

JANUARY
2005

TOM LEE, SENATE PRESIDENT DOES NOT SUPPORT A FLORIDA MARRIAGE AMENDMENT

Florida Senate President Tom Lee believes that Florida does NOT need a state constitutional amendment to protect marriage even though homosexual activists are aggressively pushing their same-sex marriage lawsuits in Florida and the nation.

The Montana Supreme Court ruled 4 to 3 on December 30, 2004 that Montana's public universities must provide their gay employees with insurance coverage for their domestic partners.

Earlier last year the Massachusetts Legislature was forced to approve same-sex marriages after their Supreme Court ruled 4 to 3 to require the change.

Numerous lawsuits currently challenge Florida's Defense of Marriage statute. This statute defines marriage as only between one man and one woman. Florida would be in a much stronger legal position if the state constitution were amended to define marriage as only between one man and one woman.

The Florida House of Representatives is ready to move a Florida Marriage Amendment. However, the Florida Senate does not see the need for protecting marriage. It is astonishing that the liberal, Democratic controlled legislature of the Common Wealth of Massachusetts can muster the votes to place a marriage amendment on their ballot but the conservative, Republican controlled legislature in Florida will not.

PLEASE MAIL THE ENCLOSED POSTCARD or send an email or letter asking Senator Tom Lee to support a Florida Marriage Amendment.

**Senator Tom Lee, Senate President
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BP-AMOCO ENFORCES NO-PORN POLICY AGAINST MORE FLORIDA STORES

Florida Family Association influenced BP-Amoco corporation to adopt contract language in their marketer agreements to prohibit the sale of pornographic magazines by independent retailers who sell their brand of gasoline. The language and details on this policy are provided later in this article.

As part of the campaign to influence Super Stop Stores to stop selling pornography Florida Family Association filed complaints with BP-Amoco regarding **Super Stop Stores** that sold their brand of gasoline. After several months of follow up and changes in personnel, BP-Amoco successfully enforced their no-porn marketer agreement terms against two stores in **Orlando** and one store in **New Port Richey**.

Continued on page 4 ... BP-Amoco Enforces Policy

FFA CONTINUES TO INFLUENCE ADVERTISERS TO AVOID IRRESPONSIBLE TELEVISION

Florida Family Association (FFA) is monitoring numerous television shows on **A&E, ABC, E!, FX, History, MTV, SpikeTV** and **VH1**. FFA writes hundreds of letters each month to inform companies about the explicit content of the programs on which they advertised. Special software allows Florida Family Association to automatically send individualized letters to each advertiser regarding each program.

The response from advertisers continues to be very encouraging. A super majority of companies stop advertising on the monitored programs after receiving letters from Florida Family Association.

See page 4 ... Advertisers Drop Off Bad TV Shows

WHAT'S WRONG WITH THIS PICTURE

The **Common Wealth of Massachusetts Legislature** has 171 Democrats and 29 Republicans compared to the **Florida Legislature's** 110 Republicans and 50 Democrats.

	<u>Democrats</u>		<u>Republicans</u>		<u>Total</u> <u>No.</u>
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	
Two State Legislatures					
Massachusetts - House	138	86 %	22	14 %	160
Massachusetts - Senate	33	83 %	7	17 %	40
Total	<u>171</u>	<u>85 %</u>	<u>29</u>	<u>15 %</u>	<u>200</u>
Florida - House	36	30 %	84	70 %	120
Florida - Senate	14	35 %	26	65 %	40
Total	<u>50</u>	<u>31 %</u>	<u>110</u>	<u>69%</u>	<u>160</u>

The Massachusetts legislature succeeded in their first vote to place a constitutional amendment on the ballot in November 2006 to define marriage as only between one man and one woman. However, the outlook for passing a Marriage Amendment in Florida is not good because Senate President Tom Lee does not support the amendment.

