

BEE PIVOTS

Looks like our campaign against Samantha Bee's TBS show, "Full Frontal," is paying dividends. In the August 15 edition of her show (reruns were aired over the past few weeks), Bee ran 23 advertisements; on September 12, there were 19.

We have been able to pick off seven of her most prominent sponsors: Verizon, Procter and Gamble, Wendy's, Ashley HomeStore, The Wonderful Company (maker of pistachios), Popeyes, and Burger King.

What we are most pleased with is a change in Bee's script. We started to target her sponsors because of two things: her relentless anti-Catholic assaults, and her use of the c-word to describe the president's daughter.

Bee has subsequently stopped attacking the Catholic Church and has not employed vulgarities to assail public persons or institutions. We are delighted that she has decided to pivot.

Do we trust Bee? Not at all. Any person with her record of bigotry and obscenities is not to be trusted. But her producers know that it was her antics that triggered a public revulsion against her, and that the Catholic League has played a major role in that effort.

We will continue to monitor Bee's show, and will resume our campaign if and when she starts acting out again. It is a sorry state of affairs in this country that it takes a stern reaction from groups like the Catholic League to get the likes of Samantha Bee to zip it.