Philip Morris/General Foods top anti-Christian sponsor

Philip Morris/General Foods is the leading sponsor of anti-Christian programs on network television, according to NFD monitoring of prime-time network programs during the fall of 1986.

Other leading sponsors of programs which negatively stereotype Christians include Campbell Soup Company, Chrysler Corporation, General Mills, S.C. Johnson, Johnson & Johnson, McDonald's Corporation, Quaker Oats, Wm. Wrigley Jr. Company, American Home Products, Kellogg Company, General Motors, J.C. Penney, RJR Nabisco, and Warner-Lambert.

The NFD identified eleven programs in which Christians were stereotyped negatively during the monitoring period. There were no programs which showed Christians in a positive manner as loving, intelligent, compassionate individuals, according to the NFD.

"We do not disagree that people depicted as Christians actually do, in real life, act as people presented on the programs. However, there is no balance," said Donald E. Wildmon, executive director of the NFD.

"Christians are not depicted as warm, loving, considerate, intelligent, caring humans in programs cast in a modern day setting. Christianity and Christians are the only religion and group of religious people negatively stereotyped by the networks. In fact, Christians are the **only** group consistently presented in a negative manner," Wildmon said.

Wildmon said the monitoring confirms an indepth study of those responsible for network programming made by the research team of Lichter and Rothman. That report showed that 93% of those responsible for programming seldom or never attend any religious service, while 45% claim no religious affiliation at all. That study also stated: "Moreover, two out of three believe that TV entertainment should be a major force for social reform. This is perhaps the single most striking finding in our study."

"Those responsible for these programs depict their own anti-Christian bias. That is tragic but true," he said.

PROGRAM REVIEW LIST

All prime-time programs on the networks are taped and kept on file in the NFD office for three months. Each program catagorized as anti-Christian has been reviewed by a staff member of NFD.

These summaries are by no means complete as to the manner in which Christians were stereotyped. They simply offer very brief overviews of the manner in which Christians were depicted in the programs.

MOONLIGHTING ABC 9/23/86

When the series star interrupted a wedding, the angered priest shouted: "What the hell do you think you're doing?"

SLEDGE HAMMER ABC 10/03/86

In a plot to ridicule the Mennonite denomination, hero Sledge Hammer found sanctuary with a simple country "Manynote" family. Hammer quickly inspired the "Manynotes" to take up arms and profanity.

THE NEW MIKE HAMMER CBS 9/27/86

Rev. Nelson Blessing, a flamboyant radio preacher, had frequent sexual affairs with his volunteers; the same preacher murdered a man to avoid blackmail.

ST. ELSEWHERE NBC 9/10/86

Dr. Craig suffered inner conflict over whether or not to have his granddaughter baptized. "I don't want my granddaughter spoonfed preachy pabulum!" he declared.

GOLDEN GIRLS NBC 9/13/86

A stupid, insensitive priest entered a hospital room, looked directly at the clearly female patient and said, "I'm giving you the last rites, Mr. Ferguson." When the woman explained she was not Mr. Ferguson, the idiot-priest demanded, "Then what are you doing in bed with him?"

A-TEAM NBC 9/19/86

An A-Team member (a fugitive from the law) posed as a priest, puffing smoke unceremoniously out of the confessional while he met with a prospective client.

FACTS OF LIFE NBC 9/27/86

A dim-witted, silly clergyman created additional confusion in the household and revealed a desire for revenge against one of the women in the story.

NIGHT COURT NBC 10/09/86

A wimpy, egotistical preacher (who was not involved in the case and who was in the courtroom as an observer) interrupted proceedings to verbally attack the judge. The mentally unbalanced clergyman delivered a flowery, irrelevant speech before the court.

A-TEAM NBC 10/10/86

One A-Team member knocked out a priest, tied him up in the bathroom and stole his robe for a disguise. A friend of the heroes also used a stolen priest's robe for a disguise to infiltrate a prison.

WHEN THE BOUGH BREAKS (Movie) NBC 10/12/86

Rev. McCaffery, the movie's villain, secured his divinity degree by mail order and operated a home for children. The minister sold sex with the children to a ring of pedophiles. (The heroes were a cop who lived with his homosexual lover and a psychologist who went to bed with casual acquaintances.)

