

# Homos and Beer Commercials

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## *The Email*

This is an interchange between Skip Dvornik, assistant pastor at Calvary Baptist Church in Clearwater Florida, and me. He sent this complaint to a distribution list. It is about a beer commercial promoting to homosexuals. I replied with this response to the same list.

What do you think? I am interested in your opinions on the subject. Email them to me via the above link.

## *Pastor's Message Sunday, May 09, 1999 9:49 PM*

“Please see the email I am forwarding regarding voicing opposition to a new advertising campaign launched by a major beer company aimed at the homosexual market which depicts two homosexuals holding hands. The beer company has set-up a special 800 number telephone line for people to call and register their objection to this type of advertising. I have called the number and a recording will acknowledge your call as representing opposition to the advertising campaign. It takes 10 seconds to make and complete the call. I encourage you to call and also to forward an email to your email list asking your friends to do the same. I hope millions of Americans who do not want their children to see these ads will call and thus cause these shameless profiteers to rethink their new advertising "strategy". As you ponder these shocking and perverse days we live in, join me in praying that God will cause revival in this country. For only the Savior has the power to conquer the perversity spawned by the sin in the hearts of men. Praise the Lord, and, thanks for listening!

Skip”

## *My Response*

Pastor, I made the phone call about the homo ad, but I also have other considerations.

### **Not a Matter of Choice**

1. Regardless of biblical proscription, homosexuality is not, as far as I can determine, a matter of choice. A homo's brain is different, and that is what makes him a homo. Scientists have discovered two areas of difference in homo brains: the hypothalamus and the pituitary gland.

a. The upshot of this scientific fact is that you cannot make a hetero into a homo any more than you can make a homo into a hetero.

b. I personally find the idea of homosexuality repulsive. Frankly, I cannot see what homos find interesting or enticing in each other sexually. It just does not seem real to me. But it certainly seems real to them, and apparently they just can't help it. I don't think

they are homos because they want to be. I have yet to discover a homo who does not wish he were heterosexual.

c. Therefore, children will not be adversely affected by a commercial targeted at homos unless the children are themselves homos. And, in that case, it will do no good to ban ads targeted at homos because the kids so inclined will be homos regardless of what you

do them (unless you lobotomize or kill them, not a good solution).

d. Maybe someday scientists will develop a surgical or gene-splicing procedure to get rid of genetic homosexuality altogether, but till then, we are stuck with it.

## Homos Suffer Enough

2. Most homosexuals have suffered miserably with their affliction and been unable to correct it. They have hidden it or been punished severely for it, and most of them need some kind of relief.

a. They have been condemned, derided, ridiculed, scorned, ostracized, shunned, banned, disparaged, and made to feel afraid and ashamed about it ALL THEIR LIVES. They have as a group been treated most un-Christianly by Christian and heathen alike. Many have suffered through marriages with children, feeling like traitors to both themselves and their families for going against their nature and trying to be heterosexual.

b. In reality, there is no benefit that comes from being mean to a homosexual person, whether child or adult. In fact, much more harm is done to any human by being hateful, critical, humiliating, and suppressive toward him than by treating him with love, kindness, dignity, and grace. Acting like they have no right to live in peace and harmony as homosexuals is a violation of principles of Christian charity, no matter how weird or disgusting they seem to us heterosexuals.

c. It could be argued that if anyone needs a little beer in their lives to diminish their suffering, if only temporarily, it is the homos. In that case perhaps it is merciful to allow beer ads to be targeted at them.

## Biblical Same-Sex Not Homosexuality of Today

3. It has been over 2000 years since the super-moral Jews condemned homosexuality in the bible, but I believe the context was different from what we see now, for this reason: It is now and probably was in biblical times, relatively popular in Arabic cultures for men to have sexual relations with boys or other men, even though they are not homosexual.

a. Much of the practice is stimulated by the mindlessly jealous possessiveness of arabic men toward their women, whom they often view as chattel. Even today it is perfectly legal and socially acceptable in some arabic cultures for a man to get doctors to amputate a woman's clitoris or sew her vagina partially shut to keep

her from enjoying sex with another man. When a man gets one or more wives, he hides them in the back room when men come to visit the family, he makes them cover their hair and face to keep from being sexually enticing in public, and he does everything in his power to keep other men away from them.

