

FLORIDA FAMILY ASSOCIATION

March
2009

HOMOSEXUAL ACTIVISTS PUSH “HISTORIC” BILL TO LEGALIZE SAME-SEX RELATIONSHIPS

Your emails to Florida Governor Charlie Crist and Legislative Leaders may help stop legislation offered for the first time in state history to legalize same-sex relationships through Domestic Partnerships.

Equality Florida, the leading homosexual activist group in Florida, sent out an email on Wednesday, February 18th which proclaimed “*Historic Domestic Partnership Legislation Introduced.*”

Senator Eleanor Sobel, a Democrat from Broward County, filed a statewide Domestic Partnership bill (Senate Bill 1642) with the Florida Legislature on February 17, 2009. The bill “*Requires the Department*

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DISNEY AND OTHER MAJOR COMPANIES PULL ADS FROM PLAYBOY SHOW

Disney co-owned the E! Channel with Comcast when the network first launched the show Playboy’s Girls Next Door. Disney sold their interest in E! to Comcast two years ago. Now Disney is telling Florida Family Association that they do not want their advertisements to appear on the pornographic program. This is clearly another gain for our moral environment.

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. Disney has advertised off and on numerous times on Playboy’s Girls Next Door during the past year.

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CHILDREN INT’L, KODAK, BUD LIGHT AND SUBARU DROP ADS ON SORDID LIVES

Supporters’ emails and Florida Family Association’s communications with Corporate America continues to diminish the advertising support for the LOGO Channel show Sordid Lives which portrays a “*Baptist Texas family*” as genderly dysfunctional and as the title states “*sordid.*”

Children International, Kodak, Bud Light and Subaru discontinued advertising on Sordid Lives after receiving emails from supporters in response to three email campaigns.

It appears that FFA’s email campaign ultimately influenced Children International to pull off of the entire LOGO channel not just the show Sordid Lives. Jim Cook, President of Children International, wrote “*...we no longer have any advertisements being aired on the LOGO network.*”

Continued on page 4 ... Sordid Lives Loses More

FFA INFLUENCES DISBANDMENT OF MAJOR PORN SITE ADDRESS

Florida Family Association’s efforts to inform mainstream Corporate America regarding unauthorized ads for their companies on porn web sites appear to have influenced a major porn web site, Vislip.nl, to disband use of the web address that once hosted over 500,000 unrestricted images.

Based upon a citizen tip, Florida Family Association (FFA) learned of an international porn company using deceptive business tactics in order to share in national internet advertising network buys made by large

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YOUR SUPPORT IS IMPORTANT TO OUR CONTINUED SUCCESS

This month's newsletter reports the results of your faithful support of Florida Family Association's efforts to protect and improve our moral environment.

We realize that the economy has made it tough on some of our supporters. We also know from this ministry's twenty year history that the faithfulness of our supporters have successfully brought us through two recessions.

If you have not sent a gift in several months we respectfully request that, if you can at this time, please send a gift to help keep our efforts strong.

Thank you.

Sincerely,

David Caton

Executive Director



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INTERNET VICTORY

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American mainstream companies. FFA contacted close to one hundred large companies (mostly Fortune 500 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.

Two recent responses from companies whose advertisements were erroneously placed on porn web sites are provided in part below:

DOMINO'S PIZZA *"I had our media buying team look in to this immediately upon receiving your email. One of the buying agencies admitted that this site 'slipped through the cracks.' They have apologized to us and pledged that they will redouble their efforts to ensure this does not happen again. We have put them*

on notice that another breach will result in our ending our relationship with them, effective immediately. Thank you for bringing it to our attention."

David A. Brandon, Chairman & CEO.

EIGHT O'CLOCK COFFEE *"First, let me reiterate that Eight O' Clock Coffee did not, nor would it ever, advertise its products on a website that contains and/or links to pornographic material. That being said, we have acted expeditiously to secure the prompt removal of all references to the Eight O' Clock Coffee Company from the infringing website."*

David Allen, Vice President, Marketing.

Domino Pizza's response makes it clear that just like companies who claim their advertising buyers should not have placed their ads on certain television shows, the same problem exists with internet

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Corporate America Rejects Playboy TV Show on E!

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Disney recently informed Florida Family Association (FFA) that they asked E! not to air their advertisements on Playboy's Girls Next Door. This is the first time that Disney has informed FFA that they do not want to advertise on a particular television show.