It is astonishing that the liberal, Democratic controlled legislature of the Common Wealth of Massachusetts can muster the votes to place a marriage amendment on their ballot but the conservative, Republican controlled legislature in the Florida Senate is avoiding the issue.

PLEASE take a minute and send the enclosed postcard, write a letter or send an email asking Senator Tom Lee to support a constitutional amendment to PROTECT MARRIAGE in Florida.

AND PLEASE HELP all of our efforts to be strong this month by sending a gift in the enclosed envelope. THANK YOU.

Sincerely,

David Caton

Executive Director

OUR MISSION SINCE 1987

is to educate citizens regarding actions they can take to improve our moral environment.

DAVID E. CATON

Executive Director

FLORIDA FAMILY ASSOCIATION
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**YOUR PRAYERS
AND GIFTS
INCREASE OUR
ABILITY TO
SUCCEED**

ONLINE DONATIONS can be made by going to floridafamily.org and click on the "Give A Donation" button.

CONTRIBUTION POLICY: CONTRIBUTIONS ARE TAX DEDUCTIBLE AND CONFIDENTIAL. Florida Family Association is a non-profit 501C3 tax exempt corporation that is devoted to educating citizens on what they can do to defend, protect and promote traditional, biblical values. Checks may be made payable to Florida Family Association or FFA. Contributions are tax deductible and confidential. Florida Family Association will never sell or give away any contributor's name to anyone else, will never solicit contributions by phone, and will never report a contributor's gift or bequest through a Will or Trust in any publication. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-435-7352. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

ADVERTISERS PULL OFF IRRESPONSIBLE TV SHOWS

Continued from page 1

Several companies have responded favorably to Florida Family Association's letters. Some of these response letters are reprinted in part below.

CITI BANK "Thank you for bringing to our attention that an advertisement for our company ran during a "**Wild on...**" series in December. Please be assured that this was a mistake. We have specific guidelines on the placement of our advertising in all media vehicles. In the case of television, we have a "do not place" list that includes the program 'Wild On...' I have attached correspondence between our media agency and E! Television on this issue. Thank you for bringing this to our attention." **Mark Ingall, Director, Global Strategic Media.**

S C JOHNSON "Your letter concerning our advertisement on the E! Channel program, **True Hollywood Story: Barbi Twins**, has been referred to me to me for a response. In this particular case, we want you to know S. C. Johnson Company gave E! clear instructions not to use our advertisement on this show. It was the cable station's error and the S. C. Johnson Company is taking appropriate action with the E! Channel. Again, thank you for contacting us." **Anne Rimkus, Consumer Liability Specialist.**

DERMAFINA "You informed us via letter that Dermafina International had some advertising that ran during an episode of **Wild On** from the E! Entertainment Channel. I appreciate your letter informing us of such ad placement. When we purchased advertising, we gave specific instructions not to advertise during the Howard Stern Show, but neglected limiting the airings during the Wild On show. We were mistaken in our assumption that Wild On programs did not run during our advertising block. Sine your letter arrived, we have contacted our advertising agency, and have made the changes that will prevent us from advertising during the Wild On programming in the future." **John A. Walton, Executive Vice President.**

TURTLE WAX "This is in response to your letter regarding the Turtle Wax advertising on the E! Channel **Howard Stern Show**. Please be advised that this advertising was placed on the show in error. Our advertising media buying group has since been contacted to ensure that there will be no reoccurrences. We agree with your position and do not want any affiliation and/or association of this type of programming with the Turtle Wax Brand and its Image. Be assured you will not see any further Turtle Wax advertising on this program." **Steven H. Brenia, Vice President of Marketing.**

CLOROX "Thank you for writing The Clorox Company and for sharing your concerns about one of our ads that accidentally aired on the program '**Inside the Playboy Mansion**.' The network, A&E, has taken full responsibility for this error. Clearly, 'Inside the Playboy Mansion,' is against our standards and A&E has agreed to credit The Clorox Company for the airing of this ad." **James Weeks, Brand Manager.**

