

FLORIDA FAMILY ASSOCIATION

March
2006

ANHEUSER BUSCH DROPS MAJOR ADVERTISING SUPPORT FOR PLAYBOY'S GIRLS NEXT DOOR AND NIP TUCK TV SHOWS

Anheuser Busch's Budweiser beer was the most frequent and consistent product advertised on Nip Tuck and Playboy's Girls Next door. Florida Family Association (FFA) closely monitored both of these programs and promptly faxed letters to the companies that advertised.

However, Anheuser Busch responded to FFA's faxes and supporter emails by stating that they knowingly advertised on both of these pornographic programs because of the viewer age. Anheuser Busch's response also indicated they did not have a problem with the content of either of these explicit programs.

Anheuser Busch officials obviously believed that a pro-family group would have little influence over their beer sales. However, they forgot that many families patronize their Busch Gardens and Sea World parks.

See page 3 ... Bush Entertainment Feels Heat

OFFICIALS TARGET HUGE SMUT INDUSTRY IN TAMPA

County officials are taking action to address the proliferation of adult businesses in Tampa that city officials have neglected for decades. The impact of this action by county officials could have a positive impact on the whole Tampa Bay region, state and nation.

The Hillsborough County Commission took the first step in placing a referendum regarding sex shops on the November 7, 2006 general election ballot. The commission voted by a 6-1 margin on February 8th to instruct the county attorney to draft referendum language for the ballot.

The goal of this referendum is to gauge voter sentiment regarding the need to more strictly regulate the extraordinarily large number of sex shops that freely operate in Tampa with little attention from law enforcement. Hopefully, citizens will overwhelmingly approve this referendum thereby establishing a voter mandate that Tampa officials will finally honor.

See page 3 ... Tampa's Large Sex Industry Targeted

FFA INFLUENCES 117 COMPANIES TO STOP ADVERTISING ON PLAYBOY'S GIRLS NEXT DOOR

The number of companies that Florida Family Association's email campaigns have influenced to stop advertising on Playboy's "Girls Next Door" television show has grown to One Hundred Seventeen (117.)

Playboy's Girls Next Door show which started airing in August 2005 on the Entertainment Channel appears to be nothing more than an infomercial to promote Playboy's pornographic magazines, cable programs, internet site and phone service.

Continued page 4 ..117 Companies Stop Advertising

REPUBLICAN LEAD FLORIDA LEGISLATURE MAY ALLOW HOMOSEXUALS TO ADOPT CHILDREN

Florida Representative Bill Galvano R-Bradenton, chairman of the Future of Florida's Families Committee, said he would consider scheduling a vote on legislation that would allow homosexuals to adopt children according to a February 28th Associated Press report.

Florida Statute 63.042(3) states "No person eligible to adopt under this statute may adopt if that person is a homosexual." Homosexual activists are urging legislators to repeal or modify this statute to allow homosexuals to adopt children.

See page 4 ... Conservative Virtues Amiss?

Email Alerts and Postcards Are Making a Difference

Thousands of citizens have signed up to receive email alerts from Florida Family Association (FFA). Supporters who have participated in our email campaigns have helped to influence numerous victories.

If you have not signed up to receive our email alerts I encourage you to do so. Registration is fast and free. You will be able to send emails on important issues in the future without having to sign up again.

To sign up, simply log onto www.floridafamily.org, click on the button labeled "Email Updates" in the left hand column. After reading the information on how the system works, click on the "Register" or "Sign Up" button and complete the form.

Please take a moment to send your postcard, letter or email to the Florida House of Representative leaders mentioned on page 4 to urge them not to allow homosexuals to adopt children.

Your communications with corporate and public officials are very important to influencing companies and government to adopt morally responsible public policy.

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
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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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BUSCH ENTERTAINMENT FEELS THE HEAT, STOPS ADVERTISING ON NIP TUCK, PLAYBOY'S GIRLS

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So Florida Family Association responded by informing Anheuser Busch that FFA was preparing to launch a campaign, primarily in Central Florida and the Tampa Bay Area, to inform families about Anheuser Busch's unapologetic advertising support for pornographic television shows.

Florida Family Association also informed company officials that the campaign would urge consumers not to renew their annual Fun Passes for Busch Gardens and Sea World. Busch Gardens relies heavily upon the revenues from Tampa Bay Area families' purchase of Fun Passes. Sea World equally relies heavily upon the revenues from Central Florida families' purchase of Fun Passes.

Florida Family Association's campaign caught Busch Entertainment's immediate attention.

John Kaestner, Vice President of Consumer Affairs, responded with a letter within days of receiving FFA's letter announcing the campaign that stated in part, "*... our advertising on both of these programs has concluded, and at this time, we do not have plans to advertise on these programs next year...*"

GOOD NEWS: No Budweiser ads have appeared on episodes of Playboy's Girls Next Door this year.

MORE GOOD NEWS: Nip Tuck has NOT aired since December 2005. Perhaps Nip Tuck's loss of their largest advertiser, along with about Fifty (50) other companies that Florida Family Association influenced to stop advertising on the program, influenced the network to drop the program.

While Nip Tuck's demise is uncertain at this time, it is certain that losing Anheuser Busch advertising dollars was a big loss for the program.

Florida Family Association will continue to monitor this situation and provide future reports.

TAMPA'S LARGE SEX INDUSTRY TARGETED

Continued from page 1

Tampa's Mayors and City Council members have consistently avoided enacting stronger restrictions to regulate sex shops for decades. Additionally, city officials have not vigorously enforced Florida Statutes regarding crimes involving prostitution and obscenity committed in Tampa's sex shops. This lack of regulation and enforcement has resulted in a major proliferation of adult businesses in Tampa.

