

FLORIDA FAMILY ASSOCIATION

July
2008

TWENTY THREE COMPANIES DROP LOGO EXPLICIT SHOWS, JOHNSON & JOHNSON SAYS DIVERSE PROGRAMMING OK

Earlier this year Florida Family Association started contacting companies who advertised during some of the LOGO channel's explicitly homosexual programs.

LOGO is a cable channel which airs only homosexual, lesbian, bi-sexual and transgender programs. LOGO is an unrestricted, advertiser supported network. This means that any child with a remote can tune into the LOGO channel's explicit homosexual programs. MTV owns the LOGO channel.

Florida Family Association recorded the following explicitly gay shows on LOGO: Noah's Arc, Adam & Steve, TransAmerican Love Story and Queer as Folk. FFA sent emails to the Presidents and Vice Presidents of Marketing of the companies who advertised on these shows for several months. The emails shared the content of these shows with the corporate officials

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GOVERNOR CHARLIE CRIST CONSIDERS OFFSHORE OIL

The skyrocketing price of gasoline is strangling the budgets of millions of families, rattling the American economy and jeopardizing national security.

There is no other issue that is impacting so many families than is the skyrocketing price of gasoline. The rapid price increase has hit families hard. Florida's largest industry, tourism, is suffering.

Florida Governor Charlie Crist told reporters at the Capitol on Tuesday, June 17th that he would consider

Continued page 4 ... Governor Crist Considers

FFA'S MONITORING EFFORTS INFLUENCE FINANCIAL LOSS FOR MTV'S BI-DATING SHOW

Florida Family Association's (FFA) monitoring efforts and email campaigns have had a substantial impact on MTV's second run of their bi-sexual dating show called "A Shot at Love with Tila Tequila." FFA's daily communications with advertisers and supporters' emails in response to FFA's email alerts continues to influence the super majority of companies to stop advertising during this program.

There is substantial evidence that Florida Family Association's efforts are having a significant impact on MTV's profitability from this show.

First, the overwhelming majority of large reputable companies have pulled off of the show. Second, over half of the advertisement time during Tila's program is filled with MTV promotions, sister company Paramount Picture movies and trades with other network company's television shows and movies. Third, eighty percent of the episodes that we set to record during a recent week based upon the schedule times for airing reported by TVGuide.com were changed and/or dropped.

Clearly, FFA's efforts are having a major impact on MTV's profitability from producing and airing this rank show which legitimizes lesbian and bi-sexual behavior in front of millions of children and young teens.

Some of the responses from companies who recently informed Florida Family Association that their ads will not appear again on MTV's bi-sexual dating show are reprinted in part below:

AIG INSURANCE "Our programming standards clearly stipulate that Ms. Tequila's show is unacceptable for AIG advertising placement. The

Continued page 3 ... Advertisers Reject Tila's Bi-Show

PLEASE REMEMBER FFA THIS SUMMER!

Children are out of school.

Families are taking their summer vacations.

Many adults are taking refuge from Florida's heat in the Appalachian-Mountains.

All of these events are great for the family. They build memories that last for a lifetime. I know my fondest time of year as a youth was the summer. It still is because of my passion for snook fishing on Florida's beaches and passes.

We encourage you to remember Florida Family Association in your giving to outreach ministries during the summer. Summer months are typically our slowest financial season of the year.

You can help make sure that all of our efforts continue strong by sending a gift this month in the enclosed envelope.

THANK YOU.

Sincerely,

David Caton

Executive Director



DAVID E. CATON
Executive Director

**FLORIDA FAMILY
ASSOCIATION**
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Tampa, FL 33646-0105

Phone 1-813-264-5888
Fax 1-813-264-0658

Email:
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.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-435-7352. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

Advertisers Reject Tila's Bi-Show

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aigdirect.com ad was placed in the program in error. We acknowledge that this is the second time in two months that one of our auto insurance company ads ran in Ms. Tequila's program by mistake. We can assure you that we have made every effort to ensure it won't happen again. Thank you for bringing the issue to our attention.” **Charlie Armstrong, Senior Director, Advertising & Global Branding.**

UNILEVER (Ads aired for Axe Deodorant Body Spray, Dove soaps and Lipton Green Tea.) *“As to your specific query regarding MTV’s ‘A Shot at Love with Tila Tequila,’ Unilever has always maintained a position not to advertise on the show, because it is not in line with our guidelines. This position has not changed. Unfortunately, there was a scheduling error, which we are taking very seriously. We have already worked with MTV to set up a multi-step system to help prevent scheduling mistakes from happening again.”* **Anita Larsen, Director, U.S. Media Relations.**

BRISTOL-MYERS SQUIBB COMPANY (Ads aired for Abilify) *“As a national advertiser, Bristol-Myers Squibb strives to support television programming of quality and good taste. We were surprised to learn that one of our advertisements appeared during ‘A Shot at love with Tila Tequila.’ This is not a program in which we sought to advertise, given the excessively sexual nature of the show.”* **Tracy Furey, Vice President, Corporate and Business Communications.**

POPEYES CHICKEN & BISCUITS *“We do not want Popeye’s ads airing in highly controversial programming of this type. All Popeyes advertising is bought in local markets by local franchise owners and local media agencies. Popeyes provides guidelines to ensure appropriate programming is purchased. I assure you that advertising was not purchased for specific programming (A Shot at Love with Tila Tequila). I will follow up with the local market to ensure the media buy is reviewed and within our guidelines.”* **Dick Lynch, Chief Mar-**

keting Officer.

