CLeaR-TV boycott of Johnson Wax, Pfizer continues

S.C. Johnson (Johnson Wax) and Pfizer continue to sponsor sex, violence, profanity and anti-Christian bigotry on television. In March, Christian Leaders for Responsible Television (CLeaR-TV) called for a boycott of the products of the two companies because of their refusal to reduce the amount of filth they help sponsor. Since that time, neither Pfizer nor S.C. Johnson have given any indication they intend to change their advertising practice. The two companies are leading sponsors of sex, violence and profanity on television. CLeaR-TV has made repeated requests to the companies asking them to reduce their sponsorship, but the companies have ignored the requests.

CLeaR-TV is a coalition of approximately 1600 Christian leaders, including the heads of more than 70 denominations.

Individuals are urged to join the boycott, to encourage others to join the boycott, and to write or call the companies and let them know you are participating in the boycott. The addresses:

Chrm. William C. Steere, Jr., Pfizer, Inc., 235 E. 42nd Street, New York, NY 10017, Phone 212-573-2323, Fax 212-573-5476. Pfizer personal care products: Barbasol shaving cream, Coty perfumes, Emeraude perfume, Shape'n Shadow eye kit, Stetson cologne, Visaclean lense cleaner. Pfizer health products: Ben-Gay rub, Bonine motion sickness medicine, Desitin skin products, Plax mouthwash, Unisom, Visine eye drops.

Chrm. Samuel C. Johnson, S.C. Johnson & Sons, Inc., 1525 Howe Street, Racine, WI 53403, Phone 414-631-2000, Fax 414-631-2133. S.C. Johnson personal care products: Agree shampoo, Curel skin lotion, Edge shaving cream, Enhance perfume, Halsa shampoo, Soft Sense lotion. S.C. Johnson household products: Bravo wax, Brite floor wax, Carnu polish, Clean & Clear wax, Duster Plus cleaner, Favor polish, Future floor coating, Glade room odorizer, Glo Coat floor coating, Glory rug cleaner, J-Wax, Johnson Wax, Klear floor coating, Off insect repellent, Pledge wax, Pride wax, Raid insecticide, Shout stain remover.

ABC bows to actor's pressure, censors program

Woody Harrelson is one of the most politically active young liberals in the industry.

But guess what happened when Woody found out that his dad was about to star in the ABC series THE FBI: THE UNTOLD STORY? He flipped out and got the show canceled. Why? Because the series was going to tell the story of how his dad murdered a policeman and there was the distinct possibility, according to Hollywood columnist John Austin, that it would air directly opposite CHEERS one Thursday night. Harrelson stars on CHEERS.

ABC pulled the show because of pleadings by NBC and Woody. Now isn't that what they call prior restraint? Or even censorship? *Between the Lines*

Ethics worry hero

The success of Operation Desert Storm was due mainly to organization and leadership, says one of the men who led the troops, retired Gen. H. Norman Schwarzkopf.

Schwarzkopf told 2,500 people attending the Tulsa Business Forum that business leaders need to set clear objectives, high standards and learn from mistakes, and he referred to the Persian Gulf War in every instance.

But when asked what he considered the main problem in America, Schwarzkopf forcefully said, "Ethics. People talk about a leadership crisis," he said. "It's never a competence problem. It's an ethical, moral crisis. It's a problem of character."

Associated Press, 11/7/91

Sen. Byrd attacks influence of MTV on teens

Sen. Robert Byrd (D-WV), in a speech on the Senate floor launched a broadside against the "reprehensible" influence music-videos have on children. He said "most rock musicians and actors in music-videos emerge as sneering, antisocial, unkempt, undisciplined and arrogant punks, male and female alike."

Byrd said that traditional values and "conventional figures" such as "fathers and mothers, policemen (and) soldiers" are "portrayed day after day as oppressive, square, boring, fascist, uncool, hypocritical and outdated. "Contrarily, those who reject these institutions and defy those who fill positions of responsibility ...are lionized, romanticized and glorified."

Byrd said the "central message of most of these music-videos is clear: human happiness and fulfillment are experienced by becoming a sociopath and rejecting all responsibility."

The solon warned that "if we ...continue to sow the images of murder, violence, drug abuse, sadism, arrogance, irreverence, blasphemy, perversion, pornography and aberation before the eyes of millions of children ...we should not be surprised if the foundations of our society rot away as if from leprosy."

Daily Variety

Man gets idea to kill from TV

Kyung S. Yoon told the Alaska State Troopers he did not intend to kill Amy Sue Patrick but instead had planned to burglarize the Wasilla home where she was house-sitting.

But Yoon told investigators he drugged the 18-year-old Wasilla woman with ether, put her in the front seat of his car and drove to Hiland Road on September 22. After an hour, Yoon twisted her head with his hands, breaking her neck and killing her, troopers said.

"He saw it done on TV once," said Col. John Murphy, director of the Alaska State Troopers, who provided details of Yoon's confession and subsequent suicide at a news conference in Anchorage.

Anchorage, AK, Times, 10/16/91

CPCs cost abortion industry millions

How much does the abortion industry lose when crisis pregnancy centers help women choose life over abortion? Even at an extremely conservative estimate, at least $45 million is lost to the abortion industry every year because crisis pregnancy centers exist.

CPCs associated with Birthright and Christian Action Council serve more than 600,000 women each year. (These two groups represent only about half of the abortion alternative agencies in the U. S.)

These groups estimate that about half (300,000) of the women are pregnant, and they further estimate about seven percent of the pregnant women choose life instead of abortion. That's approximately 225,000 children whose lives are saved by the efforts of pro-lifers.