MATLOCK NBC 11/04/86

A witness lied on the stand, proclaiming at the same time that she was a "compassionate Christian woman."

TOP ANTI-CHRISTIAN SPONSORS FALL 1986

Ratings are based on the number of ads a company ran in the programs which negatively stereotyped Christians. "Ad" is defined as one 30-second commercial. Examples: Philip Morris had two 30-second ads on St. Elsewhere. A 15-second commercial is counted as one-half ad.

	NETWORK	DATE	ADS
PHILIP MORRIS			
When The Bough Breaks	NBC	10/12/86	2.0
St. Elsewhere	NBC	9/10/86	2.0
A-Team	NBC	10/10/86	1.0
Moonlighting	ABC	9/23/86	1.0
		TOTAL UNITS:	*6.0*

Philip Morris, Incorporated, Pres. John A. Murphy, 120 Park Avenue, New York, NY 10017, Phone 212-880-5000.

CAMPBELL SOUP CO.			
Facts of Life	NBC	9/27/86	2.0
A-Team	NBC	10/10/86	.5
Moonlighting	ABC	9/23/86	1.0
The Golden Girls	NBC	9/13/86	1.0
Sledge Hammer	ABC	10/03/86	.5
		TOTAL UNITS:	*5.0*

Campbell Soup Company, Chrm. William S. Cashel, Jr., Campbell Place, Camden, NJ 08101, Phone 609-3424800.

CHRYSLER CORP.			
A-Team	NBC	10/10/86	2.0
The New Mike Hammer	CBS	9/27/86	1.0
Moonlighting	ABC	9/23/86	1.0
Sledge Hammer	ABC	10/03/86	1.0
		TOTAL UNITS:	*5.0*

Chrysler Corporation, Chrm. L.A. Iacocca, Post Office Box 1919, Detroit, MI 48288, Phone 313-956-5252.

GENERAL MILLS, INC.			
Facts of Life	NBC	9/27/86	1.0
A-Team	NBC	9/19/86	1.0
Moonlighting	ABC	9/23/86	1.0
Matlock	NBC	11/04/86	1.0
		TOTAL UNITS:	*4.0*

General Mills, Inc., Chrm. H. Brewster Atwater, Jr., Post Office Box 1113, Minneapolis, MN 55440, Phone 612540-2311.

S. C. JOHNSON			
When The Bough Breaks	NBC	10/12/86	3.0
Golden Girls	NBC	9/13/86	1.0
		TOTAL UNITS:	*4.0*

S.C. Johnson & Sons, Inc., Chrm. Samuel C. Johnson, 1525 Howe Street, Racine, WI 53403, Phone 414-631-2000.

JOHNSON & JOHNSON			
Facts of Life	NBC	9/27/86	1.0
St. Elsewhere	NBC	9/10/86	1.0
Night Court	NBC	10/09/86	1.0
The New Mike Hammer	CBS	9/27/86	1.0
		TOTAL UNITS:	*4.0*

Johnson & Johnson, Chrm. J.E. Burke, One Johnson & Johnson Plaza, New Brunswick, NJ 08933, Phone 201-524-0400.

McDONALD'S CORP.			
A-Team	NBC	9/19/86	2.0
Moonlighting	ABC	9/23/86	1.0
Matlock	NBC	11/04/86	1.0
		TOTAL UNITS:	*4.0*

McDonald's Corporation, Chrm. Fred Turner, One McDonald's Plaza, Oak Brook, IL 60521, Phone 312-887-3200.

QUAKER OATS			
When The			

Continued on page 14

The psychological and social effects of pornography

By Harold M. Voth, M.D.
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I will speak briefly today about the origin and meaning of pornography, its social significance and on the psychological effects of pornography on individuals and on society. The simple curiosity of mature, emotionally healthy individuals would never support the flourishing multi-billion dollar pornography industry. The industry flourishes because pornography appeals to both conscious and unconscious psychological factors within the minds of millions of our fellow citizens and thereby serves as a barometer or indicator of the emotional ill health of these individuals. That pornography appeals to so many people is alarming in the extreme. The ultimate solution for this psychosocial issue is to minimize the development of the appeal of pornography by promoting emotional maturity in developing children and by stamping out the pornography industry, thereby eliminating its damaging effects on individuals and society.