SUNNY DELIGHT BEVERAGES COMPANY *“Tila Tequila's show is on our "prohibited" list. So we are extremely disappointed that MTV did not notify us in advance, given they are aware of our Content Guidelines. When we asked MTV why they would air programming like this at 8 in the morning, they told us the Tween audience is receptive to this programming, and it generates good ratings. That answer was not good enough for us. After re-viewing MTV's programming overall, our advertising agency and we have come to the conclusion that it will be difficult to feel comfortable about SunnyD advertising running in appropriate programming on that network. Therefore, we will not renew our buy with MTV for the 2008-09 season and beyond. For the remainder of this season, our ad agency will increase the monitoring of our ad placement. Thank you for bringing this to our attention.”* **Rick Zimmerman, Sr. VP, Marketing & Innovation.**

JANE COSMETICS *“I wanted to get back to you to let you know that we will NOT be advertising on A Shot at Love with Tila Tequila ever again. It was a bad error on the part of our media buying company and an oversight on our part that this show ever got placed. It was NOT on our requested program list, but it was not on a DO NOT ADVERTISE list that it now sits on. I apologize to you and your group members for this error in placement and appreciate your bringing it to our attention.”* **Lisa Yarnell, President, CEO, Jane & Company LLC.**

Supporters’ emails to and FFA’s daily communications with companies that advertise during MTV’s bi-sexual dating show are having a tremendous impact on the show’s profitability. Florida Family Association will continue to contact companies who advertise on Tila Tequila shows and reruns for as long as they air. Future email alerts will be issued for companies that ignore Florida Family Association’s communications. To receive these email updates go to floridafamily.org and click on Email Updates to register.

GOVERNOR CRIST CONSIDERS OIL

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allowing petroleum companies to drill for oil off the coast of Florida. "It depends; it's something I would least like to do, but I also understand the economics of what's happening in our country." Crist said that soaring gas prices are hurting families as well as tourism in Florida. "What we ought to be willing to do is study it," he said. "Reaching a conclusion about what is right or not right at this juncture is hard to do." Governor Crist said. "What's going through my mind is the fact that we have to be sympathetic to the pocketbooks of the people of Florida and what they're paying for gas... I think we owe it to Florida families to at least look at it."

Two years ago, congress enacted the 2006 Gulf of Mexico Energy Security Act which established federal Outer Continental Shelf (OCS) revenue sharing for affected coastal states and communities. The law authorized that 37.5% of all federal OCS revenue from new leases in the Gulf of Mexico, including bonus bids, rentals and production royalties, would be shared with Alabama, Mississippi, Louisiana and Texas. Florida chose not to participate in the revenue sharing as it chose not to open more of the Eastern Gulf of Mexico to oil leasing.

The Mineral Management Services branch of the federal government collected \$3.7 Billion from new oil leases sold for the Gulf of Mexico in March 2008. This amount does not include the 37.5 % tariff on all future oil produced from these leases. The billions of dollars collected from the sale of oil leases and future production will be shared with Alabama, Mississippi, Louisiana and Texas. Florida will receive nothing.

If you would like to express your support for Governor Crist's consideration of drilling for oil off Florida, please write to him at:

**Office of Governor Charlie Crist
State of Florida
PL-05 The Capitol
Tallahassee, FL 32399-0001
Fax: (850) 487-0801
Email: Charlie.Crist@myflorida.com**

PLEASE SEND POSTCARD TO JOHNSON & JOHNSON

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and encouraged them to discontinue their advertising support. **The following 23 companies discontinued advertising on one or more of these shows and has not reappeared for two months:** Ameriprise, Apple, Avis, ASPCA, Best Buy, Bridgestone, eBay, General Motors (Saturn), Levi's, Loreal, Macy's, Monroe County Tourist Development (Fla-keys.com), Nestle (Jenny Craig), Ontel (Buysmartclip), Pfizer (Rogaine) Peticure, Right Size, St. Judes, Shade Tree Systems, World Alliance Financial, Verizon, Washington Mutual and Zappos.

Johnson & Johnson was one of the companies Florida Family Association communicated with regarding advertisements for Tylenol on TransAmerican Love Story and Adam & Steve. TransAmerican Love Story is a reality show where men bid for intimacy with a transvestite.

Johnson & Johnson responded to Florida Family Association's concerns with a letter that stated in part: *"Johnson & Johnson is a global organization, with a diverse product portfolio and customer base. To reach many different customers, we advertise in a wide range of programming on a variety of networks. Given that we have already heard your concerns, I hope you recognize that we may not be able to respond to each and every one of your letters."* Kimberly Kadlec, Chief Media Officer, World Wide Vice President, Johnson & Johnson.

PLEASE SEND THE ENCLOSED POSTCARD OR A PERSONAL LETTER OR EMAIL to encourage Johnson & Johnson to reconsider their advertising support of explicit homosexual and transsexual programming which airs on the unrestricted, advertiser supporter LOGO network.

**William C. (Bill) Weldon, Chairman and CEO
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