

FLORIDA FAMILY ASSOCIATION

JULY
2006

FFA CONTINUES TO COLLECT PETITIONS FOR FLORIDA MARRIAGE PROTECTION AMENDMENT

Florida Family Association together with several pro-family organizations and church denominations continue to collect petitions for the Florida Marriage Protection Amendment.

The amendment needs 611,009 petitions in order to qualify for placement on the November 2008 General Election Ballot. Thus far 466,614 petitions have been certified by the Florida Division of Elections. Therefore, all groups participating in this effort need to collect another 145,000 petitions.

Florida Family Association hopes to collect another 10,000 petitions in the next two months to help meet this goal. FFA will continue to collect signatures until the required number is certified. February 1, 2008 is the official deadline for filing petitions.

MORE MAJOR COMPANIES STOP ADVERTISING ON TV SHOWS MONITORED BY FFA

Florida Family Association communicates with hundreds of companies through facsimile, phone and supporter emails who advertise during Nip-Tuck, Sexiest, Playboy's Girls Next Door, True Hollywood Story Hugh Hefner, The Man Show (G4TV), Inside the Playboy Mansion, some Wild On episodes and other pornographic shows that air on unrestricted, advertiser supported networks.

Some recent responses from advertisers are printed in part below:

ALLSTATE "We appreciate the feedback you provided regarding the programming on which our

Continued page 3 ... More Companies Pull Ads

HISTORIC REFERENDUM ON TAMPA'S LARGE SEX TRADE MAY AFFECT STATE, NATION

The Hillsborough County Commission voted 5 to 0 on June 13th to approve the following referendum for the November 7, 2006 general election county ballot:

"Should the local governments within the borders of Hillsborough County regulate sexually oriented businesses to the fullest extent allowed by law?"

___ YES ___ NO

Florida Family Association (FFA) first asked county officials to approve a referendum on this issue in January 2003. FFA has worked very hard since January 2003 to lobby the county commission to approve this referendum.

See page 3 Referendum Targets Major Sex Industry

BUSH, CRIST AND GALLAGHER SHOW NO CONCERN ABOUT "GAY RIGHTS" RULE IN STATE SCHOOL POLICY

Florida Family Association (FFA) asked Florida State Officials to "call for the repeal" of the "gay rights" rule adopted under former Governor Lawton Chiles that has been used by homosexual activists to advance their agenda in public schools across Florida.

The State Board of Education added "sexual orientation" to the discrimination provisions of the Department of Education's Code of Ethics in 1992. The 1992 State Board of Education was made up of Governor Lawton Chiles and the Florida Cabinet.

See page 4 ... Governor Has Influence But

GAINING MORE GROUND

Florida Family Association is devoted to several long term efforts that are focused on influencing Corporate America and Public Officials to adopt and enforce public policies that promote a healthy moral environment. Some of our efforts included:

Communicating with companies who advertise during Nip-Tuck, Sexiest, Playboy's Girls Next Door, True Hollywood Story Hugh Hefner, The Man Show (G4TV), Inside the Playboy Mansion, some Wild On episodes and other pornographic shows that air on unrestricted, advertiser supported networks.

Continuing efforts to influence federal officials to prosecute internet companies operating in the United States that post obscenity on the World Wide Web.

Collecting petitions for the Florida Marriage Protection Amendment.

Communicating with Citgo officials to encourage the company to adopt marketer agreement terms that prohibit the sale of pornographic materials at the 14,000 independent retail locations that sell Citgo branded gasoline.

Communicating with Sunoco officials to encourage the company to adopt marketer

agreement terms that prohibit the sale of pornographic materials at the 4,760 independent retail locations that sell Sunoco branded gasoline.

Continuing efforts to influence Circle K Stores, the only major convenience store in Florida that sells porn, to stop selling the material.

Developing a campaign to promote a "Yes" vote on Hillsborough County's November 2006 referendum that asks voters: "Should the local governments within the borders of Hillsborough County regulate sexually oriented businesses to the fullest extent allowed by law?"

Developing and executing strategies on numerous issues that will be reported at the appropriate time.

We continue to gain ground in many of our efforts. Your support is very important to our future success. 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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MORE COMPANIES PULL ADS FROM EXPLICIT TV SHOWS

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advertising appeared. Due to the nature of some Cable television media buys, we are sometimes unable to know exactly when our advertising will air on a Cable network. In this case, we were not aware that our commercial ran during the program "The Man Show" and have advised the G4 network not to do so in the future." **Nancy Ryan, Media Director, Allstate Insurance Company.**

SCHERING-PLOUGH "Your email addressed to CEO Fred Hassan of Schering-Plough Corporation regarding advertising on "The Man Show" was forwarded to me for response. Please note that we no longer advertise on this program as it does not adhere to our guidelines for suitable advertising." **Rosemarie Yancosek, Executive Director, Corporate Communications, Schering-Plough.**

DYSON "Thank you for contacting us. You should know that Dyson sets very specific standards for media selection. We acknowledge our responsibility to maintain the highest standards in every aspect of our communication with our audience, both externally and internally. We review both media placement and creative development very carefully, taking into consideration not only ratings and efficiency, but relevance and appropriateness. We will continue to review and refine our guidelines as well as monitor every ad we place. Your comments will help our assessment of those guidelines going forward. We appreciate your interest and recognize your concern." **Karri Rishel, Marketing.**

TRAVELOCITY "Thanks for bringing this to our attention. Our contract specifically states that we don't want to support offensive material. We will be taking this up with them immediately." **Dan Toporek.**

BUSH PEST CONTROL "We are not aware that our commercial aired during this show. We are requesting to have our time slot moved immediately. Thank You." **Jeremy Bush, President.**

REFERENDUM TARGETS MAJOR INDUSTRY IN TAMPA

Continued from page 1.

