

DISNEY/MIRAMAX TAKE A DIVE

Many in the media often question the Catholic League strategy of protesting movies we object to, arguing that we are only drawing more attention to the films, thus securing greater proceeds for the offender. But if this were necessarily true, then how does one explain the fact that both Disney and its subsidiary, Miramax, have taken a beating lately?

Third-quarter profits for Disney dropped a whopping 71 percent in 1999 from the previous year and Miramax reported an estimated profit drop-off from \$125 million in 1998 to about \$80 million in 1999. Meanwhile membership in the Catholic League soared in 1999.

While our friends at Disney/Miramax won't believe it, we are convinced that our success has something to do with having the right person on our side. They have someone on their side, too, which is why they fail.