

FLORIDA FAMILY ASSOCIATION

February
2008

MTV MOVES BI-DATING SHOW OFF MAIN CHANNEL TO LESS VIEWED MTV2 AFTER FORD, TACO BELL AND OTHERS DROPPED THEIR ADS

Our efforts to influence advertisers to avoid supporting MTV's new Bi-Sexual Dating Show appears to have influenced MTV to move "A shot at love with Tila Tequila" from the main MTV channel to the less viewed MTV2 channel.

Florida Family Association (FFA) has urged many companies to stop advertising during MTV's Bi-Sexual Dating Show since it first aired in October 2007. FFA communicates on a daily basis with the presidents and the marketing vice presidents of companies that advertise on the program. Additionally, supporters have sent thousands of emails to dozens of advertisers in response to FFA's Email Alerts. Supporters' emails have been very effective.

Continued page 4 MTV moves BI Show

THE GOLDEN COMPASS MOVIE LOSES OVER \$135 MILLION FOR TIME WARNER

The Golden Compass, a movie described as "atheism for kids," has lost over \$135 Million for Time Warner.

New Line Cinema (A Time Warner Company) released The Golden Compass which many believers saw as anti-Christian during the Christmas season when a higher percentage of children and teens would have patronized more movies.

According to the-numbers.com The Golden Compass grossed \$315,425. Box Office Mojo also reports "On average, studios earn approximately 55 percent of the final gross." This means that Time Warner most

Continued page 4 ... Time Warner Loses \$135 M

FOX PRODUCES PLAYBOY'S "GIRLS NEXT DOOR" TV SHOW AND DVDS, PLEASE CONTACT FOX OFFICIALS

Florida Family Association has urged companies to stop advertising on the television show Playboy's "Girls Next Door" since it first aired on the Entertainment Channel on August 7, 2005. FFA's efforts have influenced over 270 companies to stop advertising during this program.

Twentieth Century Fox Home Entertainment produces the television show Playboy's "Girls Next Door" that is aired on the Entertainment Channel. Twentieth Century Fox Home Entertainment also distributes the DVD series of this television show to major retailers.

Continued page 3 ... Please Encourage Fox

G4TV PULLS THE MAN SHOW AFTER LOSING MANY ADVERTISERS

Florida Family Association's daily communications with advertisers and thousands of supporters' emails over the past twenty six months appears to have influenced G4TV to finally remove The Man Show from their network.

The Man Show was one of the most pornographic and degrading television shows ever to air on unrestricted advertiser supported television. Children and teenagers who tuned in to watch the gaming on G4TV were exposed to this hideous program during primetime.

The Man Show has not aired on G4TV since December 31, 2007. TVGuide.com reports that The Man Show is not scheduled to air during the next two weeks. The program had aired six days a week for the past twenty six months up until December 31, 2007.

Continued page 3 ... G4TV Pulls The Man Show

WITH THE UNCERTAINTY OF THE PRESIDENTIAL RACE ISN'T IT ENCOURAGING TO KNOW ...

...that you can influence the outcome of issues that directly affect your moral environment WITHOUT the involvement of government and without the leadership of elected officials. Thank the Lord for that.

As you can see from the news that Florida Family Association reports this month and has reported for many years in the past, WE continue to make a difference in our capacity as private citizens by calling upon Corporate America.

Regardless of who is our next president, Florida Family Association will continue to call on Corporate America to embrace morally responsible business practices with the goal of benefiting our moral environment.

The super majority of Florida Family Association's accomplishments during the past nineteen years were the direct result of YOUR SUPPORT of our efforts to influence Corporate America to embrace morally responsible business practices.

Your prayers, participation in campaigns and financial support are very important to

our continued success. Please let News Corporation (Fox) know how you feel about producing Playboy productions. 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



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.

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G4TV PULLS THE MAN SHOW

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Florida Family Association's (FFA) efforts initially influenced G4TV to stop airing the program weeknights from 10 to 11 PM while it continued to air at 1 AM on weekdays. Then G4TV moved the program from 1 AM to 3 AM in the early morning. After that, G4TV pulled The Man Show from the Sunday night 10 to 11 PM timeslot while it continued to air at 3 AM on weekdays. Now G4TV has completely removed the program from their network.

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 during the past twenty six months. 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 FFA and emails from supporters.

Since 1988 Florida Family Association's monitoring efforts, communications with advertisers and email campaigns have helped influence the removal of the following television and radio shows from the respective networks:

A&E: Inside the Playboy Mansion, Playboy's Celebrity Centerfolds, Hugh Hefner American Playboy, Brigitte Bardot Biography, Jayne Mansfield Biography, Marilyn Monroe Biography and Hugh Hefner American Playboy.

ABC: Ellen, NYPD Blue.

FOX: Porky's.

Comedy Central: The Man Show and Porn n' Chicken.

