



FLORIDA FAMILY ASSOCIATION

April
2010

FLORIDA SENATE PRESIDENT DECLARES GAY AGENDA BILLS DEAD IN THE SENATE, SENATOR JUSTICE WITHDREW GAY ADOPTION AMENDMENT

Florida Family Association twice sent out an email alert to encourage supporters to send emails to oppose numerous bills that were filed in 2010 Florida Legislative Session which sought to advance the homosexual agenda.

Those bills sought to:

- * Approve Domestic Partnerships which are in effect same-sex marriages.
- * Make it lawful for transvestite males to use restrooms designated for women.
- * Authorize homosexuals to adopt children.

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ALLSTATE & GENERAL MOTORS SAY NO TO RUPAUL'S DRAG RACE ON VH1

Allstate and General Mills said they will not advertise again on RuPaul's Drag Race after receiving thousands of emails from Florida Family Association supporters.

Florida Family Association sent out an email alert on March 18th to report that MTV, the parent company of both VH1 and LOGO (the all gay, lesbian, transgender channel), had started airing RuPaul's Drag Race show on VH1. This show originally aired and continues to air on LOGO.

TVGuide.com describes RuPaul's Drag Race show as: "Drag queens compete in weekly challenges in an elimination contest hosted by the noted drag performer and featuring celebrity judges. The winner is

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NIP TUCK AIRS FINAL EPISODE, SUFFERS HUGE LOSS OF ADVERTISERS

The final episode of Nip Tuck aired the first week of March 2010.

Nip Tuck was one of the most depraved programs on unrestricted, advertiser supported television. Episodes of Nip Tuck have included drug abuse (marijuana and cocaine), explicit sexuality, public exhibition, extreme body mutilation, morbid medical procedures, nudity, prostitution, transvestism, uncensored profanity, multiple and same-sex partner relationships, etc.

Nip Tuck could not have made very much money for News Corp. the FX parent company. Nip Tuck had a significantly large void in advertisers. Close to two thirds of the ad space on Nip Tuck was devoted to promoting other FX shows, network trades and movies.

Florida Family Association's (FFA) monitoring efforts helped influence this huge void in advertising support for Nip Tuck. FFA recorded one thousand four hundred twenty one (1,421) advertisements during that time and contacted all of the CEOs and Marketing VPs of the companies that advertised.

The following companies discontinued advertising on Nip Tuck after receiving emails from the Florida Family Association office and supporters: Adidas, Alday Donalson Title Company, Alltel (Verizon), Amazon.com, American Honda Motors, Arby's, Auto Nation, Autotrader, Bally Total Fitness, Baycare Health Systems, Beiersdorf, Best Western, Blockbuster, Bombardier Recreational Products, Bond Jewelers, Border's Books, Bridgestone Tires, Buffalo Wild Wings, Burlington Coat Factory, Bush Pest Control, Capcom Video Games, Careerbuilder.com, Carfax.com, Checker's, Chrysler, Clearwater Mattress, Coinstar, Conagra, Creighton Health Care, Dial, Discuss Dental, Disney, Electronic Arts, Eloan, ETApotect.com, Expedia.com, Famous Tate, FEMA, Florida Aquarium, Florida Farm Bureau Federation, Ford, Gamefly, Gamestop, Gap, Geico, General Mills, General Motors, GNC, Golden Coral,

Continued on page 3 ... Nip Tuck Loses Advertisers

PLEASE CONSIDER ASKING THE WOMEN'S GROUP, MEN'S GROUP OR SENIOR'S GROUP OF YOUR FELLOWSHIP TO ALLOW ME TO SHARE THE SUCCESSFUL EFFORTS OF FFA

This month I have the blessed opportunity to share the efforts of this ministry with Christian Chamber groups in Naples and Lakeland.

Next month I have the blessed opportunity to share our ministry to the fellowship of the Venice Church of the Nazarene.

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.

Please consider sharing this newsletter with the leader of your fellowship's women's ministry, men's ministry, senior's ministry or other fellowship group. Ask them to consider allowing me the opportunity to share the efforts of this ministry with their fellowship group. I do not and never have asked for a speaking fee or offering. We

do this to equip concerned citizens to take action on the issues that challenge our families.

This is a very effective way that you can help Florida Family Association to increase the number of people who speak out on important issues as well as help to keep our efforts 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

Your financial support is important to the strength of our efforts. Please help us to be strong in all of our efforts by sending a gift this month.. Thank you.

Sincerely,

David Caton

Executive Director



DAVID E. CATON
Executive Director

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GAY AGENDA DIES IN FLORIDA SENATE

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Thousands of Florida Family Association supporters sent emails to the office of Governor Charlie Crist, Florida Senate President Jeff Atwater, Florida Speaker Larry Cretul and Chairs of the first committees where these bills that advance the homosexual agenda were assigned.

Florida Family Association received the following email on April 1, 2010 from the Office of the President of the Florida Senate, Jeff Atwater:

Thank you for writing Senator Atwater regarding your opposition to Senate Bills 232, 798, and 102. Your thoughts and concerns have been communicated to Senator Atwater and I know he will keep them in mind during the legislative session.

At this time, Senate Bills 232, 798, and 102 have not been heard in a Senate Committee and are not currently scheduled to receive a hearing. If you wish to track these bills, you can do so on the Senate's website, www.flsenate.gov. The Florida Senate homepage contains a data field where you can enter a bill number; by submitting the bill number you can learn the status of the bill. As Senate President, Senator Atwater is not a member of a Senate Committee and thus, does not have the opportunity to vote on legislation until it reaches the Senate Floor. At this time, none of these bills are eligible for such consideration.

