

# Ronald Reagan Presidential Library Digital Collections

---

This is not a presidential record. This marker is used as an administrative marker by the Ronald W. Reagan Presidential Library Staff. This marker identifies that this folder contains material that may not be suitable for young ages.

---

# Ronald Reagan Presidential Library Digital Library Collections

---

This is a PDF of a folder from our textual collections.

---

**Collection:** Blackwell, Morton: Files

**Folder Title:** Pornography (2 of 2)

**Box:** 18

---

To see more digitized collections visit:

<https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:

<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: [reagan.library@nara.gov](mailto:reagan.library@nara.gov)

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>

# WITHDRAWAL SHEET

## Ronald Reagan Library

**Collection Name** BLACKWELL, MORTON: FILES

**Withdrawer**

RBW 6/10/2011

**File Folder** PORNOGRAPHY (2 OF 2)

**FOIA**

F06-0055/07

**Box Number** 18

POTTER, CLAIRE

25

| DOC NO | Doc Type | Document Description         | No of Pages | Doc Date  | Restrictions |
|--------|----------|------------------------------|-------------|-----------|--------------|
| 1      | LIST     | RE. ANTI-PORNOGRAPHY MEETING | 1           | 3/28/1983 | B6 B7c       |

Freedom of Information Act - [5 U.S.C. 552(b)]

- B-1 National security classified information [(b)(1) of the FOIA]
- B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- B-3 Release would violate a Federal statute [(b)(3) of the FOIA]
- B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.



*per our discussion*

David M. Mason

Legislative Director

Thomas J. Bliley, Jr.  
Member of Congress  
3rd District, Virginia

213 Cannon House Office Building  
Washington, DC 20515  
(202) 225-2815 (O)  
(703) 524-4025 (H)

THOMAS J. BLILEY, JR.  
36 DISTRICT, VIRGINIA

MEMBER OF:  
COMMITTEE ON ENERGY  
AND COMMERCE  
COMMITTEE ON DISTRICT  
OF COLUMBIA  
SELECT COMMITTEE ON  
CHILDREN, YOUTH AND FAMILIES

WASHINGTON OFFICE:  
213 CANNON OFFICE BUILDING  
(202) 225-2815

DISTRICT OFFICE:  
510 EAST MAIN STREET  
RICHMOND, VIRGINIA 23210  
(804) 771-2800

**Congress of the United States**  
**House of Representatives**  
**Washington, D.C. 20515**

June 9, 1983

The President  
The White House  
Washington, D. C. 20500

My dear Mr. President:

I am writing to ask your personal intervention in a matter of serious consequence to our nation's children: the operation of a highly pornographic telephone recording system known popularly as "dial-a-porn."

High Society, a hard-core smut magazine operates a phone number in New York City, (212) 976-2727, offering a recorded pornographic message. The phone system can handle as many as 56,000 calls per minute. A local surcharge results in revenue of \$25,000 per day for New York Telephone Company and \$10,000 daily for the magazine, more than it makes off its publishing operations.

I have received reports of children as young as ten years old who were given the number at school and called it repeatedly. This has occurred not only in the New York area, but in Utah, Kentucky, Florida, North Carolina, Virginia, Maryland and Washington, D. C. The messages, which are as graphic and objectionable as anything I have ever heard, are changed twice daily (see attached transcripts). Not only do parents have to deal with a threat to their pre-adolescent children's psychological development, but \$100-plus long distance charges are a substantial financial burden.

These kind of messages in interstate phone calls are illegal under both Section 223 of the Communications Act and the phone company's tariff to provide reasonable service. The "service" began early this year. A suit filed in the Eastern District of New York was dismissed because the plaintiff, Suffolk County, New York, had not exhausted its administrative remedies. On March 17 the County filed a petition with the FCC, and I filed comments in support of that petition. I also wrote to the U. S. Attorney for the Eastern District of Virginia making a formal complaint. In May over 50 Members of Congress wrote to the FCC asking them to take action against this service, but on May 16 the FCC refused to act, claiming that the Justice Department was the proper agency to handle the complaints.



June 9, 1983

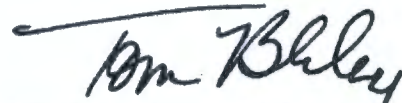
On May 24 I met with FCC Chairman Fowler who persisted in his refusal to act. I also found that even though the FCC never intended to do anything about the complaint, they did not contact the Department of Justice until nearly two months after they received a complaint. On May 24, Chairman Fowler and the FCC General Counsel assured me that the Department of Justice was prepared to file suit against the service. As of June 7, however, the Deputy Assistant Attorney General for the Civil Division informed me that they believed that the FCC was the proper agency to act, and that the Department of Justice still had not decided whether to file a suit.

After over five months, the government has gotten exactly nowhere.

While the government prevaricates the smut peddlers thrive, and try to grow. Chesapeake and Potomac Telephone tells me that they have received similar requests for phone numbers in Washington, D. C., and Richmond, Virginia. If the government does not establish a policy against this kind of obscenity, phone companies may soon be required to allow such services in other areas as well.

I am aware of your recent meeting with the anti-pornography coalition, and of the concern you have often expressed for the moral character of our nation and its children. In light of the incredible delay and buck-passing on the part of the federal bureaucracy, I most urgently request that you take a personal role in forcing the federal government to take immediate action against this growing plague.

Respectfully yours,

  
THOMAS J. BLILEY, JR.

TRANSCRIPT-OF TAPE RECORDING, 976-2727

February 17, 1983

Oh! Oh! Hi! It's Crystal from Live Magazine and I'm afraid you've caught me doing something very nasty. Look on page 28 and you'll see what I mean. I'm naked, how about you? If I lean over like this, can you fill my order. Oh, oh, ooh, oh, it's hard, oh, oh, oh, that's nice, oh, oh. Heh! Not so rough. Oh, oh, oh, oh, oh! Oh! Oh! Oh, oh, thanks. You're not bad at all. Can you get it up again. Um, Um, um, um, um - Uh oh, time's up. Call back after 3 and I'll swallow your load.

TRANSCRIPT OF TAPE RECORDING, 976-2727

February 23, 1983

9:47 AM

Hi. I'm Jessica. My friend is (inaudible). You can take a long, hard look at us on page 86 of Live's April issue. I'm lying here naked and waiting for you to spread me open. Ooh, you're getting so hard. Ooh, I want you in my mouth while I touch myself. Mmm, mm, mmm, mmmmm, mmmmm, oh, you're so thick, I can barely get my mouth around you. Mm, ohm, ohm, oh, I want you pouring juices down my throat. Mm, mm, mm, mm, that's it. Mm, mmm, oh, hold the back of my head. Oh, push it. Mm, mm, mm, oh, oh, oh, oh, oh. Oh. Oh. Oh. So much juice and it tasted so good. Oh, I hope you call back real soon.



TRANSCRIPT OF TAPE RECORDING, 976-2727

February 24, 1983

9:52 AM

Oh. Yes. Back so soon? You've really got staying power. I'm Cindy from page 80 on Live magazine and I promise to let you cream all over my chest. Mm, oh, yes, I know they're big and they're real soft, too. Feel them. Mm, oh, sure. You can put it between them and rub it good. Oh, I'll hold them together and make it real tight and you can rub in and out. Ooh, yea. Oh, oh, in and out. Ooh, yes. Oh, that really gets me, baby. Ooh, yea. Ooh! Yes. Oh, it gets me so good. Mm, mm, oh, oh, yea. Oh, yes! Oh, oh, yea. Oh, oh, oh. Oh! Oh! Oh, God, you got it all over my chin. Come tomorrow and my friends and I will lick you dry.

TRANSCRIPT OF TAPE RECORDING, 976-2727

February 26, 1983

9:23 AM

Hee, hee, hee. Hi. This is Judith. And I'm Lisa. There are more of us girls on page 4 of the April issue of Live. We usually fight over men, but today we're getting along fine. In fact, I brought along a toothbrush. (Buzzzzzzzzzzzzzz.) Oh, great. Oh, oh, oh, stick it in. Oh, oh, oh, that's good. (TWO GIRLS ARE NOW TALKING): Mm, mm, mm, oh, oh, faster, oh, oh, oh, that's it. Oh, oh, oh, oh, oh, it won't go much deeper. Oh, oh, that's it. Oh, oh. Oh, oh, oh. Oh! Oh! Oh! Oh, oh. Oh! Now it happened. Oh! It's shocking! Oh. Oh.

TRANSCRIPT OF TAPE RECORDING, 976-2727

February 28, 1983

9:27 AM

Hi. I'm Catherine. You can see me on page 36 of High Society's April issue. I'm so glad you called. I'm so hot for you, I need you. Oh, (inaudible) hard (inaudible) mm. (Inaudible) I (inaudible) do this all the time. (inaudible) down my throat. Oh, oh. oh. Mm, good. (inaudible) Give it to me. Oh, oh, oh, oh. Mmm, mmm, mm. Oh, oh, oh, mm. (inaudible) delicious breakfast (inaudible) today is over. Call me back, (inaudible) I'll be waiting.

