

FOUR MORE SPONSORS DROP “NOTHING SACRED”

Ovaltine, Dairy Queen, Mutual of Omaha and Telecom*USA have announced that they will no longer advertise on the ABC show, “Nothing Sacred.” There are now 23 companies that have pulled sponsorship of the program. The league previously identified AT&T as being among the sponsors that have withdrawn their ads, but erred in doing so: AT&T never sponsored a show on “Nothing Sacred” and has no intention of doing so.

The other 19 companies that have decided not to advertise on “Nothing Sacred” again are as follows: Isuzu, Weight Watchers, K-Mart, Benckiser, DuPont, Red Lobster, Ocean Spray, Sears , Glaxo Wellcome, Ponderosa, Dunkin’ Donuts, Scott’s Liquid Gold, Chrysler-Plymouth, Honda, Arm & Hammer, Home Depot, Borden, Alberto Culver and Montgomery Ward .

William Donohue voiced his happiness with the latest news today:

“It is popular in some quarters for cynics to claim that business ethics is an oxymoron. But what will they say in light of the corporate responsibility that has been exercised in responding to the complaints of many Catholics over ‘Nothing Sacred’?

“Ovaltine, Dairy Queen, Mutual of Omaha and Telecom*USA all have a good image to maintain. By saying sayonara to ‘Nothing Sacred’ they are securing their reputation. We only hope that Michael Eisner finally gets the message and says sayonara to everyone connected with the show.”