

FLORIDA FAMILY ASSOCIATION

June
2009

FFA'S EFFORTS OVER 21 YEARS PLAYED A SIGNIFICANT ROLE IN PLAYBOY'S FINANCIAL DEMISE

Playboy, the company that started the porn industry in America, is rapidly collapsing. The company's severe financial losses are forcing them to reduce the number of monthly issues that will be published in future months. In fact, the interim CEO made it clear that the company may need to scrap the monthly publication all together. Playboy plans to combine the July and August issues to reduce costs.

The Wall Street Journal reported on May 12, 2009 "*Jerome Kern, Playboy's interim chairman and chief executive officer since Christie Hefner stepped down at the end of last year, said in a conference call with analysts that while the magazine is important to the company's image and brand, 'it is clear that this company cannot continue to sustain significant losses in a business that now comprises less than one quarter of the company's revenue base.'*"

Playboy Enterprises, Inc. has encountered declining revenues and heavy losses for several years. The company's stock price dropped from \$34 per share in 1999 to \$12 in October 2008 then plunged to \$3.00 in May 2009 as the company continued to lose money on their magazine.

The economy and changing market conditions have no doubt contributed to Playboy Enterprises' financial losses.

However, Florida Family Association's efforts opposing Playboy over the past twenty one years have significantly reduced Playboy magazine's circulation, limited the company's growth and weakened their financial viability.

Continued page 4 ... FFA's efforts impact Playboy

150 CHURCH AND PRO-FAMILY LEADERS URGE ATTORNEY GENERAL ERIC HOLDER TO PROSECUTE PORN

One hundred fifty church and profamily leaders are issuing a joint letter on June 15th urging US Attorney General Eric Holder to prosecute obscenity especially on the internet. The entire letter drafted by the Alliance Defense Fund and co-signed by Florida Family Association is printed on page 4.

Eric Holder issued a memo in 1998 in which he supported the prosecution of companies that distribute hardcore pornography in violation of federal law. Parts of Mr. Holder's memo are included in the letter on page 4. Mr. Holder's memo provides hope that this Attorney General will consider prosecuting obscenity.

**PLEASE SEND THE ENCLOSED POSTCARD
OR A PERSONAL EMAIL OR LETTER TO
URGE HIM TO PROSECUTE COMPANIES
THAT DISTRIBUTE OBSCENITY.**

**The Honorable Eric Holder
U.S. Department of Justice
950 Pennsylvania Avenue, NW
Washington, DC 20530-0001
AskDOJ@usdoj.gov**

Please see joint letter to Eric Holder on page 4.

**FLORIDA FAMILY
ASSOCIATION
CELEBRATES
21ST ANNIVERSARY
THIS MONTH**

Please see pages 2 and 3 for details.

THIS IS OUR 21ST ANNIVERSARY

June 2009 marks our 21st anniversary. Thanks to your faithful and generous support your Florida Family Association has consistently stayed on the frontline of the cultural divide for TWENTY ONE YEARS.

Florida Family Association has strived over the years to remain consistent in our efforts and dedicated for the long term. Many of our projects have required several years of daily devotion to achieve the desired results. We have tried our best to maintain objectives that are not influenced by popular opinion or apathy.

Florida Family Association has consistently:

Faxed or emailed approximately five thousand letters each year to companies who advertised on irresponsible television and radio shows. FFA has asked thousands of supporters to send emails to hardened advertisers.

Called upon major oil companies and a multitude of major corporations to adopt policy that prohibits the sale of pornographic magazines, videos and DVDs.

Urged federal, state and local legislators to oppose adoption of laws granting special rights for homosexuals.

Encouraged city and county officials to adopt laws to protect citizens from the adverse effects of sexually oriented businesses.

Called upon federal authorities to fight the scourge of smut on the internet.

Challenged numerous other issues which threatened our culture and moral environment.

You are the reason for our continued success in many of the battles we fight. Your prayers, letters, emails and financial support continue to make a difference and that is why we continue to fight the good fight. Thanks to your support we are able to report on page 3 numerous accomplishments that have taken years to achieve.

Please help all of our efforts to continue strong by sending a gift in the enclosed envelope. **THANK YOU.**

Sincerely,

David Caton

Executive Director



DAVID E. CATON
Executive Director

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FFA'S Accomplishments Over Last Twenty-One Years

Some of Florida Family Association's more important accomplishments during the past twenty years include:

Helped stopped Special Rights for Homosexuals from passing in the 1991 through 2009 Florida Legislative Sessions. FFA has vigorously opposed every bill in the Florida Legislature that sought to add "sexual orientation" as a special class since 1991.

Influenced OVER 3,000 COMPANIES to STOP advertising on pornographic radio and television programs resulting in several shows being removed from the air including:

Action—Fox
Centerfold Babylon - VH1
Biography Traci Lords – A&E
Ellen (sitcom) ABC
Erin Sommer's "Passion Phones" radio
Girls Gone Wild Uncovered – VH1
Howard Stern – WB, UPN, CBS television affiliates and FM Florida radio affiliates.
Hugh Hefner American Playboy – A&E
Inside the Playboy Mansion – A&E, History
Jenna Jameson Confessions - VH1
Playboy's Celebrity Centerfolds – A&E
Ron & Ron radio show
Shot at Love with Tila Tequila - MTV
Sordid Lives - LOGO
The Man Show – Comedy Central, G4TV
Tila Tequila's Spring Break Fantasy - MTV
TransAmerican Love Story - LOGO
Undressed - MTV
When Playboy Ruled the World - VH1
Wild On (over 30 programs) E!

