



FLORIDA FAMILY ASSOCIATION

**March
2010**

CELSIUS DROPS PLAYBOY'S GIRLS NEXT DOOR, 400 COMPANIES HAVE DROPPED THE SHOW

Florida Family Association continues to monitor the show Playboy's Girls Next Door on the Entertainment Channel (E!) each week.

Playboy's "Girls Next Door" appears to be nothing more than an infomercial to promote Playboy's pornographic magazines, cable programs, internet site and phone service. The show contains numerous photo and video shoots for their magazines and DVDs. It is the only program series on advertiser supported television that profiles a porn company.

Florida Family Association sends emails to the CEO's, Marketing VPs and other officials at the companies who advertise on the program. FFA has been committed to making this show unacceptable and unprofitable

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COMEDY CENTRAL HAS NOT AIRED GLENN MARTIN DDS IN TWO MONTHS, FFA SUPPORTERS' EMAILS MADE THE DIFFERENCE

Florida Family Association sent out an email alert on January 13th to report that the MTV Networks Company had started airing Glenn Martin DDS on Comedy Central in addition to their Nickelodeon cartoon network.

The sexually explicit, disgusting and irresponsible content of Glenn Martin DDS is inappropriate to air on a cartoon channel watched by millions of children.

Supporters sent thousands of emails to the companies that advertised on these first airings of Glenn Martin DDS on Comedy Central.

Continued on page 4 ... Comedy Central Drops

FRITO LAY AND BRITISH PETROLEUM SAY NO TO BLUE MOUNTAIN STATE

Frito Lay and British Petroleum say they will not advertise on Blue Mountain State again.

Florida Family Association is contacting companies that advertise on Blue Mountain State. Blue Mountain State is a show about the many perversions of a college football team and their friends. The words that are spoken by the characters in conjunction with their perversions are some of the most explicit on network television. Additionally, Blue Mountain State mocks the Christian faith among sports athletes especially Tim Tebow. The show portrays an alleged Christian quarterback, whose team wears the orange and blue colors of the gators, as very promiscuous.

Continued page 4 ... Frito Lay and BP Pull Ads

GENTLE TEBO AD HAS BIG IMPACT

Florida Family Association Supporters sent over 12,000 emails to encourage CBS officials to air the pro-life ad with Tim Tebow and his mom Pam during the Super Bowl.

[Here is a Good Report from LifeSiteNews.com regarding the outcome of this ad.](#)

Weeks have now passed since the pro-life Tim Tebow ad was aired during the Super Bowl, and since then the controversy has died down and the world has moved on. Now the question begs to be asked: Was the Tebow ad a coup for the pro-life movement as it was hoped to be, or was all of the pro-abortion outrage against the ad simply misplaced? What was accomplished by the \$2.5 million TV spot?

Continued on Page 3—Tebow Ad Impact

For 19 of our 22 years

Florida Family Association is rapidly approaching its twenty-second full year of ministry this June. We have consistently devoted a significant amount of resources during the past 19 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

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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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TEBO AD IMPACT

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Well, if a new study on the Tebow ad is any indication, a lot was accomplished.

Approximately 4% of those who support abortion were lead to "personally reconsider [their] opinion about abortion" after watching the pro-life Super Bowl ad featuring Tim Tebow and his mother Pam, according to a new Barna study.

92.6 million Americans watched the ad when it aired February 7, during what is normally the most-viewed broadcast in America each year. Because slightly less than half of respondents in the poll self-identified as pro-abortion, the data suggests that about 1.7 million pro-abortion viewers may have reconsidered their position after watching the spot.

In addition, a majority of respondents saw the ad as both positive and suitable for the Super Bowl slot. Only 8% of respondents found it offensive.

The ad, featuring a short message in which Pam speaks of how Tim almost failed to make it into the world, directs viewers to a longer video on the Focus on the Family website.

"Our [website] traffic jumped to 40 times its normal volume [during the game]," Focus on the Family spokeswoman Monica Schleicher said, according to the Denver Post. "In the hour during the pre-game [broadcast], when the other ad aired twice, our Web traffic was 20 times our normal volume."

In the powerful, ten-minute interview with Tim Tebow's parents on the Focus on the Family website, Pam and Bob Tebow describe how they had prayed for Tim to be born.

