

# FLORIDA FAMILY ASSOCIATION

February  
2009

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## AARP PROMOTES PORN IN JANUARY BULLETIN

**Please send enclosed postcard**

The American Association of Retired Persons (AARP) January 2009 AARP Bulletin contained an ad for Bettersex.com which is owned by a company that is well known for selling hardcore explicit materials. .

Bettersex.com is owned by PHE, Inc. which also owns Adamandeve.com. The Newsweek article titled “*The Trials of Adam & Eve*” published on January 7, 1991 described Adam & Eve as “one of our nation's biggest mail-order pornography companies.”

During the Reagan-Bush administrations, Phil Harvey and his company, PHE, Inc. (the parent company of Adam & Eve) were indicted in North Carolina on state

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## MICROSOFT DROPS ADS FROM PLAYBOY’S GIRLS NEXT DOOR, SITES NEW AD POLICY

Microsoft recently informed Florida Family Association (FFA) that they have made the decision not to advertise on the E! Channel show Playboy’s Girls Next Door.

Florida Family Association communicates daily with the CEO’s and Marketing VP’s of companies that advertise on explicit programs that air on unrestricted, advertiser supported television networks.

Microsoft had advertised on more than ten episodes of Playboy’s Girls Next Door during the last two weeks of November. Microsoft was initially unresponsive to emails from the Florida Family Association office just as they were when they advertised on the show earlier this year.

*Continued on page 3 ...Microsoft Drops Playboy Show*

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## HILLSBOROUGH COUNTY COMMISSION VOTES 5 - 2 AGAINST DOMESTIC PARTNERSHIP BENEFITS

The Hillsborough County Commission voted January 22nd by a 5 to 2 margin to kill a Domestic Partnership proposal that would have extended health care benefits to same-sex couples.

Kevin Beckner’s (Hillsborough County’s first openly gay commissioner) first proposal in his official capacity as a county commissioner was to propose expanding government expenditures to include medical benefits for the domestic partners of county employees. Beckner was seeking to fulfill his previous activist role with several homosexual political groups by seeking to legitimize same-sex relationships in county code.

*Continued on page 4 ... Same-sex Proposal Fails*

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## FFA PICKS UP MAJOR ALLIES IN EFFORT TO STOP ADS ON PORN SITES

**Verizon Wireless** and two advertising agencies **X Plus One** and **Tremor Media** have communicated with Florida Family Association their strong interest in working together to prevent Mainstream Corporate America advertising banners from appearing on porn web sites. Verizon, X Plus One and Tremor Media are working with the **Association of National Advertisers** and the **Internet Advertising Bureau** to safeguard mainstream companies’ ads from vendors who dishonestly place them on porn web sites to make money. All three are working on improving software capabilities to catch vendors and publishers who attempt to make money off of their advertisements on porn web sites.

Based upon a citizen tip, Florida Family Association

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## Your Prayers and Support Give Strength To Our Efforts

We want to encourage you to remember that it is your prayers, participation and financial support that has continued to make our efforts successful for MORE than TWENTY YEARS.

This month's newsletter reports more victories and accomplishments in our mission to protect and improve our moral environment. These accomplishments were only made possible by your support and your support alone. We do not receive financial support from major corporations or national organizations.

Therefore, it is important for you to know that gifts to this ministry have declined for the past three weeks. This decline in giving is normal for this time of the year. However, we need to bring it to your attention so that it hopefully does not continue and thereby weaken our efforts.

PLEASE HELP all of our efforts to continue strong by sending a gift in the enclosed envelope.  
THANK YOU.

Sincerely,

*David Caton*

David Caton

Executive Director



**DAVID E. CATON**  
Executive Director

**FLORIDA FAMILY  
ASSOCIATION**  
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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.

## Microsoft Drops Ads on Playboy Show

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Florida Family Association responded to Microsoft's initial lack of response to concerns about their frequent ads on the show by launching an email campaign in early December. The email campaign encouraged supporters to send emails to Microsoft officials expressing concern over the company's advertising support for Playboy's Girls Next Door.

Microsoft responded to Florida Family Association's concerns about their advertising support for this explicit show after receiving emails from supporters. Their response is provided in its entirety below:

### **MICROSOFT RESPONSE**

Dear Mr. Caton,

I am the general manager responsible for advertising in Microsoft's Xbox division. We recently received a number of letters appearing to have been driven by a posting on your web site ([www.floridafamily.org](http://www.floridafamily.org)) regarding concern about Microsoft's recent Xbox advertising. I wanted to make you aware that through a consistent evaluation of advertising placement, we had previously made the decision to discontinue advertising from the programming in question. There are currently no Microsoft ads running during the programming identified on your site, nor are they planned in the future.

