

FLORIDA FAMILY ASSOCIATION

March
2008

EMAIL CAMPAIGN INFLUENCES PONTIAC NOT TO SPONSOR DIRT

Florida Family Association urged thousands of supporters to send emails to approximately fifty Pontiac dealerships on March 27, 2007 after General Motors proudly announced their prime sponsorship of FX's new explicit, pornographic television show called Dirt.

The 2007 season ended before Florida Family Association could determine if the email campaign was successful. Based upon the start of the new season, last year's email campaign was a success.

The first episode of the new season of Dirt which aired on March 2, 2008 was void of Pontiac ads or for that matter any General Motors ads. Additionally, the content of the first episode was somewhat toned down from last year's content.

Florida Family Association (FFA) sent emails to several companies that advertised during the first season of Dirt. General Motors responded in part by stating: "This sponsorship is another example of how Pontiac is selecting from a wider range of programming and media. Pontiac's brand position is founded on a more progressive attitude and image, and it will sponsor media properties that support this position and that appeal to audiences who find edgy, adrenalin-inducing entertainment relevant." Ryndee Carney, Manager, Advertising & Marketing Communications, General Motors Corp.

FFA launched an email campaign which encouraged supporters to send emails to ask about fifty Pontiac dealerships if they agreed with General Motors decision to advertise Pontiac on the pornographic FX show called Dirt. The response to this email campaign was strong enough to influence General Motors to stop advertising on Nip Tuck during that same time last year. Now it is apparent that FX lost Pontiac as their sponsor of Dirt during the new 2008 season. Thankfully, yet, another victory.

FLORIDA FAMILY ASSOCIATION INFLUENCES MORE ADVERTISERS TO DROP SEVERAL SHOWS

Florida Family Association (FFA) efforts to influence Corporate America not to support irresponsible television shows with their advertising dollars continues to have a major impact. FFA received the following responses, reprinted in part, from companies that have discontinued advertising on:

MTV's Bi-Sexual Dating Show "A shot at love with Tila Tequila"
FX's Nip Tuck
E! Playboy's "Girls Next Door"
E! True Hollywood Story Jenna Jameson (smut star)
E! True Hollywood Story Hugh Hefner Centerfolds, Girlfriends and Wives

NINTENDO OF AMERICA *"Re: Super Mario Galaxy ads during A Shot At Love With Tila Tequila. Despite Nintendo's specific request that our advertising not appear during this show and all of our TV spots being tagged with a restriction notice, these formal requirements were mistakenly overlooked by MTV's traffic department. MTV has subsequently apologized for their error, and has committed to ensure this does not happen again."* **Tom Brown, Call Center Manager, Nintendo of America Inc.**

ALBERTO CULVER *"Thank you for taking the time to contact Alberto Culver regarding your issues with our advertising on MTV's 'A Shot at Love with Tila Tequila'. It is only through comments such as yours that we are able to obtain important consumer information. We have no plans to continue to advertise on this program."* **Alberto Culver Company.**

WELCH'S GRAPE JUICE *"Below please find an email from E! network explaining the situation with Girl's Next Door. In addition to putting measures in place to make sure this does not happen again, they*

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For 17 of our 20 years

Florida Family Association is rapidly approaching its twentieth full year of ministry this June. We have consistently devoted a significant amount of resources during the past 17 years to challenge Corporate America to avoid supporting pornographic and pro-gay television and radio shows.

Television continues to play the most significant role in shaping the attitudes and beliefs of our people more than any other form of media. Even though the internet has cut into many people's daily routine, television is still the predominant media.

Florida Family Association is committed to challenging those cutting edge television shows which seek to advance the pornography industry or homosexual agenda. We have spent over fifteen thousand dollars on special software called ShowStopper to help us communicate with Corporate America on this important long term effort.

We continue to consistently receive positive advertiser responses, as reported again this month, each and every week. Your investment in the ShowStopper software has proved to be an invaluable tool for this effort.

Thanks to your support, Florida Family Association will continue this important television monitoring project and our many other efforts.

Your support is important to our continued success. Please help all of our efforts to be strong this month by sending a tax deductible, confidential gift in the enclosed envelope. THANK YOU.

Sincerely,

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.

COMPANIES PULL ADS FROM IRRESPONSIBLE TV

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will be giving us a make good unit of equal value to air during our flight." **Dave Lukiewski, President, CEO, Welch's.**

SERTA INTERNATIONAL *"Our advertisement ran during the E! True Hollywood Story profiling Jenna Jameson in error. We contacted the advertising department at E! and are addressing this matter directly with them."* **Andrew Gross, Senior Vice President, Marketing & Merchandising.**

SUBARU OF AMERICA *"We appreciate that you took the time to convey your concerns to us regarding our advertising during the Nip Tuck television show. The Marketing Department will review, track and consider your feedback when discussing future advertising efforts."* **John J. Mergen, Subaru of America.** Subaru discontinued advertising on Nip Tuck immediately after sending this email to FFA.