TRANSCRIPT OF TAPE RECORDING, 976-2727

March 1, 1983

9:33 AM

Hello. It's Laurie again. \_\_\_\_\_

\_\_\_\_\_ High Society's April centerfold. There's a  
lucious \_\_\_\_\_ of me. So, pull it out and spread me  
wide open. Ooh, it's so big. Push your hot (inaudible)  
around my (inaudible) again and rub it on my lips. Oh. Ooh.  
Now let me take a taste. Mm, mm. (inaudible) try  
(inaudible) my breast, my tummy. Oh, oh, yes. Now put it  
in. Oh, oh, harder. Oh, oh, mm, oh. Oh. Oh! Oh. Oh.  
Oh. Let me take it out. (inaudible) So, call back soon, it  
might still fit.

TRANSCRIPT OF TAPE RECORDING, 976-2727

March 2, 1983

10:02 AM

Oh. Hi. I'm Sharon. You can see how wet I am on page 30 of High Society's April issue. Just thinking of you looking at me stark naked makes me so hot. Oh, I can't reach my own pink lips, but how would you like me to run my tongue up and down your body. Mmm. I love to give you a tongue bath. Mmm. Please let me. Mmm, ahhh. Please, I want you so much. Let me start with your neck and I'll slide my tongue straight down your spine. Mmm. I want to lick you clean. Ahh. Let me circle my tongue around those soft things. Ahh, mmm, ah, Ahh, Ahh. Ooh. Call back soon so I can give you another nice warm bath.



TRANSCRIPT OF TAPE RECORDING, 976-2727

March 3, 1983

9:14 AM

Oh! Oh, hi, it's Sharon from High Society Magazine. I'm afraid you've caught me doing something very bad. Look on page 30 and you'll see what I mean. I'm naked, how about you? If I lean over like this, can you fill my order. Mm. Oh. Ooh, it's hard. Oh, oh. Oooh, ohoh, ohoh, hey, not so rough. Oh, oh. Ohoh! You're not bad at all. Can you get it up again? Mm, mm, oh, (inaudible). Mmmm, ohoh, ohoh. Oh. Ohoh. I would love you to call again and I'll swallow your load. Mmm.

TRANSCRIPT OF TAPE RECORDING, 976-2727

March 4, 1983

10:17 AM

Hello you miserable worm. This is Mistress Sharon from page 34 of High Society. I knew you would call. You just can't get enough, can you. Take that rod out of your pants and make it hard for me. That's it. Your whole body is there to give me pleasure. Ahh, ohh, yes. Let me hear your tongue, I want to hear that tongue. Ohh, yea, my lips are wide open and I'm soaking wet. You're my slave. You're a slave to my body. Ahh, ohh, ahh, ohh, ahh, ohh, ahh, ohh. Ah, ohh. Ohhhhhhhhhhhhh! That was a good piece of dirt. Now call later and speak to one of my horny girlfriends.



## Wednesday's People



Robert McNamara

Averell Harriman

### Freedom medals

Some of the leading and most recognizable names in the country have been selected to receive the 1983 Franklin D. Roosevelt Freedom Medals.

Arthur Schlesinger Jr., chairman of the Centennial Commission and the Four Freedoms Foundation which confers the medals, said, "These five great Americans epitomize the four freedoms enunciated by President Roosevelt 42 years ago."

Chosen to receive the medals: Averell Harriman, Coretta Scott King, Robert McNamara, Jacob K. Javits and Joseph Raub.

Raub is a civil rights activist; Mrs. King, the widow of the Rev. Martin Luther King, is an activist for civil rights and in the anti-nuclear movement.

Former defense secretary McNamara is a former president of the World Bank; Javits was a longtime senator from New York, and Harriman is a former ambassador, Cabinet member and governor of New York.



Jacob K. Javits



Coretta King

Joseph Raub

### Druthers

Joseph P. Allen likes being back home in Indiana but says he'd rather be back in space.

Allen, who flew aboard the shuttle Columbia in November, was in Greencastle Ind., this week for "Joe Allen Day" and was given a brass key to the city.

The 45-year-old astronaut told grade school students and faculty and fellow alumni from DePauw University, "I would love to go back (into space). Whether I do or not is a different question."



Joseph Allen

### Improvement plus

Tanya Roberts, the last of "Charlie's Angels" and the heroic slave girl Kiri in "The Beastmaster," has found success playing beautiful women of action. But she wasn't beautiful as a schoolgirl, she told *Genesis* magazine.

"I was very funny-looking and awkward. I was never the beautiful girl in the class. I was a real tomboy, wore my hair in a ponytail, and looked a bloody mess. I started taking care of my appearance when I discovered men, but I didn't lose my gawkiness completely until I was 19."

### Orders from top

Queen Elizabeth II has told Prince Andrew "to scrap his plans to wed" actress Koo Stark, the *Sun* of London newspaper reported Monday. The paper claims the queen intervened to prevent the 26-year-old Stark from staying with the 22-year-old prince at the royal family's Sandringham estate in Norfolk last weekend.

The queen "strongly believes that... Koo does not have the qualities required" to become Andrew's wife, the *Sun* reported. The prince is third in line to the British throne after his brother, Prince Charles, and his nephew, Prince William.

Prince Andrew and Stark, an American-born actress in erotic films, went on a highly-publicized eight-day Caribbean vacation after the prince returned from duty with the Royal Navy in the Falklands Islands war. The prince is to rejoin his ship, the HMS *Invincible* this week, to take part in exercises in the Atlantic and the Caribbean.



Queen Elizabeth



Redskins assistant Dan Henning to take reins in Atlanta / 1B



Roundtable founder explains support for Israel / 3C

## Religion mobilizes against pornography



Kimberly Hought Washington Times

Edward E. McAteer discusses The Roundtable and the goals of the politically active religious group.

Edward E. McAteer is founder and president of The Roundtable, a politically active religious group based in Memphis, Tenn. McAteer has been highly successful in organizing coalitions between various religious groups to support conservative issues such as the right to life, prayer in schools and anti-obscenity legislation. His group, founded in 1976, emerged as a strong component of the "new right" that gained prominence during the 1980 presidential campaign.

McAteer is here today for a prayer breakfast at the Shoreham Hotel in support of Israel, co-sponsored by The Roundtable and the American Forum for Jewish and Christian Cooperation. Speakers will include evangelists Billy Graham and Jerry Falwell.

Last week in Memphis, The Roundtable kicked off a national campaign to halt pornography, organized in conjunction with the New York-based Morality in Media. The campaign urges passage of state legislation that will regulate pornographic material on cable television, and it will hit 13 cities over the next four months. It also aims to gain presidential support for stronger enforcement of existing federal anti-pornography laws.

**Q: Why is The Roundtable coming out in support of Israel now, when Israel's reputation is eroding since its attack on Lebanon?**

**A:** Because I'm an unequivocal, Bible-believing scriptural Christian. I believe that basically the Bible projects two things: in the Old Testament a nation, Israel. And in the New Testament the man who came from that nation, Jesus Christ. I have no problem seeing that God has some covenant relationships with Israel that are unconditional.

Support for Israel worldwide has been declining. But we have a mandate from God based on scripture to be Israel's friend. God has blessed the nations who support Israel. God told Abraham, "I'll bless them that bless thee and curse them that curse thee." Russia is an example of that, and Mussolini and Hitler. I firmly believe there could not be a more tragic mistake that America could make than to turn its back on Israel. I feel we should defend that view even in the face of not understanding, even being opposed to some of the things they do.

**Q: Hasn't there been some controversy among evangelicals concerning this view of Israel?**

**A:** I was at the Southern Baptist Convention last June, where the head of the foreign missions department was trying to bring up a resolution that would protect missionaries in Moslem countries at the expense of an anti-Israel wording.

I stood right beside him as he was making that proposal, and I said, "If we think that Bailey Smith's quote that God doesn't hear the prayers of Jews was dramatic, it was a fire-cracker compared to an Atom bomb compared to this convention adopting a resolution like that." They did not adopt that resolution.

**Q: From the Jewish point of view, is the motivation for cooperating with evangelical Christians primarily theological, or is it political?**

**A:** The Jewish people desire to have the Christian community in America support Israel, and better understand its position in the Middle East. They have been very disappointed and disillusioned with the National Council of Churches and their stance in Africa and the Middle East. As a consequence, Jewish leaders have come to me and asked what can they do to

**"Our goal is to draw attention to the problem of pornography, most of all to encourage President Reagan to push for active enforcement of federal laws against the distribution of obscene material."**

develop better relations with scriptural Christians.

**Q: Are there any Jewish groups that oppose you?**

**A:** The Anti-Defamation League used to oppose us before we began this dialogue. That was three years ago. Now there is no voice really against us, although the liberal Jew is not as close as the Orthodox Jew is in sharing our moral values.

**Q: Are Jewish leaders supporting you on issues such as abortion and obscenity?**

**A:** Yes. Rabbi Raphael Grossman, who is on the steering committee for our present campaign against immorality in Memphis, is the leading rabbi in a three-state area.

**Q: Let's talk about the anti-pornography campaign you are initiating. What exactly are your goals?**

**A:** Our goal is to draw attention to the problem of pornography, most of all to encourage President Reagan to push for active enforcement of federal laws against the distribution of obscene material. Laws prohibiting distribution through the mails or across state lines are being ignored in many areas.

Secondly, we hope to encourage state legislatures to pass laws restricting pornographic material on cable TV. This is an area virtually unregulated by Federal Communications Commission controls, and we

think it's up to the states to do something about it.

