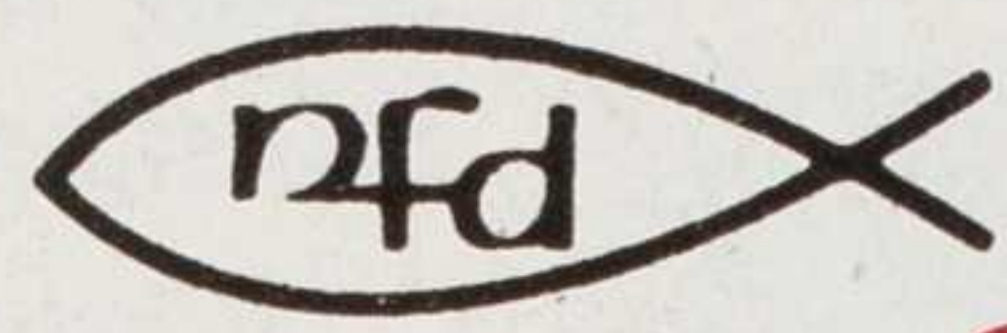


February 1987



Journal

**Phone Call
of the Month:
Holiday Inn
1-800-344-1188**

See article this page

**The Myth About
Laws and Morals**
Page 4

**A New Perspective
on the Porn Report**
Page 7

**Movie Critic
Calls it Quits**
Page 10

**Moving Left to
Get to the Top
in TV News**
Page 17

**A Mother's
Nightmare
Becomes Reality**
Page 11

TV Reviews 19
News of Interest 12
Letters 23
Classifieds 16
Movie Reviews 10
Your Opinion Counts ... 3

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CLeaR-TV plans next step

Networks, advertisers refuse to decrease sex, violence and profanity or to stop their anti-Christian programming

Monitoring of network television last fall by Christian Leaders for Responsible Television (CLeaR-TV) showed that the networks and advertisers continued their high levels of sex, violence and profanity, as well as the anti-Christian stereotyping.

The National Board of CLeaR-TV met in Chicago January 20 to plan their next step in their efforts to reduce the sex, violence, profanity and anti-Christian bias of network television. Full details of the meeting will be reported in the March issue of the *NFD JOURNAL*.

CLeaR-TV asked the networks and advertisers last summer to reduce the amount of sex, violence and profanity by 35 percent during the 1986 fall season, and to immediately end the anti-Christian

stereotyping. CLeaR-TV officials met with representatives from all three networks last April to present their concerns. In addition, meetings with some advertisers were also held. All network advertisers were contacted and informed about CLeaR-TV's concerns and plans last spring and summer.

Through the monitoring, CLeaR-TV was able to identify those companies which helped sponsor the sex, violence, and profanity, plus those companies which helped sponsor the anti-Christian stereotyping.

"We are now left with no alternative but to turn to other options open to us, including the possibility of an economic boycott," said Dr. Billy Melvin, chairman of CLeaR-TV.

"During the past year, CLeaR-

TV has made a sincere effort to appeal to the networks and advertisers," said Donald E. Wildmon, executive director of the group. "I think it has become very evident to the members of CLeaR-TV that the networks and advertisers don't respond to an appeal to the conscience," he stated.

CLeaR-TV is composed of approximately 1600 Christian leaders, constituting one of the largest and most diverse groups of Christian leaders ever to participate in a single social concern. The group includes the CEOs of 70 denominations, 20 Lutheran bishops, presidents of 53 Christian colleges, 17 Episcopal bishops, 4 Greek Orthodox bishops, 3 Moravian bishops, 2 Catholic cardinals, 16 Catholic archbishops, 94 Catholic

Continued on page 16

General Foods owner continues porn support

Philip Morris/General Foods, the nation's leading advertiser in porno magazines, continues to give millions of dollars to support anti-Christian porn magazines such as *Playboy* and *Penthouse*.

General Foods, owned by Philip Morris, is responding to letters and calls of complaint with a misleading reply. The company is saying that they (General Foods) do not advertise in the porn magazines; that response hinges on a technicality. The NFD has consistently stated that Philip Morris/General Foods does not advertise their food products in the magazines. What the response from General Foods fails to state is that the parent company, Philip Morris, is the leading financial advertising supporter of porn publications. Every penny of profit General Foods makes goes to Philip Morris. A portion of those profits are used

Continued on page 21

Nationwide picket set April 18

Holiday Inn sells Hi-Net, continues in-room porn movies

Holiday Inn continues to show their in-room porno movies, despite an opportunity last month to get out of the porno business. Holiday Inn sold its share of Hi-Net satellite movie distribution to Comsat Corporation, but at the same time said that it will continue to purchase the service from Comsat to make porn movies available in their motel rooms.

So, instead of being the world's leading satellite pornography distributor, Holiday Inn now becomes the world's leading retailer of satellite pornography.

The decision by Holiday Inn to continue the in-room pornography service came as no surprise. Holiday Inn's attitude has been, and

Continued on page 16

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JOHN WILSON
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MATTAPA

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MA 02126