

Protests Target Sponsors of Racy TV Fare

As TV programs get racier than ever—more sex, more violence, more “Can you top this?”—you’d think offended viewers would direct their wrath at the networks. But it seems to be advertisers that are coming under new pressure, from viewers and crusading groups both.

A fundamentalist group called Christian Leaders for Responsible Television has written to 450 advertisers, warning them that it soon will start copiously recording every act of violence and love (and sex).

content look at pilots for shows, not all the episodes.

That makes it difficult for advertisers to know exactly what sort of shows their products will pay for. Thus, Coca-Cola Co.’s president wrote to a Michigan housewife recently that the company’s sponsorship of a Jan. 15 episode of Fox Broadcasting Co.’s “Married . . . With Children” was “an error on our part,” and said he was “personally embarrassed.”

popping open the Diet Pepsis and celebrating in the hallways.”

Coke more than a week ago filed a protest to the networks complaining that a Pepsi advertising rebuttal to its Diet Coke campaign was misleading. The networks are still reviewing the claim, Coke said.

Ad Notes....

NEW ACCOUNTS.....



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Advertisers 'up in arms'

NBC's Tartikoff reacts to mood

By WAYNE WALLEY

The “New Puritanism,” an attitude of consumers that network TV has gotten too lenient in its treatment of sex and violence, is starting to hit advertiser, agency and network hard.

that the “New Puritanism” is the crucial factor in the current advertising buy. In the fourth quarter following year, a Michigan housewife wrote to Coca-Cola Co. after a commercial for “Married . . . With Children” had been shown. She said she had been “offended” by the commercial and had written to the company. She also wrote to NBC, saying she had been “offended” by the commercial and had written to the company. She also wrote to NBC, saying she had been “offended” by the commercial and had written to the company.

sources say.

“There’s going to be some reluctance to commit to any shows that look potentially offensive in any way, and in those shows the units may go at any price,” said Michael Drexler, exec VP at Boxell, Jacobs, Kenyon & Eckhardt, New York.

Advertiser pullout is growing

By Matt Roush
USA TODAY

ABC’s low-rated *HeartBeat* got more bad news Monday when the Mennen Co. announced it had pulled any further ad support—the latest in a series of advertiser pullouts.

The American claims male-on-female sexual abuse. Last week, NBC’s *Search for the Truth* was pulled. “The show is just a waste of time,” says Mennen.

Networks pull 3 scandal-based sweeps specials

By Walter T. Middlebrook
USA TODAY

Three network shows scheduled to air during May sweeps have disappeared from the lineup amid talk of advertiser bailout because of the shows’ subject matter.

The shows:

► **Crimes of Passion II.** An ABC special exploring real-life cases in which people have committed an act of violence against someone they love.

► **Scandal.**

A campaign for family viewing

Terry Rakolta, the suburban Detroit woman who launched a much-publicized protest against Fox’s *Martin* last year, is now leading a campaign for family viewing.

THE MEDIA BUSINESS

Advertising Objections To TV Shows Win Support

Michael

WHEN several major companies discontinued their advertising on prime-time network programs earlier this year, they spread grass-roots objections to what they called “objectionable” programming.

TV networks put on defensive

self-regulation, and “the industry doesn’t self-appointed censors.”

Whether Wildmon is claiming more credit he deserves for the pulled TV ads and cancellation of a Madonna commercial and sponsorship of her show tour is a question for Ryan said.

Equally up in the air, say TV and advertising executives, is whether pressures from Wildmon’s group and by a housewife on Fox network’s “Ma” show.

By Delores Ballard
Sun senior writer

Not so many people call Donald Wildmon a “Ma” show.