The most pressing issue at the moment is preventing pornography from becoming irreversibly woven into our way of life. One of the most ominous social developments of all is the application of the principle of community standards within the courts for determining what material is obscene. When sufficient numbers of people exist whose minds are filled with the immaturities which lead to an appeal for pornography, the legal method for combatting pornography will vanish if the community standards for defining obscenity are adhered to.

I can best illustrate this process by citing a recent experiment in which I participated as an expert witness for the federal government. Mr. Al Goldstein was on trial in Wichita, Kansas for distributing his publication throughout the state. The jury returned a guilty verdict on 12 of 13 counts, but the shrewd attorney for the defense pressed for and got a mistrial declared on a technicality. This clever attorney then managed to get the trial moved from the heartland of farming Kansas to Kansas City where many of the people are very different. The second trial ended in a hung jury and Goldstein got off more or less scot-free. His publications still flourish.

The spread of pornography via cable TV and satellite dish TV, both of which now enter the home, is a grave development. Publications, movies, peep show establishments and the like are bad enough, but now additional millions of individuals, many of whom are children or adolescents and who might never have exposed themselves to pornography, can and will now be exposed. The opportunity for repeated exposure is greatly increased by the ready accessibility of this material on television in the home.

Pornography's appeal: origins and solutions

In order to fully appreciate the serious personal and social feedback effects of pornography, it is necessary to explain how pornography originates, that is, its source. It is also necessary to enunciate a few psychological principles which will make clear why the feedback effect of the exposure to pornography can be so very damaging to people who have been relatively well-adjusted.

Perversions are nothing more than the achievement of sexual pleasure by means of a less mature mode which involves bodily parts other than the genitals or contact between the genitals and other areas of the body and external "objects" other than a member of the opposite sex or both. Perversions permeate pornography. Pornography also includes the expression of raw genital sex with a member of the opposite sex without the element of affection and relationship, and in which the partner (the woman) is used, debased, and degraded. Perversions also permit expressions of aggression in a sadistic manner alongside the sexual function. In short, pornography depicts the consequences of human development gone awry.

The most extreme perversions depicted in pornography are pedophilia, bestiality, incest, homosexuality, and sado-masochistic acts which I am told have included actual murder of women. Displacements of mode and object are readily identifiable just as they are in oral and anal sex. Thus, pornography depicts perverse sex, degradation through sex, transient meaningless sex, violent sex, and all of this is a reflection of incomplete and abnormal human development. Psychologically healthy, mature people do not behave in these ways, nor do they have any sustained interest in observing others who do.

Unfortunately, there are millions of people who are manifestly healthy, but who harbor substantial latent sickness, that is, residues of those developmental arrests or abnormal development, which can find expression in the perversions and other sexual styles which are displayed by pornographic material.

Regression and maturity

I turn now to a mental principle which I believe is nearly infallible, if not completely so. If one is exposed to an environmental stimulus (situation or experience) which is similar or identical in form or meaning, or both, to an earlier one which has been repressed into the deeper regions of the mind (the subconscious), the latter will be triggered, activated and mobilized and will influence the individual to some degree. Obviously, the strength of the external stimulus and the "quantity" of the repressed mental content and the depth to which it has been repressed will determine the extent to which the latter affects conscious mental life.

Couples are being misguided and misinformed as to what is best in man-woman relations through pornography.

Examples. The loss of a loved one later in life will cause greater sorrow and suffering if there lies repressed the ungrieved loss of a loved one from an earlier period of life. A child who experienced sexual developmental disturbances, became marginally homosexual, but repressed such interests, will have these interests triggered by exposure to homosexuals. Repressed incestuous wishes and attachments will become activated by homosexual pornography or attempted seduction in later life. Persons who repressed hostility toward the opposite sex (or same sex) will have this rage triggered by exposure to situations which depict such expressions of hostility.

Viewing pornography, most of which depicts perverse behavior, activates the developmental sexual arrests which exist in millions of people. Now then, reflect on the enormous impact the pornography industry is having on the values, feelings, behavioral standards, and the mental health of massive numbers of people who are exposed to these pathological stimuli. Furthermore, these persons whose prurient appeal is aroused seem to develop a kind of addiction for pornography and, therefore, receive many exposures over time. The pornographic stimuli, therefore, promote regressive behavior rather