



The Media Research Center's review of the politics of the entertainment industry.

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## Hollywood Left

### The Networks' Naughty Promos

*Hit-and-run spots circumvent parental authority*

Those who defend the content of today's television programming contend that parents should watch the small screen with their children; if they are offended by what they see, they should simply turn off the TV. But even the most scrupulous monitoring cannot intercept *all* unsuitable television fare.

Networks have taken a cue from the advertising community, where appeals are made to the lowest common denominator -- sex -- to sell everything from beer to cars to outerwear. And while prime time is generally family-friendly between 8 and 9 p.m., the networks often expose young viewers at that time slot to promos featuring the raciest aspects of shows intended for a more mature audience.

"I'm taking you to the nudie bar," a father told his son in a recent promo for Fox's *Married...with Children*; the next scene showed a stripper undulating in front of the two. The spot, plugging a show slated to begin at 9 p.m., was aired during a 7:30 Sunday night sitcom.

An ABC campaign, promising "comedies strictly for adults," aired during kid-targeted *Full House*, at 8 p.m. It featured a sexy woman in a fur coat suggestively shimmying up and down in front of a man while revealing herself.

NBC's *Nurses* is shown at 9:30 p.m. on Saturdays, yet the show's promo broadcast during an 8:30 p.m. family-oriented sitcom was loaded with double entendres. "I want to be laid in the forest," said a beautiful young woman in a funeral scene, as a male co-worker leered and "cat calls" were heard in the background.

The efforts of TV's teens to have sex was the selling point of several promotions. "It's time for me to get some birth control," a 17-year-old said during an 8:30 p.m. promo touting "the shocking premier of *Roseanne*." Solicitations for Fox's teen hit *Beverly Hills 90210* teased *Simpsons* viewers during that cartoon's 8:00 p.m. slot with a shot of the protagonist's boyfriend dangling a set of hotel keys, and then cutting to a scene of the teenagers passionately kissing in a hotel room.



PHOTO CREDIT: JERRY FITZGERALD  
This scene was included in a *Doogie Howser, M.D.* promo which aired during the 8:30 time slot.

"Being a virgin is driving me nuts," exclaimed young Dr. Doogie Howser in a spot aired during an 8:30 p.m. show. A following clip featured a half-dressed Doogie and his girlfriend in a *Ghost*-like pottery-making scene with his scantily-clad girlfriend reassuring: "You've done great for the first time." According to the ratings, these kinds of promos work. After the notorious "Doogie-Does-It"

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### Inside...

**Peltier Promoted.** Redford readies *Incident at Oglala*. Details on page three.

**Dollars for Democrats.** Industry executives pour cash into campaign coffers. See page four.

**Back to the USSR.** *Inner Circle* exposes travesties of Soviet communism under Stalin. On page five.

**Taking It to the Streets.** *Juice* audiences take film's violence to heart. Turn to page six.

**Turner Vision.** Ted's latest kid-vid project, chock full of Chicken Little environmentalism. Page eight.

### And now, a word from the stars...

#### Save the World in One Breath

"[The movie] takes place in the Amazon, and what you realize is that this man has to make major choices, and he makes major mistakes instead of the right things, and through his mistakes, he learns a lot of soulful things, and he actually corrects his inner life, which, of course, helps enhance his outer life, and through the whole process we learn about how sad it is that we have something called the Amazon forest and we're destroying it, and yet I say as an American-Canadian actress, it's sad what we're doing to [forests] in America."

-- Amazon star **Rae Dawn Chong**  
(*Arsenio Hall Show*, February 4).

#### The CIA Did It, Right?

"In...1960, when Kennedy was elected, I believe approximately 70 percent of the populace voted. I think we're down now to about 50 percent...This is obviously an indication his death marks the beginning of the end of the concept of democracy as we used to know it."

-- *JFK* producer **Oliver Stone**  
(*MTV's The Week in Rock*,  
January 25).

#### Rallying for Robeson

"[Paul Robeson was] a political activist...a fighter for freedom and oppressed people throughout the world. That's something we should all know about."

-- **Avery Brooks**, who plays Robeson  
onstage (January 29 *Arsenio Hall Show*).

#### Democrats' Crooner

From the February 7 *Larry King Live*:

**Barbra Streisand**: "[Clinton's] not my first choice as a candidate....I'd like Cuomo, to tell you the truth. I like Harkin too, I like his voting record."

**King**: "Would you perform for the Democrats again?"

**Streisand**: "Absolutely. In a minute. Of course."

#### At Least He's Realistic

"I'd love to be in the Senate, but I don't think it's going to happen. First of all, let's understand this, my politics are hardly [electable]. I mean, I'm for gay rights, I'm pro-choice, I'm for gun control, I believe we ought to reduce not just the increase in the defense budget but the defense budget, I think the B-1 and the B-2 bomber are a total waste of time and neither of them work. Now how many votes have I got?"

-- **Phil Donahue** (January 29  
*Barbara Walters Special*).

#### Bush, Thomas Spiked

"The FBI may have been in on all those assassinations. Everyone: King, the Kennedys...Now we've got a President [Bush] who was head of the CIA. So you know what kind of man he is."

"...Clarence Thomas. Because those guys...get up so far, and they think they're not black. 'This is America. Color doesn't matter. You can pull yourself up by the bootstraps....' Then, the minute they set some fire to his ass, Clarence Thomas says [whining]: 'It's because I'm black! It's a high-tech lynching! It's racist!'"

"I don't think there's a big difference between George Bush and David Duke...."

-- Producer **Spike Lee** (February 2  
*Los Angeles Times*).

#### America's Stepford Wives

"The Clarence Thomas hearings were the most shameful chapter in American history. Arlen Specter, Orrin Hatch, Alan Simpson -- those men should be strung up by their b[---]! They were humiliating. They had the audacity and the stupidity to carry on like that! And women in this country are in a very peculiar state right now. I was amazed when the polls showed more women believed Clarence Thomas than Anita Hill. It's a Stepford Wife mentality...How could women *not* believe Anita Hill?"

-- **Jessica Lange** (February 1  
*TV Guide*).



PHOTO CREDIT: ELLIOT MARKS  
**Robert Redford**

#### Redford Lobbies for the Red Man

Silver screen star and activist **Robert Redford** is at it again, this time as the executive producer and narrator of the upcoming documentary *Incident at Oglala*.

According to press reports, the documentary is an attempt to put a left-wing/government cover-up spin on the old case of radical American Indian activist **Leonard Peltier**, convicted murderer of two FBI

See **Redford**,  
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