

FLORIDA FAMILY ASSOCIATION

January
2008

NUMEROUS BILLS FILED IN FLORIDA LEGISLATURE SEEK TO ADVANCE HOMOSEXUAL AGENDA

**Please send the enclosed postcards or
write a personal letter to the Florida
Speaker and Senate President.**

Numerous bills have been filed for the 2008 Florida Legislative Session that seek to advance the agenda of homosexual activists. These bills seek to grant special rights for homosexuals, authorize the state to allow homosexuals to adopt children and create a special status for homosexuals in other laws. Florida Family Association has prepared the following summary of bills that currently seek to advance the homosexual agenda.

SB 572 - Civil Rights - Sexual Orientation & Familial Status: Sponsor Deutch. Co-sponsor Aronberg. Includes sexual orientation as impermissible grounds for discrimination under the Florida Civil Rights Act.

HB 191 - Prohibited Discrimination. Sponsor Skidmore. Co-sponsors Brandenburg; Bucher; Bullard; Chestnut; Fields; Fitzgerald; Garcia, L.; Gibbons; Heller; Jenne; Kiar; Kriseman; Long; Machek; Meadows; Porth; Randolph; Sachs; Schwartz; Soto; Taylor; Vana; Waldman. Prohibits discrimination based on sexual orientation, gender identity or expression, familial status, & marital status; defines terms.

HB 43 - Criminal Activity. Sponsor Snyder. Co-sponsors Adams; Brandenburg; Galvano; Glorioso; Porth; Sachs. Comprehensive bill which contains extended hate crime provisions that includes the "sexual orientation" category.

SB 76 - Criminal Activity/Criminal Gangs. Sponsor Atwater. Comprehensive bill which contains extended

Continued on page 4 ... Please send Postcard

WAL-MART, AT&T, RITE AID, MACY'S AND TARGET BLOCK MORE ADS ON MTV'S BI-SEXUAL DATING SHOW

Wal-Mart, AT&T, Rite Aid, Macy's and Target have changed their policy to prohibit other company products from using their store names during commercials on MTV's Bi-Sexual Dating Show called A Shot At Love With Tila Tequila.

When numerous companies continued to advertise their products on MTV's Bi-Sexual Dating Show Florida Family Association decided to contact the major retailers which were tagged in these ads as the place to buy these products.

Corporate America's response to FFA's request has been overwhelmingly positive.

See page 3 ... Major Companies Block More Ads

NEW BUBBA THE LOVE SPONGE SHOW THREATENS FOUR YEARS OF DECENCY ON TERRESTRIAL RADIO, FFA TO MONITOR

By the time you receive this month's newsletter, Florida Family Association will have already started monitoring the Bubba the Love Sponge show which started airing January 8th on Cox radio stations WHPT -102.5 FM in Tampa and WFYV-104.5 FM in Jacksonville from 6 a.m. to 10 a.m.

The Tampa Tribune reported last month that Bubba the Love Sponge, one of the most pornographic hosts ever to air on terrestrial radio, is returning to Tampa and Jacksonville airwaves on January 8th. Approximately four years ago, Clear Channel radio removed Bubba (real name is Todd Clem) from the air after drawing what was then the largest single indecency FCC fine in history.

Continued page 4 ... FFA Monitors Bubba

REMEMBER JANUARY 29TH

January 29th is the date when Florida voters will cast their vote in the Presidential Preference Primary. Florida Family Association, being a 501C3 non-profit corporation, cannot endorse or recommend a candidate.

However, we do encourage you take the time to vote for the candidate who is most likely to defend your values and public safety.

While no candidate stands out as the indisputable choice there are several candidates who are certainly poor choices to lead America as our next president. Please don't stay home on January 29th and allow one of these poorer choices to become our next president.

Florida Family Association is embarking on several new projects this year with the goal of restoring and protecting our moral environment. We are also involved in many other efforts that have been continued from last year.

Your financial support is very important to make sure that we have the resources needed to stay strong in all of these efforts. The strength of our

efforts depends entirely upon the generosity of the people who receive this newsletter and our emails.

Please help all of our efforts to be strong by sending a gift in the enclosed envelope. **THANK YOU.**

Sincerely,

David Caton

Executive Director



DAVID E. CATON
Executive Director

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Many supporters have opted for the convenience of having their CREDIT Card, DEBIT Card or CHECKING Account make automatic monthly contributions. If you would like to have your credit or debit card or checking account make an automatic monthly contribution to help keep our efforts strong each month simply complete the information below, sign and return this form in the enclosed envelope. FFA accepts all bank checking accounts but only VISA and MASTERCARD.

Name _____

Address _____

City _____ State _____ Zip _____

Credit or Debit Card # _____

Expiration (MM/YY) _____ Monthly Contribution \$ _____

Checking Account Debit (only) - Please attach a voided check.

Your signature _____ Date signed _____

Service can be cancelled within 24 hours by calling or emailing FFA.

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.

MAJOR COMPANIES BLOCK MORE ADS FROM MTV BI SHOW

Continued from page 1

Wal-Mart, AT&T, Rite Aid, Macy's and Target have stopped the following products from using their store name as the place to buy their products: Across the Universe sound track, Amy Winehouse music, BOD for Men, BS Curious, Chris Brown music, Christmas Classics, ColdMD, Hydroxycut, Jordan Sparks music, Mariah Carey perfume, Pink I'm Not Dead music, Rihanna music, Robo DVD, Spiderman and Volkerball music.

