

Opinion

Anti-porn crusade results speak for themselves

I'd like to shake the hand of the person who first said "Critics are those who ride in after the battle is over and shoot the wounded."

Roger K. Cunningham
Guest Columnist

Loren Steffy's recent column (*The Battalion*, May 6), which criticized the efforts of those involved in the battle to stop the sale of pornography in family markets such as Southland Corp.'s 7-Eleven stores, seemed to overlook a few basic points and in the process shot some of those wounded in that battle.

I am a Dallas businessman who served as the local chairman for the 1983 Metroplex Rally for Decency which was attended by 5,000 and who served again for the recent march on the Southland headquarters which drew 10,000. I have nothing to gain from this activity; quite the opposite is true — it has cost me lots of time and money.

Steffy accused our effort of being misguided and of attacking symptoms rather than the cause. Does it seem so many ordinary citizens like me would be committed for years, at great personal expense, to this project of ending the sale of pornography in family markets like 7-Eleven without somebody asking the question, "Hey, are we doing the right thing? Shouldn't we be going after something more vile and depraved than *Playboy* and 7-Eleven? I mean, after all what about Jerry's Kids?"

Not hours, not even days, but months were spent discussing that very question.

Inadvertently, Steffy's column illustrates a critical point — most people do not know what pornography is. It is wonderful that Steffy is not a regular reader of pornography. Even better, it can be assumed he was not abused as a child or raped as an adult.

He must not have any children in his family who have been molested, because if he had experienced any of those things he might be more inclined to listen to those who know that *Playboy* and *Penthouse* are much worse than a "few bare breasts nestled between ads for whiskey and cigarettes" as he described them.

Most people do not read pornographic magazines, but nevertheless believe they know what is contained within the pages of the magazines. By combining that fact with 20 years or so of very good public relations work, *Playboy* and *Penthouse* were able to obtain so much acceptance that major corporations such as Southland sold their obscene products without embarrassment.

Most people also have not learned that pornography is addictive, so addictive it can lead an addict to commit sex crimes, including murder.

Most people are unaware that obscenity is not protected by the First Amendment and that the Supreme Court has consistently ruled that obscenity has no redeeming social value. Most people don't know that existing obscenity legislation is pretty good, it's just not being enforced.

Steffy said we should attack these

forms of pornography which serve as instruction manuals for child molesters. Again, most people do not know *Playboy* and *Penthouse* contain large numbers of images of children.

The Department of Juvenile Justice has been concerned with that fact and ordered a study to be done by Dr. Judith Reisman, research professor at the American University in Washington, D.C.

Reisman studied the past 683 issues of *Playboy*, *Penthouse*, and *Hustler*, the most common obscene material sold in family markets and most easily available to children. Reisman scientifically classified the images found in the magazines and found 6,004 images of children, both photos and illustrations.

Playboy averaged eight children per issue, *Penthouse* averaged six per issue and *Hustler* averaged 14. *Hustler* has a regular cartoon feature called "Chester the Molester" which has as its main character an adult child molester who is portrayed as giving sexual pleasure to children. The study was completed Nov. 30, 1985.

Reisman told me that of these 6,004 images of children, 93 percent showed the child involved in sexual activity with an adult, themselves, an animal or an object. Hardly innocence portrayed. She reported the great majority of these images of children are illegal as described by existing obscenity laws, but that the publishers have never been prosecuted.

According to Reisman, *Playboy*, *Pent-*

house and *Hustler* are used as instruction books for pedophiles (child molesters), they instruct their young victims by showing them images of children enjoying sex with adults, alongside interviews with celebrities, under a title that is sold at the same store where Mom buys milk.

The most bizarre sex offenders are sex murderers. These men who kill and often kill again were studied by the Federal Bureau of Investigation's behavioral science unit in Quantico, Va., and the results of the study released in September 1985 showed 81 percent of the sex killers reported their biggest sexual interests were in reading pornography — *Playboy*, *Penthouse* and *Hustler* included.

Did focusing on 7-Eleven and *Playboy* mean we abandoned all efforts against other forms of obscenity? No, not by any stretch of the imagination. Rather, by raising the issue, "How can a family-oriented grocery store be the largest retailer of pornography in the world?" we caused people to think, to investigate and to make decisions.

Once the public began to review the issue, we gained an incredible amount of support, as evidenced by the 10,000 who marched to Southland's door. Whenever an issue causes 10,000 to march, it gets the attention of politicians. Those in public office today are much more receptive to enforcing obscenity laws and to fighting problems such as kiddie porn, peep shows and obscene cable broadcasts.

Candidates for office are not naive. We know we will force them to take action against pornography, and obscenity cases now might be executed.

Even with these great advances, we are not naive. We know we will completely erase obscenity; that can hope to do is put it back in the gutter where it belongs. Nevertheless, we are committed to pushing it as far as we can, and the sentiment of politicians now seems to be with us.

In all fairness to the 7-Eleven, their recent decision to stop selling pornography because of its relation to sex crimes is in keeping with the tradition of concern for the community that we salute them for consistency and judgment.

