

A&M PRODUCTS HAS HAD IT WITH “NOTHING SACRED”

A&M Products Inc. has announced that it will no longer advertise on the ABC show, “Nothing Sacred.” Maker of the kitty litter product, EverFresh, A&M advertised on the November 13 episode of the show. A spokesman for the company confirmed that “our ad ran once on Episode 8 and we have no plans to sponsor the show again.”

A&M Products is the 31st company to withdraw sponsorship of “Nothing Sacred.” Those who previously quit are: Isuzu, Weight Watchers, K-Mart, Benckiser, DuPont, Red Lobster, Ocean Spray, Sears, Glaxo Wellcome, Ponderosa, Dunkin’ Donuts, Scott’s Liquid Gold, ChryslerPlymouth, Honda, Arm & Hammer, Home Depot, Borden, Alberto Culver, Montgomery Ward, Ovaltine, Dairy Queen, Mutual of Omaha, Telecom*USA, Cigna, McCormick, Pier 1, NordicTrack, John Paul Mitchell Systems, Meineke and Fantom Technologies Direct.

William Donohue offered the following remarks on #31 today:

“Congratulations to the corporate officials at A&M Products. They won’t regret what they’ve done.

“This is getting to be a joke. There are few shows on TV less watched than ‘Nothing Sacred’ and none that has outraged so many Americans. Moreover, no show in history has lost as many sponsors. Yet the folks at Disney/ABC would like us to think that they remain unaffected by what is happening. This is nonsense.

“No organization, no matter how big and profitable, wants to witness the attrition of its moral prestige, and that is exactly what is happening to Disney/ABC. Even on the score of money, things are beginning to kick in: the show’s producer, Twentieth Television, has expressed concerns that the show is

virtually worthless in the syndicated market. So keeping the show on the air is a Pyrrhic victory for Michael Eisner at best. At worst, it's a monumental blunder, one that he'll pay for in many ways for years to come."