

FLORIDA FAMILY ASSOCIATION

APRIL
2005

MARATHON ASHLAND PROHIBITS THE SALE OF PORN BY INDEPENDENT RETAILERS

Marathon Ashland Petroleum LLC has started prohibiting the sale of pornography by independent retailers who sell Marathon branded gasoline. Florida Family Association received a letter from Marathon Ashland in March. The letter confirmed that Marathon has started issuing new contracts to their independent dealers that include terms to prohibit the sale of pornography.

Florida Family Association first wrote to Marathon Ashland in 2001 to ask them to add language to their marketing agreements with independent retailers to prohibit the sale of pornography. At first Marathon Ashland officials claimed that their independent retailers did not sell pornography. They claimed to have received no complaints from the public regarding the sale of porn by any of their branded retailers. They did not see this issue as a problem for their company.

So Florida Family Association (FFA) wrote and called Marathon Ashland officials numerous times for about two years. FFA's letters reported numerous Marathon branded retailers who were selling pornography. The letters also listed all the other major oil companies that had already adopted contract language to prohibit the sale of pornography by their independent retailers.

A Marathon Ashland official wrote a letter to Florida Family Association in late 2003. This letter informed FFA of their intentions to meet with their jobber association to begin the process of writing new contracts for their retailers. Florida Family Association reported in late 2003 that Marathon Ashland had agreed to adopt new contracts. These contracts included language that would prohibit the sale of

*See page 3 ... Marathon Becomes 12th Major Oil
Company To Ban Porn*

FLORIDA FAMILY ASSOCIATION'S CURRENT EFFORTS:

Florida Family Association (FFA) is currently involved in the following efforts:

Florida Marriage Protection Amendment. FFA is working with other pro-family groups and church organizations to collect 611,226 signatures by December 31, 2005 to place the amendment on the November 2006 ballot.

Television Monitoring. FFA is monitoring close to 50 programs on television and writing companies that advertise on those shows. FFA writes on average 400 to 500 letters per month to advertisers.

Circle K Store boycott. FFA is asking people to join the boycott of Circle K Stores by committing a number of dollars they will not spend in gas and grocery items at their stores. Circle K Stores are the largest convenience store retailer selling porn in America.

Federal Marriage Amendment. FFA is encouraging citizens by email to contact U.S. Senator Bill Nelson and other congressional members in Florida who oppose the marriage amendment.

Florida Family Association is working on numerous other projects that are focused on improving and protecting our moral environment.

PLEASE VISIT FLORIDA FAMILY'S NEW WEB SITE

Florida Family Association has redesigned the organization's web site. The web site address is floridafamily.org or florida-family.org. Please consider signing up to receive email updates on important issues when you visit the site.

We Influenced The Policy At 100,000 Stores

Who would have thought in 1997 that our organization in Florida would have influenced the largest company in the world to change the contracts they use to prohibit the sale of porn by their retailers?

I must confess that when the Lord gave us the idea to ask major oil companies to change their marketer agreements with retailers to prohibit porn I was a little intimidated. Asking BP-Amoco and ExxonMobil, the then largest company in the world, to ban porn at retail stores they do not own could have been thought to be asking too much.

But that is what we did. And we are very pleased that we did.

BP-Amoco alone sells gasoline at 29,000 world wide locations.

Everyone who has supported this ministry can rejoice over the fact that they helped influence the adoption of “no-porn” restrictions at approximately 100,000 branded gasoline stores.

The Good News reported in this newsletter is another testimony that with your faithful support we can make a difference.

Will you help Florida Family Association to be strong in its many other efforts to protect our moral environment by making a tax deductible gift? Please take a moment to pray for our success and write a check or make a credit card donation in the enclosed envelope.

God bless you and your family. Thank you.

Sincerely,

David Caton

Executive Director

OUR MISSION SINCE 1987

is to educate citizens regarding actions they can take to improve our moral environment.

DAVID E. CATON

Executive Director

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**YOUR PRAYERS
AND GIFTS
INCREASE OUR
ABILITY TO
SUCCEED**

ONLINE DONATIONS can be made by going to floridafamily.org and click on the “Give A Donation” button.

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.

Marathon Becomes 12th Major Oil Company to Ban Porn

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pornography by independent retailers. Now FFA is reporting that Marathon-Ashland is fulfilling their commitment.

The recent letter from Marathon Ashland LLC stated in part,

“In response to your letter, we did in fact implement a new Product Supply Agreement which included the provision I sent to you on March 10 last year. The new Product Supply Agreement took effect on January 1, 2005. As our customers generally sign 3 year agreements, it will be 3 full years until all of our jobbers are working off the new agreement.”

Thomas M. Kelly, Manager, Brand Marketing, Marathon Ashland Petroleum LLC.”