But each of those 225,000 lives represents a lost abortion. At a very conservative estimate of $200 for a first-trimester abortion (it's higher in many places), the abortion industry loses $45 million due to the efforts of crisis pregnancy centers.

It's no wonder that abortionists and abortion clinics want to undermine the integrity and efforts of CPCs.

NRL News, 10/16/91

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It's time to raise a stink about sweeps month garbage

By Greg Dawson
Orlando Sentinel

November is a "sweeps" month in television, one of three months (along with February and May) in the TV season when special attention is paid to ratings, which tell the networks how much they can charge advertisers for commercial time.

But this month the A.C. Nielsen ratings may also tell us something more important, serving as a sort of referendum on the state of the American soul.

Maybe I'm overstating the case. But if there's ever been a sweeps month [other than November, 1991] with a greater concentration of socially unredeeming sex and violence coupled with spiritual bankruptcy and moral rot, I don't remember it.

Such TV fare is not unique, of course, but the sheer sickening volume of it this month surely is. I counted no fewer than a dozen TV movies and miniseries built around rape, murder or soft-core porn.

In almost every case women are the victims. Where they aren't victims, they're perpetrators. Some samples for the garbage heap:

• THE RAPE OF DR. WILLIS: Jaclyn Smith is accused of murdering the man who raped her.

• FALSE ARREST: Donna Mills is charged with murdering her husband's business partner.

• THE WOMAN WHO SINNED: Susan Lucci is accused of murdering her best friend.

• DEADLY MEDICINE: Veronica Hamel plays a pediatrician whose nurse (Susan Rattan) is a murderer.

• IN A CHILD'S NAME: Valerie Bertinelli plays the sister of a woman murdered by her husband.

• LOVE KILLS: Virginia Madsen falls in love with the hitman hired by her husband to murder her.

• A MOTHER'S JUSTICE: Meredith Baxter plays a mother obsessed with tracking down her daughter's rapists.

• MEMORIES OF MIDNIGHT: Jane Seymour is a widow on the run from murderous assailants.

• POSING: Lynda Carter plays a married woman who poses for *Playboy* magazine.

• BREAKING THE SILENCE: In the only instance of male-on-male violence, Gregory Harrison plays a lawyer investigating the case of a teenager accused of murdering his abusive father.

• And finally, the repugnant WIFE, MOTHER, MURDER in which Judith Light (WHO'S THE BOSS?) plays a woman who murders her husband with arsenic to collect his life insurance, then tries the same thing with her daughter.

The horrible stench of this movie lingers in my nostrils. What was to be gained by watching a young girl scream and writhe in agony from the effects of arsenic poisoning?

Some producers may try to pass off their slickly packaged luridness as "timely explorations" of this or that syndrome. Forget about it. This is voyeurism, pure and simple. It doesn't raise our consciousness, it coarsens and numbs it.

The mass audiences that tune in shows about rape and abuse have about as much sincere interest in the psychology of sexual violence as rubber-neckers at a head-on collision have in highway safety. And Hollywood knows it.

There is no more competitive marketplace in America than network television, and no more cold-blooded pack of bottom-liners than network executives. They are not in the business of giving people what they don't want.

So when they give us this—a month of unremitting violence and moral squalor—it should give us pause.

What have we done to deserve such disrespect –such contempt?

Perhaps we should consider the possibility that Hollywood sees us more clearly than we see ourselves, that it sees an audience in an advanced state of denial, not unlike a drunk on a barstool.

"Here, let me freshen that drink for you, buddy," say the networks, playing the role of the unscrupulous bartender.

The ratings for November will tell us about the American psyche—whether Hollywood is right. But in television, as in politics, we usually get what we deserve—and what we secretly desire.

Until we put our hands over the glass and push away from the bar, the bartender will continue to pour.

Ace, NBC sitcom hit Christian faith

One-liners denigrating Christianity are slipped into dialogue on the October 30 and November 13 episodes of NBC'S NIGHT COURT, both produced by Tim Steele and Kevin Kelton. The former episode opened with series star Dan discussing his latest one-night stand—which he says has lasted for several weeks. Dan is a perverse, promiscuous, obnoxious "hero."

A derogatory joke about Mother Teresa takes a subtle slap at Christianity. Other dialogue boasts sexual and genital innuendo.

On November 13, the show began with sexual innuendo, then, in a take off on the Immaculate Conception, trumpeted a gimmick called an "immaculate contraption" which would restore one's virginity.

Week in and week out, perverse sex is the show's mainstay. Advertising on both of these episodes was:

Chrm. Theodore Costoff, **Ace Hardware Corporation**, 2200 Kensington Court, Oak Brook, IL 60521, Phone 312-990-6600, Ace Hardware stores.

Chrysler, Cosmair ads, CBS lambast religious right, conservatives

What do Alan Simpson, Phyllis Schlafley, Clarence Thomas, John Danforth and George Bush have in common? One thing is that they all were under direct attack in CBS's November 4 episode of DESIGNING WOMEN. The women stars of the show made their politically-correct statement loud and clear. The women generally recognized as intelligent, rational and enlightened denounced all the company above—as well as Jimmy Swaggart and Anita Bryant—in their unabashed attack on Judge Clarence Thomas.

On the other hand, the naive, ill-informed, and self-centered comic-relief women favored Hill. Clearly, however, they simply don't have sense enough to grasp reality; they have no social consciousness and no empathy for the less fortunate.

And in case viewers couldn't figure out which was the enlightened view, canned applause punctuated the lines that attacked the character of Clarence Thomas and those which elevated Anita Hill to sainthood.