Entertainment Channel (E!): Howard Stern, True Hollywood Story Anna Nicole, True Hollywood Story Barbi Twins, True Hollywood Story Bo Derek, True Hollywood Story Betty Paige, True Hollywood Story Bob Guccione, True Hollywood Story Claudia Jennings, True Hollywood Story Jenna Jameson, True Hollywood Story Jessica Hahn, True Hollywood Story Tracy Lords, True Hollywood Story Savannah, Wild on a Wicker Winter, Wild on Adriatic, Wild on Bean Town, Wild on Big Island, Wild on Caribbean, Wild on Carnival, Wild

on Fortaleza, Wild on H2O, Wild on Hollywood Nights, Wild on Mazatlan, Wild on Sin City, Wild on the Adriatic, Wild on the Amazon, Wild on the Beach Australia, Wild on the Big Island, Wild on the Bermuda Triangle, Wild on the Island Hot List, Wild on the Mediterranean, Wild on the Riviera, Wild on the Tropics, Wild on the Myan River, Wild on Tinseltown, Wild on Tropical Pleasures, Wild on Wildest Women, Wild on Women of the World.

G4TV: The Man Show.

History Channel: Inside the Playboy Mansion, Sex in the 20th Century.

MTV: Undressed.

Radio Stations (Florida): Howard Stern Show, Erin Summers, Ron and Ron.

UNP & WB TV: Howard Stern Show.

VHI: Centerfold Babylon, When Playboy Ruled the World, Girls Gone Wild Uncovered and Jenna

PLEASE ENCOURAGE FOX TO DROP RELATIONSHIP WITH PLAYBOY

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It is truly disappointing that the same company which produces Fox News with Bill O'Reilly and Sean Hannity also have this deep relationship with Playboy Enterprises, Inc.

PLEASE SEND THE ENCLOSED POSTCARD, WRITE A PERSONAL LETTER OR SEND AN EMAIL TO ENCOURAGE FOX OFFICIALS to dissolve their deep relationship with this porn company by discontinuing their production of the Playboy's "Girls Next Door" television show and DVDs.

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TIME WARNER LOSES \$135 MILLION

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likely received only \$173.5 Million which is 55 percent the \$315 Million total gross. The-numbers.com also reports a Production Budget of \$250 Million and Prints and Advertising Budget of \$59 Million. The net loss to Time Warner is estimated at \$135 Million.

Total US Gross	\$ 68,425,138
International Gross	<u>247,000,000</u>
Worldwide Gross	\$ 315,425,138
Time Warner's share estimated at 55% of Worldwide Gross	\$ 173,483,820
Production Budget	\$ 250,000,000
Prints and Advertising Budget	<u>59,000,000</u>
Total Estimated Budget	\$ 309,000,000
Time Warner's share estimated at 55% of Worldwide Gross	\$ 173,483,820
Less Total Estimated Budget	<u>\$ 309,000,000</u>
NET LOSS TO TIME WARNER	(\$135,516,180)

Time Warner would most likely not have lost so much money on The Golden Compass had it not been for pro-family organizations alerting the public to objections regarding the movie.

The Golden Compass is based on the first book of a trilogy entitled 'His Dark Materials' written by Phillip Pullman. Pullman is a militant atheist and secular humanist who despises C. S. Lewis and the 'Chronicles of Narnia.' His motivation for writing this trilogy was specifically to counteract Lewis' symbolisms of Christ portrayed in the Narnia series. Pullman left little doubt about his intentions when he said in a 2003 interview that "My books are about Killing God...." In Pullman's final book a boy and girl kill God so they can do as they please. The movie is a watered down version of the first book entitled 'His Dark Materials'.

Florida Family Association's email alert on December 4th urged supporters to send emails to officials at Time Warner, New Line Cinema, AMC Theatres, Cinemark Holdings, National Amusement and Regal Theatres. Response to Florida Family Association's email alert was very strong. Hopefully, after losing \$135 Million and receiving emails from thousands of FFA supporters, Time Warner will consider avoiding the production of movies like The Golden Compass in the future.

MTV MOVES BI SHOW

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MTV had scheduled to air "A shot at love with Tila Tequila" on January 6th at 11:00 PM and January 18th at 2:00, 3:00, 9:00, 10:00 and 11:00 PM on MTV Channel 66 on Brighthouse Networks in Tampa, Florida.

However, MTV did not air "A shot at love with Tila Tequila" on Channel 66 as scheduled on these dates. MTV moved some of those scheduled dates to MTV2 Brighthouse Channel 126 while canceling others. Additionally, TVGuide.com reports that future shows are also scheduled on the less viewed MTV2 channel. This clearly indicates that FFA's efforts are impacting this show.

MTV'S move of this show abruptly occurred after Ford made it clear they did not want their ads appearing on this show and after Florida Family Association informed Taco Bell officials, one of the show's frequent and unrelenting advertisers that FFA may picket some of their franchises. Ford Motor Company's response is provided in part below:

FORD *"Thank you for taking my calls today. As promised, we have investigated how an ad for the Ford Focus appeared on the MTV show, 'A Shot at Love with Tila Tequila' in the Tampa market. The spot you saw is one that rotated across various MTV programs. The agency and our dealers simply didn't realize that a Ford ad would appear during 'Tila Tequila.' Clearly, this show is not one we want to be associated with. Therefore, we have contacted our agencies in Florida and directed that Ford ads no longer appear on this show. We have also stressed to them how important it is to our corporate image and reputation in the community to avoid this type of programming."* **Jim Cain, Director, Product Communications, Ford, Lincoln and Mercury.**

MTV started airing the first of ten episodes of "A Shot At Love With Tila Tequila" on October 9th. The series features 16 straight guys and 16 lesbians who wanted to win the heart of Tila Tequila. Ms. Tequila is a bisexual. Florida Family Association will communicate with companies that advertise on "A Shot At Love With Tila Tequila" now that it has