

FLORIDA FAMILY ASSOCIATION 2008 ACCOMPLISHMENTS AND VICTORIES

Florida Family Association worked diligently in the year 2008 to educate citizens regarding actions they can take to improve their moral environment. The accomplishments reported below are the result of the Lord's blessing on the prayers, action emails, postcards, letters and financial support of people who receive Florida Family Association's newsletters and emails.

Florida Family Association:

Influenced Virgin Mobile to drop their Strip2Clothe campaign. Virgin Mobile dropped their Strip2Clothe campaign on July 20th just days after Florida Family Association launched an email campaign opposing its content. Virgin Mobile, a major cell phone company, and the National Network For Youth, a lobbying organization for more than 150 organizations that help homeless youth, began running the Strip2Clothe campaign the second week of July. The campaign asked young people to post videos of themselves stripping to music. Florida Family Association launched an email campaign to call attention to Virgin Mobile's irresponsible campaign. Virgin Mobile changed the name of the campaign to Blank2Clothe and removed the strip videos after receiving thousands of emails from FFA supporters.

Influenced the removal of MTV's new Bi-Sexual Dating Show called "A Shot at Love with Tila Tequila" from MTV, MTV2 and MTV3. Florida Family Association's daily communications with advertisers and thousands of supporters' emails influenced 125 companies to stop advertising on MTV's show "A Shot at Love with Tila Tequila" which featured sixteen lesbians and sixteen men who wanted a relationship with a bi-sexual woman. "A Shot at Love with Tila Tequila" has not aired on any of the three MTV networks since late August. MTV moved reruns of Tila's show from MTV to MTV2 and from MTV2 to MTV3. Florida Family Association followed the show through all three MTV networks calling upon companies to stop supporting the program with their advertising dollars.

Influenced the G4TV channel to remove The Man Show. The Man Show was one of the most pornographic and degrading television shows ever aired on unrestricted advertiser supported television. Children and teenagers who tuned in to watch the gaming on G4TV were exposed to this hideous program. Florida Family Association sent over 1,100 emails and faxes to the presidents and marketing vice presidents of the companies that advertised on The Man Show. Additionally, FFA launched about a dozen Email Alerts that resulted in supporters sending thousands of emails to the more stubborn advertisers. Approximately ninety percent of these companies ultimately stopped advertising after receiving communications from Florida Family Association and emails from supporters.

Influenced over Fifty (50) major companies including General Motors, JP Morgan Chase and Johnson & Johnson to stop advertising on LOGO Channel's explicitly homosexual programs. Florida Family Association's email campaigns influenced major companies to stop advertising on shows like Noah's Arc, Adam & Steve, Queer as Folk and TransAmerica.

Influenced Three Hundred Forty (340) companies to stop advertising on Playboy's Girls Next Door" television show. Florida Family Association's television monitoring efforts has influenced Three Hundred Forty (340) companies to stop advertising on Playboy's "Girls Next Door" which airs on the *Entertainment Channel*. Monitoring records for the past year report that approximately Sixty Five percent (65%) of the advertising time on Playboy's "Girls Next Door" has been filled with *E! Channel* promotions and network trades instead of paid advertisements.

Headed off attempt to pioneer main stream advertising support for user free internet porn web sites. Florida Family Association contacted over thirty major companies after advertisements for their products appeared on several porn web sites. All of the companies claimed their ads erroneously appeared on these sites without their approval. Several lower level internet vendors who were passed blocks of advertising to place for larger ad companies allowed the mainstream company ads to appear on the porn web sites. Just like companies who claim their advertising buyers should not have placed their advertisements on certain television shows, FFA is finding the same problem with internet media buyers allowing mainstream company ads to appear unauthorized on porn sites. America's moral environment cannot afford to have the internet porn industry move from a subscriber based medium to hosting all of their smut online for free with the support of advertising dollars. Florida Family Association will continue to contact all mainstream companies whose products are being advertised on these porn web sites.

Florida Family Association:

Helped passage of the Florida Marriage Protection Amendment. 4,724,173 or 61.1% of Florida voters agreed that the state constitution should be amended to strictly define marriage as the legal union of only one man and one woman. Florida Family Association collected over 30,000 petitions to help place the amendment on the ballot as well as promoted a Yes voted during the general election.

Lead the defeat of “gay rights” bills during the 2008 Florida Legislative session: Florida Senate Bill 172 and Florida House Bill 191 sought to “Prohibit discrimination based on sexual orientation, gender identity or expression.” Florida Family Association launched an email campaign on April 8th after Senate Bill 172 was approved by the Florida Senate Commerce Committee. Florida Family Association’s email asked supporters to send emails and faxes to the Senators on the Community Affairs Committee, the next committee that was scheduled to consider Senate Bill 172. Florida Senate Bill 172 died in the Community Affairs Committee. The bill advanced no further. House Bill 191, companion to Senate Bill 172, died in the Committee on Constitution & Civil Law.

Helped a Gainesville petition drive to place a referendum on the ballot in 2009 which will invalidate the city’s Gender Identity ordinance. The City of Gainesville adopted a "gender identity" ordinance which makes it unlawful to discriminate on the basis of a person's perceived "gender identity." It originally had no exemptions for public restrooms, schools or day care centers. The Supervisor of Elections certified that the "Citizens for Good Public Policy" committee collected enough petitions to place a charter amendment on the ballot which will repeal Gainesville’s Gender Identity.

Led the effort to fight the largest sex industry in America. A referendum sponsored by Florida Family Association influenced the City of Tampa, which has more sex shops than any other city including Los Angeles and New Orleans, to investigate and close eight sex shops. Florida Family Association influenced the Hillsborough County Commission to place the following non-binding question on the November 2006 General Election Ballot: *“Should the local governments within the borders of Hillsborough County regulate sexually oriented businesses to the fullest extent allowed by law?”* 58.46% or 157,990 voted Yes on the referendum. It was believed that if enough citizens voted yes on a referendum calling for more law enforcement action that authorities would take notice. Shortly after the November 7, 2006 referendum the Tampa Police Department established a new squad to investigate crimes that occur at sex shops. The squad has made 164 arrests and closed 8 lingerie modeling shops.

Influenced public official intervention to stop a S&G party at a major homosexual sex festival. Florida Family Association launched an email campaign that asked supporters to send emails to Pasco County officials regarding salacious activities planned for The Sawmill's Gay International Film Festival which was held just north of Dade City from March 28 - 30. The festival web site stated that thousands of (gay and transgender) people planned to pay hundreds of dollars to attend this event which would have featured live and recorded sexual entertainment. The website also promoted several events as “clothing optional” which meant that patrons could have gone naked. Pasco County officials notified the property owner of potential violations. The organizers of this event changed their plans to prevent citations for the salacious activities that they originally promoted. Pasco County fined property owners \$500 for holding the oversized event without proper zoning and permitting.

Influenced Pontiac to abandon sponsorship of Dirt television show. Florida Family Association urged thousands of supporters to send emails to approximately fifty Pontiac dealerships in 2007 after General Motors proudly announced their prime sponsorship of FX's new explicit, pornographic television show called Dirt. The 2007 season ended before Florida Family Association could determine if the email campaign was successful. Based upon the start of the 2008 season, 2007’s email campaign was a success. The first episode of the new season of Dirt which aired on March 2, 2008 was void of Pontiac ads or for that matter any General Motors ads.

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