The City of Tampa has become a major epicenter for pornographers, sex shops and live internet sites. There are more all nude businesses in Tampa than there are in all of the rest of Florida's major cities combined. Internet sites showing live acts from clubs in Tampa rank in the top ten most popular adult sites nationwide. Thousands of people from across the country target Tampa as a travel destination because of the smorgasbord of sex shops located in the city. The adult business industry is so large in Tampa that the largest adult business trade association has held its annual convention in the Tampa Bay Area for the last five years.

Based upon the election results of the referendum in November, Florida Family Association (FFA) plans to immediately call upon Tampa's law enforcement officials to honor the will of the people by vigorously enforcing the law within these sex shops. FFA also plans to ask other county and city governments to enact similar restrictions.

Florida Family Association thanks Hillsborough County Commissioner Ronda Storms for her steadfast determination to move this important public safety issue onto the ballot and Commissioners Jim Norman, Ken Hagan, Brian Blair, Mark Sharpe and Thomas Scott for supporting the proposal.

Florida Family Association first proposed the referendum to the Hillsborough County Commission in January 2003. A federal appeals court ruling in July 2003 regarding another county's public nudity ordinance delayed this effort until now. However, FFA remained committed to this project's success.

117 COMPANIES STOP ADVERTISING ON E! CHANNEL'S PLAYBOY'S "GIRLS NEXT DOOR" SHOW

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Florida Family Association is committed to opposing this pornographic program which airs on unrestricted, advertiser supported television for as long as it takes. FFA wants to make sure such programming is not accepted in the market place, allowed to become more explicit and copied by other television networks.

Florida Family Association's email campaigns have influenced the following 117 companies to stop advertising on Playboy's "Girls Next Door:"

1-800-Contacts, Allergan (Botox), Allied Domecq, American Honda Motors, American Suzuki Corporation, Amerifit, Anheuser Busch, Avon, Bell South, Berlex (Yasmin), Best Buy, Greased Lightning, Bissell, Boston Beer Company, Bridgestone-Firestone, Burger King, Busch Entertainment Corporation, Capital One, Children's Place Retail Stores, Cingular, Citigroup, Classmate-sOnline, Coca-Cola Company, Conagra, Constellation Brands, Coty (Rimmel), Dairy Queen, David's Bridal, Dell Computers, Digital Innovations, Disney, Dryers Grand Ice Cream (Haagen Dazs), DSW Shoes, Dyson vacuums, Ebay, Eharmony, Eli Lilly, Estee Lauder, Expedia.com, Farberware, Footlocker, Fruit of the Loom, Geico, General Motors, General Nutrition Corporation

(GNC), Gillette, GlaxoSmithKline, Hershey Company, Hewlett-Packard, Home Depot, Hotels.com, HSBC Bank, Hyundai Motor America, IAC/Interactive, IHOP, Jenny Craig Weight Loss, Johnson & Johnson, Klein-Becker USA, K-Mart, LGInfoUSA, Limited Brands (Victoria Secrets), Lions Gate Entertainment Corporation, Logitech, Loreal, Macy's, Mars, MasterCard International, Match.com, Microsoft, Monster.com, Motorola, Napster, National Presto Industries, Nestle, Netflix, Nokia, Orbitz, Orville Redenbackers's, Overstock.com, Panasonic, Petco Animal Supplies, Petmeds, Plantronics, Price-line.com, Procter & Gamble, Progressive Insurance, Radio Shack, Regis Corporation, Rent Way, Rent-A-Center, Retail Ventures, Revlon, Ruby Tuesday, Rustoleum, Samsung, Sara Lee Branded Apparel - Hanes, SC Johnson, Schering-Plough Corporation, Seiko, Corporation of America, Sepracor, Southern Bell, Steak n Shake, Target Corporation, TGI Friday, TJ Maxx, Tommy Hilfiger, Toyota Corporation, Toys R Us, Trans World Entertainment, Triarc Companies, United Online, Verizon Communications, Volkswagen & Audi of America, Wendy's International, Wesley Chapel Nissan, Westwood College, White Wave Foods (Silk Milk).

"We will continue to use email campaigns and daily faxes to urge companies to stop advertising on E!'s Playboy's 'Girls Next Door' show for as long as it is on the air." Notes David Caton, Florida Family Association Executive Director.

CONSERVATIVE VIRTUES AMISS

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Galvano said he shared the concerns of many of his constituents who were concerned about placing children in nontraditional homes. But Galvano said he was beginning to have second thoughts after talking to the House sponsor, Representative Sheri McInvale, R-Orlando. The Associated Press reports, "Galvano...is working behind the scenes to get the support that will make a House hearing worthwhile." The report further states, "House Speaker Allen Bense is opposed to the legislation but will allow his committee chairs to giving it a hearing."

If the tables were reversed and liberals in Tallahassee controlled the legislature, cabinet and governor's office, do you think they would allow consideration of a bill to prohibit homosexual couples from adopting children? Conservative leadership in Florida's legislature needs to stop being intimidated by homosexual activists.

PLEASE SEND THE ENCLOSED POSTCARD

or write a personal letter to inform Representative Bill Galvano how you feel about his openness to placing children in the permanent custodial care of homosexuals. You may also want to write a personal letter or email to communicate the same concern to Allan Bense, Speaker of the House.

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