

FLORIDA FAMILY ASSOCIATION

January
2009

FFA'S MONITORING EFFORTS INFLUENCE MORE COMPANIES TO STOP ADVERTISING ON IRRESPONSIBLE SHOWS

Florida Family Association's communications with advertisers and supporters' emails in response to FFA email campaigns continue to impact the television shows that FFA monitors.

The Florida Family Association office uses special software to send, track and report the results of email correspondence with companies that advertise on the following network shows:

LOGO (Exclusively Gay, Lesbian, Transgender network)

Sordid Lives
Queer as Folk,
TransAmerican Love
Adam & Steve
Oh Happy Days
Noah's Arc.
Saturday morning programs

Entertainment Channel

Playboy's Girls Next Door
True Hollywood Story – Hugh Hefner's
Centerfolds, Girlfriends, Wives
True Hollywood Story – Jenna Jameson.

FX

Dirt
Nip Tuck.

Cox Radio Network - Bubba the Love Sponge
(syndication expands nationwide in 2009).

MTV – Tila Tequila bi-sexual reality dating show
(show has not aired since August.)

See page 4 ... Advertisers Drop Irresponsible Shows

FFA SHUTS DOWN ANOTHER ATTEMPT TO SUPPORT FREE ACCESS INTERNET PORN SITES WITH ADVERTISING DOLLARS

An international porn company used deceptive business tactics to share in national internet advertising network buys made by large American mainstream companies.

A top official with one of the companies whose advertisements were improperly included on one of the porn sites informed Florida Family Association of exactly how this internet porn company deceived them and perhaps the marketing vendors that included the sites in the media buys. The internet porn sites were classified in the vendor's site list with a non-entertainment scientific description that decoyed the smutty content. Even though many of the advertisers FFA contacted have contract language which strictly prohibits their advertising banners from appearing on porn sites the internet marketing vendors allowed these companies' banners to appear on these sites because of false classification descriptions.

Network Solutions and other internet registries report that the multiple porn sites posting these ads are owned by Glenn Verboven of Lummen Belgium. The subject porn sites contain hundreds of thousands of images from over a dozen major porn companies most of which operate in the United States.

Florida Family Association contacted the following companies in early December regarding advertisements on several porn web sites: Allstate, Bank of America, Travelers, Beazer Homes, LG, Toshiba, Gamefly, Radisson Hotels (Carlson Companies), Panasonic, eBay, Alltel, Philips Norelco, Virgin Mobile, Netflix, Meijer, Inc., Citigroup, Verizon, JC Penney, JP Morgan Chase and University of Phoenix.

See page 3 ... FFA Stops Ad Support

**STAYING THE COURSE AS PROVEN IN THE PAST
WILL MAKE US SUCCESSFUL IN THE FUTURE**

NEW YEARS GREETINGS to you and your family.

We hope and pray that you will stand with us as we pursue our mission to improve and protect our moral environment in 2009.

We have invested several years and substantial resources in many of our long term goals. We have learned from Our Past Victories that we must be diligent and patient if we are to achieve more success.

Television monitoring and writing advertisers, opposing pornography and the homosexual agenda and many other efforts will prove to be successful only if we are faithful to see them through to completion. Our twenty years of efforts have proven that staying the course for a period of years is often required to achieve Victory.

Your prayers and support are important to our continued success.

Please help all of our efforts to start the year strong by sending a gift in the enclosed envelope. **THANK YOU.** God bless you and your family.

Sincerely,

David Caton

Executive Director



DAVID E. CATON
Executive Director

**FLORIDA FAMILY
ASSOCIATION**
P.O. Box 46547
Tampa, FL 33646-0105

Phone 1-813-264-5888
Fax 1-813-264-0658

Email:
ffa@floridafamily.org

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.

FFA STOPS AD SUPPORT FOR PORN SITES

Continued from page 1

The particular web pages that Florida Family Association reported to these companies have been removed by the porn company. Advertisements for the companies referenced above and other mainstream companies have not appeared on the subject porn sites during the past three weeks.

The following responses from some of the companies are provided in part below:

ALLSTATE INSURANCE COMPANY *“Thank you very much for bringing this issue to our attention. We were absolutely unaware that our advertising was appearing on that very offensive site. We assure you that we have taken our Allstate advertising banner off of this site and have cancelled the remainder of our 2008 advertising activity from the network that happens to represent that site. Unfortunately the nature of some internet media buys is such that we do not always know all the sites on which our advertising may run. We make every effort to insure that our online buys exclude sites that contain offensive material or political content. But regrettably that particular site was not excluded from one of the network buys in this instance and we were not made aware of its content. We thank you very much for bringing this to our attention.”*
Nancy Ryan, National Media Director Allstate Insurance Company.

JP MORGAN CHASE *“Thank you for contacting JPMorgan Chase. The Internet ad you shared is not part of our advertising initiatives, and we are taking action to swiftly resolve this matter.”*
Paul Hartwick, Chase Card Services/Communication & Public Affairs.