**Q: How did you assess the success of your kickoff campaign banquet last Thursday in Memphis?**

**A:** It was a fabulous success. We had around 1,600 people; we originally planned for 1,000. We had several state legislators, including the one who introduced our bill into the state legislature. We had leading clergy: the past president of the National Southern Baptist Convention, Adrian Rogers; Monsignor Paul Clunan, from the leading Catholic church in the area; Dr. Mildred Jefferson, former president of the National Right to Life, and the local people from that organization. It was a strong coalition, and the enthusiasm was great.

**Q: What is the possibility of repeating this kind of success outside of Memphis?**

**A:** Very good, for this reason. Our people are absolutely enthusiastic. The Pennsylvania delegation is chomping at the bit. Los Angeles is pressing me for a decision on a banquet there. We have 50 state organizations, and we've got the format for the program, some tailor-made things so that the other cities won't have to start from square one, where we did. I am a marketing/advertising manager, and I'm applying the principles I

learned in 28 years as marketing executive with a \$5 billion company.

**Q: How do you evaluate the president's position on the pornography issue?**

**A:** I believe he could exert more influence. I feel that, as on the abortion issue and prayer in school, the president as an individual is right there where we are on these things. But I feel that instead of the pressure coming from the grassroots up to him, he could start putting pressure on the Justice Department and the law-enforcement agencies, and have the grassroots respond to the president.

**Q: How do you respond to those who say no one group has the right to legislate morality?**

**A:** First of all, it is not one group doing it. We're talking about Rabbi Grossman and Monsignor Clunan and Adrian Rogers; it's a broad base of people.

Secondly, there is nothing legislated that doesn't have a moral base. The basis of all law is morality. The American judicial system is based on 18th-century British law, written by Blackstone, whose legal opinions were based on the Ten Commandments. The American judicial system has a moral base. If you can't legislate morality, what can you legislate? Murder, rape, robbery — these are moral issues. So is taxing.

**Q: Many people feel that pornography affects only a small percentage of the population, and that it's by their own choice.**

**A:** Again, that's not true. It's a \$6 billion business among 6 percent of the world's population, the United States. That in itself gives the lie to the idea that it's affecting just a small percent of the population. It's \$6 billion worth of merchandise. I was marketing director for Colgate-Palmolive and we had a \$5 billion business, as a worldwide corporation. We're talking about something bigger.

Also, when pornography is available for or involving children, it is not adequate to say it is by their own choice. We have a responsibility to protect our children.

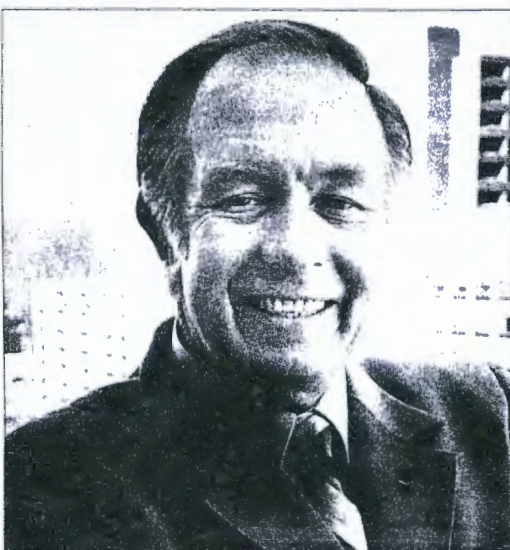
**Q: In 1980 the religious right exerted considerable influence at election time, an influence which was not apparent in the 1982 election. What happened, and do you think there will be a resurgence of the religious right's influence in 1983 and 1984?**

**A:** Yes, I do. The interest is definitely still out there, no question about that. But it has to be surfaced and developed. The perception, the desire, the longing to do something is still there, to change something. I believe that complacency among church people resulted in gains by liberals who take a position against the moral issues.

After 1980 the religious right thought, well, we've got a president. The perception was, we've done the job. But a lot of the people and programs were still in place. Even though the economy is important, because self-preservation is a strong human instinct, what we really need is a firm moral position from the leadership. Our job is to articulate that, and to offer a plan on how to do something.

### Clarification

The interview with Argentine Ambassador Lucio Garcia del Solar carried on this page in yesterday's editions of *The Washington Times* was reprinted from the "Argentine Report," published by Southern Cone Publishing and Advisory Services Inc.





*the file Roundtable Ed, I think this is Christianity Today. Try to get negative of this photo.*



Morton Blackwell



Morton Hill

## Pornography: Once More into the Trenches

*A new campaign kicks off in Memphis.*

Larry Parrish of Memphis, Tennessee, dedicated most of his time as U.S. attorney to prosecuting violators of federal pornography laws. From 1972 to 1976, he prosecuted 60 defendants. Because of the connection between organized crime and pornography, and because of the shady business dealings of many of the peddlers, the FBI and the IRS joined in. Before it was over, Parrish and his staff had compiled nearly 20,000 pages of evidence.

But his steadfastness went largely for naught. Though 59 of the 60 he prosecuted were convicted, Parrish was crushed by the light sentences they received. One of the prime movers of the film *Deep Throat*, for example, who was also involved in organized crime, was sentenced by a federal judge to nine months in prison and a \$15,000 fine. Most of the other sentences were similar—the longest jail term was only 18 months.

It was Parrish's growing awareness of the government's message on the pornography issue—which, he says is, "We

don't care"—that led to his resignation in 1977. But today, the Religious Roundtable, a conservative organization with chapters in all 50 states, and the New York City-based Morality in Media (MIM), are trumpeting a different message. They believe people are concerned about America's pornography plague. They are trying to take that message to the president of the United States.

Late in January, the two groups co-sponsored a banquet in Memphis to kick off a national campaign against pornography. The master of ceremonies was the Roundtable's effervescent president, Edward McAteer, a staunch Southern Baptist. McAteer, perhaps more than any other person, is responsible for the marriage between politics and the Religious Right. He has been to the White House on various occasions to meet with top Reagan administration figures on the pornography issue.

The main speaker in Memphis was MIM's president, Morton Hill, a Jesuit priest who has been crusading against

pornography for more than 20 years. Like McAteer, Hill is no stranger to the White House. He was appointed by Lyndon Johnson to the Presidential Commission on Obscenity and Pornography, and he coauthored its Hill-Link Report, which was cited several times by the U.S. Supreme Court in its landmark obscenity decisions of 1973, in which the court held that obscenity is not protected by the First Amendment.

Other key speakers at the Memphis



Ed McAteer

banquet were presidential liaison officer Morton Blackwell, Michigan Congressman Mark Siljander, and Adrian Rodgers, who is McAteer's pastor and is



former president of the Southern Baptist Convention. An overflow crowd of more than 1,500 attended.

Hill believes enough federal laws prohibiting the mailing, importation, and broadcasting of obscene matter are al-



Larry Parrish

ready in place. He claims that if these laws were enforced, the pornography epidemic in America would subside in less than two years.

In fiscal year 1981, for example, the

Department of Justice reported only 18 convictions. An MIM report points out that the form letter used by the department to respond to inquiries into pornography is the same letter used by the Carter administration and that it uses "the same bureaucratic gibberish to slough off complaints." The president of the Minnesota chapter of MIM was informed by the Justice Department that it will only respond to child pornography complaints. William Kelly, a retired FBI obscenity investigator, says there is only one FBI agent in the country working obscenity cases full-time.

"Pornography is the easiest of all society's problems to solve," Hill says. "And it's up to the President to solve it. We want him to say publicly that the enforcement of existing laws is a matter of prime concern."

According to former U.S. Attorney Parrish, now a Memphis lawyer, the Nixon administration was committed to the enforcement of obscenity laws. Parrish says the commitment waned during the Ford and Carter years because of the appointments of liberals to key positions, especially to the post of attorney

general. Of current Attorney General William French Smith, Parrish says, "However nice a guy he is, he is not competent for the job. He has no criminal [law] training and the country-club social setting he comes from shields him from public opinion."

Hill believes a large part of the problem lies with presidential aides James Baker and Michael Deaver, especially Deaver, who, Hill says, has "sworn an oath to keep 'right-wing extremists' away from the President."

Hill was encouraged after he and several others, including Jerry Falwell, met with top administration officials last July. But according to Hill, little resulted from that meeting, and he has not tried to hide his growing disenchantment. At the Memphis banquet, where dissonance was not in vogue, Hill, nevertheless, challenged the accuracy of a statement delivered by the presidential liaison officer Blackwell. Blackwell said there had been an internal Justice Department memorandum sent, urging stronger enforcement of pornography laws. Hill maintained that, despite Blackwell's remarks, the message

# New for the Minister's

## GOSPEL-TELLING

*The Art and Theology of Children's Sermons*

Richard Coleman

Here is an exploration in depth of what constitutes an effective presentation to juniors within a service of worship. Coleman's method of understanding will make him successful where many fail."

—Donald MacLeod  
Union Theological Seminary

Paper, \$7.95

## UGARIT AND THE OLD TESTAMENT

Peter Craigie

"Craigie has produced a highly readable handbook... I am happy to recommend it to all who are interested in the fascinating topic that it treats."

—Ronald A. Youngblood  
Bethel Theological Seminary

Paper, \$5.95

## SPIRITUALITY AND HUMAN EMOTION



ROBERT C. ROBERTS

"Roberts is learned, colorful, vividly up-to-date. Above all, he is unpretentiously and Christianly thoughtful. Preachers, take note!"

