

# **ALBERTO CULVER WILL NOT SPONSOR "NOTHING SACRED"**

Alberto Culver has said that it will no longer sponsor the ABC show, "Nothing Sacred ." The company had

sponsored FDS on the September 18 episode and Cortexx Hair Conditioner on the September 25 edition.

There are now 19 companies that have withdrawn sponsorship of "Nothing Sacred." The others are Isuzu, Weight Watchers, K-Mart, Benckiser, DuPont, Red Lobster, Ocean Spray, Sears, AT&T, Glaxo Wellcome, Ponderosa, Dunkin' Donuts, Scott's Liquid Gold, ChryslerPlymouth, Honda, Arm & Hammer, Home Depot and Borden.

William Donohue made the following comment on #19:

"The decision of Alberto Culver to pull sponsorship of 'Nothing Sacred' is especially gratifying considering the previous remarks of its vice president of corporate communications, Dan Stone. Almost two weeks ago, Mr. Stone stated that Alberto Culver would continue sponsoring the show, despite its controversy. Indeed, he was quoted as saying, 'I don't think that every show on television programming should appeal to every family in America.' Perhaps not, but it is also true that no show should offend millions of families in America.

"It is obvious that the pressure is mounting on Disney/ABC to drop the show. We hope that this protracted battle will not continue much longer, but that depends exclusively on them."