Thank you for taking the time to express your views and ideas on this issue. Your input and participation in the legislative process is both welcomed and appreciated. I encourage you to continue to track this issue and continue to voice your thoughts to your representatives in Tallahassee. If you have questions or need further assistance, please do not hesitate to contact my office at 850.487.5100.

**Sincerely,
Marianne Moran
Legislative Aide**

Additionally, Senator Charlie Justice withdrew his amendment that pushed for vote on gay adoption after senators received thousands of emails from Florida Family Association supporters.

Florida Family Association sent out an email alert on March 16th stating that Florida Senator Charlie Justice was trying to amend conservative legislation regarding the right to bear arms with language that would repeal Florida's law that bans homosexuals from adopting children.

The email also reported that Equality Florida, the leading homosexual activist group in Florida, was storming the halls of Tallahassee that week to push for passage of the adoption repeal and other pro-homosexual legislation.

The Florida Family Association email alert encouraged supporters to send their email to Governor Charlie Crist, Florida Senate President Jeff Atwater, Florida Speaker Larry Cretul and Chairs of the first committees where these bills that advance the homosexual agenda have been assigned.

According to one Florida Senator's office "We got a ton of emails." Florida Senator Charlie Justice withdrew his adoption amendment.

NIP TUCK LOSES ADVERTISERS

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Greenway Ford, Grow Financial Credit Union, Hardee's, Harley-Davidson, Helio, Hewlett Packard, Home Depot, Honeywell International, Hyundai Motors of America, James Hardee Building Products, JB Factory Carpet, JC Penney, Jelmar, Johnson & Johnson, Kayak, KIA, Konami Gaming, Levi Strauss, LG Mobile, Lifestyle Family Fitness, Link Snacks, Macy's, Mainstream Restaurants Group, Master Collision Repair, McIlhenny Company (Tabasco), Mercedes Benz USA, Microsoft, Midas, Mirage Casino Hotel, Mitsubishi Motor Sales of America, Moet Hennessy, Molson Coors, Monster.com, Motorola, Netflix, Nikon, Nissan North America, Nissan of Brandon, Nutrisystems, Outback Steakhouse, Palm Pavilion, Permanent Insurance General, Prestige Brands

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ALLSTATE & GENERAL MILLS SAY NO TO VH1 TRANSVESTITE SHOW

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crowned 'The Next Superstar Drag Queen of the World.'" This transvestite program shows these men in various stages of dress with modified breasts and other objectionable content.

Millions of children who tune in to watch music on VH1 are being exposed to RuPaul's Drag Race.

Thousands of supporters sent emails to the companies that advertised during RuPaul's Drag Race show. Allstate and General Mills responded with emails that stated they did not intend to advertise on that show and would not advertise again.

Allstate sent the following email response:

We appreciate the comments regarding our television advertising airing during RuPaul's Drag Race show. Allstate does purchase advertising on the VH1 network; however, our policies require that VH1, and other networks, do not run Allstate advertising in or around certain programs that may be perceived as offensive. We make every effort to ensure that our media buys exclude content that may be perceived as offensive. We are in contact with the network to ensure this doesn't happen again.

**Laura Strykowski, Allstate Insurance Company
laurastrykowski@ymail.com**

General Mills sent the following email response:

I am responding on behalf of General Mills to your email regarding your concerns over advertising for General Mills products appearing on RuPaul's Drag Race, a LOGO program that appeared on the VH1 network.

General Mills has long had a policy of airing advertising only on programs that are in line with the family-oriented nature of our products. While it is not always possible to determine the content of a program prior to air, it not uncommon for us to pull advertising on a specific episode if we believe its

content may be objectionable to consumers.

We have checked with VH1 management about our advertising being included on a show that is on our Do Not Advertise list and discovered that a traffic error was made by VH1 that aired commercials from General Mills and many other companies who had made similar Do Not Advertise instructions. They have apologized for this error. We received their assurance that such an error will not happen again.

You have our assurance that we will continue to be supportive of family-friendly television programming.

**Jeffrey N. Hagen, Director, Consumer Services
Jeff.Hagen@GenMills.com**

Please feel free to send an email thanking these officials for their decision not to advertise on RuPaul's Drag Race.

NIP TUCK LOSES ADVERTISERS

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Holdings, Procede, Procter and Gamble, Pure Digital Technologies, Quaker State Oil, Quizno's, Radio Shack, Reeves Auto, Rent a Center, Samsung, Sandals Resorts International, Schering-Plough Healthcare Products, Sears, Sepracor (Lunesta), Subaru, Subway Sandwich, Supercuts, Taco Bell, Take Two Interactive, Tecmo, TGI Fridays, Tires Plus Total Care, T-Mobile USA, Toyota Motor Sales USA, Tractor Supply Company, Tronix Company, Troy University, Tyco, Ubisoft, Unilever, Updegraff Vision, Valvoline (Ashland, Inc.), VISA, Visit Florida, Volkswagen, Volvo North America, Wagner Spray Tech Corporation, Wal Mart, WebMD, Weight Watchers, Wendy's, Wesley Chapel Nissan, Western Union, Worm's Way, Yamaha Corporation of America and Yahoo.com.

Thankfully, the majority of Corporate America still rejects explicit programming. While this may not be the case with some same-sex character shows, it is very much the case with shows like Nip Tuck.

Florida Family Association will continue to watch for the airing of Nip Tuck reruns and contact advertisers if that happens.