Unilever, GM ads bring NBC movie with unbalanced Christian

NBC belittles and ridicules the Christian faith with its choice of IN THE BEST INTEREST OF THE CHILDREN as the February 16 movie. Though based on a true story, the treatment of this subject reveals a clear anti-Christian slant. The writer was Peter Nelson and the producer was Paul Freeman.

The movie depicts Cally, the mother of five—some of them illegitimate, as a praying Christian and an irrational manic-depressive who has mood swings, violent outbursts, and mental illness. She has had numerous live-in lovers.

She goes into a rage one Christmas Day and makes her children return the gifts her brother has given them. That night she leaves her children alone to go out and pick up a man whom she brings home with her. When she gets home, nine-year-old Jessie (the oldest child, who plays mother to her siblings) confronts her mother about forgetting to take birth control pills. The child tells Cally she'd better take the pills because she doesn't want any more children to care for and she doesn't want "another ugly man hanging around."

Eventually, Cally is persuaded to seek help in a mental hospital. In a counseling session when Cally apologizes to one daughter for hitting her with a dog chain, she says she hit her because "it was as if the Bible was speaking to me...because it says, 'Spare the rod and spoil the child.'"

Advertisers included: Chrm. Robert C. Stempel, **General Motors Corporation**, 3044 W. Grand Blvd., Detroit, MI 48202, Phone 313-556-5000, Buick automobiles, Oldsmobile automobiles, Pontiac automobiles, Saturn automobiles.

Pres. Richard A. Goldstein, **Unilever United States, Inc.**, 390 Park Avenue, New York, NY 10022, **TOLL FREE: 1-800-223-0392**, Aim toothpaste, Dove soap, Ragu' Italian foods, Shield soap, Surf detergent.

'Christian' murderer on NBC series—AT&T, Royal are sponsors

A "Christian" young man is convicted of murdering a Jew in the March 3 episode of NBC's REASONABLE DOUBTS. Randall Zisk produced the Kathy McCormick script.

Chris Lorke identifies himself as a "White Christian" and Jews as "Satan's handiwork." He insists, "If we fail to defeat them [Jews], we will answer to God with our own souls." He is the son of a leader of the Society for the Advancement of Aryan Peoples.

Lending ad support for this anti-Christian show were: Chrm. Robert E. Allen, **AT&T**, 550 Madison Avenue, New York, NY 10022, Phone 212-605-5500, fax 212-605-6248, AT&T phone services, NCR office machines and computers.

Pres. John A. Balch, **Royal Appliance Manufacturing Company**, 650 Alpha Drive, Cleveland, OH 44143, Phone 216-449-6150, Royal Dirt vacuum.

Warner-Lambert ads bring crooked politics, racist preacher, morals defender who murders

Devious politicians and illicit sex fill the February 24-25 mini-series GRASS ROOTS on NBC. The Stuart Woods novel was adapted for television by Derek Marlowe and produced by Martin Manulis.

Chief players include Will Lee, a smalltown Georgia attorney running for U.S. Senate. His current love affair is with a Washington government agency rep; he also has a skinny-dipping love scene with a key defense witness in a case he's involved in. Furthermore, rumors purport that he's homosexual, tying him to the recent suicide of his close friend, homosexual Jack Buchanan.

Lee's primary opponent for the Senate is Governor Dean, whose campaign nosedives after tabloid photos show him with an illicit lover. General election opposition is the racist, bigoted, self-serving Rev. Don Calhoun. Gen. Jeb Stuart Willoughby, head of Americans for Moral Defense and a supporter of Rev. Calhoun, turns out to be a murderer.

Advertisers included: Pres. Richard A. Goldstein, **Unilever United States, Inc.**, 390 Park Avenue, New York, NY 10022, **TOLL FREE: 1-800-223-0392**, Lipton tea & soups, Ragu' Italian foods, Vaseline products, Wish-Bone salad dressing.

Chrm. Melvin R. Goodes, **Warner-Lambert Company**, 201 Tabor Road, Morris Plains, NJ 07950, fax 201-540-3761, **TOLL FREE: 1-800-223-0182**, Dentyne chewing gum, Halls cough drops, Listermint mouthwash, Medi-Flu, Rolaids antacid.

'Simpsons' Christian character demeaned—Nike, Pepsi place ads

The February 13 episode of the Fox network's THE SIMPSONS features the series' usual prolific profanity by adults and children alike. The script was by Jon Vitti and production by George Meyer.

Adults are still dolts undeserving of respect: the principal cannot quieten the auditorium full of noisy children, and teachers sit in the back of the auditorium smoking—under the "No Smoking" sign.

