



## FFA INFLUENCES VH1 AND CENTRIC TO DROP RUPAUL'S DRAG RACE SHOW

Florida Family Association started contacting the CEO's and Marketing VPs of the companies that advertised during RuPaul's Drag Race Show when it started airing on the VH1 network which is watched by millions of children and teenagers who tune in for the music.

RuPaul's Drag Race Show is a program about competing transvestites who want to be crowned the best drag queen.

Florida Family Association began launching email campaigns in March that encouraged supporters to send emails to advertisers. Many companies pulled off of the show.

Some examples of company responses include:

**Papa Johns** *"... we are working with our national agency and VH1 network to ensure that it does not happen again."* **Melissa Richards-Person, Senior Director, Advertising and Promotions.**

**Allstate** *"We are in contact with the network to ensure this doesn't happen again."* **Laura Strykowski, Allstate Insurance Company.**

**Newell Rubbermaid** *"Ad placement on this show is inconsistent with our policies. It happened due to miscommunication between our media buying agency and the network. The situation has been remedied."* **Ted Woehrle, Chief Marketing Officer.**

**General Mills** *"We have checked with VH1 management about our advertising being included on a show that is on our Do Not Advertise list and*

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## COMCAST DROPS PLAYBOY'S GIRLS NEXT DOOR and TRUE HOLLYWOOD STORY JENNA JAMESON AFTER LOSING HUNDREDS OF ADVERTISERS

**Long term efforts have influenced the removal of forty shows that featured porn models on the Entertainment Channel.**

Two more shows on the Entertainment Channel that primarily revolved around pornography have not aired in over three months. Playboy's "Girls Next Door" has not aired since February 23, 2010. True Hollywood Story Jenna Jameson last aired on March 1, 2010.

Florida Family Association's daily communications with advertisers and the hundreds of thousands of emails sent by supporters in response to fourteen email alerts influenced four hundred (400) companies to stop advertising on Playboy's Girls Next Door. To see the full list of the four hundred companies that discontinued advertising go to <http://www.floridafamily.org/issue12.htm>

The show failed to draw major advertisers during the last three years of production. Approximately sixty percent seven percent (67%) of the advertising space was used for network promotions and company trades during the past two years.

A failing effort to petition producers to create a seventh season has only drawn 141 petitioner signers. See petition at <http://www.thepetitionsite.com/1/girls-next-door-season-7>

Florida Family Association sent emails to the CEOs and Marketing VPs of over two hundred companies that advertised on True Hollywood Story Jenna Jameson during the past four years. Eighty five percent of these companies stopped advertising.

*Continued page 4 ... FFA influences removal*

*Answer to What if question shows the results of your faithful support as FFA reaches 22nd year anniversary!*

What would our **Moral Environment** be like today if the thousands of Florida Family Association supporters had chosen NOT to fight the good fight to defend and protect our moral environment.

Florida Family Association is performing a unique mission to challenge the immoral images and dark principalities which threaten to pollute our moral environment.

In most of the major projects pursued by Florida Family Association we are the only pro-family organization taking action.

This means that your support and your support alone made it possible for these issues to be challenged by Florida Family Association.

THANK YOU for supporting our efforts to defend and protect our moral environment. Your support is truly making a difference.

Your prayers and financial support are very important to our strength and continued success in these efforts.

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 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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## **WHAT WOULD OUR *MORAL ENVIRONMENT* BE LIKE TODAY IF FLORIDA FAMILY ASSOCIATION SUPPORTERS HAD NOT INFLUENCED:**

**Over 3,000 advertisers to stop supporting irresponsible television and radio shows which influenced the following 60 programs to be cancelled:** A&E's Playboy Centerfolds, Playboy's 50th Anniversary Party and Inside the Playboy Mansion; Comedy Central's Glenn Martin DDS, MTV's and FX Reality's A shot a love with Tila Tequila; LOGO's Sordid Lives; Entertainment Channel's Playboy's Girls Next Door and Playboy Playmate Specials; Comedy Central and G4's The Man Show; MTV's Undressed; Comedy Central's Porn N' Chicken; VH1's Jenna Jameson, Centerfold Babylon and Girls Gone Wild; ABC's Ellen (first sitcom); Bubba the Love Sponge's porn show on band radio; Howard Stern on band radio and CBS, WP and UPN television stations; and the Entertainment porn productions Entertainment Channel: True Hollywood Story Anna Nicole Smith, True Hollywood Story Bo Derek, True Hollywood Story Hugh Hefner Girlfriends, Wives and Centerfolds, True Hollywood Story Jenna Jameson, True Hollywood Story Jessica Hahn, True Hollywood Story Larry Flint, True Hollywood Story Playmate Claudia Jennings, True Hollywood Story Rebekka Armstrong, True Hollywood Story Traci Lords, Wild on a Wicked Winter, Wild on Beantown, Wild on Caribbean, Wild on Carnival, Wild on Chile, Wild on Fortaleza, Wild on H2O, Wild on Hollywood Nights, Wild on Italian Islands, Wild on Italy, Wild on Mazatlan, Wild on Resort, Wild on Rocks Hollywood, Wild on Sin City, Wild on Spain, Wild on Spring Break, Wild on the Adriatic, Wild on the Amazon, Wild on the Beach Australia, Wild on the Big Island, Wild on the Island Hot List, Wild on the Mayan River, Wild on the Riviera, Wild on the Sunset Strip, Wild on the Tropics, Wild on the Windy City, Wild on Tropical Pleasures, Wild on wants you, Wild on Wildest Women and Wild on Women of the World .

