Unilever, V.F. Corp. ads legitimize lesbian 'wedding'

NBC's September 20 season premiere of DEAR JOHN dealt with lesbianism. Thomas Lofaro produced the Marco Pennette script.

During the episode series regular Kirk is filled with shame when his support group learns his wife Carol left him for a woman. Kirk, however, fears she left because of his sexual inadequacy. Dialogue about his adulterous affairs is always followed by canned laughter.

Kirk later confronts Carol, to ask if his sexual performance was lacking.

"I didn't decide to turn gay," Carol assures him sensitively. "It's not like changing your hair color. I didn't know I was gay when we got married. I was taught that you go to school, you meet a man and you settle down, no questions asked. Then one day I met Donna and I started getting these feelings that I'd never gotten for any guy. I was falling in love."

She expresses her gratitude for his unfaithfulness in marriage, because it helped her to discover her true self. Kirk tells the lesbian couple he hopes they are happy together, concluding with this sermonette: "I've always believed that people have a right to live their lives any way they want to. After all, this is the nineties, right?"

With tears in her eyes, Carol responds, "I'm really touched," then invites him to the lesbian wedding.

Advertisers included: Pres. Richard A. Goldstein, Unilever United States, Inc., 390 Park Avenue, New York, NY 10022, Phone TOLL FREE: 1-800-223-0392. Country Crock butter, Cutex nail polisher & remover, Lipton tea & soups, Q-tips, Ragu' Italian foods, Vaseline products

Chrm. Lawrence R. Pugh, V.F. Corporation, P.O. Box 1022, Reading, PA 19603, Phone 215-378-1151. Jantzen clothing, Lee jeans, Wrangler boots, Wrangler clothes.

General Motors, Mazda, CBS offer illicit sex, promote homosexuality

A male stripper, genitalia and urination jokes, and promotion of homosexuality fill the September 16 and 23 episodes of DESIGNING WOMEN on CBS. Both were produced by Tommy Thompson and Douglas Jackson.

On September 16, the hour-long season premiere focused on the birthday celebration planned for Julia Sugarbaker, one of the sitcom's stars. Her friends hire a male stripper who appears and performs his strip-and-grind act for the wrong Ms. Sugarbaker. The story, of course, allows room for countless jokes about nude men throughout the episode. Other jokes are about male genitals, homosexuality, singles bars, and urination.

The latter episode features Mark, the man Julia is dating. When a friend plants in her mind the idea that Mark is homosexual, Julia confronts him: "Mark, I thought you were gay."

"Gay!? Me?" laughs Mark in disbelief. "Are you serious?"

"Well," Julia declares, reassuring him , "there's nothing wrong with being gay!"

"Well, no, of course not," Mark agrees. "I'm just not, that's all." The sermon is clearly preached in the dialogue.

Advertisers appearing on both episodes included: Chrm. Robert C. Stempel, General Motors Corporation, 3044 W. Grand Blvd., Detroit, MI 48202, Phone 313-556-5000. AC-Delco auto parts, Buick automobiles, Cadillac automobiles, Chevrolet automobiles, Mr. Goodwrench service.

Pres. Yoshinori Taura, Mazda Motors of America, Inc., 7755 Irvine Center Drive, Irvine, CA 92718, Phone 714-727-1990. Mazda automobiles.

Helene Curtis ads promote promiscuity, homosexuality on CBS

The September 9 repeat episode of NORTHERN EXPOSURE on CBS features various forms of illicit sex. Shelley, 19, and her sixtyish live-in lover make out behind the counter of the restaurant they run. Rick and Maggie, another live-in pair of lovers, are also a focal point. After a lover's spat, Rick goes camping and is killed by a falling satellite. Maggie then has to add his memorabilia to a shrine she maintains in her home honoring five lovers, all of whom died while having an illicit affair with her.

A homosexual couple rounds out the episode's couples. They have moved to the little Alaska town to purchase an old home for renovation as a bed and breakfast inn. One scene features them in tender embraces, dancing at the local restaurant.

Cheryl Bloch and Matthew Nodella produced the Diane Frolov-Andrew Schneider script.

Advertisers included: Chrm. John R. Stafford, American Home Products, 685 Third Avenue, New York, NY 10017, Phone 212-878-5000. Advil pain reliever, Anacin pain medication, Chef Boy-ar-dee food products, Old English oil, Robitussin cough medicine.

Chrm. Gerald Gidwitz, Helene Curtis Industries, Inc., 325 N. Wells Street, Chicago, IL 60610, Phone 312-661-0222. Atune hair conditioner and hairspray, Degree deodorant, Enden shampoo, Finesse hair conditioner, Salon Selectives, Suave shampoo.

