

# McProtest aims to eject movie from meal deal

BY BARBARA WILSON  
STAFF WRITER

A promotion to attract customers may be steering some Metro Detroiters away from a leading fast-food chain.

For the fourth year, McDonald's restaurants are offering a special promotion in which diners purchasing an "Extra Value Meal" can buy a recent video release for \$5.99.

It's not a bad idea, according to

some, but the choice of videos has these same customers steaming. Phyllis Counts is one Livonia resident who is acting the stage for a demonstration Friday at two area McDonald's restaurants. She, and others, will be protesting the distribution of the movie "Wayne's World" at the Farmington-Sevon Mile restaurant in Livonia and Eight Mile-Huggerty location in Novi.

Complaints from area residents

resulted in the removal of "Wayne's World" from at least four McDonald's restaurants. Franchise owner Al Fellhauer has pulled the video from his Canton Township, Farmington, West Bloomfield and Southfield locations. Fellhauer could not be reached for comment.

"Look what they're feeding our kids now," Counts said. "This is a filthy video" and an attempt to attract the wrong kind crowd.

**Sends wrong message**

Counts said families have come to trust McDonald's as a place they can take their children and find "safe haven."

"The aim of the promotion was to offer a video that would appeal to various age groups and genders, according to one McDonald's official.

Jody St. Andre, regional marketing supervisor for McDonald's Corp., said executives with the fast-food chain negotiated with representatives of Paramount Pictures to determine which videos would be offered.

**Choices had broad appeal**

"All the movies were screened and were selected based on box office sales and consumer studies including all ages," St. Andre said. "One movie was selected to appeal to each group."

"Wayne's World" is just one of the movies being offered as part of the promotion. Also available are: "Ghost," "Charlotte's Web" and "Addams Family."

All of the films were rated PG-13, with the exception of "Charlotte's Web" which was rated G.

Counts, and others who have been vocal in their protests, have targeted "Wayne's World" as the video they believe to be inappropriate for distribution by the hamburger chain.

"McDonald's has always geared their business to families and small children with the playgrounds, Ronald McDonald and Happy Meals," Counts said. "This movie is contrary to family values and some parents may not be aware of its content."

**Suitable for young kids?**

The PG-13 rating suggests that children younger than 13 should view the film only with the supervision of an adult.

St. Andre said the company has left distribution of the videos up to the discretion of restaurant managers.

"I'm not going to say that we're checking I.D.s because we're not able to do that and I'm not going to suggest that we're going to

refuse to sell, but we do allow the individual managers some discretion."

St. Andre said managers may suggest that younger children purchase "Charlotte's Web" instead or suggest that they bring a parent in with them to buy the movie.

"Our belief is that parents will have some say in the purchase and even if a young child buys the video, we assume they will have to find some place to play it and that would probably be at home," St. Andre said.

"Wayne's World" is meant to appeal to young adults or teens, St. Andre said.

"We are a family restaurant, but just because we have a playground does not mean we don't serve a broad cross-section of the population," St. Andre said. "This promotion was not designed to alienate a portion of the population, but rather to serve all customers."

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