The referendum is very important for the purpose of influencing public officials in Tampa, Tampa Bay Region and throughout Florida to more aggressively enforce the laws against sex shops and the organized criminal activities that may occur in these businesses. Tampa's Mayors and City Council members have consistently avoided regulating sex shops for decades. This has resulted in Tampa being a national epicenter of sex shops.

TAMPA'S EXTRAORDINARILY LARGE SEX TRADE: Tampa has become a major epicenter for pornographers, sex shops and live internet sites. There are more all nude businesses in Tampa than there are in all of the rest of Florida's major cities combined. Internet sites showing live acts from clubs in Tampa rank in the top ten most popular adult sites worldwide. Thousands of people from across America make Tampa a travel destination because of the smorgasbord of sex shops located in the city. The adult business industry is so large in Tampa that the largest porn trade association has held its annual convention in the Tampa Bay Area for the last five years.

The goal of the referendum is to gauge voter sentiment regarding the extraordinarily large number of sex shops that freely operate in Tampa with little attention from law enforcement. The large number of registered voters in Hillsborough County gives this referendum the potential of being the largest vote of its kind in the country. Hopefully, citizens will overwhelmingly approve this referendum thereby establishing a voter mandate that citizens want law enforcement officials to do more to reduce the crime associated with sexually oriented businesses.

Voter results on this referendum could shape the political posture of elected officials in the Tampa Bay Region, Florida and nation. Florida Family Association plans to use the outcome of this election to motivate officials in other Florida communities to take enforcement action against businesses that openly engage in criminal activity.

GOVERNOR HAS INFLUENCE BUT BUSH, CRIST AND GALLAGHER DECLINED

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The 1992 Florida Cabinet amended “6B-1.006(3)(G) Principles of Professional Conduct for the Education Profession in Florida” to read: “(3) Obligation to the student requires that the individual: (g) Shall not harass or discriminate against any student on the basis of race, color, religion, sex, age, national or ethnic origin, political beliefs, marital status, handicapping condition, sexual orientation, or social and family background and shall make reasonable effort to assure that each student is protected from harassment or discrimination.”

Homosexual activists have used and continue to use the “sexual orientation” provision of Rule 6B-1.006(3)(G) to convince school board members to add the “gay rights” policy for hundreds of thousands of students to follow in Dade, Lee, Marion, Broward, Palm Beach, Hillsborough, Pinellas and other Florida counties.

The political composition of the Florida Cabinet changed in 1998 after Jeb Bush won his bid for governor and other new elected officials took positions in the Florida Cabinet. Hoping these new officials would have a different position on this issue, FFA began urging members of the Florida Cabinet in 1999 to repeal the “sexual orientation” provision Rule 6B-1.006(3)(G).

Unfortunately, political conditions in subsequent years prevented members of the Florida Cabinet from repealing the “sexual orientation” provisions of Rule 6B-1.006(3)(G). Then under Governor Bush’s leadership the cabinet was removed from influencing the policy decisions of the State Board of Education.

A recent vote on this issue gave FFA new hope. The Florida House of Representatives voted unanimously (116-0) on April 24, 2006 to approve the School Safety Act (HB 535). The School Safety Act prescribes that school boards adopt policies that prohibit students from discriminating against or bullying other students in GENERAL TERMS without the use of the “sexual orientation” category that gives special status to homosexuality. Unfortunately the Florida Senate failed to approve this bill. Therefore, the bill did not become law. However, the Florida House of Representatives made it clear by their unanimous vote following intense debate and lobbying by homosexual activists that such categories

detract from protecting ALL students from ALL forms of harassment.

FFA encouraged supporters to send postcards and emails to Governor Jeb Bush, Attorney General Charlie Crist, Chief Financial Officer Tom Gallagher and Florida State Board of Education members to ask them to “call for the repeal” of the “sexual orientation” provision. The State Board of Education now consists of seven citizens who are appointed by the Governor and confirmed by the Senate. That is why Charlie Crist and Tom Gallagher, who are running for governor, and Governor Jeb Bush were asked by FFA supporters to “call for the repeal” of the “sexual orientation” provision.

Govern Bush’s response: Neither the Governor nor the Cabinet has any authority over the creation, amendment, or repeal of education rules in the Florida Administrative Code. This authority lies solely with the State Board of Education. You may wish to contact the State Board in order to further express your concerns with this rule.”

Charlie Crist’s response: While the Governor and Cabinet used to serve as the State Board of Education, the law has changed and now the State Board of Education consists of seven citizens who are appointed by the Governor and confirmed by the Senate. The particular rule you referenced in your correspondence falls under the authority of the Education Practices Commission, which is an entity under the State Board of Education.

Tom Gallagher response: None.

Charlie Crist’s email states that the Governor, the political office for which he is running, appoints the members of the State Board of Education. But he chose not to take a position to select future board members who would repeal the rule and oppose the homosexual agenda. Tom Gallagher, who is also running for Governor likewise, through his “no response” chose not to take a position. And Governor Bush, who was asked by another cabinet member in 1999 to repeal the provision when the cabinet did have the authority, chose to point responsibility to the new form of board that he set up.