

## Los Angeles Times

# The Taming of Prime Time Viewer Protests, Ad Defections Rattle Networks

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Author: DIANE HAITHMAN

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### Abstract (Document Summary)

What made "Crimes of Passion" acceptable last October and "Crimes of Passion 2" unacceptable six months later? "Crimes 1" and "Crimes 2" have become the brackets to an extraordinary season in which the networks stretched the boundaries of good taste further than ever before-and wound up going too far for many viewers and advertisers.

Later in the season, NBC's mid-season series "Nightingales," featuring nubile young nurses in lacy lingerie, was boycotted by several advertisers and attacked by the American Nurses Assn. Despite good ratings and a promise to clean up its act, producer Aaron Spelling has voiced fears that "Nightingales" might get canceled as part of NBC's effort to improve its image.

NBC also received some complaints from viewers for allowing the word goddamn to sneak into an episode of "L.A. Law." Several advertisers said they would not buy spots in NBC's "Saturday Night Live" because of a sketch that used the word penis. ABC's "HeartBeat" also lost advertising because of content objections.