BRINKS HOME SECURITY *"We are a direct response company and do not purchase specific programming in advance. However, we do have the opportunity to ask networks not to place our creative on specific programs. We have instructed Fox not to place our ads on this program (Nip Tuck.)"* **Dwayne Sigler, Vice President.**

AUTONATION *"Thank you for your letter regarding television advertisements on the True Hollywood Stories: Hugh Hefner Girlfriends and Wives. We understand your concern and have asked Brighthouse to not air any AutoNation Inc. commercials in or near this particular episode of True Hollywood Stories program."* **Ed Cicale Vice President AutoNation Inc.**

UNION SWISS *"The short answer to your question below is No - we will not knowingly continue to advertise on this show (Playboy's Girls Next Door.) Following your original mail we did specifically ask them not to run our advert on this show, however it appears this has not happened. I am following up directly with our media agent in the US, and will en-*

sure this does not happen again. My apologies in this regard." **Ryan Charton, Country Manager.**

TIGER SHULMANN'S KARATE *"We do not buy our TV media by individual show. And we certainly did not choose that show (E! True Hollywood Jenna Jameson.) However, I will ask our media agency if there is a way we could avoid being on shows with this type of content. Thank you for bringing this to our attention. Many thanks."* **Charles Patricolo, CEO.**

RITE AID *"Re: Smart Burn at Rite Aid advertised during E! True Hollywood Jenna Jameson. Based on the information you have provided, we have instituted and communicated new tagging procedures to our suppliers that expressly prohibits tagging Rite Aid on controversial advertising and programming."* **John K. Learish, Senior Vice President, Marketing.**

AT&T WIRELESS *"The ad (on Nip Tuck) you referenced below was produced, paid for and broadcast by one of our phone manufacturers. We have contacted them, along with our other manufacturers, to remind them of AT&T's strict guidelines relating to the types of programming acceptable for advertising our products. They have communicated to us that this particular media buy has been removed from their next media purchase."* **Dawn Benton, AT&T Corporate Communications.**

MACY'S *"Please know that we are extremely disappointed that Macy's name was associated with an inappropriate program like Nip Tuck program. We have advised Seiko to remove our name from ads that may run in programs like this. We also have advised Seiko that it should be more careful with its marketing placement decisions, whether or not our name is involved."* **Jim Sluzewski, VP Corporate Communications.**

WALGREENS *"Our CEO Jeff Rein passed along your e-mail to me regarding the Walgreens name be*

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ing attached to a recent ad for the product Appuloss that was advertised on the show, 'Playboy's Girl Next Door. Walgreens has a policy of not buying advertising time on this type of programming. In this case, one of our suppliers apparently tagged the Walgreens name on his commercial without our permission. We have contacted that supplier and told him to remove our name as soon as possible.' **Craig Sinclair, Corporate Communications.**

YARI FILM GROUP *"The Tila Tequila program is part of a rotation on MTV that we have purchased, and we agree with you that this show might be inappropriate to advertise The Perfect Holiday. We are therefore pulling the spots on the show and adjusting our schedule for advertising with MTV."* **Mitch Goldman.**

EMI GROUP (nowthatmusic.com) *"Our advertising plan is aimed at reaching a broad audience of pop music listeners via channels that reach a broad number of households, including the E! Channel. That plan no longer includes running spots on the E! Channel during the 9 p.m. time slot. Thank you for taking the time to write."* **Laura Rutherford, Vice President, Marketing & Business Development.**

JOCKEY INTERNATIONAL *"I agreed to air the spot on E Entertainment Network not realizing it would be shown on the show you alerted us to. We negotiated the buy as each night between 6 p.m. and 12 am on E. It was referred to, in the documentation, as "primetime rotation," and I was unaware that it would include this particular programming. I take full responsibility for this happening and of course, am deeply saddened that it did. In the future, I will push for more details about every TV show that is included in our media buys."* **Tim Pitt, Vice President, Global Marketing and Advertising.**

TACO BELL *"Having investigated this matter, I wish to inform you that while we did have a few TV spots on this (MTV) program earlier, the last being about a month ago, we do not plan to have advertising on this*

program in the future. We appreciate your bringing the matter to our notice, and wish to assure you that we follow a responsible media policy." **Micky Pant, Chief Marketing Officer.**

RITE AID *"The advertisement you referenced was a Rapid Slim ad tagging Rite Aid as a retailer that carried the product. While we did approve the ad and tagging, we were not apprised and did not approve the programming (Playboy's Girls Next Door) in which it ran. We contacted the manufacturer of Rapid Slim and were told it was part of a bulk remnant ad buy that was purchased. We do not approve of this type of programming. And going forward, we will prohibit such a practice."* **John Learish, SVP Marketing.**

GOLDEN CORRAL *"We are a family restaurant with clear direction to our advertising agencies to avoid such programming. We buy a lot of TV advertising and sometimes the stations insert a "make good" or other "bonus" spot without our direct knowledge. We will investigate this. Thank you for bringing it to our attention. We will not advertise on this show again."* **Monte Jump, VP of Marketing.**

Florida Family Association's long-term efforts to communicate with companies regarding their advertising support for irresponsible television shows recently influenced G4TV to completely remove The Man Show and MTV to move their Bi-Sexual Dating Show to their less viewed MTV2 network. FFA will continue to contact companies that advertise on targeted programs for as long as they are on the air.

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.