

U. S. POSTAL SERVICE DROPS BAG ON “NOTHING SACRED”

When the Catholic League learned that the U. S. Postal Service was planning to advertise on the ABC show, “Nothing Sacred,” it contacted officials at the agency; the Post Office was to advertise its “Celebrate the Century Stamps” on an upcoming episode of the show.

A spokeswoman for Foote, Cone and Belding (FCB), the ad agency that the U.S. Postal Service uses, said that she was aware that there were “some issues” surrounding the program. Just yesterday, the league received confirmation that the U. S. Postal Service has accepted the advice of FCB and has decided not to advertise on the show.

William Donohue was pleased with the decision:

“It’s always good news to learn that another advertiser has dropped ‘Nothing Sacred,’ but in this case it’s even better news: prospective advertisers are now walking away from the show. Moreover, to think that it’s an arm of the federal government that is sending Disney/ABC a message is even more gratifying.

“An interesting sidenote: there are companies which previously advertised on ‘Nothing Sacred’ and have pledged not to do so again but are nonetheless reluctant to be identified as having ‘pulled’ their sponsorship. Their cowardice notwithstanding, the fact remains that few companies are prepared to face the fallout that accompanies doing business with ‘Nothing Sacred.’

“This signals a new day in the history of lay Catholics—they are stepping up to the plate in a way never before seen. Those who have long clamored for more lay participation in the Church should be popping the champagne. But for some strange reason I don’t think that’s the case. Oh, well, who

ever said that life is fair?"