

FLORIDA FAMILY ASSOCIATION

MAY
2005

FFA INFLUENCES REMOVAL OF MAJOR PORN TV SERIES

The Entertainment Channel (E!) appears to have dropped THIRTY-FOUR (34) pornographic episodes of the “*Wild On*” series.

Florida Family Association (FFA) wrote letters to inform advertisers about the pornographic content of thirty-four “*Wild On*” shows each time they aired over the past four years. FFA first wrote to companies that advertised on the “*Wild On*” series on March 21, 2001.

Florida Family Association wrote over 3,000 letters to companies that advertised on the various “*Wild On*” episodes. Over eighty percent of the companies that FFA wrote dropped off the “*Wild On*” series.

Continued page 4 ... TV Monitoring Continues

MANATEE COUNTY ADOPTS STRONGER PUBLIC NUDITY LAW

The Manatee County Commission voted unanimously on April 19, 2005 to adopt stronger laws to restrict the nude clubs and adult entertainment.

Manatee County adopted a Public Nudity Ordinance seven years ago. Florida Family Association provided support for the ordinance including FFA’s manual titled “*Secondary Adverse Effects of Sexually Oriented Businesses.*” This evidence was reincorporated into the public record for the new ordinance.

An attorney for a nude club in Manatee County has indicated they intend to file new legal challenges against the new ordinance enacted on April 19th.

Officials in Hillsborough and other counties are waiting to review the challenges in the new law suit before moving forward with adopting similar laws.

NEW DISNEY CEO ASKED TO STOP GAY DAY AT DISNEY

Gay Day patrons have publicly displayed and demonstrated their same-sex affection to a captive audience of over 500,000 children at Disney World of Florida since 1991. Over ten thousand reveling homosexuals hold a “coming out party” in the midst of tens of thousands of families with children each year during the first week of June.

Gay Day at the Magic Kingdom will be held this year on Sunday, June 6th. One year Disney security personnel informed FFA that they gave out 3,000 free passes in the first two hours of Gay Day to visitors who were offended by the event.

Robert Iger, the incoming CEO replacing Michael Eisner, provides FFA with a new opportunity to influence Disney policy. FFA is asking that Disney stop allowing Gay Day to take place when there are tens of thousands of children in the Magic Kingdom.

See page 3 ... Please Ask New Disney CEO

Dairy Queen says advertising on porn show reaches their target audience, fifty-seven other companies drop show

Florida Family Association (FFA) has written letters to companies that advertised on the “*Jenna Jameson’s Confessions*” show since the first time it aired in August 2004. The show “*Jenna Jameson’s Confessions*” profiles this hardcore porn star on the music channel VH1 which is watched by millions of teenagers.

Florida Family Association’s letters have influenced fifty-seven out of seventy-one companies to stop advertising on this show during the past eight months. Some response letters that we received from advertisers are printed, in part, below:

Continued on page 3 ... Most Companies Drop Show

SLOW DOWN IN GIVING HURTS OUR STRENGTH

We try our best not to harp on giving. Normally, the good news we report each month regarding our accomplishments is all that is needed to inspire readers of this newsletter to send a gift in support of our efforts.

Contributions to Florida Family Association dropped off significantly during the last two weeks of March and most of April. Several factors may have played a role in this decline.

Gifts to this ministry dropped during the month of April as they do every year during the tax season. However, the decline in contributions started a little earlier and dropped a little steeper than in the past. The earlier part of the decline in giving may have resulted from the way many supporters responded to our March newsletter. A large number of supporters returned the marriage petition form that was enclosed in the March newsletter without including a contribution. The mid-April decline in the stock market and higher gas prices may explain the steeper nature of the drop in contributions.

While we cannot be sure that we know the exact reason for the steeper decline in contributions we do know that we need your support to get back on track. When gifts to this ministry decline we have to delay spending on projects until giving picks back up again.

If you have not sent a contribution to help Florida Family Association in recent months we ask that you to please consider sending a gift this month. If you can send something extra this month it would certainly help us to get back on track.

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.

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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.

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MOST COMPANIES DROP SHOW BUT DAIRY QUEEN WANTS AUDIENCE

Continued from page 1

AT&T “Thank you for your letter concerning advertising on VHI. We contacted VHI, as this show clearly falls outside of those guidelines. They have since apologized and have assured us that this will not happen again.” **Susan Mills-Winkler, Senior Account Manager, AT&T Investor Relations.**

CADBURY SCHWEPPE – 7-UP “I am replying to your letter regarding advertising that appeared during VHI’s Jenna Jameson’s Confessions. We have expressed our dissatisfaction to the network and reminded them that we are on a content-sensitive advertiser list that is designed to keep our ads off of potentially inappropriate shows.” **Charles Alfaro, VP Corporate Communications.**

MOEN “I want to thank you for contacting us about our commercial on VHI’s Jenna Jameson’s Confessions program. This type of programming does not meet Moen’s standards. I immediately notified the agencies involved to find out how this happened and to ensure that it will not happen again.” **Rebecca K. Ross, Director, Marketing Communications.**

HOWEVER, DAIRY QUEEN’S letter dated April 1, 2005 stated in part, “Our national advertising agency, has not purchased a system-wide sponsorship for this program. However, they do purchase national advertising for us during programs that reach a specific audience. Both of these programs fall into the category of programs that do just that.” **Allison Eicher, International Dairy Queen.**

