'SNL' stretches language limits

NBC continued its promotion of gutter humor with the January 28 SATURDAY NIGHT LIVE program. The opening skit was about several men trying to prevent the martians from taking over the world. Several times in the skit the words "funk" and "funking" were used as euphemisms for the vulgar and profane words "fu--" and "fu--ing". The following are relevant lines from the skit.

Two men shown fishing:
"Boy, I'll tell you the funking fishin' here stinks."

Some flying saucers appear:
"Hey, what the funk is those?"

The two men fishing go to the President's office:
"Hey, maybe we should find a scientist to make a weapon to blow their funking heads off!"

The three men go to the scientist:
"We need some sort of a weapon to blow the funking saucers out of the funking sky."
"I got this laser gun over here, but for the funking martians I can't be certain."

Two men shooting at the flying saucers with laser gun:
"It ain't no use. This funking thing don't work."

Newswomen reporting on television:
"The martians appear unstopable. They have swarmed all over the funking planet spreading destruction and fear!"

The last scene in the skit has all the characters standing around and giving themselves the thumbs up:
"Funking Aaaa!"

Advertisers included:

President Katzutoshi Hagiwara, **Nissan USA,** Box 191, Gardena, CA 90247, Nissan motor vehicles.

C.E.O. Thomas Monaghan, **Domino's Pizza, Inc.,** Post Office Box 997, Ann Arbor, MI 48106, Domino's Pizza.

Madison, NJ 07940, Drixoral, Fibre Trim weight loss fibre supplement, Great Lash mascara, Maybelline cosmetics.

New NBC priest leaves viewer wondering about purpose of priesthood—P&G, McDonald's ads

Fr. Frank Dowling, St. Michael's Catholic Church, Chicago, is hero of NBC's new FATHER DOWLING MYSTERIES. The January 20 premiere was written by Rob Gilmer and produced by Barry Steinberg. Fr. Dowling spends literally only 30 seconds in contact with parishioners in this two-hour movie; one wonders, just what **is** a priest supposed to do? This one spends all his time playing detective, trying to solve the case of a man who dies of a gunshot wound in confession.

The father and Sr. Stephanie are more concerned with their unwanted "help" to police than with serving their parish. When Fr. Preswick joins St. Michael's staff and asks what Dowling and Sr. Stephanie are involved in, Dowling gives him a stern lecture on priorities. Preswick, declares Dowling piously, should be trying to learn about and serve his parishioners!

Dowling and the nun lie to Preswick, break into a man's office and into a home, and there are near-nude dancers in a bar where the nun works "undercover" as a bartender. Fr. Preswick is self-centered, bent more on pleasing the Bishop than serving a parish. The Bishop is a harsh, insensitive man.

The January 27 episode, produced by Steinberg and written by Robert Hamilton, opens with a bride's crude bedroom fantasy. This time, Fr. Dowling and Sr. Stephanie befriend Marcella, an ex-hooker who, just shortly before her wedding day, tells her fiance of her past. Marcella is murdered, her fiance arrested, and the priest and the nun are off again—ignoring the parish to solve the crime. They steal evidence from Marcella's home, and they lie in order to intimidate a man who is towing the dead woman's car away. In another dash of perversion, one of the prostitute's johns was a porn magazine publisher.

Advertising on both episodes were: Chrm. Fred Turner, **McDonald's Corporation,** One McDonald's Plaza, Oak Brook, IL 60521, McDonald's fast food.

Chrm. John G. Smale, **Procter & Gamble,** P.O. Box 599, Cincinnati, OH 45201, Cheer detergent, Chloraseptic oral antiseptic/anesthetic, NyQuil decongestant, Pert shampoo, Vicks medications, Zest detergent bar.

Sleazy sex jokes fill CBS 'comedy' routine—Domino's, Lever advertise

The January 28 episode of THE SMOTHERS BROTHERS COMEDY HOUR on CBS opened with a particularly crude and sleazy collection of perverse "comedy" produced by Jerry McPhie. Jim Stafford was writing supervisor.

"Comedian" Pat Paulson opened the show with a masturbation joke, another sex joke and the observation that steroids are "mother nature's way of saying men can have great knockers too."

He added that taking steroids had caused a "...blow-hole in my neck. It's great at parties, [but] causes a little havoc in the men's room." The latter, of course, refers to oral homosexual sex.

Paulson ended his routine with "Piss on 'em!" as a whitish liquid squirts from his ear.

Advertisers who chose to bring this filth to family-time viewing included: Chrm. Morris Tabaksblat, **Lever Brothers,** 390 Park Avenue, New York, NY 10022, All detergent, Dove soap, Mrs. Butterworth's syrup, Ragu' foods, Rave hair care, Snuggle fabric softener, Vaseline products.

