

# FLORIDA FAMILY ASSOCIATION

APRIL  
2009

## FFA URGES ADVERTISERS TO DROP FOX SHOW FAMILY GUY

Family Guy, a Fox network cartoon which airs on Sunday evenings, has turned to denouncing God, mocking the Born Again Experience and embracing perversion to “entertain” viewers.

The March 29th episode of Family Guy denounced God’s existence, mocked the born again experience and embraced perversity. The March 8th episode condoned bestiality, gay orgies and gross perversion. A more detailed description of the content of both episodes is provided at [floridafamily.org](http://floridafamily.org) because the content is too disgusting to print..

Florida Family Association launched an email campaign on March 31st that asked supporters to send

*Continued on page 4 ... FFA Targets Family Guy*

## PROGRESSIVE’S ADS TARGETED TRANSVESTITE SHOW

The Progressive Corporation, a company who insures many car owners, was a leading advertiser during eight episodes of TransAmerican Love Story. The Progressive Corporation also advertised during RuPaul’s Drag Race show.

**TVGuide.com** describes [TransAmerican Love Story](#) as: “A Bachelor”-style elimination dating series in which transgender activist Calpernia Addams has her choice of eight male suitors” and describes [RuPaul’s Drag Race](#) as “Drag queens compete in weekly challenges in an elimination contest hosted by the noted drag performer and featuring celebrity judges. The winner is crowned ‘The Next Superstar Drag Queen of the World.’”

“Florida Family Association writes to companies that

*Continued page 4 ... Please ask Progressive*

## FFA INFLUENCES MORE COMPANIES TO DROP ADS ON IRRESPONSIBLE SHOWS

The Florida Family Association office uses special software to send, track and report the results of email correspondence with companies that advertise during the shows monitored by FFA. Companies that continue to advertise during the programs monitored after receiving communications from the FFA office regarding the shows’ content are selected for FFA Email Alerts that encourage supporters to send emails to company officials.

Florida Family Association’s communications with advertisers resulted in the following responses from companies whose advertisements appeared on the programs noted in their responses:

**CALIFORNIA TOURISM** “Because we buy National Cable TV, we are able to censor programming but not individual topics or episodes due to the volume of shows on Cable, as well as the fact that the topics/episodes change frequently. Programs including Girls Next Door on E! and Nip/Tuck on FX are on our ‘Do Not Buy’ list. However, True Hollywood Story on E! is one of the networks more popular programs due to the ratings it generates and celebrity/Hollywood association. Our spots are scheduled to air within this program because of that; however, we were not aware that Hugh Hefner was being featured in one of the recent episodes. Moving forward, we have requested the ability to take a closer look at the network’s programming line-up and will expand our “Do Not Buy” list to ensure California Tourism’s TV commercials do not air within controversial programs.” **Caroline Beteta, Executive Director, California Tourism.**

**BONA VACUUM** “Per my email from yesterday, we have discontinued advertising on Logo Network.

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# WOULD YOU LIKE ME TO SHARE THIS MINISTRY WITH YOUR WOMEN'S GROUP, MEN'S GROUP OR OTHER FELLOWSHIP?

This month I have the blessed opportunity to share the efforts of this ministry with a Women's Fellowship Group on Anna Maria Island and Christian Chamber groups in Lakeland and Punta Gorda.

We need to educate more believers on what they can do to improve and protect our moral environment. When they hear that our efforts have been successful they are more inclined to help.

Because the pornography issue affects male and female relationships differently I often approach this issue within the context of my overall message differently for women's groups and men's groups.

This is the most effective way that you can help Florida Family Association to keep strong for many years to come.

If you would like for me to speak to your women's group, men's group or other fellowship regarding the ministry of Florida Family Association, please call me directly, anytime on my cell phone at 813-690-4829 or send an email to davidcaton@floridafamily.org

We were reluctant to mention that gifts to this ministry have been down during the first three months of 2009. We realize that some supporters of this ministry have been affected by the economy while others have been reluctant to give out of concern over their future. We understand and appreciate this situation and wanted to wait as long as possible to mention the current trend.

We need your help. If you have not given in several months and can do so now please help our efforts to stay on track by sending a gift. Your support is deeply appreciated.

Sincerely,

*David Caton*

Executive Director

## OUR MISSION SINCE 1987

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



**DAVID E. CATON**

**Executive Director**

**Email: davidcaton@floridafamily.org**

**FLORIDA FAMILY ASSOCIATION**  
P.O. Box 46547 Tampa, FL 33647-0105

**Phone 1-813-264-5888**

**Fax 1-813-264-0658 Email:**  
**ffa@floridafamily.org**

**YOUR PRAYERS  
AND GIFTS  
ARE IMPORTANT TO  
OUR SUCCESS**

**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.

# More Companies Drop Ads on Irresponsible Television

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*Kerstin Lindell, our group CEO forwarded me your second email, which must have crossed paths with my first. Please let me know if you have any further questions. Thank you.”* **Kirk Roberts, Bona AB and USA.**

**CURVES INTERNATIONAL, INC.** *“Thank you for bringing this matter outlined in your e-mail of March 6 to our attention. We did not knowingly purchase air time on the "Girls Next Door" program. We would never consider running Curves advertising on this show. We purchased Direct Response TV, bought as a rotator during a broad day part (8pm- 12am) versus buying a specific program. As soon as we found out about this we contacted the Network immediately and cancelled any remaining inventory. It seems the spot only ran once and it will not air again. We certainly did not mean to make any association with the "Girls Next Door" program. E! Network offered us a credit to offset this unfortunate airing and understands under no circumstance should we be placed in this show again. We appreciate the fact that you took the time to let us know about it.”* **Mike Raymond, President, Curves International, Inc.**

