

PLAYING IT SAFE

Some Catholic League members from Kentucky and Pennsylvania contacted us recently about a Safe Auto Insurance Company television commercial. It depicted a priest wearing headphones while listening to a confession. While it certainly wasn't one of the worst TV ads we've heard about, we nonetheless decided to contact the company to register a complaint.

At first, we were told that the commercial would be out of rotation for two weeks. But the company did more than that—it sent a copy of the commercial to the Catholic League for review. When a company official was informed that we found the ad trivialized the Sacrament of Reconciliation, he said that he would speak to his superiors about permanently pulling the ad.

We are happy to report that the ad has been pulled. Safe Auto sincerely regrets the advertisement, and says it never intended to offend Catholics.