b. It has since before biblical times been typical in arabic tribes for only a few men to have many wives or concubines, but for many other men to have no wives at all. The man-on-the-street in arabic countries cannot typically afford a wife, so it is easy to see why there would be a brisk trade in boys. Furthermore, many consider it a tenet of Islam that

Mohammed will be born again of man, thus giving a religious justification for the practice of sexual relations between non-homosexual males. While this is not biblical, it is typical of the kind of religious influence over people today and in ancient times.

c. Jewish moralists deplored such activities in biblical times as we do today, but the practice is not publicly prevalent in America. Here, women are so easy to get that a man only does without a heterosexual relationship because of personal choice. Besides that, moralists of biblical times did not have the science to show them the difference between those who had same-sex relations as a cultural practice and homosexuals who did it

because of the physiological drive resulting from a brain defect.

d. For the above reasons, I do not believe biblical condemnation of sexual relations between males refers to what we call homosexuality - the irresistible, gene-determined lust of one man for another. It refers to the cultural or social practice of sex between males as a matter of convenience or custom. Even though I personally consider the practice abhorrent regardless of the cause, I will not condemn a homosexual who simply cannot help it, and I do not think Jesus would either. It is an affliction, like being born stupid or hair-lipped. And Jesus commanded us to give unselfish loving service to our fellow man, especially the afflicted.

### **How Do You Know the Ad Was Targeted at Homos?**

4. While ads implying homosexual relationships are annoying to me, they are not insulting, as I do not consider them to be directed at either me or children. Factually, neither the children nor I will be adversely affected by any homosexual undertone in the ad.

a. The implication of homosexuality MAY very well be in the guilty mind of the beholder of the advertisement, and not really in the ad itself. Exactly WHAT implied they were homos? I have not seen the ad, so I do not know, other than the statement that they were holding hands. As far as that goes, I see nothing wrong with men being genuinely affectionate with other men, including holding hands or hugging each other, and in fact we would probably all be more psychologically "well-balanced" if we felt more comfortable about such public displays of friendship and affection.

b. If we are going to allow beer commercials, and they are not specifically directed at children, I see nothing wrong with

them being directed at their target audiences. Apparently the beer company's demographic study showed that the percentage of homos who are their customers is less than the percentage of heterosexuals who are their customers, and they want a bigger percentage of homos to buy their beer. I am sure they have been trying more indirect routes to the same goal, but evidently the author of the original letter of opposition missed that.

c. For example, there was the wildly successful beer commercial series showing macho men entering the bar on "ladies night" dressed as women to get cheaper beer prices. The commercial seemed to imply that even a macho man would stoop to dress as a woman in order to get a good buy on the beer. But it may have implied that all those macho men are latent/blatant homosexuals or homosexual cross-dressers. Since the ad did not say, we are left to guess and ponder. Personally, I think that would warp a kid's ideas much worse than would two men affectionately holding hands.

### **Beer Commercials Hurt Everyone, Not Just Homos**

5. However, many kids and adults, homo or not, will become beer drinkers or even

alcoholics as a result of watching beer commercials.

a. Many beer ads have good-looking men and women in them in a setting with fun or sexual undertones, thus implying if you want to get a member of the opposite sex, you should drink that beer. Such ads are prurient by implication, and are driving many people to drink alcoholic beverages to gratify their sexual cravings. And of course, such gratifications, unless with one's spouse, are strictly forbidden by the bible. So this kind of ad should be the object of your scorn because it promotes sex outside the marriage, regardless of whether with a man or a woman.

b. It is strange to me that we wouldn't protest the beer commercial itself, regardless of how it were depicted, the same as we would protest a cigarette commercial. I don't want either one advertised at all to kids or anyone else. We should protest advertising of anything that immoralizes our world. But then there is no general telephone hotline for *that*, is there?

c. Overall, I think we are whining at the beer company about the wrong thing. We are griping about an ad targeted at people who can't help themselves, while we act as though the grosser sin does not matter at all.

But, next time you have another big issue to protest, though, let me know. That one little phone call to 1-888-227-8783 was easy.

Hugs and Kisses,

Bob Hurt

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**About the Author:**

Bob Hurt is a writer and philosopher. He lives with his wife Maria in Clearwater Florida. You can write to him through <http://bobhurt.com>.