

# RadioShack PULLS THE PLUG ON “NOTHING SACRED”

Radio Shack is the latest company to pull sponsorship of the ABC show, “Nothing Sacred.” A spokesman for the company said that “Radio Shack’s policy on programming is to not advertise on programs that might be politically or socially controversial or that promote any one individual’s agenda/point of view.” Radio Shack is the 33rd

company to withdraw sponsorship of the show.

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, Chrysler-Plymouth, 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, Fantom Technologies Direct, A&M Products and Nissan.

Catholic League president William Donohue commented on #33 today:

“RadioShack’s unequivocal response to consumer concerns is heartening; we hope the company does well this Christmas season.

“It would be great if Disney chief Michael Eisner gave Catholics a Christmas gift by announcing that he is cancelling ‘Nothing Sacred.’ But the only realistic chance that this will happen is if Eisner is visited by three spirits: the Ghost of Christmas Past, the Ghost of Christmas Present and the Ghost of Christmas Yet to Come.”