

CALVIN KLEIN PULLS THREESOME BILLBOARD IN SOHO, FFA EMAIL CAMPAIGN HELPED VICTORY

Florida Family Association sent out an email alert on June 16th that encouraged supporters to send emails to Calvin Klein and parent company Phillips-Van Heusen Corporation officials regarding their threesome billboard in SoHo, New York. The explicit billboard posed two men and one woman topless showing a large amount of skin. The one woman was posed kissing one man while lying on the other man.

Thanks in part to FFA supporters' emails Calvin Klein removed the threesome billboard in SoHo.

FFA's email informed supporters that Calvin Klein is owned by Phillips-Van Heusen Corporation who also

Continued page 4 ... Calvin Klein Fought Back First

DAVID LETTERMAN APOLOGIZES TO PALIN FAMILY, FFA CAMPAIGN TO CBS PLAYED A HEAVY ROLE

Supporters' emails pledged to contact Letterman's advertisers if he failed to apologize to Palin family.

David Letterman later claimed that his joke was about Sarah Palin's eighteen year old daughter as if to justify that it is okay to joke about raping a girl of that age. Nevertheless, it was Sarah Palin's fourteen year old daughter, Willow Palin, who was at the baseball game and who was the target in the public's eye of Letterman's horrific joke.

Florida Family Association (FFA) launched the only known organized email campaign that called on CBS's top three officials to insist that David Letterman

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FFA'S MONITORING EFFORTS INFLUENCE MORE COMPANIES TO DROPS ADS ON BAD SHOWS

Florida Family Association's communications with advertisers resulted in the following responses from companies whose advertisements appeared on the irresponsible programs noted in their responses:

POPEYES *"Thank you for contacting me regarding the ad placement on Bright House Network. The program, Playboy's Girls Next Door, does not meet Popeyes media placement guidelines. We have communicated this to our media buying group and they will ensure that no Popeyes ads air in this program going forward."* **Cheryl A. Bachelder, CEO.**

GENERAL MILLS *"I am responding to your recent email making us aware that advertising for Chex Mix appeared during Family Guy. In our investigation of this matter, the local station acknowledged that an error was made during a rescheduling of programs and our Chex Mix advertising. This program has not and will not be purchased intentionally in future rotations. While we have reemphasized our policy with the network, it is always helpful to be made aware when errors occur in order to prevent future issues."* **Jeff Hagen, Director, Consumer Services.**

GRANNY NANNIES *"I can assure you that Granny Nannies would never intentionally pick a program like the Hugh Hefner story as a vehicle to advertise our services... a major error has happened and again I assure you Bright House will hear about this. If they can't adhere to this rule, I will personally let them know there are other places to spend our ad budgets. I thank you very much for bringing this to my attention."* **Paul Siragusa, CEO**

MERCEDES-BENZ *"We are in receipt of your letter concerning 'Playboy's Girls Next Door.'*

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PLEASE HELP OUR EFFORTS TO STAY STRONG THIS SUMMER

We try our best not to make routine or long pleas for financial support. Additionally, it has always been our belief that people should be motivated to support this ministry based upon it's accomplishments and current efforts instead of lengthy requests.

However, as the past twenty years have proven, there are times when we need to bring our needs to the attention of Florida Family Association's supporters. This summer season is one of those times.

Gifts to this ministry dropped off during the month of June. In order to hopefully prevent this trend from continuing we need to ask for your help.

Please consider helping this ministry's efforts to stay strong by sending a contribution in the enclosed return envelope. And please pray for the success of Florida Family Association many efforts.

Your prayers and financial support are important to our continued success.

Sincerely,

David Caton
Executive Director

THANK YOU. GOD BLESS YOU AND YOUR FAMILY.



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.

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 Bad Television Shows

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MBUSA provides each network with a list of programming that designates those programs on which our advertising is not to appear. This particular show is one of those listed on our submission to the E! Network. We are currently investigating the May 2009 air date documented in your letter to determine if the network did not adhere to our guidelines. MBUSA plans to take the appropriate disciplinary measures with the network commensurate with this error.” **Stephen Cannon, VP Marketing.**

BONA “... we have discontinued advertising on Logo Network. Kerstin Lindell, our group CEO forwarded me your second email, which must have crossed paths with my first. Please let me know if you have any further questions. Thank you.” **Kirk Roberts VP of Operations.**

ORBITZ “We do thank you for your recent correspondence regarding our advertising on RuPaul's Drag Race on Logo. We agree with you that it is important to advertise in quality programming and will share your comments with the media company that places our advertising.” **Lisa Diehl, Supervisor - Orbitz Customer Relations, Chicago, IL.**

PROGRESSIVE “I am responding to the e-mail in which you expressed concern about the placement of our advertising on the program Playboy's Girls Next Door. We take all feedback seriously and we appreciate your taking the time to write to us. After receiving your e-mail, we checked with our ad placement agency and with the E! Channel. We have been assured by the channel that our advertisements will not appear on this program.” **Sung Cha, Marketing Process Manager.**