C.E.O. Thomas Monaghan, **Domino's Pizza, Inc.,** Post Office Box 997, Ann Arbor, MI 48106, Domino's Pizza.

Adulterous pastor stars on NBC show with ads from Kellogg, Honda

The January 31 episode of NBC's IN THE HEAT OF THE NIGHT was an episode revolving around an adulterous preacher in fictional Sparta, Mississippi. Edward Ledding produced the script by Terry Erwin.

Pastor Haskel recommends integrating the church he serves in the small Mississippi town, and talks Virgil and Althea Tibbs (a Black couple) into coming to the church. Four of his church leaders visit him to explain, "This is a **white** church..." and to deliver thinly veiled threats if the minister continues to work for integration.

On Virgil and Althea's first Sunday at their new church, Pastor Haskel collapses and dies in the pulpit, victim of a lethal dose of penicillin, to which he was allergic. His secretary Claire, who was desperately in love with him, becomes a suspect, as does Cassie Rowan, with whom the married minister was sleeping. Cassie's husband, one of the pious vigilantes who threatened him, was also a suspect. As it turns out, the murderer is an elderly doctor, father of the clergyman's adulterous lover.

Advertisers on this family-time drama included: President Yoshihide Munekuni, **American Honda Company,** 100 West Alondra, Gardena, CA 90248, Acura automobile, Honda motor vehicles.

Chrm. William E. LaMothe, **Kellogg Company,** One Kellogg Square PO Box 3599, Battle Creek, MI 49016, Corn Flakes cereal, Crispix party mix, Eggo Waffles, Fruitful Bran cereal, Pop Tarts, Raisin Squares cereal.

Send AFA Responses

Please send AFA copies of replies you receive from advertisers or other companies. Also send news clippings on family-related issues. Your assistance is deeply appreciated.

Chrysler, RJR Nabisco support child sex theme on ABC series

ABC's WONDER YEARS continues to teach that sex is expected to be the obsession of pre-teens. The January 18 episode featured series star Kevin and friends in various kissing scenes worthy of any adult fare. Jeffrey Silver produced the Matthew Carlson script.

An early scene had 12-year-old Kevin and Becky (with whom he's going steady) and his friend Paul and Carla making out on the sofa in Kevin's basement when his Mom interrupts. His mother asks him about the red spot on his neck, knowing that it's from the activity she interrupted.

Nonetheless, she leaves the children alone again, and the girls immediately jump atop the boys for more making out as the four of them wrestle around on the sofa.

A later scene features Kevin's ex-girlfriend Winnie in a passionate kiss with her current boyfriend in the hall at school.

Advertisers included: Chrm. L.A. Iacocca, **Chrysler Corporation,** Post Office Box 1919, Detroit, MI 48288, Chrysler, Dodge, Eagle, Jeep, and Plymouth automobiles.

Chrm. F. Ross Johnson, **RJR Nabisco,** Post Office Box 105642, Atlanta, GA 30348, A.1. Steak Sauce, Blue Bonnet margarine, Del Monte foods, Life Savers

Carter Wallace, Lever ads bring NBC show's teen pregnancy 'humor'

Premarital sex and teen pregnancy are brought to new heights of hilarity in NBC's January 12 treatment on DIFFERENT WORLD. Written by Susan Fales and Margie Peters, the episode was produced by Joanne Kerner. The objective was to teach "safe" sex. A secondary lesson taught was that it can be morally right to lie.

In the opening, Kim refuses to speak to Robert, her sex partner, on the phone. Her dorm-mates and dorm mother all lie to Robert in his persistent calls, telling him Kim is not there.

After lying to Robert on the phone, dorm mother Lettie says, "Kim, I find lying morally reprehensible, but when I **do** lie, I like to know what I'm lying about."

Kim finally confesses to Whitley that she thinks she's pregnant.

Meanwhile, Robert goes to Walter at the pool hall with the news. Walter explodes: "What did I tell you boys at the first of school? I told you I didn't wanta have this conversation with none of y'all! (Laughter erupts.) That's why I gave each and every one of you a 'Walter Oakes Date Pack!!'"

Walter continues indignantly, "Where **was** the 'Walter Oakes Date Pack?'" (More laughter.)

Back at the dorm, Whitley offers Kim money for an abortion. As her friends discuss Kim's dilemma, Jaleesa offers the possibility of positive outcomes.

But Whitley shoots back, "Jaleesa, don't sugarcoat this! This is **absolutely** the worst thing that could happen to a person!! And if it were me, I wouldn't have it—and **you** wouldn't either!"