—Cornelius Plantinga, Jr.  
Calvin Theological Seminary

Paper, \$7.95

## The Worship of God

*Some Theological, Pastoral, and Practical Reflections*

Ralph P. Martin

"This fine work, with its careful exegesis, bodes well for the emergence of a true ecumenical consensus in the areas of liturgy and eucharistic doctrine."

—Reginald H. Fuller  
Protestant Episcopal Theological Seminary in Virginia

Paper, \$7.95

## Mere Morality

*What God Expects from Ordinary People*

A brilliant and searching look at the role of commandments in Christian moral decision-making by the author of the best-selling *Love Within Limits*.

Cloth, \$15.95

## LIVING WITH DEATH

Helmuth Thielicke  
Translated by Geoffrey W. Bromiley

World-renowned theologian Helmuth Thielicke demonstrates how the Easter story and the resurrection are critical to a comprehensive understanding of death.

Cloth, \$15.95

## MOUNTAIN INTO GOLDMINE

Robert Schuller and the Gospel Success

Dennis Voskuil  
The first full-length critical assessment of the Robert Schuller phenomenon. Voskuil provides a thorough and balanced examination of Schuller's background, his successes and failures, and his views and ministry.

Cloth, \$12.95



is not getting to those who need to hear it. He cited the U.S. Postal Service, the U.S. Customs Agency, and the FBI. All of them, Hill said, have authority to report or to arrest violators.

Part of the new antipornography campaign focuses on legislation to halt the spread of pornography via cable television. In 1980, the Federal Communications Commission decided that cablecasting was not broadcasting and is therefore out of its jurisdiction. Thus, cable television is nearly unregulated.

Tennessee state legislator Chris Turner is now trying to push through legislation to make it a crime in his state for a cable television system to "knowingly distribute . . . any indecent material." (This includes "distribution" over the airwaves.) Hill believes it would be much faster for someone like Michigan Congressman Siljander to work at placing cable television under the federal umbrella, rather than state by state.

When Siljander stepped behind the mike in Memphis, he proclaimed, "I'm all charged up and ready to go." But after the banquet he told reporters that he was "not in any crusades" and that



Rep. Mark Siljander

he had no plans to introduce antipornography legislation.

Most of those who turned out in Memphis opposed pornography on moral grounds. They say organized crime takes well over half the estimated \$7 billion a year that the industry generates. They maintain that pornography is demeaning—former national Right to Life president, Mildred Faye Jefferson, believes that pornography, like abortion, is "part of a total movement to destroy the sanctity of life found in the Judeo-Christian ethic."

Those who oppose pornography legislation argue that, while pornography may be morally wrong, to restrict an activity that does not willfully impinge on another's freedom would set a dangerous precedent. The antipornography camp responds that pornography is hurting society. Yet, if all the activities deemed "bad" for society were outlawed, then smoking, drinking, violent movies, perhaps even football, would have to go. And who will decide?

Because indecency is a matter of interpretation, the legal strategy of the antipornography campaign subscribes to the "community standards" definition, upheld by the Supreme Court in 1978. It means that citizens in a local community decide for themselves what is indecent and what is not. The law works when it is applied by committed citizens and prosecutors (CT, Jan. 1, 1982, p. 53). Thomas Shipmon, a prominent Memphis dentist, summarized a fear that underlies the antipornography activity. "You begin to wonder," Shipmon said, "if we even have the right to govern ourselves."

RANDY FRAME in Memphis

# Bookshelf...

At your bookstore, or write:  
287  WM. B. EERDMANS PUBLISHING CO.  
235 JEFFERSON AVE. S.E. / GRAND RAPIDS, MICHIGAN 49503

**Ordination**  
BIBLICAL-HISTORICAL VIEW  
MARJORIE WARKENTIN



While much has been said and written lately on the ordination of women, this is a timely examination of the historical, exegetical, and theological sources of the rite of ordination itself.

Paper, \$7.95

**On Being Human**  
Essays in Theological Anthropology  
RAY S. ANDERSON

"Clearly written and densely argued, this book is a fine contribution to our understanding of the doctrine of man, in light of Jesus Christ."

—Clark H. Pinnock  
McMaster Divinity College

Paper, \$9.95

**MINISTER'S SERVICE BOOK**  
FOR PULPIT AND PARISH  
Jesse Jai McNeil

Compiled by the late and famous Dr. Jesse McNeil, this highly useful and convenient volume contains essential forms, orders, and other aids needed by pastors for worship both in and outside the Church.

Cloth, \$7.95

**The Art of Preaching in the Twentieth Century**  
**BETWEEN TWO WORLDS**  
John RW Stott

A major and important book... fresh, deep, and demanding."

—Donald Coggan  
Former Archbishop of Canterbury

"The most comprehensive book on preaching I have seen in a long time!"

—Warren Wiersbe  
Former Pastor, Moody Memorial Church

Cloth, \$12.95

**MORE DIFFICULT SAYINGS OF JESUS**

William Neil/Stephen Travis

The authors refreshingly discuss 11 of the many perplexing statements made by Jesus. Sequel to the best-selling *The Difficult Sayings of Jesus*.

Paper, \$5.95

**THE LIGHT HAS COME**  
LESSLIE NEWBIGIN  
**An Exposition of the Fourth Gospel**

"An unusually fine exposition of the Fourth Gospel. Newbigin desires to hear for himself and to assist others in hearing the original word spoken in today's language so that the 'modern' student may grasp and respond to it."

—John H. Piet  
Western Theological Seminary

Paper, \$8.95

**E.E.O. WHITE**  
**THE NIGHT HE WAS BETRAYED**

A straightforward exposition of John 13-17. "Combines lucidity with insight and reverence, and will surely aid many to a better understanding of these perennially significant words of our Lord."

—G.R. Beasley-Murray

Paper, \$5.95



Playboy is now moving full steam ahead into cable. They're also moving directly into a new challenge: how do you keep the look of a highly successful and familiar magazine when you switch to a video format?

# The PLAYBOY Channel SOFT CORE

*file plot  
Morality in  
Media*

# PRINT TO SOFT FOCUS VIDEO

Playboy Enterprises Inc., with a cash surplus of \$32 million as a result of the sale of a number of divisions including casinos, is gambling on cable, satellite and home television for the company's future success. "Our first task is to complete the transition of Playboy from a broadly based corporation to a clearly focused communications company," recently appointed Playboy president Christie Hefner reported this past spring. Hefner views Playboy's "timely entrance into the lucrative pay cable business" as one way in fiscal 1983 to maintain a strong balance sheet position and to achieve significant profits. According to Hefner, "Through our partnership with Cablevision, Cox Cable Communications, Inc. and Daniels & Associates (Rainbow Programming Services) we have already signed up over 800,000 viewers on both cable and over-

by Carl Levine

the-air pay television for Escapade/Playboy." Such numbers have proved encouraging to Playboy executives.

On November 19th the Escapade/Playboy pay cable network which premiered in January of 1982 will be rechristened, The Playboy Channel. When the transition from Escapade/Playboy to Playboy is made this month, the divorce will be in name only. The financial joint venture established in August of 1981 between Playboy Programs, Inc. and Rainbow

Programming Services of Woodbury, NY will continue. Rainbow is owned by cable systems operators Cablevision of Long Island, NY, Cox Cable Communications of Atlanta and Daniels Associates of Denver. The Escapade pay TV programming services were launched in September 1980 by

Rainbow via Comstar D-2, Transponder #4-V.

Escapade/Playboy is a premium pay cable TV channel operating 10 hours nightly retailing for \$5.95 to \$9.95. The R-rated station is transmitted by the Satcom IV, Transponder #7. Escapade/Playboy's programming basically consists of R-rated movies, some of which are "Playboy Movie/Special Presentations" and humorous sexual programs like "Everything Goes," a strip game show with themes like Super Heroes and Preppy Night. Playboy provided only one hour of original programming, a monthly



video magazine program based upon the Playboy lifestyle depicted in the print publication, for Escapade/Playboy. Along with the name change, Playboy will assume all programming responsibilities. One goal of the new Playboy Channel will be to produce three hours of original programming per week by the spring.

### Business Strategy of the Venture

David Lewine, vice-president of marketing for Playboy Programs Inc., explains the basic arrangement between Playboy and Escapade. "There is a rigid split—they sell, we make." Earl Spencer, vice-president of marketing for Rainbow, reveals the selling strategy. "From the first day it was understood that the channel would eventually become Playboy. They put their name on anything and people expect the moon." Spencer adds, "We're not going to make the change before we feel we have the type of programming that represents the quality image of Playboy."

Besides the cable television marketing, the joint venture of Playboy Programs, Inc. and Rainbow Programming Services Company entered into a one-year licensing agreement with Oak Media Development Corporation to air Playboy's video magazine on Oak's ON-TV satellite network. The one-hour video adaptation of *Playboy* magazine, which includes many of the elements incorporated into the publication, including celebrity interviews, pictorials and dramatizations of the magazine's short stories, went on the air in June. Basically it is a slightly shorter, slightly softer repackaging of the cable "Playboy Channel" version. Rather than view the Satellite TV as competition, Spencer feels

that "STV will whet the appetites of viewers for Playboy programming, which will increase consumer demand when cable finally enters those markets."

In addition to cable and STV, Playboy Productions and Twentieth Century Fox have signed an exclusive worldwide license agreement to distribute *Playboy* magazine programming for the home video market. This 85-minute tape will be marketed quarterly and will consist of the best of the cable and STV programs, with some original segments. The home version is predicted to be extremely successful in Europe, which has limited cable television.