MARATHON-ASHLAND PRODUCT SUPPLY AGREEMENT “New Porn Restriction”

6. PRESERVING BRAND VALUE

6.1 Appearance and Customer Satisfaction. BUYER acknowledges that the appearance of, and customer experience at, every one of MAP’s Branded Outlets reflects on the good will and value of the Marathon brand to every MAP customer and to MAP, and are essential to the reputation of the Marks and Products. BUYER accordingly agrees, to cause the Sublicenses, while this Agreement remains in effect, to:

(b) refrain from the sale, use, storage, rent display, or offering of pornographic or sexually explicit magazines, videotapes, compact disks, digital video disks, similar literature or items of merchandise at any Branded Outlet;

Marathon Ashland Petroleum LLC joins BP-Amoco, Chevron-Texaco, Conoco-Phillips, Exxon-Mobil, Hess, Shell, Spur and Texaco in major oil companies who prohibit their retailers from selling pornography.

LONG TERM STRATEGY: INFLUENCE 10 COMPANY POLICIES TO AFFECT OVER 100,000 STORES

Florida Family Association developed the following STRATEGY in 1998 to influence major oil companies to prohibit the sale of pornographic magazines by the more than 100,000 independent retailers who sell their brands of gasoline.

1. Inform major oil companies about plans to survey branded stores in various cities to determine which major oil company had the most stores that sold pornography.
2. Influence the first major oil company to add language to their marketer agreement terms to prohibit the sale of pornography by independent retailers that sell their brand of gasoline.
3. Use the first company to add the restrictive language as peer pressure to influence the other oil companies to adopt similar restrictions.
4. File minimal complaints about stores that sell porn with the companies that first adopt the new restrictions so as to not create a negative atmosphere that would hurt the success of influencing all oil companies to adopt similar restrictions.
5. Begin a thorough inspection of branded stores and file all necessary complaints after all or the super majority of the major oil companies have adopted the new contract restrictions.

After SEVEN YEARS of hard work, the strategy has been a big success. Florida Family Association influenced the following oil companies on the respective dates to add restrictive “no-porn” language to their contracts with independent retailers.

AmocoJune 1998
TexacoAugust 1998
ConocoApril 1999
BP-AmocoJanuary 2000
Chevron..... August 2001
ExxonMobilApril 2002
Marathon-Ashland... January 2005

Twelve Major Oil Companies Prohibit the Sale of Porn

Florida Family Association influenced nine of the major oil companies listed in the adjacent column to add restrictions to their marketing agreements to prohibit the sale of pornographic magazines by independent retailers that sell their brand of gasoline.

A store that sells one of the brands of gasoline listed to the right that is also selling pornographic magazines or videos, may be violating the terms of their marketing agreement with the major oil company.

Sending an email to report a store to the major oil company can result in the removal of the pornographic magazines or videos from that store.

TO REPORT A STORE to a major oil company regarding the store's sale of pornography simply send an email to the email address provided next to the appropriate major oil company listed to the right. Your email message should state that you are reporting a store that sells pornography. Include in your email message the brand of gasoline sold, store name, store address and type of pornography sold (magazines, videos, DVDs.)

Allow approximately six weeks for the major oil company to take action. If the store continues to sell the pornography after emailing the information to the major oil company, you may need to send a second email to the company. If the store continues to sell pornography after a second email to the major oil company, please send the information regarding the store to ffa@floridafamily.org.

Florida Family Association strongly recommends that you do NOT discuss your concerns regarding the store's alleged contractual violation with the owner or employees of the store.

Please file this newsletter for future reference when a store is sited selling pornographic materials. **Floridafamily.org** also contains this same information.

Amoco Kevin Russell, Brand management +
Kevin.Russell@bp.com

BP Kevin Russell, BP-Amoco brand management +
Kevin.Russell@bp.com

Chevron Randall Walker, Brand Manager +
rwalker@chevrontexaco.com

Conoco Mark Harper, Brand Marketing +
mark.r.harper@conocophillips.com

Exxon Michael Roman, Franchise Manager +
michael.j.roman@exxonmobil.com

Hess H.I. Small, Vice President, Retail Operations
hismall@hess.com

Marathon Thomas Kelley, Manager, Marketing +
Tmkelley@mapllc.com

Mobil Michael Roman, Franchise Manager +
michael.r.roman@exxonmobil.com

Phillips 66 Mark Harper, Brand Marketing
mark.r.harper@conocophillips.com

Shell Hugh Cooley, Vice President Shell OP US
hugh.cooley@shell.com

Spur Ken Williams, Manager, Marketing +
Ken_Williams@murphyoilcorp.com

Texaco Hugh Cooley, Vice President Shell OP US +
hugh.cooley@shell.com

+ Florida Family Association influenced these major oil companies to add language to their marketer agreements to prohibit the sale of pornography by their independent retailers.

Citgo and **Sunoco** have not adopted terms in their marketing agreements with independent retailers to prohibit their sale of pornography.