

Ad time with “Dr. Laura” is for sale. Here’s what you’re buying.

Dr. Laura on women

“There is little reason left for society to respect women as it once did. Women get knocked up. They don’t marry. They have abortions. They go to bars. They get knocked up again.”

(August 13, 1999 syndicated column)

Dr. Laura on women in the workplace

“I believe affirmative action in the area of gender has resulted in jamming many people into roles that are unnatural for them and undesirable for the rest of us.”

(March 3, 2000 syndicated column)

Dr. Laura on single mothers

“I think it’s downright criminal and immoral for any woman to decide — no matter how loving and how nurturing she is — that she is going to intentionally bring a child in the world with no father. It’s wrong... It’s like having a pet.”

(May 3, 2000 Larry King Live)

Dr. Laura on lesbians and gay men

“I always told people who opposed homosexuality that they were homophobic, bad, bigoted and idiotic. I was wrong. It is destructive.”

(August 13, 1998 radio program)

“The debate over gay rights — Rights. Rights! Rights? For sexual deviant, sexual behavior there are now rights? That’s what I’m worried about with the pedophilia and the bestiality and the sadomasochism and the cross-dressing. Is this all going to be ‘rights’ too, to deviant sexual behavior? It’s deviant sexual behavior. Why does deviant sexual behavior get rights?”

(June 9, 1999 radio program)

Dr. Laura on non-traditional families

“Indeed, there are many who advocate and/or directly profit from the decline of the traditional family, including homosexual activists, radical feminists, welfare advocates and the child-care industry.”

(Parenthood by Proxy, published April 2000)

Laura Schlessinger has angry and hurtful things to say about all kinds of Americans. Many advertisers don’t realize how alienating her program has become.

Consumers judge brands by the company they keep. Aren’t there better ways to reach women 18–49, or anyone else?

“Dr. Laura.” We don’t buy it.