**The Florida Legislature to avoid supporting legislation that promotes the homosexual agenda** for the past eighteen years.

**Over 20,000 retail locations to stop selling pornographic magazines** at 7 Eleven, Albertsons, Amoco Split Second, Cumberland Farms, Farm Stores, Kash n' Karry, Lil Champ (Kangaroo), Racetrac, Sprint and Starvin Marvin.

**12 major oil companies to prohibit the sale of pornographic magazines and videos at over 148,000 retail locations** by adding language in their marketing agreements that prohibit independent retailers from selling the materials if they want to continue to sell their brand of gasoline.

**Over 150 companies to stop advertising on two major internet porn operations resulting in the disbandment of both porn operations.** These porn companies falsely acquired web banners from main stream companies under the pretense of being a legitimate business. All advertisers contacted by FFA strongly objected to the misuse. These porn companies were seeking to move millions of porn images from a restricted subscription based format to an unrestricted advertiser supported business. America's moral environment cannot afford to have the porn industry move from a subscriber based medium to hosting all of their smut online for free with the support of advertising dollars.

**AND MANY, MANY other efforts that resulted** in protecting our moral environment.

## TWO CHANNELS DROP RUPAUL

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*discovered that a traffic error was made by VH1 that aired commercials from General Mills and many other companies who had made similar Do Not Advertise instructions. They have apologized for this error and we have received their assurance that such an error will not happen again.”* **Jeffrey N. Hagen, Director, Consumer Services.**

RuPaul’s Drag Race Show has not aired on VH1 since March 31, 2010. Additionally, it is not scheduled to air for the next two weeks according to TVGuide.com.

Florida Family Association started contacting the CEO’s and Marketing VPs of the companies that advertised during RuPaul’s Drag Race Show when it started airing on the new Viacom owned Centric network.

The Centric network is a new channel that takes programming from the Viacom owned BET networks and MTV networks. The LOGO channel, the all gay, lesbian, bi-sexual and transgender MTV network is where the RuPaul show originated.

Florida Family Association started contacting advertisers as soon as RuPaul’s Drag Race Show appeared on Centric. It did not take long before numerous advertisers started pulling off the show.

Centric has not aired RuPaul’s Drag Race Show since April. RuPaul’s Drag Race Shows scheduled for May 3rd at 7 PM, May 5th at 8 PM and May 10th at 7 PM on the Centric network did not air as previously scheduled on TVGuide.com. Additionally, TVGuide.com reports that RuPaul’s shows scheduled for May 17th at 7 PM and May 19th at 8 PM have not been assigned specific episode information. Shows that have been removed in the past have been similarly reported on TVGuide.com without specific episode information only to drop off the TVGuide.com schedule before the airing date.

This makes two Viacom owned MTV networks, Centric and VH1, that have removed RuPaul’s Drag Race Show thanks to Florida Family Association supporters.

Florida Family Association’s email campaigns are making a difference thanks to your support.

## FFA INFLUENCES REMOVAL OF FORTY PORN SHOWS FROM ENTERTAINMENT CHANNEL

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The Entertainment Channel aired dozens of Wild On and True Hollywood Story episodes that featured porn models when Florida Family Association first started monitoring the network and contacting advertisers.

FFA’s monitoring efforts influenced hundreds of advertisers to pull off the following forty (40) porn shows which were subsequently removed from the Entertainment Channel: Playboy Playmate Specials, True Hollywood Story Anna Nicole Smith, True Hollywood Story Bo Derek, True Hollywood Story Hugh Hefner Girlfriends, Wives and Centerfolds, True Hollywood Story Jenna Jameson, True Hollywood Story Jessica Hahn, True Hollywood Story Larry Flint, True Hollywood Story Playmate Claudia Jennings, True Hollywood Story Rebekka Armstrong, True Hollywood Story Traci Lords, Wild on a Wicked Winter, Wild on Beantown, Wild on Caribbean, Wild on Carnival, Wild on Chile, Wild on Fortaleza, Wild on H2O, Wild on Hollywood Nights, Wild on Italian Islands, Wild on Italy, Wild on Mazatlan, Wild on Resort, Wild on Rocks Hollywood, Wild on Sin City, Wild on Spain, Wild on Spring Break, Wild on the Adriatic, Wild on the Amazon, Wild on the Beach Australia, Wild on the Big Island, Wild on the Island Hot List, Wild on the Mayan River, Wild on the Riviera, Wild on the Sunset Strip, Wild on the Tropics, Wild on the Windy City, Wild on Tropical Pleasures, Wild on wants you, Wild on Wildest Women and Wild on Women of the World .

Playboy’s “Girls Next Door” was the only show that aired on an unrestricted advertiser supported network that centered around a porn company. It was also the longest running show on the Entertainment Channel that featured porn models.

Thanks to your support of Florida Family Association’s efforts we were able to influence the elimination of programs that hurt our moral environment.