

# FLORIDA FAMILY ASSOCIATION

August  
2008

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## **VIRGIN MOBILE DROPS STRIP2CLOTHE CAMPAIGN, FFA SUPPORTERS' EMAILS MADE A DIFFERENCE**

Virgin Mobile dropped their Strip2Clothe campaign on July 20th just days after Florida Family Association launched an email campaign opposing its content. Virgin Mobile changed the name of the campaign to Blank2Clothe and removed the strip videos after receiving thousands of emails from FFA supporters. The html location of the web site is still strip2clothe.com but it is titled Blank2Clothe.

Virgin Mobile, a major cell phone company, and the National Network For Youth (NN4Y), a lobbying organization for more than 150 organizations that help homeless youth, began running the Strip2Clothe campaign the second week of July. The campaign asked young people to post videos of themselves stripping to music. In exchange, American Eagle Outfitters provided donations of new clothes for homeless youth based on the number of times the videos are viewed.

*Continued on page 4... Virgin Mobile Drops*

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## **GAINESVILLE PETITION DRIVE COLLECTS MORE SIGNATURES THAN REQUIRED**

A Gainesville petition drive has succeeded in collecting more signatures than needed to call for the repeal of the city's Gender Identity ordinance.

The "Citizens for Good Public Policy" committee met their filing deadline on July 29, 2008 by submitting a total of 8,800 petitions, far more than the 5,581 petitions required to place a charter amendment on the ballot which repeals Gainesville's Gender Identity

*Continued page 3 ... Petition Drive Moves Forward*

## **18 MORE ADVERTISERS DROP PLAYBOY TV SHOW, A TOTAL OF 326 ADVERTISERS HAVE DROPPED THE PROGRAM**

Florida Family Association's daily communications with advertisers and supporter emails in response to FFA's email campaigns has influenced another eighteen companies to stop advertising during Entertainment Channel's program called Playboy's Girls Next Door.

These eighteen companies include: 1800AskGary, Befit Enterprises (Power Juicer), Bosley Hair Loss, Castalian Music, DLI Holding Orajel, Dolce & Gabbana, E-Bay (Stub Hub), Energy Brands (Vita Water), Ideal Village (Slim Shots), JC Penney, Papa John's, PepsiCo (Live Water), Permanent General Insurance, Porsche Cars North America, Real Estate Disposition Corporation, USHomeAuction.com), The Orchard (eMusic), Vertrue Inc. (Lavalife) and Zestra.

*Continued page 4 ... 326 Advertisers Drop*

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## **FFA INFLUENCE 125 OF 154 ADVERTISERS TO DROP MTV'S BI-SEXUAL DATING SHOW**

Florida Family Association used custom designed computer software to capture 1,363 advertisements which ran during MTV'S bi-sexual reality dating show starring Tila Tequila. The special software sent sequences of emails directly to the CEOs and VPs of Marketing. The computer program also tracked the companies' frequency of advertising to assist with determining which advertisers would be included in email campaigns for supporters to contact.

Florida Family Association's daily communications with advertisers using the special software and

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## How Important?

Florida Family Association is the only pro-family organization in the country which monitors companies that advertise during MTV's hedonistic shows, LOGO Channel's explicitly homosexual programs and E! Channel's pornographic Playboy shows. In addition to FFA's effective email campaigns, FFA shares the monitoring results from these and many other cable channels with other organizations including the American Family Association and Focus on the Family who often report this information or make call to actions on the internet or radio programming.

Similarly, Florida Family Association's frontline efforts to influence major oil companies and large convenience store chains to prohibit porn, efforts to combat porn on the World Wide Web and other efforts aimed at protecting our moral environment are often reported upon and taken action by other pro-family organizations and Christian media.

In many cases, Florida Family Association is the primary organization on the frontline of the cultural divide taking action and providing valuable information for pro-family organizations and media to increase the battle effort. Your support is therefore very important since Florida Family Association is often the first line of response on key issues that threaten our moral environment.

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



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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.

## PETITION DRIVE MOVES FORWARD

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provision. To read news reports on this effort go online to The Gainesville Sun and search the issue.

The Alachua County Supervisor of Elections has 45 days to verify the voter signatures and certify the results. If the petition is certified to have more than the 5,581 required voter signatures, the City of Gainesville will set a special election date no less than 90 days from the date of certification.

The "Citizens for Good Public Policy" committee launched a petition drive on May 1st which sought to amend the city charter with provisions that would repeal the "gender identity" ordinance that was adopted earlier this year by the Gainesville City Council.