Jaleesa explains that after her husband left her, she discovered she was pregnant and decided to have the baby, then had a miscarriage. That little tale is the extent of pro-life "balance" in the pro-abortion script.

As it turns out, Kim is not pregnant. Crisis averted, Lettie, the dorm mother, concludes: "...I'm not going to stand here and watch you make a shambles of your life! ...by the way, before your next date with Robert, stop by my room and pick up your 'Lettie-Be-Ready Date Pack!'" (A prolonged laugh track plays.)

The clear message is, "Keep having sex, kids, just be sure to have your contraceptives handy!" Advertisers supporting this philosophy included:

Chrm. Henry H. Hoyt, Jr., **Carter Wallace,** 767 5th Avenue, New York, NY 10153, Arrid deodorant, Nair hair remover, Pearl Drops tooth polish.

Chrm. Morris Tabaksblat, **Lever Brothers,** 390 Park Avenue, New York, NY 10022, All detergent, Dove detergent, Impulse body spray, Pizza Quick, Snuggle fabric softener, Vaseline products.

Wendy's, GrandMet ads promote teen sex on ABC

HEAD OF THE CLASS on ABC used the February 1 episode to make light of teen sex and to use authority figures to promote "safe" sex. Steve Kreinberg and Andy Guerdat wrote the script, produced by Alan Rosen.

Arvid, the nerdish member of the series' class of gifted high school students, finds himself being hit on by Rhonda, the school's most promiscuous girl. Arvid and his male friends discuss Rhonda as the "girl who takes all the guesswork out of dating."

"I'm tellin' you, Arvid," Dennis assures him, "she's a sure thing!"

Arvid nervously approaches Mr. Moore, teacher for the gifted, to ask for advice: "How was your weekend? ...did you have a date? ...when you made your move, who unhooked the brassiere, you or her?" (A long, loud laughtrack follows.)

"Why am I being asked these questions?" Mr. Moore responds.

"I'm going to have sex Friday night," Arvid explains. (Laugh track.) He continues: "I have to talk to somebody with hands on experience!" (More laughter.)

Mr. Moore advises Arvid that he may not **really** be ready to have sex if it's only because it's expected, or only to impress the guys. **But**, says, Mr. Moore, "...if you feel you **have** to do it, then I hope you'll...buy a condom." (Prolonged laughter accompanies the blank expression on Arvid's face as he addresses the camera and mouths the word "condom?".)

At the drugstore, Arvid is too afraid that someone will see him buying condoms until a woman shopper observes his behavior and figures him out. As he tries to leave the store she shouts at him: "Young man...don't you dare walk out of here without those condoms!!" (All heads in the store turn to stare at Arvid—accompanied by explosive laughter, of course.) The stranger continues, "If you wanta act like a man, then you'd better take the responsibility of a man. Here, they're on me. Just make sure they're on **you**!"

Arvid grabs the condoms and bolts for the door to the sound of laughter, applause and whistles.

Ultimately, Arvid does the honorable thing and declines Rhonda's offer of sex—and the two become friends. But the clear lesson on teen sex is "Be safe! Buy condoms!" Marriage—never mentioned in the program—has no relationship whatsoever to sex.

Advertisers included: Chrm. Jonathon W. Old, Jr., **GrandMet Consumer Products, Inc.,** 100 Paragon Drive, Montvale, NJ 07645, Alpo pet food, Burger King restaurants, Green Giant products, Pearle Vision eye centers, Pillsbury mixes.

Chrm. R. David Thomas, **Wendy's International,** Post Office Box 256, Dublin, OH 43017, Sisters Chicken & Biscuits fast food, Wendy's hamburgers.

PM/General Foods, Clorox support NBC nudity

NBC's January 4 episode of TATTINGER'S broke new ground, showing a completely nude woman from the backside; it was not a quick flash of nudity, but the camera paused to focus on and emphasize the nude woman. The episode was written by Noel Behr and Tom Fontana, and produced by Robert DeLaurentis, John Tinker and Channing Gibson.

Also in this episode, Tattinger, the series hero, is shown looking at photographs ostensibly of the holocaust. The camera pans the photographs on a wall and stops on a picture of three nude women covering their breasts with their arms, but with genitalia clearly visible.

Advertisers included: Chrm. C.R. Weaver, **The Clorox Company,** Post Office Box 24305, Oakland, CA 94623, Clorox 2, Formula 409 cleaner, Hidden Valley Ranch dressing, Liquid-Plumr drain opener.

Chrm. Hamish Maxwell, **Philip Morris, Incorporated,** 120 Park Avenue, New York, NY 10017, Duracell batteries, General Foods Products, Kraft Products.