

FLORIDA FAMILY ASSOCIATION

June
2007

MODIFIED SOFTWARE INFLUENCING MANY MORE COMPANIES TO PULL ADS FROM TELEVISION SHOWS

Florida Family Association's newly modified custom software called ShowStopper which is used to communicate with advertisers is producing outstanding results. FFA invested in the development of ShowStopper in 1999 to automatically fax and track a series of letters to companies to communicate concerns about their advertisements during certain television and radio shows. FFA recently modified ShowStopper to send two emails to each advertiser, one to the CEO and one to the Vice President of Marketing, instead of one fax to a general fax number.

FFA is receiving close to three times the response from email communications compared to faxes. This

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“COUNTRY’S MOST FAMOUS TRANSSEXUAL” FAILS TO WIN SARASOTA CITY MANAGER JOB

Steve Stanton, “the country’s most famous transsexual” (according to The Tampa Tribune May 16, 2007) applied for the city manager position with the City of Sarasota as Susan Stanton.

Stanton applied for the Sarasota city manager position after the Largo City Commission voted 5 – 2 on March 23, 2007 to end his contract after he publicly announced plans to undergo a complete sex change. Stanton recently applied for the city manager position as Susan Stanton even though he has not completed his sex change.

Thankfully hiring the “the country’s most famous transsexual” was too much for the mostly liberal

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FFA URGES FCC TO REJECT XM - SIRIUS (Howard Stern) MERGER UNLESS DECENCY LAW APPLIES

XM Satellite Radio and Sirius Satellite Radio announced plans on February 19, 2007 to merge into one company.

Sirius Satellite Radio is the host to the Howard Stern Show and other uncensored pornographic radio programs. The content of the Howard Stern Show was mild on terrestrial radio prior to his switch to Sirius on January 1, 2006 compared to what it is now.

Sirius Satellite Radio stock has plunged from over \$6 per share when they signed Howard Stern’s \$500 Million contract in 2005 to \$2.88 per share as of June 4th. Both XM and Sirius appear to need the merger in order to financially survive.

The merger requires the approval of the Federal Communications Commission and the Federal Trade Commission. The FCC chairman believes it will be difficult for the merger to be approved.

FreePress.net reported on May 31, 2007 “Federal Communications Commission Chairman Kevin Martin on Thursday reiterated his position that the proposed merger between XM Satellite Radio and Sirius Satellite Radio faces a high regulatory hurdle.”
<http://freepress.net/news/23537>

Florida Family Association is urging the Federal Communication Commission (FCC) to reject the merger between XM Satellite Radio and Sirius Satellite Radio unless decency restrictions are applied to the merged satellite company.

The FCC does not require Satellite radio to comply with the decency restrictions that are enforced on terrestrial radio. Approving one satellite radio company

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STARTING TWENTIETH YEAR AFTER NINETEEN INCREDIBLE YEARS

Florida Family Association begins our TWENTIETH YEAR OF MINISTRY this month.

Your faithful support has enabled us to accomplish many incredible achievements and long term goals during the past nineteen years that have greatly benefited our moral environment. Many of you have supported our efforts for five, ten, fifteen and even nineteen years. We would have never accomplished these achievements without your faithful support. Thank you for your steadfast support.

We are very encouraged by the tremendous results that we are achieving with our modified ShowStopper software. Florida Family Association has monitored television and radio programs for close to fifteen years. We now have the best technology ever to communicate with companies that advertise on objectionable programs.

Thanks to your support of this ministry and this new communication tool we hope to achieve much great results in our monitoring efforts in the days, weeks and months ahead.

Just imagine how much worse television could be if we were not influencing hundreds of companies to avoid advertising on some of the most pornographic shows on unrestricted, advertiser supported television networks.

I have said from the beginning in 1988 when this ministry was first formed that we would continue to push forward with our mission as long as we made a difference in defending and protecting our moral environment.

We look forward to achieving more success in the months and years to come.

Your support, prayers and participation is the heart of this ministry and the key to our continued success. Please send the enclosed postcard and email to ask the FCC to reject the XM and Sirius Satellite Radio merger. And please help all of our efforts to be strong this month by sending a gift in the enclosed envelope.

Thank you.

Sincerely,

David Caton

Executive Director



DAVID E. CATON
Executive Director

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MANY MORE MAJOR COMPANIES DROP TV SHOWS

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means more companies are pulling off objectionable television shows sooner. FFA sends an average of 5,000 letters to advertisers each year.

Provided below are some of the recent responses that Florida Family Association received from companies regarding their advertisements on objectionable television shows:

PROCTER & GAMBLE "I am responding to the letters you wrote to AG Lafley regarding P&G brands being advertised on the movie "The Girl Next Door." I'd first like to thank you for bringing this matter to our attention, as we do strive very hard to be a responsible advertiser. In this particular instance, the airing of P&G advertising on this program was unintentional. P&G has a robust set of content guidelines that determine where we place our brands' advertising. These guidelines are shared with the agencies who buy media for us as well as the television networks. The content of this program clearly violates our guidelines, and there should not have been any P&G ads placed during the show. We regret that this mistake occurred, and we are working hard to ensure that similar errors do not happen in the future. I assure you that it was not our intention to sponsor this program, and, should the program air in the future, no P&G brands will be advertising." **Ted Woehrle, Vice President, North America Marketing.**