TRAVELERS *“Thank you for your inquiry, which was shared with me and several others on our management team. The advertisement was not authorized and is inconsistent with our marketing guidelines. We are working with the contracted vendors who distribute our Internet ads to take necessary steps to address the issue, enhance our*

current controls, and help ensure our guidelines are followed in the future. Thank you for bringing this matter to our attention.”
Kate Bolduc, Chief Marketing Officer, Travelers.

RADISSON HOTELS *“This situation is most inappropriate and a total misrepresentation of the Radisson brand. I apologize for this occurrence. Radisson is committed to responsible advertising and did not give permission to be on this site. As a matter of fact we have a strict policy and guidelines to avoid such mishaps. This case was a clear violation of our policy by a third party. In an effort to ensure that this type of issue does not occur again, we have decided to remove all photo sharing sites from our campaigns. We routinely work with our vendors to try to prevent these types of issues from occurring and will continue to do so. Again, I apologize on behalf of Radisson and Carlson and thank you for bringing this to our attention.”*
Fredrik Korallus, Executive Vice President and Chief Operating Officer, Radisson Hotels.

Florida Family Association’s communications with the previously listed major companies appears to have shut down this second attempt to financially support free access porn sites with mainstream corporate advertising dollars.

America’s moral environment cannot afford to have the internet porn industry move from a subscriber based medium to hosting 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.

FFA’s Email Campaigns

Your support of FFA’s email campaigns is important to our continued success. To sign up to receive FFA’s Email Alerts go to www.floridafamily.org. Click on the button labeled “Email Updates” in the left hand column. Complete the small form and click the continue button to take action.

ADVERTISERS DROP IRRESPONSIBLE SHOWS

Continued from page 1

Some of the responses that FFA received from advertisers are reproduced as submitted below:

RADIO SHACK *“Thank you for bringing this matter to our attention. The program “Playboy’s Girls Next Door” you reference is actually on RadioShack’s list of programs we choose not to support because of its subject matter and content. However, the ad was created by one of our vendors and identified RadioShack as a retail destination where people can purchase their products. While we gave permission to the vendor to identify us in their advertising, we unfortunately were not informed the ad would appear during this program. We have taken immediate steps to make certain the vendor fully understands our advertising guidelines to ensure this does not happen again. More importantly, the ad in question has been removed. Again, thank you for bringing this matter to our attention. We appreciate your consideration.”* **Charles Hodges, Director Corporate Communications.**

DELL *“On behalf of the Dell Consumer Marketing team, we appreciate you taking the time to bring this to our attention. Dell follows a strict policy under which our media buys are placed, which states: Dell’s media buyers shall ensure that all networks on which Dell ads appear do not infringe any applicable laws or regulations and do not contain any material which is obscene, racist, pornographic, offensive, defamatory, threatening, menacing, blasphemous or in breach of any third party intellectual property rights. As such, our media buying team understands our concerns with being associated with certain types of programming. The spot that ran within the E! True Hollywood Story of Hugh Hefner was part of an ROS DR (Direct Response) buy. We recognize that the program contained inappropriate content - and moving forward, we have instructed our media buyers to reinforce our advertising policy with all networks.”* **Jennie Mudrey, Consumer Marketing, Media Manger.**

VERIZON *“I am working on the two emails you sent last week. I know that the ‘Oh happy day’ TV ad was the result of a media buy with Viacom, not a specific*

show or channel request. We did not request it. I’ll get back to you.” **Jim Gerace, Vice President Corporate Communications.**

CARRABBAS *“The information that you referenced about a Carrabbas ad running on ‘The Girls Next Door’ television show was correct. Our spot TV buying group confirmed that a mistake was made -they called it human error- in having it run during that show. They have assured me that this will not happen again. We have pretty strict guidelines on where and when our spots are run. Thank you for bringing this to my attention, I am sorry that it happened, and do feel free to contact me at any time in the future.”* **Steve Shlemon, President.**

GAME FACTORY (Zenses) *“Thank you for forwarding this information to us (regarding advertisements on Playboys Girls Next. You should know that we are looking into this matter discussing with our media buying agency who is responsible for purchasing TV advertising on behalf of the Game Factory.”* **Damien Sarrazin, PR manager.**

FFA’s monitoring efforts during the past twelve months have influenced:

MTV to stop airing their Bi-sexual Reality Dating show “A shot at love with Tila Tequila.”

COMEDY CENTRAL to stop airing “The Man Show” (one of the most pornographic, disgusting shows on any unrestricted advertiser supported television network.

BUBBA THE LOVE SPONGE to avoid pornographic content (thus far.)

Florida Family Association is the only pro-family organization in the country which communicates daily with the CEO’s and Marketing Vice Presidents of companies that advertise during MTV’s hedonistic shows, LOGO Channel’s explicitly homosexual programs and E! Channel’s pornographic Playboy shows. Your support makes it possible for FFA to fulfill this important role.