At Microsoft we take a careful and thoughtful approach to the development and placement of our marketing campaigns. All Xbox 360 marketing campaigns adhere to the politics set forth by the Entertainment Software Ratings Board, as well as Microsoft's own corporate policies.

We continuously strive to balance creativity, freedom of expression, and personal choice, at the same time upholding our responsibility to create an environment in which everyone can enjoy the benefits of interactive entertainment.

Sincerely,

**Charlotte Stuyvenberg**  
**GM, Xbox Marketing Communications.**

**This is the first time that Microsoft has officially communicated their intent** not to advertise on a program monitored by Florida Family Association. Microsoft's response also mentioned a corporate policy regarding advertisements. This is a good sign since FFA's monitoring efforts have recorded Microsoft advertisements on other explicit shows.

Playboy's Girls Next Door frequently contain scenes involving nudity. Playboy's Girls Next Door is the only show that runs on unrestricted, advertiser supported television that profiles a porn company.

Florida Family Association's daily communications with advertisers and supporters' emails in response to FFA's email campaigns have influenced 340 companies to stop advertising on Playboy's Girls Next Door. Florida Family Association is the only organization nationwide that communicates with the CEO's and Marketing Vice Presidents of companies that advertise during E! Channel's pornographic Playboy shows, MTV's hedonistic shows and LOGO Channel's explicitly homosexual programs.

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### **MAJOR ALLIES**

*Continued from page 1*

discovered an international porn company using deceptive tactics in order to share in national internet advertising network buys made by large American mainstream companies. FFA contacted close to one hundred large companies after advertisements for their products appeared on several porn web sites. All of the companies claimed their ads erroneously appeared on these sites without their approval.

The Belgium company that owns the web sites where the pirated ads were posted appears to be attempting to take the porn industry from a restricted subscription based business to free access for all consumers. 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 will work with Verizon Wireless, X Plus One and Tremor Media while continuing to contact mainstream companies whose products are advertised on these porn sites.

## SAME-SEX PROPOSAL FAILS

*Continued from page 1*

Florida Family Association launched an email campaign on Tuesday, January 20, 2009 that encouraged supporters to send emails which urged county commissioners to reject the Domestic Partnership proposal. David Caton, Florida Family Association Executive Director, spoke against the proposal at the January 22nd commission hearing. Several other activists and opponents also spoke against the proposal.

Thanks to emails from Florida Family Association supporters the Hillsborough County Commission received far more emails against the proposal than were received for it. The email alert on this issue was sent to only those supporters in Hillsborough County and was not circulated statewide or nationwide. However, this good news is being shared with all FFA email alert supporters nationwide.

The following commissioners voted against the Domestic Partnership proposal:

Ken Hagan  
Al Higginbotham  
Jim Norman  
Mark Sharpe  
Kevin White

The following commissioners voted for the Domestic Partnership proposal:

Kevin Beckner  
Rose Ferlita

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### **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](http://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.

## AARP PROMOTES PORN

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obscenity charges and in Utah on federal obscenity charges. Had Janet Reno not stopped prosecuting hardcore pornography the outcome of these indictments may have been different.

Morality in Media president Robert Peters sent a letter to AARP CEO William Novelli and AARP President Jennie Chin Hansen, asking them to stop promoting Bettersex.com products to AARP members.

Florida Family Association is joining with Robert Peters and Morality In Media by urging AARP to stop promoting bettersex.com.

It is truly a sad day for America's moral environment when AARP lowers its standards to promote a company that sells hardcore explicit materials. To see a copy of the Bettersex.com ad please log on to [floridafamily.org](http://floridafamily.org), click the Active Issues button in the left column, then click on the AARP issue.

We have prepared a postcard for you to send to encourage AARP's CEO to stop promoting explicit materials in their publications.

**PLEASE SEND THE ENCLOSED POSTCARD,  
WRITE A PERSONAL EMAIL OR LETTER** to encourage AARP officials to stop promoting explicit materials in their publications.

**William D. (Bill) Novelli, CEO**

**AARP**

**601 E St. NW**

**Washington, DC 20049**

**Fax: (866) 575-4390**

#### **EMAIL ADDRESSES:**

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