



FLORIDA FAMILY ASSOCIATION

January
2010

FLORIDA ATTORNEY GENERAL SAYS HEALTH CARE BILL UNCONSTITUTIONAL, HE MAY FILE LEGAL CHALLENGE

Florida Attorney General Bill McCollum told reporters in a conference call on December 29th that he believes the federal health care proposals are unconstitutional. McCollum called on other states' legal officers to review the pending health care bills and consider filing a multi-state legal challenge.

Bill McCollum said *"there are a lot of other problems"* with the health care proposals, but his main legal objection focused on a requirement that all citizens buy medical insurance or pay into a fund that would help cover medical costs for the uninsured.

Proponents of the health care plan claim that a mandate is no different than requiring drivers to buy auto insurance. However, McCollum and other notable opponents quickly point out that people are not required to have a car or to drive. He said Social Security and Medicaid taxes are "an excise or income tax" related to employment and people who don't have jobs are not forced to pay them. A mandate to buy medical insurance or pay a fee has no such link to an activity like driving or holding a job.

"I call this a living tax. It's a tax on living," McCollum said. *"There are serious questions whether a tax of this nature is constitutional."*

Several state legislators propose that Florida invoke the 10th Amendment of the U.S. Constitution, which states all powers not reserved to the federal government are vested in the states and the people. Bill McCollum said that he is considering a 10th Amendment legal challenge to the health care bill.

Additionally, McCollum said he may file a court challenge if the final health package includes a Senate provision requiring the federal government to cover

Continued page 4 ... Please Support Legal Challenge

FFA STOPS THIRD MAJOR INTERNET PORN OPERATION FROM RECEIVING MAINSTREAM ADVERTISING DOLLARS

Influences 37 companies to pull ads.

Florida Family Association's (FFA) efforts to stop the internet porn industry from hosting their smut online for free with the support of advertising dollars has won another major round against a large internet porn operation. FFA recently influenced thirty seven (37) companies to demand removal of their ad banners from a major internet porn operation.

Based upon a citizen tip in 2008, Florida Family Association learned of several porn operations that are using deceptive business tactics in order to share in national internet advertising network buys made by large American mainstream companies.

These internet porn companies are seeking to move millions of porn images from a restricted subscription based format to an unrestricted advertiser supported business. 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 responded by identifying and communicating with the companies whose advertising banners appeared on the web sites. This third round resulted in Florida Family Association sending emails to the CEOs and Marketing VPs of the following companies whose advertisement banners were posted on numerous sites owned by a major porn operation: **ABC Network; Ad Council, ADT, Bing, Blockbuster, Brighthouse Networks, Capella University, Carolyn Rubenstein, Coldwater Creek, d-Con, Dicks, Domino's Pizza,**

Continued page 3 ... FFA Influences 37 advertisers

**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 2010.

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 one 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 INFLUENCES 37 ADVERTISERS

Continued from page 1

Earthkeepers Timberland, Emblem Health, Franchex, Grow Financial, Gulf to Bay Fence, Hewlett Packard, Home Depot, Lowermybills.com, Lowes, Lysol, Monterey Bay Aquarium, Motorola, Mucinex, Myeducationexperts.com, Netflix, Nissan, Progressive, Red Baron Pizza, Resolve Deep Cleaner, Skype, Sports Authority, Superpages.com, Tracfone, Unicef & Wal-Mart.

No advertisements for these thirty seven companies or any other mainstream company have appeared on any of the sites owned by this major international porn operation during the past eight weeks. Some of the responses received from these companies are reprinted in part below:

WAL-MART *“Thank you for alerting us to this. As we have discussed in the past, Walmart has no affiliation with this unauthorized activity, but our legal team does investigate and take action. I will notify them immediately.”* **Rex Conklin Sr. Dir., Media.** (follow from Conklin email) *“Thanks for this. We would never advertise on such sites. This is a fraud which can be seen by looking at the Walmart logo which is incorrect. Unfortunately there are far too many instances of people using our name to lure people into illegal situations. We'll have our lawyers address this one.”* **Stephen Quinn EVP & Chief Marketing Officer.**

LOWES *“Lowe’s absolutely does not advertise on pornographic sites! We’re trying to determine where this site is and have our ad removed. If you have more information about the site that can help us speed this process, I’d appreciate any information you can share. Thanks for bringing this to our attention. We have determined that one of our agencies was placing ads on sites that upload user-generated content. We have ceased to use that agency and have notified our remaining agencies to avoid ad placement on any sites with the potential for objectionable content. Again, thanks for bringing this to our attention.”* **Chris Ahearn, Vice President of Marketing.**

