



FLORIDA FAMILY ASSOCIATION

May
2010

ONE HUNDRED SEVEN FORMER ADVERTISERS AVOID MODERN FAMILY, EMAIL CAMPAIGNS CONTINUE TO IMPACT SHOW

One hundred seven (107) companies did not advertise again on Modern Family after receiving thousands of emails from Florida Family Association supporters.

Florida Family Association objects to Modern Family because the show labels a same-sex couple with an adopted child as a modern family and attempts to normalize homosexuality by contrasting it with heterosexual couples that the show characterizes as abnormal.

Millions of Americans strongly believe that marriage should only be between one man and one woman.

Continued on page 3 ... Modern Family Loses

GAY DAY AT DISNEY ON JUNE 5, 2010 WILL EXPOSE 1,000s OF CHILDREN TO LIFESTYLE

How would you feel if you entered the Magic Kingdom anticipating a normal day of fun with your family only to witness thousands of same-sex couples holding hands, hugging, kissing and wearing tee-shirts that promoted their lifestyle?

Every year since 1991 Disney World in Orlando Florida has allowed thousands of homosexuals, lesbians and trans-genders to hold a coming out party in the Magic Kingdom on the first Saturday of June. The first Saturday in June is typically the first Saturday during the summer break from school when tens of thousands (10,000s) of children are in the theme park.

See page 4 ... Gay Day at Disney June 5th

VH1 CANCELS THREE AIRINGS OF RuPAUL, Kraft says No to SHOW

Florida Family Association supporters' emails to companies that advertised during RuPaul's Drag Race on VH1 are influencing more companies to drop the show and impacting the shows scheduling.

TVGuide.com describes RuPaul's Drag Race show on VH1 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.'" This transvestite program shows these men in various stages of dress with modified breasts and other objectionable content.

Millions of children watch VH1 because of the channel's emphasis on music videos. RuPaul's Drag Race show was airing many times each week at all hours of

Continued on page 4 RuPaul Losing Support

GENERAL MOTORS SAYS NO TO BLUE MOUNTAIN STATE

General Motors has informed Florida Family Association that they will not advertise again on Blue Mountain State and that their ad placement was error on part of the local cable company.

Florida Family Association is contacting companies that advertise on Blue Mountain State. Blue Mountain State is a show about the many perversions of a college football team and their friends. The words that are spoken by the characters in conjunction with their perversions are some of the most explicit on network television. Additionally, Blue Mountain State mocks the Christian faith among sports athletes especially Tim Tebow. The show portrays an alleged Christian quarterback, whose team wears the orange and blue colors of the gators, as very promiscuous.

Continued on page 3 ... GM Says No

Encouraged

Preparing this newsletter each month is one of the most encouraging and uplifting functions that I perform at Florida Family Association. The reason for this is that I have the chance to summarize what your support of this ministry accomplished during the prior thirty days. In most cases there is not enough room in our budgeted four page newsletter to print all of the good news.

The good news reported in this month's newsletter is strong evidence that our efforts continue to make a difference for our moral environment.

Your support of our efforts continues to impact and challenge the secular progressive programming of the liberal left. There are very few pro-family organizations like Florida Family Association that engage in long term efforts to challenge companies every week not to support the most hedonistic shows on television with their advertising dollars.

Florida Family Association has a unique place in the body of believers that is performing an important mission to challenge the immoral images and dark principalities which threaten to corrupt our children and future generations.

We want to encourage you to remember that it is your prayers, participation and financial support that has continued to make our efforts successful for more than twenty one years.

Please help all of our efforts to be strong this month by sending a gift in the enclosed envelope.

Sincerely,

David Caton

Executive Director

THANK YOU FOR YOUR SUPPORT.



DAVID E. CATON
Executive Director

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ASSOCIATION**
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ffa@floridafamily.org

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.

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MODERN FAMILY LOSES ADVERTISERS

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Modern Family is the opposite of how families should be portrayed. What happened to real families with real moms and dads?

Florida Family Association has sent out several email alerts that encouraged supporters to send emails to the companies who advertised during many episodes of Modern Family.

The following One Hundred Seven (107) companies did not advertise again on Modern Family during the month of March after receiving thousands of emails from Florida Family Association supporters: 3M company (Scotch fur fighter), Abbott Labs (Pedia Sure, Ensure), Alberto-Culver Company (Tresemme, St. Ives Body Wash), American Express, Anheuser-Busch InBev (Bud Light), Apple. Inc. (iPod), Ashley Furniture, AT&T, Avon, Bank of America, Bayer Healthcare, Bealls, Blistex, Brinker International (Chili's Restaurant), Burger King, Burlington Coat Factory, Busch Gardens, Cadbury Adams (Halls), Cambell's Soup, Carnival Cruise, Church & Dwight (Arm & Hammer Baking Soda), Clorox, Colgate, Conagra (Healthy Choice, Hebrew National, Marie Callendar, Pam cooking spray, Reddi whip), Constant Contact, Cotton, Dean Food (Silk Soy Milk), Dillard's, DineEquity, Inc. (Applebees), Discover, omino's Pizza, Dr Pepper Seven Up, Inc (7 Up), Energizer Holdings (Energizer batteries), Enterprise Leasing, FMR LLC (Fidelity Investments), Frito Lay (Tostitos), Gap (Gap, Old Navy), Geico, General Motors (Cadillac, Chevrolet, GMAC), Georgia-Pacific (Quilted Northern), Gillette (Duracell batteries), GlaxoSmithKline (Sensodyne), Hallmark, Hasbro Family Game Night, Hewlett-Packard Company, hhgregg, High Tech Computer Corp (HTC), IKEA, JC Penney, JP Morgan Chase (Chase), Kane's Furniture, Kimberly-Clark Corporation, K-Mart, Kohls, Kraft (Maxwell House, Oscar Mayer), Levi Strauss & Co. (Levi jeans), Liberty Mutual, Lindt Maitre (Ghiradelli Chocolate), Loreal (Maybelline), Macys, Mastercard, Mattel (Fisher Price), McDonald's, Metro PCS, Myriad Genetic Laboratories (Bracnow), Nestle (Fantasy Feast Appetizers), Nikon, Nintendo of America (wii), Nissan North America (Altima), Novartis Pharmaceuticals Corporation (Excedrin), Ocean Spray, Office Depot, Panasonic, Petsmart, Pharmavite (Nature Made), Pinch a Penny, Procter & Gamble Company (Cascade, Clairol, Crest,