### Marketing a Mystique

Rather than expose its new video venture to a critical comparison with the established Playboy mystique, the video venture is being nurtured along slowly. Experimentation, marketing research and careful planning are being employed to develop a soft focus video version of the soft core Playboy image and magazine. Programming ideas are continually being developed and tested using the magazine as a springboard. If the translation of any segment of the magazine to television doesn't work, large sums of money are not being invested to make it work.

What is being discovered is that it is impossible to make a literal translation of the magazine from print to video and that it is even more difficult to do market research on an idea. "When we try to describe how we will translate the magazine to video, consumers have trouble conceptualizing and envisioning what we are going to do," Spencer discloses. "When we show them a segment that has already been translated,



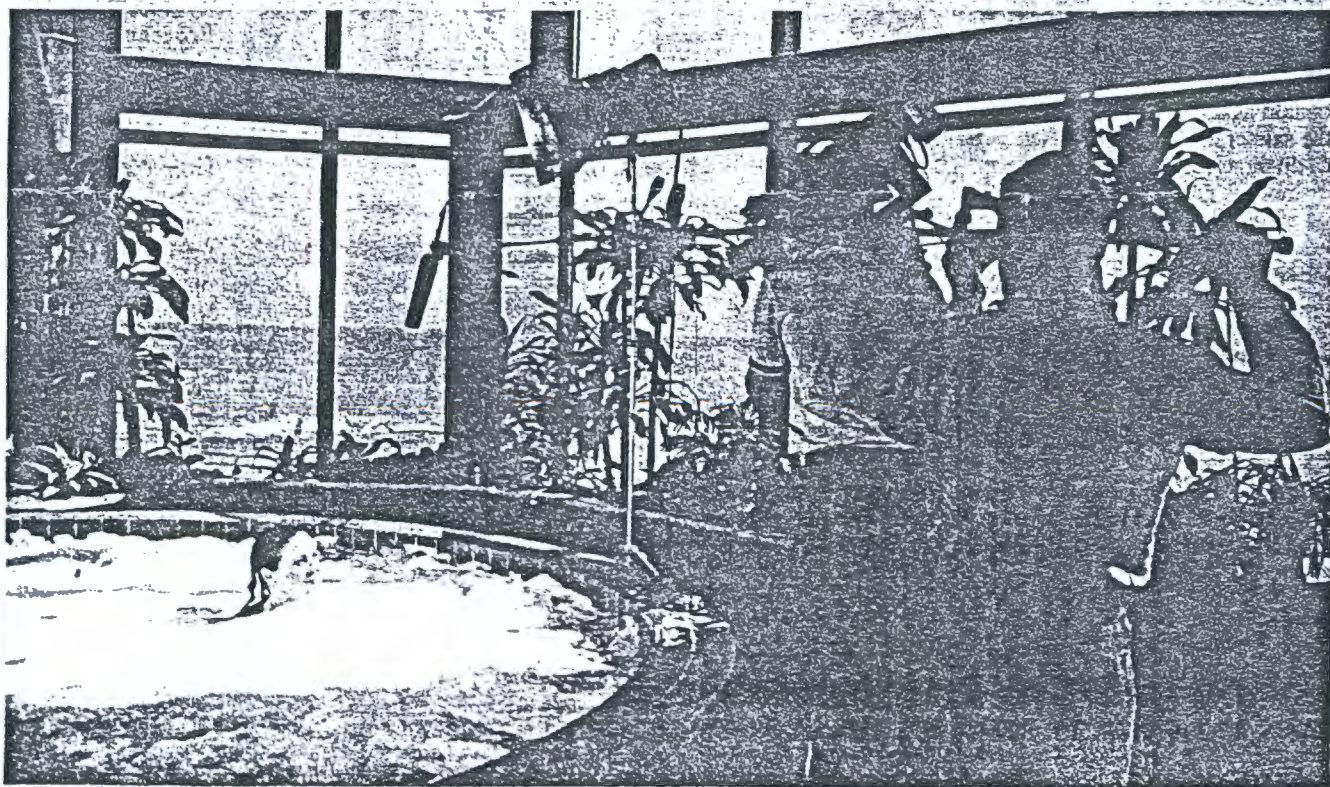
The "Tale of the Toe" is a Ribald Classic that was shot originally on film.

like the centerfold, it rates very high on marketing tests like Arbitron."

"I feel about cable the way I did about magazines in the 1950s," Playboy creator and chairman of the board Hugh Hefner enthusiastically states. "Playboy has been ready for TV longer than television has been ready for Playboy. This will be a natural transition from the printed page to the electronic grid," Hefner predicted earlier this year.

### High Production Value Per Dollar

Under the watchful eye of Hugh Hefner, who looks at every piece and passes final approval on all segments, Playboy is making optimum use of state-of-the-art hardware to create programs with high production values at relatively low budgets. The vast majority of original footage for the program is shot by independent production companies using segment producers. An attempt is made to shoot all video on one-inch Type C, permitting segment editing without losing quality with third and fourth genera-



(All photos provided courtesy of Playboy Programs, Inc.)



tion, which sometimes occurs with U-Matic.

The show does contain ¾-inch footage provided in segments like the movie or pop music review; however all U-Matic footage is bumped up to one-inch for on-line post-production. Although a majority of the show is shot on tape, some segments, including the Playmate and Ribald Classic pieces, are shot on 16mm or 35mm film. The program even includes some quad footage from some of the older Playboy broadcast programs like "Playboy After Dark."

Basically the only work done in-house is ¾-inch off-line post-production using a Sony BVE 5000 or two Convergence 90 editing systems. Although the \$75,000 Sony BVE system has the capability to drive one-inch machines, the three full-time and assorted freelance editors employed by Playboy are responsible for developing segments using time coded U-Matic tape. Final post-production is completed in one-inch Type C in California. The majority of editing is accomplished at Trans-American Video; the audio sweetening at Compact Video Services and the Music Design Group in Los Angeles provides all music and sound effects.

Hugh Hefner has worked very closely with Bob Shanks who, along with his wife, Ann Zane Shanks, was given the responsibility for the development, production and creative direction of programming for Playboy Production's cable television service in August of 1981. Besides Ann's accomplishments as a filmmaker, writer and photographer and Bob's credits as a television producer/director/writer, the couple has also worked together on cable television projects for ABC Video Enterprises, Warner Amex and CBS Cable.

Bob, a former network vice-president of programming, also helped create "Wide World of Entertainment," "Good Morning America," and "20/20." This past August, shortly after Playboy announced that the Shanks' role would change to consultants and independent producers, Bob reflected on the nine Playboy programs he had co-produced/directed with his wife.

"We tried to take the same meticulous approach that is used in the magazine. It's a tough standard to hit because the magazine is visible and conscientiously good in its art work, layout and style. I had to key off of that to adapt to television, so we shot everything on one-inch. We used very careful lighting, even on location, much more careful than shooting ENG style."

Bob described the look of the "Playboy Channel" program as one of "a consistency



Although a majority of the show is shot on tape, some segments, including the Playmate and Ribald Classic pieces, are shot on 16mm or 35mm film.

throughout of soft lighting with detail so that the picture has some architecture to it instead of that wiped out flat look you see on the news all of the time." His explanation of why 80 percent of the footage was shot in video was simple. "I'm a big fan of video. With the use of low con filters you can take the hard edge off of video."

"We've maintained a high quality look at a very low budget," Bob Shanks maintains today. "The budget is very small as to what you might imagine and what would be ordinary for a network budget. I was recently working on a network special which cost

hardware and personnel employed would support the claim that the monthly program was low budget for such broadcast quality programming.

### Keeping Down Costs

How did Shanks keep the budget low and maintain a quality look? "No shoot for a segment was over one day on any particular idea. When we traveled we would try to combine four or five different shoots on the same trip. Basically all production was done with one camera. Those were some of the ways we saved money," Shanks discloses.

In addition, all of the Playmate segments and Ribald Classics were shot on film, many on 16mm. To save on post-production, very accurate notes of the specific time coded segments logged on location were provided from the field. A final post-production savings was provided by precise in-house off-line editing, accurately timed down to the length of dissolves.

Bob Shanks cited the first program as an example of a memorable shoot, representative of the video production techniques employed throughout. "We did about five ideas in four days," he recalls. "In Atlantic City we taped Andy Kaufman wrestling a Playmate, shows on how to shoot craps and play blackjack, the girls of Atlantic City, and then we went to New York to shoot the restaurant Lutece." The production facility employed for that shoot and some of the other East Coast Playboy segments was Professional Video Service (PVS) in New York City. The package PVS provided for the four-day shoot included three cameras and a switcher package for the Kaufman segment, a Sony BVH VTR, a back-up Sony BVU 110 VCR, a Thomson MC 601 Microcam, audio, lighting transportation and crew.

PVS did its homework in order to translate the soft look of Playboy to video.

"I looked at a few Playboys before a shoot and observed that the lighting in the magazine has become more moody," Dean Parisot, director of photography for PVS explains. "The mood of the magazine is generally a soft, frontal look. All the frontal light is soft whether it is fill or key."

One way Parisot was able to get the moody Playboy look was through the use of low con filters. "A low con filter, maybe a 1 or a 2, can give a glowing look to the hotter, well lit areas in the frame, but it does not affect the low light areas," the DP explains. "I use low cons more than diffusion filters, which make everything look milky and nothing is subtle."

