

BORDEN DISCONTINUES ADS ON “NOTHING SACRED”

Borden, Inc. has officially notified the Catholic League that it is discontinuing its ads on the ABC show, “Nothing Sacred.” On the October 2 episode, Borden advertised Classico pasta sauces. Today, it apologized for sponsoring “Nothing Sacred” and explained that it has an advertising policy that should have allowed its new advertising agency to say “no” to the program.

This brings to eighteen the number of companies that have withdrawn sponsorship of the program. The previous ones were: Isuzu, Weight Watchers, K-Mart, Benckiser, DuPont, Red Lobster, Ocean Spray, Sears, AT&T, Glaxo Wellcome, Ponderosa, Dunkin’ Donuts, Scott’s Liquid Gold, Chrysler-Plymouth, Honda, Arm & Hammer and Home Depot.

William Donohue had this to say about the latest company to quit:

“Borden’s good name is still intact. It acted in the public interest by deciding not to lend its reputation to ‘Nothing Sacred’ ever again.

“It is interesting to note that another ABC show that addresses religion, ‘Teen Angel,’ won its time slot the first time out. One of the reasons why it won, and ‘Nothing Sacred’ lost, is that ‘Teen Angel’ offends no one. Pray tell this lesson isn’t lost on Disney/ABC.”