Cover Girl, Dawn, Head n Shoulders, Olay Daily Facials, Olay ProX, Puffs Plus, Tide, Vicks), Publix, Radio Shack, Research In Motion (Blackberry), Ritz Camera, Rooms To Go, Royal Caribbean Cruises, Samsung, SC Johnson & Son (Glade), Schering-Plough Corporation (Claritin Eye), Scotts Company (Ortho Home Defense), Sears (Craftsman), Sepracor (Omnaris), Signet Jewelers (Kay Jewelers), Sony (Movie Planet 51), Southwest Airlines Co., Subaru of America, Subway, Suntrust, Takeda Pharmaceuticals (Prevacid), Target, T-Mobile USA, Toys R Us, Travelers Companies (Travelers Insurance), VISA, Vizio, Wal-Mart, Weight Watchers (Smart Ones), Welch's and Yahoo.com.

GM SAYS NO TO BLUE MOUNTAIN STATE

Continued from page 1

General Motors responded with the following email:

Thank you for contacting me regarding this Chevrolet ad. Unfortunately the local cable company in Tampa, FL aired this commercial in error. Chevrolet was not supposed to run during that program.

I appreciate the opportunity to respond to your concerns.

Trina Barta, Vice President of Marketing
trina.barta@gm.com

Please feel free to send an email thanking Trina Barta for their decision not to advertise on Blue Mountain State.

Trina Barta, Vice President of Marketing
General Motors
300 Renaissance Center
Detroit, MI 48265
Email: trina.barta@gm.com

Blue Mountain State has not aired since March 31, 2010. Florida Family Association is closely monitoring for future shows.

GAY DAY AT DISNEY

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This years' event is scheduled for Saturday, June 5, 2010.

A Florida Family Association team has attended Gay Day at Disney for many years to witness the event and public reaction. It appears from the behavior of Gay Day patrons that they were more intent on being seen rather than seeing Disney World.

"We need to be seen in the heart of America's playground." A Gay Day Patron told the FFA photographer.

Many Gay Day patrons wore shirts that promoted homosexuality, kissed, hugged and groped in very public places and dressed in drag all to the curiosity of tens of thousands of children.

The event has been very offensive to the general public. We witnessed thousands of people who entered through the train station at the main entrance to the theme park, who saw the large gathering of Gay Day patrons and turned around and left the park. Our team took numerous pictures of offended guests. One man with a family of fourteen from Brazil furiously sought out Disney personnel who promptly gave him a handful of free passes. One of those Disney officials informed us that they gave out 3,000 free passes just in the first two hours of the event.

Why would Disney allow Gay Day to take place during regular operating hours at the expense of offending tens of thousands of unsuspecting guests when they require other special events to be held after normal operating hours? Disney requires special events like Grad Night and Night of Joy to be held after the Magic Kingdom's regular operating hours. Disney does this to avoid having a large group of likeminded people in the park at the same time with regular patrons who expect a normal day at the Magic Kingdom.

Florida Family Association has asked Disney officials to require Gay Day to be held after hours, like Grad Night or Night of Joy, to avoid offending unsuspecting families who traveled thousands of miles expecting a

normal day.

We have prepared a postcard for you to send to encourage Disney's CEO to require Gay Day to be held after regular operating hours.

PLEASE SEND THE ENCLOSED POSTCARD or personal letter or email to encourage Disney's CEO to require Gay Day to be held after regular operating hours.

Robert A. (Bob) Iger, President, CEO

The Walt Disney Company

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RUPAUL LOSING SUPPORT

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the day. This meant millions of children were being exposed to this show when they tuned in for music.

GOOD NEWS! According to TVGuide.com the episodes of RuPaul's Drag Race Show that were scheduled to air on March 26th at 5:00 pm, March 27th at 1:00 PM and March 30th at 8:00 PM did NOT air at those times. No episode was scheduled for VH1 as of the date this newsletter was published.

Kraft responded with the following email:

Thank you for your recent note to Irene Rosenfeld about a Crystal Light commercial on the VHI program, RuPaul's Drag Race. Since I work on our beverages businesses, I've been asked to respond.

The commercial actually ran in error, since that program isn't on the Crystal Light advertising list. We appreciate your bringing this to our attention. We've communicated the mistake to VHI and they've assured us it won't happen again.

Bridget A. MacConnell

Sr. Manager, Corporate Affairs - Beverages

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