Parisot also points out that it is important for the cameraperson to work closely with



Andy Kaufman being pinned by playmate Kimberly McArthur was taped by PVS.

\$750,000 for an hour, and this is nowhere near that." While Shanks, Playboy and independent producers would not reveal figures for the cost of production, more than \$3 million was cited by one Playboy official as the expense for original production during the first year. An analysis of the





ly with the video engineer. "By providing the edge light on the subject, the engineer can put in less detail than is usually put into video. A very hard edge look is the result of dialing in too much video." He adds, "The camera control base station that PVS has allows you to manipulate the color better because the control is back at the tape deck, which is easier than opening the camera."

Although most of the original production was shot on video, Michael Trikilis, producer of the Playmate segment, shot in film. Trikilis, a former vice-president and producer of Playboy broadcast television programs, explains what it is like translating the sexy centerfold photographs to television. "In order to create a more glamorized situation I chose to use film," Trikilis begins. "We basically try to establish a mood or feeling and then deal with it emotionally. We try to give the viewer some insight into the girl."

The centerfold segment, which usually takes between two to four days to shoot, presents unique problems for the talent and crew alike, Trikilis reveals. "It's difficult when you have a person who has never done anything like this before; often they're young girls in their late teens or very early twenties. It's a pretty frightening experience to show up on a set with a full crew and take your clothes off. It's also awkward for us, even though we do a lot of them."

In attempting to provide an insight into the young women's interests, the segments have even included interviews with their mothers, explaining their feelings about their daughters' being Playmates. The nudity, which has included Lourdes Estores

#### Adult bathtub toys was one segment of "Playboy on the Scene."

swimming underwater and Linda Vaughn riding her horse, is considered soft core, especially when compared to any X-rated video program.

The Ribald Classic is another segment adapted directly from the magazine and shot on film. Although Michael Trikilis did not shoot the earlier Ribald segments, he has been producing the more recent ones. Trikilis plans to shoot the Ribald Classic on 35mm. Although this would increase the production expense, it is still a low budget segment, since all of the "classics" are in public domain.

The rest of the production is shot on one-



Playmate Kimberly McArthur relaxing on the set.

inch video. This includes the short comedy segments, Robert Osborne's Movie Review, Robert Hilburn on Pop Music, the Playboy interview and Playboy on the Scene. Co-hosted by Shannon Tweed, the first Video Playmate of the Year, Playboy on the Scene

has been created specifically for the video version. The segment is like a wrap-around for each monthly piece and provides a news update on Playboy-related items. One example is a kind of Playmate "alumni news." Patti Connors, Playmate of the Year in 1977, was featured when her husband won at Wimbledon this past summer. The on-going story of Barbara Shantz, who was suspended from the Springfield, Ohio police force after her May spread in *Playboy* magazine's centerfold, is also being covered.

The Playboy interview is one segment of the television show which is translated quite literally from the magazine. All of the interviews thus far have been shot in one-inch with one camera, except the interview with Bo and John Derek, which was a two-camera shoot. Ann Shanks was the interviewer, present in voice only, during the first nine shows. Bob Shanks reveals that the approach of close-up shots with cut-aways of photographs or video versions of the subject was followed, "to minimize the role of the interviewer and maximize the subject, which I always felt was the approach of the magazine. It was always *Playboy* talking to the subject. An effort was made to duplicate that form."

#### Contribution of Post-Production

In the long run, the post-production strategy that has been developed in the first year will most likely be a major contributing factor to the profitability of Playboy video. The on-line one-inch editing is completed at Trans-American Video in Hollywood, California. The two editing rooms Playboy uses at Trans-American have Bosch Mach One editing systems with modified



customized software, three bus switchers (one room has a Ross 508, the other a Grass Valley 300), a Quantel DPE 5000 Plus two-channel DVE, four or five Ampex VPR 2B one-inch VTRs and a Chyron (III B or IV, depending on the room) for graphics.

The average on-line editing schedule has been six or seven days to build individual segments, and two days to edit the segment reels together into a one-hour show. Fausto Sanchez, the Trans-American editor assigned to Playboy, describes the segment reels as being "sub-masters." Since the one-inch Type C format loses very little quality with subsequent generations, the sub-masters maintain a high quality look. The sub-masters make it easy and economical to recut the program for ON-TV or the 85-minute home version. A ¼-inch dub of the completed sub-master allows Hugh Hefner to review and approve completed segments prior to final editing.



The first Video Playmate of the Year, Shannon Tweed, and her "Playboy on the Scene" co-host, Peter Tomarken.

During the final editing of the one-hour show, the sub-masters are incorporated in sequence and color corrected. All effects, graphics, final footage (like the wrap-arounds used to unite the segments) and late arriving movie or music clips, are built into the show at this time. The final editing, which took three very long days for the first show—before any format was established—is presently completed in two normal days. Some noteworthy effects are incorporated into the program at the final edit. One is a halo effect created by the Quantel to input movie footage while the critic is giving his review. Another is the solarizing of the first frame of the centerfold segment to create a surrealistic look. The title, Playmate of the Month, is then matted on, followed by a little wipe bringing in the playmate's name. Finally a crop dissolve is used to get into the beginning of

New programs will take the form of dramas and comedies, all with an adult, Playboy slant and they will be hotter and more erotic than other channels' product.

the Playmate segment. These carefully constructed effects, combined with the audio sweetening completed at Compact Video Services in Burbank, result in a high quality video program.

When Playboy takes over the channel exclusively in December, the Playboy interview will be extended to a separate half-hour program with six or seven minutes of highlights incorporated into the magazine show. The interviewer will be a male, Larry Grobel. Other anticipated new original programs, scheduled to premier in December, that have been created to take advantage of Playboy assets include: a Centerfold Review, Playmate Aerobics and a Playmate Playoff, featuring the young women in athletic competition. To create the identity of a private video club, entertaining vignettes or commercials for The Playboy Channel, created by the advertising agency of Della Femina, Travisano & Sherman will be interspersed throughout the 12 hours of programming.

In translating the print magazine, which is marketed primarily to men, to a television channel, a medium that appeals to a dual audience, Playboy will have to create more diversified programming. "Loving," a Phil Donohue-style show with a woman host, will be a five-part series on modern relationships. A translation of the Playboy Advisor from the print publication to a half-hour television program is being considered as another way to increase female appeal for the service. A more passionate version of the Showtime series, "Romance" will also be basically female oriented. According to Paul Klein, the recently appointed president of the Playboy Cable Network, "While Playboy magazine has about a three-quarter male readership, television must be more female-oriented to survive. I know that men do not mind watching shows like 'Romance,' as long as there is enough material to keep them interested."

To fulfill the goal of three hours of original programming per week, Klein explains, "New programs will take the form of dramas and comedies, all with an adult, Playboy slant and they will be hotter and more erotic than other channels' product." In addition, a news show that will "tell the news as only

Playboy can" and more sports shows featuring the Playmates are promised.

There are even plans for a movie featuring Playmates and actresses in a 3-D drama. Parties and performances from the Playboy mansion will be the location for producing some original programming that depicts the Playboy lifestyle. Movies at the Mansion, with an introduction by Hugh Hefner, will feature ground-breaking sexually oriented films like early Brigitte Bardot movies and "King Kong." New original Playboy movies still to be determined are also scheduled for the expanded Playboy Channel and it wouldn't be surprising if previously produced Playboy films like Roman Polanski's "Macbeth" and "Saint Jack," directed by Peter Bogdanovich, are shown.

### Perpetuating the Image

The cornerstone of Playboy Enterprises is still the magazine, which earned \$16 million before taxes in fiscal 1982, on revenues of \$138 million. Despite hills and valleys, the magazine's current circulation is five million, 48 percent of which is home subscription. Since 1977 the ad revenues of the magazine have doubled. According to *Fortune* magazine, "Many advertisers regard Playboy's supremacy in subscriptions as proof that it's the only girlie magazine acceptable for family reading and display on coffee tables."

With this "coffee table image," it is certain that more cable operators in older franchises will make the service available only when it is marketed solely as the Playboy station. It is doubtful that Playboy will be offered as a service by a cable operator involved in the franchising phase, since the R-rated service could present a foolish liability if a Moral Majority backlash were to occur. Once the initial phase of cable franchising is resolved in many of the major markets this premium service will probably be offered simply because there are very few R-rated services available.

The head start Playboy has against rivals like Penthouse could be insurmountable in the race to video supremacy. By repackaging much of the same material for cable, STV and the home market, Playboy's strategy appears to be economically sound. It is possible that Playboy video could be to R-rated television in the '80's what Playboy was to soft core print in the '50's. □

**The PLAYBOY Channel**



# Moral Outrage Enlisted In Battle Against Porn

In a program mixing theatrics, patriotism and moral outrage, about 1,400 people gathered at The Peabody last night to protest pornography in Memphis.

The dinner hosted by The Roundtable was billed as the kickoff to a statewide antipornography campaign, focusing on pornography on cable and pay television.

Morton Blackwell, a special assistant to President Reagan, told the group, which spilled over into a second large dining room which watched the program on monitors, "the greatest motivating force in politics is moral outrage." He said the Reagan administration advocates tougher laws against pornography, especially child pornography and interstate traffic in pornographic material.

"A revival of moral outrage can turn the pornography industry down where it belongs," he said.