GENERAL MOTORS "We received your e-mail regarding 'Playboy's Girl Next Door,' airing on the Entertainment Channel, and want to respond to your concerns about the fact that General Motors advertising appeared on an episode of the show. In investigating your complaint, we have discovered that Brighthouse Networks aired one of our dealer Local Marketing Group's commercials in error on April 22 at approximately 10 p.m. We had instructed Brighthouse not to air GM spots during this program, and have asked them to look into how this error was made so that it will not be repeated. Thank you again for expressing your concerns and for taking the time to bring this error to our attention." **Ryndee Carney, Manager, Advertising & Marketing**

BUDWEISER LIGHT "After receiving your note on May 15, I requested that our media group go back and check this again. Here is what they found. We did not buy advertising for the May 3 airing of the movie, "The Girl Next Door." FX did not place any Anheuser-Busch advertising on the Primetime (8PM) airing of the movie, "The Girl Next Door." However, we found that during the Latenight repeat showing of the movie, FX erroneously scheduled a Bud Light ad in the movie. Our Bud Light spot ran at 11:11 PM according to the FX log 5/3. We have advised FX of this error. Thank you for bringing this to our attention." **John Kaestner, Vice President of Corporate Communications.**

FORD "We have no plans to advertise in this program. We earned some credits with FX and one of our spot was rotated without our knowledge on this program. They have been advised of our policy. Thanks for bringing this matter to our attention." **Francisco Codina, Vice President of Sales.**

SATURN "We received your e-mail regarding Hugh Hefner: Girlfriends, Wives, Centerfolds. We appreciate your feedback about the episode's content; it is very helpful to us. GM maintains a corporate policy regarding our media selection and placement activities that is aimed at ensuring GM advertises on programming that is consistent and compatible with the image of our brands and our business needs. GM is sensitive to the environments in which our ads appear. We have reviewed this episode's content and have decided to not advertise on any future airings of this episode. Thank you again for expressing your concerns and for taking the time to let us know how you feel." **Kyle Johnson, Director, Saturn Communications**

GOODYEAR "I am responding on behalf of Richard Kramer, president of Goodyear's North American Tire business. We are in receipt of your emails and Goodyear is aware of its advertising appearing on the programs you mentioned. Goodyear had previously bought advertising within other programming on E!, such as the "Red Carpet" special prior to the 2007 Academy Awards telecast. However, through an error, our advertising has since appeared on other programs that we had asked to be excluded from

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MANY MORE MAJOR COMPANIES DROP TV SHOWS

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our agreement. We have contacted E! and have asked that our advertising be removed from such programs. **Ed Markey, VP, PR and Communications, North American Tire**

ARKANSAS DEPARTMENT OF PARKS AND TOURISM

"I'm the CJRW ad agency account supervisor for the Arkansas Department of Parks and Tourism, and I'm writing to thank you for letting us know about the error concerning our ad's appearance during the Playboy's Girl Next Door program on E! Entertainment. We'd like to assure you that we instructed our pay-per-inquiry television supplier to remove all our messages from that network as soon as you notified us of the questionable programming back in January. We were informed that the ad had been deleted. We are currently investigating why the commercial appeared, and are taking further steps to ensure that it never happens again. Arkansas's policy is to advertise only during high-quality programming for general audiences, and we are very disappointed that the mistake has recurred. Thank you for bringing it to our attention." **Karen Mullikin, Parks and Tourism Account Supervisor.**

GEICO "Hello, Mr. Caton. GEICO is canceling its advertising on The Man Show. Thank you again for bringing your concerns to us." **Christine Tasher, Director, Public Communications.**

NATIONWIDE "Upon receipt of your e-mail about our advertisement airing during *The E! True Hollywood Story: Hugh Hefner: Girlfriends, Wives and Centerfolds*, we contacted E!, and advised them that this particular episode would fall under the list of objectionable content we have on file with the network and want to avoid. In the future, do not hesitate to contact me directly about such matters concerning our advertising." **Jeff Myer, Director, Brand Advertising**

Florida Family Association will report more good news on this monitoring effort next month.

PLEASE ASK FCC TO REJECT MERGER

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with no decency restrictions will cause greater competition disparities between a satellite radio monopoly and terrestrial radio stations.

The FCC should apply indecency restrictions to satellite radio as part of the merger terms between XM and Sirius if the application is to be approved. Otherwise, the FCC should reject the merger because it will create competitive disparities that are unfair to terrestrial radio.

PLEASE SEND THE ENCLOSED POSTCARD, WRITE A PERSONAL LETTER OR SEND AN EMAIL to urge the FCC commissioners to reject the XM – Sirius Satellite Radio merger unless decency restrictions are made part of the merger agreement.

Commission Chairman Kevin Martin

<http://www.fcc.gov/commissioners/martin/mail.html>

Commissioner Michael J. Copps

<http://www.fcc.gov/commissioners/copps/mail.html>

Commissioner Jonathan S. Adelstein

<http://www.fcc.gov/commissioners/adelstein/mail.html>

Commissioner Deborah Taylor Tate

<http://www.fcc.gov/commissioners/tate/mail.html>

Commissioner Robert M. McDowell

<http://www.fcc.gov/commissioners/mcdowell/mail.html>

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SARASOTA MAKES GOOD DECISION

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Sarasota City Commission to fulfill. The commission voted on May 30, 2007 to hire Robert Bartolotta as city manager. It appears the commissioners did not want the media circus to continue by hiring Stanton.

It is encouraging to know that some personal behavior choices are still too extreme to garner approval even by a commission with a liberal majority. Florida Family Association decided to work quietly behind the scenes in order the prevent provoking sympathy or ideological votes for Steve Stanton