himself. Thus viewers are treated to two positive, "normal," homosexual characters.

A secondary plot featured an attorney who discovers the investigator she's sleeping with regularly is married. The man's response: "I'm a decent guy who's totally over-matched by what there is between us." Another sub-plot had a steamy bed scene with Sifuentes, another law firm partner, and his latest love.

Add a large dose of profanity and characters who call each other such names as "corrupt puddle of pus," "scum and a jerk," etc., and it's a typical episode of NBC's family-time L.A. LAW.

The major advertiser was: Chrm. L.A. Iacocca, **Chrysler Corporation,** Post Office Box 1919, Detroit, MI 48288, Chrysler, Dodge, Eagle, Jeep, and Plymouth automobiles.

GM, PM/General Foods help NBC with illicit sex, homosexual humor

Writer-producer Dave Hackel did the February 16 episode of NBC's DEAR JOHN, in which series star/hero John befriends Tony, a new member of the 1-2-1 Support Group for single adults. Tony's 14-year-marriage has ended because he is homosexual; he confesses first to John, who persuades him to tell the whole group. Then he confesses that he is falling in love with John.

Tony is aggressive in his pursuit of John—moving to sit near and lean close to him, touching him, kissing him on the nose etc. When John tries to discourage Tony (in a crowded restaurant), Tony creates a scene, screaming, "I can't believe I ever loved you!" and then collapses into a loud, tearful wail and buries his face against John's shoulder and chest. The headmaster at the school where John teaches, also dining at the restaurant, comes over to tell John it's all right if he's gay—so is the football coach at the school.

The February 23 episode, produced by Hackel and written by Peter Noah, championed the cause of illicit (straight) sex via a theme which features a pregnant Louise, who directs the 1-2-1 group of misfits. The baby's father is Richard, whom she dated "for a couple of months" and with whom she broke up "some time back."

Advertisers on this family-time sitcom included: Chrm. Hamish Maxwell, **Philip Morris, Incorporated,** 120 Park Avenue, New York, NY 10017, Duracell batteries, General Foods Products, Grape-Nuts cereal, Kraft food products, Post cereals.

Chrm. Roger B. Smith, **General Motors Corporation,** 3044 W. Grand Blvd., Detroit, MI 48202, AC-Delco auto parts, Cadillac automobiles, Chevrolet automobiles, Mr. Goodwrench service.

CBS miniseries with deluge of profanity—ads from Chrysler, PM/General Foods

The eight-hour CBS miniseries LONESOME DOVE drew much praise from the critics. A major problem, however, was that too little dialogue was mixed with the hard profanity filling February 5-8 when the program aired.

The miniseries, based on the western novel by the same name, centered around two men, Augustus McCray and his close friend and adversary Woodrow or "the captain" and their adventures driving a herd of horses (which they stole) from south Texas to Montana. The teleplay was by Bill Wittliff and the executive directors were Wittliff and Suzanne dePasse.

Along with the term god---n were 32 uses of the word he-- (none referring to the place), 31 uses of the word da-- and 30 uses of whore.

There were 11 uses of the word "poke" as a crude euphemism for sexual intercourse. For example, early in the show, Augustus propositioned the town prostitute with, "How 'bout a poke?" When she refused (for once) he persisted, "There ain't no reason you shouldn't sell me a poke." Ironically (intentionally), Augustus was also the only person shown reading the Bible.

LONESOME DOVE contained 12 uses of the word God in vain. It also contained three scenes in which men were referred to as a son-of-a-bit--, two references to men as bast---s, and one use of the word sh--.

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

Chrm. Hamish Maxwell, **Philip Morris,** Incorporated, 120 Park Avenue, New York, NY 10017, Birds Eye foods, General Foods International Products, Jell-O, Kraft food products, Louis Rich meats, Post cereals.

With Ford, Heinz ads, ABC show has clear pro-abortion message

The February 14 episode of THIRTY-SOMETHING carried a strong pro-abortion statement and made a crude slap at President Bush. Edward Zwick and Marshall Kerskovitz produced the Tammy Ader script.

The episode begins with Gary and his new illicit lover, Susanna, in bed. The camera zooms in on the unmarried couple's four bare legs. She lies in the nude directly on top of him as they have sex.

The next day she enters Gary's apartment complaining about a client she's working with. She ridicules the woman because she talks about God: "...Mrs. D'Angelo...just the way she tosses religion around like God's the answer to everything...(very sarcastically) Does God put food on the table? Does God give you a bed to sleep in at night? ...[Mrs. D'Angelo] is a pain in the bu--!"

The next day Susanna learns that she's pregnant and tells Gary.

Susanna: I'm pregnant...I'm very careful but the diaphragm has a 3% to 4% failure rate.

Gary: I'm glad—that you told me!

Susanna: I'll have an abortion.

Later, Gary discusses Susanna's pregnancy with his best friend Michael:

Michael: I'm really sorry.

Gary: She's not gonna keep it.

Michael: Is that what you want?

Gary: I don't know.

Michael: Well, look, Gary, you get it [abortion] done and things will be like before.

Gary: Yeah, yeah, I know, then why's it feel so weird?

Michael: So maybe you'll marry her and you guys will have another baby.

In the next scene, two women talk in the kitchen. Hope is the mother of one, with another one on the way, and Nancy is the separated mother of two. Their conversation mocks President Bush and supports legalized abortion.

Nancy: She is [pregnant]! Is she going to keep it?

Hope: (With a mocking smirk) I don't know...of course, in a "kinder, gentler America" she may not have a choice.

Nancy: She won't keep it...you never had one [abortion] did you? (She refers to abortion like the measles—doesn't everyone get them?)

Hope: No...I was extremely lucky.

Nancy then shares about her own abortion prior to her marriage to Eliot: "No, pre-Elliot, pre-Roe v. Wade—which means it was a nightmare...like, it was done in a hotel room...my parents totally freaked out." (Hope cringes).

In a later scene, Susanna and Gary sit at the abortion clinic, awaiting her turn for an abortion and suddenly Susanna storms out. She explains: "I'm sorry, I just can't do it. I know I **shouldn't** have a baby—what would I do with a baby? It's wrong...everything about it is wrong." Susanna decides she will have the baby, but she and Gary don't reveal if marriage is a consideration.

Advertisers included: Chrm. Donald E. Petersen, **Ford Motor Company,** Post Office Box 1899, Dearborn, MI 48121, Ford motor vehicles, Lincoln Continental automobiles, Mercury automobiles, Motorcraft automotive parts.

Chrm. Anthony J.F. O'Reilly, **H.J. Heinz Company,** Post Office Box 57, Pittsburgh, PA 15230, Nine Lives cat food, Ore-Ida potato products, StarKist canned tuna, Weight Watchers foods & classes.

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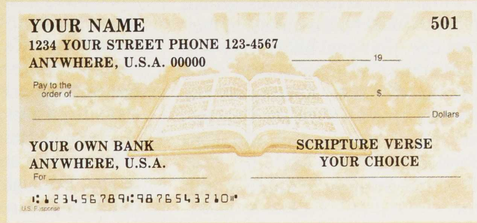
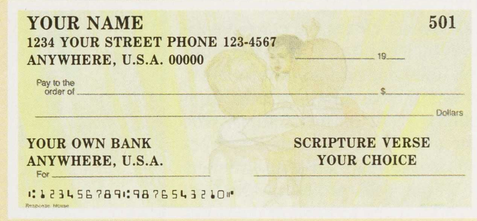
Executive Director



DESIGN 1

DESIGN 14

DESIGN 2



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