

# ABC AFFILIATES RUN UNAUTHORIZED ADS FOR “NOTHING SACRED”

Two ABC affiliates, WABC in New York and WCVB in Boston, have admitted that they ran unauthorized ads for the ABC show, “Nothing Sacred.”

On September 25, WABC-TV ran an ad for Chrysler-Plymouth that was never ordered by the auto manufacturer’s ad agency, Bozell. On September 18, WCVB-TV ran an ad for Star Market that was never ordered by the store’s ad agency, North Castle Partners.

William Donohue offered the following remarks on these related events:

“Both the New York and Boston affiliates of ABC say that human error explains the placement of unauthorized ads on ‘Nothing Sacred.’ While I take their word on this, I would be lying if I said that I’m not suspicious, especially given the way ABC has handled certain aspects of this troubled show.

“It is no reflection whatsoever on the integrity of Chrysler-Plymouth or Star Market that this problem occurred. Indeed, quite the opposite: both enterprises, and their ad agencies, have acted responsibly.”