Some of the responses that FFA received from advertisers are reprinted in part below:

DISNEY "As with most entertainment companies, we buy TV spot units that are ROS (Run of Schedule). As such, we are buying commercial time based on demographic delivery rather than by specific program title. 'The Girls Next Door' evidently fell into the media rotation for this particular "E" channel buy. We have contacted our ad agency and will make every effort to omit this show from future ROS buys. Thank you for taking the time to write." **Heidi Trotta, Senior Vice President, Communications, The Walt Disney Studios.**

BEIERSDORF "Beiersdorf purchases blocks of advertising with The Entertainment Channel and provided general guidelines regarding program content. Our advertising appeared during Girl's Next Door in error. We have directed our advertising agencies to make sure our ads not appear on programs like this in the future. Thank you for taking the time to share your views with us." **Amy Morgan, Manager, Consumer Relations.**

TURBOTAX "We were able to ascertain that a TurboTax advertisement did indeed run in 'The Girls Next Door.' This spot ran during a rotation portion of our advertising buys and was a network implementation error, in full violation of our clearly stated advertising content guidelines. We have requested a letter of apology from the network for violating our guidelines. We will also not be paying for the advertising spot than ran in error. entirety." **Harry Pforzheimer, Chief Communications Officer.**

TOYS R US "In researching the nature of your concerns, we discovered that a Toys R Us tag had

been placed on a vendor-produced commercial. This was done without our knowledge or consent, and we have asked the vendor to pull the spot. **Kathleen Waugh, Vice President, Corporate Communications.**

BEL BRANDS USA "The Girls Next Door is not part of our advertising schedule, and we regret that this commercial inadvertently aired during this time. We have contacted our advertising agency and requested that Laughing Cow commercials not air within this program. Thank you for bring this to our attention." **Ann Legan, Marketing Director.**

SONIC DRIVE IN "The placement of the ad was an error on the part of the local cable network. Sonic's advertising agency has followed up with the cable to network to ensure that ads will not appear on The Girls Next Door again. Sonic did not pay for the post. Thanks again for reaching out." **Christi Woodworth, Communications Director.**

FLORIDA PREPAID COLLEGE BOARD "It is totally unacceptable that our television ad aired during this program. Upon receiving your e-mail we immediately suspended all our advertising." **Diane Hirth, Marketing Director.**

BUMBLE BEE "Playboy's Girls Next Door is an inappropriate forum to promote Bumble Bee. We have asked that Bumble Bee ads not be placed on this show in the future." **Dave Melbourne, Senior Vice President of Consumer Marketing.**

FLOORING AMERICA "I would first like to thank you for bringing this to my attention. I have had our cable rep contacted, and instructed to him to have our commercial removed from that program and any other programs of its type." **Rufus N. Ashby Flooring America CEO.**

Florida Family Association's communications with advertisers and supporters' emails in response to FFA's email campaigns have influenced over 350 advertisers, many Fortune 500 companies, to stop advertising on Playboy's Girls Next Door.

SORDID LIVES LOSES MORE ADVERTISERS

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Additionally, the following companies recently stopped advertising after their CEOs and VPs of Marketing received emails from the Florida Family Association office: Aero Garden, Bell & Howell Silver Sonic, Best Buy, Bridgestone Firestone, Ditech, Disney, Music Space, Puresleep.com, Riddex Plus, Slender Tone, Toyota Motor Sales USA, Whirlpool, World Wildlife Fund and Zappos.

TVGuide.com describes "Sordid Lives" as a "Comedy about dysfunction in a Republican Baptist Texas family, much of it gender-bending." The program depicts various family members as transgender, lesbian, bi-sexual and gay.

LOGO is an unrestricted, advertiser supported channel. This means that advertising dollars fund shows like "Sordid Lives" which propagate such disparaging portrayals of Christians. Additionally, any child with a remote can watch the explicitly homosexual programs that air on LOGO.

The Florida Family Association office will continue to contact companies that advertise on Sordid Lives.

INTERNET VICTORY

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media advertising agencies allowing mainstream company ads to appear unauthorized on porn sites.

Vislip.nl was the first web site that FFA contacted companies regarding the erroneous placement of their ads. FFA's custom search software found other sites owned by the same company. One of those other sites, also included in a list of offending sites that FFA provided to the companies whose ads were erroneously posted, has converted to a restricted, donation based site which requires registration.

Influencing a major porn site to disband and another to go back to pay access restrictions is the first victory in Florida Family Association's efforts to combat porn web sites that are seeking to move from the restricted subscription based format to an unrestricted advertiser supported business.

BILL PUSHES GAY UNIONS

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of Health to create and distribute the Declaration of Domestic Partnership and Certificate of Registered Domestic Partnership forms to each clerk of the circuit court. Describes the required contents of the Declaration. Requires two individuals who wish to become partners in a domestic partnership to complete and file a declaration form with the clerk of the circuit court, etc." Representative Richard Steinberg, a Democrat from Miami-Dade, is sponsoring HB 1067 the Florida House.

Heterosexual couples can marry if they want their relationship legally recognized. It is unnecessary for the State of Florida to authorize Domestic Partnerships for heterosexuals. The Domestic Partnership bill is being pushed by homosexual activists who demand that the State of Florida legally recognize same-sex relationships.

Additionally, this bill wrongly bypasses county commissions and city councils by mandating that local authorities accept and administrate Domestic Partnerships. More than 60 of Florida's 67 counties have not authorized Domestic Partnerships.

PLEASE SEND THE ENCLOSED POSTCARDS or a personal letter or email to encourage Florida Senate President Jeff Atwater and House Speaker Larry Cretul to kill the Domestic Partnership bill.

Senator Jeff Atwater, President

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