Steffy feels we have been attacking symptoms and not the cause. The cause of the rapid onslaught of pornography is that it found no opposition. But too busy being unconcerned about what others would think us proud of, we did nothing. We did nothing long it became unfashionable to do so.

The cause? The cause was the men and women did nothing. We hit right at the cause, we aroused those good men and women and motivated them to act.

Roger K. Cunningham is a insurance agent in Dallas and the president for the Dallas Association for Decency.

Two simple ways to ditch ABM treaty

EDITOR'S NOTE: This is the second in a three-part series on the ABM treaty.



William F. Buckley Jr.
forswearing anti-ballistic missiles.

Under international law, there are two grounds for the United States to end the treaty it engaged in in 1972 in Moscow, forsweating anti-ballistic missiles.

The easiest way to do it is to consider the treaty as null and void on the grounds that one of the contracting parties is in violation of it, and that therefore the other party is relieved of any further obligations. To do this is as easy as opening the lips and pronouncing the word "Krasnoyarsk." Because there the Soviet Union has built a phased-array radar facility 470 miles from its nearest border but oriented toward a border 2,500 miles away, in clear violation of the treaty. No responsible official this side of the Iron Curtain would deny that Krasnoyarsk is such a violation.

The second way to go is almost as easy. It would require merely a stroke of President Reagan's pen, advising the Soviet Union that the treaty-specified six-month countdown has begun, and that therefore in December the ABM treaty will cease to bind the United States in any way.

Now not only was this an option read into the treaty at the time it was signed, our representative at the ceremony, Ambassador Gerard Smith, said that the United States was going along with the anti-ballistic missile ban in pursuit of general disarmament. "If an agreement providing for more complete strategic offensive arms limitation were not achieved in five years," said Ambassador Smith, at the direction of the administration, "U.S. supreme interests could be jeopardized. Should that occur, it would constitute a basis for withdrawal from the ABM treaty."

Well, exactly that did occur. In the interval after SALT I, the Soviet Union added 8,000 warheads, while we subtracted about the same number. The projected mutual assured vulnerability was in shatters: The Soviet Union has been busily engaged in defensive activity looking toward impregnability, while we have grown lilies in our old air raid shelters. We should have spotted the weakness of the ABM treaty in 1977 when the treaty's contractual five years were up; but that was a year of Jimmy Carter, and we dreamed our way through the balance of the decade.

What came then was the declaration of Reagan in March of 1983 — that we would develop a Strategic Defense Initiative, looking to the day when we could so effectively protect ourselves from Soviet missiles as, in effect, to make it progressively suicidal for the Soviet Union to contemplate a first strike.

Well, could we proceed with the space shield, given the restrictions of the ABM treaty?

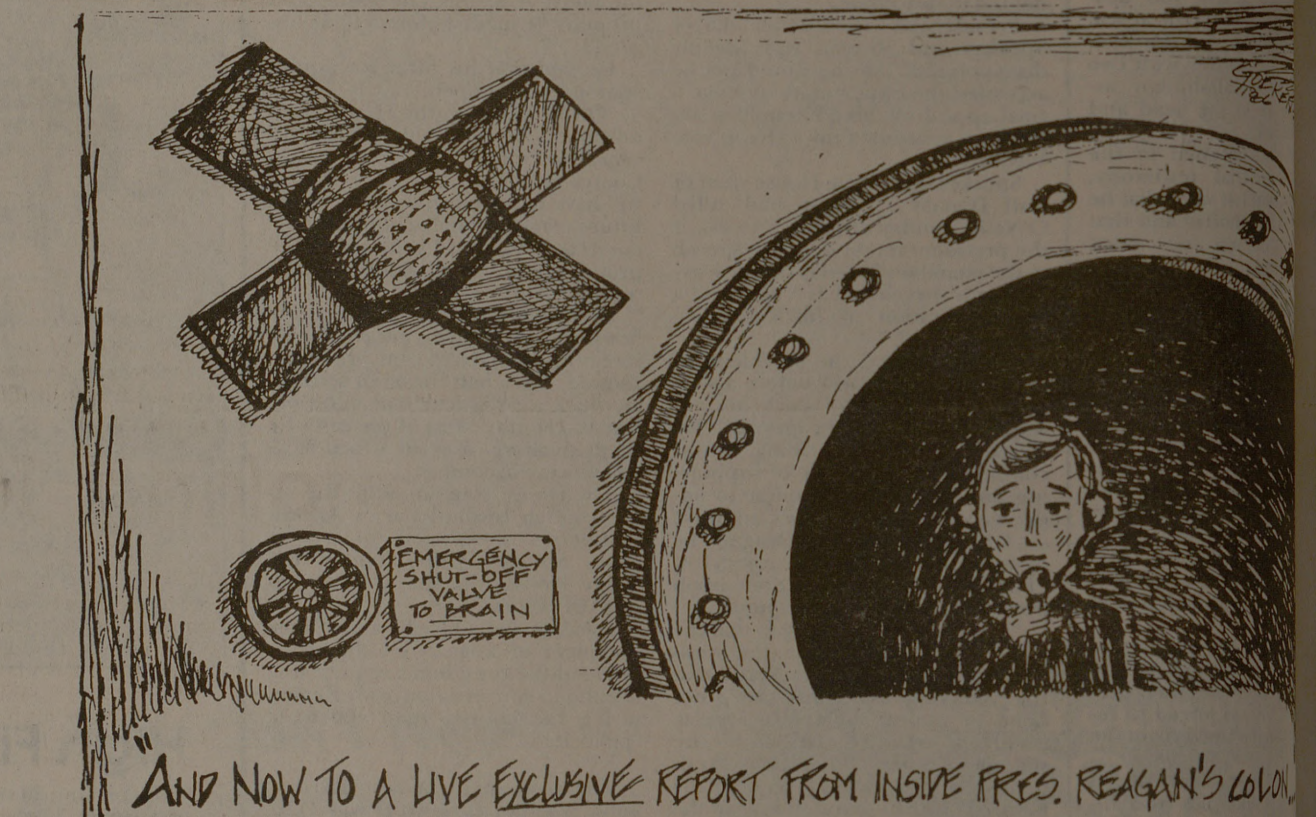
On this matter there has been considerable debate. There are two ways to read the treaty: One is the so-called restrictive way, the other the permissive way.