Influenced the following 12 MAJOR OIL COMPANIES to prohibit the sale of pornographic magazines by independent retailers who sell their brand of gasoline: **BP-Amoco, Chevron-Phillips (included Texaco, Conoco), Citgo, Exxon-Mobil, Marathon, Murphy and Sunoco. The restrictions apply to over 148,000 stores.**

Influenced over 20,000 stores to STOP selling pornographic magazines including 7 Eleven, Albertsons, Amoco Split Second, Cumberland Farms, Handy Foods, Kash n' Karry, Lil Champ, Racetrac, Sprint, Starvin Marvin, Texaco Foodmarts and The Pantry.

Influenced 7 companies to remove the ad copy from over 150 billboards that promoted Café Risque and Café Erotica on Interstate 75 and Interstate 95 respectfully. FFA influenced the following companies to discontinue placement of the nude clubs' billboards: 3M National, Atlantic Outdoor, Gator Outdoor Advertising, Hancock Outdoor Advertising, Naegle Advertising, Tri-state Outdoor Advertising and Whiteco Metrocom. These were the company names at the time. The remaining billboards are owned by the club or small private property owners.

Filed three successful complaints with the Federal Communications Commission regarding Bubba the Love Sponge, Neil Rogers and live Rap concert on CBS radio.

Influenced OVER FORTY-FIVE cities and counties to enact laws to restrict sexually oriented businesses or prohibit public nudity.

Joint letter to Eric Holder

The Honorable Eric Holder
U.S. Department of Justice
950 Pennsylvania Avenue, NW
Washington, DC 20530-0001

Dear Mr. Attorney General:

Greetings and congratulations on your appointment as attorney general. Since the advent of the Internet, illegal pornography has flooded homes, businesses, public libraries, and even schools. The results have been devastating to America. Pornography addiction is now common among men, women, and even many children. Children are creating cell phone child pornography, in a new trend called, "sexting." Pornography use is now a significant factor in divorce. Hotels, motels, cable and satellite companies, and other businesses are making tremendous profits by offering illegal, obscene pornography. America is becoming a "pornified culture," as author and Time magazine writer Pamela Paul has stated.

We are compelled to write to you and ask for an expansion of the Administration's efforts against the scourge of pornography. To discuss this issue further, we respectfully request to meet with you at the earliest opportunity.

We are heartened by your past expressions of concern about the spread of illegal pornography. In a memorandum of June 10, 1998, from you to all United States Attorneys while you were Deputy Attorney General, you said,

"Thus, priority should be given to cases involving large-scale distributors who realize substantial income from multistate operations and cases in which there is evidence of organized crime involvement. However, prosecution of cases involving relatively small distributors can have a deterrent effect and would dispel any notion that obscenity distributors are insulated from prosecution if their operations fail to exceed a predetermined size or if they fragment their business into small-scale operations. ... Because of the nature of the Internet and the availability of agents trained in conducting criminal investigations in cyberspace, investigation and prosecution of Internet obscenity is particularly suitable for federal resources."

We hope that you still share these same sentiments now that the problem of illegal pornography has become immeasurably worse. We urge you to continue to speak out publicly against illegal pornography and encourage U.S. Attorneys to fulfill their obligations under federal law and vigorously prosecute the purveyors of obscenity. We know the public would be behind you in this regard.

Thank you for considering the importance of this issue. We value your past efforts and accomplishments in the fight against illegal obscenity thus far and trust that we can discuss ways to partner with you on this crucial endeavor to further protect children and families. We are available to meet with you at your earliest convenience. God bless you, Mr. Attorney General.

FFA'S EFFORTS IMPACT PLAYBOY

Continued from page 1

During the past 21 years Florida Family Association influenced:

- Over 20,000 retail stores** to stop selling porn including Playboy.*
- Over 148,000 branded gas retail locations** to prohibit the sale of porn including Playboy.**
- Over 500 companies** to stop advertising on Girls Next Door and other Playboy shows.***
- 7 Eleven** to stop selling Playboy in their 4,000 stores nationwide.****

Clearly, Florida Family Association's (FFA) efforts over the past twenty one years have played a significant role in Playboy's current financial demise. FFA will continue to communicate with the market place to oppose the sale and promotion of Playboy's pornographic magazines, videos and television shows. Additionally, FFA is planning more educational campaigns to counter this porn icon.

* Florida Family Association has influenced the following companies to stop selling pornographic magazines at over 20,000 retail locations: Albertson Supermarkets, Amoco Split Second, Country Cupboard, EZ Serve, Farm Stores, Handy, Kash n Karry, Lil Champ, Majik Mart, Race Trac, Ready Food Stores, Sav-A-Ton, Sprint, 7 Eleven, Starvin Marvin, Swifty Mart, Swifty Serve, Texaco Food Marts and Tom Thumb Food Stores.

** Florida Family Association influenced the following major oil companies to add restrictions to their marketing agreements to prohibit the sale of pornographic magazines by 148,000 independent retailers that sell their brand of gasoline: BP-Amoco, Chevron-Phillips (included Texaco, Conoco), Citgo, Exxon-Mobil, Marathon, Murphy and Sunoco.

*** Too many companies to list individually.

**** Influenced 7 Eleven not to sell Playboy in their 4,000 stores nationwide in 2003 and 2004. To see full details go to http://www.floridafamily.org/newsletters/ACCOMPLISHMENTS_2004.pdf