

NO MORE McCORMICK ADS ON “NOTHING SACRED”

McCormick & Company has decided not to advertise on the ABC show, “Nothing Sacred,” ever again. A spokeswoman for the spice company conceded that occasionally advertising spots appear on questionable programs and at other times spots appear in shows that were not purchased. Most important, she said that “advertising spots do sometimes run in programs that we also feel are inappropriate, as with the case of ‘Nothing Sacred.’” She punctuated her remarks by saying that “McCormick & Company has instructed our advertising agency not to allow any of our advertising spots to appear on the ‘Nothing Sacred’ program under any circumstances in the future.”

McCormick has now become the 25th company to pull its advertising from “Nothing Sacred.” It joins the following: 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, Montgomery Ward, Ovaltine, Dairy Queen, Mutual of Omaha, Telecom*USA and Cigna.

William Donohue commented on #25 this way:

“The Catholic League is delighted with the news from McCormick. It shows once again that social responsibility is taken seriously by many in the business community. We hope all Catholics continue to purchase the long line of products that McCormick offers.

“Judging from last week’s edition of ‘Nothing Sacred,’ it appears that our boycott is a smashing success. The most common sponsors now include promotional spots by ABC, ads

placed by movie companies, short spots by non-profit groups and (800) numbers for vacuum cleaners and CD's. In short, there is little left to boycott. But there is still much to protest which is why we're not going away."