"We were very excited that I became pregnant with Timmy," Pam recounts, "and we went to see the doctor there in the town that we lived in; she said it wasn't a baby at all, he was a mass of fetal tissue, and that I needed to abort him immediately if I was going to save my life."

During the following very difficult pregnancy, Pam said that she thought she would lose Tim nearly

daily; nevertheless, she continued to experience peace in resignation to God's will.

When Jim Daly asked what advice the Tebows would give to a young lady with an unplanned pregnancy, they were ready with an answer. "I would say that baby's not a mistake, though it might seem that way to her," said Pam, "and that God will enable her to do the right thing and to give her the encouragement that she needs, but that there's also help for her."

"And girls have those options. They have a choice. And God really has his hand on the situation. There's so many people out there willing to help if they give them the chance."

Bob Tebow had a similarly simple message.

"The first thing I would say to you if you have a surprise pregnancy is: God loves you. God loves you, and he loves your baby," he said. "There are lots of people; they'll help you. Don't kill your baby."

The effect of the ad was multiplied by the piles of publicity pro-abortion groups generated by demanding that CBS refuse to show

COMEDY CENTRAL DROPS

GLENN MARTIN DDS

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Many major companies including Papa Johns and ReMax Realty have made it known publicly that they will not advertise on this irresponsible cartoon.

Glenn Martin DDS has NOT aired again on Comedy Central during the past two months.

It appears that MTV Networks may not have wanted to risk losing advertisers on both of their networks.

Florida Family Association supporters' emails made a difference.

Florida Family Association will continue to monitor Glenn Martin DDS on Nickelodeon and contact advertisers as long as it stays on the air.

FRITO LAY AND BP PULL ADS

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Frito Lay CEO responded with the following email:

Blue Mountain State should not have been a show that our brands are advertised on. None of our products will be advertised on this show in the future as it doesn't fit with our values.

There is a more formal note being sent to all those that emailed our company about this subject.....and it will go into more detail about how this error occurred. I think you will feel good about the actions taken. Thanks for your feedback.....we care what our consumers think.....

Al Carey, CEO, Frito Lay
7701 Legacy Dr., Plano, TX 75024
Email: Al.Carey@FritoLay.com

British Petroleum responded with the following letter:

Thank you for bringing to our attention the airing of a Castrol advertisement during a recent episode of the Spike TV network program, Blue Mountain State.

The Castrol advertisement that was shown during this show aired without our knowledge or approval. BP Lubricants USA has strict guidelines that clearly outline what shows/content are appropriate for our brands, and which are inappropriate. Blue Mountain State would clearly fall into the latter category. We have begun a thorough review with our media purchasing agency to understand how our advertisement came to be aired during this show, and will take steps to ensure our advertising does not appear on unapproved and inappropriate programs in the future.

While BP Lubricants, Inc. is committed to ongoing reviews and monitoring of all programming that includes our advertisements, we also welcome support from organizations such as yours and would like to thank you for bringing this matter to our attention.

Paul Giblett, Communications Manager
BP Lubricants, Inc.,
1500 Valley Road, Wayne, NJ 07470

CELSIUS PULLS ADS

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in the eyes of television producers since it first aired on August 12, 2005.

400 companies have stopped advertising on Playboy's Girls Next Door. FFA influenced 43 more companies to stop advertising during the past six months to bring the number 357 up to 400.

Florida Family Association sent out fourteen email alerts regarding this show in years past. Advertisers received hundreds of thousands of emails from FFA supporters. However, email alerts on Playboy's Girls Next Door have not been sent out in a long time because there are so few main stream companies that advertise on the program anymore. The ones that do, like Celsius, pull off. Additionally, most of the ad space is for network trades and affiliate business.

The Celsius chief operating office responded with the following email reprinted in part:

Thank you for your email. Celsius strives to be a good corporate citizen and we take your input very seriously. Celsius does not sponsor specific shows, but rather we purchase time on networks on a rotating basis.

When we hear of a complaint, we immediately evaluate its validity. We have asked E! not to run Celsius spots during "The Girls Next Door." We added the program you specified to our request and E! has agreed to remove our spot immediately.

Thank you for taking the time to communicate your concerns. We appreciate the feedback.

Jeff Perlman, COO,
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Delray Beach, Fl. 33483 jperlman@celsius.com

Please feel free to send an email or letter thanking Jeff Perlman for their decision not to advertise on Playboy's Girls Next Door show.

To see the full list of companies that have pulled off of this show go to floridafamily.org.