



## **THE WALT DISNEY COMPANY OFFENDED BY “HO WHITE” BUT IGNORES PLEAS FROM VIEWERS FOR LESS SLEAZE ON GENERAL HOSPITAL**

Supporters of the SOS/Save Our Soap! General Hospital campaign agree with The Walt Disney Company's recent defense of its Snow White character when an Australian beer company used the characters in an ad campaign bearing a likeness to Disney's Snow White and the Seven Dwarfs. The beer campaign, launched by Jamieson's Raspberry Ale, depicts "Ho White" blowing smoke rings in a bed with seven semi-naked dwarfs in an effort to convince drinkers that the fruity beer is "anything but sweet." (Holly Byrnes, *Daily Telegraph*) However, SOS wishes that The Walt Disney Company would also care about viewer concerns and complaints regarding ABC Daytime's soap opera, General Hospital (GH), and management's obsession with showcasing sleazy lead female characters and sleazy storylines involving the male leads.

Claudia, married to lead male character Sonny Corinthos, has poked holes in Sonny's condoms in an effort to get pregnant to protect herself from his eventual wrath over any number of wrongs she has committed. She is culpable for his son's shooting that placed him in a coma for over a year, slept with his brother, Ric, under his own roof, and is currently trying to get pregnant again by seducing Sonny's employee, Dominic, whom she has learned is actually Sonny's unknown, biological son, Dante. Sonny has had hate sex with his wife, making his character seem like a deviant, while often pursuing Olivia, Dante's mother and the cousin of Kate, his ex-fiancée and the woman he loves, for sex. Olivia, who got pregnant by Sonny at the age of fifteen, would not tell Sonny that he is the father of her son because of his mob connections and her hatred of the mob. However, she is currently sleeping with a mobster, who is also Claudia's brother, Johnny, a man she met in a bar and took home for sex, who works for Sonny and is slightly younger than her own son. Meanwhile, lead male character, Jason Morgan, is sleeping with Sam, who slept with her mother's husband, Ric, who was also Jason's nemesis, as well as being the woman who watched Jason's son, Jake, being kidnapped, taunted Liz about losing a child, then had Liz, Jake and her other son, Cameron, held up at gunpoint in the park. Jason and Sam have made it a point to not discuss these issues.

Over the last few months, the GH writers have aged several of the younger children on the canvas in an effort to draw in teen viewers, while also showcasing these sleazier characters and storylines with the male leads acting out-of-character. The result has been that many viewers have changed the channel or have turned off their TV's and no longer watch GH, and will not let their children watch GH. Viewer requests to showcase other female characters often lead to random scenes of the other female characters drunk, kissing acquaintances in a bar or having sex in random pairings, perhaps in an effort to whitewash or make the sleazier female characters appear less sleazy.

**GH's ratings have fallen steadily throughout 2009.** Management needs to change its focus and provide more balance in the types of stories and characters it promotes. Viewers have demonstrated that they want to return to watching GH and have done so for a few days when special events like this summer's car crash, the carnival, and the Spinelli and Maxie non-wedding were aired, however, the pattern is clear, once GH's brief foray into family interaction, romance, comedy, and love in the afternoon are done and it returns to its basic storylines surrounding these three characters and their relationships with the two leading men, ratings decline once again. After the last ratings' spike for the Spinelli and Maxie non-wedding, which still had lower ratings than last years' storylines, total viewership has declined for four weeks in a row.

**GH viewers ask that ABC/Disney management listen to the concerns and complaints that have been expressed regarding the sleazy female characters and storylines and the out-of-character writing for the male leads and request that Disney take ownership of the characters of GH just as it takes ownership of its animated characters like Snow White and the Seven Dwarfs.**

More fans and former viewers of GH are joining together with fans of Sonny and Kate, Jason and Elizabeth, Patrick and Robin, and Jax and Carly as part of the SOS/Save Our Soap! General Hospital Campaign. **All want GH to make changes that will maintain and increase viewership and draw former viewers back with more romance and humor, and less sleaze.** For more information regarding the campaign, contact Dana L. Meyer or Kecia K. Picard at [saveoursoapgh@gmail.com](mailto:saveoursoapgh@gmail.com), visit the SOS/Save Our Soap! General Hospital page on Facebook, follow on twitter [@SOS\\_GH](https://twitter.com/SOS_GH) or visit the SOS/Save Our Soap! General Hospital website at [www.saveoursoapgh.com](http://www.saveoursoapgh.com).