

Study finds condom ads not popular on TV

NEW YORK (AP) — A decade after Fox ran the first condom advertisement on network television, a study has concluded that they are not much more common on the air today.

CBS and NBC have since joined Fox in allowing condom ads, yet the policies are so restrictive that prophylactic manufacturers do not bother making many, said a report released Tuesday by the Henry J. Kaiser Family Foundation.

ABC, the WB and UPN do not allow paid condom advertising, according to the health-oriented foundation.

"At first blush, it seems like an anomaly in this modern media age, when it seems to be no holds barred," said Victoria Rideout, a Kaiser vice president.

Only three major networks now show prophylactic advertising

"It is surprising to see the hesitation there is in television about condom advertising."

Both CBS and NBC changed their policies prohibiting condom ads after they began showing commercials for birth control pills following the relaxation of federal rules for prescription drug advertising.

A CBS executive told Kaiser that the network felt it could not justify turning down condom ads while accepting other contraceptive commercials.

Although Fox accepts condom ads, the network limits them to the 9-10 p.m. hour, and requires them to focus on disease protection instead of pregnancy prevention.

NBC only allows condom ads after 11 p.m. and requests that they not be "overly erotic." CBS

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— Victoria Rideout
Henry J. Kaiser Family Foundation

usually keeps the ads off until at least 9 p.m., the report said. "Whether it is due to these restrictions, or for other finan-

cial reasons, the advertising budgets of condom companies have been so low that condom ads have been relatively rare even on those networks and affiliates willing to accept such ads," the report said.

Carter-Wallace spent \$2.2 million advertising Trojan condoms in 1999 on cable TV and less than \$500,000 on broadcast TV, Kaiser said. Johnson & Johnson spent \$33 million that year advertising its Ortho Tri-cyclen birth control pills.

Carter-Wallace produced 10 separate condom commercials over the past four years, "which we have used extensively on cable television net-

works," said Richard Kline, group vice president of marketing at the company.

Condom ads still cause controversy, whether real or perceived. UPN accepted one Trojan ad in 1998 but more than half of its affiliates refused to air it, and UPN has banned them since.

ABC does not take condom ads but has run the Ortho Tri-cyclen commercials, Kaiser said. A network spokeswoman declined comment on the study.

A Fox executive told Kaiser that another problem with condom ads is that other advertisers do not want their commercials airing near them, further limit-

ing the chances they will get on the air.

In a survey conducted by Kaiser this spring, 71 percent of Americans said they favored allowing condom ads on TV. About half of those people said the ads could run at any time, others say they should be restricted to late at night.

The survey found that while one-quarter of respondents oppose condoms ads on TV, a third oppose beer advertising.

"This research indicates long-held concerns at some networks about the impact of condom ads may be outdated," Rideout said.

Kaiser surveyed 1,142 adults randomly by telephone between April 16-22. The margin of error is 3 percent.

News in Brief

Sheriff resigns to keep from being imprisoned

PETERSBURG, Ind. (AP) — Pike County Sheriff Jeff Clements has agreed to resign to avoid being imprisoned while he awaits trial on five charges of rape and sexual battery.

Clements, 44, said he would resign by Wednesday. He is to be placed under house arrest and wear an electronic monitoring device under a deal worked out with a special prosecutor.

Burley Scales, Clements' attorney, called the charges against his client baseless and said the case boiled down to "he said and she said."

Asked why Clements resigned, Scales responded, "Why fight it?"

Checks sent to survivors

NEW YORK (AP) — After years of litigation, checks were sent out to thousands of Holocaust survivors around the world Tuesday in the first reparations

paid to those forced into slave labor by the Nazis.

The New York-based Jewish Claims Conference sent payments of about \$4,400 each to some 10,000 Jewish survivors in 25 countries. At the same time, checks were sent to 10,000 non-Jewish survivors in the Czech Republic. Payments to survivors in Poland were expected to be made June 28.

Up to 1.5 million surviving slave and forced laborers — most in central and eastern Europe — are believed eligible for compensation.

The Claims Conference estimates that up to 160,000 Jewish Holocaust survivors worldwide will eventually be eligible for payments from a \$4.37 billion fund authorized by the German government to settle a series of U.S. lawsuits seeking compensation from German companies. The fund is actually 10 billion German marks and the amount in U.S. dollars fluctuates with currency values.

Abortion provider files lawsuit challenging parental consent

TULSA, Okla. (AP) — A new state law mandating parental consent for minors seeking abortions has providers turning away pregnant minors unaccompanied by parents.

Gov. Frank Keating signed the law June 4. Tulsa-based Reproductive Services launched a challenge in federal court over what the clinic says are vague provisions that fail to define consent or limit potential liabilities for abortion providers. The one-sentence law also lists no exemptions.

Despite its opposition to the statute, Reproductive Services is turning away minors who do not have parents with them.

"We feel like we have to insist on that now because of the liability this law places us in," said Sherri Finik, the clinic's community relations director.

Reproductive Services performs about 200 abortions a year on minor women. Finik said the new law is "bad for Oklahoma minors and for Oklahoma providers."

But the law's principle author, state Rep. John Sullivan, R-Tulsa, applauded its impact.

"The abortionist representatives said this is having a chilling effect on minors having abortions," said Sullivan, vying for the 1st Congressional District seat being vacated by Steve Largent. "I think that was the intent of the legislation."

Oklahoma is the latest U.S. battleground over parental consent for minors wanting abortions.

At least 42 states have passed laws that mandate some type of parental or guardian consent or notification.

Most allow judges to grant exemptions or include explicit exemptions for independent minors, health emergencies or other conditions.

But laws in 10 states were made or not enforced because they did not allow judges to grant exemptions or otherwise failed to pass legal muster, according to the New York-based Center for Reproductive Law & Policy, which represents the clinic.

U.S. District Judge Terry C. Fox in Tulsa is considering whether the state's law is constitutional and is hearing last week. He must address questions from defense attorneys over whether the Tulsa court is the proper venue, whether the clinic can sue on behalf of potential clients.

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