The "gender identity" ordinance, which makes it unlawful to discriminate on the basis of a person's perceived "gender identity," has no exemptions for public restrooms, schools or day care centers. This means that a man who perceives that his "gender identity" is female is legally protected to enter any public women's restroom in the City of Gainesville. Tampa Police arrested Robert Johnson in February 2008 for hanging out in the women's locker room area at Lifestyle Fitness and watching women in an undressed state. The "gender identity" ordinance, which is unique to the City of Gainesville, would have provided legal protection to a similar offender in Gainesville.

The Gender Identity Ordinance also provides legal protection for transgenders to teach school children one day as a man and another day as a woman. Unfortunately, the ordinance does not attempt to qualify who really is a transgender and who is not. That is left up to the individual to determine what his perceived "gender identity" is that day.

The petition seeks to amend the City of Gainesville Charter to limit government to protect from discrimination only those categories which are specified in the Florida Civil Rights Act. The Florida Civil Rights Act currently includes the following categories: race, color, religion, sex, national origin, age, handicap, or marital status.

Florida Family Association is working closely with Cain Davis, Chairman of the Citizens for Good Public Policy committee to assist with this campaign.

**CONGRATULATIONS** to the Citizens for Good Public Policy committee, Cain Davis (Committee Chairman), volunteers and donors for a job well done.

## SUMMER SLOW DOWN HITS FLORIDA FAMILY ASSOCIATION THE LAST WEEK OF JULY

Thanks to the faithful support of the people who receive this newsletter contributions have been strong thus far most of the summer.

However, gifts to Florida Family Association dropped in half the last week of July. Summer is here and we need your support.

Please help all of our efforts to stay strong by sending a gift this month.

THANK YOU.

## ADVERTISERS DROP MTV SHOW

*Continued from page 1*

supporter emails in response to FFA's email campaigns have influenced approximately 125 out of 154 companies to stop advertising during MTV's "Shot at Love with Tila Tequila." FFA's efforts have effectively influenced over Eighty Percent (80%) of the companies recorded as advertising on Tila Tequila to change or enhance their advertising practices to avoid being on the show again.

During the last month of the second season the dates posted on TVGuide.com for this program changed frequently. Many of the episodes posted on TVGuide.com never aired. MTV appeared to be shuffling the schedule to avoid Florida Family Association's ability to record the show and contact advertisers.

MTV has relegated reruns of the "Shot at Love with Tila Tequila" show to MTV3. It appears that MTV did not want Florida Family Association's monitoring efforts to continue to impact advertisers on their more popular and profitable MTV and MTV2 cable channels so they relegated the program to MTV3. FFA will continue to record the program on MTV3 and contact companies that advertise on this program.

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## EMAIL CAMPAIGNS ARE MAKING AN IMPACT ON PUBLIC POLICY

### Are you receiving FFA's Email Alerts?

Thousands of citizens have signed up to receive email alerts from Florida Family Association (FFA). Citizens participating in FFA's email campaigns have helped to influence numerous victories with Corporate America.

To sign up, simply log onto [www.floridafamily.org](http://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.

## VIRGIN MOBILE DROPS STRIP2CLOTHE CAMPAIGN

*Continued from page 1*

Florida Family Association launched an email campaign on July 14th to call attention to Virgin Mobile and the National Network for Youth's sponsorship of the irresponsible campaign. The National Network for Youth subsequently issued a statement which read in part "...our board has decided that National Network for Youth will not officially partner with Virgin Mobile's STRIP2Clothe campaign, but will still offer our members the opportunity to receive the clothes if they so wish."

Virgin Mobile changed their campaign just hours before Florida Family Association was preparing to launch another email campaign that would have targeted apparel donor companies.

Thanks to everyone who sent emails to Virgin Mobile and the National Network for Youth. They made a difference for our moral environment.

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## 326 ADVERTISERS DROP PLAYBOY SHOW

*Continued from page 1*

FFA's efforts have influenced a total of 326 companies to discontinue advertising on this show since it first aired on August 12, 2005. The 326 companies are listed at [floridafamily.org](http://floridafamily.org).

The success of influencing so many advertisers to pull off of this show is sending a message to television producers that such programs on unrestricted, advertiser supported television are not profitable.

Playboy's "Girls Next Door" is the only program on advertiser supported television that profiles a porn company. Florida Family Association has been committed to making this show unacceptable and unprofitable in the eyes of television producers since it first aired on August 12, 2005. Florida Family Association will continue to contact advertisers as long as the program stays on the air.