VERIZON WIRELESS “Thanks for the heads up on this. I tracked it down and the E Channel has agreed to provide us a credit for the ad that ran during this show. It was a mistake on their part. This program (Playboy's Girls Next Door) is on our "do not air" list. Thanks again.” **James Gerace, VP Corporate Communications.**

K-MART “Thank you for bringing this to our attention. After receiving your note, I have asked the head of our marketing team, Richard Gerstein, to look into this as advertising on such a show is not consistent with our policies. My team will provide us with an update promptly.” K-Mart pulled off of the show.” **W. Bruce Johnson, Interim CEO.**

TELEFLORA “I had no idea and I am as upset as you are. I looked into it. We bought some direct marketing spots and had no idea that our advertising would run there (Playboy's Girls Next Door.) The stations kind of place them where they like. Now we know what to do and I thank you for bringing this to my attention.” **Lynda R. Resnick, Co-chair.**

PROCTER & GAMBLE “FOX placed a Gillette advertisement in Family Guy in error at the time we were scheduled to run the ad in a NASCAR event, which was pre-empted. We have already addressed this situation with the network. We very much appreciate you alerting us of the placements you identify that seem out of place for us.” **Tami Jones, Procter & Gamble.**

BOB EVANS “When we contacted Fox Network, they informed us that they had made a mistake by airing one of our commercials during an episode of Family Guy. We have given them a specific listing of shows that are acceptable for showing our commercial, and they have assured us that this will not happen again. Thanks.” **Sarah Meenach, Consumer Relations Manager.**

Florida Family Association has influenced over 3,000 companies to discontinue advertising on over 125 television and radio shows during the past twenty years.

FFA's recent monitoring efforts and communications with advertisers most recently influenced the LOGO Network (an all gay, lesbian, transgender channel) to discontinue airing the shows Sordid Lives and TransAmerican Love Story.

CALVIN KLEIN FOUGHT BACK FIRST, THEN REMOVED SIGN

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owns Van Heusen, Izod and G.H. Bass.

The emails that FFA prepared for supporters to send to Phillips-Van Heusen Corporation stated in part *"I will remember how Phillips-Van Heusen Corporation responds to this situation when I consider Calvin Klein, Van Heusen Retail, Izod and G.H. Bass Retail products in the future."* The supporters' emails called on Calvin Klein to *"expeditiously remove the ad copy for this billboard."*

Calvin Klein fought to stop supporters' communications but Florida Family Association tenaciously continued delivering emails and faxes from supporters to protest the billboard. Calvin Klein started blocking emails from Florida Family Association supporters after receiving thousands of emails over a five hour period of time.

FFA promptly switched the method of delivery to faxes to counter the Calvin Klein email block. After twenty four hours of faxes Calvin Klein blocked supporters' faxes that were being delivered through Florida Family Association's web fax delivery system. FFA promptly restructured the method of delivery to another email with different email address and subject structure.

Had objections not been made regarding this irresponsible billboard, Calvin Klein would likely have duplicated it across the country. Officials at Calvin Klein's parent company Phillips-Van Heusen Corporation received thousands of emails from FFA supporters. These supporters' emails made a difference in influencing Calvin Klein to remove the billboard.

Are you receiving FFA's Email Alerts?

Thousands of supporters have signed up to receive email alerts from Florida Family Association (FFA). Their participation in FFA's email campaigns have helped to influence numerous victories. To sign up, simply log onto www.floridafamily.org, click on the button labeled "Email Updates" in the left hand column. Complete the small form and click the continue button to take action.

DAVID LETTERMAN APOLOGIZES

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apologize or that CBS fire him. These CBS officials received thousands of emails from Florida Family Association supporters.

Additionally, FFA pledged to call on advertisers to discontinue their financial support of "The Late Show with David Letterman" if David Letterman declined to issue a legitimate, formal apology to Willow Palin or in the alternative CBS failed to fire David Letterman.

CBS knows all too well how effective Florida Family Association's efforts are at influencing advertisers to pull off of television shows. Florida Family Association has influenced over two hundred companies to stop advertising on the CBS owned networks MTV and LOGO during the past five years. FFA has called on companies to stop advertising on MTV shows "Undressed" "A shot a love with Tila Tequila" "Tila Tequila Spring Break Fantasy Couple" and LOGO shows "Sordid Lives" "Noah's Arc" "TransAmerican Love Story" "RuPaul Drag Race" "Adam and Steve" and "Queer as Folk."

David Letterman subsequently gave the following apology to Bristol Palin, Willow Palin, Governor Palin and her family: *"Well my responsibility I take full blame for that. I told a bad joke. I told a joke that was beyond flawed. And my intent is completely meaningless compared to the perception. And since it was a joke I told I feel that I need to do the right thing here and apologize for having told that joke... So I would like to apologize especially to the two daughters involved Bristol and Willow and also to the governor and her family and everybody else who was outraged by the joke. I am sorry about it and I'll try to do better in the future."*

"While we believe that David Letterman deserves to be fired for his horrible joke Florida Family Association called for either an apology or firing." Notes David Caton, Executive Director, Florida Family Association. *"Now that David Letterman has issued a succinct apology we will adhere to our word, drop the matter and move on to other issues."*