NEW YORK LIFE "Your facsimile transmission was forwarded to me. Thank you for sharing your concerns about one of our commercials appearing in the E! network's profile of the **Barbi Twins**. Although we are usually meticulous in selecting the programs in which our ads will run, sometimes things do fall through the cracks. We have instructed our media company to be more diligent in planning our media schedule and in monitoring the kinds of programs we sponsor." **Patricia Mercuri, Senior Advertising Consultant.**

UICI - The Insurance Center "This letter responds to your recent concern about our company advertising on Wild on the Sunset Strip on the E! Channel. We are pleased to inform you that effective immediately we have asked to be completely removed from all Entertainment Channel advertising." **Phillip J. Myhra, President.**

Watch for more good news from companies that stop advertising on irresponsible television shows.

BP-AMOCO ENFORCES NO-PORN POLICY

Continued from page 1

Two Orlando *Super Stop Stores* that sell Amoco gasoline have stopped selling pornographic magazines. The two stores are located at 5922 Turkey Lake Road and 601 West Oak Ridge Road in Orlando. The Turkey Lake Road store once carried a very large inventory of magazines, videos and DVDs.

The **New Port Richey Super Stop Store** located at 2908 Seven Springs Boulevard chose to drop the BP brand and keep the pornographic magazines.

Florida Family Association is grateful that BP-Amoco continues to enforce their no-porn marketing terms against independent retailers who sell their brand of gasoline.

Brett Pyle, BP-Amoco Manager of National Jobber Programs, informed Florida Family Association in his email dated January 5, 2000 that their new no-porn restrictions apply to over 12,000 BP-Amoco locations. BP-Amoco's policy that went into effect January 1, 2000 states in part, *"Jobber will ensure that no items of pornographic or sexually explicit nature are displayed, used, stored, offered, rented or sold at any Approved Retail Site. For purposes of this Contract, items of this nature will include, but will not be limited to, pornographic, sexually explicit or so-called 'adult:' magazines; videotapes; compact disks' digital video disks; or like materials."*

Florida Family Association also influenced **Exxon-Mobil, Chevron-Texaco, Conoco-Phillips** and **Spur** to adopt similar contract terms to prohibit the sale of pornographic materials by their independent retailers. **Shell** and **Hess** have the same contract prohibitions.

"We will start surveying more stores that sell a major brand of gasoline to determine if they are selling pornography." Notes David Caton, Florida Family Association, Executive Director. *"We will file complaints with the major oil companies and follow up on them as we have successfully done in the past. Additionally, we have filed complaints on numerous other stores that require additional follow up."*

**WHAT WOULD OUR
MORAL ENVIRONMENT
BE LIKE TODAY IF
FLORIDA FAMILY ASSOCIATION
HAD NOT:**

Stopped Special Rights for Homosexuals from passing in the 1991 through 1994 Florida Legislative Sessions. No "sexual orientation" amendment to Florida's Civil Rights Act has been proposed since 1994.

Influenced 8 MAJOR OIL COMPANIES to prohibit the sale of pornography by independent retailers who sell their brand of gasoline. The restrictions apply to over 50,000 stores nationwide.

Influenced OVER 2500 COMPANIES to STOP advertising on pornographic radio and television programs resulting in several shows being removed from the air including **"Howard Stern"** MTV's **"Undressed"** Comedy Centrals **"The Man Show"** ABC's **"Ellen"** and VH1's **"Girls Gone Wild Uncovered."**

Influenced over 20,000 stores to STOP selling pornographic magazines including 7 Eleven, Albertsons, Amoco Split Second, Cumberland Farms, Kash n' Karry, Lil Champ, Racetrac, Sprint, Starvin Marvin.

Influenced OVER FORTY cities and counties to enact laws to restrict sexually oriented businesses or prohibit nude clubs.

**PLEASE HELP ALL OF
OUR EFFORTS TO SUCCEED
BY SENDING A GIFT IN THE
ENCLOSED ENVELOPE.**