P&G ads support teen sex theme on sitcom

The September 16 episode of NBC'S BLOSSOM dealt with teen sex. Roxie W. Evans produced the script by Racelle R. Schaefer.

Fifteen-year-old Blossom contemplates getting sexually involved with her boyfriend, Jimmy. She tells her best friend that she is thinking about "going to second base." The young girls then discuss "taking off their bras and touching under sweaters." Blossom's teenage brother, Anthony, worried about a possible earthquake, asks younger brother Joey if he has his earthquake survival kit gear ready. Joey laughs, "I've got all I need—a hairdryer, a week's worth of clean underwear and condoms...." (Laughter follows.)

Blossom goes to her father (the divorced mother apparently lives far away) to discuss becoming sexually involved with Jimmy. The oblivious father, however, doesn't really listen, and simply tells her to "go for it in a big way," that "life is short." Later, Dad changes his advice, telling the 15-year-old girl only to "use good judgment" since she's so young.

In the October 2 episode, Joey, also a teenager, discusses with Blossom and Tony his plan to get a fake I.D. in order to have sex with an older woman. In other sex jokes, Joey denies ownership of the porn magazines under his bed and tries to pick up an undercover cop posing as a hooker.

Promoting the irresponsible and promiscuous teen sex on these episodes were ads from: Chrm. Edwin L. Artzt, Procter & Gamble, P.O. Box 599, Cincinnati, OH 45201, Phone TOLL FREE: 1-800-543-7276. Comet cleanser, Cover Girl cosmetics and products, Crest toothpaste, Jif peanut butter and Vicks medications.

Toyota, Kodak ads push illicit teen sex on ABC's 'Doogie Howser'

Eighteen-year-old Doogie thinks he's not a man because "a man has lots of sex," in the September 25 season premiere of ABC's DOOGIE HOWSER, M.D. The teenage surgeon tells his psychiatrist, "Being a virgin is driving me nuts!" He discusses with his sex-obsessed friend Vinnie the fact that they both are lagging way behind their friends; both boys are desperate to have sex.

As Doogie's girlfriend Wanda leaves for art school the next day, he has planned a romantic evening to end with sex. But Doogie gets sidetracked by a patient at the hospital, and stands Wanda up. He goes to her house the next morning while she is packing, and the two have sex.

Doogie later tells his shrink that while he was having sex with Wanda he had these "crazy questions" running through his mind—"Is this right? Should I be doing this?" These questions—depicted as irrational and illogical—were the episode's only hint at interjecting any traditional moral values.

Having illicit sex is unquestionably a good thing for Doogie and Wanda, as reflected in his entry into his computer at the show's end. He wrote, "There's a difference between having sex and making love. Wanda and I made love. And even though she's 2,000 miles away, I've never felt closer to her."

The Vic Rauseo-Linda Morris script was produced by Joe Ann Fogle, Mitchell Lee Katlin and Nat Bernstein.

Chrm. Kay Whitmore, Eastman Kodak Company, 343 State Street, Rochester, NY 14650, TOLL FREE: 1-800-237-5398. Bayer aspirin, Kodak photo products and services, Lysol disinfectant, Resolve spray carpet cleaner.

Toyota Motor Sales, Pres. Y. Togo, Post Office Box 2991, Torrance, CA 90509, TOLL FREE: 1-800-331-4331. Lexus automobiles, Toyota motor vehicles.

Cosmair is regular sponsor of adultery, teen sex, homosexuality

ABC's ROSEANNE opened the fall season promoting teen sex and homosexuality. On September 17, Becky, 17-year-old daughter of Dan and Roseanne, tells her mother she wants birth control. (She doesn't tell Mom she's already having sex with her boyfriend.)

"She's 17, Dan," Roseanne tells the upset father, "I don't think there's much we can do." The parents then allude to their own teen sexual exploits. Roseanne eventually takes Becky to the doctor to get birth control pills.

Later, Roseanne says, "Becky, you're young; this is really a big step. You have time to reconsider."

"We already—," Becky mumbles in confession. "Don't worry, Mom! We used something—a condom for diseases and stuff!"

"Good thinking," retorts Roseanne.

"Don't tell Dad," Becky pleads.

Roseanne agrees; the scene ends with mother and daughter in warm embrace.

On October 1, Leon, Roseanne's homosexual boss, is the focus of the story when he is invited to fill in for an absentee at Dan's weekly poker game. Dan and his poker friends exhibit very little response to the revelation.