In another story line, Mr. Flanders (the Simpsons' next door neighbor and a Christian) is distraught when his son Todd begins using profanity at the dinner table. (Todd learned the words from Homer Simpson.) Flanders awakens his pastor with a call to discuss the problem. Rev. Lovejoy, however, is angry at having his sleep interrupted and curses, "Da--Flanders!"

The animated "family" episode boasted ads from: Chrm. Philip H. Knight, **Nike, Inc.**, One Bowerman Dr., Beaverton, OR 97005, Phone 503-671-6453, fax 503-644-6655, Foot Locker shoes, Nike shoes, clothes and sports equipment.

Chrm. D. Wayne Calloway, **PepsiCo**, Anderson Hill Road, Purchase, NY 10577, Phone 914-253-2000, fax 914-253-2070, Doritos snack foods, Fritos snack foods, Pepsi Cola soft drink, Sun Chips, Taco Bell fast food.

CBS introduces new 'normal' homosexual character on series

Rick is introduced as a character in the March 5 episode of MURPHY BROWN on CBS. It is unclear if he will be a regular or recurring character. It **is** clear that he is more "normal," more rational and more stable than any of the characters seen on the series every week. He is also homosexual. Gary Dontzig and Steven Peterman wrote the script.

Series characters speculate on Rick's homosexuality until he announces that he is homosexual. Because he had a dream about Rick, Miles fears that he, too, is homosexual; Corky wants Miles to see her minister who is himself—you guessed it—homosexual.

Advertisers included: Chrm. Charles M. Harper, **ConAgra, Inc.**, One ConAgra Dr., Omaha, NE 68102, Phone 402-595-4000, fax 402-595-4665, Healthy Choice foods, Morton frozen food, Peter Pan peanut butter, Wesson vegetable oil.

Chrm. Henry Wendt, **SmithKline Beecham**, P.O. Box 7929, Philadelphia, PA 19101, fax 215-751-4306, **TOLL FREE: 1-800-366-8900**, Aqua Velva toiletries, Calgon bath products, Contac decongestant, Massengill douches.

Top teen series promotes abortion

The Fox network's BEVERLY HILLS 90210 usually deals with teen issues. The February 13 episode, however, focuses on the parents of two of the series' teen stars. Paul Waigner produced the Steve Wasserman-Jessica Klein script.

Kelly's mother is dating David's father. Mom discovers she's pregnant, and decides she will decline her lover's marriage proposal because she thinks it is based only on guilt and responsibility. More than once, Kelly calls on all of her teenage wisdom to counsel Mom to abort the baby.

"I believe in a woman's right to choose," declares the pregnant woman. "I really do! But this is the only choice for me. I **have** to keep this baby."

"Mom," insists Kelly, "why are you going through with this when you don't have to? ... You're going to lose Mel [the illicit lover]...just so you can have a baby you don't even want."

"...I can't just get rid of it."

"Why not?"

"You've never had an abortion."

"Have you?"

"Yeah."

Despite Mom's decision to have the baby, note her previous abortion, her declaration of support for "right to choose" and the teenage daughter's total commitment to abortion for the sake of convenience.

Advertisers included: Chrm. Michael Llitch, **Little Caesars, Inc.**, 24120 Haggerty, Farmington Hills, MI 48024, Phone 313-478-6200, Little Caesars pizza.

Chrm. Kazue Naganuma, **Mitsubishi Motor Sales of America, Inc.**, 6400 Katella Ave., Cypress, CA 90630, Phone 714-372-6000, fax 714-373-1020, Mitsubishi automobiles.

Teen sex, abortion on NBC series with Unilever support

Sixteen-year-old Kat, on NBC's SISTERS, is the latest in a growing list of prime-time teens to become sexually active with parental guidance. It happens in the February 29 episode after Kat discusses with mom that she and Bart are planning to have sex Saturday night. She reassures her parents that they will use both spermicide and condoms. From outside, mom and dad wistfully watch Kat's bedroom window while the child entertains her first sex partner.

In the opening sauna scene, the four sisters (of the series title) discuss when they each began having sex. Kat's mother Teddy reveals she'd had sex as a teen after dating Steve for only two weeks. The sisters concur with the one who declares that losing one's virginity is "no loss.... It was pure gain!"

Amy Lippman and Christopher Keyser wrote the story, Daniel Lippman and Jeffrey Stepakoff the teleplay.