Rev. Morton Hill, president of a national group called Morality in Media, which Roundtable president E. E. McAteer called "the Cadillac of the obscenity fighting organizations," said hard-core pornography is "openly available."

"Some might say that it's downtown or on the other side of town, but I say it shouldn't be in any part of town anywhere — but more importantly, it's downstairs. This material should not be on any airways or any cable TV wire," he said.

Mr. Hill blamed the Justice Department for lax enforcement of federal obscenity laws.

He said aggressive enforcement "could break the back" of the pornography industry in 18 months.

But he said cable television is "almost totally unregulated," and he urged the group to support a bill in the state legislature prohibiting pornography on cable television.

The dinner also featured a dramatic monolog by

R. Frederick Klein, a professional actor dressed as Abraham Lincoln, and a program of patriotic songs. No members of Tennessee's congressional delegation were present.

At a news conference earlier yesterday, Mr. Hill described the antipornography statute.

It is "a definition (of indecent) with a laundry list," Mr. Hill said, that specifically mentions what kinds of sexual performances would be forbidden. It uses the "patently offensive under contemporary community standards" test for pornography.

The legislation is targeted at the 13 pornography services available to cable viewers. "Paying for things doesn't make them legal," Mr. Hill said. "You can pay for heroin but that doesn't make it legal. Just because you pay \$5 to see an obscene movie doesn't mean it's OK to show it."

Participants at the kickoff dinner last night were asked to write a letter a week for four weeks to Reagan, urging him to toughen enforcement of anti-obscenity laws.

McAteer, founder and president of The Roundtable, said the antipornography program will be introduced in a dozen other cities by summer if last night's test program is successful. "It's not a matter of even hoping to get rid of" pornography, McAteer said, though they do hope to limit its availability.

The next meeting will be in Houston or Los Angeles in about a month, McAteer said.

Dr. Mildred Faye Jefferson, former National Right to Life president, said freedom of choice is not the standard upon which democracy and communities are based. Pornography sets men and women as enemies, she said. Proliferation of such material helps the community "lose its natural sense of outrage and indignation because in a pluralistic society anything and everything has to be tolerated."



*file*

THE WHITE HOUSE

WASHINGTON

October 13, 1982

MEMORANDUM FOR MORTON BLACKWELL

FROM: DEE JEPSEN *DJ*

SUBJECT: MEETING WITH DICK WIRTHLIN

Dick Wirthlin was very supportive in many ways. He is our kind of guy, for sure. He can be a good ally. He is putting a pornography question on his next survey and will get back to us before the election. The only data he has now is from New York and it is not as representational as we would like.

He mentioned that the President could get maximum support for this issue if he would highlight the exploitation of women, as well as concentrate on the moral aspect.

LESLIE R. PASTOR  
P. O. BOX 163  
LEVITTOWN, N. Y. 11756

file  
pornography

Nov 17, 1982

Morton Blackwell  
The White House  
Washington D. C.

Dear Mr. Blackwell,

Please accept my thanks in your effort to  
have the Justice Dept. enforce the federal laws  
prohibiting pornography. Dr. M. L. Robertson  
of Virginia Beach, Va. mentioned your name  
on his '700 Club' T.V. format.

Very truly yours  
with many thanks

Leslie R. Pastor

Re: WSNL T.V.  
Spartanburg, N.Y.  
9:20-10:30 AM  
700 Club Program-



# WITHDRAWAL SHEET

Ronald Reagan Library

*Collection Name*

BLACKWELL, MORTON: FILES

*Withdrawer*

RB 6/10/2011  
W

*File Folder*

PORNOGRAPHY (2 OF 2)

*FOIA*

F06-0055/07  
POTTER, CLAIRE

*Box Number*

18

25

---

*DOC Document Type*

*No of Doc Date Restriction*  
*pages*

*NO Document Description*

1 LIST

1 3/28/1983 B6 B7c

RE. ANTI-PORNOGRAPHY MEETING

---

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]

B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]

B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

ANTI-PORNOGRAPHY COALITION - MARCH 28, 1983

Dr. Ben Armstrong  
National Religious Broadcasters

Mr. Wendell J. Ashton  
Publisher, Deseret News

Mr. Virgil Dechant  
Supreme Knight  
Knights of Columbus

Miss Evelyn Dukovic  
Morality in Media

Dr. Ronald S. Godwin  
Moral Majority

Father Morton A. Hill  
President, Morality in Media

*Host* ~~Rev. Charles Mims~~  
~~Tabernacle of Faith, L.A.~~

Dr. Richard P. Lindsay  
Church of Jesus Christ of  
Latter Day Saints

Father Milton Efthimou  
Greek Orthodox Church of  
North and South America

Mr. Harry G. John  
De Rance, Inc.

His Eminence John Cardinal Krol  
Archbishop of Philadelphia

Mr. Edward McAteer  
President, Religious Roundtable

Mr. Paul J. McGeady  
General Counsel  
Morality in Media

~~Mr. Thomas A. Murphy~~  
~~General Motors Corporation~~

Mr. Howard Phillips  
The Conservative Caucus

~~Dr. Pat Robertson~~  
~~Christian Broadcasting Network~~

*Pilot  
122 / Ben out of town*

Dr. Adrian Rogers  
Bellevue Baptist Church, Memphis

Mr. Bruce A. Taylor  
General Counsel  
Citizens for Decency Through Law

~~Mr. Richard Viguerie~~  
~~Viguerie Company~~

Rev. Donald Wildmon  
National Federation for Decency

Mr. Homer E. Young  
Retired FBI Agent

Mr. Henry Hudson  
Commonwealth Attorney, Virginia

Miss Mary Murray  
Catholic Daughters of America

Mr. Ed Zuckerman  
Morality in Media



THE WHITE HOUSE

WASHINGTON

AGENDA FOR ANTI-PORNOGRAPHY MEETING  
CABINET ROOM MARCH 28, 1983

- 2:30 Meeting convenes. Introduction of participants.  
Explanation of program by Faith Ryan Whittlesey.
- 2:35 Commissioner of Customs William von Raab
- 2:45 Postmaster General William Bolger - *Chief Inspector - Fletcher*
- 3:00 *ASST* *CRIMINAL DIVISION* *LOWELL JENSEN*  
~~Attorney General William French Smith~~
- 3:15 FBI Director William Webster
- 3:30 President enters, circles table and greets participants.  
Delivers remarks.
- 3:35 Questions. President answers some and directs others  
to agency heads present.
- 3:40 Individual photo opportunity with each participant.
- 3:45 Meeting ends.

\* LEAVING EARLY  
James Reynolds  
Deputy Chief  
General Litigation  
Criminal Division

CONFERENCE ON ENFORCEMENT OF FEDERAL OBSCENITY LAWS  
INDIAN TREATY ROOM, OEOB, WHITE HOUSE JULY 27, 1982  
10:00 a.m.

Dr. Ben Armstrong  
Executive Director  
National Religious Broadcasters  
C. N. 1926  
Morristown, N. J. 07960

Mr. Wendell Ashton  
Deseret News  
P. O. Box 1257  
Salt Lake City, Utah 84110

Mr. William Barr  
Deputy Assistant Director of  
Legal Policy  
Office of Policy Development  
White House

Mr. Gary Bauer  
Senior Policy Advisor  
Office of Policy Development  
White House

Mr. Morton C. Blackwell  
Special Assistant to the  
President for Public Liaison  
White House

Mr. William Brewbaker  
STEP Foundation  
219-A E Street, N. E.  
Washington, D. C. 20002

The Honorable Patrick J. Buchanan  
1017 Saville Lane  
McLean, Virginia 22101

Mr. Jack Burgess  
Special Assistant to the President  
and Deputy Director, Office of  
Public Liaison  
White House

Mr. James W. Cicconi  
Special Assistant to the President  
and Special Assistant to the  
Chief of Staff  
White House

Miss Connie Claffey  
Washington Legal Foundation  
1612 K Street, N. W.  
Washington, D.C. 20006

Dr. Victor B. Cline  
Department of Psychology  
University of Utah  
Salt Lake City, Utah 84112

The Honorable Louis Cox  
General Counsel  
United States Postal Service  
Washington, D. C. 20260

Mr. T. Kenneth Cribb, Jr.  
Assistant Counsellor to the  
President  
White House

Mr. Robert Cyncar, General Counsel  
Regulatory Reform Subcommittee  
United States Senate  
104 RSOB  
Washington, D. C. 20510

Miss Evelyn Dukovic  
Director of Public Affairs  
Morality in Media, Inc.  
475 Riverside Drive  
New York, N. Y. 10115

Mr. Ingol Esders  
International Longshoremen's  
Association  
815 16th St. N. W., Suite 104  
Washington, D. C. 20006

Rev. Dr. Miltiades B. Efthimiou  
Director, Department of Church  
and Society  
Greek Orthodox Archdiocese of  
North and South America  
10 East 79th St.  
New York, N. Y. 10028



Dr. Jerry Falwell  
Moral Majority  
305 6th Street  
Lynchburg, Virginia 25404

Dr. Paul Freed  
Board of Directors  
National Religious Broadcasters  
560 Main Street  
Chatham, N. J. 07989

Mr. Michael Gale  
Deputy Special Assistant to  
the President, Office of  
Public Liaison  
White House

Miss Mary Gall  
Assistant Domestic Policy  
Advisor, Office of the  
Vice President  
White House

Mr. John Grecco, Special Assistant  
The Free Congress Research &  
Education Foundation, Inc.  
721 Second St. N. E.  
Washington, D. C. 20002

