> USA helped sponsor less than half as much sex, violence and profanity; only about 8 incidents per 30-second commercial.]

But these results didn't really surprise us.

Both **Mennen** and **Clorox** are frequent buyers of what we call "distressed merchandise"; that is, advertising time on programs of such questionable content (gratuitous sex, excessive violence, blatant profanity or other objectionable content) that responsible companies will not sponsor them. This forces the networks to sell the time at greatly reduced rates.

Companies that buy such time -- <u>like **Mennen** and **Clorox**</u> -- do not care about program content.

But this is not all.

Neither **Mennen** nor **Clorox** follow their own policies.

In a letter dated February 8, 1989, C. Kay Whitehurst, consumer services manager for **Clorox**, wrote:

> "We certainly agree that the 'Miami Vice' program was inappropriate for our advertising. It contained graphic and explicit violence that exhibited a lack of sensitivity for the viewer ... "

Then on March 9, 1989 David L. Goodman, vice president Public Affairs and Marketing Services for **Clorox**, announced **Clorox** had "strengthened and broadened" its standards and practices for the content of TV shows it sponsors. First on the list of TV shows to avoid under the new guidelines are shows which (and this is a direct quote from the guidelines):

> "1. Make gratuitous, overly graphic and/or exploitive use of sex or violence."

However, just months after these two advertising policy statements were announced,

> ... **Clorox** not only continued as a top sponsor of sex, violence and profanity, but helped sponsor two episodes of "Miami Vice" (on May 5 and May 21). This was <u>just two months after admitting "Miami Vice" was inappropriate for their advertising</u>.

Clorox also helped sponsor such programs as: "Dream Street", "Amityville: The Evil Escapes", "Midnight Caller" and "Gideon Oliver."

As for **Mennen**, it has consistently been a leading sponsor of sex, violence and profanity. And its sponsorship of programs during the monitoring period came despite a letter from L. Donald Horne, chairman of **Mennen**, to network presidents dated March 10, 1989. Here's what Mr. Horne wrote the network chiefs:

> "I have instructed our media staff and advertising agency to more closely monitor future programs to ensure that our clearance standards are maintained."

Despite his expressed concern and despite his letter to the network presidents, the kinds of programs **Mennen** helped sponsor were not affected: "A Man Called Hawk", "The Equalizer", "Tour of Duty", "Out on the Edge", "Miami Vice" (twice) and "Amityville".

On top of this, the record shows **Mennen** was the second leading sponsor of sex, violence and profanity during our monitoring in 1988; tenth in 1987; second in 1986 and first in 1984.