Victories

Energy Council Pulls Ad

Responding to the calls of members across the country, the ADC National Office recently protested a derogatory and fallacious advertisement by the U.S. Council for Energy Awareness (USCEA). The ad, which appeared in numerous newspapers throughout the country as well as the March issue of *National Geographic* magazine, featured a caricature of Iran's Ayatollah Khomeini with a figure of Uncle Sam wrapped around his little finger. The caption read, "Imported oil strengthens our ties to the Middle East." The text message, which promotes the development of nuclear energy, claimed that much of the imported oil the U.S. uses comes from the "unstable Middle East."

ADC sent a letter to USCEA protesting the stereotype portrayed in the ad and noting its factual errors. ADC pointed out that of the 42% of U.S. oil that is imported, only 25% of total imports comes from Arab countries, and that none comes from Iran. The remaining 75% of imported oil is derived from predominantly African and Latin American countries.

ADC noted that while the issue of U.S. dependency on foreign oil may be a legitimate concern, the use of anti-Arab and anti-Middle Eastern advertising is offensive and does not convey the intended message.

In a letter dated April 3, the Council's President and CEO Harold Finger apologized to ADC, stating that it did not intend to offend people from the Middle East, and that "We regret the impression our ad has given." While a new ad has appeared without a Middle Eastern caricature, the text of the ad still relies heavily upon references to the dangers of "Arab" oil. Members should continue to monitor USCEA ads and voice concerns to them.

Coincidentally, the 1989 policy statement for the American Israel Public Affairs Committee (AIPAC) says that AIPAC will strive to "promote an energy security strategy for the United States which would encourage conservation and the exploration and development of existing and alternative energy sources in order to reduce dependence on unstable foreign sources."

Eveready Batteries Modifies Offensive Ad

ADC reaction to an Eveready battery advertisement that appeared in *Women's Day* magazine resulted in a recent victory. The advertisement portrayed a child wearing a bathrobe, dark glasses, and a plastic headdress holding a battery-operated machine gun. The caption read "For A Blessed Christmas, You Need A Battery That Can Keep Up With A Holy Terror."

Numerous ADC members who saw the ad complained to the National Office; several wrote directly to Eveready. In an official letter to the company, ADC President Abdeen Jabara stated that ADC found the ad to be offensive. He wrote, "It not only exploits a particular ethnic group, but helps to encourage the use of war toys by children and [presents] stereotyped images from which many readers obtain their impressions."

Eveready Manager of Consumer Relations S. Michael Mazva apologized, stating that "...the ad was intended as a lighthearted depiction of an active youngster and was not intended to disparage the Arab people or children, nor did we intend to glorify war toys."

In a second letter to ADC, Mazva enclosed a copy of a new ad, commenting, "A short while ago you wrote to us to voice your concern with our magazine advertisement. Your viewpoint was respected, appreciated and counted with us." The new ad depicts a mother and daughter in leotards next to a tape player, with the caption "For A Heavy Duty Workout, You Need a Battery That Can Keep The Beat." Mazva also mentioned that Eveready had incorporated sponsorship in the Children's Miracle Network. ■

Mark
Your
Calendars...

ADC's Seventh National Convention!

March 22-25, 1990
Washington, D.C.

ADC Times
4201 Connecticut Avenue, N.W.
Suite 500
Washington, D.C. 20008

Non-Profit Org.
U.S. Postage
PAID
Permit No. 5921
Brentwood, MD

002214817 062689
CASA
Miss Julie Dow
1151 Massachusetts Avenue
Cambridge MA 02138