

# DUNKIN' DONUTS SLAM DUNKS ON "NOTHING SACRED"

Dunkin' Donuts has become the twelfth corporation to declare that it will no longer advertise on the ABC show, "Nothing Sacred." A spokeswoman for the company said that advertising spots ran in some parts of the country on September 25, albeit they did not appear nationwide. In the future, however, there will be no ads for Dunkin' Donuts anywhere in the country.

Those companies that previously pulled sponsorship of "Nothing Sacred" are: Isuzu, Weight Watchers, K-Mart, Benckiser, DuPont, Red Lobster, Ocean Spray, Sears, AT&T, Glaxo Wellcome and Ponderosa.

William Donohue was delighted to hear the news:

"The Catholic League congratulates Dunkin' Donuts for its exercise of moral responsibility. By doing so, the company maintains its family-friendly reputation, which is more than I can say for Disney.

"Kevin Anderson, who plays Father Ray on the show, has said that 'I believe that a big, strong audience, I would think [for 'Nothing Sacred'] are lapsed Catholics, or people who have lost faith ....' This is a telling commentary: it effectively destroys the party line that Disney and ABC officials have adopted, namely that the show is a fair representation of Catholicism. But it also says something else-there simply aren't enough disaffected Catholics, agnostics and atheists to carry the show.

"Disney and ABC seem determined not to quit. Neither does the Catholic League."