

FLORIDA FAMILY ASSOCIATION

May
2008

GENERAL MOTORS ADS ABSENT FROM LOGO SHOWS

Your postcards & emails made a difference

General Motors' advertisements have been absent for weeks from shows that Florida Family Association monitors on the LOGO cable channel. LOGO is a 24-7 gay, lesbian and transgender network that is operated by MTV. MTV is a subsidiary of Viacom.

It appears that General Motors may have changed their position regarding the placement of advertisements on several LOGO programs after Florida Family Association (FFA) urged supporters in the April 2008 newsletter to send postcards and letters to the General Motors CEO. FFA also launched an email campaign which encouraged thousands of supporters to send emails to 25 Saturn dealers in the Southeast.

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S & G CAMPGROUND FINED AFTER FFA SUPPORTERS VOICED CONCERN

Pasco County has fined the owners of The Sawmill's Gay International Film Festival for violating county code when they allowed a large gathering to attend the event which was held March 28-30. To see the Pasco County Ordinance Violation log on to: http://www.floridafamily.org/newsletters/TPG_Campgrounds_Site.pdf

Florida Family Association supporter emails to Pasco County Commissioners and the Pasco County Sheriff played a major role in bringing about this citation and causing organizers to drop plans for explicit entertainment and nude patronage.

Florida Family Association launched an email

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MAJOR ADVERTISERS REJECT IRRESPONSIBLE TV SHOWS

Florida Family Association has more good news to report regarding efforts to influence Corporate America to avoid supporting irresponsible television shows with their advertising dollars. Florida Family Association received the following responses, reprinted in part, from companies that have discontinued advertising on several irresponsible shows:

AIG AMERICAN INTERNATIONAL GROUP, INC. *"I am responding to the email you sent, regarding an AIG advertisement that ran on the MTV program 'Tila Tequila's Spring Break Fantasy Couple.' The AIG ad was placed on the program in error. We have taken immediate action to remedy the situation and have enhanced several of our media practices to help avoid such situations in the future."* **B. Charles Armstrong, Senior Director of Advertising.**

MERCEDES BENZ - USA *"This responds to your E-mail communication regarding Mercedes-Benz advertising appearing within the program Playboy's Girls Next Door. Due to this gross error on the part of the E! network, Mercedes-Benz USA will no longer purchase programming on E! in the Tampa market."* **Michael Slagter, Vice President of Sales.**

LIFE WATER (PEPSI) *"Dawn and I received your two e-mails (regarding Life Water ads on True Hollywood Story - Jenna Jameson. Thanks for the heads up. We are looking into it and will get back to you."* **Christine Jones, Consumer Relations Manager.** Life Water ads have not aired on this program again.

UNIVERSAL TECHNICAL INSTITUTE *"Thank you for your follow-up (regarding ads on Playboy's Girls Next Door." We have instituted a permanent 'do not advertise' order for this channel and have no plans to advertise there in the future."* **Kim McWaters, CEO.**

Continued page 3 ... More Companies Drop Ads

FAITHFUL FOR THE FUTURE

Your prayers and faithful support have blessed this ministry with the resources needed to produce many victories since 1988.

Your support has carried this ministry through four very different presidential administrations, two recessions and several very rough hurricane seasons.

The Lord has blessed our efforts in good times and bad. We have been successful under conservative presidents and liberal presidents.

Our efforts have continued to prosper thanks to your faithful support.

I am certain of this. That if we are faithful to fight the Good Fight, stand the ground the Lord has given us, we will continue to impact our moral environment for the better.

There is no doubt in my mind, based upon what we have accomplished thus far, that our moral environment would be much worse today had it not been for your faithful support of our efforts in the past.

We encourage you to stand with us for the battles ahead. If you have not given to this ministry in recent months I encourage you to send a gift soon to keep our efforts strong. 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.

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 TV

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BENEFITS DIRECT *"It is not our advertising strategy to target the kind of show referenced in your email. We are working with our television vendor to preclude or limit these kinds of placements."*
Derek Apanovitch, Vice President, Marketing.

SHERATON HOTELS *"Thank you for your note (regarding ads on Nip Tuck.) Our advertising on this show will discontinue after this weekend. Thank you for bringing this to my attention."*
Hoyt H. Harper II, Sr. Brand Management.

TRAVELOCITY *"Hi David, Thanks for the note (regarding Noah's Arc.) Let me look into this one. I hadn't heard about this."*
Dan Toporek, Vice Pres.

ING DIRECT *"Thank you for bringing to our attention an ING DIRECT ad running on E! Network's Jenna Jameson story. The fact that our ad ran during this segment is an error on the part of E! network. The network has admitted responsibility for the error and is aware of our guidelines. Rest assured that our company does not allocate any portion of our advertising dollars to programming content of this nature."*
John Owens, VP Marketing.

HARRY'S SEAFOOD BAR AND GRILL *"Thank you for your email regarding our advertising (on Nip Tuck). Please let me start by saying, we do not promote this type of a television show, and are by no means affiliated with them in any way. We do have an advertising firm that chooses the advertising slots for us, based on demographics. We will be contacting our advertising group about changing those specific spots."*
Jill Jabot, Guest Relations.