Dairy Queen, a mainstream ice cream company, is knowingly giving its advertising support to a porn show watched by millions of teenagers on the music channel VH1. **Please ask Dairy Queen to stop advertising on pornographic television programs like VHI’s “Jenna Jameson’s Confessions.”**

**Charles W. Mooty, President and CEO
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PLEASE ASK NEW DISNEY CEO TO DROP GAY DAY

Continued from page 1

Disney officials have claimed that their company is not involved with “Gay Day.” Their letter to FFA stated in part, “... we had no official dealings with the members of this group and they were afforded no special privileges or consideration.” However, Disney’s actions contradict their public position. Disney has provided the group with special event tickets good only for Gay Day, allowed “official/unofficial greeters” to greet Gay Day patrons and allowed management to recruit host volunteers over their Disney electronic network.

Additionally, Disney requires numerous special events to be held after the park closes in order to avoid offending regular patrons who expect a normal day at the park. Disney requires Grad Night to be held after the park closes. Grad Night is a special event when high school graduating seniors go to Disney World. Disney requires the Night of Joy to be held at night. The Night of Joy is a contemporary Christian music event. The park is open on two evenings only for patrons of this special event.

Disney has strict rules about what they allow on their property. But it does not appear that Disney has a rule to protect a captured audience of tens of thousands of children. These children are being forced to watch thousands of Gay Day patrons publicly displaying and demonstrating their same-sex affection.

Robert Iger, President of The Walt Disney Company. Mr. Iger will soon replace Michael Eisner as CEO. Please ask Robert Iger to stop Gay Day from taking place in the presence of thousands of children or at least require the event to be held after regular operating hours when families are not present in the park.

**Robert Iger, President, COO
The Walt Disney Company
robert.iger@disney.com
500 South Buena Vista Street
Burbank, CA 91521
Phone (818) 560-1000 Fax 818 560 1830**

TV MONITORING CONTINUES TO BE SUCCESSFUL

Continued from page 1

Some responses that Florida Family Association received from advertisers are printed in part below:

GENERAL MOTORS *"We are in receipt of your letter expressing some concern over a Pontiac commercial that aired during an episode of E!'s "Wild On" program. This program does not pass our screening qualifications and has been removed from our approved programming. We thank you for bringing this particular episode to our attention. We intend to forward a copy of your letter to E! to also alert them on this sensitive topic."*
Pontiac Advertising Dept.

TROPICANA *"Thank you for bringing to our attention the nature of some of the photos that are reportedly used on Wild On H2O. Tropicana adheres to the Pepsico (Tropicana's parent company) Programming Guidelines. I have instructed our advertising agency to intensify its efforts to only select television programming that adheres to our programming content guidelines."*
Brock H. Leach, President and CEO.

SANOFI-SYNTHELABO *"I refer to your recent letter concerning advertising for Ambien. It is the clear policy of Sanofi-Synthelabo to promote its products in an appropriate manner and not to link products to images of gratuitous sex and violence. On the occasion in question, the media buying agency did not appreciate the nature of the program as the description was too general. A Clear instruction has been given not to buy advertising space in this particular program as well as a general instruction on the need to ensure that all programs with such graphic content are avoided."*
Gordon D. Proctor, President and CEO.

STAPLES *"Thank you for the letter you sent concerning television programming content regarding concerns about specific programming on the Entertainment Channel. Staples strives to air advertising within programs with appropriate content. Unfortunately, there are a few occasions where ads will air in programming that has not been screened by Staples in advance. We will strive to carefully monitor all program content prior to airing any advertising*

within inappropriate television programming. Thank you for sharing your concerns with us."
Marcie P. Gregstein, Vice President of Media.

Florida Family Association's letters to major companies that advertised on episodes of "Wild On" clearly impacted the series' financial viability.

The 34 Wild On shows monitored include: *Wild on a Wicker Winter, Wild on Adriatic, Wild on Bean Town, Wild on Big Island, Wild on Caribbean, Wild on Carnival, Wild on Chile, Wild on Fortaleza, Wild on H2O, Wild on Italy, Wild on Italian Islands, Wild on Hollywood Nights, Wild on Mazatlan, Wild on Resorts, Wild on Sin City, Wild on Spain, Wild on Spring Break, Wild on Sunset Strip, Wild on the Adriatic, Wild on the Amazon, Wild on the Beach Australia, Wild on the Big Island, Wild on the Bermuda Triangle, Wild on the Mediterranean, Wild on the Riviera, Wild on the Riviera 2001, Wild on the Riviera 2002, Wild on the Tropics, Wild on the Myan River, Wild on the Windy City, Wild on Tinseltown, Wild on Tropical Pleasures, Wild on Wildest Women and Wild on Women of the World.*

The **Entertainment Channel** produced fifty-one new "Wild On" episodes that did NOT contain pornographic content after FFA began writing to advertisers. E! Channel's motivation for producing these cleaner episodes may have been to replace some of the "Wild On" programs that FFA objected to when writing to advertisers. Most of the "Wild On" shows that aired in the last year were the cleaner episodes.

No "Wild On" episode aired during an eighty day period ended April 30th. This is the first time this has happened since the program began airing four years ago. "Wild On" once aired on average five or more times each week.

Florida Family Association will carefully monitor the Entertainment Channel in the event that they schedule "Wild On" programs to see if FFA is still watching. FFA will write advertisers if appropriate.