NISSAN *“Thanks for the email. We researched this and found this was an unauthorized placement by vendor and we’ve pulled it. In addition, we will no longer be placing any future advertising with this media supplier.”* **Erich Marx, Nissan North America, Inc., Director Marketing.**

RED BARON *“Greg Flack forwarded your e-mail concerning the appearance of Red Baron advertising on porn sites. I very much appreciate you bringing this to our attention. Rest assured, we have no intention of having our advertisements appear on those sites, nor have we paid for their placement there. Our Red Baron brand appearing on those types of sites is totally unacceptable and has not been authorized in any way by The Schwan Food Company or the Red Baron brand. I have passed along the url addresses of the sites you provided to our digital media buying agency to follow up and determine how our ads ended up on those sites, and more importantly, how we intend to keep them from showing up there in the future. Once I have that information from our agency, I will pass along the information to you. In the meantime, don't hesitate to contact me directly if you have any other questions or concerns.”* **Dan Hammer, SVP of Marketing Schwan's Consumer Brands North America.**

COLDWATER CREEK *“We have identified the source of the advertisement that you brought to our attention. One of our online advertising vendors, Pontiflex Inc., accidentally ran one of our ads as part of a system test and it unfortunately showed up on web sites we would never advertise on. They assure us that they have put measures in place to prohibit this from happening again, which we will be reviewing with them today. If we are not satisfied with their approach we will stop doing business with them. If you would like to discuss or would like more information please feel free to contact me directly. Thank you for bringing this matter to our attention.”* **Dan Moen, SVP Marketing.**

Continued page 4 ... FFA influences 37 advertisers

FFA INFLUENCES 37 ADVERTISERS

Continued from page 3

MONTEREY BAY AQUARIUM *“Thank you for bringing to our attention the fact that our ad for The Secret Lives of Seahorses had appeared on a pornographic website. As you guessed, we did not intend to advertise there. After some fact-finding on the part of our advertising agency, we discovered how that happened and are taking steps to ensure that it doesn’t happen again in the future. Again, thank you for making us aware of that. If you have any questions, please don’t hesitate to contact me.”* **Mimi Hahn, Marketing Director.**

FFA has contacted two hundred eight (208) companies (mostly Fortune 500 companies) regarding advertisements for their products which appeared on several porn web sites. Most of these companies promptly responded by informing Florida Family Association that they never authorized the ads on these porn sites and that they instructed their advertising agencies to immediately pull their ads.

Florida Family Association would like to thank Verizon, X Plus One, Tremor Media, Association of National Advertisers and the Internet Advertising Bureau for joining FFA’s efforts by adopting policy and new software to safeguard mainstream companies’ ads from vendors who dishonestly place them on porn web sites to make money. All of these companies and agencies are working on improving software capabilities to catch vendors and publishers that attempt to make money off of their advertisements on porn web sites.

Thus far, Florida Family Association has influenced two major internet porn operations to disband. Florida Family Association reported on March 3, 2009 that FFA’s efforts had influenced a major porn web site, Vislip.nl, to disband use of the web address that once hosted over 500,000 unrestricted images. Florida Family Association reported on September 29, 2009 that FFA’s efforts had influenced a major porn web site, Ucgalleries, to disband use of 125 web address that once hosted over 3.5 million unrestricted images. The primary web addresses for this third round are not being reported because the sites are still active.

PLEASE SUPPORT LEGAL CHALLENGE BY FLORIDA ATTORNEY GENERAL

Continued from page 1

future Medicaid costs in Nebraska. Senate President Harry Reid added the benefit for Nebraska in order to secure the 60th voted needed from Senator Ben Nelson, D-Nebraska to pass the legislation.

Bill McCollum said that he wrote to other states’ legal officers asking them to follow the federal health care proposal and prepare for a multi-state legal challenge, if they believe Congress exceeds constitutional limits.

“The current health care proposals will place an additional unnecessary financial burden on millions of families at a time when our economy can least support it.” Notes David Caton, Florida Family Association Executive Director. *“Additionally, the health care proposals call for massive cuts in Medicare that will hurt seniors and disabled as well as result in rationing health care for all citizens.”*

PLEASE SEND THE ENCLOSED POSTCARD or a personal email or letter to show support for and encourage Bill McCollum to file legal action challenging federal health care legislation.

Bill McCollum, Attorney General
Office of Attorney General
State of Florida
The Capitol PL-01
Tallahassee, FL 32399-1050
bill.mccollum@myfloridalegal.com

Are you receiving FFA’s Email Alerts?

Thousands of citizens have signed up to receive email alerts from Florida Family Association (FFA). Citizens participating in FFA’s email campaigns have helped to influence numerous victories. To sign up, simply log onto 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.