Rabbi Dr. Abraham Hecht, President  
Rabbinical Alliance of America  
2110 Ocean Parkway  
Brooklyn, N. Y. 11223

Rev. Morton A. Hill, S. J.  
President  
Morality in Media, Inc.  
475 Riverside Drive  
New York, N. Y. 10115

Mr. William L. Hill  
300 Sutton Place  
Richardson, Texas 75080

Mr. Karl Koch  
11 Soundview Crest  
Manhasset, N. Y. 11030

His Eminence John Cardinal Krol  
Archbishop of Philadelphia  
5700 City Avenue  
Philadelphia, Pennsylvania 19131

Dr. Richard Lindsay  
Director, Special Affairs  
Church of Jesus Christ of  
Latter Day Saints  
50 E. North Temple  
Salt Lake City, Utah 84150

Mr. Kenneth Lisenbee  
Morality in Media, Inc.  
475 Riverside Drive  
New York, N. Y. 10115

Mr. Edward McAteer, President  
Religious Roundtable  
1500 Wilson Blvd., Suite 502  
Arlington, Virginia 22209

Mr. Robert C. McFarlane  
Deputy Assistant to the President  
for National Security Affairs  
White House

Paul J. McGeady, Esq.  
General Counsel  
Morality in Media, Inc.  
475 Riverside Drive  
New York, N. Y. 10115

Mr. Fred Merrill  
Associate Counsel  
Citizens for Decency Through Law  
23-31 W. Royal Palm Road  
Phoenix, Arizona 85021

Mr. F. Andy Messing, Jr.  
Executive Director  
The Conservative Caucus  
450 Maple Avenue East  
Vienna, Virginia 22180

The Honorable John Mintz  
Assistant Director  
Federal Bureau of Investigation  
Washington, D. C. 20529

Mr. John M. Murphy  
Deputy Supreme Knight  
Knights of Columbus  
Columbus Plaza  
New Haven, Connecticut 06507

Mr. Thomas A. Murphy  
General Motors Corporation  
3044 West Grand Blvd.  
Detroit, Michigan 40822

Miss Mary E. Murray  
National Regent  
Catholic Daughters of America  
P. O. Box 531  
Mount Savage, Maryland 21545

Mrs. Aida Casanas O'Connor  
(Attorney & Hearing Office  
New York State Division of Housing)  
One Woodlawn Terrace  
Orangeburg, N. Y. 10962

Larry E. Parrish, Esq.  
(Former Assistant U. S. Attorney  
Western District of Tennessee)  
1925 First Tennessee Bldg.  
Memphis, Tennessee 38103

Mr. Burton Pines  
Vice President, Research  
The Heritage Foundation  
513 C Street, N. E.  
Washington, D. C. 20002

Mr. Robert Pittenger  
STEP Foundation  
219-A E Street, N. E.  
Washington, D. C. 20002

Mr. Roger B. Porter  
Deputy Assistant to the President  
and Director, Office of Policy  
Development  
White House

Mr. William Plymat  
American Council on Alcoholism  
6955 University Avenue  
Des Moines, Iowa 50311

Dr. M. G. Pat Robertson  
Christian Broadcasting Network  
CBN Center  
Virginia Beach, VA 23463

Dr. James Robison  
James Robison Evangelistic Assoc.  
P. O. Box 18489  
Fort Worth, TX 76118

Dr. Adrian Rogers  
Bellevue Baptist Church  
70 N. Bellevue  
Memphis, TN 38138

The Honorable Jonathan Rose  
Assistant Attorney General  
Department of Justice  
Washington, D. C. 20530

Rev. Enrique Rueda, Director  
Catholic Center for Private  
Enterprise  
721 Second St. N. E.  
Washington, D. C. 20002

Mr. Peter J. Rusthoven  
Associate Counsel to the  
President  
White House

Bruce Taylor, Esq., President  
Citizens for Decency Through Law  
23-31 W. Royal Palm Road  
Phoenix, Arizona 85021

The Honorable William Conrad von Raab  
Commissioner of Customs  
U. S. Customs Service  
Washington, D. C. 20229

Mr. Richard A. Viguerie  
7777 Leesburg Pike  
Falls Church, Virginia 22043

Mr. John J. Walsh  
32 Court Street  
Brooklyn, N. Y. 11201

The Rev. Donald Wildmon  
National Federation for Decency  
P. O. Box 1398  
Tupelo, Mississippi 38801

Mr. Homer E. Young  
(Former FBI Obscenity Investigator)  
4212 Minnecota Drive  
Thousand Oaks, CA 92360



A BRIEF COMMENTARY ON PORNOGRAPHY

by:

Bernard Fryshman, Ph.D.

---

Based on a speech given at the New York Institute of Technology  
on March 21, 1979.

## Introduction

Not too long ago, a person trying to defend pornography would have felt impelled to bring philosophical arguments, Supreme Court rulings, and pseudo-scientific studies from some outlandish country proving that pornography was not harmful. In my experience, speakers who defended pornography often did so with a degree of embarrassment and were at great pains to point out that they were defending a concept, but that they themselves did not purchase or view any pornography, nor would they allow it into their own homes.

It is a sad commentary that circumstances have changed to the extent that it is the speaker opposed to the current proliferation of pornography who must address abstract concepts and try to establish a philosophical framework within which to prove that pornography is wrong.

For the fact is that within the short space of a decade or so, the mores of our society have changed drastically. I can still remember the time when colleagues at my university would sheepishly admit to purchasing Playboy magazine, quickly adding that they did so only because of the 'high calibre of the articles' published therein. (As I recall, none of these people ever purchased the late lamented Saturday Evening Post for its 'quality articles.' Nowadays, many millions of self respecting Americans think nothing of playing x-rated video tapes in their homes, of purchasing magazines, which only recently they themselves have called 'filthy', or of permitting their children to listen to records which warp minds and distort reality.



### With Apologies To None

Pornography is wrong, it is dangerous and it is harmful.

Pornography destroys human sensitivity. It adds a certain callousness to the observer. It blunts his/her moral outrage. It attacks the ability to judge right from wrong. More, it creates a distorted view of reality in the observer, thereby exacerbating pre-existing problems and at the same time creates unnecessary tensions in otherwise perfectly normal marriages. The proliferation of pornography has undoubtedly had a hand in the increased divorce rate, it has made pre-marital and extra-marital sex more acceptable, it has cheapened women to the extent that a great many men now identify women as things rather than as people.

Pornography has fueled a total degradation in the value of humanity itself. The fact that the pornography of children could demand so large and lucrative a market is but one indication of this fact. Pornography is a corrosive influence and society can no longer look at the burgeoning spread of pornography from an objective point of view, but rather must act to quarantine itself in much the same way that we outlaw other unacceptable, aberrant or deviant behavior patterns.

### A Courtly View

At which point, those who would protect the rights of pornographers inevitably trot out the Consitution of the United State. "Don't touch", they say. "You dare not abridge the freedom of speech or of the press." Which of course, raises the natural

question as to whether the framers of the Constitution intended to protect the rights of pornographers to purvey their wares in the guise of "speech". I maintain not. I maintain that they intended to protect the right to state ideas, to project values, to interact, to criticize, to influence, to debate, without restrictions. Pornography fits into none of the above. Nor, in a sense, does pornography even fall into the more general category of communication.

Communication elicits a reaction. It challenges one's critical faculties. It subjects itself to the listener's objective examination. Pornography tends to act in precisely the opposite fashion. It dulls the critical faculties. It arouses irrational emotions, and encourages individuals to lose themselves to one extent or other in a picture or pictorial representation. I would go one step further. If pornography is a means of communication; if obscenity is to be protected as a form of free speech, then the acts depicted in pornographic material should themselves certainly be protected by the First Amendment. Is it possible that we may see the day when the First Amendment will be used to protect the rights of individuals executing pornographic acts in public? Will our Courts be called upon to extend the protection of 'free speech' to individuals who look at the performance of their bodily functions in public as a means of expression and communication?

Certainly on the basis of what currently satisfies the Supreme Court's three part, partly subjective test, one must conclude that



the horrifying possibilities just raised may be closer to the truth than we suspect.

One thing is clear. Either those people charged with protecting society are totally lacking in discernment and therefore are honestly unaware of the extent to which obscenity is sweeping the nation, or they are consciously derelict in their duty.

I am a physicist and I do not lay claim to an exhaustive knowledge of Constitutional law, but I do believe parents have an inherent right to raise their children in a manner which leaves them unexposed to pornography. As it now stands, the totally open display of pornographic materials is a clear invasion of my rights; it interferes with my ability to send my children into the street secure in the knowledge that they will not be exposed to scenes with which they are unable to cope.

In essence, those officials charged with implementing the law in New York City have said to me and to my children, "if you do not want to be exposed to pornography, you are perfectly free to avoid certain streets, or alternatively you may simply close your eyes." I sometimes wonder what the reaction would be were I to arrange with an airline to deliver an hour long religious message over the public address system during a flight. I suspect that individuals who are generally so protective of free speech would object vehemently at being part of a captive audience and would not be mollified by the suggestion that they close their ears.

I feel the same way. I do not want to have to close my eyes while walking in the street in my city. And I do not want to be a captive audience to those who wish to project their pornography onto the streets. Even if the net result of increased regulation of pornography be only to drive it underground, we will all be the better for it.