"It's okay," Dan reassures Leon. "It happens."

Another story line features Roseanne's sister Jackie, who's been having sex with one of the married poker regulars.

On October 15, the series continued the pro-homosexual slant, featuring a plotline in which Leon insists that his live-in lover leave home while Leon's mother visits. Of course, Leon is shamed (by Steven, the lover, and by Roseanne) into having him stay home. When Steven doesn't like Leon's mother, Leon retorts, "You wanted a mother-in-law, buddy boy, now you got one!"

Profanity fills the dialogue of all three of these anti-family episodes.

Brad Isaacs, Maxine Lapiduss and Al Lowenstein produced all three. Amy Sherman and Jennifer Heath wrote the first, Chuck Lorre the second, and Martin Mull and Lapiduss the last.

Advertisers appearing on all three episodes was Chrm. Jacques H. Correze, Cosmair, Inc., 30 Terminal Avenue, Clark, NJ 07066, TOLL FREE: 1-800-462-2211. Advantage hair color, L'Oreal hair care products, Preference hair dye, Studio Line hair products.

CBS movie with positive portrayal of Christians sponsored by P&G

CBS's September 13 movie ALWAYS REMEMBER I LOVE YOU was a touching drama that portrayed a Christian family in a positive light. The writer was Vivienne Radkoff, and producers were Marcy Gross and Ann Weston. The plot centers around the kidnapping and illegal adoption of two-year-old Robert Mendon, now 16. His adoptive parents, the Mendons, a wealthy couple, thought the adoption was legal. Paul, the crooked attorney who arranged the adoption is arrested and the Mendons eventually learn the truth. The Mendons are reticent to tell Robert, but he overhears a conversation and they tell him the whole story.

In anger, Robert runs away seeking his real parents; he finds them—the Monroes—in a small Ohio town. They are a compassionate Christian family who pray and attend church together. The parents are kind, warm, and loving people. Thinking Robert is a runaway, they take him in and let him stay in their home, asking him to call his parents and let them know he is okay.

Robert eventually meets with his adoptive parents but is torn about what to do, so he talks to Mrs. Monroe (who still doesn't know he's her son). She is very understanding and encourages Robert to forgive his adoptive parents and return to them. He leaves his real mother a touching letter letting her know he is her son and returns to his Michigan home. When he arrives home he tells his adoptive mother what Mrs. Monroe taught him about forgiving others.

Top advertiser was Chrm. Edwin L. Artzt, Procter & Gamble, P.O. Box 599, Cincinnati, OH 45201, Phone, TOLL FREE: 1-800-543-7276. Camay soap, Cascade detergent, Cover Girl, Crisco oil & shortening, Dawn dish detergent, Vicks medications.

Mazda, P&G ads in CBS pro-abortion episode

Murphy Brown, CBS's ultimate 90's woman, hit the new season with a bang September 16. The MURPHY BROWN sitcom's title character is an obnoxious, liberal, feminist network TV news star. In the season premiere, Brown, single and 42, discovers she is pregnant. The Diane English teleplay was produced by Deborah Smith. The script is totally pro-abortion.

The baby's father is Murphy's ex-husband, Jake; he's been in town for three weeks—after years of absence—and the two decided to have sex.

As Murphy considers her dilemma and her choice, she tells one friend, "I don't have room in my life [for a baby]...."

Another time she wonders, "Do I have to live with my mistake? Does the child have to live with it? I know I have the right to make this decision!"

Miles, her executive producer, reacts with hysteria, telling her she cannot be a single mother and remain a news star.

Murphy's co-workers greet the news with shock and disbelief. Corky (the series "dumb blonde") tells Murphy not to worry, she'll be there to help her even if it means "I have to drive you to some dark alley so some shady doctor who might not even wash his hands can take care of things."

Murphy tells the stupid Corky there are no more "back alleys" for women—"...women in this country still have a choice. At least I think they still do. I haven't checked the paper today!" (Laughter and applause.)

Once Murphy tells Jake she's going to have the baby, he explains that he can't "be there" for her, reassures her how much he cares, and says goodby.

Murphy finally concludes, "I'm exercising my choice to have this baby!" Jim proposes that it may well be the "worst decision" in television. Miles again goes into hysterics, shouting, "People who have children should be married!" A laugh track punctuates the line to assure viewers that Miles's irrational statement about marriage is not to be taken seriously.

Top advertisers were: Chrm. Edwin L. Artzt, Procter & Gamble, P.O. Box 599, Cincinnati, OH 45201, TOLL FREE: 1-800-543-7276. Camay soap, Cover Girl