

AT&T WILL NOT ADVERTISE ON “NOTHING SACRED”

A spokesman for AT&T has said that the national office of the company will not advertise on the ABC show, “Nothing Sacred.” He said that the AT&T ad that appeared on the September 18 show in some parts of the country was placed by a local affiliate. He admitted that it was not inconceivable that some local affiliates might place an ad on the show, but he was adamant in saying that the national office would never do so.

AT&T now joins Isuzu, Weight Watchers, K-Mart, Benckiser, DuPont, Red Lobster, Ocean Spray and Sears in refusing to advertise on “Nothing Sacred.” William Donohue was pleased with the report:

“Disney/ABC can no longer count on AT&T to support its propaganda statement on Catholicism. This is good news. The spokesman that I talked to convinced me that AT&T would never be associated with such a show.

“Even better news is that ‘Nothing Sacred’ slipped from 54th place in its opening show to 92nd place in its second episode, losing 30 percent of its audience in one week. The fact that it trailed ‘National Geographic’ tells us that the public is more interested in watching lions than in watching an offensive show promoted by the Lion King company. So much for all the hype about how the Catholic League is helping to promote the show by attacking it.”