# McProtest aims to eject movie from meal deal

START WHEEK

A promotion to attract custumers may be steering some Metro
Detrolters away from a leading
sast-food choice.

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

It's not a bad idea, according to

i ast

BLOOMFIELD

Heating & Cooling

some, but the choice of videos has these same customers steaming. Phyllis Counts is one Livonia res-Phyllis Counta is one Livonla resident who is setting 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-Haggerty location in Novi.

Complaints from area residents

TRANE"

resulted in the removal of "Woyne's World" from at least four McDonald's restaurents. Franchise owner Al Felhauer has pulled the video from his Canton Township, Farmington, West Bloomfield and Southfield locations. Felhauer 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. Spnds wrong message.

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 officipt.

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

### Choices had broad appeal

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 beling offered as part of
the promotion. Also available are:
"Ghost," "Charlotte's Web" and
"Addams Family."
All of the films were rated PG13, with the exception of "Charlotte's Web" which was rated G.

Counts, and others who have been vocal in their protests, have targeted "Wayno's World" as the video they believe to be inappropriate for distribution by the propriate for distribution by the suggest that they suggest that wounger children with the play-grounds, 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 they suggest that they suggest that they suggest that would probably be at home. "St. Andre said. "Wayne's World" is meant to expeat to young adults or teens, "St. Andre said wayne's world" is meant to expeat to young adults or teens, "St. Andre said. "We are a family restaurant, but just because we have a play to the discretion of restaurant to a broad cross-section of the population," St. Andre said. "This."

vision of an adult.
St. Andre said the company has left distribution of the videos up to the discretion of restaurant

to the discretion of restaurant and the state of the discretion of the population," St. Andre said, "This checking I.D.s because we're not allienate a portion of the population and the state of the st



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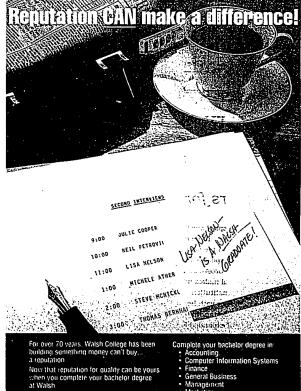
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