There are great ironies here, because when we were bargaining with the Soviets in 1972 we tried very hard to get them to agree to absolute restrictions on anti-ballistic missile activity. But the Soviet Union declined to adopt such language. What emerged from it was something called Agreed Statement D. Depending on how you read it, and the two clauses it explicates, the United States is not permitted to employ fresh technology to pursue and test SDI (the restricted version), or it is permitted (the permissive version). The irony lies in the Soviets' insistence that the restricted version is the correct version, given its historical resistance to the binding version U.S. negotiators sought.

The legal adviser to the U.S. Department of State, Abraham Sofaer, is a scholar of some renown (he was the judge who presided over the libel suit brought by Ariel Sharon against *Time* magazine). He testified before the Subcommittee on Arms Control, International Security and Science of the House committee on Foreign Affairs on Oct. 22, 1985, and quite simply demolished the restrictive interpretation of the treaty. However, President Reagan had announced that he would proceed under the restrictive version, presumably just to be a good sport. How much did that decision damage the SDI program?

Well, an expert concedes, it is true that if there had been no ABM treaty, the structure of the research program would have been different. He concedes that there have been a few "workarounds," which is to say, some zigzagging with the view to abiding scrupulously by the treaty, as interpreted restrictively. The question just when might research be practically impeded by the treaty, particularly if read restrictively, is a subject the Defense Department doesn't want to talk about. Because, you see, the question is a political one, and very, very sensitive, as we shall see.

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Things not always as they seem in world of business, economics

In the world of business, finance and economics, things may not always be as they seem.

John Cunniff
AP analyst

Item: The civilian unemployment rate was 7.3 percent of the labor force in May — but don't try to apply that rate to all areas. Things are bad enough in some parts of the country to suggest that America has two distinct economies.

Overall, urban America is doing fairly well, especially in areas that have turned toward the production of services rather than goods. But it's another story in rural America, where the four basic industries — agriculture, timber, mining and textiles — are suffering in unison, although for somewhat varying reasons.

According to an analysis cited by the Work in America Institute, a nonprofit analyst of employment and jobs, 91 percent of the counties with jobless rates double the national average are rural.

The study, by the Rural Coalition and the Full Employment Action Council, says prospects for recovery are bleak. The study says that without diversification, rural areas will suffer more than the rest of the country for the next decade.

Various studies show that the big growth in jobs for the remainder of the century will be in services — business, government, financial, sales, health, security and social services being the leaders.

Adding to the problem is an erosion of the social-economic infrastructure in many rural areas, making the comeback all the more difficult.

Item: According to one of the most trusted maxims of American business

life, your business is assured of success if you build a better mousetrap. Satisfy your customers, it is said, and they will tramp to your door.

Really? At least one authority on the subject disagrees, and he has credentials to solidify any American business person would be wise to take heed.

Speaking at Columbia University recently, the gentleman declared: "You can't stay in business just by having satisfied customers. Satisfied customers switch." It is not enough that they be satisfied, he said.

"Customers should be elated," he declared. "They should boast about the product. They have to come back and bring a friend."

Those words were uttered by J. Edwards Deming, the management authority who is credited with having

taught the Japanese how to produce high-quality products for an export market that at first shunned the name label.

For reasons not thoroughly understood, Deming is virtually unknown in many American business circles. In contrast, he is honored by the Japanese whose first automobiles for the U.S. market were ridiculed.

One reason why many American companies so often fail to elate customers, says Deming, is that they keep managers in a job for just 2 1/2 years.

"How can they know a job's time?" he asked. "They can't. People are studying reports and statistics, managing by numbers. It's not work."

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