In a March 7 repeat, written by Cynthia Saunders, Teddy deals with being pregnant by her ex-husband, Kat's father Mitch. But when she prepares to break the big news, she discovers Mitch has married her sister Frankie. Teddy decides on abortion (which was her solution when she became pregnant as a teen). When she goes to the abortuary, however, she is unable to go through with it.

Sprinkle these perverse sex plots liberally with profanity, and they are typical fare for the series, which is produced by Kevin Inch.

Supporting both of these episodes were: Chrm. Charles M. Harper, **ConAgra, Inc.**, One ConAgra Dr., Omaha, NE 68102, Phone 402-595-4000, fax 402-595-4665, Brown 'n Serve sausage, Healthy Choice foods, Manwich sloppy joe sauce, Orville Redenbacher popcorn.

Pres. Richard A. Goldstein, **Unilever United States, Inc.**, 390 Park Avenue, New York, NY 10022, **TOLL FREE: 1-800-223-0392**, Caress soap, Healthy Sensation salad dressing, Lipton tea & soups, Mrs. Butterworth's syrup.

GM, Color Tile ads support leader of perverse sex series

Dan, resident sex pervert on NBC's NIGHT COURT series, continues his filthy ways in back-to-back episodes February 12. Elaine Aronson and Alison Desmaris wrote the scripts; Tim Steele and Kevin Kelton are producers.

Dan leers his way through the hour, endlessly coining euphemisms for women's breasts and sexual activity. There are jokes—both visual and verbal—about men's genitals. There are "jokes" about sexual bondage, virginity, frigidity, sex fetishes, prostitution and impotence.

Top advertisers were: Chrm. Eddie M. Lesok, **Color Tile, Inc.**, 515 Houston Street, Fort Worth, TX 76102, Phone 817-870-9400, fax 817-870-9589, Color Tile floor, wall and window covering.

Chrm. Robert C. Stempel, **General Motors Corporation**, 3044 W. Grand Blvd., Detroit, MI 48202, Phone 313-556-5000, Chevrolet automobiles, Mr. Goodwrench service, Oldsmobile automobiles, Pontiac automobiles.

Colgate, Domino's support sex series

GOLDEN GIRLS, a Disney company's series promoting promiscuous sex for senior citizens, is true to form in the February 22 episode written by Jamie Wooten and Marc Cherry.

In this show, Blanche (who once bragged of having had sex with hundreds of men) enters a bar and announces to its all-male clientele that she's wearing no

Domino's, Pepsi ads on show with positive slant on teen sex

ABC's February 14 episode of FAMILY MATTERS definitely departed from the prime-time norm when it comes to dealing with teen sex. Series star Laura, a teenager, is swept off her feet by smooth-talking Daniel. When she allows him to sneak into her room—"just to talk"—she discovers his goal is nothing but sex. She orders him to leave, then talks over the whole incident with her mother. Unlike other prime-time moms, this one doesn't spout the politically correct line of "Just be sure you care about him, and use protection."

Gary Meuteer was writer and producer. Fred Fox, Jr. and Jim Geoghan were also producers.

Advertisers included: CEO Thomas Monaghan, **Domino's Pizza, Inc.**, P. O. Box 997, Ann Arbor, MI 48106, Phone 313-930-3030, Domino's Pizza.

Chrm. D. Wayne Calloway, **PepsiCo**, Anderson Hill Road, Purchase, NY 10577, Phone 914-253-2000, fax 914-253-2070, Doritos corn chips, Kentucky Fried Chicken, Pepsi Cola soft drink, Ruffles potato chips.

Ford, Disney sponsor children's classic

Walt Disney's SHIPWRECKED, a praiseworthy adaptation of the children's classic, was CBS's choice for their February 29 movie. John M. Jacobsen produced the screenplay by Nils Gaup, Bob Foss, Greg Dinner and Nick Thiel.

The story is that of 13-year-old Hakon who goes to sea as a "ship's boy" to earn money to repay loans and save the family farm. His disabled father is no longer able to go to sea. After a shipwreck, Hakon spends a length of time alone on an island, eventually is reunited with friends from the ship and returns home in time to purchase the farm his parents thought they had lost.

Top advertisers were: Chrm. Harold Poling, **Ford Motor Company**, Post Office Box 1899, Dearborn, MI 48121, Phone 313-322-3000, Ford motor vehicles, Lincoln Continental automobiles, Mercury automobiles, Motorcraft automotive parts.

Chrm. Michael Eisner, **The Walt Disney Company**, 500 S. Buena Vista Street, Burbank, CA 91521, Phone 818-560-1000, Hollywood Pictures, The Disney Channel, Touchstone Pictures, Walt Disney Attractions and Theme Parks.