**WHYMILK.COM** *“Thank you for bringing this (advertisements on Hugh Hefner: Girlfriends Wives Centerfolds) to our attention. We have our media buyers researching the situation as this is not something we would support running our advertising against.”* **Rebecca Moser, Manager, MilkPEP.**

**SHRINERS HOSPITALS FOR CHILDREN** *“We received your inquiry about a television spot which ran on RuPaul’s Drag Race on Logo. Shriners Hospitals for Children did not place or purchase an advertisement on the show. Our media placement company inquired further and found the advertisement was not ordered and the cable company ran it inadvertently as a bonus spot. We expressed our concerns to the media representative and were assured that no additional spots will air in this type of programming. Thank you for bringing it to our*

*attention.”* **Alicia Argiz-Lyons, Corporate Director of Public Relations, Shriners International Headquarters.**

**PROCTER & GAMBLE** *“As we talked, ads for our brands were mistakenly placed on Wildest Naked TV Moments. None of P&G’s Brands place ads on this program. What happened: The network mis-coded Wildest Moments, putting it in a time slot booked for another program – in which P&G did buy advertising. Thus, our ads -- and others – inadvertently aired during the wrong show. Thanks to your note, we were able to quickly work back with the network, and understand how the error occurred. This was a serious and very unfortunate mistake. The network has assured us that they are taking extra precautions to ensure this does not happen in the future. Again, we thank you for bringing this to our attention. We take our responsibility as an advertiser seriously, and appreciate your continued collaboration in this area.”* **Lisa Popyk, P&G, Corporate Media Relations.**

**BOB EVANS** *“Thank you for taking the time to contact us regarding our commercial airing during the True Hollywood Story: Hugh Hefner Girlfriends, Wives and Centerfolds program on the E! Entertainment Channel. Immediately upon learning that our commercial was aired during this program, our advertising agency contacted the E! Entertainment Channel. The station is very aware that we only run commercials in programs that project Bob Evans' core values and brand image. They took full responsibility for their error and assured us that this will not happen again.”* **Sarah L. Meenach, Consumer Relations Supervisor.**

**TURBO TAX** *“I promptly addressed your past issue, resolving that it was a network error and the show in question was on our 'do not advertise' list. I will investigate your latest inquiry to determine the specifics, but I know already, with a 100% certainty, this show is also on our do not advertise list.”* **Harry Pforzheimer, Chief Communications Officer.**

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## MORE COMPANIES DROP ADS

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### HUMANE SOCIETY OF THE UNITED STATES

*"We are grateful you brought this issue to our attention, and it concerns us that any show would mock a Christian reference. Prior to Wayne Pacelle taking over in 2004, Christian clergymen have run the Humane Society of the United States since 1970. We have a strong commitment to Christian principles, and as a mainstream organization with 10.5 million members, we are also concerned about advertising on a show that is graphic or inappropriate. We will examine the issues you raised and take appropriate action (regarding Noah's Arc on LOGO.)"* **Christine Gutleben, Director, Animals & Religion.**

**SMART4LIFE.COM** *"We do not buy the media directly. I am having our media buyer look into it (advertisements during Sordid Lives.) I will let you know, once I see the result. We will cancel any advertising on offensive shows."* **Sasson Moulavi, CEO, Smart for Life Weight Management Centers.**

**BRANDON HONDA** *"Thank you for your inquiry regarding the commercial that ran for Brandon Honda during the Wildest Naked TV Moments. That program was not intentionally purchased by Brandon Honda or this agency. We receive 30% of our paid schedule in bonus advertising that can run across most cable network. We will inform Brighthouse and Verizon/Fio's cable systems to pull our no charge spots from this programming."* **Marla Lucas, Vice-President Media Director, Scott-McRae Advertising.**

Florida Family Association has influenced over 2,000 companies to discontinue advertising on numerous irresponsible television and radio shows. Many of these shows have been cancelled as a result.

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### FFA TARGETS FAMILY GUY ADVERTISERS

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emails to the following Family Guy advertisers: Sprint-Nextel (Boost Mobile), Unilever (Axe), Brinker International (Chili's Grill), KIA (Spectra), Yum Brands (Taco Bell), Volkswagen, Ford (Southern Ford Dealers),

Amscot and Pepsi (Mountain Dew.)

Worldnetdaily.com posted Florida Family Association's email campaign on their web site at 8:50 PM Eastern time on March 31st..

Response to this posting on Worldnetdaily.com has been outstanding. Advertisers are receiving far more emails from consumers as a result of the Worldnetdaily.com report.

*"A special thanks to Worldnetdaily.com."* Remarks David Caton, Florida Family Association Executive Director. *"Their support will greatly increase our over all communications with advertisers and could come close to doubling the campaign's emails."*

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### PLEASE ASK PROGRESSIVE TO STOP ADS ON TRANSVESTITE SHOWS

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*advertise during TransAmerican Love Story and RuPaul's Drag Race show because the content is inappropriate for unrestricted advertiser supported television. Any child with a remote can tune into these shows which normalize transvestism."* Notes David Caton, Florida Family Association Executive Director. *"We were shocked by the response from Progressive Corporation."*

**Progressive Advertising Director, Miriam Deitcher wrote:** *"In this instance, we have chosen to advertise on the Logo network as part of our overall marketing strategy to appeal to as many consumers as possible. In considering the specific programs on which our ads appear, we take into account the context and intended audience of the show."*

**PLEASE SEND THE ENCLOSED POSTCARD or a personal letter or email to encourage Progressive Corporation to drop their ads:**

**Peter B. Lewis, Chairman  
Progressive Corporation  
6300 Wilson Mills Rd.  
Mayfield Village, OH 44143  
Fax: 800-456-6590**

**Email: Peter\_B\_Lewis@Progressive.com**