Provided below are the emails that Florida Family Association received which confirms each company's decision to block ads on the MTV show:

WAL-MART *"Thank you for your note. This is a tagged supplier ad and we will address this with them immediately. We just implemented a process where we are requiring suppliers to submit schedules for approval whenever they tag Wal-Mart in their advertising. This should help prevent similar occurrences."* **Rex Conklin, Media Director.**

AT&T *"I wanted to follow up with you regarding your e-mail and concern relating to recent commercials. The ad you referenced below was produced, paid for and broadcast by one of our phone manufacturers. We have contacted them, along with our other manufacturers, to remind them of AT&T's strict guidelines relating to the types of programming acceptable for advertising our products. They have communicated to us that this particular media buy has been removed from their next media purchase. Thank you for bringing this to our attention. Take care and Happy Holidays."* **Dawn Benton, AT&T.**

RITE AID *"Rite Aid did not knowingly advertise on the program you referenced below. We were tagged by the product advertiser as a retailer that carried the item. While we did approve the commercial, we were not apprised of the programming in which it would be advertised. We are addressing this with the advertiser. This is certainly not programming that*

we would support with advertising. Thank you for bringing it to our attention." **John K. Learish, Senior Vice President, Marketing.**

MACY'S *"Thank you once again for your message to Terry Lundgren, and for bringing this situation to our attention. We have been in touch with our vendor on the Mariah Carey product and have asked that the Macy's name be removed promptly from any ads appearing during "A Shot At Love With Tila Tequila," as well as several other programs we consider to be inappropriate. Based on this situation, as well as the one you brought to our attention last week, we will begin issuing instructions to all of our vendors that commercials that mention Macy's or that display the Macy's logo should not be used during shows that are on the "don't buy list" of programs that are inappropriate for our own advertising. We hope this will prevent future such occurrences in the future. Please let me know if you have questions."* **Jim Sluzewski, VP Corporate Communications.**

TARGET *"Thank you for bringing this latest episode to our attention. In this case, we have determined that a vendor did indeed run a spot without our permission—a clear violation of our branding code. I can assure you that this program is clearly on our "do not buy" list at the network and with our agency partners. We have asked the network to ensure that spots placed by others that have an "available at" tagline be governed by this same protocol. We have communicated with the vendor and network to prevent this from happening again."* **Michael Francis, VP Marketing.**

Florida Family Association will continue to contact companies that advertise during MTV's Bi-Sexual Dating program for as long as they air the show.

Are you receiving FFA's Email Alerts?

To sign up, simply log onto www.floridafamily.org and go to the bottom of the left hand column of the home page and click on Email Updates..

FFA MONITORS BUBBA

Continued from page 1

Bubba's return to terrestrial radio threatens to break a four year period of historical decency on traditional radio airwaves. It is truly disappointing that Cox Enterprises, Inc. is opening the door for Bubba and perhaps other radio hosts who may follow his lead to start polluting our radio airwaves with smut again.

The Tribune also reported "...Clem acknowledged he might interview porn stars as he has done in the past..." Bubba is also bringing back his crew including the Ned character who was heavily used in degrading parodies.

Todd Clem claimed during The Tribune report that he plans to follow FCC rules regarding indecent program content. Nevertheless, Florida Family Association (FFA) contends that dialogue with porn personalities and potentially pornographic and degrading parodies on unrestricted (anyone can listen) radio airwaves during the morning drive time when tens of thousands of children and teens are on their way to school is inappropriate and irresponsible. Additionally, given the extremely explicit nature of the show that Bubba will continue to air on satellite radio the odds are against his producing program content that is significantly different enough to be suitable for airing on terrestrial radio.

Just how disgusting was the Bubba the Love Sponge show before he left the air? Florida Family Association filed the first successful complaint that drew a fine from the FCC after Clem aired a live, explicit episode of one man giving another man an enema. Additionally, years ago FFA influenced hundreds, close to ninety five percent, of Clem's advertisers to leave the show.

FFA hopes that Florida businesses and Corporate America employ extra caution to determine the content format of the Bubba the Love Sponge show before they support it with their advertising dollars. Florida Family Association (FFA) plans to contact companies that advertise on the program immediately after the airing of the first interview with a porn personality or first pornographic or degrading parody. Given the excellent response that Florida Family Association has received from Corporate America regarding other programs that FFA monitors FFA is confident the super majority of advertisers will avoid the Bubba the Love Sponge show if the content is objectionable.

PLEASE SEND POSTCARD OR WRITE A LETTER TO FLORIDA HOUSE SPEAKER AND SENATE PRESIDENT

Continued from page 1

hate crime provisions that includes the "sexual orientation" category.

HB 45 – Adoption. Sponsor Brandenburg. Co-sponsors Heller; Jenne; Kiar; Kriseman; Porth; Sachs; Skidmore; Vana; Waldman. Provides that person who is homosexual is eligible to adopt children

SB 200 – Adoption. Sponsor Rich. Provides that a person who is homosexual is eligible to adopt children.

Florida legislative leaders need to hear from you that these bills which seek to advance the homosexual agenda are unacceptable.

PLEASE SEND THE ENCLOSED POSTCARDS OR WRITE A PERSONAL LETTER TO ENCOURAGE the Florida Speaker and Senate President to oppose all of these bills and others which may be offered that seek to give a special status to "sexual orientation" or authorize homosexuals to adopt children.

The Honorable Marco Rubio, Speaker

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