GHIRARDELLI CHOCOLATE COMPANY *"Thank you for your correspondence regarding the Ghirardelli advertisement that you saw on E! True Hollywood Story (Hugh Hefner - Girlfriends, Wives and Centerfolds.) We work closely with our media agency to avoid placement of our commercials during programming with controversial content and, we believe, that we are largely successful in doing so."*

Andreas Plugger, CEO.

RIGHTSIZE *"RightSize will remove spots from Adam & Steve on Logo."*
Scott Johnson, Right-Size Health & Nutrition Corp.

VERIZON WIRELESS *"The FX network mistakenly ran our advertisement during the movie 'The Girl Next Door.' It should not have. This program is not part of our media buy with FX. This situation has been addressed and resolved with FX. Thank you for the message."*
Jim Gerace, Vice President Corporate Communications.

DISCOVERBOATING.COM *"Thank you for bringing this matter (ads on Playboys Girls Next Door) to our attention. As a result of your note though, we have gone back to our agency and asked them to add more restrictions to our advertising buys that should help us eliminate our spots from running in shows like the one that you described below."*
Thom Dammrich, President.

USHOMEAUCTION.COM *"Thank you for your e-mail (regarding Playboy's Girls Next Door.) We have asked that our ad not be run during certain programming in the past and will seek to reinforce this further with our media buying firm."*
Joe Joffrion, Executive Vice President.

Some of the television and radio shows monitored each week by Florida Family Association include:

MTV's Sequel Bi-Sexual Dating Show "A shot at love with Tila Tequila"
MTV's "Tila Tequila's Spring Break Fantasy Couple"
LOGO (Gay network) Adam & Steve
LOGO Noah's Arc
LOGO TransAmerican Love Story
FX's Dirt
FX's Nip Tuck
FX'S movie "The Girl Next Door"
E! Playboy's "Girls Next Door"
E! True Hollywood Story Jenna Jameson (smut star)
E! True Hollywood Story Hugh Hefner Centerfolds, Girlfriends and Wives
FM 102.5 Bubba the Love Sponge.

GAY FILM FESTIVAL FINED

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campaign on the morning of March 27th to encourage supporters to send emails to Pasco County officials regarding salacious activities planned for The Sawmill's Gay International Film Festival which was held just north of Dade City from March 28 - 30. The festival web site stated that thousands of (gay and transgender) people planned to pay hundreds of dollars to attend this event which would have featured live and recorded sexual entertainment. Additionally, the website promoted several events as "clothing optional" which meant that patrons could have gone nude.

However, thanks to the many emails from Florida Family Association supporters, Pasco County officials notified the property owner of potential violations. The organizers of this event changed their plans to prevent citations and possible arrest for the salacious activities that they originally promoted.

David Caton, Florida Family Association Executive Director, met with county officials on April 10th to discuss concerns regarding future events at this location and inquire about fines that should be issued for the March 28-30 event. Pasco officials responded by explaining that they intended to fine the property owners for violating county code during the March event. The officials also committed to initiate more legal action should the campground engage in live or recorded sexual entertainment during future events. Florida Family Association received a PDF file copy of the Pasco County Ordinance Violation late in the day on April 23rd.

Pasco County Commissioner Pat Mulieri remarked several times that the emails officials received from Florida Family Association's supporters got their attention. Thanks to every one who participated in this email campaign. Your support made a difference.

Thousands of citizens have signed up to receive email alerts from Florida Family Association.

To sign up, simply log onto www.floridafamily.org, click on the button labeled "Email Updates" in the left hand column. Complete the small form and click the continue button to take action.

GENERAL MOTORS ABSENT FROM LOGO NETWORK

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Florida Family Association (FFA) started contacting companies in February of this year that advertised during specific shows monitored on the LOGO cable channel. These specific shows include Noah's Arc, Adam & Steve and TransAmerican Love Story.

Florida Family Association urged supporters in the April newsletter to send postcards to the General Motors CEO after a company official approved of their advertising support for an explicitly gay program called Noah's Arc and movie called Adam & Steve. FFA also launched an email campaign which targeted 25 Saturn dealers throughout the Southeastern United States.

Jon Brancheau, General Motors Director Media Operations

responded to Florida Family Association in part regarding Saturn and Cadillac ads on Noah's Arc and Adam & Steve, respectively: *"Given that this show is only on the LOGO network, which is widely known to air content oriented for a gay lesbian, bisexual and transgender audience, and typically runs after 10PM we feel comfortable with our decision to support this show."*

Mr. Brancheau's response motivated thousands of supporters to send emails to Saturn dealerships and postcards to the General Motors CEO.

Florida Family Association has not recorded one General Motors ad, Saturn or Cadillac, during the past three weeks of airings of Adam & Steve and TransAmerican Love Story. As previously reported, Noah's Arc has not aired again since our first email campaign. It appears that LOGO has pulled Noah's Arc from their network.

Hopefully, General Motors has decided to stop advertising on the gay, lesbian and transgender network LOGO altogether. FFA's future monitoring of LOGO programs will determine if that is the case.

Thank you for supporting FFA's efforts in this campaign. Your support is making a difference.