

“NOTHING SACRED” LOSES SPONSORSHIP OF OCEAN SPRAY

Ocean Spray has decided to drop sponsorship of the ABC show, “Nothing Sacred.” In doing so, the company joins six other advertisers who have cancelled sponsorship of the show: Isuzu, Weight Watchers, K-Mart, Benckiser, DuPont and Red Lobster previously quit.

William Donohue was delighted with the news:

“Ocean Spray did what any responsible corporate enterprise would do—take steps not to alienate a large segment of the population. Corporate officials of Ocean Spray are to be congratulated for their decision.

“Michael Eisner of Disney never counted on this type of reaction. Neither did we. The difference is that we’re loving it. I can’t wait till the next one drops.”