parenthood's rural Iowa clinics in response to criticism from abortion opponents, officials said. Pioneer's contributions were earmarked exclusively for Planned Parenthood clinics in Creston, Indianola, Knoxville, Newton, Spencer, Storm Lake, Red Oak and Fort Dodge.

Charles Johnson, Pioneer senior vice president for North American operations, said the Des Moines company faced a hard choice. "It's very sad for us to have to make the decision," he said. "They perform very valuable services to rural women in need," he said of Planned Parenthood.

A northwest Iowa anti-abortion group distributed a newsletter linking Pioneer with Planned Parenthood and calling Pioneer "pro-abortion," Johnson said.

The Des Moines Register, 3/24/92

Murder conviction involving porn upheld

A Winthrop, Maryland, man lost an appeal of his murder conviction for stabbing his mother with a carving knife after he had smoked marijuana and watched pornographic movies.

The Maine Supreme Judicial Court rejected Scott Thompson's contention that

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